

THE
Elks

MAGAZINE
SEPTEMBER 1968



in this issue:

**centennial
convention
highlights**

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Elkdom's Future Depends on You



There is no other time when I would desire more to be your Grand Exalted Ruler than this year, at the beginning of our second century, when the glories of our proud past can inspire us to even greater things in the challenging future.

What we do now will shape our Order's destiny and be directly responsible for determining whether our two hundredth birthday will be celebrated.

To give impetus to our efforts, I have established "New Century Recognition Awards" for those who join with me in making this the greatest year in Elkdom's history. Awards to individual members will be made as follows:

Members Recognition

1. A New Century seal will be affixed by the Lodge Secretary to the card of the member who proposes (a) at least one individual for membership during the period April 1, 1968, to March 31,

1969, or (b) who presents to his Lodge Secretary at least one New Century Club or Participating Foundation Subscription.

2. A special New Century seal will be given by his Lodge Secretary to each member who either proposes two or more members or secures two or more Century Club or Participating Foundation Subscriptions or a combination of one new member and one Foundation Subscription.

3. The Grand Exalted Ruler's New Century Special Citation will be given to each member who secures at least ten new members during the period April 1, 1968, to March 31, 1969. The Lodge Secretary must inform the Grand Secretary's office of the names of members qualifying for certificates.

Lodge Recognition

A New Century Citation Certificate will be awarded each Lodge which, dur-

ing the period April 1, 1968, to March 31, 1969, meets one or more of the following:

1. Attains at least a 10 percent gross increase in membership.

2. Accomplishes at least a 5 percent net gain.

3. Lapses for non-payment of dues are no more than 2 percent of its membership.

4. Makes total contributions to the Elks National Foundation of at least one dollar per member. For example, the minimum for a lodge of 1,000 members would be \$1,000.

The year ahead gives our Order unlimited possibilities for service. We can make Elkdom's 101st year its finest, a magnificent start on its second century. I hope that you will accept the challenge. Elkdom's future depends on you.

Sincerely and fraternally,

Edward W. McCabe

Edward W. McCabe, Grand Exalted Ruler

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will remind you
of a great
autumn day
in the woods.



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cancel
your
vacation.

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THE ELKS MAGAZINE

VOL. 47, NO. 4

SEPTEMBER 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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POSTMASTER: Mail notices of address corrections to:

THE ELKS MAGAZINE, Circulation Dept., 425 W. Diversey Parkway, Chicago, Ill., 60614

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THE ELKS MAGAZINE, Volume 47, No. 4, September 1968. Published monthly at 425 W. Diversey Pkwy., Chicago, Ill., 60614, by the Benevolent and Protective Order of Elks of the United States of America. Second class postage paid at Chicago, Ill., and at additional mailing office. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1922. Printed in Dayton, Ohio, U.S.A. Single copy price, 20 cents. Subscription price in the United States and its Possessions, for Elks \$1.00 a year, for non-Elks, \$2.00 a year; for Canadian postage, add 50 cents a year; for foreign postage, add \$1.00 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this magazine assumes no responsibility for their safety.

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WHY JOE JONES USES A PITNEY-BOWES POSTAGE METER TO MAIL JUST 4 LETTERS A DAY.

About two years ago, Joe F. Jones set up a business in a 13 by 20 foot office on West Wieuca Road in Atlanta, Ga. He hired a salesman

and made himself president of All-Steel Buildings, Inc., distributors of pre-engineered metal buildings for American Buildings Company.




The week Joe started in business, he licked and stuck stamps on 500 announcements. One month later, he rented our little desk model postage meter and he hasn't licked a stamp since then.

Even though Joe mails an average of only 4 letters a day, the meter earns its keep in his mind for the look it gives his mail. "A letter going out to a customer doesn't look businesslike with all those cancellation marks on it. I just don't think a stamp has a place in business anymore."

Because Joe's meter precancels and postmarks his mail, it's not only neater, it's often faster since it can skip that step in the post office. Most of his mail goes to American Buildings' home office in Eufaula, Alabama. If he makes the 7 p.m. pickup, Joe's metered mail usually arrives the next day. To Joe, "that counts in a business like mine."

Joe has his meter work for him in other ways, too. Whenever he sends proposals and pamphlets to prospects, Joe prints the right postage on parcel post tape. To the left of the postmark and postage, the meter can print a little ad (Joe's reads "Commercial-Industrial" to tie in with his company's name on the envelope). When the meter's not needed, Joe slips it back into its carrying case and stows it under his desk.

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Our Most Valuable Students



First-place Elks National Foundation scholarship winners Sharon D. Matthews of Fairfield, Ill., and Donald M. Haines of East Grand Forks, Minn. Each received awards of \$2,000.



2nd award, \$1,800
Margaret Ross
Red Bluff, Calif.



Tie—2nd award
Priscilla Garland
Catawba, West Va.



2nd award, \$1,800
Wayne Christian
St. George, Utah



3rd award, \$1,600
John Scardina
Farmingdale, N.Y.



3rd award, \$1,400
Carol Ferguson
Miami, Fla.



Tie—3rd award
Mary Rowland
McLeansboro, Ill.



4th award, \$1,400
Keith Gillin
Wenatchee, Wash.



Tie—4th award
Louis Farber, Jr.
Kennebunk, Me.

To the rousing applause by the delegates at the 104th Grand Lodge convention an Illinois girl and a Minnesota boy were declared first-place winners of the Elks National Foundation's Most Valuable Student contest.

Sharon Dee Matthews of Fairfield, Ill., and Donald Morris Haines of East Grand Forks, Minn., each received a \$2,000 scholarship to the college or university of their choice. The awards were presented at the convention by PGER John

L. Walker, chairman of the Foundation. A total of 151 awards, 75 to girls and 76 to boys, and totaling \$134,800, was announced by the trustees of the Foundation this year.

In addition to these Most Valuable Student awards, 272 National Foundation scholarships of \$600 each were allocated to the states.

Following is a complete list of this year's winners, by state:

(Continued on page 51)

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ELKS STATE ASSOCIATION DEPARTURE SCHEDULE

- Ala.—Sept. 29 (leaves Birmingham).
- Ohio.—Oct. 6, Nov. 9, Jan. 26, Feb. 8 (leaves Columbus/Cincinnati).
- Tenn.—Oct. 20, Jan. 11 (leaves Nashville).
- N. Y.—Oct. 20 (leaves New York).
- Ill.—Nov. 3, Dec. 21, Jan. 11, Feb. 22, Apr. 5 (leaves Chicago).
- Ga.—Nov. 3 (leaves Atlanta).
- Mo.—Nov. 9, Dec. 7 (leaves St. Louis).
- Kans.—Nov. 16, Jan. 18 (leaves Wichita).
- N. Eng.—Nov. 16, Dec. 21, Jan. 18, Mar. 29 (leaves Boston).
- Ind.—Nov. 16, Jan. 11, Feb. 8, Mar. 29 (leaves Indianapolis).
- Pa.—Nov. 30, Feb. 15, Mar. 15, Apr. 19 (leaves Pittsburgh/Baltimore).
- Wis.—Dec. 7, Feb. 8 (leaves Milwaukee).
- Mich.—Dec. 29, Feb. 1, Mar. 1, Apr. 5 (leaves Detroit/Chicago).
- Tex.—Mar. 8, Apr. 26 (leaves Houston/Dallas).

Watch for your State's departure dates in future issues

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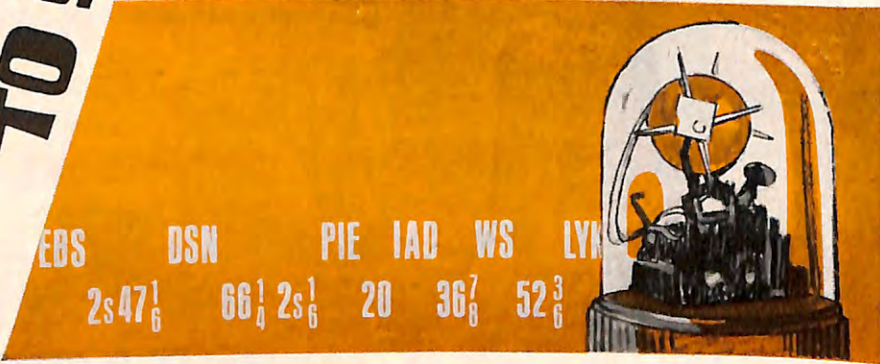
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TO SUCCESS

THE ROADS IN WALL STREET



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by David L. Markstein

There was an ancient saying: "All roads lead to Rome." Today many roads lead to the hoped-for land of investing success and, like the diverse roads that led Rome in the days when Rome's word shook the world, all of these can carry you to Wall Street success provided they are chosen with intelligence and followed with diligence and care.

The trick, say veteran Wall Streeters, is to go on a road and at a pace that suits you as an individual investor. Some investors are like swift chariots that barrel at top speed toward Rome, risking the loss of a wheel here or a horse there if speed can be achieved. Others prefer to go more slowly in the hope of doing so with greater safety and less wear or tear on the nervous system. Thus while many avenues lead to success, it is well to understand the pace and the methods on each.

Numerous investors take the "performance" road via individual stocks or mutual funds attuned to trading for profits. Others believe in buying "good" stocks and holding them for a long pull, which, with some investors, means for a lifetime. Another group is completely sold on the "new directions" approach of seeking small firms, firms that do new things or put new twists to old tasks, and relying on a diversity of these firms to hit it big, risking losses on those which do not. Some investors rely on the balance sheet for guidance; others ignore it and put all of their attention into analyzing the earnings statement in a search for corporations—regardless of the industries into which they might fall—which seem able to generate consistent growth of profits from year to year.

There also are devotees of an ap-

proach which calls, of all things, for seeking unpopularity in the market place, provided it is accompanied by what appears to be a sound earnings potential. Another school of financial thought looks only at the supply-demand balances and imbalances within the stock market itself, ignoring the corporation's affairs and hoping to buy in when there is an apparent imbalance of demand from seekers of stock over supply in the form of stock tendered by sellers, so that the greater pressure of buying will force prices up and produce a profit. And a final group follows the hallowed path of searching for high current income.

The "performance" seekers have had things their own way of late, and even institutional investors such as mutual funds and insurance companies are presently choosing this path.

The performance cultists, whom some scoffers dismiss as "Go-Go Boys," hold that in a time of inflation nothing less than rapid capital gains will possibly bring about success. Performance followers tend to be short-term, in-and-out investors who abandon a commitment the instant it stops performing. Statistics showed that mutual funds, once conservative professional investors, turned over their portfolios 38 percent during a recent year. Considering the continuing conservatism of some older (and larger) mutuals this would appear to indicate a turnover of sizeable proportions on the part of the Go-Go Boys. Some of these fast-moving funds never report a holding to their stockholders at all—it is sometimes bought after a quarterly report period and sold before the beginning of the next period.

Wild as it may sound, the Go-Go approach works. To follow it calls for good information and a fine sense of timing. But the average business or professional man, engrossed throughout most of his working time with the affairs of his own field, scarcely finds time to obtain or apply this kind of fine touch. So increasing numbers of mutual funds have sprung up to take the job off his hands (for a management fee) and a number of stock market letters concentrate upon timing advice applied to fast-moving stocks—even to timing the purchases and sales of Go-Go mutual funds. And now even the dark-suited, conservative advisors to individual accounts are coming out in bright sport coats and with trading programs geared to Go-Go management of at least a part of their clients' funds.

A non-Wall Streeter finds it easier to apply the older, staid approach of buying good stocks for the long haul. While results have not been as spectacular in late years as those racked up by the Go-Go managers, yet some of the profits from long-pull holding of first-rate corporate stocks are impressive.

—A hundred shares of General Motors bought ten years ago might have cost about \$4,250. Today they would be worth around \$8,150.

If in the fast-moving electrical electronics field an investor had bought Westinghouse rather than volatile Whoosis Hot Rod, he would have paid on average \$3,200 for stock worth \$7,350 on the day this is written.

—Some younger drug companies have scored spectacular results with new products and their stockholders have benefited in proportion. But all of the drug profits have not accrued to the far-out companies. Consider the purchase a decade back of 100 shares of American Home Products, which would have cost an investor \$1,700 on average then and would bring \$6,275 on

the New York Stock Exchange in 1968.

Other examples of the technique can be pointed out and, while all have not been profitable, the added safety makes this approach desirable to many investors not temperamentally suited to Go-Go gyrations. Even an investor unschooled in Wall Street ways can practice this approach on his own. Does he feel that a certain industry should prosper over the next decade? Picking the biggest and financially strongest company in it will not assure him the greatest possible profit, but if he is correct in his thoughts his stock should participate in expected growth.

A road that appears to branch out through uncharted woods has led some of its travelers straight to tremendous profits in the Street (and has led others up the wooded path to nowhere). This is the road taken by searchers for "new-directions" stocks.

These are the stocks of companies, often small and nearly always technology-oriented, where one big product success can zoom the value of the stock to many times its cost. There is a danger to this approach, of course. If the research doesn't work, an investor frequently takes a roller-coaster ride. One such company in recent years zoomed from 23 to 800, and then dropped right back again when the new product on which its stockholders' hopes were pinned failed to find a market big enough to pay for the research. Investors who bought at 23 and watched their hopes and their finances boom—then collapse—were not to be envied. Worse were those who bought at 800 and then stared disaster in the face when price quotations reached 23 again.

The example cited above was abnormal; few stocks in any category experience such skyrocket rises and falls. The new-directions investor reasons that he can afford some failures of judgment in a field where being right can be richly rewarded as Wall Street rewards the people who correctly pick a new technology early.

But new directions companies are not all technology corporations. Some operate in prosaic service fields in which they have divined a new human need and set out to supply it. Americans dine out more often than ever before. Much of this eating is done by persons newly able to afford moderate-price meals, and by teenagers who are more affluent than their parents of the Depression era. Noticing these facts, McDonald's Corp. designed a nationwide chain of franchised short-order establishments which have prospered so well that McDonald's stocks, purchasable only four years ago as low as 7½, sell for 57.

Thinking totally different from that of the new-directions seeker is done by the follower of the classic balance sheet

approach to stocks. This is the approach taken by the fathers and grandfathers of today's Go-Go Boys. Yet it continues to work and the reason why is rooted deep in human nature. Everybody likes a bargain.

A typical "bargain" to the balance sheet man might be a company meeting this description: Sales falling or stable; little growth. Profits in the same unenviable situation—sometimes nonexistent. A great deal of plant and machinery not being used profitably. High cash holdings or holdings of things that financial people consider akin to cash (these might be short or medium-term government bonds, a portfolio of marketable securities or accounts receivable on which payment is not in doubt).

Often such a company sells for less than its balance sheet would indicate to be its true value, and sometimes for less than the amount of its cash and cash equivalent items.

Although sometimes such a company has no earning power and might specialize in buggy whips or locomotive cowcatchers, shrewd investors do a double take when their eyes light on the statistics. They know that in this age of acquisition-minded conglomerate corporations and of entrepreneurs interested in any situation which is worth more dead than alive, sooner or later someone will be attracted by the sweet smell of a turnaround possibility. Searching out such balance sheet bargains has been the basis on which many considerable fortunes have been made.

Undervalued securities can include: defaulted bonds, if there is sound reason to believe that arrears of interest will be paid off; bonds that are selling well below their real worth because investors incorrectly believe the interest



to be in danger (note the key word, "incorrectly"); and special situations where specific information indicates an imminent merger or new product that will lift the real worth of the security. Unless an investor is actually in the inside group, however, it is not wise to take rumors or tips about corporate developments as a signal for the existence of an undervalued special situation. These situations are uncovered the same way buried treasure is found—by digging in corporate statistics.

Warns one analyst: "Even genuine undervaluation does not mean that the undervalued security is about to move back up to book value. There are a host of corporate developments that must be underway first. You cannot always know about these developments, but you can determine when an inside change-over is likely to be underway. Watch the accumulation of the stock and study the technical market action of the security to detect early buying that is likely to lift the undervalued and unwanted security into profitable investor favor."

While an older school studies the balance sheet, today's financial analysts are more prone to look at earning power, and most investors, led by such an earnings-minded philosophy, do likewise.

The earnings approach calls for less

emphasis on the areas in which a corporation operates or the state of its "bricks-and-mortar" account (as irreverent analysts call book value) than its ability to generate ever-higher earnings.

"I don't care whether a company runs buses to the moon or shuttles to Joe's Diner," one such investor told me. "What matters is that it makes money. It matters even more that its per-share earnings are able to increase every year at a steady pace—above 10 percent to keep ahead of inflation."

As this investor points out, profits can be a misleading term. Professional financial analysts do not look so much at the overall profit figure as they do at a statistic they call "per-share earnings." Per-share earnings is a figure derived by dividing net profits left over after service of debt and preferred, by the number of shares outstanding. Happily, no investor has to perform this division. The standard statistical sources of investment information always furnish a breakdown of per-share earnings and it is growth in this department that marks a truly growing situation.

While some Wall Streeters look at the profit and loss statement, others at the earnings sheet, a number at the technological or sociological direction a corporation is taking, and still others at "performance," one group seek something few humans want: Unpopularity.

The Unpopularity Portfolio approach is taken by Wall Streeters who know that while the Street's favor can lift value by hundreds of percent, that same favor is fickle. The electronics stocks had a day in the sun, followed by a day in shade, and reemergence into sunlight again. Utility stocks were the darlings of the Board, then they sold off badly, as one investor quipped: "They're giving two sticks of bubble gum today with every share of utilities." The tale can be told and retold for every group of stocks.

A point remembered by followers of the Unpopularity Portfolio idea is that those stocks up today might go down next year while those down may very well go up. "I buy my straw hats in December," Thomas Fortune Ryan, an oldtimer of the Wall Street scene, is reported to have told one questioner who wanted to know how Ryan made money in the market. Straw hats still sell cheaper in December for an investor with the patience, courage, and plain bullheadedness to wait around until summer's heat lifts their value.

However, there are the followers of still another approach who say that they don't care who lifts the value of a stock nor why, so long as they can tell by their trend-following methods that it is indeed going up. These investors and analysts deal in supply and demand, but not the supply or demand for a corporation's services or products. They are interested in balance or imbalance between bulls and bears trading in stock certificates. In the jargon of Wall Street, these people are called Technicians.

Some of the travelers on this supply-demand road to Rome use a kind of technical analysis known as point and figure. The P & F chart looks like a large tic-tac-toe board covered with X's. Others draw bar charts, some use correlations of volume and price movement, with still another group studying "Momentum," or the ability of a stock and a group to move faster than the market as a whole. Charts are sometimes employed for this work, computers are used by many of the technicians, and still others express the studies they have made in indexes and lists of numbers. They all seek, however, to discover when the balance of power might lie with buyers so that they can jump aboard for the rise, or, when there seem to be more sellers than bulls—they can unload their holdings.

The technician's reasoning runs like this: "Everything everybody knows—the ignorant and the well-informed, the smart and the dull-witted, the rich, poor, and in-between—finds its way to Wall Street and is reflected in the price movement and volume of trading through the buying of these people. It

(Continued on page 59)

WILL YOU SMOKE MY NEW KIND OF PIPE 30 Days at My Risk?

By E. A. CAREY

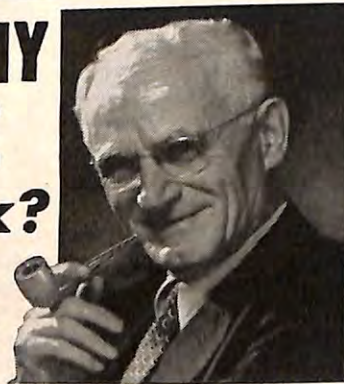
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With considerable doubt, I decided to work out something for myself. After months of experimenting and scores of disappointments, suddenly, almost by accident, I discovered how to harness four great natural laws to give me everything I wanted in a pipe. It didn't require any "breaking in". From the first puff it smoked cool—it smoked mild. It smoked right down to the last bit of tobacco without bite. It never has to be "rested". AND it never has to be cleaned! Yet it is utterly impossible for goo or sludge to reach your tongue, because my invention dissipates the goo as it forms!

You might expect all this to require a complicated mechanical gadget, but when you see it, the most surprising thing will be that I've done all this in a pipe that looks like any of the finest conventional pipes.



The claims I could make for this new principle in tobacco enjoyment are so spectacular that no pipe smoker would believe them. So, since "seeing is believing", I also say "Smoking is convincing" and I want to send you one Carey pipe to smoke 30 days at my risk. At the end of that time, if you're willing to give up your Carey Pipe, simply break it to bits—and return it to me—the trial has cost you nothing.

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This impressive setting representing stained glass windows set a hushed tone for the annual Memorial Services. The dominant centerpiece designed of flowers represented the Clock of Elldom.

ANNUAL MEMORIAL RITES, JULY 17, 1968

Grand Lodge Memorial Service

A sacred and inspiring moment during the Centennial Convention was the annual Memorial Service for those members summoned in the past year.

"Please think of this as a ceremony in which we honor with remembrance, not with tears," said PGER Raymond C. Dobson, chairman.

The stage of the Grand Ballroom of the New York Hilton was turned into

a solemn setting reflecting Elldom's traditional moment of retrospect and brotherly love.

Four candelabras and a floral clock in white and purple in front of cathedral-type stained glass windows dominated the setting. The flower-banked stage was lighted in subdued tones.

Judge George J. Balbach, PER of Queens Borough, N.Y., Lodge and local

chairman of the New York Convention, presented the general eulogy.

"We say to the departed Past Exalted Rulers that the momentum created by the efforts they expended has not subsided but will be accelerated because we have their memory to urge us on," he stated.

In paying them tribute, he said, "They supported the boys who were giving their lives on behalf of their country; they worshipped God and paid tribute by their deeds. They obeyed the law, they did not openly defy it. They were God-fearing American gentlemen. They respected their families; they honored their parents. They prepared for those to follow them. They gave of themselves—they gave to others."

In conclusion, Judge Balbach said, "Our departed brothers for 100 years used the skills of Charity, Justice, Brotherly Love and Fidelity. They link the 'Proud Past' to the 'Challenging Future.' For them, the ribbon into the second century of Elldom has been cut. They have crossed the Chasm."

The 11 O'clock Toast was given by Kenneth A. Christensen of Huntington, N.Y., Lodge No. 1565, Exalted Ruler of the Eastern Division winning ritual team.

Vocal selections were presented by the Aberdeen, S. D., Elks Chorus. The invocation and benediction were given by Grand Chaplain the Rev. Fr. Francis P. Fenton. Organ selections were by George F. Seuffert.



Participating in the annual Memorial Services were, from left, Judge George J. Balbach of Queens Borough, N.Y., who presented the general eulogy; Grand Chaplain, Rev. Fr. Francis P. Fenton; ER Kenneth A. Christensen of Huntington, N.Y., who gave the 11 O'clock Toast; and PGER Raymond C. Dobson, Chairman.



Elkdom U.S.A.

This 12th and final installment of the Elks' official history tells how the Order, following the depression, gained members rapidly and the dream of one million Elks was about to come true.

By T. R. FEHRENBACH

From its low point in the Great Depression in the 1930s, Elkdom rebounded strongly. It was gaining members rapidly by 1939. Elks in the nation's service won new laurels and prestige for the Order between 1940-1946—laurels which the Elks National Service Commission, under its various names, continued. In 1946 86,796 new members were initiated into the Order, and by the end of 1948 total membership climbed to 925,679. Brother George F. McDonald's old dream of one million Elks, delayed by two world wars and a national economic disaster, was about to come true.

In 1950, Raymond Cole of Bay City, Michigan, Lodge No. 89 became the millionth active Elk. The Order had passed an enormous milestone. It was a good omen for the postwar era.

Along with the surge in membership, which came without overt membership drives, something Elks normally discourage, there was an explosion in subordinate lodge assets. Between 1948-1952, lodge property grew in value from \$40,270,889 to \$220,652,369, the real growth far outstripping dollar inflation. And over twenty years, by 1968, such assets had reached a total of more than \$297,450,000.

In the same year, Elkdom's Centennial anniversary, the Order had 1,452,187 members. It was now one of the largest organizations of any kind in the United States, and still growing.

The postwar years, like the early ones of the Order, were a time of explosive change in America. New industries replaced old, from plastics to pharmaceuticals. A restless population was again strongly on the move. Millions of people left farming and rural areas. Some smaller towns withered, city suburbs expanded, and the swelling metropolitan centers grew to almost unmanageable size. The age of the automobile, with its greater freedom, but gas fumes and traffic jams, arrived. Two-thirds of all Americans made some kind of major move after 1945. Parts of the East and South lost people; the coastal cities and the Southwest gained. By the 1960s, the Elks Magazine was recording 400,000 address changes a year by its subscribers. This period of movement and change held both opportunities and pitfalls for the BPOE.

Shifts in population caused many new lodges to spring up, while in other areas, such as small towns and downtown metropolitan centers, old lodges struggled to stay where they were. Elks growth was not uniform—but then it never had been uniform or equal across

the land. The early push in the 1880s was in the great cities, from New York to San Francisco. Then, despite efforts to keep the Order confined to large cities, it spread out to a thousand smaller towns. Finally, after World War II the surge was greatest in the newer suburban areas, and in the rapidly-growing states.

The emergence of new lodges was a striking feature of the era. The Order had established a total of over 2,100 lodges in 1968.

Family life in the United States was changing along with social and economic shifts. The age of the men's saloon and ladies sewing circle was gone. Women were now welcome in cocktail lounges and drinks were served in respectable middle class homes. Families began to do more things together, from the backyard cookout to the annual vacation. The night-time lodge meeting, and the get-together of the boys for a little beer and relaxation tended to decline everywhere.

These changes affected American lodges and men's clubs. The downtown club was fine for a business lunch but it was harder and harder for a man who had moved to the suburbs to drive back to the city for a night meeting. It was hard even to find a place to park.

TV, exploding across the nation, offered new forms of entertainment and relaxation, right at home.

The average age of Americans fell, as more and more wartime babies made the scene. Here again came a subtle, but real, change in habits and ideas.

The BPOE had grown up with one kind of America. It now found the landscape and human climate changing. But this was nothing new. The Elks, growing from fifteen stage performers living precariously in New York in 1868, had always faced the challenge of change. They had adjusted, from

theatrical people to businessmen, and from a fixed Grand Lodge to a migratory one. The glory of Elkdom had always been that it was adaptive in the best sense of the word. Elks seemed to know what was important to the Order and what was not—what must be kept, and what could or should be changed.

Thus, Elks threw out the password and initiation rough-house, but retained the Eleven O'Clock Toast. They dropped the apron, but held fast to brotherhood. They forgot the blindfold, but honored their country's flag. Elks tended to be conservative, sentimental, and patriotic as a group, but they were also pragmatic, with that unique American trait: an intelligent instinct for the middle of the road. Throughout their first hundred years, they went consistently where Americans were going. They stayed not in the wings, but on stage, where the action was.

At the very beginning of Elkdom, Brother Tony Pastor of Lodge No. 1 saw to it that a night was set aside to "invite the distaff in for a social evening." The Elks rejected official auxiliaries—though they tried a youth auxiliary for a time—but took to inviting the ladies in. One night a month was set aside for families or wives. Elkdom began to enjoy an almost unique family participation. Wives took pride in husbands' ritual contests, or in their jewels. The Elks were a mens' organization—but nine out of ten representatives at Grand Lodge sessions brought their wives.

More and more lodges became genuine youth centers, something unheard of in the old days prior to World War II. This followed the sacred precepts of the Order, in assisting youth, as well as the times. An open door, and a good example, to paraphrase the ancient Chinese saying, was worth a thousand pious words.

The average age of Elks dropped several years between 1945 and 1968, to just over forty-six.

Elkdom was still adaptable. It retained a loyalty to valuable traditions, and survived essentially unchanged. But in some ways it moved with the times, and grew.

Other American orders, fraternities, and societies faced similar problems. *Significantly, in the 1960s the BPOE was one of only two orders that continued to grow, and the Elks had the lowest lapse rate of any comparable organization.* Elks growth did not match the total growth of the population—but rival groups were not even holding their own.

More and more Elks clubs changed from card players' sanctuaries to family activity centers. The process was not without pain. But change was in the Elk tradition. (Early lodge meetings were on Sundays. They were switched to other nights; the Order was not destroyed.) The early State Associations started as Elk reunions, for talks, fun, and games. Then they found something new to do.

The new age presented crossroads and controversies as well as problems. Elks, with rare exceptions such as the National Home and National Service Commission, never ascribed to nationwide activities under centralized control. Each lodge and each voluntary State Association picked its own field of work without dictation by the Order. Thousands of local projects had been and were being splendidly carried out.

Meanwhile no national Elk "image" had emerged. Millions of nonmembers were unaware of what Elks did. Other organizations, engaged in similar or the same activities, racked up publicity gains through nationwide campaigns.

National programs, run from the top, conflicted with historic Elk local auton-



1868
1968





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omy and independence. And as time went on, more and more national programs, not only of other groups but even the Federal government, ran into administrative and bureaucratic thickets. While concentration on state and local projects was questioned, wisdom seemed with Elk tradition.

Again, the problem of how many lodges should be established in one area, where suburbs surrounded a core city, proved a sticky thorn. It was logical to follow the people as they moved. But new lodges, built too soon, could siphon off vital members from old ones, and do damage overall.

There were core city lodges facing decline of real estate values, immovable assets, traffic jams, parking problems, and the drifting away of members. The cities of America faced massive problems, and Elkdom, always a part of urban America, faced them, too. But the Elk way was to assume most problems could be solved, and to do something about them. Committees of good men — the best talent available — had usually been appointed, to meet, study, and recommend. The whole viable history of the BPOE showed that they recommended well.

There were no simple solutions to the lodges' problems. But if more lodges had to be formed, Elks would find a way. If more lodges had to be moved, compromises were possible. If some lodges had to change their club operations, and revive as businessmen's day clubs combined with thriving family centers, there were ways it could be done. New ideas continually came along. A brother no one would ever hear of would have one. Eventually, this idea would be remembered under some Grand Exalted Ruler's administration. It had always been this way, and the process would not end.

One thing seemed certain, after one hundred successful years: the BPOE would not only survive, but it would prevail.

In its centennial year Elkdom, one of the oldest American organizations, presented a diffused picture. There was no national "Elk image" but there were two thousand local images, built up over the years from coast to coast. Elks were part of, and naturally resembled, the populations of the localities in which they lived. There were lodges predominantly Protestant, others filled with Irish Catholics, and everything else from ex-Lithuanians to Sephardic Jews. In every lodge, Republicans clasped hands with Democrats. The Order transcended such differences as these.

If there was a special Elk psychology or mentality, no one had ever found it. But Elks were an accurate reflection of the best in American life. An American philosopher once said that there could

be no understanding of America unless its kindness were understood. There could be no real understanding of Elkdom unless one could somehow feel its heart.

Elks were all kinds of people. Almost half were business owners, executives, and professional men. But a quarter of all Elks were salesmen, clerks, and craftsmen. Farmers, technicians, and workers in every trade made up the rest.

Overall, the Order was affluent. Elks family income was double the national average. Most Elks owned their own homes, and a great many belonged to golf clubs and enjoyed color TV. The Elks National Home had room for 400 people, but only 250 lived there—a significant indicator of the economic position of individual Elks. The old saying that some other group might run the town, but the Elks owned it, was true in some parts of the United States. But Elks were not "fat cats." Few people could be less "fat cat" in their thinking—as thousands of crippled children and their parents knew.

The Elks lacked focus, and image, only on the national scene. They did not beat the drums for a single, national charity year after year. They were not identified with any particular project in the public mind. But Elks had a vivid presence in hundreds of cities and towns, and it was a presence that was not just seen or heard on radio or TV, but was intimately felt. Local governments, local charities, and local service organizations knew the Elks, and knew they could depend on them year after year.

The Order had always drawn outstanding men. Franklin D. Roosevelt, Harry Truman, and John F. Kennedy were proud to be known as Elks. Almost one half the United States Senate in the 1960s carried Elks cards. The BPOE had generally had a special attraction for public figures, from Barry Goldwater of Arizona to Mayor Richard Daley of Chicago and Senator Everett Dirksen of Illinois. Politicians of course were joiners, like many other Americans. But there was more to it than that. Elkdom's more than a million members lived at the vital center of American life.

The Order of Elks was sprinkled with celebrities, too, from Vince Lombardi, Head Coach of the Green Bay Packers, to Casey Stengel of baseball fame. Jack Benny, Erle Stanley Gardner, and Laurence Welk, with many others, carried on the performers' and writers' traditional affiliation with the BPOE. There were too many prominent business figures to mention, making and marketing every product from Coca Cola to Chevrolets. It was prestigious to have board chairmen in the Order—but good citizens in ordinary circum-

stances were and always had been the lifestream of the Order. It was the average Elk who sponsored Little League teams and kept the mobile therapy wagons on the road. They, not "names," kept Elksdom going.

It was often noted that all Elks, great or small, did not attend lodge meetings, all the time. There was no order on earth whose members did. But there were many Elks who missed many a session yet served well at the business of being a good American and a good Elk.

No American order, certainly, hid more of its light under the proverbial bushel. Until 1919 annual Grand Lodge sessions were not publicized in any way. A permanent public relations program was only begun in 1940. Elks liked to do things, but they did not like to brag about it. Only gradually was it realized that Elk programs could be more successful if more Americans heard about them. There was even a problem, with a farflung, decentralized Order, in keeping the membership informed. Following World War II the Elks public relations program was put under the National Memorial and Publication Commission, and an experienced director retained. Things improved and Americans heard more about Elks and what they were doing. But several things remained unchanged: the thrust of Elks publicity was directed against the enemies of the United States, and to promote the causes for which the Order stood. Elks still raised money within their own body, and they did not work deliberately to enhance the image of the BPOE.

Yet, the two purposes of aiding Elk projects such as Americanization and charity and the enhancing of the Order went together. Elks could not do the one without achieving the other. Industry, commerce, and even government carried its story to the people, and in the modern world, Elksdom had to do the same. A little knowledge cast upon the waters of public information was bringing a manyfold return.

Thus the peculiarity of Elks, who had hid their lights under natural modesty was changing, too.

One vital aspect of Elksdom was hardest to describe or define. This was the genuine fraternal feeling, the tie that bound. Elks had a fraternal spirit; no man could walk into a lodge from Maine to California without feeling its subtle pull. Here charity was present in its original Biblical meaning of love.

This was what had built the Order and held it together through thick and thin. Projects came and went, with the times, but fraternity was a thing the Order sought to retain. In the 1960s, fellowship more than anything else brought people in. From sea to sea, and beyond, to Alaska and Hawaii, Elk

lodges were a friendly port of call. On the spirit of brotherhood, and this alone, the Order would in the long run stand or fall.

In retrospect, looking back a hundred years, certain features of Elksdom stand out sharply. Some of these are only dimly seen by many Elks. But all of them impress observers of the Order, including those who never entered a lodge room door.

First and foremost, the Order had held to its declared purposes: to practice Charity, Justice, Fidelity, and Brotherly Love. It had promoted welfare, quickened the spirit of American patriotism, and fostered fellowship. Through the Jamestown controversy and Johnstown Flood, this was the whole history of the BPOE.

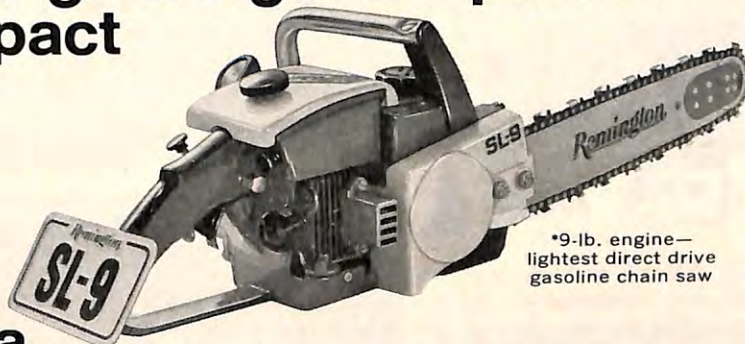
No clique had ever derailed it, no corruption of purpose had crept in, Elksdom to its own self had been true.

Further, the Order's decentralization across America had been brilliantly conceived, successful, and instructive. No group developed a better way of ruling itself, of bringing essential order and unity without dictation, and training leadership without fraternal "bloodletting." The concept of the fundamental independence of the subordinate lodges,

which owned their own property, tailored their projects to local needs, and ran their own affairs was an example of the American genius for organization at work. The structure of Grand Lodge; the electorate of Elksdom; the sensible apportionment of the country into eight areas; the bringing up of leadership through long service; and the balance wheel of the Advisory Committee, the policy-making body of Elks who had undergone the ordeal of office, promoted a vital and essential equilibrium between lodges and the Order as a whole. The Elks had a wonderful model, in the Constitution of the United States, but only Elk pragmatism and keen good sense over the years made the model work.

In fact, the beautiful balance between the Order's national and local responsibilities, leadership, and rights perhaps had something to teach the people of the United States. As Elksdom reached its hundredth birthday, there was a growing sense in America that while standards and basic principles might be enunciated from the top, programs and projects could simply not be run or administered from a central point. America was seeking new avenues.
(Continued on page 20)

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**WRITES FROM
WASHINGTON**

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LAW AND ORDER has a new emphasis in Washington as the Presidential campaigns get swinging. The national spotlight turns away from Congress and centers on the White House, the Justice Department, the Attorney General, and very importantly on the FBI. Here all protective measures have been taken, providing security for the candidates and an orderly election. In Washington there is optimism that law and order will be maintained during the campaigns. A national election, they say here, is much bigger than differences and problems concerning citizens. The hope here is that during the campaigns and the election citizens will stand for America first.



PEACE TALKS in Paris over Vietnam scored one unanimous agreement—longer coffee breaks during the sessions. Federal employees will tell you that very important decisions and changes in government have come as a result of the coffee break.

“PEOPLE SNIFFER,” a new war weapon, hit the Viet Cong hard around Saigon. It tells where the guerillas are hidden in holes or ambush because it can smell them. When an ambush patrol discovers a “nest” the scent-detecting “sniffer” is used and it can even estimate about how many are concealed. Maybe the smelly Viet Cong don’t have deodorants.

SILVER DOLLARS minted in Carson City, Nev., beginning in the 1880s are real collectors’ items now. The U.S. Treasury has 2.9 million of them and has set up a commission to study what to do with them. Melted down, the silver would be worth around \$1.80 to

\$1.90 an ounce, but reports say that some of them could be sold to collectors for as high as \$50.

TRAIL FOR THE BLIND is open in the National Arboretum. It is designed to help blind people in enjoying nature. Markers in Braille tell the visitors where they are, what they are touching, and what they are smelling. The trail winds through woodland and into a small meadow close by a marsh, but rope guides keep visitors on the path-way.

WANT A LIGHTHOUSE? If it hasn’t already been sold you might contact Rep. Robert C. McEwen (N.Y.). It is located on a four-acre island in the St. Lawrence River which the U. S. no longer needs. The station is there but minus the light.

CUSTOMS SPEED-UP for foreigners visiting the U. S. is proving a success. Trial projects in New York and San Antonio clear visitors in half the time usually required. At all other ports of entry they will make four stops—Public Health Service, Immigration, Customs, and Agriculture.



CONGRESS PAY HIKE is being quietly discussed as the November election campaigns begin to roll. A new federal commission is making a study of government salaries. It could recommend before next January 1 that Congressional salaries be raised to \$40,000 or even \$45,000 a year. At present they are \$30,000. The commission also is expected to recommend higher salaries for many top government officials including federal judges and cabinet members.

“DELTA QUEEN” WINS. The famous paddlewheel Mississippi steamboat which makes summer trips up and down the big river and the Ohio has been given two more years by Congress to be completely fireproofed.



UGLY FIRE PLUGS should not be cluttering up beautiful country neighborhoods. The Department of Housing and Urban Development sent notices to communities countrywide saying fire plugs should not be eyesores but if well designed “could serve an artistic as well as functional purpose.”

WASHINGTON TOURISTS who stayed away from the nation’s capital by the thousands in spring and early summer because of disorders and disturbances have come back this early fall in normal numbers. The city has a \$500 million a year tourist industry which was severely crippled, but following the razing of Resurrection City and the stepping up of the political campaigns Washington is staging a remarkable comeback. A spokesman for the Washington Board of Trade said that this time of year is getting to be a big tourist season.

POLICE RUMMAGE SALE was a big success in Washington when a mountain of property seized during last April’s riots in the District was displayed. Stolen goods which could be identified by owners were returned to them. They ranged from \$1,500 professional-type recording equipment to electric typewriters and expensive dental equipment. Unidentified property went into the usual police auctions. It was the biggest collection of stolen property in the District’s history.



News of the Lodges

BPO ELKS CENTENNIAL 1868-1968

MEMORIAL HONORING THE VIETNAM WAR DEAD OF OREGON DEDICATED—Beaverton, Oreg., Elks and guests gather at the lodge for the recent dedication ceremonies of the Cpl. Richard A. Janigian, USMC, Vietnam Memorial. Governor Tom McCall, the guest speaker, performed the unveiling. The memorial was built through the efforts of Beaverton Lodge in memory of Corporal Janigian, who was killed in action in Vietnam Sept. 21, 1967, just 40 days before he was to return home. The son of Brother Buck Janigian, he was to have been initiated into the Order in November 1967. The memorial is made of granite and contains bronze nameplates for members of the Armed Forces from the State of Oregon who have lost their lives as a result of injuries, combatant or noncombatant, received while serving in Vietnam. At present there are 330 names listed.



CEREBRAL PALSIED youngsters at the West Shore, Pa., Lodge-sponsored Camp Little Elk—Sherry Sheriff and Ricky Kaufman—enjoy a visit from West Shore PER Thomas D. Boyle and Brother Fred Schmiedel. The camp, which combines two weeks of therapy with outdoor fun for four to eight-year-old CP patients, is run by the Cerebral Palsy Center of the Capital Area. "Volunteers," volunteer teenagers specially trained in the care of young victims of cerebral palsy, augment the regular Center staff at the summer camp.



MASSACHUSETTS Elk's outgoing SP Arthur D. Kochakian (second from left), Haverhill, presents a \$1,000 check, on behalf of the state association, to Sister Kieran, principal of the Boston School for the Deaf. Looking on are Michael J. McNamara, Brockton, a member of the GL Youth Activities Committee, and PGER John E. Fenton, president of Suffolk University, Boston. Two of the school's young pupils observe the proceedings with great interest.



UPON HIS 50th YEAR in the Order, PDD Hugh W. Hicks of Jackson, Tenn., Lodge, a former chairman of the Board of Grand Trustees and holder of numerous other posts in the BPOE, receives a plaque from DDGER W. E. Terry (left), a lodge member, as PDD E. J. Nunn, also a Jackson Elk, looks on. More than 200 Elks and guests attended Brother Hicks' anniversary celebration.



PGER Boney Visits Childhood Haunts



A WHITE FRAME HOUSE in Chester, S.C., revived nearly forgotten memories for PGER Robert E. Boney, when the Elks of Rock Hill Lodge delighted him with a tour of his early childhood haunts. The occasion was the Boney's visit to South Carolina last June.

Brother Boney was born in the Chester house, now the property of Mr. and Mrs. R. B. Cromwell, on Sept. 20, 1903. This was his first trip back to Chester since the family moved West some 59 years ago, and considerable effort and inquiry was necessary to locate his exact

birthplace and the people and spots that would be of interest to him.

Brother Boney was particularly pleased to see two of his second cousins, Robert W. Coleman and Mrs. J. C. Tenant, and his kin still residing in South Carolina.

From Chester, Brother Boney, accompanied by his wife and PGER Robert G. Pruitt, was taken to nearby York for a visit of businesses begun by his family. At a bank his grandfather organized, the Past Grand Exalted Ruler was given a copy of the original minutes of organization, signed by his grandfather.

Brother Boney also stopped at his grandfather's Rock Hill home and toured the lodge-sponsored Worthy Boys Camp.

A pleasant interlude in a busy day's schedule was a picnic lunch at the Rock Hill Elks Park, where PGER Boney was presented with reproductions of pictures of his father and uncle, and boating on the park's Lake Wylie.

A reception and dance at the lodge, attended by state association officers as well as representatives of other South Carolina lodges, ended a long to be remembered day.



(Above right): Rock Hill, S.C., Lodge's ER and Mrs. Carol F. Sears join in a grand reception for PGER Robert E. Boney during his recent visit to his native South Carolina.

(Above left): PGER and Mrs. Boney pose at the entrance of his Chester, S.C., "home."

(Left): A family reunion—Brother Boney with Mrs. J. C. Tenant and Robert W. Coleman.

(Above): Greenville, S.C., ER Arch Wallace Jr. presents Brother Boney with an honorary citizenship of Greenville, during a reception honoring the Past Grand Exalted Ruler in Rock Hill. Looking on are Est. Lead. Kt. L. Norris Foster and Secy. C. John Collins.



BRIGHTENING MANY YOUNG LIVES, Tulsa, Oklahoma, Lodge's spacious swimming pool is the scene of some of the happiest hours of the summer for Tulsa area mentally and emotionally disturbed youngsters from the nearby Children's Medical Center.

For a few hours every Monday of the summer months club facilities are closed to lodge members. Young patients from the Center and children attending the Center-sponsored Camp Friendship for retarded children benefit from a combination of therapy and recreation under the supervision of Center counselors and teenage volunteers. The mothers are free to enjoy a rare—for them—luxury of sunbathing and relaxation.

Later in the day, another large group gathers to enjoy the only regularly planned activity available to them. This group is comprised of mentally retarded young adults from the Vocational Training Center, another division of the Children's Medical Center; older retarded persons

from the Handicapped Opportunity Workshop, and residents of Gateway, a halfway home for mentally retarded persons.

The summer program is under the supervision of Brother Edward McCray, the pool manager, and is conducted with the enthusiastic approval of the Children's Medical Center.

According to Mrs. Ruth Smith, coordinator of the Center's Sunnyside School, this is a shared activity in which all can find the satisfaction of friendship. Aside from the health value of outdoor water sports and recreation, the project certainly adds to the good self image of the persons who participate—a major goal for all mentally retarded.



PORT JEFFERSON, New York, ER Norman Kelly presents a \$500 check to the Rev. Joel Warner Jr. of the First Methodist Church of Port Jefferson. The Elks' gift was slated for the church building fund.

PGER H. L. BLACKLEDGE accepts a check for an Elks National Foundation Honorary Founders Certificate in honor of a distinguished El Dorado, Kan., Elk—PDD and PSP Lloyd Chapman (right), the 1967-1968 chairman of the GL Ritualistic Committee. Making the presentation on behalf of El Dorado Lodge is ER Glenwood A. Dietz (left).



PEEKSKILL, New York, Elks respond enthusiastically to an appeal for clothing for needy South Vietnamese children. Packing some of the 1,000 pounds of clothing sent recently to orphans at the Bong Son Hospital there are (from left) Scout Kendall Wallen of Troop 1, Est. Lead. Kt. Louis Morris Jr., and Mr. and Mrs. Gigliotti, parents of John Gigliotti, an American serviceman with the 20th Airborne Long Range Patrol in Vietnam who made the request.

MIDLAND, Michigan, Elks recently donated \$3,500 to the Midland Association for Retarded Children, enabling the purchase of a 12-passenger vehicle to be used for transporting handicapped children to and from the Midland Center for Retarded Children. Presenting the check to Mrs. Herman Entenmann, the association's president, are lodge representatives Michael Leslie, youth activities chairman, ER James F. Hampton, and PER Carl G. Kinkel, trustees chairman. Equipped with all the safety devices required by the association, the bus will travel approximately 60,000 miles a year.





CLEARWATER, Florida, ER John S. Rhodes Jr. (fifth from left) shares a letter of appreciation from an American serviceman in Vietnam—1st Lt. Michael E. Campiglia, an executive officer in the 1st Infantry Division—for gift packages received by his company in connection with Operation Forward Observer, Vietnam. The project is jointly sponsored by the lodge and the Queen of All Saints Guild at Light of Christ Church, Clearwater. Holding the letter with Brother Rhodes is Father John M. McCall, president of Clearwater Central Catholic High School. The school's students assist by packing and wrapping the packages. Guild members donate the gift items and the Elks pay the mailing charges. Also shown are (from left) Mrs. Thomas M. Donohue, chairlady of the Guild; students Richard Prince, Sheila Michalik and Paul Gonyea; Thomas Russo, guidance director at the school, and Mrs. Marie A. Gould, the Guild's coordinator of the project.

A TESTIMONIAL for DDGER Donald A. Podgurski (second from left), of Norwood, Mass., Lodge brings together a group of notable Massachusetts Elks. Pictured are (from left) PDD Michael J. McNamara, of Brockton Lodge, GL youth activities chairman; Mrs. Podgurski; PGER John E. Fenton; Harold J. Field, of Brookline Lodge, a member of the Grand Forum, and John J. Harty, of Lawrence Lodge, a GL credentials committeeman.



NEW YORK PSP JAMES A. GUNN, of Mamaroneck, is presented the 1968 Volunteer Service Award by Mrs. K. Ian Deane, president of the United Cerebral Palsy Associations of New York State, in recognition of his activities as the Elks major project chairman. Looking on is the newly appointed chairman of the project, PSP John F. Schoonmaker of Port Jervis Lodge. The award was presented at the voluntary health agency's recent annual meeting at West Point.



WINCHESTER, Massachusetts, Elks break ground on a nine-acre tract of land, the site of their new lodge home. Holding the shovel is ER Guy Mafera, and to the left of him stand visiting Elks dignitaries on hand for the ceremonies: PGER John E. Fenton; Lawrence PER John J. Harty, member of the GL Committee on Credentials, and DDGER Francis J. Buckley, Lowell.



WASHINGTON STATE'S NEWEST LODGE—Lakewood Lodge No. 2388—was instituted recently with this initiation class of 945 new members plus 60 transfers. Brother Carl M. Bush heads the new lodge as its first Exalted Ruler. The institution ceremonies, at Tacoma Lodge, were performed by a bevy of Grand Lodge and state association officers headed by DDGER Robert W. Holder of Tacoma, presiding, and PGER Emmett T. Anderson and SP H. C. Fischeboller of Omak.

An Ambitious Initiation Project



An initiation program involving six centennial classes, rather than one February class, resulted in 723 new members for Boise, Idaho, Lodge. The January-to-June classes ranged from smallest—59 candidates in January (top left)—to largest—238 candidates in February (top right). Members were urged to bring in their best non-Elk friend for one of the six ceremonies; many members brought in ten or more friends, all of whom were subjected to careful screening, creating this fine initiation record for Boise Lodge in the year of the Order's 100th anniversary observance.

LODGE NOTES

THE GREAT HEART OF ELKDOM has again reached out to aid a Brother—this time, the first Elk heart transplant recipient.

Houston Elks learned that Brother Louis Fierro, a charter member and organist of Elmont, N.Y., Lodge, was confined at St. Luke's Hospital, Houston, after a recent heart transplant operation.

Houston Lodge members quickly arranged to donate blood for Brother Fierro and attend to all his other needs. In addition, they extended the hospitality of the lodge to Brother Fierro's wife and daughter during their stay in Houston, paid their motel bills, and undertook action to prevent unnecessary harassment of the family by the press, all without thought of reimbursement of any kind.

Elks everywhere can take pride in Houston Lodge's splendid example of fulfilling the Order's cardinal principles of brotherly love and charity.

LOS ANGELES, CALIF. The lodge foundation recently selected a wide range of local charities as recipients of more than \$18,000. The organizations were selected by the foundation's board of governors, headed by Superior Judge Elmer Doyle. In addition, ER Alfred Testa was given a check for the Elks' own charity, cerebral palsy, which was presented to the California association at its state convention in Fresno.

MANSFIELD, OHIO. The charity committee authorized a check in the amount of \$200 to be presented to the lodge's "adopted" Sea Scout Explorer Troop. The troop, which was adopted in 1967 when the lodge learned that the troop had no place to hold their meetings, consists of boys ranging from 14 to 18 years of age. The \$200 will be used to purchase badly needed camping equipment for the troop.

EAST HARTFORD, CONN. Scholarship awards of \$250 each were presented to Lynne A. Hilchuk of East Hartford High School and Donald S. Brewer of Penny High School. The presentation was made at the lodge's first annual scholarship dance.

Four years ago the lodge awarded \$50 savings bonds to the Most Valuable Student winners and last year raised the figure to \$150. Through fund raising projects the lodge hopes the awards can be raised to \$500 each in 1969.

UTAH ELKS. The Association recently held a state-wide camporee. The three day event was attended by 260 people. They came in campers and trailers, and some even brought tents and sleeping bags in order to better enjoy the outdoors. The ladies all got together to serve a delicious smorgasbord for Saturday night dinner.

POINT PLEASANT, N.J. Members of the lodge were reminded recently of what it means to be an Elk when they received a letter from Lynda Schildknecht. Miss Schildknecht received a check and honorable mention for a poster she had made for the crippled children's fund drive last year, and in turn donated the check to the drive. Her reason for donating the check: her sister, as a child, had had a foot deformity, and the Elks had helped her family with medical expenses. To quote Miss Schildknecht, "I hope it (the donation) helps some child to walk again."

BAKERSFIELD, CALIF. PDD Jack Lockwood has been appointed to the office of Trustee of the East Central and Central districts of the California-Hawaii association. Brother Lockwood, a life member of the lodge, was initiated in June of 1947. He served as Exalted Ruler for the 1955-56 term. He was Secretary-Treasurer of the East Central District of the association in 1958-59, Vice President in 1959-60, and DDGER in 1963.

PRESCOTT, Ariz. The lodge recently initiated Lt. Patrick Watts, son of Col. Holway D. Watts (U.S. Army, ret.). Lieutenant Watts is now serving with the U.S. Army in Korea.

(Continued on page 56)

(Continued from page 13)
 nues of creative Federalism in the 1960s. It might learn something from the Benevolent and Protective Order of Elks.

Another amazing feature of Elkdom was its unusual adaptability. The ability to adapt to local or changing conditions colored the entire history of the Order. Elks never fossilized, nor did they, like dinosaurs, become extinct. Of course, any organization could change—but Elkdom repeatedly avoided tossing the baby out with its discarded bathwater.

A fourth striking aspect of the Order was and is its firm, businesslike basis of running its vast programs. Some things about Elkdom are almost unique. The percentage of dues reported on to Grand Lodge from each subordinate Lodge was almost the reverse of many organizations. The great percentage of all Elk dues was kept at home.

Eighty cents a year from each Elk financed all Grand Lodge operations, including necessary administrative salaries and the expenses of the National Foundation. Twenty cents supported the National Service Commission, with its heart-filling veterans work. One dollar brought twelve issues of the Elks Magazine, a bargain at several times

the price. The Memorial and Publication Commission paid its own way with magazine advertising—in fact, it earned a handsome profit to be turned over to Elk charities. Members received their monthly magazine almost for its cost of mailing.

The Elk administrative offices cost very little to the membership, and yet the few Elk employees were well paid.

The record of the National Foundation was fantastic. Not one cent of its money had ever gone for fund-raising, salaries, or general expense, yet it poured into Elk programs more than \$500,000 per year.

Good business management was only part of the tale, as were careful audits by the Grand Trustees. The real story was one of voluntary, unpaid service by thousands of capable, dedicated Elks. The Elks who served as Trustees and on various Commissions drew no salary. Their services could not have been bought for millions of dollars, because they included some of the best business heads in America. No Elk money ever diverted from charity to “administrative expense.”

The last great feature of the Elks was the tremendous spirit of charity that pervaded the Order. This grew out of the basic feeling of America, but Elk-

dom reinforced and focussed it, in a continuing feedback. No one could ever assess how much this spirit diffused by Elkdom throughout thousands of American communities affected the nation. But the result was profound. Elks not only did good works they encouraged others to do good works. Their charities were not merely handouts, but continuing investments in their country. The thousands of afflicted made well again, the thousands of deserving youths helped to gain an education, and the more than \$200,000,000 spent by the Order in its hundred years strengthened rather than enervated America. But these figures, in the thousands and millions, were only outward signs of the real, inner spirit. Elks could be numbered, and dollars counted—but who could measure the hearts of men?

In their hundred years, Elks had filled certain voids in American life. But there were still more voids to fill.

Rampant industrialism, consolidation, automation, and the restless movement of population were making a great mass of the American people. Roots and traditions and old loyalties were being torn up or strained. American society was growing less cohesive under exploding change. The feeling of relentless movement was deep and worrying; some of it was progress, but some change was painful, too. There was an increasing sense of unease in the land.

There was great new need for communication and fellowship between doctors and businessmen, the professions and the crafts. An uprooted, restless, middle-class America, living in new states and cities, yearned for some stable port of call. Men, and women, too, needed places to get together, not to share a crowded room as strangers, but to meet, relax, understand, and enjoy. They needed new goals and new hopes, outside themselves, and projects that filled the heart and mind.

There were prophets of doom who said that Orders such as Elks would have no place in the brave new world of the increasingly madding, lonely crowd. Men would not waste time on such things. They would not give of themselves, in a world of increasing pressures and tensions.

But institutions that are proud and good and fine do not simply fade away. They may change on the surface, as men shaved off muttonchops and changed from beaver hats. There was something deep in Elkdom, something as rooted as the flag Elks altars displayed. Brave and fine and good, it would stand so long as the Republic itself might stand. The need was there, and with hard work, that would be enough.

Elkdom, U.S.A. on its centennial birthday, was already working toward its next one hundred years.

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Making Crime Pay Less



It's Your Business!

by James L. Slattery and Richard Gosswiller

Art Brannerman was cleaning off a counter in his store one day when one of his sales clerks came up and said, "I need more money."

"Well sure," Art replied, "there's plenty of money around here. Just help yourself."

A few days later his janitor confessed to Art that he was adding a new room to his house and needed some tools. "Is that so?" said Art, pondering. "Well, we've got plenty of tools in the store room. Take what you need. Oh, and help yourself to the nails and paint, too."

Not long after, while looking out of his office window, Art saw two boys sitting on the curb and throwing stones at passing cars. "Say, fellows," called Art. "Step in a moment, will you?" The boys ambled in, scowled suspiciously, and asked what he wanted. Art brought to the counter a shopping bag he had just finished filling and pulled out a cigar box. Opening it, he revealed a fat, jumbled pile of currency inside. He pulled a \$20 bill from the pile and handed it to one of the youths. "You boys can share this if you'll carry this bag over to the bank for me. Be careful, though, 'cause there's two or three thousand dollars inside, plus a lot of checks." He handed over the bag and waved to the boys as they left the store.

When Art Brannerman discovered at the end of the month that the shopping bag never reached its destination, he was greatly astonished. He recovered quickly, though, reflecting that after all you had to expect risks in business. He even quipped merrily about the overtime his clerical staff would have to do sorting out the mess made by the lost checks.

"Don't work too hard," he called out to them as he was leaving for the night. "After all, money isn't everything. But if you do work late call a cab and take the fare out of the petty cash box. See you tomorrow."

As you may have guessed by now, there is no Art Brannerman though there are a lot of businessmen who seem to subscribe to his fiscal policies. Such people helped business lose millions of dollars last year through theft, embezzlement, and vandalism. A police captain said to us recently, "Strange how some businessmen will work hard to make a profit, while ignoring simple precautionary measures that would help them keep those profits."

The captain was speaking both of crimes committed by people from outside and inside the store. We'll go into external crime next month, but first let's examine losses caused by employees of the company. They may be both hourly wage and salaried employees. They may be—and often are—among the firm's management group. Or they may be among the partners of a firm that is legally a partnership.

Surprising as it may seem, the single most important factor in preventing internal criminal-act losses in a business is the psychological one. It is characterized in particular by the difficulty businessmen have in grasping the fact that *it is the "reliable, trustworthy, long-service" employee who is most likely to steal from the company he works for.* J. K. Lasser, author of "How to Run a Small Business," gives this description of the "typical embezzler":

"From all appearances he is a decent citizen, bringing up his family in a normal manner. He has held his job for nearly 10 years. He is highly regarded by the firm he is looting, even though between 3 and 5 years earlier he was caught stealing. When he first begins 'embezzling', the employee would be horrified at the use of that term. He is merely 'borrowing', with every intention of paying back."

Unpleasant as it may be, every businessman must recognize that even the most highly regarded employee or partner might conceivably be stealing from

the firm. And the way to recognize it is to set up, with the advice of a professional accountant, a *modern control system*. Such a system has these three elements:

(1) *Efficient record maintenance.*

(How do you know if some items from your inventory have been stolen if you don't know for sure what was in your inventory?)

(2) *Divided responsibility for handling and checking supplies, inventory, cash, etc.* (No single individual should have complete control over any operation that provides an opportunity for theft—not even the president of a company.)

(3) *Rigorous professional auditing.* (Lack of regular audits is an open invitation to embezzlement.)

Companies with "watchdog" control systems can hold internal theft to a minimum. Employees know that thefts are almost certain to be detected—and this knowledge serves as a powerful deterrent. Even when losses do occur, and there are bound to be some, the serious loss that results when a trusted employee is able to steal over a long period can be avoided.

MANAGEMENT MEMO:

A receipt for every customer. One way to hold down petty thieving in over-the-counter sales is to motivate your customers to demand a sales receipt. To do this you can post a notice, "No returns, exchanges or adjustments made without your sales receipt." Some stores offer premiums to customers who report failure by a sales person to give them a receipt. But the best method we've seen is carried out by the Dutch Mill Candies stores. Merchandise sold is not even placed on the counter until the sale has been rung up on the register and the sales receipt has been inserted into the package. It's just about impossible for a Dutch Mill customer not to get a sales receipt.



Arriving for the Indiana Elks' annual meeting in French Lick (above, left photo) are Mrs. Boney and PGER Robert E. Boney, Mrs. Stuart and Nelson E. W. Stuart, executive director of the Elks National Foundation, and PGER Fred L. Bohn. With them are Charles P. Bender, of Wabash Lodge, a GL Ritualistic committeeman, and Mrs. Bender; State Convention Director Gerald L. Powell, Peru, a GL Youth Activities committeeman, and Mrs. Powell; state Secy. C. L. "Speed" Shideler, Terre Haute, a GL State Associations committeeman; outgoing SP Stanley Mascoe, Indianapolis, and Mrs. Mascoe, and the newly elected SP Lewis Gerber, South Bend. (Above, right photo): At the convention, Indiana PSP Thomas E. Burke, (right), major projects chairman, presents the association's contributions for cancer research, in the amounts of \$50,000 and \$25,000, respectively, to Dr. Glenn W. Irwin Jr. (center), Dean of the Indiana University Medical Center, and Dr. Joseph L. Waling, Associate Dean of the Graduate School and Director of the Division of Sponsored Projects, Purdue University.

News of the State Associations

PHILANTHROPIC contributions amounting to more than \$76,000 highlighted the Indiana Elks Association's 68th annual convention June 6 through 9 in French Lick. The meeting drew an attendance of nearly 1,000, including the featured speakers PGER Robert E. Boney and Nelson E. W. Stuart, executive director of the Elks National Foundation and PGER Fred L. Bohn.

The bulk of the money went for cancer research, including \$50,000 to the Indiana University Medical Center and \$25,000 to Purdue University. Over the past 21 years, Indiana Elks have contributed more than \$1.2 million for cancer research, part of the state major project.

A check for \$1,268.44 was given to the Florence Crittenton Home, Terre Haute, boosting the amount donated for the support of the home during the last six years to \$5,523.44.

The Elks voted to purchase a specially equipped vehicle, valued at \$3,950, for transporting physically handicapped children at the Riley Memorial Association camps.

The new officers include: President, Lewis C. Gerber, South Bend; Vice-Presidents, Dr. William H. Collisson, Linton; Clyde M. Martin, Bloomington; J. A. St. Myers, Union City; George Stutzman, Elkhart, and John R. Peterson, Greenfield. Reelected were C. L. Shideler, Terre Haute, as Secretary, and J. L. J. Miller, East Chicago, as Treasurer.

Also named to the official family were Chaplain, J. W. Hastedt, Seymour; Tiler, H. Eugene Milliron, Indianapolis; Sergeant at Arms, Robert Little, Wabash; Inner Guard, William McGriff, Hartford City, and Trustees: one-year term, Robert Hull, Columbus, and J. Hershel Monroe, Princeton; two-year term, Herbert Brautzsich, Fort Wayne, and Paul Mayfield, Kokomo; three-year term, Joe O. Stevens, Elwood, and Edward Eurley, Seymour.

Frankfort Lodge emerged the state ritualistic winner.

The 1969 annual convention again will be held in French Lick, June 5-8. Indianapolis will be the site of the fall meeting Sept. 20-22 and of the mid-winter meeting Jan. 11-12.

NORTH DAKOTA ELKS voted to establish a North Dakota Foundation, a charitable trust fund patterned after the Elks National Foundation, at their annual convention June 9 through 11 in Fargo. The approximately 1,400 Elks in attendance voted, also, to take over complete operation of the North Dakota Elks Camp Grassick, the state major project. The Elk-sponsored facility for handicapped and crippled children has been operated previously in conjunction with the Easter Seal Society.

PER R. W. Moran of Williston Lodge was elected President of the association for the coming year. Other officers, installed by Grand Tiler Cliff E. Reed, Minot, are: VP Warren Gallagher, Jamestown; Secy. Ray Greenwood, Jamestown; Treas. Everett E. Palmer, Williston, a Past District Deputy; and three-year term Trustees A. C. Moore, Grand Forks, and Myron Porsborg, Mandan. Reappointed Chaplain was the Rev. F. J. Andrews of Minot, a Special Deputy Grand Exalted Ruler.

Among the distinguished Elks at the meeting were speakers at the convention banquet PGER Raymond C. Dob-

son, Grand Tiler Cliff E. Reed, and Grand Trustee Francis M. Smith, Sioux Falls. Winner of an \$800 Most Valuable Student scholarship, Largo L. Hopkins, Fargo, was presented to the Elks at the banquet.

More than 500 persons were on hand for the annual Memorial Services, with PDD Wilfred F. Kunz, Bismarck, delivering the principal address. PER Kenneth P. Jones, Fargo, gave the Eleven O'Clock Toast.

One of the highlights of the three-day session, which marked the 75th anniversary of Fargo Lodge as well as the Elks centennial, was a parade consisting of 40 musical, marching, and motorized units through the streets of downtown Fargo.

Also on the lighter side, Bill Swanson, Fargo, won the golf tournament held in conjunction with the meeting. Jerry McCarty, West Fargo, captured the individual Elks trapshoot championship and Fargo Lodge garnered the team trophy.

Jamestown was chosen the site of the 1969 bowling tournament.

The next annual convention will be held in Bismarck in June 1969. The quarterly meetings will be hosted by Valley City in September and Minot in January.

CONNECTICUT ELKS gathered in Norwich June 7 and 8 for their 39th annual convention were called upon to convey to the world at large their dedication to the Cardinal Principles of the Order—Charity, Justice, Brotherly Love, and Fidelity. The challenge was issued by PGER Ronald J. Dunn, the keynote speaker.

In a practical gesture of charity, the Elks gave \$30,000—the association's third payment on a pledge of \$300,000—to the Newington Hospital for Crippled Children, the state major project. The presentation was made by outgoing SP Harrison Berube, New Haven, to Dr. Burr H. Curtis, medical director of the hospital.

In his report for the Crippled Children's Committee, Chairman Edwin J. Maley, New Haven, said that a total of \$53,268 was contributed by the 40 lodges in the state during the past year. The top lodges were New Haven, \$4,350, and Norwich, \$4,000.

Thomas Newton, Greenwich, noted that the state contributed \$21,769 to the Elks National Foundation during the past year. Norwich was the top lodge with \$2,430 in donations. The 300 delegates learned, also, that \$3,000 was expended for entertainment of hospitalized veterans.

The Elks paid special tribute to the late Sen. Robert F. Kennedy during the annual Memorial Service. Norwich PER and Judge Joseph S. Longo delivered the principal address.



North Dakota Elks Association's officers are joined by Past Grand Tiler Cliff E. Reed (back row, center), Minot, as they assemble for a photograph during the association's annual session in Fargo. In the first row are Trustee A. C. Moore, Grand Forks; Trustee Myron Porsborg, Mandan; VP Warren Gallagher, Jamestown; SP R. W. Moran, Williston; Treas. Everett Palmer, Williston, and Secy. Ray Greenwood, Jamestown, and in the second row, Trustee Frank Mirgain, Fargo; Chap. Rev. F. J. Andrews, Minot; immediate PSP T. C. Goulding, Devils Lake, and Trustee Frank Roberts, Bismarck. Brother Reed was the installing officer for the association's new "first family."



The new leaders of the South Dakota Elks gather for a group portrait: (seated) PSP and VP-at-Large William A. Stringham, Sioux Falls; SP Edward A. Belmore, Rapid City; SP-Elect Loren Zingmark, Madison, and Chap. Oz Elbe, Yankton, and (standing) Secy. Wayne H. Shenkle, Sioux Falls; Treas. Joseph W. Garrity, Brookings, and VPs D. O. Dillavou, of Deadwood, Ralph Lindsay, Brookings, and Dale Parkhurst, Yankton.



Newly elected State President Henry T. Flaherty of Clinton, Mass., Lodge addresses the Elks assembled at the Massachusetts association's annual convention in West Harwich, held June 6 through 9.



At Connecticut Elks' 39th annual convention in Norwich, PGER Ronald J. Dunn presents a Youth Leadership Contest award to a happy first-place state winner—Donald Beebe, of Norwich. Norwich ER Louis P. Leta observes the presentation.

Willimantic Lodge captured the state ritualistic championship as well as the top honors for the best overall youth activities program.

Donald R. Beebe, Norwich, and Laurie E. Whinnem, Meridan, were announced the state Youth Leadership winners.

Naugatuck PER Louis G. Triano was elected to succeed Brother Berube as the association's President. PDD Thaddeus J. Pawlowski, Norwich, was re-elected to his 13th term as Secretary. Other officers are: VPs Francis G. Adams, New London, Henry E. Kuryla, Milford, and Francis J. Adams, Branford; Treas. Edward Kligerman, Branford; Chap. Michael Minotti, Bridgeport; In. Gd. Anthony Payne, New London; Sgt. at Arms Samuel Brown, Enfield; Tiler William Healy, West Hartford, and Trustees James R. McDermott, New London; Terrence McMahon, Bridgeport; Robert S. Lewis, New Haven; Louis Olmstead, Southington, and Fitzhugh Dibble, Westbrook.

The 1969 convention will be held in Groton June 6 and 7.

HONORARY GRAND MARSHALS for New Jersey Elks' parade in Atlantic City included 16 American servicemen wounded in Vietnam, and the two poster children for the state's annual crippled children's fund-raising appeal—Mary Bernadette Oswald of Lincoln Park, and Timmie Jaeger of Clifton. The parade of 8,000 Elks along the city's famed Boardwalk climaxed the state association's 55th annual convention, June 13 to June 16.

PGER William J. Jernick addressed the 1,100 guests attending a Saturday evening banquet. Brother Jernick outlined the patriotic, charitable, civic, and fraternal work done by the lodges in New Jersey and in the nation.

Scholarships of \$4,000 each were presented to two handicapped high school graduates—Diane Louise Johnson of Trenton, and Richard D. Weir of East Brunswick. These awards bring to \$108,000 the amount granted by New Jersey Elks in the last 13 years.

The association's new "first family" will be headed by State President Edmund A. Hanlon of Red Bank, a Past District Deputy. Other officers include: Vice-Presidents, Stephan Cymbaluk, Cranford; Joseph S. Scully, Englewood; Basil Tahan, Totowa; William F. Wirth, Kearny; Peter DiLeo, Bergenfield; Charles Grant, Boonton; Joseph W. Lottek, Millville; Edward L. Frankman, Lakewood; Charles R. Quackenbush, Penns Grove, and John O. Wilson, Flemington; Secretary, Charles H. Maurer, Dunellen, a former member of the GL State Associations Committee; Treasurer, PDD Theodore R. Grimm, Bloomfield; Sergeant at Arms, Robert



Immediate Past Grand Exalted Ruler Robert E. Boney addresses the 600 Texas Elks and their guests attending a banquet during the state association's annual convention in Austin, June 6 through June 8.



New Jersey's immediate PSP John W. Purdy Jr., Phillipsburg, poses with his successor, SP Edmund A. Hanlon of Red Bank, at the state association's convention in Atlantic City. Looking on is PGER William J. Jernick, who spoke at the convention.



A new State President—Mississippi Elks' Raphael Franco—strikes a pose with Mrs. Franco after his election during the state association's convention in Vicksburg.

D. Foley, Hamilton; Trustee, Harry W. Wolf, Bergenfield, a former member of the GL Auditing and Accounting Committee; Organist, Harry A. Burnham, Union City; Tiler, Andrew Hutch, Nutley, and Chaplain, PDD George C. Frick, Tenafly.

SOUTH DAKOTA ELKS elected PDD Edward A. Belmore of Rapid City as President at their state convention June 6 through 8 in Pierre. Brother Belmore succeeded William A. Stringham, named Vice-President-at-Large.

Other new officers include: Loren A. Zingmark, Madison, President-elect; Ralph W. Lindsay, Brookings; Dale R. Parkhurst, Yankton; and D. O. Dillavou, Deadwood, Vice-Presidents; Wayne H. Shenkle, Sioux Falls, Secretary; Joseph W. Garrity, Brookings, Treasurer, and Oz Elbe, Yankton, Chaplain.

The spotlight was on youth, as guest speaker PGER William A. Wall praised the accomplishments of today's young people before the more than 500 Elks assembled at the meeting.

Chairman James Klassen, Brookings, announced the \$900 scholarship winners: David Huft, Pierre, and Vance Goldhammer, Mitchell. Winners of \$600 were Barbara Noyes, Sioux Falls, and Barbara Hofman, Clear Lake, and alternate winners Sheila Barton, Huron, and Diane Stratton, Brookings.

Youth Leadership awards of \$400, presented by Chairman C. R. McLaughlin, Sioux Falls, went to Margaret M. Hasse, Vermillion, and Vance Goldhammer.

Winners of the ritualistic contest were Sioux Falls Lodge, first place, and Deadwood Lodge, second place. Rapid City Lodge was recognized for outstanding membership increase.

Yankton was selected as the site of the 1969 convention.

MAINE ELKS met 300 strong at Portland Lodge for their 1968 convention May 18 through May 20. A banquet and dance Saturday evening opened the three-day affair.

On hand were special guests SDGER Edward A. Spry, Boston, and W. Edward Wilson, Newton, a member of the GL Americanism Committee.

Due to the resignation of State President-elect Richard Hughes of Bangor, the slate of officers was amended to the following: President, PDD Charles M. Gallagher, Biddeford-Saco; VPs, Donald H. Ireland, Presque Isle, Samuel Michael, Lewiston, Ross M. Orr, Waterville; and Secy.-Treas. Edward R. Twomey, Portland, a former member of the GL Auditing and Accounting Committee, was elected to his 41st consecutive term.

The 1969 convention will be hosted by Millinocket Lodge.

IT'S ALL TRUE

By BILL TRUE
World Professional Casting Champion

Bowhunting for Boar

The dogs gave tongue like a quartet of bugles, cameramen and still photographers shouted instructions, and all was confusion. Above the rest of the din could be heard the hoarse grunting of the quarry: a wild razorback boar.

The scene was a recent trip I made with noted archer Dick Wilson to River Ranch Acres near Lake Wales, Florida. This is a huge tract of land under development where outdoorsmen can buy seasonal or year-around homesites in game-filled habitat right near good fishing on both Lake Kissimmee and the Kissimmee River.

Wilson was making a TV movie with Franc White, television outdoor reporter for a Charlotte, N. C., station, and the action was furious. Armed with a 50-pound fiberglass-and-wood laminated bow plus razor-sharp broadhead fiberglass arrows, Dick edged slowly toward a sparse stand of little trees. It was there the hounds had the boar at bay. When within 30 feet of the copse, Wilson came to full draw with the powerful bow and let fly. The white arrow sped to its mark and the 250-pound boar was hit through the heart and lungs. In 30 seconds it was all over and Dick had a great trophy.

Such game preserves as River Ranch Acres have opened up new hunting opportunities for America's bowmen. Besides boar, many of them offer whitetail deer plus wild turkey, pheasants, quail, and other species. For the bowhunter who has reached a high degree of skill, I recommend a few hours on quail or pheasants with a bow. It can be a humbling experience!

The boar at River Ranch are of the "Russian" variety. Oddly enough, this name is a corruption of the word "Prussian," for the first such boars imported to the U. S. actually came from that province of Germany. They have interbred over many years with wild native hogs and the resulting strain comes big and mean. Tushes three inches long or more decorate the jaws of these beauties and they can take a big toll in wounded dogs wherever they're hunted, not to mention slashed legs on unwary hunters.

But they provide excellent sport for the bowhunter and can be successfully stalked by following the dogs in this part of Florida. Once the boar is at bay it's up to the archer to get up right near the animal for a sure, clean kill. Usually the head is taken for a trophy mount and the meat when smoked is considered a delicacy by many.

If you bowhunters want challenging action—try wild boar!

TRUE TIP OF THE MONTH

For a list of shooting preserves around the country where bowhunters can enjoy top archery sport, write to: John M. Mullin, President, North American Game Breeders & Shooting Preserve Association, Dept. E, Arrowhead Hunting Club, Gooselake, Iowa 52750.



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The 104th Grand Lodge convention met in public session Sunday evening, July 14, 1968. Prior to commencement of the program, the audience was entertained by a concert band directed by George F. Seufferth, a member of Queens Borough (Elmhurst), N.Y., Lodge.

CENTENNIAL CONVENTION HIGHLIGHTS

New York, New York · July 14, 1968

The Benevolent and Protective Order of Elks proudly returned to the city of its birth to hold its Centennial Year convention.

Delegates recounted achievements of the past year, elected new officers and paved the way for continued progress in the future in sessions held in New York City, where the Order was founded 100 years ago.

Headquarters hotel for the Grand Lodge convention, held Sunday, July 14, through Thursday, July 18, was the New York Hilton. Public ceremonies in the Grand Ballroom opened the sessions.

Grand Exalted Ruler Robert E. Boney, in the principal address, stressed the great strides made by the Order during the past year which began the centennial celebration of Elkdom.

Membership showed a net gain of 34,752 for a total of 1,452,187. An esti-

mated 30,000 were initiated in a Centennial Class, held simultaneously throughout the Order in February.

Contributions to the Elks National Foundation came within \$15,277.86 of reaching \$1 million. A total of \$984,722.14 was given and GER Boney urged continued support of Century Club program created in honor of the Centennial.

The Grand Exalted Ruler emphasized the need to develop a stronger Americanism program.

He leveled criticism at small groups of dissenters seeking to discredit the nation. "They are operating under the sanctuary of the very freedoms they seek to destroy. It is up to Elks everywhere," GER Boney asserted, "to insist that law and order shall apply to everyone and that the privilege of true dissent, as guaranteed by the Constitution, shall not be used as a cover up or insidious propaganda intended to bring our nation under some other kind of 'ism' than Americanism . . .

"We must remind our younger citizens that government is a servant of the people, never a producer of wealth for the people, and that before it can give, it must first take away.

"We can expose the falsehoods that are being implanted among our people, by the so-called social revolutionists all over the world you know, that the only way they can achieve equality with the American system is to tear it down to their level."

GER Boney summarized Elkdom's proud past by saying, "For 100 years, the cardinal principles of our Order have served as guides for building a firm and unflinching foundation and, as we accept the challenge of the future, these same principles will continue to be the right tools with which to strengthen not only our Order but our nation."

Delegates also heard addresses by the Hon. James A. Farley, former U.S. Postmaster General, and the Hon. John F. Scileppi, Associate Justice, New York State Court of Appeals. Both are Past Presidents of the New York State Elks Association.

The invocation and benediction were given by the Rev. Fr. Francis P. Fenton, Grand Chaplain. The Pledge of

At the conclusion of the Youth Activities report, representatives of a number of youth organizations presented plaques and citations to the Order for its assistance and support. The highlight came when 11-year-old Ardis Vaughan of Rutherford, N.J., presented a plaque from the Girl Scouts, along with a kiss, to GER Boney. Shown on the left is Brother Anthony Chiaviello, New Jersey Girl Scout Council chairman and Esteemed Loyal Knight of Rutherford Lodge No. 547.



Extending official greetings to GER and Mrs. Boney (third from left) on their arrival at the New York Hilton were, left to right, Judge George J. Balbach, chairman of the New York committee; PGER George I. Hall, convention chairman; Ronald J. Dunn, honorary co-chairman, Bryan J. McKeogh, convention director. Right are Mrs. and Mr. Edward L. Harbaugh. He was secretary to the Grand Exalted Ruler.



SP William D. Stanfill, right, presented newly-installed GER McCabe with a gift of a 1969 Cadillac on behalf of the Tennessee Elks Assoc.



Edward W. McCabe (left), the Order's new Grand Exalted Ruler is congratulated on his unanimous election by the immediate PGER Boney.





GER Boney presented a "Vigilant Patriot" award on behalf of the All American Conference to Combat Communism to Arlington-Fairfax, Va., Lodge No. 2188 for the lodge's outstanding "Know Your America Week" program. Accepting the award is ER Ross A. Haworth. Left, is PGER Fred L. Bohn, one of the Elk representatives on the Conference.



New Grand Lodge officers are, seated, (left to right) Melville J. Junion of Green Bay, Wis., Grand Esteemed Leading Knight; Ray G. Medley of Honolulu, Hawaii, Grand Esteemed Loyal Knight; Edward W. McCabe of Nashville, Tenn., Grand Exalted Ruler; K. R. Larrick of Augusta, Kan., Grand Esteemed Lecturing Knight, and Franklin J. Fitzpatrick of Lynbrook, N.Y., Grand Secretary. Standing, from the left, are: Edwin J. Maley of New Haven, Conn., Grand Treasurer; George W. Schultz of Pompton Lakes, N.J., Grand Inner Guard; J. Robert Brooke of Tacoma, Wash., Grand Tiler; H. Beecher Charnbury of State College, Pa., and Joseph A. McArthur of Lewiston, Idaho, Grand Trustees. Grand Chaplain the Rev. Fr. Francis P. Fenton of Flint, Mich. was not present when the photograph was taken.



Albany, Ore., Lodge No. 359 won the national ritualistic contest championship. Shown, left to right, are Loyal Kt. Donald Egbert, Esq. Richard Kropp, Lect. Kt. Eugene Richardson, Inner Guard Ronald Griffin, Lead. Kt. Merle Landes, ER Jack Fellers, Chap. Thomas Troy, Coach John Sheppard and Candidate Athol Hobbs.

The audience acclaimed first place Youth Leadership winners, Deborah A. Andorka of Balboa, Calif., and Michael G. Burk of San Antonio, Tex., as they spoke at the convention. They are shown with Youth Chairman Melville J. Junion, (left), GER Boney and Contest Chairman Michael J. McNamara of Brockton, Mass., Lodge No. 164.



Allegiance was led by Grand Esquire John F. Shoonmaker of Port Jervis, N.Y., Lodge No. 645.

The Queens Borough Elks Glee Club combined with the 150-voice New York All-City High School Chorus to provide vocal selections. Serving as director for the evening was George F. Suffert, music consultant to the mayor of New York.

Monday Highlights

Elkdom's 100 years of patriotism was highlighted in an inspiring Americanism Committee report at the first business session Monday.

In a presentation which brought the delegates to their feet in applause, representatives of the 50 states marched down the aisles with their respective state flags, each representing a star in Old Glory.

The report of Chairman Joseph A. McArthur of Lewiston, Idaho, Lodge No. 896, was kicked off by the Aberdeen, S.D., Elks Chorus directed by PGER William K. Mannion.

Chairman McArthur urged lodges to take advantage of the Communist refugee speakers' program for college audiences sponsored by the All American Conference to Combat Communism. PGER Fred L. Bohn, one of the Elks' representatives on the Conference board, discussed the project.

GER Boney presented a "Vigilant Patriot" award on behalf of the All American Conference to Arlington-Fairfax, Va., Lodge No. 2188, for the lodge's outstanding "Know Your America Week" program.

AMERICANISM CONTEST WINNERS

Lodges with less than 500 members:

1. Fulton, N.Y.
2. Greater Wildwood, N.J.
3. Southbridge, Mass.

Lodges with 500 to 1,500 members:

1. Traverse City, Mich.
2. Arlington-Fairfax, Va.
3. West Springfield-Agawam, Mass.

Lodges with more than 1,500:

1. Phoenix, Ariz.
2. Lynnwood, Wash.
3. Sioux Falls, S.D.

The Elks' Eagle Scout recognition ceremony was demonstrated when P.E.R. Vincent Collura of Lincoln, Neb., Lodge No. 80, presented American Flags to his two sons, Jim and Rick.

The entire Americanism report was dramatically concluded when the delegates joined with the chorus to sing "The Star Spangled Banner."

PGER Emmett T. Anderson, chairman of the Centennial Committee, out-
(Continued on page 33)



The Convention Centennial ... A Portfolio

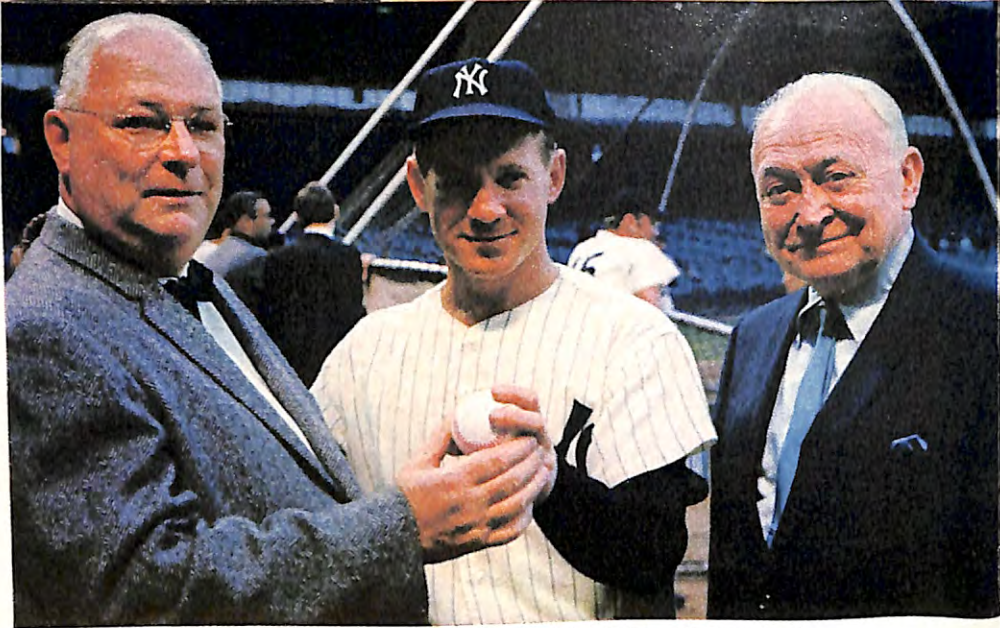


One of the features of the Centennial Convention was the unveiling of a bronze tablet in the new Federal Building in New York. The plaque commemorates the founding of the Order a short distance from the site. GER Boney dedicated the tablet which was accepted by Edward V. Kline, Regional Administrator of the General Services Administration. Presiding at the ceremonies was PGER Anderson, chairman of the Centennial Committee. Vocal selections were provided by the Girl Scout Chorus directed by Miss Patricia Lano. The invocation and benediction were by Grand Chaplain Rev. Fr. Francis P. Fenton. From the left are Brothers Anderson and Boney, and Mr. Kline.



Colorful pageantry marked the opening of the first business session of the 104th Grand Lodge convention, held in the Grand Ballroom of the New York Hilton Hotel, when representatives of each of the states paraded to the stage with 50 state flags—each representing a star in Old Glory.





Elks Night at Yankee Stadium was one of the highlights of Tuesday's activities. A plaque was presented to GER Boney by Ed "Whitey" Ford of Queens Borough, N.Y., Lodge No. 878, Yankee pitching coach. Participating in the televised ceremonies were the 28-voice Aberdeen, S.D., Elks Chorus, the Pottstown, Pa., Elks Drill Team and the Little League Team sponsored by Queens Borough Lodge, N.Y. From the left are Criminal Court Judge George J. Balbach, chairman of the local New York convention committee; Ford, and Bryan McKeogh, national convention director.

GER McCabe, about to be installed in office, is escorted into the hall by Grand Esquire John Schoonmaker before receiving his badge of office.



Many delegations attended the convention attired in colorful, distinctive costumes and blazers such as those represented here by State Presidents or District Deputies of Indiana, Washington, Alaska, Oregon, Hawaii, Idaho, Arizona, and California.

Two of the many beautiful displays which filled the Rhinelander Gallery are shown here. Below left, looking over the Oklahoma State display, are ER and Mrs. Robert T. Rhodes of Inglewood, Calif., Lodge No. 1492. Below right is the Americanism Committee booth commemorating 100 years of patriotism.





Grand Lodge Officials, dignitaries and their ladies made this bright, happy scene as they marched down the aisle at the opening ceremony of the Centennial Convention.

When PGER Walker reported on the assets and philanthropies of the Elks National Foundation, it signaled a march of delegates to the rostrum with checks totaling more than \$10,000 in donations.



The convention committee of New York City arranged for a special display in connection with the Centennial Convention. Here, Keystone Cop John McLoughlin of Queens Borough, N.Y., Lodge No. 878, "arrests" Mr. and Mrs. Stanley F. Kocur of East Chicago, Ind., Lodge in an old time auto.





New York



Vocal selections were presented at many of the Grand Lodge functions by the Aberdeen, S. D., Elks Chorus.

Conventioners Enjoy the Sights



Delegates and their families took advantage of the Centennial Convention in Elksdom's birthplace to tour New York.

ABOVE, Connecticut members visit the Times Square theatrical area. Shown are Mr. and Mrs. Robert Lewis, Mr. and Mrs. Robert Smith, Mr. and Mrs. Stephen O'Hedy and Mr. and Mrs. Harrison Berube.

RIGHT are Mr. and Mrs. Eugene W. France of Ohio and Mr. and Mrs. C. L. Shideler of Indiana on 5th Ave. with famed St. Patrick's Cathedral in the background.

FAR RIGHT, taking photos on the United Nations Plaza are, left, Mr. and Mrs. Raymond Quesnel of Vermont and Mr. and Mrs. Ed Wilson of Massachusetts.



(Continued from page 28)

lined the projects utilized to celebrate Elksdom's 100th birthday. He noted that the Elks was the first fraternal organization to be honored with a U.S. postage stamp issued in honor of its Centennial.

Edward W. McCabe of Nashville, Tenn., Lodge No. 72 was unanimously elected Grand Exalted Ruler.

The nomination was made by Tennessee's Lt. Gov. Frank C. Correll, a Past Exalted Ruler of Nashville Lodge. Grant Trustee Vincent H. Grocott of Santa Barbara, Calif., Lodge No. 613 seconded the nomination. The acceptance speech of Brother McCabe appears elsewhere in this issue.

Other new officers named were: Melville J. Junion of Green Bay, Wis., Lodge No. 259, Grand Esteemed Leading Knight; Ray G. Medley of Honolulu, Hawaii, Lodge No. 616, Grand Esteemed Loyal Knight; K. R. Larrick of Augusta, Kan., Lodge No. 1462, Grand Esteemed Lecturing Knight, and Franklin J. Fitzpatrick of Lynbrook, N.Y., Lodge No. 1515, Grand Secretary (7th term).

Also, Edwin J. Maley of New Haven, Conn., Lodge No. 25, Grand Treasurer; George W. Schultz of Pompton Lakes, N.J., Lodge No. 1895, Grand Inner Guard; J. Robert Brooke of Tacoma, Wash., Lodge No. 174, Grand Tiler, and the Rev. Francis P. Fenton of Flint, Mich., Lodge No. 222, Grand Chaplain.

Elected to four-year terms on the Board of Grand Trustees were H. Beecher Charmbury of State College, Pa., Lodge No. 1600, and Joseph A. McArthur of Lewiston, Idaho, Lodge No. 896.

Appointed to serve as secretary to GER-Elect McCabe was Earl F. Broden of Nashville Lodge.

Assembled delegates approved the following appointments:

-PGER Emmett T. Anderson to a five-year term on the Elks Memorial and Publication Commission.

-PGER John E. Fenton to a seven-year term as a trustee of the Elks National Foundation.

-PGER William S. Hawkins to a five-year term on the Grand Lodge Convention Committee.

-Stephen C. O'Connell of Fort Lauderdale, Fla., Lodge No. 1517 to a five-year term as justice of the Grand Forum.

GER Boney recognized delegations from the Philippine Islands, Puerto Rico, Guam, Canal Zone, Hawaii, and Alaska.

The president of the New York State Elks association, Dr. Leonard J. Bristol of Saranac Lake, N.Y., Lodge No. 1508, greeted the assembly.

A telegram from President Lyndon B. Johnson lauding the Order was

Delegates saw a demonstration of the Elks' Eagle Scout Flag presentation ceremony as part of the Americanism Committee's report. PGER Vincent Collura (right) and Gary Hill of Lincoln, Neb., Lodge No. 80, originators of the ceremony, presented American Flags to Collura's two sons, Eagle Scouts Tim (left) and Rick.



Elected to head the Order as it begins its 101st year, new GER McCabe receives congratulations from PGER Robert G. Pruitt (left) and PGER Ronald J. Dunn, chairman of the Advisory Committee.



Scholarship certificates were presented to Most Valuable Student first place winners Sharon Dee Mathews of Fairfield, Ill. and Donald M. Haines of East Grand Forks, Minn., by PGER Walker (center). Other members of the National Foundation Trustees, from the left, are Past Grand Exalted Rulers Wisely, Blackledge, Donaldson and Wall. The Board also includes PGERs John E. Fenton and Dr. Edward J. McCormick.

Robert E. Boney joined the ranks of the Past Grand Exalted Rulers, receiving his PGER's pin from PGER Horace Wisely.



GER Edward W. McCabe enjoying a dance with Mrs. McCabe at the Grand Ball held Wednesday evening July 17.





Marine General Says Hanoi Hopes to Win Vietnamese War Politically, Not Militarily

“Our Presence in Vietnam... Essential to the Preservation of a Free World”

Speaking to the Centennial National Convention of the Elks, and as part of the National Service Commission report by PGER George I. Hall, Vice Chairman, on Tuesday, Lt. Gen. Lewis W. Walt, Assistant Commandant of the U.S. Marine Corps, told the assembled delegates that North Vietnam and the Viet Cong were depending on unrest and discontent in the United States to end the war.

General Walt said the Viet Cong and Hanoi were hoping to win the war psychologically and politically, rather than militarily. And, he stated, “History will prove that our presence in Vietnam was essential to the preservation of the free world.”

The general is a member of the Order, and as a young man was a recipient of an Elk scholarship which he used to complete his education.

The Vietnamese war is the most misunderstood war we ever have undertaken, General Walt said. He attributed “misunderstandings and confusion” of the American people to several causes. Leading these causes is the difficulty of reporting the war. He said the enemy is hard to identify, that 60 percent of the war is fought at night, and another 15 percent in small patrol actions.

Viet Cong guerrillas, he said, depend

for recruitment on young South Vietnamese teenagers who are kidnapped and sent to North Vietnam for five years training. He related one incident he said was typical of these young Viet Cong, telling of a 15-year-old girl who, after giving information regarding an arms cache to Marine forces, was kidnapped, tortured and decapitated. Her head was mounted on a pole.

Three days later, when the VC who committed the atrocity were captured, it was discovered that the man who had cut off her head was her brother.

The General drew a sharp distinction between VC guerrillas and North Vietnamese regular troops. The regulars, he said, are an “entirely different breed of cat” from the guerrillas. Regulars have two, and only two, missions. The first is to draw allied troops away from populated areas, and the second is to cause as many casualties as possible among United States forces “to make headlines in the U.S.” The quotation, General Walt said, was taken from captured North Vietnamese documents.

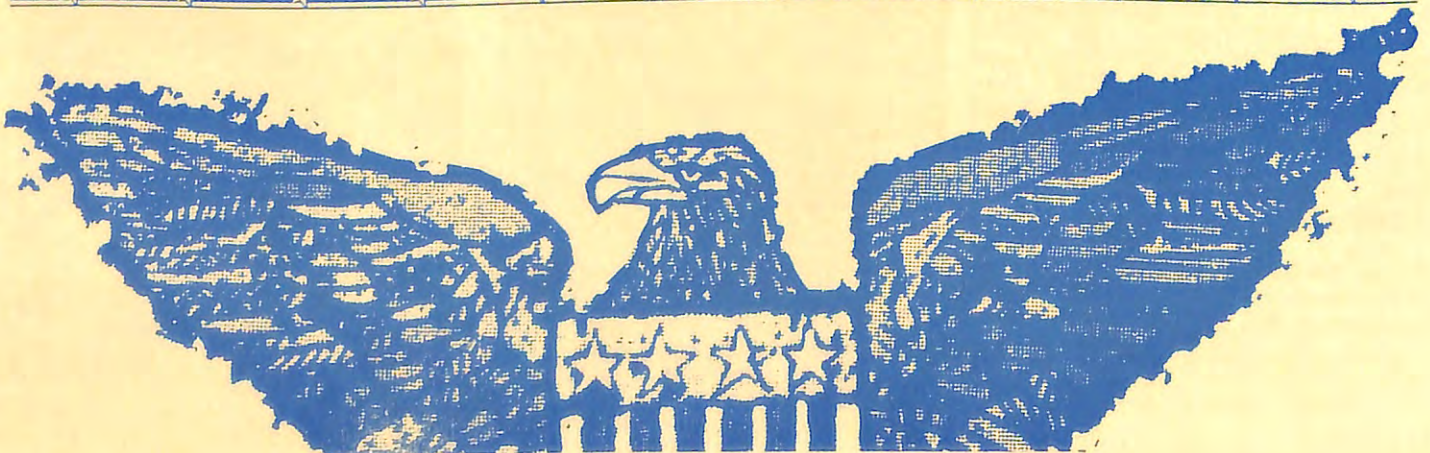
Speaking of the Army of the Republic of Vietnam (ARVN), the South Vietnamese forces, General Walt said its effectiveness had increased at least 100 percent in the past year.

General Walt said the South Vietna-

mese people need an opportunity to rebuild their country with no outside pressures. They are a brave and resolute people, he said, citing the unsuccessful efforts of Communist terrorists tactics to prevent the 1966 elections. Despite torture and murder of men, women, and children, he noted, 87.7 percent of eligible voters turned out at the polls on election day. He said the reasons were simple: the people want a better life for themselves and education for their children, and believed the elections could attain these goals.

The future of Vietnam depends on new leadership which must come from the children, said Gen. Walt. Since the war began, he noted 12,000 village chiefs have been murdered and 18,000 others have been kidnapped and not heard from. We are helping to educate the new leadership, he added, noting that under French rule some 400,000 Vietnamese children were in school. Today, after we have helped build 44,000 schools, there are 2,200,000 children being educated.

In concluding the Service Commission report, PGER Hall pointed out that 20 cents from Grand Lodge dues goes for veterans’ rehabilitation. “The Elks will never forget our pledge that a veteran will never be forgotten.”





Pausing for an official photograph is Elkdom's new first family. GER Edward W. McCabe is flanked by his wife, Marguerite (left), and daughter, Mrs. John M. (Rosalyne) Lynch Jr. of Nashville. Standing, from left, are his sons, James Timothy of Atlanta and Charles Edward, and son-in-law, Mr. Lynch.

(Continued from page 33)
among many read by the Grand Esquire, Cliff E. Reed.

Tuesday Highlights

Two checks totaling \$105,000, representing surplus earnings from *The Elks Magazine*, were presented to the Grand Lodge. The presentation was made by PGER Anderson as part of a supplement to the printed report of the Elks National Memorial and Publication Commission.

Delegates approved a resolution presented by PGER William J. Jernick, Service Commission treasurer, calling for authority to levy a tax of \$1 per year per member to finance the Order's efforts in the event of a national emergency. Although the levy has never been invoked, this is the 18th year such approval has been granted.

PGER Walker, chairman of the Board of Trustees of the Elks National



The address of Gen. Walt (p. 34) on the Vietnam situation, made at the Tuesday session of the Grand Lodge Convention, was recorded, and copies of the tape may be obtained from the Public Relations Department, 425 Diversey, Chicago, Ill., 60614, at \$3.50 per print. Make checks payable to BPO Elks.

A few printed copies of Gen Walt's talk are available on request.

Foundation, announced that the top awards in the Most Valuable Student contest will be increased this year. A total of 200 awards aggregating to \$181,000 will be given. This is an increase of 50 awards and \$48,000 over last year. Market value of the Foundation now stands at \$18 million and the goal for the coming year is \$1.5 million in donations.



The election of Edward W. McCabe as Grand Exalted Ruler signaled a colorful convention floor demonstration. Led by Girl Scouts sponsored by Rutherford, N.J. Lodge No. 547, delegates carrying 12 Tennessee Flags paraded into the ballroom along with the Pottstown Pa., Drill Team. Officially escorting the Grand Exalted Ruler-Elect were Past Grand Exalted Rulers Walker, Blackledge, Wall, Pruitt, Bush and Dobson, Special Deputy Arthur J. Roy, Past Grand Tiler Adin Batson, Tennessee State President William D. Stanfill, Nashville ER Moody Carey, Grand Trustee Frank Hise and Fred Kelly, past GL Ritual Committeeman.

In a preliminary report, Ritualistic Committee Chairman Lloyd Chapman of El Dorado, Kan., Lodge No. 1407 presented the All-American eastern and western teams. The eastern team consists of Exalted Ruler Harry A. Nagle Jr., Shamokin, Pa., Lodge No. 355; Esquire Michael Brackett, Rock Hill, S.C., Lodge No. 1318; Leading Knight Richard Squires, Dover, N.J., Lodge No. 782; Loyal Knight Robert L. McFadden, Rock Hill; Lecturing Knight Rudy W. Frey, Huntington, N.Y., Lodge No. 1565; Chaplain Peter Provencal, Laconia, N.H., Lodge No. 876, and Inner Guard Stephen Hodgson, Laconia.

Members of the western team are: Exalted Ruler Lon Dillman, Tulsa, Okla., Lodge No. 946; Esquire William W. Newbold, Boone, Iowa, Lodge No. 563; Leading Knight Merle Landes, Albany, Ore., Lodge No. 359; Loyal Knight Chester Murphy, Missoula (Hell Gate), Mont., Lodge No. 383; Lecturing Knight Norman Kappell, Ballard (Seattle), Wash., Lodge No. 827; Chaplain Jack B. Green, Ballard, and Inner Guard Eugene E. Wolf, Fargo, N.D., Lodge No. 260.

New Lodge Committee Chairman Hugh Hartley of Owosso, Mich., Lodge No. 753 reported that dispensations for 24 new lodges in 14 states had been issued during the past year. Brandon, Fla., Lodge No. 2383 was the first lodge instituted in the Centennial year, while Lakewood, Wash., Lodge No. 2388 was credited with the largest class of 1,023 new members.

Brooks H. Bicknell, Lodge Activities Committee Chairman, reported that the



The immediate PGER and Mrs. Robert E. Boney and the newly elected GER and Mrs. Edward W. McCabe pause for this photograph as they enter the hotel to attend the Grand Ball.

committee conducted eight contests with a total of 119 awards.

Top national Centennial awards were presented in a Public Image Contest, new this year. First place went to Springfield, Mass., Lodge No. 61; second place, Phoenix, Ariz., No. 335, and third place, Presque Isle, Me., No. 1954.

Four lodges qualified in the Tops-In-The-Order Contest, which required no lapsations, no delinquencies, and a minimum 10 percent net gain in membership. They were: De Soto, Mo., Lodge No. 689, (26 percent net gain), Rich Hill, Mo., Lodge No. 1026 (20 percent) North Penn, Pa., Lodge No. 1979 (17 percent) and Durant, Okla., Lodge No. 1963 (12 percent).

Other awards are listed elsewhere in



The Centennial Convention was the largest convention to be held in the City of New York this summer, as well as the largest in the history of the Order. The Grand Lodge Convention Committee, left to right, are: Past Grand Exalted Rulers Lee A. Donaldson, William S. Hawkins, John S. McClelland, George I. Hall, chairman, and R. Leonard Bush.

this edition or have previously been announced in *The Elks Magazine*.

Joseph O. Spangler of Greybull, Wyo., Lodge No. 1431, chairman of the State Associations Committee, outlined the committee's achievements during the Centennial year.

Awards were announced for the State Association Bulletin Contest. The winning associations were: Division I (issued more than four times annually): First, California; Second, Ohio; Third, Illinois; Honorable Mention, Texas, Maryland-Delaware-District of Columbia, North Dakota and Colorado.

Division II (issued four times annually): First, Pennsylvania; Second, Florida; Third, Oklahoma; Honorable Mention, West Virginia.

Division III (less than four times annually): First, New York; Second, Missouri; Third, North Carolina.

Robert E. Davis of Waterloo, Iowa, Lodge No. 290, chairman of the Auditing and Accounting Committee, in reviewing the committee's efforts, urged adequate accounting procedures in the lodges.

Recommendations and the report of the Committee on Distribution were made by John Morey of Palo Alto, Calif., Lodge No. 1471.

Wednesday Highlights

Elk Lodges throughout the nation spent an estimated \$3 million last year on programs aimed at helping more than 2 million boys and girls.

A total of 92 new Elk-sponsored Scout troops were added during the year along with 36 new Girl Scout troops. Youth activities included sponsorship of 1,500 Little League teams, over 900 teen-age dances and parties, 200 sum-

mer camps, and 21 special Boy Scout troops for handicapped youngsters.

Dr. Melville J. Junion of Green Bay, Wis., Lodge No. 259, Youth Activities Committee Chairman, announced the figures at the Wednesday session, which was open to the public.

First place Youth Leadership Contest winners, Deborah A. Andorka, Balboa, Calif., and Michael G. Bufk, San Antonio, Tex., received a standing ovation from delegates and guests. Each received \$1,400 in U.S. Savings Bonds from the National Foundation funds.

The committee presented GER Boney with a plaque for his interest in fostering Elk-sponsored youth activities.

A number of State Youth Activities chairmen were honored for their efforts. They were: Ellis L. McIntosh, Arizona; Richard H. Bartels, California-Hawaii; James L. Colbert, Massachusetts; Kenneth Scheidt, Nebraska; A. L. Warren, New Mexico; John F. Quinn, Jr., New York; A. A. Williams, Jr., North Carolina; Verdine Rice, North Dakota; Thomas Earhart, Oklahoma; Ralph C. Forge, Oregon; William Terrell, Texas; Landon Frei, Utah; William H. Rosen, West Virginia, and Leon Rondou, Wisconsin.

States awarded plaques for 100 percent participation in Youth Activities were: Arizona, California, Colorado, (Continued on page 40)

YOUTH ACTIVITIES WINNERS For Year-Around Programs

Lodges with less than 500 members:

1. Fulton, N.Y.
2. Dunkirk, Ind.
3. Nogales, Ariz.

Lodges with 500 to 1,000 members:

1. Nashua, N.H.
2. Kodiak, Alaska
3. Port Jervis, N.Y.

Lodges with more than 1,000:

1. Corvallis, Ore.
2. Lincoln, Neb.
3. Longview, Wash.

State Associations:

1. New York
2. California-Hawaii
3. Nebraska

Honorable mention:

- North Carolina
- Ohio
- Wisconsin

ELKS NATIONAL YOUTH WEEK

Lodges with less than 500 members:

1. Fulton, N.Y.
2. Dunkirk, Ind.
3. Herkimer, N.Y.

Lodges with 500 to 1,000 members:

1. Red Bank, N.J.
2. Hudson, N.Y.
3. Woonsocket, R.I.

Lodges with more than 1,000:

1. Phoenix, Ariz.
2. Richmond, Calif.
3. Tulsa, Okla.

State Associations:

1. Pennsylvania
2. California
3. Massachusetts

convention reports



Joseph A. McArthur
Chairman
Americanism Committee



Joseph F. Bader
Chairman
Board of Grand Trustees



John Morey
Chairman, Committee
on Distribution



Emmett T. Anderson,
Vice-Chairman, Elks
National Memorial and
Publication Commission



Hugh L. Hartley
Chairman
New Lodge Committee



Robert E. Davis
Chairman, Auditing and
Accounting Committee



George I. Hall
Vice-Chairman, Elks
National Service
Commission



John L. Walker
Chairman
Elks National
Foundation



Lloyd Chapman
Chairman
Ritualistic Committee



Fred L. Bohn
Member, National
Service Commission



Brooks H. Bicknell
Chairman, Lodge
Activities Committee



Joseph O. Spangler
Chairman, State
Associations Committee



Wayne A. Swanson
Chairman, Committee
on Credentials



Dr. Melville J. Junion
Chairman, Youth
Activities Committee



Glenn L. Miller
Chairman
Committee on Judiciary



**Earl E. James, Ass't
Secy-Ass't Treas.**
National Memorial and
Publication Commission



Richard C. Megargell
Resolutions
Committee

The acceptance speech of

Edward W. McCabe

Presented at the Grand Lodge Convention in New York following his election to office on July 17.



Past Grand Exalted Ruler Robert E. Boney raises the hand of the new Grand Exalted Ruler on the occasion of Brother McCabe's acceptance speech.

Grand Exalted Ruler, Past Grand Exalted Rulers, Officers and Members of the Grand Lodge—My Brothers and Ladies.

I can't find words to express the feeling in my heart. My mind is cloaked with deep and penetrating emotions of humility and appreciation.

With the help of Almighty God and with the full realization of my responsibilities, I accept the honor of serving as your Grand Exalted Ruler.

The demands ahead may be difficult and, at times may seem impossible, but with your encouragement, help and devotion to duty, I am confident that we will meet these demands and enjoy Elkdom's greatest year.

My year as your Grand Exalted Ruler will be easier because of the outstanding centennial program and accomplishments of my close friend, Grand Exalted Ruler Robert E. Boney. I am so fortunate to have his friendship, counsel and advice.

I deeply appreciate the outstanding nominating speech of Tennessee's Lieutenant Governor Frank Correll, a Past Exalted Ruler of my lodge.

I am also grateful to my friend of many years, and former associate on the Board of Grand Trustees, Vincent Grocott, for so graciously seconding my nomination.

Many thanks to you both.

Our Past Grand Exalted Rulers comprise our Grand Lodge Advisory committee.

They have dedicated their lives, resources and efforts to further the cause of elkdom.

During 25 years of Grand Lodge activity, I have been closely associated with them. I have the profoundest respect and confidence in their leadership. All have been a great help and inspiration to me. I have and shall continue to seek their sage counsel and opinion and am deeply grateful for their support.

I express my sincere gratitude to the members of my Lodge, Nashville, Tennessee Number 72, for all they have done in my behalf, and to the Tennessee Elks Association and the other lodges in Tennessee for their loyal support. Thank you from a grateful heart. I know you will continue to help me by giving my program your enthusiastic support.

I have been most fortunate to have the friendship and guidance of two outstanding Past Grand Exalted Rulers. Whatever success I have had or will have is due to their faith and confidence in me.

Under the training and encouragement of the beloved Judge John S. McClelland, I began my grand lodge career. I have never known a finer and more warm-hearted person. He has been and will always be an inspiration to me. His indomitable spirit and fortitude have given me the courage and the will to want to give that extra measure of devotion to our order.

One of the most sincere and considerate persons I have ever known is John L. Walker. When the jurisdiction of Tennessee was transferred to Johnnie, he took me by the hand and continued my progress through Elkdom's

vineyard. He has been my close and loyal friend. We have been associated through many years of Elkdom. He is like a brother to me. I have the greatest respect and admiration for his ability, wisdom and judgment.

To both of you wonderful Elks, I extend my everlasting gratitude and sincerest appreciation. I hope that my record as Grand Exalted Ruler will more suitably express that appreciation.

Under the dynamic leadership of our Grand Exalted Ruler, Robert E. Boney, we began many projects which had as their theme "The Centennial Year." We must continue these projects and expand them wherever necessary.

To this end, our centennial year will continue throughout the calendar year 1968.

My program is designed to supplement and strengthen that which has been done, and to pave the way for continued progress in the future.

I give you this keynote: Progress is the law of life in every civilized people. It is the eternal march of the genius of the intellect. He who does not go forward with the spirit of his age is lost in the by-ways of stagnation and retrogression.

Out of the experience of the past, we have continued each year to add strength and vitality to our order. Progress is part of our past and the plan of our future. Will you help carry on that progress?

You, the Exalted Ruler, are the most important person in our order.

You are the person who must provide the proper leadership to carry your lodge to greater heights. Unless you exert that leadership, your lodge will flounder and regress. Without your complete cooperation, my program will never become airborne. Even though I may prepare the best plans, all my efforts will fail unless I have your full support.

At a time such as this, I think it is appropriate for all of us to rededicate ourselves to the great principles of our order, and to hear once more the preamble to our constitution which sets forth Elkdom's purpose and significance.

"To inculcate the principles of charity, justice, brotherly love and fidelity, to promote the welfare and enhance the happiness of its members; to quicken the spirit of American Patriotism, to cultivate good fellowship, to perpetuate itself as a fraternal organization."

Grand Exalted Ruler Edward W. McCabe has set a goal of 50 new lodges and, to help perpetuate the order asks each lodge to add to its rolls an increase of ten percent of its April 1, 1968 roster.

Now the *Gauntlet* has been handed to you. Will you accept that challenge? Our Grand Exalted Ruler has emphasized a slogan with a "Challenging Future." I say to you that "Challenging Future: depends on you. Yes, "Elkdom's future depends on you." How can you help perpetuate our fraternity? First, you can start with taking a good hard look at your membership records.

Although our membership continues to increase, for every two new members, we lose an old member for nonpayment of dues. We must take vigorous action to decrease our losses because of non-payment of dues. This continues to be one of our most serious problems.

To help perpetuate our order, I am asking each lodge to add to its rolls an increase of ten percent of its April 1, 1968, membership. The first step in getting a new member is to "ask him." How about offering Elkdom!

With the growth of new communities and the shifts in the population, more emphasis must be placed on this institution of new lodges. I have set a goal of 50 new lodges during this year. Our order must continue to grow, to expand and to be a citadel for good deeds in our communities. It seems to me that an important part of this perpetuity is your lodge's image in the community and the kind of community service program you have. You must justify your existence by taking a prominent part in civic and community undertakings. Ask yourself the question—is your community better because it has an Elks lodge?

The appearance of your lodge home creates an image of Elkdom. Adequate and attractive facilities develop an esprit de corps with your membership.

Let's refer to our physical facilities as the Elks Lodge instead of the Elks Club. Remember, the club is a by-product of the lodge.

Our youth programs afford you a vehicle to enhance your lodge's image in the community. I want each Elks lodge to support the Boy Scouts, and the Girl Scouts, the Boys' and Girls' Clubs, youth leadership, scholarship and other programs designed for the youth of our country.

I don't need to tell you about the constantly rising crime rate among the youth of our country! I don't need to tell you that there is much to be done

to stem this tide! The future of our country depends on how effectively our youth are prepared to assume the responsibilities of adulthood. There is so much to be done, so let's begin now!

"Cultivating good fellowship and brotherly love" goes hand in hand with perpetuating our order as a fraternal organization. What has happened to the warmth of "Hello Bill"? What are you doing to keep fraternalism and brotherly love vibrant in your lodge?

If this nation and our order are to survive, the sanctity of our homes and families must be preserved. Every lodge should have an active family participation program. Let's design family programs to keep the families together.

Then, let the rest of our order know what you are doing for Elkdom's progress through our *Elks Magazine*. This magazine is the largest and most professional fraternal magazine in the nation. It tells the story of Elkdom in action. Use it and read it.

We speak of inculcating the principles of charity. There are so many ways to fulfill this noble principle. We have our lodge and state association projects which are designed for charitable, educational and benevolent purposes; and we have our Elks National Foundation. This dream and fulfillment of our great departed leader, John F. Malley, continues to blossom and bear rich fruit.

My goal for contributions to the principal of the Elks National Foundation is a minimum of one and one-half million dollars. Just one dollar per member.

Nestled in the foothills of the Blue Ridge Mountains of Virginia is our beautiful Elks National Home. I refer to our National Home as the "Mecca of Elkdom." Here is a shining example of what Elkdom is doing to promote the welfare and enhance the happiness of its members.

"To quicken the spirit of American Patriotism" is embedded in the foundation of our order. Never in our lives has there been a greater need to revive that spirit of patriotism. Never in our lives has there been a greater critical period for our people to be aware of the importance of law, order and justice than the time in which we live.

Today we are experiencing an ever-

increasing period of discontentment; war, crime, riot, racial unrest and student rebellion are all eating away at our country's fiber.

Part of this turmoil has been indiscriminately labeled dissent and has sought legitimacy by invoking the hallowed right of every American to dissent from the acts of his Government. The consequence has been the despicable abuse of our American right to disagree.

Certainly, we have never been as tolerant of dissent as we are today. Lawful, peaceful dissent deserves to be encouraged. But unlawful dissent which is accompanied by violence or other illegal acts cannot be tolerated in an orderly society. Our country begins to decay when its citizens turn liberty into license, and respect for law into civil disobedience. The acceptance of civil disobedience in any form was always a mistake.

What has happened to our nation's leadership. I wonder why our Federal Troops and Police were told to disregard looting and destruction of property. This indecisive leadership is leading us swiftly down the road to total anarchy. What can we do to restore sanity and health to our Nation?

We must assert our belief in civil obedience. We must help re-earn that freedom which we cherish. We must revive the spirit of patriotism.

Yes, speak out loudly and clearly so that all America may know and join with us in a patriotic spirit and expression of love of our country. May we have the vision, the great heart, the patience, and the courage to press forward to the dawning of that great day when we may say with the poet Tennyson: "Men my brothers—Men the workers ever reaping something new that which they have done but earnest, of the things that they shall do."

It has been said in patriotic utterances—"There will always be an England." May we be able to say—"There will always be an America."

"The average age of the world's great civilizations has been 200 years.

These nations progressed through this sequence:

From bondage to spiritual faith
From spiritual faith to great courage
From courage to liberty
From liberty to abundance
From abundance to selfishness
From selfishness to complacency
From complacency to apathy
From apathy to dependence
From dependence back again to bondage.

"In less than eight years, our country will be 200 years old.

This cycle is not inevitable—it depends on you."

And with it "Elkdom's future depends on you."

(Continued from page 36)

Louisiana, Nebraska, Nevada, New Mexico, New York, North Carolina, North Dakota, Oklahoma, Oregon, South Dakota, Texas, Utah, West Virginia, and Wisconsin.

Special recognition for active participation in the youth programs went to Panama Canal Zone Lodge No. 1414, San Juan, Puerto Rico Lodge No. 972, and Agana, Guam, Lodge No. 1281.

At the conclusion of Brother Junion's report, Boy Scouts, Girl Scouts, Camp Fire Girls, Boys Clubs of America, and the United Cerebral Palsy Associations presented certificates and plaques of appreciation to the Elks in recognition of the Order's support.

PGER Walker, Elks National Foundation Trustees' chairman, presented

the first-place winners in the national Most Valuable Student Contest. Sharon Dee Matthews of Fairfield, Ill., and Donald M. Haines of East Grand Forks, Minn., each received certificates representing a \$2,000 scholarship to the college of their choice. The audience gave an enthusiastic response to their remarks.

The entire list of scholarship winners appears elsewhere in this issue of *The Elks Magazine*.

Thursday Highlights

Joseph Bader of Lyndhurst, N.J., Lodge No. 1505, chairman of the Board of Grand Trustees, presented the final report of the Board, and delegates approved the budget for the coming year.

Awards were presented to winning ritualistic teams by Ritualistic Committee Chairman Chapman. Albany, Ore., Lodge 359 took first place with a score of 94.986. In second place was Ballard, Wash., Lodge No. 827, score, 94.977; third, Houlton, Me., Lodge No. 836, score 94.061; and fourth, Rock Hill, S.C., Lodge No. 1318, score, 93.890.

ER Al Tamburelli of Napa, Calif., Lodge No. 832 presented the "PGER Raymond Benjamin Trophy" to the

winning team. The late Brother Benjamin was a member of Napa lodge and highly interested in ritual.

PER John D. Frakes presented the first annual Ritual Coaches award from Tucson, Ariz., Lodge No. 385 to PER John Sheppard of Albany.

Glenn L. Miller of Logansport, Ind., Lodge No. 66, chairman of the Judiciary Committee, presented a number of changes in the Grand Lodge laws for delegates' consideration.

The legislative session saw defeat, by an overwhelming majority, of an amendment to eliminate the word "white" where it appears in the Grand Lodge constitution and statutes. Also turned down was a proposal to compel lodges to be members of the state association in the state in which the lodge is located.

Resolutions were unanimously adopted commending GER Boney for his leadership and Frank Hise and Brother Bader for their services on the Board of Trustees.

Delegates also approved a resolution presented by Richard C. Megargell of Berwick, Pa., Lodge No. 1138, chairman of the Committee on Resolutions, lauding the Convention Committee for a successful session.

PGER Walker installed the new Grand Lodge officers.

ATTENDANCE—As reported by the Committee on Credentials	
Grand Exalted Ruler	1
Past Grand Exalted Rulers	18
Grand Lodge Officers	23
Grand Lodge Committeemen	71
District Deputies Designate	207
Special Deputies	14
Representatives	1,794
Alternate Representatives	36
Members of the Grand Lodge	1,128
Total	3,292

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ELKS NATIONAL SERVICE COMMISSION

1868 B.P.O. Elks Centennial 1968



The Utah State Association recently made a presentation of 750 hides to the Salt Lake City veterans hospital. Looking over the hides are, from left, Chairman Tom Hawkes, President Monty Gowers, Hospital Administrator Samuel Franks, and Jack Hale, Veterans Committeeman.

Agana, Guam, Marianas Islands, Lodge presented the U.S. Naval Hospital with two concrete benches to be used at the front entrance of the hospital. ER Phillip P. Breillatt made the presentation to Commanding Officer Captain J. H. Boyers, U.S. Navy, and Executive Officer Captain J. Imburg, U.S. Navy, who accepted the benches on behalf of the hospital. Attending the presentation are, (front row) Al Forrester, Captain Boyers, ER Breillatt, Joe Duenas, Captain Imburg. In the back row are: Joseph Conolly, J.L. Smith, W.W. Kirk, Bill Newby, Tom Biernacki, and A.W. Johnson.



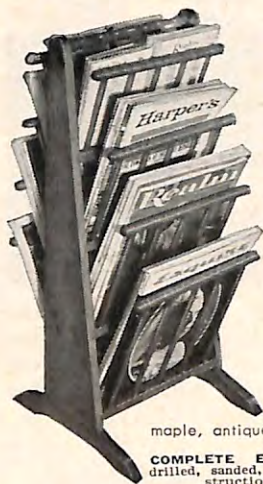
The Newton, Massachusetts Lodge was presented with a certificate of merit for their faithful and meritorious service to the Disabled American Veterans. The presentation was made to ER Joseph Marucci (second from left) at the Flag Day Ceremonies. Among those present at the ceremony were Past Commander of the D. A. V. Edward Edmonds, Past Commander John Bouchard, and Commander Volpe of the D. A. V.



The Ohio State Association's veterans service committee have made arrangements to provide playing cards for hospitalized veterans. Inspecting the cards, which were specially printed with the state association emblem on the back, are, Chairman Logan Burd, Jr., of Canton, F. Kessler of Cincinnati, R. Jauman of Barberton, and L. Fisher of Washington Court House.



Charleston, South Carolina Lodge presented a gift of leather to the naval hospital for use in their occupational therapy program which includes moccasins, carved wallets, and purses. Some of the leather has been especially useful in making adaptive devices and splints for the physically handicapped. Pictured at the hospital are, L. Cavaliere, Chairman J. Edward Lofton, George Cohen, Commanding Officer of the hospital R. P. Nadbath, Est. Lead. Kt. W. Mellard, and Occupational Therapist Lt. Cote.



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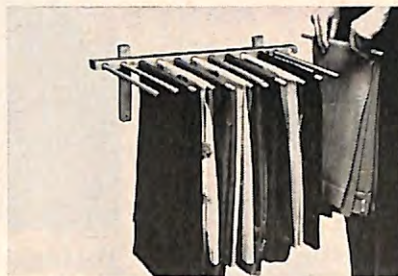
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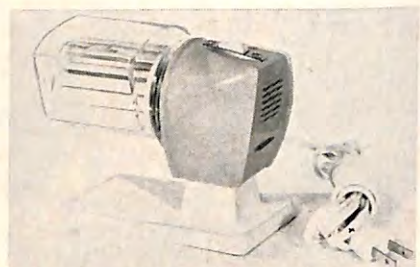
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We specialize in tall and big sizes only. Popular, New Turtleneck Knit Shirts, Sweaters. Also ARROW, McGREGOR, MANHATTAN No-Iron Sport and Dress Shirts; Jackets; bodies 4" longer, sleeves to 38". Stacks with longer inseams and with higher rise 182 SHOE STYLES 10-16; Widths AAA-EEE

THE FAMOUS KING-SIZE GUARANTEE
"You Must Be Completely Satisfied Both Before and After Wearing."
Send for **FREE** 96 page full-color catalog.

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For Those Who Do Not Want GREY HAIR

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



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

6 OZ. BOTTLE \$4.50
GIANT 13 OZ. \$8.00
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#765 TV Lamp Clock
Walnut or White **\$14.95**
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Add \$1.50 postage, insurance & handling

Greatest Time-Telling Advance in 7 Centuries!
• Takes the guess out of time telling
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Dept. EL-98
710 Alonda Drive
Lafayette, La. 70501

GUARANTEED PROFITS

for your organization **\$81 to \$540**

Or I Will Make Up The Difference Myself

DECORATOR PLACE MATS

"All-Occasion" *... colorful floral patterns to make every meal a special occasion. *Also available in Christmas pattern.



Your group will EARN MONEY FAST with these exquisite table brighteners. In the dining room, the kitchen, on a TV tray, they add a touch of elegance to any table setting. They wipe clean with a damp cloth, save laundry — save linens. No wonder women buy 3 and 4 boxes at once!



"I personally guarantee profits for your group according to the schedule shown at the right — or I will make up the difference between your cost and your guaranteed profit."

Abigail Martin
Fund Raising Advisor

NOT SOLD IN STORES!

A set of 8 Decorator Place Mats — ("All-Occasion" or Christmas) — sell for \$1.50. 4 designs, 2 each to every charming gift box. 12 boxes to each easy-to-carry sales kit.



SEND FOR **Free** SAMPLE
(Set of 8 check box in coupon)

Order ...	And I Guarantee ...	Or Sell All And Make ...
15 sales kits	\$ 81.00 Profit	\$108.00 Profit
30 sales kits	\$162.00 Profit	\$216.00 Profit
50 sales kits	\$270.00 Profit	\$360.00 Profit
100 sales kits	\$540.00 Profit	\$720.00 Profit

Many Groups Earn More Than \$1500 The First Week
ORDER 1 SALES KIT FOR EACH ACTIVE MEMBER

NO RISK 30 DAYS CREDIT SHIPPED PREPAID
6 Shipping Centers: Cal., Mo., Pa., Mich., Tenn., Mass.

To: Abigail Martin, 1113 Washington, Dept. 25, St. Louis, Mo. 63101 Date needed _____

Send _____ Sales Kits "All Occasion" Christmas Mats (INCLUDE FREE SAMPLE)
OR Send FREE SAMPLE BOX ONLY "All-Occasion" OR Christmas Mats

ORGANIZATION: _____ No. of Members _____

Ship To: NAME _____ Phone _____

ADDRESS: _____ Zip _____

CITY _____ STATE _____

Do not use P.O. Box or R.F.D. address. Business address preferred. Truck deliveries 8 A.M. to 4 P.M.
We agree to pay within 30 days, at \$10.80 per kit for 15 kits or more — at \$11.40 per kit for 5 to 14 kits — or at \$12.00 per kit for 1 to 4 kits. Offer available only to non-profit groups.
Credit (Subject to our approval and verification of information submitted.)

SAVE MONEY on ELKS JEWELRY

SEND FOR FREE 1968 CATALOG E



R225 14Kt. .10 ct Diamond \$85.00 as shown. .25 ct \$165.00. With larger stone \$200.00 & up. As mounting \$49.95.

We manufacture new items in quantities only. Pins, buttons, rings, auto emblems, etc., for school, church, business, organization, etc. Write us.

GARDEN CITY JEWELERS

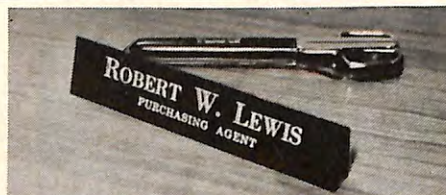
61 HILLSIDE RD. CRANSTON, R.I., 401: WI 2-1410



MONOGRAMMED MONEY BELT

No one will guess you've stashed your cash safe from prying eyes in the zippered secret inner pocket of this Genuine Topgrain Cowhide 1 1/4" belt. Buckle is engraved with 2 or 3 initials—adds a personalized touch. Choose Black with Silver buckle (#41491), Brown with Gold (#41483). Specify item no., size 28 to 44, initials. **\$2.98** ppd.

BRECK'S, Q20 BRECK BLDG., BOSTON 10, MASS.



OUR DESK-n-DOOR MARKERS ARE MORE THAN YOU BARGAINED FOR!

For years our customers have been surprised with the quality of these engraved walnut markers. Thousands of customers... GE, GM, Westinghouse, etc... use and specify Spear Markers.

24K Gold Letters Custom Engraved in Solid American Walnut Name Line Marker... \$2.95 Name and Title (pictured)... \$3.95 Order Today! 48 hour shipment, postpaid, Desk or Door ? Satisfaction Guaranteed or Your Money Back. Mr. Executive—Write Today on your letterhead for brochure, business discounts and a free marker, with your Name and Title. (We May Surprise You, Too!)

P.S. THE BEST OF PERSONAL GIFTS

Spear Engineering Co., 4800 Spear Bldg., Colorado Springs, Colorado 80907

Read the tiniest print instantly!



with these fashionable

"HALF FRAME" Reading Glasses

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

JOY OPTICAL, dept. 716, 84 Fifth Ave., NY 11, NY

ELKS FAMILY SHOPPER



WELCOME GUESTS (and let them know they have the right door) with Personalized Door Mat. Large 18" x 28" self-draining rubber mat scrapes off dirt, sand, mud from shoes. Lasts for years. White letters to 13. Mat in red, blue, green or black. \$6.95 plus 55¢ post. J.W. Holst, Inc., Dept. E98, 1005 E. Bay St., East Tawas, Mich. 48730.



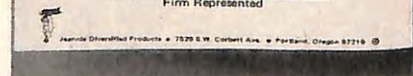
TEAR-PROOF TARP can't rip. Super strong nylon thread has been woven through heavy weight vinyl plastic so it won't tear. 8' x 12' tarp is secured by new, easy-to-handle Versa Ties. Tarp is green on one side; white on the other. Just 3 lbs. #1505 Versa Tarp, \$10.00 plus 70¢ shpg. Alexander Sales, Dept. EL9, 26 So. 6th Ave., Mt. Vernon, N.Y. 10550.



DON'T DISCARD YOUR OLD FUR. Send it instead to Morton's expert furriers who will transform it into the latest beautiful style jacket, stole or cape. Choose from 45 styles for \$27.95. Expert work includes re-styling, lining, interlining, monogram, cleaning, glazing. For free style book, write Morton's, Dept. W-45, Washington, D. C. 20004.

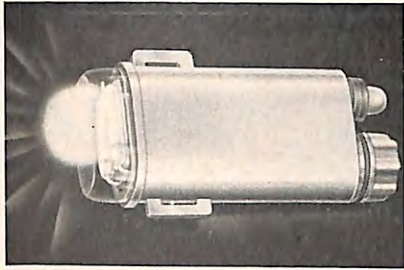
Hotel/Motel Registration Label

Name John Doe
Address 1234 Main Street
City Portland State Oregon
Car Make & Model Ford 1968 Lic. No. ABC 123
XYZ Corporation
Firm Represented

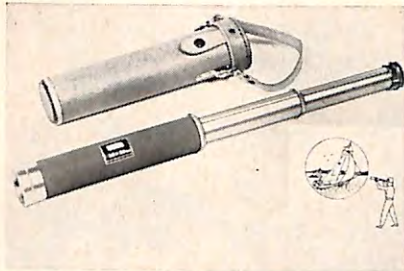


INSTANT HOTEL REGISTRATION. Just stick Hotel/Motel Registration Labels on the guest register to sign in. Your name, address, car make and model, license number and firm (optional) are printed on pressure-sensitive labels. Business-card size. Set of 100, \$2.95 ppd. Jeannie Diversified Prod., Dept. E, 7526 S.W. Corbett Ave., Portland, Ore. 97219.

ELKS FAMILY SHOPPER



25-MILE NAVY PILOT LIGHT flashes a dazzling light for 20 hours. Mercury-power emergency light is about the size of a pack of cigarettes, yet its sunlight flash can be seen for 25 miles. Intense strobe light is used to rescue downed pilots in Vietnam. Rugged. \$30.00 ppd. Military Optical Co., Dept. E, 622 West 67th St., Kansas City, Mo. 64113.



PACKED WITH POWER - 30 x 30 Telescope brings distant subjects really close up. Superior optical craftsmanship and genuine anchromatic color-corrected lenses give you needle-sharp, distortion-free viewing. Extends to 13 1/2". Collapsed, fits in pigskin case with strap. \$6.95 ppd. Barclay, Dept. 51, 170-30 Jamaica Ave., Jamaica, N.Y. 11432.



VISUAL CARD FILE. This Executive Aid has vinyl pockets for 240 business cards, 10 to a sheet, alphabetically indexed. Behind each sheet is a paper sheet for cross-filing by individuals' names - or for additional entries. 10" x 12". \$13.00 ppd. Additional units available. Bri-Son Co., Inc., Dept. E, 12260 Ventura Blvd., Studio City, Calif. 91604.



"ELEPHANT CROSSING?" You'll be the hit of the neighborhood when this colorful sign is spotted on your lawn or driveway. It tells everyone the "Big Hunter" is at home. Fun for the playroom too. Sign is heavy cast iron with big black letters on bright yellow background. 9-3/4" high x 6" wide. \$2.98 ppd. Hobi, Inc., Dept. E-9, Lake Success, N.Y. 11040.

Battle Creek EQUIP. CO., Dept. 058, 307 W. Jackson

Send FREE NUSAUNA Folder to: Battlecreek, Mich. 49016

Name.....

Street.....

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

Mail
Coupon
Today!

**Step in! Steam for 20
luxurious minutes.
Step out relaxed—
refreshed—like new!**

YOU'LL REVEL in NUSAUNA® BATHS at home! Heat relaxes you, soothes nerves, stimulates circulation and opens the pores. A joy to own! Superb quality; smooth, durable fibre-glass. Easy to move. Plugs in wall outlet—no plumbing! Backed by Written Guarantee.

Write for FREE Folder!

Enjoy Battle Creek Nusauna Baths soon.



Made of imported natural tan leather.

Holds 7-day wardrobe.

Pilots, sportsmen, foreign correspondents prefer it. You will, too. Trimly compact, it holds enough clothing for a week: suit, pajamas, socks, shirts, ties, underclothes, toilet gear. Two outside strapped pockets stash en route necessities: passport, time-tables, tobacco. Sturdy wrap-around strap plus English zipper lock and buckles.

Every inch is real leather. Smooth, fully-lined sheepskin so supple and mellow it conforms instantly to the contents. Keeps its rugged masculine looks after many a grueling trip. Gives you years of faithful service . . . as only genuine leather can. Fully balanced for nonchalant hefting. Long, looped handles offer easy no-strain grip. Amazingly lightweight, roomy, approximately 20" x 7" x 12". Slips under airline seat! Weighs about 4 pounds.

Use the Carry-On Flight Bag on your very next getaway at \$15 less than thousands paid. Now only \$19.95 ppd. No C.O.D.'s.

Send check or money order. N.Y. City and N.Y. State residents add sales tax. If you don't enjoy it, return it in 10 days for refund.

Prompt shipment. Satisfaction guaranteed

Write for FREE COLOR CATALOG

of unique gifts for men.

A MAN'S WORLD

Dept. L-98, Lake Success, N. Y. 11040



Previously
\$34.95
Now Only
\$19.95

**SPECIAL
PURCHASE!**

We took over entire
output of factory.
Save \$15 while supply lasts!

LOWEST PRICE EVER!

CARRY-ON FLIGHT BAG

TIME - SAVING IDEA :

Clip and file the pages of your ELKS FAMILY SHOPPER. They'll come in handy when you need gift ideas or just want to do some armchair shopping for interesting items.

"SOMEWHERE MY LOVE"

This haunting refrain from the movie Dr. Zhivago fills the air as the Swiss movement plays. Hand painted, hand carved.



5" High
REVOLVING FIGURES
\$12.95 POSTPAID

TREASURE CHEST
8 x 4 1/2 x 3", with
plush fabric lining
\$15.95 P.P.D.



28 note—9 x 5 x 3 1/2" \$26.50
36 note—10 x 6 x 4" \$34.95

Lilly

CATALOG OF MORE MUSIC

BOXES and GIFTS 25¢

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Dept. LK98, Phila. Pa. 19144

Wrought
Iron
**PLANT
STAND**
\$9.95

Two for \$18.95
Add 85¢ postage

TALL SHOW PIECE
of WROUGHT IRON
in SPANISH MOTIF

A charming piece that will add Mediterranean flavor to your room, patio or terrace. Height adjusts from 32" to 47" for your own desired effect. Top is 12" diameter, base is 9" x 9". Heavy wrought iron in black, white, gold, or green antique (specify). Pot not incl.

MONEY-BACK GUARANTEE

Ann Isabel

Dept. E98, 7840 Rugby St.
Philadelphia, Pa. 19150



CLOTHES HAMPER TABLE

FINISHED OR UNFINISHED



It's hard to believe this beautiful cabinet is also a practical clothes hamper. Sorts laundry for you—top drawer holds lingerie and other hand washing; big tilt-front bin holds family wash. Both have no-snar wood basket interiors for proper venting. Both instantly removable for easy emptying. Doubles as lovely bath table too—top holds toiletries and such—drawer holds soaps, etc. Crafted of knotty pine in satin-smooth honey tone or maple, antique pine or walnut finish. Handsomely louvered front, brass knobs. 30"H. 22"W. 11 1/2"D. \$29.95. Unfinished \$26.95. Both Exp. Chgs. Col.

BEAUTIFUL NEW FREE CATALOG—700 PGS.

Finished and Kit Furniture in Friendly Pine. **YIELD HOUSE** Money-Back Guarantee Dept. EK9-8, No. Conway, N.H. 03860

SPARE ACHING FEET

Helps healthy as well as "ACHING FEET"



Your **FIRST STEP** with PEDI-MOLD will be your **LAST STEP** with **FATIGUE** and **ACHING FEET!** Expertly molded to shape of foot. Padi-Mold's exclusive construction adds spring to each step, for **TOES MOVE FREELY** at last. Circulation is increased, muscles strengthened. Bunion discomfort disappears. Padi-Mold's recessed ball area and cushioned metatarsals. Flexible arch, cupped out heel for maximum comfort, correct heel position. Soft foam rubber, won't flatten out.

SEND SHOE SIZE AND WIDTH OR FOOT OUTLINE. SPECIFY MEN OR WOMEN.

PEDI-MOLD of N.Y. \$3.00 pair 2 pr. \$5.70 ppd.

Dept. E-98, 565 Fifth Ave. (9 E. 46) New York, N.Y. 10017

\$10.95 BLACK DIAL TELEPHONES

Complete add \$2.00 for color



Factory rebuilt Western Electric in white, beige, ivory, pink, green or blue. If 4

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DESIGNS MAY VARY

Write for free list. All shipments F.O.B.

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PLAY GUITAR IN 7 DAYS OR MONEY BACK

In this introductory offer you get **TOP GUITARIST ED SALE'S** famous 66 page secret system worth \$3.00 which teaches you to play a beautiful song the first day and any song by ear or note in seven days! Contains 52 photos, 87 finger placing charts, etc., plus 110 popular and western songs, (words and music); a \$1.00 Chord Finder of all the chords used in popular music; a \$3.00 Guitarist Book of Knowledge.

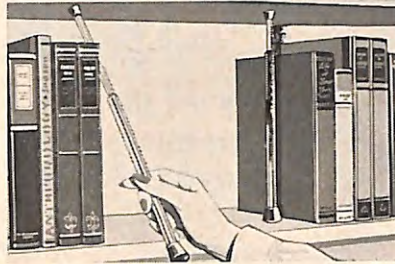
TOTAL VALUE \$7.00 \$2.98 —ALL FOR ONLY

SEND NO MONEY! Just your name and address, pay postman \$2.98 plus C.O.D. postage. Or send \$3.00 with order and I pay postage. (Sorry, no C.O.D. outside Continental U.S.A.—please remit with order).

Unconditional Money-back Guarantee

ED SALE, Studio 193-M, Avon By the Sea, N.J. 07717

ELKS FAMILY SHOPPER



BOOKEND POSTS hold books and magazines upright on shelves, keep them from leaning or falling. Brass-anodized aluminum posts adjust automatically between shelves 9 1/2" to 13 1/2"; spring tension holds them steady. Rubber-tipped to prevent marring. Only \$1.00 per pair ppd. Holiday Gifts, Dept. E9, 7047 Pecos St., Denver, Colo. 80221.



TOUGH ROPE TESTS 2600 LBS. TENSILE STRENGTH. Ideal for towing, polypropylene rope comes with four spring steel clips to fit on bumpers. Stores in glove compartment. Easily forms end loops. Excellent for tie-down, deer drag, on a boat, as a swing. No slivers; won't corrode; floats. \$3.95 ppd. Russ/Mont, E9, 7917 West 3rd St., Los Angeles, Calif. 90048.



GENUINE ANTIQUE BRITISH R.R. LANTERNS. These collector's items were used on British railroads for over 100 years. Some are dated in the 1800's; others are more recent. All are refurbished and have new kerosene wicks, etc. Excellent emergency lighting. #1501, \$14.95 plus \$1.00 shpg. Alexander Sales, Dept. EL9, 26 So. 6th Ave., Mt. Vernon, N.Y. 10550.



LOOKING FOR A NEW CAREER? Accident investigation is called the "ideal job." Learn how men earn to \$1,000 a month in this exciting, secure profession. No experience or advanced education is required and men 20 to 55 are in demand. Send for a free book of facts from Universal Schools, Dept. K-9, 6801 Hillcrest, Dallas, Texas 75205.

MAGNIFYING GLASSES



A Blessing For Folks Over 40

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

PRECISION OPTICAL CO. Dept. 41-L Rochelle, Ill. 61068 (Sorry, no orders accepted for delivery in Mass. & N.Y.)



INSTANT TURTLE-NECK DICKEY! Looks like you're wearing a full turtle-neck underneath. Perfect for V-neck sweater, formal wear for men; blouse for women. 100% acrylic white knit with finely-detailed rib stitching. Handmade look. One size fits all: men, women, children. \$1.59 ppd. Madison House, 713 Greenland Bldg., Miami, Fla. 33147.

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THE GIRL whose dreams never come true THE MAN success passes by NOW YOU CAN DO SOMETHING ABOUT IT!

This age-old symbol of Irish luck—the **LUCKY LEPRECHAUN**—cast in the original good luck mould from gleaming solid silver or gold, can now be YOURS. Test his magnetic power under our money-back guarantee. Airmailed to you overnight from Ireland with complete free history and guarantee.

Send now only \$3.00 for Silver—\$10 for 9kt Gold—\$15 for 14kt Gold (No COD's) to:

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BIG SAVINGS ON ACCORDIONS & AMPLIFIERS! Save up to 1/2 or more on famous make accordions. Over 40 standard & electronic models. Buy direct at low discount prices. Get 5-day home trial. Small down payment, easy terms. Free Gifts. Trade-in allowance. Money back guarantee. Write for catalogs and Discount price list. Accordion Corporation of America, Department K-98, 5535 W. Belmont Ave., Chicago, Ill. 60641.

ELKS FAMILY SHOPPER



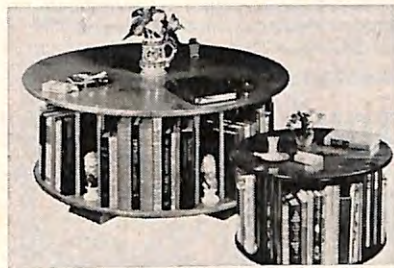
TURN-OF-THE-CENTURY INDIAN HEAD PENNY CUFF LINKS. Famous old American pennies, last minted in 1909, have been cleaned and polished and fashioned into unusual cuff links and tie bars. A collector's item that increases in value with time. Links, \$2.98. Tie Bar, \$1.98. Both for \$4.88. Ppd. Madison House, 712 Greenland Bldg., Miami, Fla. 33147.



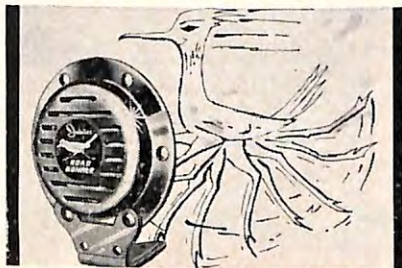
BEAN'S CHAMOIS CLOTH SHIRT. Hunters and anglers delight in wearing this all washable cotton shirt. The longer you wear it, the more it feels and looks like fine chamois leather. 2 large pockets, one-button cuffs. In tan or bright red. Men's 14½ to 19, \$6.85. Ladies' 10-20, \$6.80. Ppd. L.L. Bean, Dept. E, 334 Main St., Freeport, Maine 04032.



DO-IT-YOURSELF TIFFANY-STYLE LAMP. Kit contains pre-cut genuine stained glass, lead, socket, chain, wire, solder, hardware, instructions. Choose: (A) Avocado and Gold; (B) Opal, Amber, Gold; (C) Ruby and Gold; (D) Blue and Green. 12" kit, \$37.95; 16", \$42.95; 20", \$47.95. Ppd. Lake Shore Glass Co., Dept. E-9, 739 N. Wells St., Chicago, Ill. 60610.



TURN THE TABLES to choose books, magazines, record albums. Handsome pine Susan Book Coffee Tables revolve to reveal titles clearly. Honey-tone pine or maple, antique pine or walnut finish. 16¼" high, 36" dia. for up to 100 books, \$39.95, 24" dia. for up to 40, \$29.95. Exp. coll. Kits available, Yield House, Dept. EK, No. Conway, N. H. 03860.



A BLAST OF THE "BEEP BEEP" HORN tells everyone you're coming. Just tap the horn button to produce the distinctive "Beep Beep" just like America's newest comic book sweetheart, the speed demon "Road Runner." Metal, 4" x 5½" x 6½"; attaches easily to any car. Incl. instructions, \$8.98 plus 75¢ shpg. Hobi, Inc., Dept. E-9, Lake Success N.Y. 11040.

DISPOSABLE PLASTIC LEAF BAGS

30 BAGS for
\$2.98
plus 50¢ postage



Save time & work on that annual Fall headache—leaf disposal. Big roomy bags hold 2 full bushels each. Rake leaves into bags, twist shut with included wire ties, throw bags away. Saves extra raking, burning, wind scattering. Perfect for trash too.

50 Bags, \$4.45 plus 50¢ postage
100 Bags, \$8.50 plus 50¢ postage

DELUXE SIZE 12 for \$2 plus 50¢ postage

BARCLAY Dept. 51-K, 170-30 Jamaica Ave., Jamaica, N.Y. 11432

GUARANTEED PROFITS
FOR YOUR ORGANIZATION
\$60 to \$405...
or I will make up the difference!



SEND FOR **FREE** SAMPLE TO SHOW YOUR GROUP

Regal SCENTED BRANDY-GLASS CANDLE

Your group can earn money fast with these unique candles. The graceful design and colorful glow of Regal Candles lend a warm highlight to mantel, buffet, or dining table — brighten any drab corner. "Outdoorsy" pine or bayberry fragrance freshens room air. Sells for only \$1.25 each.



"I personally guarantee that your organization will raise the sums shown below or I will make up the difference between your cost and your guaranteed profit."

Abigail Martin
Fund-Raising Advisor

Order ...	And I Guarantee ...	Or Sell All And Make ...
15 Kits	\$ 60 Profit	\$ 81 Profit
30 Kits	\$121 Profit	\$162 Profit
50 Kits	\$202 Profit	\$270 Profit
100 Kits	\$405 Profit	\$540 Profit



Order 1 Kit For Each Active Member

MAKE UP TO \$5.40 ON EVERY KIT OF 12 CANDLES! Folks love these Brandy-Glass Candles! Burns 15 hours ... freshly scented ... individually gift-boxed ... beautiful colors ... reusable glasses.

NOT SOLD IN STORES!

Many groups earn over \$2,000 in just one week.

No Risk—30 Days Credit—Shipped Prepaid

6 shipping centers: Cal., Mo., Pa., Mich., Tenn., Mass.

SEND NO MONEY — MAIL COUPON TODAY

To: Abigail Martin
1113 Washington, Dept. 25A St. Louis, Mo. 63101

Send _____ no. sales kits. Date needed _____

Name of Your Organization: _____

Ship to: Name _____

Address: _____

City _____ State _____ ZIP _____

Phone _____ No. of Members _____

Do not use P.O. Box or RFD. Truck deliveries 8 AM to 4 PM. Business address preferred.

Check box for FREE CANDLE! (Subject to our approval and verification of information submitted.)

We agree to pay within 30 days, at \$9.60 per kit for 15 kits or more — at \$10.20 per kit for 5 to 14 kits — or at \$10.80 per kit for 1 to 4 kits.

FIND BURIED TREASURE!
10-DAY MONEY BACK GUARANTEE

TREASURE PROBE
\$18.88 ppd

ALL TRANSISTORIZED

3 ft. portable detector finds buried metal objects, Signals location with loud audible sound. Detects gold, silver, metallic ore and nuggets of all kinds. Find lost coins, jewelry, indian artifacts, civil war souvenirs. Treasureprobe guaranteed to equal detectors selling to \$150 or your money back. Absolutely complete, sensitive earphone, 9v battery, nothing else to buy

TO ORDER: Send check, cash or money order, \$5.00 deposit for COD in N.J. add 57¢ tax.

TREASUREPROBE Dept. ECG
P.O. Box 228, Toms River, New Jersey 08753



New CAR EMBLEM

- ATTACH TO CAR—NO TOOLS NEEDED
- REFLECTIVE COLORS, LASTS FOR YEARS

The B.P.O.E. Emblem is your introduction on

the road wherever you go. Attractive blue, brown and gold design. Rustproof heavy gauge steel. Send \$2.98 or 2 for \$5.00. Money back guarantee.

STA-DRI PRODUCTS CO.
E9-147-47 & Ave., Whitestone, N.Y.

43 WONDERS OF THE WORLD!



To Introduce You to America's Favorite Hobby and World's Largest Stamp Firm:

Nature on the rampage — ruins of ancient empires — stone-age man — bizarre creatures . . . astounding wonders of the world you live in! Discover rare art treasures, miracles of science, incredible objects and events. Prehistoric monsters to space-age triumphs — dramatically pictured on 43 genuine postage stamps from all over the world. This fantastic collection (catalog price over \$1.00) — for only 10¢! Plus attractive stamp selections to examine free. Buy any or none — cancel service anytime. EXTRA: Special Bargain Lists.

RUSH name, address, zip and 10¢ — TODAY
H. E. HARRIS, Dept. W-69, Boston, Mass. 02117

500 RETURN ADDRESS LABELS



50¢
USE YOUR
"ZIP" CODE
RICH GOLD TRIM
FREE PLASTIC BOX

Quick and handy way to put your name and return address on letters, checks, books, records, etc. ANY name, address and Zip code up to 4 lines, beautifully printed in black on white gummed labels with rich gold trim. About 2" long. Free plastic box for purse or desk. Set of 500 labels just 50¢ postpaid. Shipped within 48 hrs. Money back if not pleased. Don't know the Zip Code? Add 10¢ per set and we will look it up. Send for free catalog.

3299 Drake Building
Walter Drake Colorado Springs, Colo. 80901



RECHARGEABLE FLASHLIGHT

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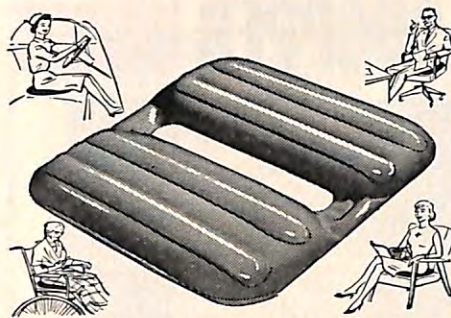
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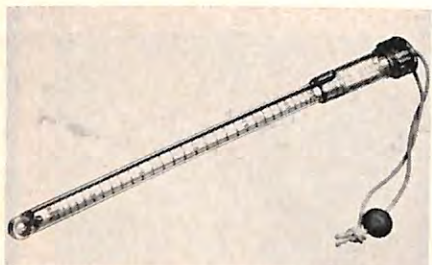
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(Continued from page 4)

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(Continued on page 55)



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VIRGIN ISLANDS



By Jerry Hulse

Dawn comes swiftly in the Virgin Islands. Stars fade in the new light of day and the horizon burns with sunlight. Charlotte Amalie, the swayingest town in the entire Caribbean, is a duty-free shopping port with everything Hong Kong has, and considerably more. Unlike Hong Kong, though, you may haul home \$200 worth of duty-free loot, including five bottles of liquor, or four more than the ordinary allotment. What this means is that Uncle Sam is the landlord, the U. S. Virgins belonging to his nieces and nephews. In Charlotte Amalie black women in little white box hats (they wear them squarely on their heads) stream down the hillsides to the shops in town. Black men, walking together and laughing loudly, hurry off to other jobs. It is unmistakably a black man's land, these Virgin Islands. Like other peaceful plots visited by the jets, the U. S. Virgins are in eclipse. Out of a struggle for the dollar an entire new world has evolved: fashionable resort hotels, modest guest houses, duty-free booze (by the millions of bottles!), smoky caves with steel bands, travel-folder romance, French restau-

rants and beaches blanketed by bikinis. Charlotte Amalie on the island of St. Thomas is the launching pad to the quieter, more sedate islands of St. John and St. Croix. Thomas is the swinging Virgin. The three islands—St. Thomas, St. John and St. Croix—were bought from Denmark back in 1917. Uncle Sam gave the Danes \$25 million, a pittance compared with the dollars spent annually by tourists armed with shopping bags and loaded with loot. The count last year came to \$65 million.

The primary target of tourists, though, is Charlotte Amalie. Tourists fly in from places like Miami and New York to haggle with proprietors along Main Street. Shuttles run continuously between here and San Juan, 40 miles across the briny. Some come on the morning flights and leave on the afternoon ones. Others arrive by sea. So many vessels tie up, Charlotte Amalie has been tagged the cruise ship capital of the world. Even the Russians came calling a few weeks back. One of the town's leading grog shops raffles off \$3 million a year in booze, listing 800 brands. Other stalls are stocked with

dresses from Hong Kong, watches from Switzerland, Italian gloves, French perfumes, German cameras, and Irish linens. Cavanagh's, one of the street's spiffier salons, peddles purchases gathered from 50 countries around the world. Shelves droop with Daks slacks from England, Dynasty dresses from Hong Kong and an impressive lineup of other labels: Gallieni of Italy, Pringle of Scotland, and Steegan of Ireland. Next door Virgil Tsuluca, a runaway from communist Bulgaria, sells Spanish handbags, Italian scarves and French beaded bags. His latest offering is the reproduction of crown jewels befitting a commoner's pocketbook. He will sell you Marie Antoinette's sapphire necklace for only \$19, which should prove a lively conversation piece at the next teatime binge back home. Who could guess, save Marie herself? All that glitters, though, is not glass. There are also the real stones such as those displayed by Cardon's. More than 2,500 ring styles are priced up to \$3000. Nearby, Little Switzerland has on the auction block watches from around the world, along with tape recorders, diamond

bracelets and sapphire brooches. There is also an entire wall lined with cuckoo clocks.

With so many tourists a trace of stateside living was bound to crop up. I am thinking now of the lunch room with a huge sign proclaiming it the "Home of Lox 'n Bagels." To accommodate jets bringing tourists, airport officials cut away a hillside and flung it into the sea. Now with bigger jets coming they plan to slice off a 200-foot ridge, making the runway still longer. Shoppers who don't fly or sail away end the day sipping daiquiris at hillside hotels. At Shibui, a colony of Japanese cottages, the tariff for two begins at \$35 between now and next December. Shibui is so Japanese you look for sake in place of rum. It out-Japans Japan itself. Guests wear kimonos and slippers and maids come calling in hapi coats. Guests soak in Japanese-style sunken tubs and gather in a tea house set beside a swimming pool. A footbridge arches over the pool, the entire scene surrounded by Japanese rock gardens. Alton Adams, an ex-Navy bandmaster, offers bed and breakfast for \$6 a night in an old manor house standing bunched up with morning glories and hibiscus at the dead end of Kongengarde Street. The town's fussiest hotel, Bluebeards Castle, charges \$40 for a double along with breakfast and dinner in the April-December off-season. Overlooking Sapphire Bay is another set of bungalows, each with its own private swimming pool. Rates are \$32 a day, this without meals. The island is crowded with other small inns and big hotels. The swingers, though, take refuge at Galleon

House, another ancient manor, which, between assignments once served as a brothel. Doubles start at \$12 along with breakfast and the piano playing of the proprietor, ex-New Yorker Marty Clarke. Besides entertaining his guests (until well after midnight) Marty and his mini-skirted bride, Ann, send breakfast along to your \$14 room. Tourists bent on outings to the outer islands may rent a yacht for around \$30 a passenger, including crew, cook, meals and grog. Or if you prefer to sail yourself and save the difference, it's cheaper still. With yachts so cheap and duty-free grog, anyone can turn pirate in the Virgin Islands.

On the island of St. Croix, tourists dine at Tivoli Gardens, worship at the Church of Denmark and, after the sun reaches its low point on the horizon, swill Cherry Herring and Tuborg beer at a string of resorts spread along the Caribbean sands. It is Scandinavia minus the icy wind. Columbus was the first tourist. This was in 1493. He didn't stay to laze in the sun, however, or chase the pretty maidens. It was because of the greeters. Hostile Indians weren't pampering tourists. Not even Mr. Columbus. St. Croix's list of invaders could make up a small U.N. The passing parade of ex-settlers includes the Arawak Indians, the Carib Indians, the Spanish, English, Dutch, French, Danes and, finally, the Americans. Now, jets whistle in daily from Miami and New York—as well as the close-by island of Puerto Rico. Other tourists flap over by water plane from St. Thomas, only a wink away. There are glittering new condominiums called Es-

tate Questa Verde. The so-called Danish-style town houses are perched atop Mt. Royale, the moving-in price ranging from \$26,700 to \$54,500. For an extra banknote you may also have a maid and gardener. When the owners are away the apartments rent for \$38 a day or \$850 a month. (During the winter season—December-April—the tab goes to \$58 a day or \$1,500 a month). Actually, it is all about as Danish as a slice of French bread. It is not, in fact, even remotely West Indian. Should you come upon it in Pasadena you would look maybe only for the rose trellis. Down the hill Martin Spatz, late of Beverly Hills, has turned a 200-year-old French town house into a charming waterfront inn containing 30 rooms. He calls his shelter Old Quarter and will give up the key to a room for \$30-\$36 a day during winter or \$18-\$26 in summer. He keeps a player piano in the bar and tables for dining outside by the quarter-deck. Guests are shaded by date palms and cooled by trade winds blowing in fresh off the water. By the entrance, St. Croix's shop-keepers have for sale a variety of duty-free loot. Beyond here at another snug shelter, St. Croix-by-the-Sea, guests paddle in a swimming pool filled with salt-water and shaped like the island. The proprietor claims it is the biggest swimming hole in the entire Caribbean, save for the sea itself. A room for two, along with breakfast and dinner, comes to \$33 a day between now and next December. On Sundays guests stuff themselves at a giant smorgasbord. Other times the chef busies himself preparing open-face sandwiches and pouring Danish beer. Rising on Protestant Key, a spit barely offshore from Christiansted, is St. Croix's newest hotel. Island buffs wanting to escape other island buffs will find sanctuary in the recesses of the new inn. When the doors open later this year a launch will call every 15 minutes from Christiansted.

Finally, off near Frederiksted, St. Croix's other tropical township, stands the cushy Carlton, a hotel bent on spoiling its guests. Especially the drinking man. Submerged in the swimming pool are bar stools—anchored beside a bar for bathers. Laurance Rockefeller, who did nearly as much discovering in the Caribbean as Columbus did, operates a grand golf course midway between Christiansted and Frederiksted. Fountain Valley Golf Course embraces such old estates as Upper Love, Lower Love and Sweet Bottom. The eminent golf architect, Robert Trent Jones, took advantage of seven water holes for traps. The velvet carpet spread between the first and 18th holes is shaded by a variety of trees, among them the African tulip, silver trumpet and Indian rubber fig. Up on the hill, at the 19th

Photo by R. Halsey



The Hotel 1829 stands on a hill (background) overlooking the town of Charlotte Amalie on the island of St. Thomas. This street is characteristic of those on the islands.

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(Continued from preceding page)

hole, players sip Danish beer and offer up a simple one word benediction: Skoal!

Caneel Bay on the island of St. John, though, is where Lady Bird comes to roost. It is also where Lynda Bird and Capt. Robb came to honeymoon. It is very fussy digs indeed. Hubert Humphrey wades ashore on occasion. Caneel's guest list runs the alphabet from U Thant to John Lindsay. Caneel Bay is another of Laurance Rockefeller's cushy Caribbean hideaways. He arrived several years ago with a fat checkbook and bought nearly the entire island. After this he gave back most of it to the government as a national park. He kept Caneel Bay for himself and his guests. The resort is anchored to the northwest tip of St. John, smallest of the three U. S. Virgins. You ride the launch over from Red Hook on St. Thomas, which is where the shoppers are. It takes only 20 minutes to escape from civilization and arrive at Mr. Rockefeller's regal roost. This being the low season, \$35 a day will get you and your bride a cozy room along with meals. This and a quietness disturbed only by the sea.

For those who can't afford to room with Mr. Rockefeller, camp cottages rent for \$10 a day down the beach at Cinnamon Bay. The place is operated by the National Park Service. With the cottages go linens and cooking utensils. Besides the dozen beach bungalows, the Park Service also has 60 camp sites. For \$25 a week they provide a tent plus cots, linens, pillows, blankets, a water container, an ice chest for the martinis, lanterns, and kitchen utensils. In case you're not the Boy Scout type, don't fret. The Park people will drive the stakes and unfurl the tent. The idea is to make the service so complete the camper need bring only himself. The \$25-a-week tab is for two. Anyone sharing your tent must ante up an extra \$7. Tent space is available between now and mid-December. The sold out sign is already up, though, for the coming Christmas holidays. Not only for this year but next year as well. It's obvious why. Tents face a sapphire sea. Beyond, other islands stand silhouetted against the horizon. It makes pulling up stakes and going home a painful proposition at vacation's end. Ice, groceries, and charcoal are sold at the camp store. The chap in charge will rent you a gasoline stove and lanterns already fueled up for four dollars a week. Masks, snorkels and flippers rent for \$1.50 a day. If the lazy man's method of camping sounds appealing, drop a note to John Woodside, Cinnamon Bay Camp, Virgin Islands National Park. Anyone wishing to go island exploring may rent a jeep for \$15 a day

or \$75 a week. Trunk Bay, next door, is considered by some the most beautiful beach in the world. It is no exaggeration. There are also guided snorkeling trips led by a ranger along an underwater trail marked with plaques.

Hidden in the island's hilly wilderness are a few homes, and poking out of the tropical growth are the ruins of old sugar plantations. One served as sanctuary for planters during the slave rebellion of 1733. At one time more than 100 sugar and cotton estates operated on St. John, the slaves outnumbering the planters five to one. Then came a summer of drought and the slaves rebelled. They sacked the mills and great houses and murdered the planters. Those who escaped took refuge in the Caneel Bay plantation mill. Finally, soldiers from Martinique came to their rescue. All this occurred in a day when pirates were the island's only tourists. St. John was owned by the Danes and the Danes lived elegantly. Later the pirates were shooed away and the Danes went, too. This was after these particular Virgins came under U. S. rule. Today the tourists have replaced the pirates and the slaves. The only sugar comes from checkbooks, not the soil. The toniest place on the entire island, of course, is Mr. Rockefeller's resort. At Caneel Bay guests splash on seven beaches. One is reserved exclusively for honeymooners. It is called—what else?—Honeymoon Beach, a sugar white and sugar fine crescent five minutes by foot from the cluster of cottages. At Caneel Bay doors go unlocked. The island knows no crime. It is as near paradise anybody will likely get in the Caribbean. Guests go off on shopping cruises to St. Thomas. On Tuesday there is a luncheon cruise to Little Hatch Island in the British Virgins. Other times there are catamaran sails and a trip by boat to Little Dix Bay, Mr. Rockefeller's other island hideaway on Virgin Gorda, a British isle. Steel bands play at night. Tiki torches flame in the Caribbean blackness. During the winter season Caneel Bay is full up. Not even Hubert Humphrey could persuade the management to unlatch a cottage one recent holiday. Between April and December, though, the occupancy rate goes down—along with prices.

Now there is a land boom. It was touched off by the tourists. What sold 10 years ago for \$200 an acre sells today for \$25,000. At the same time traffic is increasing too—from a couple of jeeps seven years ago to nearly 200 backfiring buggies. Still, the nearest thing to a traffic jam you are likely to encounter will be two cars passing on a one-lane country road. There are still deserted beaches. Only the braying of wild donkeys, hidden off in the hills, disturbs the silent world of warm sunshine and water.

(Continued from page 51)

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(Continued on page 59)

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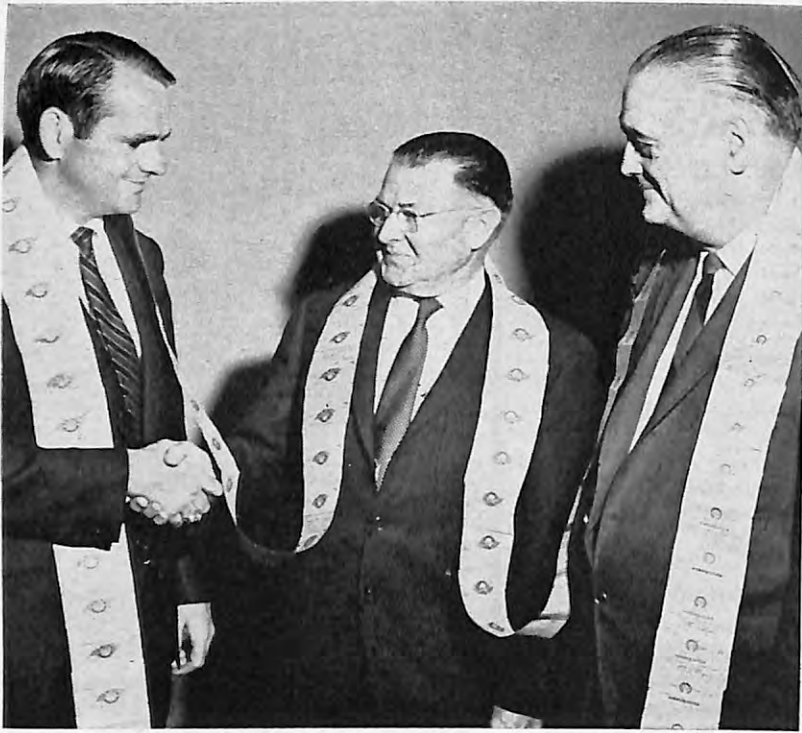
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BISMARCK, North Dakota, immediate PER Carl F. Elliott and Mrs. Elliott pose after their coronation as king and queen of annual festivities sponsored by the Elks' ladies.

A 50-YEAR LEI of membership cards is sported by Watertown, Wis., Elk Richard Hoge (center). The chain of cards—one for each year of Brother Hoge's membership in the lodge—adorns also ER James M. Clifford and PSP Dr. J. R. Casanova.



RECENT INITIATES of the 13 lodges in Indiana's East District assemble before the new Hartford City Lodge building, where the mass ritual was conducted. On hand for the ceremony, held in conjunction with Elkdom's centennial year, were immediate PSP Stanley Mascoe, Indianapolis, and other state and district officers.



NEW BLAZERS are sported by Sapulpa, Okla., ER John M. Bingman (seated, center) and other officers of the lodge. The blazers were a gift of Mrs. Earle Berryhill, in memory of her late husband, who had made many previous donations to the lodge.

A NEW EXALTED RULER—Jeffersonville, Ind., Lodge's P. W. Loveland Jr.—is congratulated at the beginning of his term of office by his father, PDD and PSP P. W. Loveland Sr., a longtime lodge member. The elder Brother Loveland presided at his son's installation, the lodge's first such ceremony.



ISHPEMING, Michigan, Elks recently initiated a class of candidates in honor of four dedicated lodge members—the Bergeron brothers. The honorees are (seated) PER John Bergeron, a member for 37 years; Joseph, 46 years; Ovid, 24 years, and Jerry, 33 years.





A GIANT GAVEL is presented to Ohio Sgt. at Arms Irving W. Davies (center), Lakewood, by SP and PDD George B. Walker, a member of Willoughby Lodge. Looking on is PDD James A. Ryan, Euclid, state Inner Guard. The presentation, which occurred during a family participation weekend meeting at Painesville, marked Brother Davies' recent installation as the new activities chairman of Ohio's Northeast (North) District.



TWO STATE PRESIDENTS—Indiana Elks' newly elected SP and PDD Lewis C. Gerber (right), South Bend, and Ohio Elks' SP and PDD George B. Walker, Willoughby—share a handshake after assuming their new posts as heads of their state associations.



CHECKING SCORECARDS at the Ohio Northwest District golf tournament, hosted by Lima Lodge, are Mrs. James Shirey; Arthur Stimmel, Lima, state golf chairman; Mrs. Howard Brinkman; Bo Contini, golf pro at Lima's Hawthorne Hills, and Mrs. Charles Dale.



A CHECK for \$1,268 is presented by Indiana PSP Thomas E. Burke, Lafayette, chairman of the Indiana Elks Association's permanent activities committee, to Mrs. Robert Gore, executive director of the Florence Crittenton Home at Terre Haute. Looking on is Mrs. Russell E. Archer Sr., president of the board of directors for the home. The contribution brings to \$5,523 the amount donated to the home by Indiana Elks during the past six years.



MOST VALUABLE STUDENT award winners from Illinois assemble for a group portrait. Shown with Harold Karlstrom (right), Kankakee, chairman of the Illinois Elks Association's scholarship committee, are (background) Sharon Matthews, first-place girls' winner, sponsored by Fairfield Lodge; Mary Rowland, fifth place, McLeansboro Lodge; Gayle Rothenberger, sixth place, Springfield Lodge; Michael Postula, sixth-place boys' winner, LaSalle-Peru Lodge, and (foreground) the parents: Mr. and Mrs. Melvin Matthews, Mr. and Mrs. Jim Rowland, and Mr. and Mrs. Jay Rothenberger.



PAST GRAND EXALTED RULER Robert E. Boney and Mrs. Boney receive a beautiful set of sterling silver from PGER R. Leonard Bush, at the California-Hawaii Elks Association's convention in Fresno. The tableware was presented on behalf of the state association.



TILLAMOOK, Oregon, immediate PER Thomas A. Waud (second from right) presents a \$200 check on behalf of the lodge to Buck Janigian, Beaverton. Looking on are Beaverton immediate PER J. Bud Feebeck and Tillamook Secy. Harold Harp. The contribution was slated for the Richard Janigian Vietnam War Memorial, constructed by Beaverton Lodge to honor Brother Janigian's son and all other Oregon youths killed in the Vietnam conflict.



A VETERANS' SERVICE EXHIBIT at the California-Hawaii Elks Association's convention in Fresno is viewed by Harry Larson (right), San Gabriel, and PDD John F. Jordan, Pittsburg, state chairman and vice-chairman, respectively, of the association's program of service to veterans.



DOVER, Ohio, Lodge's PDD Robert Kennedy (seated, center) was recently picked to head the Ohio Past Exalted Rulers Association for the coming year. His fellow officers include (seated): Treas. and Dr. E. T. Clauser, Lakewood; VP and PDD Willard Miller, Troy; VP and PDD Harry H. Stoops, Portsmouth, and Secy. E. C. Pracht, Lima, and (standing) PDD Earl Sloan, Elyria, executive committeeman; Kenneth Kidd, Bowling Green, immediate past president; Chap. William Watkins, New Philadelphia; Sgt. at Arms, Zane Gray, Lebanon, and VP C. M. Burns, a member of Lakewood Lodge.



A SPECIAL FEATURE of the Ohio Elks Association convention in Columbus was the Van Wert Elks Men's Choir, directed by Jay Hall (first row, left). The choir added tuneful selections to a pageant depicting the history of the Order's ritual.



BOWLING GREEN, Ohio, PER and immediate PSP Elwood W. Reed (second from left) receives a plaque for his service to the Order from Ohio SP and PDD George B. Walker, Willoughby. Looking on are Tiffin ER Adolph Jacobson, who accepted a posthumous Elk of the Year award for the late Ivan R. Hesson; Martins Ferry Mayor John Laslo, and Trustee M. B. Letzelter, Steubenville.

(Continued from page 55)

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WYOMING: Donald G. Fehlauer, Lander No. 2317, \$800; Carol S. Moore, Cody No. 1611, \$800; Felix J. Sowada, Sheridan No. 520, \$800.

(Continued from page 8)

does not matter whether the ill-informed predominate over the smart ones; as long as they have the most money their opinions have to prevail and the price will therefore go their way.

"By researching supply and demand within the market, it's possible to determine the direction of a trend and the balance between buyers and sellers, and on that basis build a profitable investing strategy."

The oldest Romeward road of all is that taken by the investors whose primary object is not appreciation but high yield. A tale is frequently told that if the Medici family of Florence had, in the days of its wealth and political power during the Renaissance, invested \$100,000 at 5 percent compound interest, the sum would be in excess of five hundred quadrillion dollars in the 20th century. The "Medici bit" is cited to show the advantages of the approach numerous investors take to building an estate—the compounding of yield (interest, dividends, etc.) to build capital.

This method often is slower than the other methods of estate-building but advocates claim that compounding is surer. This approach, however, is subject to the risk of capital loss just as are the other two approaches, although in many ways the risks are smaller. Special factors—some advantageous and some detrimental—come into play in times of high yields and borrowing costs.

An estate builder today who seeks to compound income faces a hazard not known to the Medicis. Taxes take a larger proportion from ordinary income resulting from most (not all) interest, dividends, and rentals than from long-term capital gains. Whether the times are characterized by "tight" and expensive money, or by "easy" money and low yields, bonds fluctuate.

So there are eight Roman roads that can, with proper planning of where to start and where to get off, and with an eye to the hazards of the highway, lead investors to perhaps not a pot of gold but to a portfolio of stock certificates worth more tomorrow than today.



Above: Mrs. Evelyn Boney congratulates Mrs. William Hetrick on winning a trip to Hawaii, as travel agent Tom Fallon looks on. Right: Another winner—Bonnie Roberts—poses with her mother, Mrs. Arthur Roberts Jr.



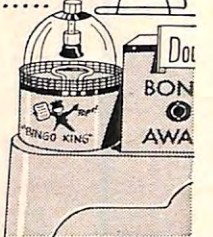
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A TENNESSEAN TAKES THE HELM

Tennessee proudly joins the lengthening list of States that have contributed a Grand Exalted Ruler to the Benevolent and Protective Order of Elks. In Edward W. McCabe, the Volunteer State has a son of which it can be proud, and the Order of Elks a leader who knows where he wants to lead. It will be an honor to follow him.

Brother McCabe is one of the most experienced Elks to receive the Order's highest honor in many years. For 25 of his 29 years as an Elk he was an officer of his Lodge, Nashville No. 72. He has headed and been a prime mover in the affairs of the Tennessee Elks Association. He has had broad experience in the Grand Lodge first as District Deputy in 1947, then Chairman of the Ritualistic Committee, membership on the New Lodge Committee, Grand Esteemed Loyal Knight, Grand Trustee and most recently membership on the Judiciary Committee.

Add to that background his training as a lawyer and long service in high executive capacity with the Internal Revenue Service and we have a Chief Executive admirably fitted for the demands of his office.

Perhaps even more importantly, Grand Exalted Ruler McCabe brings to his new task an eagerness, an enthusiasm, a sense of timeliness and awareness that were so apparent in his speech of acceptance at New York City. Ed McCabe's Elkdom is not only in his head. It is also in his heart. He has a love for this Order that reflects not only a close understanding of it but also a strong respect for its traditions, its goals, its achievements and above all an appreciation for its capacity for even greater contributions to our nation in this year and the years to come.

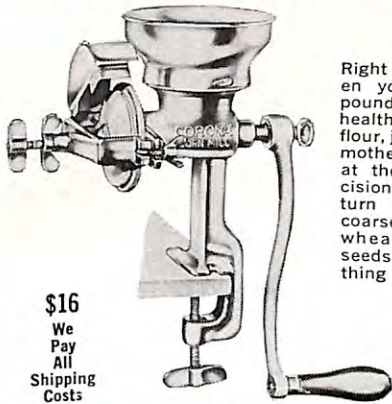
Grand Exalted Ruler McCabe underscored the forward-looking character that has distinguished our Centennial observance when he told the Exalted Rulers assembled in New York:

"He who does not go forward with the spirit of his age is lost in the by-ways of stagnation and retrogression. Out of the experience of the past, we have continued each year to add strength and vitality to our Order. Progress is part of our past and the plan of our future. Will you help carry on that progress? You, the Exalted Ruler, are the most important person in our Order. You are the person who must provide the proper leadership to carry your lodge to greater heights."

We are confident that the response will be in the same spirit of achievement. Elkdom continues to find strong leadership as it goes forward into its second century.



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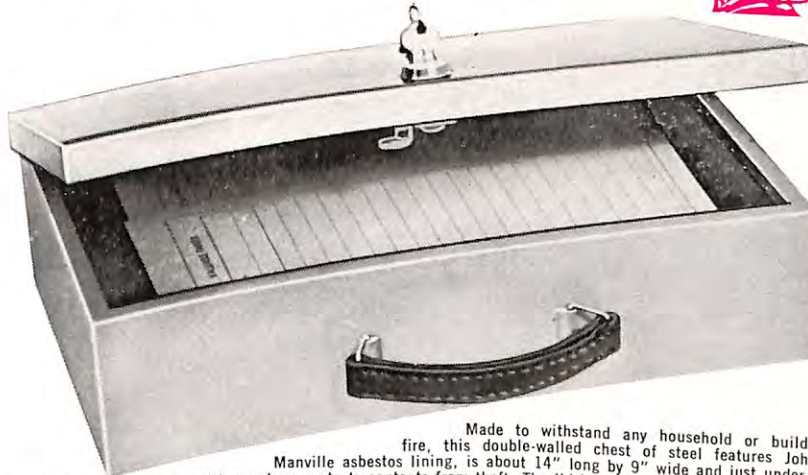
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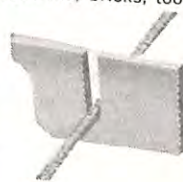


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