

THE

Elks

MAGAZINE



BUSINESS OUTLOOK, 1955

BY DR. MARCUS NADLER

JANUARY 1955

C

W. Snyder

World's
**MOST
FAMOUS
TASTE
IN
BEER**



When you order Schlitz, you are recognized as one who enjoys the finer things of life. The man who serves you knows there is no substitute for that famous taste and satisfaction found only in Schlitz. He takes pride in serving you America's most distinguished beer.



If you like beer you'll love Schlitz

THE BEER THAT MADE MILWAUKEE FAMOUS

A Money-Making Opportunity

for Men of Character

EXCLUSIVE FRANCHISE FOR

AN INVENTION EXPECTED TO REPLACE
A MULTI-MILLION-DOLLAR INDUSTRY

Costly Work Formerly
"Sent Out" by Business Men
Now Done by Themselves
at a Fraction of the Expense

This is a call for men everywhere to handle exclusive agency for one of the most unique business inventions of the day.

Fifty years ago the horse and buggy business was supreme—today almost extinct. Fifty years ago the hand-laundry washtub industry ran into many millions—today practically a relic. Only a comparatively few foresighted men saw the fortunes ahead in the automobile and the washing machine. Yet irresistible waves of public buying swept these men to fortune, and sent the buggy and the washtub into the discard. So are great successes made by men able to detect the shift in public favor from one industry to another.

Now another change is taking place. An old established industry—an integral and important part of the nation's structure—in which millions of dollars change hands every year—is in thousands of cases being replaced by a truly astonishing, simple invention which does the work better—more reliably—AND AT A COST OFTEN AS LOW AS 2% OF WHAT IS ORDINARILY PAID! It has not required very long for men who have taken over the rights to this valuable invention to do a remarkable business, and show exceptional earnings.

Not a "Gadget"—
Not a "Knick-Knack"—

but a valuable, proved device which has been sold successfully by business novices as well as seasoned veterans.

Make no mistake—this is no novelty—no flimsy creation which the inventor hopes to put on the market. You probably have seen nothing like it yet—perhaps never dreamed of the existence of such a device—yet it has already been used by corporations of outstanding prominence—by dealers of great corporations—by their branches—by doctors, newspapers, publishers—schools—hospitals, etc., etc., and by thousands of small business men. You don't have to convince a man that he should use an electric bulb to light his office instead of a gas lamp. Nor do you have to sell the same business man the idea that some day he may need something like this invention. The need is already there—the money is usually being spent right at that very moment—and the desirability of saving the greatest part of this expense is obvious immediately.

Some of the Savings
You Can Show

You walk into an office and put down before your prospect a letter from a sales organization showing that they did work in their own office for \$11 which formerly could have cost them over \$200. A building surely corporation pays our man \$70, whereas the bill could have been for \$1,600! An automobile dealer pays our representative \$15, whereas the expense could have been over \$1,000. A department store has expense of \$88.60, possible cost if done outside the business being well over \$2,000. And so on. We could not possibly list all cases here. These are just a few of the many actual cases which we place in your hands to work with. Practically every line of business and every section of the country is represented by these field reports which hammer across dazzling, convincing money-saving opportunities which hardly any business man can fail to understand.

Profits Typical of
the Young, Growing Industry

Going into this business is not like selling something offered in every grocery, drug or department store. For instance, when you take a \$7.50 order, \$5.50 can be your share. On \$1,500 worth of business, you share can be \$1,100.00. The very least you get as your part of every dollar's worth of business you do is 67 cents—on ten dollars' worth \$6.70, on a hundred dollars' worth \$67.00—in other words two-thirds of every order you get is yours. Not only on the first order—but on repeat orders—and you have the opportunity of earning an even larger percentage.

This Business Has
Nothing to Do With
House to House Canvassing

Nor do you have to know anything about high-pressure selling. "Selling" is unnecessary in the ordinary sense of the word. Instead of hammering away at the customer and trying to "force" a sale, you make a dignified, business-like call, leave the installation—whatever size the customer says he will accept—at our risk, let the customer sell himself after the device is in and working. This does away with the need for pressure on the customer—it eliminates the handicap of trying to get the money before the customer has really convinced himself 100%. You simply tell what you offer, showing proof of success in that customer's particular line of business. Then leave the invention without a dollar down. It starts working at once. In a few short days, the installation should actually produce enough cash money to pay for the deal, with profits above the investment coming in at the same time. You then call back, collect your money. Nothing is so convincing as our offer to let results speak for themselves without risk to the customer! While others fail to get even a hearing, our men are making sales running into the hundreds. They have received the attention of the largest firms in the country, and sold to the smallest businesses by the thousands.

EARNINGS

Exceptional earnings grossed show the possibilities attainable in this business. A Louisiana man wrote: "My average earnings past 3 years about \$150 a week; last 3 months as much as \$250 weekly." Ohio man's report: "A business man said to me, 'This thing has caught the whole city on fire.' For the first 30 days I worked, I earned \$1343.00." A Tennessee man: "Last year, my average built up to \$200 a week by December, but my earnings January reached \$1,000 net." Space does not permit mentioning here more than these few random cases. However, they are sufficient to indicate that the worth-while future in this business is coupled with immediate earnings for the right kind of man. Some of our top men have made over a thousand sales each on which they earned up to \$60 per sale and more. Many of these sales were repeat business. Yet they had never done anything like this before coming to us. That is the kind of opportunity this business offers. The fact that this business has attracted to it such business men as former bankers, executives of businesses—men who demand only the highest type of opportunity and income—gives a fairly good picture of the kind of business this is. Our door is open, however, to the young man looking for the right field in which to make his start and develop his future.

No Money Need Be Risked

in trying this business out. You can measure the possibilities and not be out a dollar. If you are looking for a business that is not overcrowded—a business that is just coming into its own—on the upgrade, instead of the downgrade—a business that offers the buyer relief from a burdensome, but unavoidable expense—a business that has a prospect practically in every office, store, or factory into which you can set foot—regardless of size—that is a necessity but does not have any price cutting to contend with as other necessities do—that because you control the sales in exclusive territory is your own business—that pays more on some individual sales than many men make in a week and sometimes in a month's time—if such a business looks as if it is worth investigating, get in touch with us at once for the rights in your territory—don't delay—because the chances are that if you do wait, someone else will have written to us in the meantime—and if it turns out that you were the better man—we'd both be sorry. So for convenience, use the coupon below—but send it right away—or wire if you wish. But do it now. Address

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Dept. 5519-A, Monrovia, Calif.

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Without obligation to me, send me full information on your proposition.

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TOM WRIGLEY WRITES FROM WASHINGTON



IT'S TIME NOW to swing the national spotlight to the Capitol of the United States and to the Senate and House chambers for the opening of the first session of the 84th Congress. This new legislative body will be one of the most important in American history. Much of the prosperity and well-being of our nation may depend upon its deliberations. It will carry through the final two years of the Eisenhower administration and the record it writes will determine in large measure whether or not that administration will remain in power. There's always a thrill in Washington when a new Session begins. Many of the old-timers have returned and new members are buzzing around corridors and getting settled in offices. New hombergers are in evidence on Capitol Hill and Congressional business suits, especially on the Senate side, are of dark shades of gray or brown or of sombre black as best befit a statesman. The Capitol has been renovated and is spick and span. Even the bullet holes in the ceiling of the House Chamber made several months ago by Puerto Rican radicals have been plugged and not a scar remains. Capitol police have new uniforms and are ready to answer millions of questions. Senate and House pages have been assigned. The boys will attend school in the building between sessions. Ready for work are hundreds of administrative assistants and thousands of secretaries, clerks.

DRINK MORE MILK

The huge Pentagon's restaurants and snack bars put up signs urging patrons to drink more milk and sales increased 10 per cent. If the same increase could be spread throughout the country there would be no milk surplus.

MOVIES FOR JUNGLE LAND

American movies are to be shown in remote corners of the world and little savages in jungle lands may soon be imitating cowboys with big hats and six-shooters. Foreign Operations Administration has 24 new mobile movie vehicles, 6500-pound vans with gasoline tanks to operate on an 800-mile range. They have 4-wheel drive for bad roads. Each van has a movie projector, two large screens, films and tapes, sound equipment and a generator. First one goes to the Philippines; others

will go to Asia, South America and Africa. They will show natives how to grow things, promote better health and sanitation and raise standards of citizenship. The van hits a place where movies were never shown. Up goes the screen. The projector operates from on top the roof. Free show tonight.

MASON'S MARKS

Masons who built the locks of the canal along the Potomac about 1780 carved symbols in the huge stones. The same markings have been found in the masonry of the White House. It is believed the Masons, after building the locks, got jobs at the White House. One theory is that the markings are Masonic designating the lodge of the stone cutter.

CHILDPROOF REFRIGERATOR

An appliance salesman for the Washington Gas Light Co. has invented a catch for refrigerator doors which locks the door when the electric current is cut off. If the door is open when the current goes off the door cannot be closed. An adult can open the locked door by pulling on a button on the top of the refrigerator which has a strong spring. Children cannot become trapped inside.

COMMUNIST DICTIONARIES

Russia is turning out dictionaries in 80 languages, the American Council of Learned Societies says. You can get them in Uzbek, Yakut and Adygei, Tamil, Telegu and Tadjik, to name a few.

LIE DETECTOR USES

Lie Detectors, officially known as polygraphs, are not 100 per cent reliable in all tests, according to the National Lie Detection Laboratory experts. Some professional criminals, pathological liars and childish personality types might give inaccurate results and stomach ulcers could throw the record off. The polygraph, however, can do an amazing job of determining truth from falsehood.

IN CASE OF ATTACK

CD says that families may be separated in case of atomic attack and they should plan in advance for their reunion. A technical manual, "Registration and Information Services," issued by the Federal Civil Defense Administration says, "Families

should plan so that eventually all members will meet at the same place. Dispersal of the population, or evacuation of part of it, may result in members of a family being in widely separated localities and the intensity of the attack may also result in their being a considerable distance from their homes. Therefore, the 'family meeting place' of those living in target areas should be far enough away to assure survival."

OLD AGE ASSISTANCE

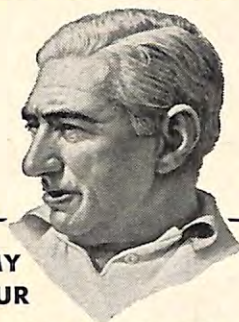
Average pay to the nation's old people under the old age assistance title of the social security program is now \$51.32. Over 2½ million people, who cannot qualify for old age insurance pensions, are getting assistance. Connecticut pays most—over \$80 a month, Colorado \$77 and New York \$74. Old age assistance is financed jointly by the states and the federal government to people over 65, except in Colorado where some 4,000 persons between 60 and 65 are paid entirely by the state.

CAPITAL CRACKERS

Census reports only 9,000,000 teenagers, lowest per capita in history, because of the low birth rate during depression years, but they can still make a lot of noise . . . Citizens on the jury lists in D. C. get tagged for duty about once every six years and get paid \$7 per day . . . The army has finagled powdered egg so it actually tastes like egg and not fried inner tube. Got rid of the glucose, that's the secret . . . Uniform identification cards and vehicle markers have been issued by the government for persons assigned to essential duties in case of a civil defense emergency or disaster . . . Otto Gustave Michael, expert wig-maker whose toupees and curls have adorned many famous gentlemen and ladies, says the art will soon be lost. We just don't care . . . Smithsonian Institution is still trying to find a site for a building to house its collection of famous airplanes, most of which are stored over in Maryland . . . About 40,000 snakes preserved in alcohol are in the National Museum and the one in charge is Dr. Doris Mable Cochran, associate curator and a world expert on snakes, frogs and lizards. She loves her profession—it's nice work if you like snakes. . . .

"Whack the Hell out of the Ball WITH YOUR RIGHT HAND!"

—says Golf Pro Tommy Armour



TOMMY ARMOUR

He has won virtually every major golf tournament in the world, including the U. S., British, and Canadian Open Championships, the P. G. A., and has gained an even greater reputation as a teacher than he did during his heyday in tournament golf.

This is just one of the 11 simple ways in which Tommy Armour's new book guarantees you will play your best golf all the time

IF YOU think golf is a "left-handed" game—try Tommy Armour's advice. "Just hold the club firmly with your left hand and whack the hell out of the ball with your right!"



Approach shots—your greatest chance for improving your golf game. Each shot needs a different stance. Learn what they are.

Tommy ought to know. One of the great tournament names of all time, he has made an even greater name for himself as a teacher. He gives lessons at the sumptuous Boca Raton Club in Florida—to businessmen, celebrities and topflight golfers. The price of his lessons is high. But they have proven to be worth every cent.

Take the case of a business man who was trying to break 90. Armour went around with him and just kept repeating two principles. To everyone's amazement—the business man shot a 79!

Turns Good Golfers into Champs

In 1934, Lawson Little was having a little trouble with his game. Armour said: "Lawson, you have a very good swing—except for one thing. Do this for me." And he told him what to do. Lawson Little captured the British Amateur that year, and the next year, too!

Other golfers—including Frank Stranahan, Babe Didrickson Zaharias, Betty Jameson, Patty Berg—freely admit their debt to Armour's keen teaching.



Is golf a left-handed game? "Non-sense!" says Armour. He shows you how to get extra distance by belting away with your right hand—at the right time.

After 25 years, Armour has put this shrewd golf insight into a book. It is called **HOW TO PLAY YOUR BEST GOLF ALL THE TIME**.

In it, Tommy Armour has cut away all the frills and theories. He gives you specific ways in which most any golfer can cut from 5 to 12 strokes off his average game. Here are just a few of them.

1. HOW TO TEE THE BALL—One little trick that can add 50 yards or more to your drive. And it's an extra safeguard against "dubbing" your drive.

2. DON'T WASTE YOUR GREATEST SOURCE OF POWER—Really whale into a shot with your right hand and be amazed how much more distance you get. It's all in how you use your hands—and WHEN.

3. IS YOUR GRIP RUINING YOUR GAME?—It's amazing how much you can improve your game just by looking at your palm before gripping the club.

4. STOP WORRYING ABOUT SHOULDER AND HIP ACTION—Armour shows you how you can forget about this entirely, be more relaxed, and get more power in your shots.

5. DO YOUR FEET GET IN THE WAY?—Let Armour show you a simple way to be sure your footwork is always correct.

6. ARE YOU WORKING TOO HARD TO GET POWER?—Many golfers almost tear themselves in half trying to get power into a swing—and fail miserably. Yet the real power in your swing doesn't come from the body at all.

7. EASY WAY TO GET OUT OF A SAND TRAP—Shows you how simple it is to get out of a trap the first time.

8. DO YOU TAKE YOUR WAGGLE SERIOUSLY?—The old Scotch saying goes: "As ye waggle so shall ye swing." But even good golfers who have developed excellent waggles often make one serious mistake that nullifies all their good work.

9. WHAT HAPPENS AT THE TOP OF YOUR BACKSWING?—A brief second at the top of your backswing can greatly improve the timing of most golfers. Armour shows you how to make the most of that split second.

10. HOW TO GO AROUND IN 30 PUTTS—One simple tip that will help cut down on "muffed" putts.

11. WHERE MOST GOLFERS RUIN THEIR GAME—Your greatest chance of saving strokes comes in your approach game. Armour tells you how to get up on the green surely and easily.

The book covers much more, of course. Each chapter is like a personal lesson.

Armour gives you a clear, uncluttered picture of just exactly what you have to do to play better golf. Anything that is involved, complicated, and confusing has been shaved away.



SEND NO MONEY

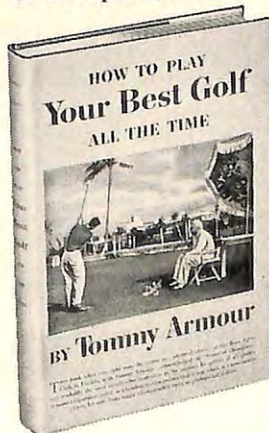
Mail Coupon on This Double Guarantee

The publishers of this book are so sure it can help you take 5 to 12 strokes off your game they are willing to send it to you on this double guarantee. Mail coupon below for 10 day's free examination of **HOW TO PLAY YOUR BEST GOLF ALL THE TIME**.

Do you make a certain, simple mistake at the top of your swing? It causes most of the slicing, hooking, topping, hitting under, missing.

If just reading the book doesn't make you feel that you can play a better game—return the book and owe nothing. Secondly, if you don't actually shave 5 to 12 strokes off your game in accordance with the guarantee chart, you can THEN return the book for full refund. Mail coupon at once to **SIMON AND SCHUSTER, Mail Order Dept. 105, 630 Fifth Ave., New York 20, N. Y.**

GUARANTEE (See coupon at bottom)	
If You Now Score	In a Month You'll Score
120	108
105	95
99	90
92	85
85	80



Use this book 10 days free—Mail coupon below

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Please send me—for FREE examination—Tommy Armour's brand-new book, **HOW TO PLAY YOUR BEST GOLF ALL THE TIME**. If just reading the book doesn't make me a more confident golfer, I may return it in 10 days and owe nothing. Otherwise I will send \$2.95, plus few cents postage, as payment in full. But I can still return the book for a refund of my \$2.95 if—within one month—I fail to reduce my score as indicated in the guarantee chart above.

Name.....

Address.....

City..... Zone No. (if any)..... State.....

SAVE POSTAGE CHARGES. Check box if you prefer to enclose \$2.95 WITH this coupon. Then WE will prepay all postage charges. Same double guarantee and refund privilege applies.

AS ELKDOM SOWS



AMERICA REAPS

A Message from the Grand Exalted Ruler

ON THE FIRST OF JANUARY, we close behind us the door of 1954, and, standing upon the threshold of a new year, we open the door to 1955. The old year is gone, never to return, but the events and the emotions that we experienced in that year now gone will color all of our tomorrows.

We as Elks can look with pride upon our past year which has been most successful. Our accomplishments were most outstanding. Thanks to the individual efforts of each of you, we can report progress in all of our aims and activities. We can view with pride the growth in membership which has given us a total of approximately 1,143,000—the highest in the history of our Order. We can be proud of the fact that we have expanded every worthwhile charitable, humanitarian, civic and patriotic program. This is not the pride which breeds complacency, but rather it is the pride which inspires us to greater effort.

We do not close the door upon these past accomplishments as if we had reached a goal and had no further steps to take. In order to progress, we must grow. Therefore, this new year must be better than the last—better in aims, better in actual accomplishments. The achievements of the past become the cor-

nerstones upon which we build our future.

Let us recall our aspirations and hopes, and measure them against our achievements. Let us recognize our weaknesses and omissions. Let us face our new year with renewed courage and determination, strong in the belief that the best is yet to be.

You ask how to make the new year the best? Well, visualize with me, please, what it would mean if each of us would give one more hour of service—1,143,000 more hours devoted to service to our lodges and through them to our communities, our states, and our nation.

Just visualize with me, please, what it would mean if each of us were to bring into his lodge a new member—a brother, a son, a nephew, a business associate, a friend. Consider what the addition of 1,143,000 more members would mean to the betterment of our lodge, our communities, our states, and our nation. With these additional members, imagine the increased help that could be given to the needy, the broken in heart and body, our disabled veterans, our crippled and cerebral palsied and retarded children, and the advancement of our youth activities through sound recreational activities, etc.

Just visualize with me, please, what it would mean if each of us gave one more dollar this year to the Elks National Foundation—\$1,143,000 more to promote scholarship and youth leadership contests, to train therapists and technicians to man the cerebral palsy centers, to broaden every phase of the Foundation's efforts along charitable, educational and benevolent lines.

"One more" seems such a simple goal in itself. But the "one more," multiplied 1,143,000 times would give our Order the opportunity to sow more seed that America might reap a richer harvest. Will you join with me in putting these suggestions into actual deeds by giving to Elkdom in this new year of 1955 one new member, one more hour of service, and one more dollar.

The door that opens to the new year reveals to us a greater future to inspire us to greater service. Let us fill each hour of the new year with the deeds and the spirit that will enable us to sow the seeds of charity, justice, brotherly love and fidelity, for "AS ELKDOM SOWS, AMERICA REAPS."

My sincere best wishes that the new year for you and yours will be the best ever and that, with your cooperation, 1955 will be a banner year for Elkdom.

William Jernick

WILLIAM J. JERNICK
GRAND EXALTED RULER

★ Gold Star Certificate Program Objective No. 8. Initiation during January of a Class of at least 5 candidates honoring State Association President.

A man would be a fool to pay \$15⁰⁰ for any new kind of pipe... *unless he smoked it first*



U.S. Patent 2440396
Additional Patents Pending
International Patents Granted

That's why I make this 30 Day Trial Offer. That's why I ask you to smoke it for 30 days and then break it to bits if you don't say you've found smoking pleasure that you never hoped to enjoy. Read—here below is the whole amazing story of the only really new pipe invention since Sir Walter Raleigh.

You may think this is a little odd—me telling you about pipes. I own and operate a business in an entirely different field—the manufacture and sale of printing machinery. It's a successful business in which I make all the money I need. So I'm not "selling" my pipe with the idea of making a lot of money.

I'm not even a pipe manufacturer. I have the Carey pipe made in London to my specifications by one of the most famous pipe firms in the world. Because they are so well known, I've agreed not to use their name. Some of the pipes they make under their own name retail for as much as \$200.00. And the pipe they retail for \$15.00 is the one by which they are best known.

The Carey Pipe is in this class. Even without my new invention, the "Magic Inch," its selected premium briar would put it in the class between \$15.00 and \$25.00. I have priced it at \$15.00—with the "Magic Inch." Always remember this. The "Magic Inch" is going to bring you a lot of extra smoking pleasure. Yet it costs you absolutely nothing. You'll be smoking a pipe that will not be found in the hands of everyone you see. The Carey Pipe is intentionally an exceptional pipe for the exceptional smoker. Not everyone can afford the luxury of ownership, but those who can, never will be satisfied with anything else.

Speaking of cost, this will interest you: My first pipe cost me well over \$4,000.00. The first twenty I made up cost more than \$70.00 each. It came about in this way:

I had no intention of going into the pipe business. I just got mad one day and decided that I had enough of ordinary pipes. In the past 30 years, I'd spent several thousand dollars on pipes. I loved the pipe better than any other form of smoking. But I also realized its shortcomings. From the bitter experience of breaking in my first pipe as a young man right up until two years ago, I had been looking for something different in pipes. I bought and smoked and threw away hundreds of pipes. Every new trick pipe, every new gadget pipe that came out found me hopefully waiting in line with a check. I've had them so complicated, it would take an engineer to smoke them. I've had them so ridiculous looking that a comic strip character wouldn't be seen with one. And they all made the same claims. No bite. No bitterness. Cool smoke. Dry smoke. No goo, no sludge. No breaking in.

You've had them yourself. And, I think I'm safe in saying that your experience was the same as mine. Hope—then disappointment. I've smoked them all. Sure, you can stop sludge with baffles—and then

make a smelly mess of things in cleaning out the accumulation. You can force smoke through endless channels to cool it—and lose your patience on channel trouble. You can build traps, spirals, wells, and slots. You can make a pipe look like a Rube Goldberg invention. And it won't give you the trouble-free, care-free all-out smoking enjoyment you want from your tobacco.

When I started to find a better way to turn tobacco into fragrant, cool, dry, smoke, I didn't think I was any smarter than the next fellow. But I was simpler. I wanted to find a way to allow the outside air to mix with the smoke. To cool it and to make it more mellow. But the incoming oxygen had to be measured—metered, if you please.

Next, I wanted to find a way to take the excess moisture out of the smoke. I wanted to get rid of the sludge BEFORE IT FORMED—because if it never formed, it couldn't ever be drawn into the mouth and it wouldn't have to be cleaned out. I wanted to take all the bite out of the smoke. Suddenly I realized that instead of trying to do all those things, I must first do the first thing and THEN see if I could incorporate the others.

So I started to work on just the first problem. After a few weeks, I had it licked. I discovered a way in which I could meter outside air into the smoke chamber AUTOMATICALLY—without any machinery, without any valves, or any moving parts. So I put my pipe together and started smoking it. And it was then that I got the surprise of my life. My simple metering invention was DOING ALL THE OTHER THINGS I HAD TRIED FOR MONTHS TO DO!

It admitted extra air—in exact proportion to the amount of smoke. It cooled the smoke. It took out the bite. It produced a mellowness I had never before experienced. It also DRIED the smoke. Because when the cool air entered the chamber, the chilling effect caused the moisture to be "squeezed" out. Condensation was taking place right in the mixing chamber. AUTOMATICALLY!

And—to my amazement—my simple little meter was collecting the moisture and evaporating it into the air BEFORE ANY SLUDGE COULD FORM. Capillary Attraction spread the moisture through my meter and evaporation carried it away.

I could hardly believe my own senses. I smoked that pipe for hours on end. But even after three weeks of the hardest kind of use, it was still sweet, still clean, still "goo-proof." There wasn't enough residue in the stem to soil a pipe cleaner!

I had five more pipes made up—two more for myself and three for my particular friends who had known of my experiments. It cost me a pretty penny, because I imported the finest briar I could buy. Those five pipes cost me upwards of \$500.00. But they were worth every penny.

Then my trouble started. My friends began pestering me. They simply "had to have more pipes." They had friends who wanted them. They wanted more for themselves. So finally I had another 20 made up. The same thing happened. The third time I had a shop make a die for forming and perforating my "Magic Inch" and as you know, dies cost plenty. We made up 75 pipes. Many were bought and most of them to be given away. My friends were successful business men who wanted to make an exceptional gift to some of their customers. I broke even on the 75 pipes at \$35.00 each.

The demand poured in. And I had to make the

decision—either say NO once and for all, or go into the pipe business.

So here I am. I've finally got the cost down to a point where I can sell my pipe for \$15.00 by mail to a small handful of the fussiest smokers. At that price, I expect to break even on the first sale or make a little profit. If I make a profit on repeat sales I'll have another business.

I had to make another decision. I made up my mind that I would never permit anyone to buy my pipe until they had first smoked it for 30 days. I know that I have a tendency to get wildly enthusiastic about the things I like. So, rather than have one single buyer feel that he had been "oversold," I formed this plan:

I will send you one of my imported, London made pipes with the "Magic Inch". You smoke it for 30 days. I want you to smoke it a whole month without resting it.

Then, if you're willing to give it up, just give it a good *whack* with a hammer, and mail the pieces back to me. I'll send you my check by return mail for the \$15.00. Your deposit of \$15.00 is purely a deposit—nothing else. No purchase takes place until you have smoked my pipe for 30 days. If you fail to return the broken pieces, your \$15.00 deposit is payment in full. If you return the pieces, I'll send your \$15.00 back.

I will send you one of my pipes, if you will fill out and mail the coupon below with your check or money order. Then tear out this ad. Keep it as my personal guarantee that I will refund your \$15.00 within 30 days upon return of the pipe. You don't have to break my pipe to get your money back. I invite you to destroy it just so you will know that a used Carey Pipe is never shipped out again.

The Carey Pipe never will be commercialized to any great extent. It will remain a particular pipe for particular men—for men who want and can afford the best. Make this test by sending your order direct to me, E. A. Carey, 1920 Sunnyside, Chicago 40.

E. A. Carey

E. A. Carey, 1920 Sunnyside, Chicago, 40.

**E. A. Carey Company, Dept. 10-A
1920 Sunnyside Ave., Chicago 40, Illinois**

Please rush me your Carey Pipe to smoke on this money back trial. If, at the end of 30 days or any time before that period is up, I am not perfectly satisfied that the Carey Pipe is everything you say it is, I will return pipe, or the pieces of the pipe, for a full refund of my money, no questions asked. I enclose check or money order for \$5.00. Please ship pipe C.O.D. for balance of \$10.00 plus a few cents postage and small C.O.D. fee.

Name _____

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THE **Elks** MAGAZINE

VOL. 33

No. 8

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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CONTENTS FOR JANUARY, 1955

COVER BY WESLEY SNYDER

TOM WRIGLEY WRITES FROM WASHINGTON.....	2
A MESSAGE FROM THE GRAND EXALTED RULER.....	4
BUSINESS OUTLOOK FOR 1955.....	8
ELK PRESS NIGHTS MAKE NEWS.....	10
PAST GRAND EXALTED RULER JOHN R. COEN.....	12
RX . . . LEATHER.....	13
GIANTS—AGAIN!.....	14
THE GRAND EXALTED RULER’S VISITS.....	16
ROD AND GUN.....	19
FOR ELKS WHO TRAVEL.....	20
W. R. LEIGH.....	22
NEWS OF THE LODGES.....	24
IN THE DOGHOUSE.....	27
ELKS FAMILY SHOPPER.....	28
CONVENTION PLANS MOVE FORWARD.....	36
ELKS WORKSHOP.....	50
EDITORIAL.....	52

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What Our Readers



Have to Say

To an amateur, or for that matter anyone who wants to do repair work around the house, I found your December Elks Workshop about hanging objects on walls a splendid help. I think it is one of the best articles, because one can really do damage if the proper tools and practices are not followed.

William B. De Capua
Farrell, Pa.

What has happened to Ed Faust's "In the Doghouse"? I hope that this interesting and informative column has not been discontinued. Being dog lovers, it is one of the first pages my wife and I turn to each month. The November issue was a disappointment because of Ed Faust's absence.

John T. Barys
Miami Beach, Fla.

Brother Barys is not the only one to write us about the omission of Ed Faust's dog column in November. It was done very reluctantly because of an acute space problem. However, it was back in the December issue, and readers have our assurance that we have every intention to run Ed Faust's column every month, as we have for more than ten years.

We would like to thank the Elks Magazine Travel Service Department for planning our trip to Quebec and Maine. The route mapped out was a very beautiful one, the roads were good and very scenic. We also used the literature on motels and dining places, and all proved very satisfactory. The other literature gave us an idea of what the country was like and what to look for along the way. We appreciate this valued service.

William E. Roberts
Milwaukee, Wis.

Just received my Elks Button, which I ordered through the Magazine, and I certainly am pleased with it. It is just fine and many thanks for your attention. From a Life Member,

Clarence Mayer
New York, N. Y.

Really do enjoy your new Elks Workshop Department and believe articles like the one published in December about hanging objects on walls are of great value to all home owners. Please keep up the good work.

Paul C. Snyder
Greenville, S. C.

HOW TO SUCCEED WHILE YOU'RE STILL YOUNG

IT SURPRISES many people to learn that the average age of the men who respond to our advertisements is closer to forty than to twenty. But it's not hard to understand why this is true!

Most young men are *satisfied* with their progress in business. Their native ability and energy are enough to win them regular promotions and salary increases. They find success only a matter of time.

But the day comes, often with a shocking suddenness, when this easy and casual progress ends abruptly.

Many a man wakes up with a start in his thirties or forties to find that his income has leveled off, and that promotions have ceased.

"I'm not getting ahead as fast as I should," he says to himself. "Where am I going to be ten years from now?"

Why does this pathetic pattern appear in so many promising careers?

The answer is simple: Sheer ability and energy can carry a man to the mid-way point in business... *but only a thorough knowledge of business fundamentals can help him beyond that point.*

If you realize that fact while time is still on your side—and act on it—you can succeed while you're still young.

FREE... "FORGING AHEAD IN BUSINESS"

We do not claim that you must have the Alexander Hamilton Course in

order to succeed in business. But we do say that *you cannot succeed without what is in the Course!*

All the Institute does is offer you a convenient and time-saving means of bringing this knowledge to you in your spare time; and in a form that has *proved* to be practical and effective for more than forty years.

So that you may judge for yourself whether or not you think the Institute can help you, we have published an informative 48-page book titled "Forging Ahead in Business."

We believe that this little book will help any man get down to bedrock in his thinking; however, there's no cost or obligation for it because—frankly—we've never been able to put a price on it that would reflect its true value. Some men have found a fortune in its pages.

If you would like a complimentary copy of "Forging Ahead in Business," simply sign and return the coupon below. It will be mailed to you promptly.



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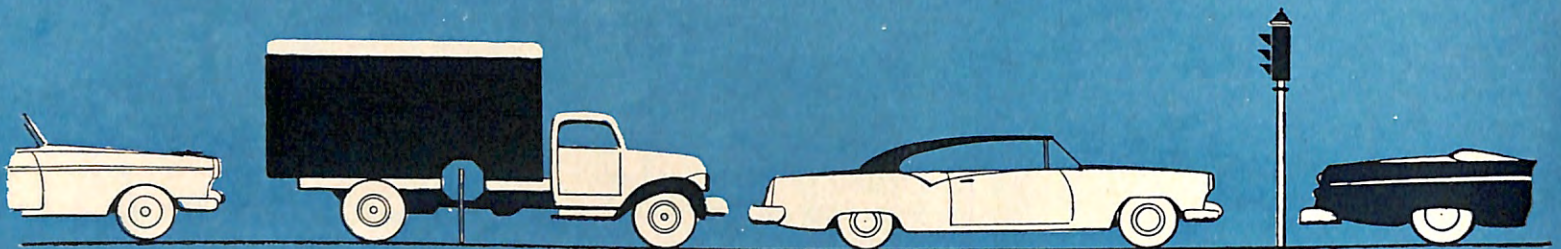
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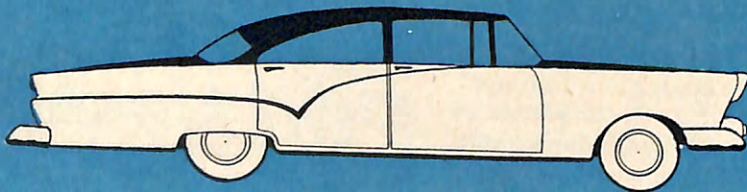
BUSINESS OUTLOOK



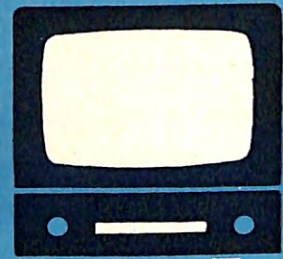
Home building above million mark.



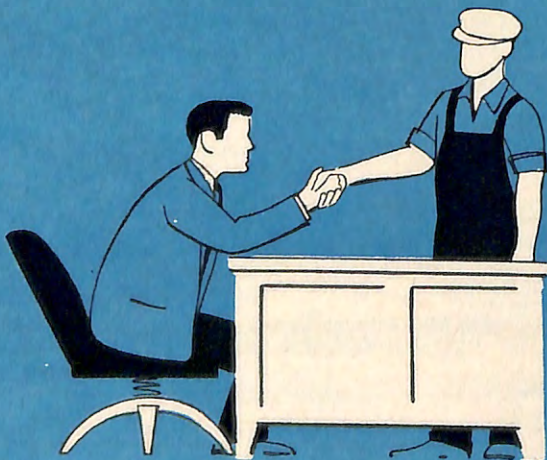
Need for road and express highways affects economy favorably.



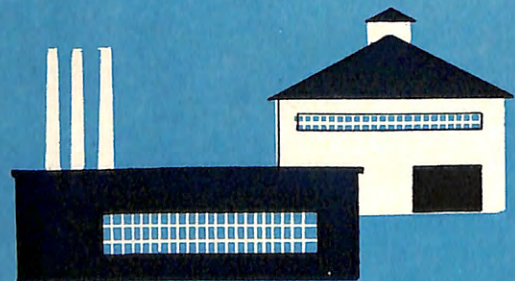
Automobile companies in sales drive.



*Disposable income for
consumer goods rises.*



Labor-management relations are good.



*The merger movement
continues unabated.*

for 19



55

BY DR. MARCUS NADLER

Dr. Nadler is Professor of Finance at New York University and consulting economist for the Hanover Bank in New York. One of the country's foremost economists, Dr. Nadler has contributed to this Magazine for several years and his articles have uniformly reflected his capacity for analyzing business trends.

LAST JANUARY, in the article in this magazine dealing with the outlook for 1954, the writer said: "The transition period is continuing and will reach full fruition in 1954. Business activity during 1954 in all probability will be at a lower level than during the past year. The decline should be largest during the first half of 1954 and toward the end of the year a moderate improvement may be expected." The writer further stated: "The pattern of business will be marked by a relatively high level of business activity and by very keen competition. The competition will result from the fact that the productive facilities of the country are very large and the rest of the free world is today less dependent on the output of American fields and factories. . . . No material general decline in wholesale prices may be expected. . . . No material change in the consumers index is to be expected."

The most important development in 1954 is the fact that in spite of the decline in inventories and the reduction in military expenditures, business activity in the aggregate remained at a high level with commodity prices practically unchanged. The 1954 gross national product is estimated to have been 2½ per cent less than during 1953, while disposable income, i.e., total personal after-tax income, is estimated to have been about one per cent higher than a year ago, or \$253 billion as compared with \$250.1 billion for 1953. Employment, on the whole, was generally satisfactory and toward the end of the year the number of people gainfully employed exceeded 62 million. Industrial activity, which reached its peak in July, 1953, at 137, declined to 123 during March, 1954, and

ILLUSTRATED BY TOM RUDDY

remained steady at about the 124 level until the end of September, 1954.

In October, 1954, the moderate rise in the volume of business which set in was caused primarily by the increased production of automobiles and steel, the high level of construction activity and by an improvement in the demand for soft goods in general and notably textiles. The demand for foods and services continued high, reflecting the increase in population as well as the steady rise in the standard of living of the people. In spite of the gloomy predictions that were made by many at home and abroad, the greatest of all booms has obviously not been followed by a serious depression. This development probably constitutes the greatest victory to date of the system of free enterprise in the cold war, because it demonstrated clearly that the American economy can avoid sharp declines in business activity accompanied by large-scale unemployment.

IT LOOKS GOOD FOR '55

What about the outlook? The year 1955, on the whole, will be a good year. Business activity during the last quarter of 1954 was at a higher level than during the first nine months of the year and was accompanied by a moderate increase in employment. The momentum of recovery in business activity in all probability will continue throughout 1955. The only important unknown factor at present is capital expenditures by corporations. Business expenditures for new plant and equipment were estimated to be about \$26.7 billion in 1953 and \$25.3 billion in 1954, a decline of 5 per cent. If the estimates for 1955 should prove accurate, then in all probability business activity, while higher than in 1954, will still be lower than during 1953. If, on the other

hand, actual capital expenditures by corporations for new plant and equipment should be larger than is now estimated, or if inventory accumulation by business firms is accelerated at a more rapid rate than is now visualized, it is possible that business activity may reach and even surpass the level which prevailed during 1953. The high level of business activity will be generated by these five factors:

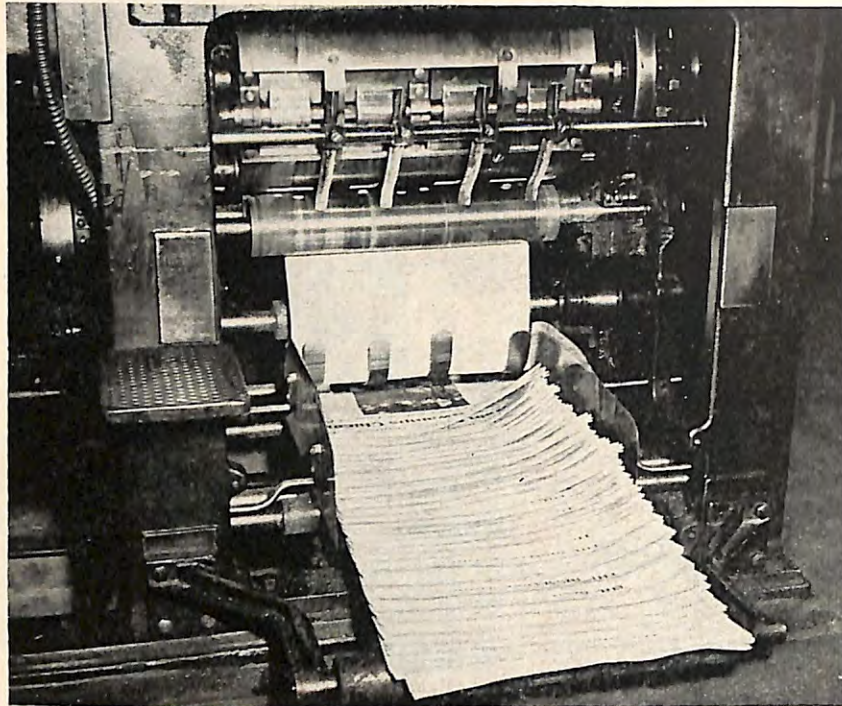
The construction industry played an important role in maintaining business activity during 1954 and in all probability will continue to be an important factor in 1955. The number of home starts during the first ten months of 1954 amounted to 1,016,000 new dwellings compared with 956,000 in the preceding year. It is quite likely that the number of home starts during 1954 (on which final figures are not yet available) will amount to about 1,200,000 and may very well continue at an even higher level.

Public works by political subdivisions have increased considerably. The number of new issues of tax-exempt securities offered by political subdivisions and public authorities during the first 10 months of 1954 amounted to \$5,577 million and to judge from the authorizations granted the political subdivisions in the recent election, the volume of new public security issues will continue to be large. The proceeds of these loans invariably are used for the construction of roads, schools, hospitals and various local improvements, reflecting not only the large increase in population but also the decentralization movement away from congested cities to the suburbs. Since a return to boom conditions, barring unforeseen events abroad, is not expected, the credit policy of the Reserve authorities will continue to be one of active ease

(Continued on page 38)

GROUP 1—lodges of over 1,000 members

BISMARCK, N. D., Oct. 1-8—Topping its field for the fourth time, this lodge's ambitious program featured the production of an outstanding 15-minute film made during visits to news plants by Elk Jack Swenson, KFYP News Director and Chairman of the Elks' Program. Entitled "Freedom's Forum", it was viewed by 35,000 persons during its daily Newspaper Week showing on KFYP-TV. With reporters and production personnel of Bismarck and Mandan papers sharing the spotlight with radio and TV staff members as its stars, the film is a valuable education in the art of publishing, and is being made available free of charge, including projection equipment, to clubs, study groups and youth organizations. With a running commentary, the movie shows pressroom activity, including the rolling *Bismarck Tribune* presses, at right; explanations of copy-editing, script-writing, behind-the-scenes radio and TV news coverage; the operation of AP and UP wire services, teletype machines, recorders and picture transmission by wire. Closing with sight and sound of Bismarck Lodge's Purple and White Band, "Freedom's Forum" gives full credit to E.R. Glen H. Jahnke and P.E.R. W. C. Brunsoman. It was applauded by State Pres. Ray C. Dobson, *Minot Daily News* Bus. Mgr., and 130 other newsmen and their wives at a banquet and entertainment.



ELK

PRESS NIGHTS

MAKE NEWS

IN ITS sixth annual observance of Newspaper Week, one of the objectives in the Grand Exalted Ruler's Gold Star Program, Elklod paid fitting tribute to the Fourth Estate of the press, radio and television.

This year's slogan, "Your Newspaper. Freedom's Forum", was the theme in all the hundreds of programs which were reported to the Lodge Activities Committee of the Grand Lodge whose advance publicity on this subject urged those in charge to "dramatize the role of the press as an open forum where people obtain facts, news and information that help to keep us free." Never before have so many lodges given so much care and effort to this observance; the pattern of their programs gave indisputable evidence of hours of preparation.

The Lodge Activities Committee divided the lodges into three groups on the basis of size of membership and awarded honors to three lodges in each group—the first and second prize-winners are represented here with a photograph and thumb-nail sketch of their programs.

On page 37, the third-place events are outlined.

Honorable Mention was given to other lodges whose observances showed unusual thought and interest. In Group I, these are Aberdeen, Wash., Muskegon, Mich., Pueblo, Colo., and Scranton, Pa.; in Group II, Ambridge, Pa., Greensboro, N. C., Las Vegas, Nev., North Tonawanda, N. Y., San Benito, Tex., and Toledo, Ore.; in Group III, Dunkirk, N. Y., Gulfport, Miss., Las Cruces, N. M., and Southbridge, Mass.

1st-place winners, top row 2nd place winners, bottom row

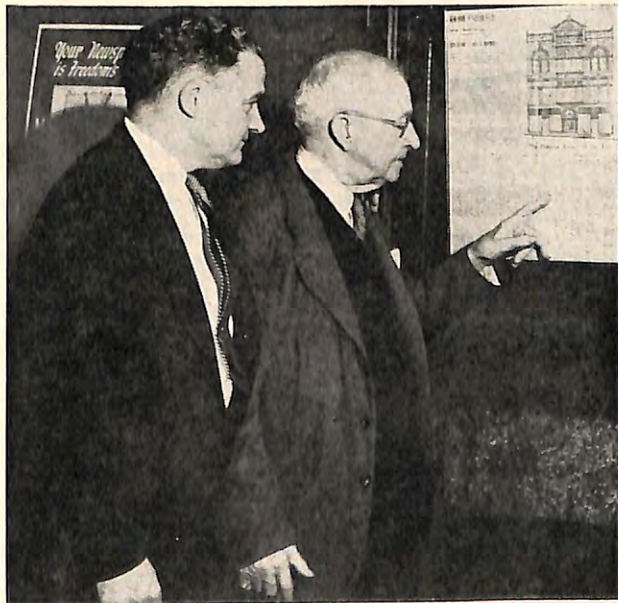


FRESNO, CALIF., Oct. 4—Repeating its success of last year, this lodge entertained Elks, newspaper personnel and business leaders at a fine program, with open house all week for journalism students and others interested in seeing the noteworthy publishing display in the lodge home. Featured in the exhibit was an old-time print shop, the famous property of Chas. L. Palmer, which includes a collection of rare old type faces used by Mr. Palmer in handsetting the title page and headings of the Elks' printed program. The pioneer materiel, augmented by an original copy of the July 8, 1776, edition of the *Dunlap, Pa., Packet*, owned by an Elk, Dr. A. H. Konigmacher, was a striking contrast to the newest printing equipment, also on view. Here P.E.R. J. W. Guerard inspected the ancient "shop" with E.R. Gerald Strohm who presented awards to five newsboys from the *Fresno Bee*. As guests of the lodge, these young men evidenced great interest in the encouraging display of hundreds of cards signed by Elks who are former newsboys.

GROUP II—lodges of 500-1000 members



GALLUP, N. M., Oct. 7—A public forum, Elks-turned-Newsboys, and an essay contest featured this lodge's program which drew double the attendance of its prize-winning affair in 1953. The forum, broadcast over station KGAK, probed the future of the community, with four reporters querying local civic and business leaders. E.R. I. H. Danoff presented State Flags to the local *Times* and *Independent* on behalf of Gov. E. L. Mechem, and Youth Committee Chairman James Civerolo gave checks to the two contest winners, prior to an entertainment program. The Elks-turned-Newsboys feature saw the men wearing identifying aprons as you can see, above, selling publisher-donated copies of the local papers "for whatever price they would bring" from the citizenry, proceeds going to a \$500 Elk-sponsored scholarship for a deserving journalism student.



AUBURN, N. Y., Oct. 7—Its oldest P.E.R., Martin Welch, points out early Auburn Elks Lodge history printed in the 1906 edition of the *Auburn Citizen*, part of the lodge's interesting lobby display, to E.R. Philip J. Conboy who invited students of four high schools and one college to tour the office of the *Citizen-Advertiser* every afternoon during Newspaper Week. A public forum was another item on the program highlighted by an Elk-conducted popularity contest among the newspaper carriers. The competition found 11,000 subscribers cooperating to put 12 boys in a first-place tie. All received citations and, with their fathers, were guests of the Elks at a basketball double-header between the Syracuse Nationals and the Harlem Globetrotters.

GROUP III—lodges of under 500 members



MAMARONECK, N. Y., Oct. 1—This lodge is another two-time winner, with a personality highlight in a 15-year-old immigrant youngster who bypassed his fellow carriers of the local *Times* as the Newspaper Boy of the Year. Born in Vienna, in this country only three years—he's Werner Harsch, shown above with Joseph Benedict, *Times* Dist. Supervisor and one of the minds behind the paper's improved method of delivery. The new system was explained at length, along with a complete story of the "Daily Life of Your Daily Newspaper," told at the Press Night Dinner by *Times* Editor and Elk H. Richmond Campbell and members of the publication's staff. Mr. Campbell introduced the star of this American Success Story as an "independent businessman buying from the paper and selling to you", and saw him accept a U.S. Bond from D.D. Leo H. Heithaus.



TUSCALOOSA, ALA., Oct. 4-6—Another whose home was the setting for a complete publishing exhibit, this lodge sponsored guest editorials in the *News*, only local paper, written by three Elks, two Univ. of Ala. professors, a University student and a high school student, during Newspaper Week. A sound movie, covering the process of publishing a newspaper, was shown, and at a special ceremony, E.R. W. C. Watson presented a scroll to Buford Boone, publisher of the 104-year-old *News*. Another event honored all newspaper carriers, with a Bond going to James Cadell, above, the boy selected by his peers as most popular, from P.D.D. Bernard Rosenbush, Jr., Chairman. The boys watched a color movie of an Alabama Bowl Game and then enjoyed bingo.

Past
Grand Exalted Ruler
JOHN R. COEN



JOHAN R. COEN, widely known Colorado attorney and political figure, died suddenly at his home in Denver on the evening of November 21st. Mr. Coen was elected Grand Exalted Ruler at the Convention held in Seattle, Washington, in 1931, and concluded his year of service at the Grand Lodge Session in Birmingham, Alabama, the following year.

Originally from the Mid-West, Mr. Coen was born August 14, 1885, at Ottumwa, Iowa, and attended school there. After graduating from the University of Kansas School of Law, he was admitted to the Bar in Kansas and Colorado in 1911. Until 1915, Mr. Coen was associated with a brother, Walter S. Coen, in a law firm at Fort Morgan, Colo., and then moved to Sterling to enter a partnership with Raymond L. Sauter, who is now a district judge.

Moving to Denver in 1934, Mr. Coen became a law partner with Erskin R. Myer and was in practice with him until the time of his death.

For many years Mr. Coen was active in the Republican Party in Colorado, and from 1924 to 1932 was chairman of the party's state central committee. From 1920 to 1932 he was a regent of the University of Colorado. He was a member of the Presbyterian Church.

Early in his career, Mr. Coen became active in Elksdom and joined Fort Morgan Lodge No. 1143 in 1911. Next year, he was elected Secretary of the lodge, and in 1916 helped to organize Sterling, Colo., Lodge No. 1336, of which he was a member since that time. Mr. Coen was first Exalted Ruler of Sterling Lodge.

In 1917 Past Grand Exalted Ruler Coen was District Deputy for Colorado North and was elected President of the Colorado State Elks Association four years later. From

1923 to 1927 he served on the Grand Lodge Judiciary Committee, and in 1928 was named Chairman of the Committee on Distribution. Past Grand Exalted Ruler Coen was a member of the "Good of the Order" Committee in 1929 and served as Chairman of the Judiciary Committee from 1929 to 1930.

At the Grand Lodge Convention at Seattle in 1931, Mr. Coen was elected Grand Exalted Ruler, and proved to be an outstanding leader during his term of office. After retiring as Grand Exalted Ruler at the Birmingham Convention in 1932, he was appointed Chairman of the Grand Lodge Activities Committee and served in that capacity for two years. Subsequently, he was a member of the Elks War Commission and in 1944 was appointed to the Elks National Memorial and Publication Commission to fill the unexpired term of late Past Grand Exalted Ruler Holland. He had served on that Commission since and at the time of his passing was Vice-Chairman of the Commission. Mr. Coen particularly brought to The Elks Magazine the force of his leadership qualities and executive ability.

Under the leadership of Past Grand Exalted Ruler Coen, the subordinate lodges and State Associations of Colorado, Wyoming, Utah and New Mexico have made outstanding progress and presently are among the most strongly situated in Elksdom. Mr. Coen was a guiding spirit in planning and constructing Laradon Hall, which is located near Denver. Under the supervision of the Colorado Elks, this great Elk institution is doing outstanding work in aiding crippled and handicapped children.

The Elks Magazine shares with his widow, Mrs. Adrian Saunders Coen, and the entire membership of the Order the loss of one of the most constructive and able leaders in the history of Elksdom.

Rx...Leather

Elks fill prescriptions for veterans with leather in large doses

WHILE there is no apparent relationship between leather and medicine, many VA patients are being speeded along the road to recovery because the "Elks' leather" has arrived, and their Occupational Therapy Departments are humming.

Hides, presented by the ton at the Grand Lodge Convention, have been processed. Now, through the efforts of the Calif. Elks Assn., under Chairman Robert N. Traver, bundles of choice tooling and moccasin leather, brilliantly finished in attractive colors, are being delivered by Elk Committees to VA Hospitals all over the country.

Occupational therapists are delighted because their limited budgets do not permit the purchase of this expensive material, and letters from the VA Hospital officials reveal how important is this product which offers the patient a real incentive to test his ability, particularly with the top-grade leather the Elks supply.

The results in finished products and patient-morale are astonishing; not only is the day of recovery brought closer, but new-found skills are developed—and there's always the possibility of a little income for the veteran through the sale of his handiwork.

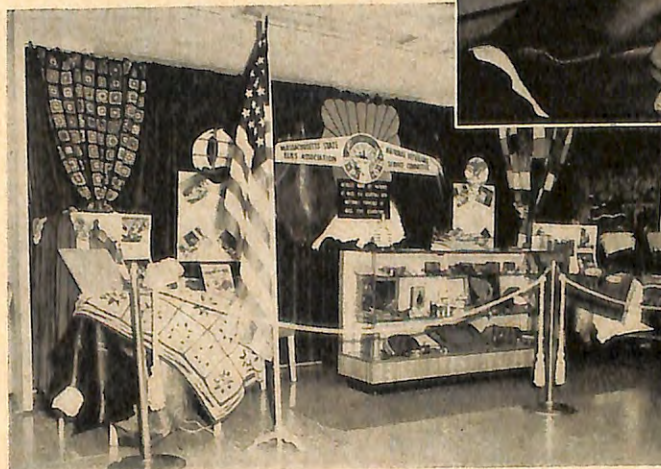
THROUGH their own local sources, many State Associations supplement the California Elk-provided hides. Massachusetts, for instance, has been noted for its activity in this project for years. Just last year, for instance, Anthony J. Foster of Peabody Lodge, under the Chairmanship of General Frank J. O'Rourke, was responsible for securing nearly 10,000 feet of various types of leather of excellent quality, in addition to about 12,000 feet of fabric and plastic.



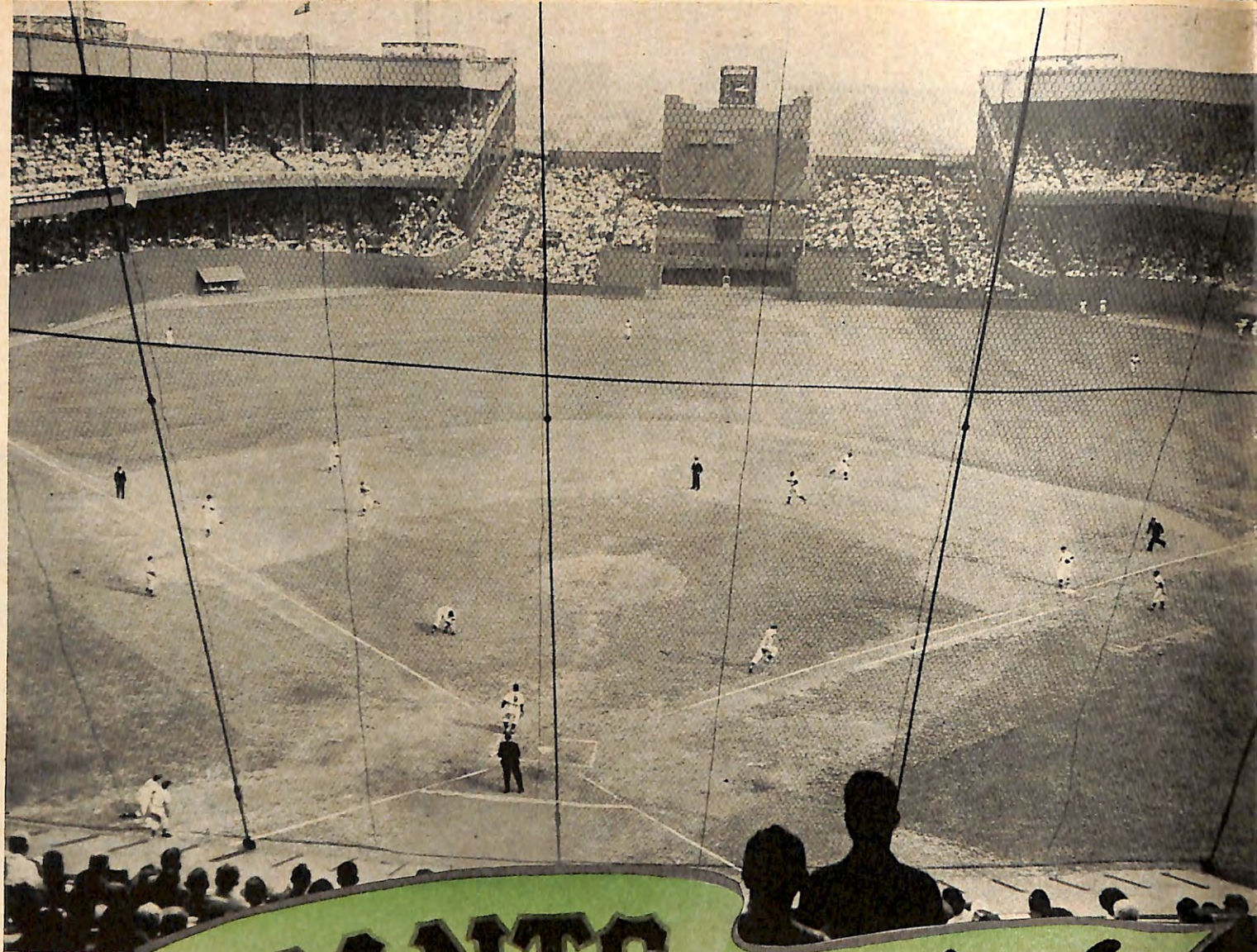
Above, right: P.E.R.'s Dale Phillips and DeWitt O'Neil, Past State Pres., with Hides for Veterans secured by Kalispell, Mont., Lodge and shipped for processing to the Calif. Elks Committee, pictured above, the night they passed the \$250,000 goal in leather for Calif. Hospitals, plus \$70,000 worth to the Grand Lodge.



Above: D.D. John Rosasco, Veterans Hospital Committee Chairman, presents Calif. Elk-processed leather to the VA Hospital staff at Coral Gables, Florida.

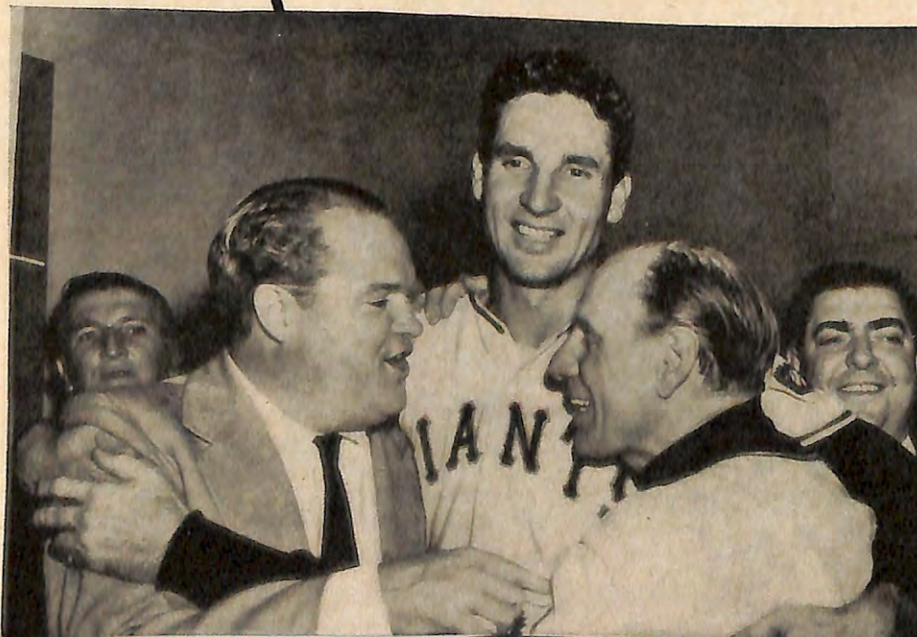


Left: At the Grand Lodge Convention, the Mass. Elks proudly displayed articles made by VA patients with leather these Elks provided.



GIANTS *Again!*

The team of McGraw, Matty, Doyle, Frisch, Terry and Ott again is the one to beat.



BY HAROLD ROSENTHAL

SAVE FOR a few thousand stragglers who lingered to watch an unfortunate bettor lose an ample head of curly hair he had wagered on the Cleveland Indians, the immense crowd of 78,000 had long since quit the premises. The vast corps of newspapermen and commentators had marshalled their adjectives and explanations and were now busily committing them to imperishable prose.

All save one. He had been sitting there ever since Hank Thompson had gathered

In the dressing room after Bobby Thomson hit his pennant winning home run in 1951. Horace Stoneham points elatedly at Leo Durocher as Bobby smilingly embraces owner and manager.

in the final foul-out to make the 1954 World Series just another segment of amazing baseball history. On this particular historian's face was an expression as though someone had let him have the working end of a sledge hammer right between the ears.

His unseeing gaze was directed at the massive scoreboard towering over the Municipal Stadium bleachers far off in centerfield. The numerical damages denoting the downfall of the Indians had long since been wiped away. Above the scoreboard the sky smiled down on Lake Erie just as though it hadn't recently witnessed one of the worst scalplings since the Iroquois Indians had prowled through what is now Euclid Avenue, looking for a few stray Eries to decorate the mantelpiece.

The stricken one had just about mortgaged his ancestral manse out in Shaker Heights to bet on a team which he presumed would waltz through the World Series after winning a nifty 111 games during the regular season. At the time it appeared as though a wager on the Indians would win the approving nod of even the most conservative of bankers.

Finally he turned to a co-author, bathing him with the look of a hound dog advised that there would be no supper.

"How could they do it?," he demanded with supreme illogicalness.

The question caught his neighbor right in the middle of trying to balance an unbalanced sentence. His retort was edged with the awareness of the pressure of an extra-early deadline called for by the Sunday morning paper. "It was easy," he explained tersely, "forget it."

"How can you forget four straight?,"

(Continued on page 44)



John McGraw, an Old Baltimore Oriole who brought a tradition to the New York Giants. This tradition backs speed and aggressive tactics with will to win.

Willie Mays, who makes the deep centerfield of the Polo Grounds a spot for incredible catches, in his first full season compiled a record of unusual stature.



The 1954 New York Giants World Championship team that upset the able Cleveland Indians (and let's not forget they won 111 games) in four straight.

Top Row; Left to Right: Paul Giel, Joe Amalfitano, Don Liddle, Billy Gardner, Alan Worthington, Foster Castleman, John McCall, Alex Konikowski, Al Corwin, Marvin Grissom, Ray Katt, George Spencer, Wes Westrum, Jim Hearn.

2nd Row; Left to Right: Eddie Logan, Club House Manager, Hoyt Wilhelm, Jim Rhodes, Willie Mays, Don Mueller, Alvin Dark, team captain, Monte Irvin, Bill Taylor, Bob Hofman, Joe Garagiola, Ruben Gomez, Doc Bowman.

Bottom Row; Left to Right: John Antonelli, Sal Maglie, Whitey Lockman, Larry Jansen, Fred Fitzsimmons, coach.

Eddie Brannick, Leo Durocher, manager, Frank Shellenback, coach, Herman Franks, Davey Williams, Henry Thompson, Doc Palermo. Bat Boy, Bobby Weinstein.

Acme photos



THE GRAND EXALTED RULER'S *Visits*



Seen here at the speaker's table at the banquet given by Minneapolis, Minn., Lodge are, left to right: Stanley P. Andersch, Lodge Secretary and Chairman of the Minnesota Elks Veterans Service Committee, Grand Exalted Ruler Jernick and his secretary, Matthew J. Coyle, and Exalted Ruler W. Howard Comstock.



Grand Exalted Ruler Jernick holds the award of merit for Flag Day services which he presented to Owatonna, Minn., Lodge's Flag Day Program committee chairman Robert I. Bzskie, left, who accepted on behalf of the Lodge. Looking on are Exalted Ruler Thomas J. Karaus and Past Grand Exalted Ruler Sam Stern.



Seated before the class initiated during the Grand Exalted Ruler's visit to Rapid City, S. D., Lodge are, left to right: D.D. Fred Leach, Mr. Jernick and Past Grand Exalted Ruler McFarland.

GRAND EXALTED RULER William J. Jernick arrived in Great Falls, Montana, on Sunday afternoon, October 17th. He was greeted by Past Grand Exalted Ruler James G. McFarland, District Deputy (Montana North) C. W. Johnson, State Association President Lester Boodry, Vice-President Mieyrs, Past Grand Tiler W. L. Hill, Exalted Ruler Sidney D. Bachelder and other officers of **GREAT FALLS LODGE NO. 214**. Next day he visited the lodge where a luncheon was held in his honor. Later that afternoon he visited the Elks Handicraft Center for the handicapped; the Russell Memorial, a museum devoted to the life and works of the late Charles E. Russell, world famous painter of western life and landscape whose home was in Great Falls. Mr. Jernick next visited the Great Falls



Grand Exalted Ruler Jernick and Past Grand Exalted Ruler James G. McFarland, right, are welcomed upon their arrival in Brookings, South Dakota, by State Association President Fred Green.

Grand Exalted Ruler Jernick is seen here during his visit to Old Town, Me., Lodge with Chief Bruce Poolau of the Penobscott Indian tribe and Exalted Ruler Emile J. Godin, right.



Air Force Base which he toured in company with the Base Commander. He then proceeded to radio station KMON where he made a recording of a 15-minute address to be used in a later broadcast. Mr. Jernick and Mr. McFarland were the chief speakers at the lodge meeting that evening, with over 500 local and visiting Elks in attendance. The ritual was rendered by the officers of **HELENA LODGE NO. 193** with two musical groups of Great Falls lodge assisting—the Choraliers and the Drum Corps, which is known throughout Elksdom for its spirited music.

On Tuesday, October 19th, accompanied by Past Grand Exalted Ruler McFarland, Mr. Jernick attended a luncheon meeting at **LEWISTOWN LODGE NO. 456**, and an evening meeting at **BILLINGS LODGE NO. 394**. Next evening he was guest of honor and principal speaker at a banquet given by **MILES CITY LODGE NO. 537**. Among those in attendance were District Deputy Lucian B. Smith, Past Grand Exalted Ruler McFarland and State Association President Lester Boodry. Exalted Ruler Leo J. Knoll presided.

On October 21st, Mr. Jernick and Mr. McFarland began a tour of South Dakota lodges with a visit to **RAPID CITY LODGE NO. 1187**. That evening a class of candidates was initiated at a lodge meeting at Rapid City with **DEADWOOD LODGE NO. 508** and **HOT SPRINGS LODGE NO. 1751** participating. Mr. Jernick arrived in Brookings on October 23rd at the high point of South Dakota State College's annual Homecoming Day festivities. He was greeted by Glen S. Paterson, member of the Grand Forum, Past Grand Trustee J. Ford Zietlow, District Deputy Fred H. Leach, State Association President Fred Green and Vice Presidents W. B. McKenzie and Ross E. Case. After a luncheon given by **BROOKINGS LODGE NO. 1490** in his honor, Mr. Jernick attended the State College football game where he crowned the "Hobo Day" King and Queen. The group then proceeded to **WATERTOWN LODGE NO. 838**, home lodge of Past Grand Exalted Ruler McFarland, for an evening meeting and dinner at which Exalted Ruler Douglas D. Johnson acted as Toastmaster. In addition to the state and national Elks dignitaries mentioned in connection with the Brookings visit, Southern District Vice President L. J. Gregory and Past District Deputies E. B. Peterson, W. L. Hill, G. C. Busch and Dr. Glee H. Tarbell were also present.

On Sunday, October 24th, Grand Exalted Ruler Jernick arrived at Minneapolis Airport where he was met by Past Grand Exalted Ruler Sam Stern and officers and members of **MINNEAPOLIS LODGE NO. 44**. That evening Exalted Ruler W. Howard Comstock presided at a dinner given in honor of the Grand Exalted Ruler.

Next day, Mr. Jernick began a trip that was to take him 900 miles and to eleven lodges in the state of Minnesota.



Mr. Jernick and Past Grand Exalted Ruler James G. McFarland are flanked by Exalted Ruler Douglas D. Johnson and P.E.R. Charles D. Ray. Mr. Ray was secretary to Mr. McFarland during his tenure as Grand Exalted Ruler in 1923-24. The occasion was the pheasant banquet given in honor of Grand Exalted Ruler Jernick by Mr. McFarland's home lodge, Watertown, South Dakota, Lodge.



Arriving in San Francisco for the California State Convention, Mr. Jernick, center, is greeted by, left to right: State Vice-Pres. Alan R. MacLeod, Convention Chairman Henry J. Budde, E.R. John A. O'Kane, Past Grand Exalted Ruler L. A. Lewis, D.D. George Ireland and D.D. Eric Silva.



Grand Exalted Ruler Jernick and E.R. Richard Layton, fourth and fifth from left, were photographed during Mr. Jernick's visit to Valley City, N.D., Lodge, with Lodge officers, left to right: Leo Stowman, Laurence Meldahl, Ted Phillips, H. J. Hemmesch, Russ Kaber and Eddie Lee.

He was accompanied by Mr. Stern, Joseph Manderfeld, President of the Minnesota State Elks Association, Special District Deputy Dr. M. H. Carlson and the District Deputy for each district. The first visit was to **ALBERT LEA LODGE NO. 813**. Mr. Jernick and his party were greeted by E.R. L. Warren Brown, District Deputy Robert W. Carlstrom and members of surrounding Lodges. They were met outside the city of Albert Lea by the high school band in uniforms. The band, together with a police escort, led them into the city. At a luncheon, Mr. Stern introduced Mr. Jernick who gave an inspiring talk to about 100 Elks.

The Grand Exalted Ruler's party then proceeded to **OWATONNA LODGE NO. 1395** where, after a short social hour, the Grand Exalted Ruler spoke to more than 200 Elks and their ladies. During the program in which Exalted Ruler Thomas J. Karas acted as Chairman, Mr. Jernick presented a plaque to Robert I. Bzoscik as Chairman of the lodge's award winning Flag Day Program Committee.

The next stop was at **FARIBAULT LODGE NO. 1166** for a short informal visit. That evening Mr. Jernick and his party were entertained at a banquet by **MINNEAPOLIS LODGE NO. 44**. Among the capacity crowd of more than 200 Elks and their ladies



While in Bismarck, N.D., the Grand Exalted Ruler and his party visited the State Capitol. Seated, left to right, are: Past Grand Exalted Ruler Sam Stern, Lieutenant Governor C. P. Dahl, and Mr. Jernick. Standing: E.R. Glen H. Jahnke and D.D. Everett Palmer.



Grand Exalted Ruler Jernick, second from left, is greeted upon his arrival in Minot, N.D. by, left to right: State Assoc. Pres. Ray Dobson, Past Grand Exalted Ruler Sam Stern and District Deputy Everett Palmer. Mr. Jernick dedicated Minot Lodge's new home.



Seated left to right at the banquet given by Miles City, Montana, Lodge are: Sidney Lodge Secy. Chester W. Johnson, Glendive P.E.R. J. P. Wegesser, D.D. Lucian Smith, P.E.R. S. D. McKinnon, Mr. Jernick and Mr. McFarland. Standing: State Assoc. Pres.-Treas. Lester Boodry, Lodge Secretary Henry Bohling, chair officers Lester Joos, E.R. Leo Knoll, L. H. Leibinger and Merrill Percy.

who heard Mr. Jernick give a stirring address were Special Deputy and Past Grand Tiler Dr. M. H. Carlson, State Assoc. President Joseph Manderfeld, Grand Lodge Ritualistic Committeeman John Hafich, State Vice President Ernest M. Peacock, Past Grand Esteemed Loyal Knight Judge D. E. LaBelle and Past Grand Tiler Emory Hughes.

Tuesday, October 26th, Mr. Jernick and Mr. Stern were driven by State Association President Manderfeld and Special Deputy Carlson to Duluth. The

Jernick party was escorted into town and to the home of **DULUTH LODGE NO. 133** by Exalted Ruler Jack A. Pfaff, District Deputy Chet C. Nelson of Crookston and others. Mr. Jernick spoke at a lake trout luncheon in his honor which was attended by over 100 persons. During his visit to Duluth, Mr. Jernick was featured in a broadcast over TV station KDAL.

The group then proceeded to **EVELETH LODGE NO. 1161** where Exalted Ruler Vincent Giorgi and lodge members with police escort met them and took them

to the lodge home for an informal visit.

Exalted Ruler Donald B. Muckler and members of **VIRGINIA LODGE NO. 1003** greeted the Grand Exalted Ruler at Virginia and accompanied the party to **HIBBING LODGE NO. 1022**. At Hibbing that evening the lodges of Eveleth, Virginia, Hibbing and International Falls combined to give a splendid banquet in honor of the Grand Exalted Ruler. Past Exalted Ruler I. R. Galob presided as master of ceremonies. Exalted Ruler Leo J. Mousseau welcomed the guests.

Wednesday, October 27th, the party started early and drove to **ST. CLOUD LODGE NO. 516**. They were met by Exalted Ruler Leo N. Demro, District Deputy Russell W. Washburn and members who, with police escort, drove to the St. Cloud Hotel for luncheon. Members of Willmar, Minneapolis, Brainerd, Alexandria, Fergus Falls and St. Cloud lodges were present.

At Alexandria that afternoon Exalted Ruler J. G. Thornton and members of his lodge met the Jernick party and, led by a police escort, drove to the Elks Lodge rooms where **ALEXANDRIA LODGE NO. 1685** had prepared a table filled with delicious food. More than 90 members attended the function. While in Alexandria, Mr.

(Continued on page 36)



Photographed during the Grand Exalted Ruler's visit to Duluth, Minn., Lodge were, left to right: State Association Secretary C. W. Wilkinson, Past Grand Exalted Ruler Sam Stern, Grand Exalted Ruler William J. Jernick, and Exalted Ruler J. A. Pfaff.

Right: Mr. Stern and Mr. Jernick are welcomed to Albert Lea, Minnesota, by Mayor L. E. Blakely, left, and E.R. Warren Brown.



ROD & GUN

BY TED TRUEBLOOD

Ted also has definite ideas on cooking game.



THIS IS the time of year when there is game in the freezer. It was brought home only after heroic suffering, superhuman exertion, fantastic expense — and a great deal of fun—

and it should be eaten. I have ideas about its preparation.

I am a game cook from away back; my experience began about the time I started to school. One summer day, I succeeded in clobbering an English sparrow with my bean flipper. I picked, dressed and disjointed him as I had seen my mother do a chicken.

Then I built a little fire out behind the granary. Since getting the matches from the house without detection had presented quite a problem, I didn't attempt to borrow a skillet and grease. Instead, I "fried" him dry on the lid of a coffee can. He wasn't very good.

From that humble beginning my skill with frying pan and salt shaker gradually increased until, some time following my marriage, I realized that I was indeed an excellent cook. (This occurred immediately after I abandoned the menial chores of cooking to my new wife and confined my talent strictly to giving her advice.)

Her skill gradually improved under my expert coaching until I finally felt that it was safe to release her on her own initiative. In fact, I will go so far as to say that her prowess as a cook now actually exceeds my own. Consequently, I must admit that the following directions for preparing game are really hers.

First, I want to point out something that every backwoods woman knows: essentially, there is no difference between any kind of game and its domestic equivalent. Big game is like beef. Upland birds are like chickens. Wild waterfowl are like tame ducks. The mere fact that game is wild doesn't endow it with peculiar properties that call for special cooking.

Many game recipes call for elaborate preparation and tricky seasoning. We eat a lot of game at our house, and we feel that simple methods, which serve to accentuate the natural flavors, rather than to conceal them, are preferable. We don't subscribe to the "wild flavor" theory. Much game does have a delicate, distinctive flavor, but it certainly is not a wild flavor, insofar, at least, as that

implies being strong or unpleasant.

Game, like other meat, should be removed from the freezer well in advance of the time it is to be cooked. It must be thawed all the way through, and it should be at room temperature when it goes into the oven.

We cook upland game just the same as we do chickens, and this applies to rabbits, too. Our two favorite methods are southern-style frying and broiling.

The larger birds, such as grouse or pheasants, should be disjointed just like fryer chickens. Since game birds have comparatively larger, thicker breasts, they should be split so that they will cook as quickly as the smaller pieces. Pheasant breasts, in fact, should be split twice, once down the center along the bone and again laterally, dividing the meat into its two natural layers. The next step is to salt, pepper and

flour all the pieces. The last can be done most easily by shaking them in a paper bag that contains a cupful of flour.

The best vessel is a heavy iron skillet with a tight-fitting cover. Put in the grease and when it is smoking hot drop the pieces of bird into it. Brown both sides quickly and then turn down the heat.

Now, pour in a cupful of water or milk, preferably the latter, and let the game simmer for about an hour or until most, but not quite all, of the liquid has evaporated. Then remove the birds and keep them warm while you use what is left in the skillet to make gravy. "Chicken" gravy made with pheasant, partridge or quail fryings is hard to beat.

A delicious alternative is to brown a cupful of chopped mushrooms in butter in a separate skillet or sauce pan while the pheasant is cooking. Just before it is done, put in the mushrooms and let them finish together. After you stack the pieces of bird on the serving platter, empty the mushrooms, giblets and other small, tasty morsels over them.

In the case of smaller birds, it is not
(Continued on page 34)

Photo by Ted Trueblood



Properly prepared, these pheasants would be superb eating for any family.



FOR ELKS WHO TRAVEL



With true Viking spirit, the Scandinavians are pioneering the field of trans-polar passenger flight.

BY HORACE SUTTON

ALTHOUGH our own Air Force and the fly people of other nations both friendly and hostile have been zooming hither and yon over the polar regions these past years, the airlines have steered clear of these short-cuts in preference to the more tried paths. It took Scandinavian Airlines to break the ice, if you will permit me the metaphor, when they inaugurated service last month between California on the one hand and wonderful Copenhagen on the other.

From Hollywood to Hans Christian Andersen is not really so awfully far in a sympathetic sense, but when one is flying over the polar ice cap with nothing underneath but a giant skating rink shining there in the moonlight, as far as the eye can see, the true meaning of the feat becomes altogether clear.

To the air traveler, it went like this: We were off, out of the groundfog of Los Angeles, shortly after midnight of a Sunday night. Once the aircraft was off the runway, we were through the fog and under stars in less than a minute. At present, Scandinavian Airlines is using DC-6Bs on the run, the aft cabin set

aside for berths, the forward cabin installed with fully reclining Dormette sleeper seats. The berths are made up out of Los Angeles and you can sleep your way to Winnipeg in the Canadian province of Manitoba, the first stop. It is roughly a six to seven hour span.

WILDERNESS FLIGHT

Winnipeg sits directly on the 50th degree of latitude, slightly north of Vancouver and Gander, and roughly on a par with Plymouth, Dieppe, Frankfurt and Prague. After refueling, the plane, with a new crew, takes wing for the east for northern Ontario, then across Hudson Bay and the extreme far tip of Quebec and on into Baffin Land. It is a daylight flight, and by now one is impressed with the Viking daring, for the rivers have become ice and the fields are snow and the sign of man has disappeared as we roar on over Baffin Land. It is comforting to know that S.A.S. has built radio stations at Fort Churchill and Frobisher Bay on Baffin Island so that its planes will ride a highway of radio waves en route across the arctic wastes. Plane personnel has been carefully schooled in arctic survival in case an aircraft should be forced down.

It had been hoped to bring the planes down for a refueling stop at the Air Forces base at Thule, well inside the 75th parallel. It would have made for a considerably shorter leg, but permission was denied and S.A.S. is going into Søndre Strømfjord, otherwise known under its wartime cognomen of Bluie West 8.

The base at Søndre Strømfjord is one of the two permanent establishments where servicemen are not invited to bring their dependents. (The other is Thule). It is thought that the privations, the lack of facilities for entertainment, housing, schooling and all the other requisites would make family life too tough. Even

laundry at Bluie West 8 must be flown up to Thule, washed, ironed and returned.

To care for its travelers who might be delayed at Søndre Strømfjord, S.A.S. has built a small hotel, practical, comfortable, and completely Scandinavian in interior aspect. The furniture and the decor is all modern in the advanced Viking motif, and what is more, there is to be a corps of young ladies over from Denmark to keep things in order. One expects they will be very popular with the GI contingent.

The entire hotel was built in Denmark and then knocked down and reassembled in Greenland. It provides six double rooms which will be let to the traveling ladies, and a sizable number of beds can be produced from the walls of the lounge to provide dormitory quarters for male passengers. While waiting in Greenland, passengers can buy all manner of objects carved by the Eskimos out of whale bone—pins, brooches, bottle openers, letter openers and such, not to mention some handsome objets d'art from Denmark itself.

TOURISM IN GREENLAND

Probably there will not be much time to explore Greenland itself, a pity during certain seasons, since it should prove to be a place of great interest to any traveler with an aptitude for the unusual. The world's largest island, Greenland, would stretch from London to the Sahara Desert if superimposed over a map of Europe and Africa. The island has been incorporated as a part of the Danish kingdom, and a great move is underway to establish Greenland under a monetary economy rather than an economy of necessity by which hunters kill to eat and cloth themselves.

While the Canadians have done little to develop tourism or even tourist inter-

Elks Magazine Travel Service

Travel information is available to *Elks Magazine* readers. Just write to the Travel Department, *Elks Magazine*, 50 East 42nd St., N. Y., stating where you want to go and by what mode of travel. Please print name and address. Every effort will be made to provide the information you require, but kindly allow three weeks for us to gather the information. Because of seasonal changes in road conditions, if you are traveling by car be sure to state the date that you plan to start your trip.

More and more Elks and their families are taking advantage of this service. Are you?



est in their giant stopover base at Gander, Newfoundland, the Irish, years back, made Shannon one of the most attractive touchdown spots in Europe. Passengers were beguiled, as one can be by the Irish, to move on over the rest of Ireland, where presumably there were greener fields to see, and even more wonderful things to buy. The duty-free liquor available at Shannon was not the least of the attractions. Similarly, great strides have been made by the Icelandic authorities after that remote area became a nesting place for aircraft too. With the establishment of Icelandic Airlines, travelers have been spending time in and around the island just visiting before moving down to Europe. It is altogether conceivable that this will be the case in Greenland, especially in the summer when the place is truly "green."

OTHER AIRLINES INTERESTED

While S.A.S. has successfully blazed the route across the top of the world to Europe, eliminating an east-coast stopover, other interested airlines are playing their cards close to the vest. Logical competition should be forthcoming from Pan American World Airways which up to the present writing is disdaining the route. A company spokesman told me the other day that the twice-a-week in each direction, currently set up by S.A.S.

as a frequency for polar flights between California and Copenhagen, was simply not often enough to interest Pan-Am. If the traffic shows a quick upward turn, it is safe to say that competing airlines will move to follow the same route.

Already Canadian Pacific Airlines has indicated an intention to fly to Europe from Vancouver to Amsterdam. Both BOAC and Air France have indicated interest in flying a polar route to the Orient. S.A.S. promises its own route to the Far East with its DC-7Cs, due for delivery the summer of 1956. It expects then to fly from Copenhagen to Norway to Fairbanks, Alaska, to Tokyo, an excursion that will require about thirty hours, or half the current flying time. This one will fly dead over the pole, but it will be required to skirt the fringe of Siberia unless the Soviets relax their grip, a highly unlikely prospect.

With so many Europe-bound passengers coming out of California, the success of the S.A.S. venture seems assured. Even if travelers would like a look at New York one way around, the temptation of being an adventurer at relatively little personal effort is a lure that is hard to resist. Besides, there is a saving of 535 miles, about \$18. in straight fares, and nobody knows how much time. There are still no through planes from the Coast to Europe, despite the fact that 55 flights leave from Los Angeles every day.

For Elks Travelguide turn to page 36.



"Black Ridge" is a "Nunatak" (Greenlandic for mountain) near Søndre Strømfjord airport.

1955 ELKS HAWAIIAN TOUR . . .

A tour sponsored by Elks for Elks following the 1955 Annual Convention at Philadelphia. Special rates and a full program of entertainment and sightseeing make this a lifetime opportunity to visit the Paradise of the Pacific with a congenial group. Space will be allotted on the basis of first come first served. Write at once for rates and itinerary to Clarence E. Baker, 1955 Chairman Hawaiian Elks Tour, Hilo Lodge No. 759, Hilo Hawaii.

SEE PAGE 36 FOR FURTHER ANNOUNCEMENT

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W. R. LEIGH.

Painter of the cowboys, Indians, animals and colorful scenery of the romantic West which has become an American tradition. Mr. Leigh, at the age of eighty-eight, is actively painting and on January 11th, the Grand Central Galleries, New York, will open a full-length exhibition covering five decades of his dramatic art. Picture titles and descriptions were written by Mr. Leigh, who readers may remember as the painter of our May cover.



A LOWDOWN TRICK

The cowhorse becomes unbelievably cunning; he knows that when his rider is on the alert the chances of unseating him are scant; only when he is off his guard can he be gotten rid of. The arch-bucker therefore aims at lulling his master into a state of false security—a moment when he is daydreaming; the sun is hot and he is mopping his brow; he is lighting a cigarette, humming a tune, and thinking of his girl. Like a bolt of lightning the wily equine flies into the air with a volcanic suddenness—with a fantastic violence and rabid spleen that defy description. If he throws his rider, he gallops away triumphantly, and the hapless cowhand has to leg it back to camp. Meanwhile, the cattle are unguarded. Sometimes the man is crippled or killed—that's all in the game.

Among the Plains Indians a band of wild horses belonged to the tribe. They shifted for themselves winter and summer against wolves, bears, cougars, blizzards and deep snow. When a member of the tribe wanted a riding horse (—always a male), he gathered three or four friends and took two extra mounts each. At break of day they started chasing the wild herd. When their riding horses got tired, they shifted to fresh ones. In this way the wild horses were worn down until, around four o'clock, it was possible to jockey them until the desired one could be roped. With a line around his neck and one foot tied to a hind and front foot, he would not struggle long.



THE MASTER HAND



BUFFALO DRIVE

Our nomadic Northwestern Indians did very little cultivation of the soil. They depended on a meat diet, and buffalo supplied this. As these animals habitually migrated to the great forests of Canada for protection against the winter storm winds, the Indians had to provide a supply of meat and pelts to carry them through the winter before the migration started. Hence whole herds were driven over cliffs while the sun was still hot enough to cure the buffalo meat and dry the pelts.



AWAITING HOPI FUEL MERCHANT

Our Hopi Indian donkeys cannot be excelled in picturesqueness. Most people assume that the donkey is dull. As a matter of fact, though less excitable and nervous, he is more intelligent than the horse. He is gentle and faithful and dependable. He looks out for himself and upkeep is slight.

When a horse bucks, his rider, to avoid being thrown, is apt to grasp anything available. This is extremely apt to be the pommel of his saddle. Whatever it is he seizes, his action is always called "pulling leather." This is supposed to be evidence of lack of skill. Well it may be, but . . .!



PULLING LEATHER

News of the Lodges

Alaska Territorial Project Dominates Convention

At the 7th Annual Convention of the Alaska Territorial Elks Assn. in Palmer Nov. 4, 5 and 6, the fine work instituted at the 1953 meeting, relative to sponsorship of a Cerebral Palsy Program, gathered impetus. While the \$60,000 goal set at that conclave has not been reached, more than half that amount has been realized. A non-profit corporation, consisting of the Assn. officials and a Cerebral Palsy Chairman, was formed to administer those funds, with immediate plans for the treatment of at least one cerebral-palsy victim from Alaska. This corporation will also set up a long-range CP program, based on advice received from a group of professional men familiar with such problems.

Ten lodges were represented at the conclave, all participating in the Assn.'s first Convention Parade and in the combined talent show held on the 5th. Banquets were held each evening, with a Grand Ball and Floor Show bringing the meeting to a pleasant close.

Departed Elks were memorialized at appropriate Services on the morning of the 6th, when P.E.R. Leon Johnson of Kodiak Lodge was the principal speaker.

Much of the credit for the groundwork of this successful meeting is due to several of the organization's former Presidents—Eugene C. Smith, Edward G. Barber, Louis Odsather and W. L. Lhamon, all P.D.D.'s.

Until the 1956 gathering in Seward, the following will hold office: Orval A. Thurman, Fairbanks, Pres.; Vincent Root, Kodiak, Vice-Pres., West; M. E. Monagle, Juneau, Vice-Pres., S.E.; Richard W. Smith, Anchorage, Secy.-Treas.; James Nolan, Wrangell, three-year Trustee, and Robert Lewis, Anchorage, Cerebral Palsy Chairman.

Holdenville Elks' Home Dedicated at State Meeting

The Annual Fall Convention of the Okla. Elks Assn. Nov. 6th and 7th, was highlighted by the dedication of the city's newest and most up-to-date building—the home of the host lodge, Holdenville No. 1796.

Dr. D. E. Biser, Pres. of the Texas Elks Assn. conducted the dedicatory ceremony, assisted by Pres. C. R. Horton, Vice-Presidents John Coons, Temple Benbrook and Bert Wysor, and Trustee Herman Salz of the Okla. State Assn. and E.R. Stanley Huser, Jr., of No. 1796. All Okla.'s District Deputies and many

of the Association's former Presidents were on hand.

Hundreds enjoyed Open House festivities sponsored by No. 1796 in connection with the opening of its \$110,000, air-conditioned, fire-proof building. Ultra-modern in design, it presents an eye-compelling effect with its glass-block windows and solid glass entranceway. Tastefully decorated in subdued tints are the dining room, ladies' and men's lounges and the lodge room. The edifice also includes two bowling alleys, and a fully-equipped game room.

About 500 attended the Conference and the State Banquet at which Grand Exalted Ruler William J. Jernick made the principal address, following his introduction by Earl E. James, his immediate predecessor. Another outstanding speaker was Lewis N. Stuckey, Jr., Dallas youth leader and Pres. of Kiwanis Key Club International, an authority on the juvenile delinquency problem.

During the Assn.'s business session, at which Melvin Munn, also of Dallas and Key Club Chairman of the Texas-Okla. Dist., was a dynamic speaker, it was definitely decided to proceed with plans for the establishment of a Youth Center at Tishomingo. Committees were appointed to handle the publicity, financing and construction of this camp project which will serve the young people of the entire State. Mr. Salz is Pres. of the Executive Committee, with Mayor H. I. Aston, Sr., of McAlester heading the Committee Directors for this activity.

Since its February, 1950, institution, Holdenville Elkdom has sponsored Teen Town, Key Club, a summer recreational project and its well-known Elkettes in an expansive youth program on which about \$20,000 has been expended.

Passing of Harry A. Nass Shocks Texas Elkdom

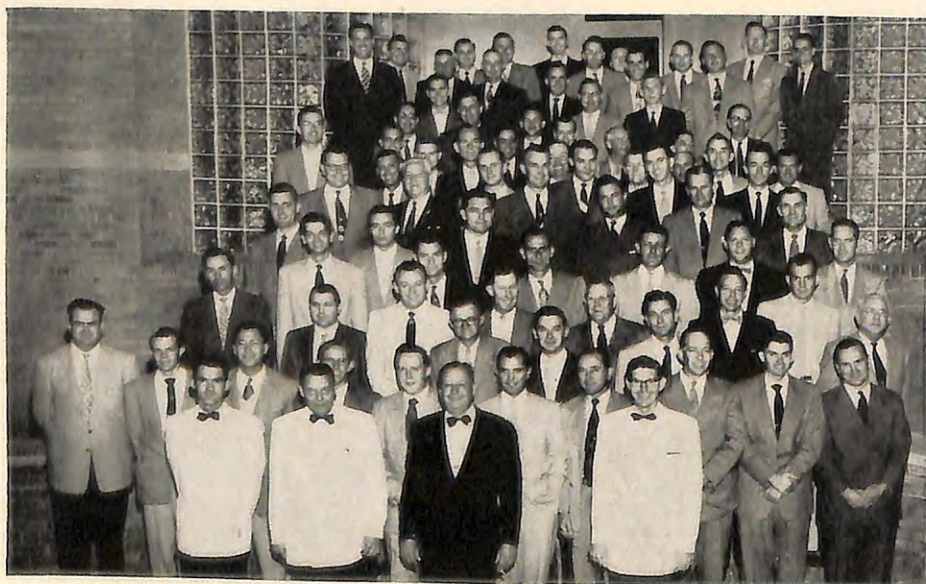
Harry A. Nass, former Pres. of the Texas Elks Assn. and a prominent San Antonio attorney, passed away following a heart attack on Oct. 9th.

Active in Elkdom for many years, Mr. Nass was a P.E.R. of San Antonio Lodge No. 216 and was a member of its Board of Trustees at the time of his death. For two terms, from 1937 through 1939, he had served as District Deputy for the Southern area of his State, and had frequently given valuable counsel in legal matters concerning his lodge, the State Association and its Crippled Children's Hospital.

Only 50 years old at the time of his death, Harry Nass is mourned deeply by his wife, mother, son and uncle, and the thousands of friends who survive him.

Texas Elks Hospital School Building Dedicated

The handsome new school building which the Elks of Texas have erected on the grounds of their magnificent Crippled Children's Hospital at Ottine was dedicated on Oct. 17th at cere-



Gainesville, Ga., Lodge's 76-man D.D. J. Stewart Asbury Class with, left to right, foreground: Est. Lead. Knight Edgar B. Dunlap, Jr., E.R. W. C. Crawford, Mr. Asbury and Secy. R. J. Millwood.



Looking on as E.R. Edward A. Opp of Anchorage Lodge, second from left, presented a \$5,000 prize to Mr. Quindell Queen who won the contest held for the benefit of the Alaska Territorial Elks Assn.'s Cerebral Palsy Program are Mrs. Queen, Assn. Secy.-Treas. Richard W. Smith, left, Cerebral Palsy Chairman Robert D. Lewis, right, and Barton R. Lowder, Chairman of Anchorage Lodge's Cerebral Palsy Committee.



Pictured at the first Elks National Foundation Day sponsored by the Mass. Elks Assn. at Suffolk Downs are Foundation Chairman John F. Malley, fifth from left, presenting the trophy to Trainer Woody Sedlacek and Jockey Tony De Spirito for "Sweet Sophie", the winning horse; State Pres. Andrew A. Biggio, left, Grand Trustee Edward A. Spry, right, and Alfred Gross, E.R. of Boston Lodge, second from left.

monies which had Past Pres. George A. Strauss as Master of Ceremonies. About 400 Elks and their ladies from all over the State were on hand for the program, a tour of the grounds and buildings and luncheon served by wives of various Association officials.

Past Pres. John D. Carter offered the invocation and, another former Pres., Floyd B. Ford, delivered the address of welcome, to which Dr. D. E. Biser, current President, responded. State Secy. H. S. Rubenstein introduced Grand Lodge Committeemen Charles C. Bowie and Carl R. Mann, D.D.'s Barney Myers, D. H.

Smith, J. E. Posey and W. S. Traill and other State Assn. dignitaries, with Past Pres. F. W. Beckstead presenting the members of the Hospital staff. Other former Assn. Presidents who participated included Victor E. Ferchill, J. Rollie Pray and Raymond L. Wright who, as Secy.-Treas. of the TECC Institution, Inc., accepted the \$12,000 per capita payment for the Hospital Fund from the State's lodges, and an additional \$3,000 from the S.E. Dist. Elks.

With the assistance of the Hospital's capable administrator, Miss Fannie Fox, some of the young Ottine patients had

written for this occasion appropriate lyrics to "The Elks March Triumphant," composed by San Antonio Elk D. M. Edwards who is donating the proceeds of its sale to the Hospital. A charming highlight of the program was the rendition of these lyrics by a group of the Hospital's little inmates.

Addresses were delivered by several local and State school officials, following which a Galveston Elk-sponsored group of young ladies provided musical entertainment. The balance of the day was given over to tours of the Hospital conducted by members of its staff.

These three photographs represent an impressive project of Sacramento, Calif., Elkdom, whose officers are initiating a class each month in honor of one of its P.E.R.'s. The top group is pictured with 1910-11 E.R. W. A. Meyer; the center, with 1922-23 E.R. Clyde H. Brand; the bottom class with 1935-36 E.R. D. M. Lemmon, Judge of the U. S. Court of Appeals. E.R. Forrest Jack Beeman also appears in the top and center photos; P.E.R. F. H. Seymour in the bottom picture, acting E.R. in Mr. Beeman's absence.



LODGE NOTES

Following our publication of an item concerning Asbury Park, N. J., Lodge's offer to make available to all lodges copies of its "Ten Commands for Our Youth", so many requests were received by that lodge that the expense of mailing grew to tremendous proportions. While the Asbury Park Elks are most pleased to supply these forms, bearing the entire printing cost, Joseph Liebesman, Chairman of the sponsoring Youth Activities Committee, has asked that we publish the request that when you write him for these "Commands", you enclose the equivalent of five cents for each form requested, to cover packing and mailing costs. In other words, should you desire ten copies, then be good enough to enclose 50 cents.

When D.D. Aubrey H. Brown visited Manchester, Conn., Lodge, E.R. Charles W. Latbrop and his corps of officers wore for the first time the handsome gold and silver jewels presented to the lodge by several of its current leaders.

Of the ten members of Biddeford-Saco, Me., Lodge's William J. Jerneck Class, four were sons of local Elks Walter J. Grace, Sr., John T. MacDougall and Arsene Fecteau, and one the son of Irvington, N. J., Lodge's P.E.R. Richard Spitz, Sr. D.D. Henry J. Parent was on hand with Past Grand Est. Loyal Knight C. Dwight Stevens, Past Grand Est. Lect. Knight Daniel E. Crowley, Past Grand Inner Guard Fred L. Sylvester and about 300 other Elks of the State of Maine.

When the Texarkana, Ark., Daily News appealed for transportation for visiting Dallas Cub Scouts and parents, the Elks came through immediately. The result—a nice editorial pat-on-the-back, and the gratitude of a happy group of good Scouts.

At New Rochelle, N. Y., Lodge's welcome to 27 initiates in honor of the Grand Exalted Ruler, James A. Gunn of the Lodge Activities Committee of the Grand Lodge, D.D. Leo H. Heithaus and State Vice-Pres. J. G. Collins were present; 11 local P.E.R.'s participated in the session conducted by E.R. William T. Collins.

With the weather a little chilly, we thought it would warm you to learn that last summer's annual boat ride, dinner and entertainment conducted jointly by Millville and Wildwood, N. J., Lodges for several hundred crippled and underprivileged youngsters was its usual huge success.



Over 500 Elks joined Salinas, Calif., Lodge in honoring its P.E.R. Horace R. Wisely, a member of the Board of Grand Trustees. Left to right: E.R. L. H. Struve, Past Grand Est. Lead. Knight F. E. Dayton, former Grand Trustee Fred B. Mellmann, Mr. Wisely, Past Grand Exalted Ruler L. A. Lewis and P.E.R. Roland Tavernetti who served as Program Committee Chairman.

E.R. John J. Horey, seated, second from left, with other Hornell, N.Y., Lodge officers performed a cross-country service for San Francisco Lodge when they initiated Farrell H. "Rusty" Draper of radio and TV, seated center, for that California Lodge.



Ind. Elk officials inspect Ind. Univ. Medical Center's new Cancer Research Bldg., erected largely through the \$350,000 the lodges have donated. Left to right: Secy. C. L. Shideler, Past Presidents T. E. Burke and Dr. A. A. Pielemeier, Dr. J. Van Nuys, Dean of the Center, and Pres. C. M. Rappe. This year's goal is \$100,000.

Fall Conference of La. Elks Held at New Orleans

Past Grand Exalted Ruler Edward Rightor, former Grand Tiler Sidney A. Freudenstein and D.D. Leon B. Page were on hand for the Fall Meeting of the La. Elks Assn. Oct. 30th and 31st. Mayor Myles F. Byrns, a member of the host lodge, delivered an address of welcome to the delegates among whom were all but

two of the Association's current officers.

Reports on various lodges were given by their representatives, and it was decided that the April 15-16-17 Annual Convention of this group would take place at Alexandria.

Pres. Herbert L. Boudreaux presided at the business sessions, during which the expansion of the Assn.'s Eye-Bank Project and increasing its scholarship program were discussed.



At the institution of Del-Mont, Pa., Lodge, No. 1936, conducted by Pottstown Elk officers and P.E.R.'s were, seated left to right, retiring D.D. Wm. F. Wolfe, Jr., and State Pres. Barney W. Wentz; incoming D.D. B. Harrison McCoy, Past Grand Exalted Ruler Charles H. Grakelow, Organization Committee Chairman Philip G. Hutchison and Past State Pres. Wilbur G. Warner.

with Ed Faust



In the Doghouse

Faust has his own health check list for dogs.

SHORTLY BEFORE this was written a friend of mine came into my office to tell me of an experience he had with a dog he owns that really owns his wife. In telling about it he remarked that this should give me a send off for this month's dog article and if you'll read further maybe you'll agree that it did. "Ed," he said, "we've just had the darndest time with our dachshund. As you know dogs will swallow almost anything they can force down their throats and what do you think our pup tried to eat?" Well, I couldn't guess although I agreed with him that Fido just hasn't any judgment at all when it comes to eating. "For the past few days we noticed that something was wrong with our dog. Something seemed to affect her neck. So we took her to a vet and to our amazement he extracted a needle and thread from the pup's throat. The needle had lodged crosswise in her windpipe." "Tough on the pup," I said. "Sure was," he replied, "but knowing that dogs will gobble the strangest things, I still never expected our pooch to add threaded needles to its diet."

Yes, things dogs will try to eat often astonish their owners. Coal, stones, wood, glass, all are subject to Fido's appetite and you can add almost anything else you can think of to this list. Of course my friend did the sensible thing. Instead of trying to home doctor his dog he promptly brought it to his veterinarian. Result, instead of having a sick dog on his hands and one which might have wound up by rapping on Dogdom's Pearly Gates, the dog was quickly relieved and made a rapid recovery. To one who really likes dogs it is distressing to learn how many people who enjoy the affection of a dog and return it too, will try to save the few dollars asked by a competent vet when their dogs get sick.

Ever since this department was launched, and that's quite a few years ago, I have received hundreds, perhaps thousands (I've never kept accurate count) of letters from dog-owning readers seeking medical advice about their dogs and ever since those early days I've refused to give such advice. "As a dog writer that should be a cinch for you", some might say. Well, it isn't. To begin with I'm not a vet and would consider it presumptuous for anyone not trained as a veterinarian to attempt to wish his theories on me should I have a dog that is sick. In addition few people

have the writing skill to describe the symptoms of canine sickness accurately. Most qualified dog writers can describe symptoms but not many can diagnose the condition or prescribe a cure. These are jobs for a competent vet, a man (or woman) who goes through an arduous training period and often a long apprenticeship.

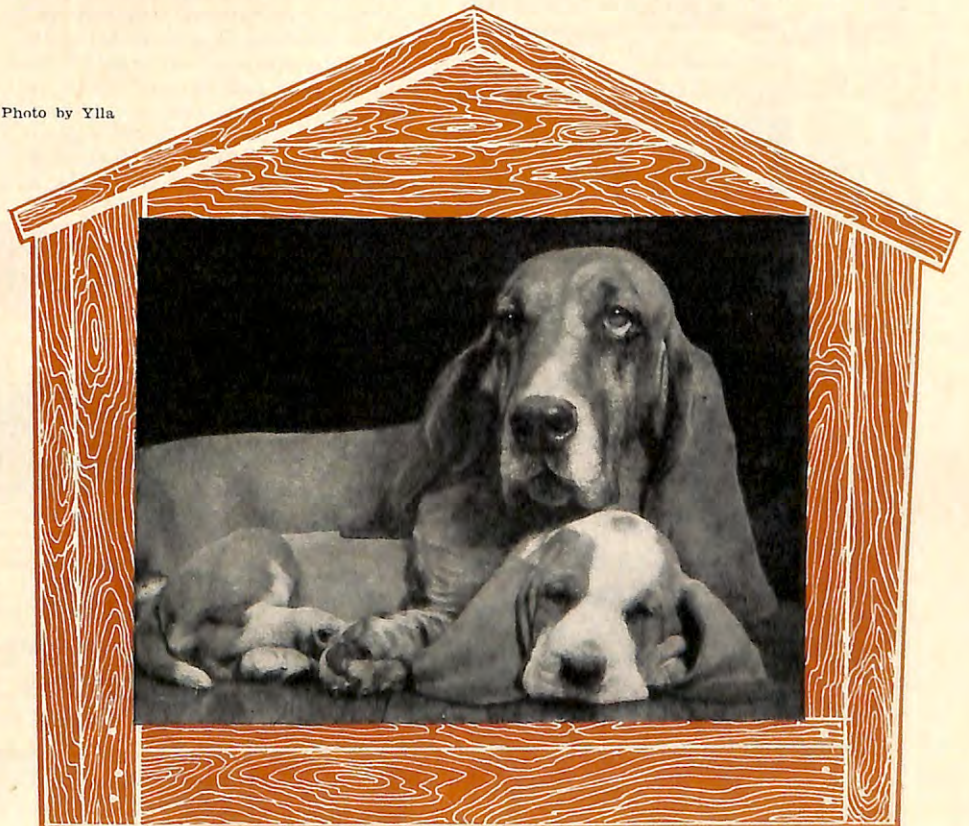
IN THE PAST I've had reason to bring some of my dogs to veterinarians and just as with medical doctors I've found that among them are varying degrees of competence but never have I found one who wasn't sincerely interested in the well being of a dog or excessive in his fees. Thus it is a poor return for a dog's loyalty, companionship and affection to try to save the few dollars the vet may ask by trying to play dog doctor yourself or to solicit advice by mail with the odds so much against your being able to describe in detail the symptoms of Fido's sickness. There is such a thing today as dog insurance but what amount of money can take the place of the dog that has been your faithful friend over the years?

The best of all insurance is to give your dog the benefit of an experienced vet's services and if your four-legged partner is getting on in years it's a good idea to subject him to an occasional physical checkup to head off any threatened sickness or to help ease the aches or pains that come with the sunset years.

Now there are a few simple matters of dog health that clearly manifest themselves and that can be diagnosed and treated at home but let me emphasize that these are not really sicknesses. You can use what follows as a check list to keep tabs on Fido and I'll tell you what can be done should you discover anything wrong with your dog under this classification of simple matters of health. First, let's take a look at your dog's ears. Together with his nose these are the most useful and sensitive of his physical assets. The dog's ears can detect sounds so far away and so highly pitched that they are entirely inaudible to you. Sound is literally vibration; the more frequent the vibration, in a manner of speaking, the higher pitched the sound. As I mentioned

(Continued on page 42)

Photo by Ylla



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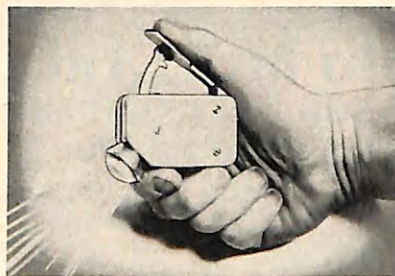
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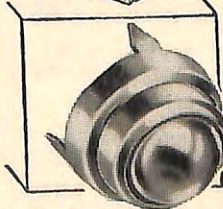
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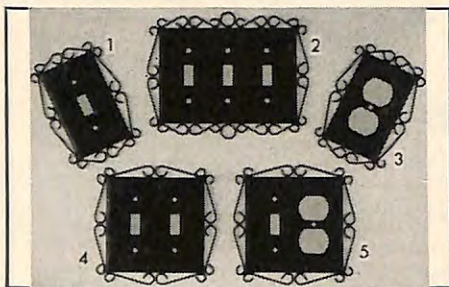
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MAKES DOGS SAFER for Kiddies to Play With
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In coming issues we will show **NEW SPRING ITEMS** for house, garden, sports, hobbies. **GIFTS** for Easter, Birthdays, Weddings, Anniversaries and other merchandise selected to save you shopping time and effort.

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Enjoy the relaxing, stimulating benefits of efficient vibratory massage! Health Builder gives you pleasant, scientific deep-tissue manipulation—at the snap of a switch! Helps weight and figure problems, muscle-toning, blood circulation. Widely used in Health Institutions. Built for years of service—fully guaranteed. WRITE today for literature and new booklet, "BE GOOD TO YOURSELF!"

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7 SAWS IN ONE! does the work of a RIP . . . CROSS CUT . . . COPING JIG . . . SCROLL BAND and KEY-HOLE SAW!
CUTS ANY MATERIAL! SAWS ANY SHAPE!
RIPS and CROSS CUTS 2x4's
Makes fast, smooth cuts . . . no jumping or chattering. Has the capacity to rip and cross cut 2 x 4's. The only other similar type device on the market that can match this amazing performance—costs almost three times as much!

Specially built Dayton motor assures smooth, steady cutting. A built-in compressor blows sawdust away from guide line.
SPECIFICATIONS: 4 to 1 gear reduction. • All gears hardened steel. • Motor exposed for cool running. • Oillite bronze bearings. • Air is pumped from top down through the center section, cooling unit as well as blowing sawdust from line.
IT CUTS wood — plastics — Complete with 5 metals — composition boards different blades — hard rubber and others.
IT SAWS circles — curves — \$48.00 straight lines—intricate designs.
SHIPPED ON APPROVAL NO MONEY WITH ORDER—NO C.O.D.

Try it ten days before you buy. If completely satisfied then send \$15.00 and pay balance at rate of \$1.00 per month for 3 months. No interest or finance charges. Added: If not completely satisfied, return to us, no explanation necessary.

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Please rush one D-500 Jig Saw. I agree to pay \$15.00 within 10 days after receipt and \$11 per month thereafter.
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This does a Paul Bunyan job of quickly removing snow and ice from the windshield! Smooth 24" wooden handle lets you reach every point on the car, has 9" brush with efficient plastic bristles and detachable plastic scraper to cut through ice. **GM-6706, \$1 ppd.**
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. . . even when you breathe on it!
Just One Wipe with Amazing New Miracle Cloth Ends Nuisance And Danger—Only \$1.00 Each!

It's a scientific miracle! Just one wipe of the sensational new GLASSKLEER CLOTH puts an invisible coat on any glass surface that absolutely prevents fog, mist or frost from forming! You can close your car windows, turn on the heater, even breathe on the windshield, yet it remains crystal clear! Bathroom mirrors won't fog when you shower; eyeglasses remain clear when you come out of the cold into a warm room! No more creeping along in your car at 5 miles per hour in nasty weather, rubbing your windshield with your hand, wiping constantly with handkerchief or sleeve.

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VIKING SLOANE CORP. Dept. EM-1, 136 West 52nd St. New York 19, N. Y.



E.R. Kenneth H. Stallings, left, pins a 50-year membership pin to the lapel of 78-year-old William Heines, when Henderson, Ky., Lodge paid tribute to this veteran Elk who has served as its Organist for 48 years.



On behalf of Pampa Lodge, E.R. Quentin Williams, third from left, presented over \$700 to D.D. D. D. Varnell for the Texas Elks Crippled Children's Hospital. At left, Treas. A. B. McAfee; right, Secy. Joe Tooley.



Left: The officers of Urbana, Ill., Lodge with the 24-man class they initiated in the presence of State Vice-Pres.-at-Large Charles Clabaugh, Dist. Vice-Pres. John R. Mitchell and District Deputy Curtis A. Hill.

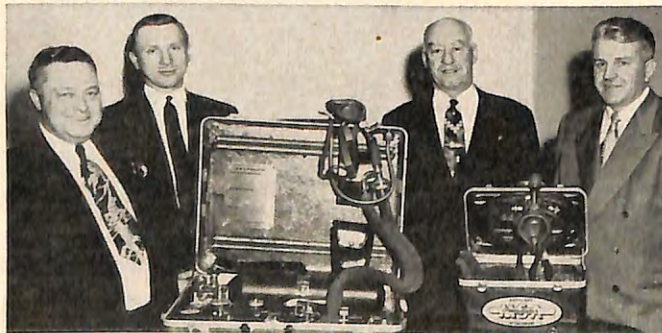


The charitable Hastings, Neb., Elks voluntarily place dollar bills in the slots of the customary dime donation card for the Emergency March of Dimes to give a total of \$100 to the Drive. At left, E.R. J. R. Helmann; right, P.E.R. L. T. Waterman, Campaign Chairman for Hastings.



Pictured here is part of the large crowd on hand for the banquet Jacksonville, Ill., Lodge gave for D.D. H. Foster Sears when delegations from Macomb and Quincy Lodges were in attendance.

Below: Scottsbluff, Neb., Lodge treated 1,500 high school students to topnotch entertainment the Elks imported for three sell-out performances for its Youth Activities Fund. Members of the troupe pictured here with E.R. Bernard Dougherty, right, and M.C. Paul Dana, second from right, include the "Harmonikings", ventriloquist Freddie Lambert and his dummy, and "The Reuters" and their puppets, rear.



At left, with the \$768 respirator purchased by Negaunee, Mich., Lodge for the local Fire and Police Departments are, left to right: Mayor Vance Hiney, City Mgr. George Meholich, E.R. Oral J. LaCombe and P.E.R. W. J. Tamblyn.



Assisting in the success of San Antonio, Tex., Lodge's Annual Charity Carnival and promoting "The Elks March Triumphant" composed by Elk D. M. Edwards and put on the market to aid the Tex. Elks Crippled Children's Hospital are Lew Valentine, the original "Dr. I. Q." and "disc jockeys." Ardyce Kline, Jacqueline Magers, Dee Buckner, Verna Marx.





Bismarck, N. D., Lodge's Trustees Chairman Fred C. Hauser, in the presence of E.R. Glen H. Jahnke, Secy. J. J. Duffy, the Building Committee, other Trustees, the architect and contractor, breaks ground for the three-story office building the lodge is constructing on land it owns in the heart of the city, where a new lodge home will be erected.



El Dorado, Kans., Lodge entertained more than 1,200 youngsters at specially selected free movies on each of ten Wednesdays during the summer of 1954. This is the fourth consecutive year these Elks have played host to the Community's "small fry" at local film houses, as its contribution to the city's steadily expanding Playground Program.



With Coaches Bob Wagner and Bill Cowen is Ashland, Ohio, Lodge's Little League Team which won the city title and a handsome trophy presented by E.R. J. J. Kindle. The boys, their parents, coaches and managers were feted by their sponsors at the season's end.



Decatur, Ill., Lodge's entry in the Rockin' Chair League won its 12th League Championship this year. Benny Taylor, the team's veteran pitcher, standing at left, reports his teammates' combined ages total 350 years. Standing fourth from left is Club Mgr. Noah Garlits.

NEWS of the LODGES

Right: These 51 candidates became Wichita, Kans., Elks in honor of D.D. Howard Parsons.

Below: Battle Creek, Mich., Lodge's two Championship Teen-Age Baseball Teams, a phase of its Youth Activities Program directed by Chairman Thomas H. Gould, posed for separate pictures this year. At left are the Little Horns, who hold the City and State titles; at right are the City Champion Big Horns.



Rod and Gun

(Continued from page 19)

necessary to disjoint them. We split quail down the back, so that they will spread out flat, and cook them in one piece. Ordinarily, with birds the size of Hungarian partridge we split them full length, back and front, and then we may also remove the legs, drumsticks and thighs together, in one piece.

The important thing in this kind of cooking is to let the game simmer slowly for a long time, but not to evaporate the liquid completely. If you do that, it will dry out and be tough.

WHILE WE enjoy upland birds and rabbits cooked in this manner, we like them even better broiled. The broiling process is just the same as broiling chickens. We split pheasants into two equal pieces. Smaller birds should be split down the back and spread out flat. They should be oiled lightly with salad oil or butter before the broiling starts and dusted with salt and pepper.

Since the heat of various broilers varies, it is difficult to give exact times. We like our birds on the rare side, however, just as we prefer rare steak, and the following times under the broiler in our electric oven make them just right: Pheasant, split, 14 minutes. Hungarian partridge or ruffed grouse, split, 11 minutes. Quail, cut down the back and spread out flat, 9 minutes. Rabbits, split down the back 9 minutes.

If you do a lot of broiling, scraping the charred drippings out of the broiler pan becomes a chore. This can be eliminated by covering the pan with aluminum foil before putting the birds on the rack above it. You will discover if you try it, however, that the game doesn't brown so beautifully as it does without the foil. Correct this by coating the pieces with Kitchen Bouquet, according to the directions on the bottle.

There are nearly as many ways to cook duck as there are ducks. We have tried many of them, and the one that we prefer is this:

My wife makes a stuffing of equal parts of green peppers, onion and celery. They should be chopped, not ground. She seasons it with salt and sage. Then she fills the ducks with it and puts them on the broiler after rubbing them lightly with oil and dusting them with salt and pepper.

Meanwhile, the oven has been heating. We use an electric stove and our oven has a top temperature of about 550 degrees. She turns it as hot as it will go and when it is there, she puts the ducks in. Mallards or other big ducks will be done in 20 minutes. Smaller ducks, of course, take proportionately less time and she gives a greenwing teal only about 12 minutes.

When she takes them out of the oven, I shake the stuffing into a wooden salad bowl—it will still be fresh and crisp

after this short time in the oven—and split each duck. This can be done either by cutting along each side of the breast-bone with a knife and then trimming the flesh, including the wing and leg, from each side of the skeleton. An easier way is to split them lengthwise right through the bones using a pair of poultry shears.

We serve half a duck to a person. The outside is a crisp, delicious brown and the flesh still is red toward the inside. Red juice will drip from it.

If you like your meat well done, you'll want to give ducks more time in the oven. The benefit of cooking them this way is lost, however, if you overdo it. Properly cooked, they don't have the flavor customarily associated with duck, and we like them better than any other food, even steak.

Speaking of steak, I believe that more big-game steaks are spoiled by elaborate preparation than by any other single thing. I know folks who soak venison all night in vinegar and salt water before cooking it. That would ruin the finest piece of beef.

WE HAVE our butcher cut the steaks from our game an inch thick. Then we cook them just like beef. Of course, no other steak is so good as one broiled over charcoal. This is too much bother for every day use, however, and ordinarily is reserved for special occasions. In its absence, always have your skillet smoking hot before putting in the steak. This is the most important thing. Meat that is put into a warm skillet loses its juice and flavor before it starts to cook. The skillet always should be hot enough to sear the outside almost as soon as the steak touches it.

If your game meat is lean, it can be improved somewhat by cooking it with beef suet. Otherwise, the suet is not necessary. Many cooks prefer not to salt their steaks before cooking them since the salt has a tendency to make the juices run. I don't think this will happen if the skillet or grill is hot enough, and like to salt my steaks liberally before I put them on.

The roasts, again, should receive the same treatment as beef. We prefer our roasts rare and my wife gives a four pound venison roast 20 minutes at 300 degrees, or until her meat thermometer reaches 140 degrees.

Sometimes she rubs roasts lightly with garlic or touches them here and there with garlic butter before she salts them. We don't care for high seasoning, however, since we feel that this robs the meat of its natural flavor.

The dishes that are served with game, of course, contribute to the enjoyment of the meal. Here, again, we feel that elaborate foods are out of place. We like mashed potatoes with our southern-fried

GRAND SECRETARY DONALDSON

On page 49 of the December issue Brother Lee A. Donaldson was inadvertently referred to as temporary Grand Secretary. Of course, his correct title is Grand Secretary, as he was appointed to fill the unexpired term of J. Edgar Masters. We sincerely hope that there is no misunderstanding about Brother Donaldson's proper title as a Grand Lodge Officer.

upland birds because they are such a perfect vehicle for the delicious gravy. In the case of ducks, broiled upland birds, or steak from big game, however, we prefer baked potatoes.

No other salad is needed with the ducks because the stuffing takes its place. We prefer a tossed salad with a simple oil and vinegar dressing with all our other game dinners.

Additional vegetables, of course, depend largely upon one's preferences. We have found, however, that we enjoy frozen peas, which have been lightly buttered in preparation, and baked squash with game. Broccoli with cheese sauce is another of our favorites.

Always, the game is the main thing and the remainder of the meal should be planned around it. If it is good—as it will be if properly cared for in the field, thoroughly cleaned and carefully wrapped before freezing, and then cooked simply—the other dishes really don't matter so much. As a matter of fact, some of my memorable meals consisted of nothing but game.

I'll never forget one that my brother Burt and I once ate. We had venison, but not much else, in camp when we came in cold, tired and hungry. We built a big fire and propped one of the hind legs of the deer up beside it. Occasionally we sprinkled on a little salt and rotated it a quarter turn.

WE HAD intended to cook something else, but by the time we had finished our chores the venison was beginning to look and smell so delicious that we forgot about it. Of course, it would have taken several hours for a roast this size to cook through. We didn't wait for that. We began trimming off slices with our knives as soon as it was brown.

While we were eating each slice, the next one cooked. Each of them had a beautiful crust on the outside but was red and juicy in the inside. With the addition of a little salt, they became ambrosia.

It was nice work, and we stayed with it until there was little left but the bone. That meal may not have been well balanced, but it certainly was good. I've never since heard anybody say he does not like venison but what I think of it and have to smile. He'd have had slim pickings in our camp that night.

The Christmas gift that became

A NEW YEAR'S RESOLUTION

Christmas day millions received a beautiful package of Seagram's 7 Crown. One look and they knew this was the whiskey they had heard praised for years. One taste and they knew they'd never drink another brand, for *no finer taste is possible*. That's how their favorite Christmas gift became their favored whiskey... and their New Year's resolution.



Say Seagram's and be Sure

SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS.

CONVENTION PLANS

RETURNING after an absence of seven years to the Birthplace of the United States as a Nation, the Grand Lodge will hold its 91st session in Philadelphia, Pa., from July 10 to 14, 1955. The selection of the "City of Brotherly Love" for 1955 was made after careful consideration of available facilities for the comfort and entertainment of all who are expected to attend by the Elks National Convention Committee of which the following Past Grand Exalted Rulers are members: George I. Hall, Chairman, Charles H. Grakelow, John S. McClelland, L. A. Lewis and James T. Hallinan.

Chairman Hall has announced that, following the successful practice of previous years, each State Association President will be requested to appoint a Housing Chairman for his state. He in turn should address all room requests to Franklin J. Fitzpatrick, Convention Director, 161 East 42nd Street, New York 17, N. Y. Necessary housing information and forms will be furnished to State Chairmen shortly upon completion of room contract negotiations between the National Convention Committee and the various Philadelphia hotels. Indications are for an exceptionally well attended

move forward

Convention and all who wish accommodations are asked to make request early and are reminded to channel all requests through the State Association. No direct reservations will be made by the Philadelphia Hotels or the National Convention Committee.

Past Grand Exalted Ruler Charles H. Grakelow of Philadelphia is General Chairman of the Philadelphia Convention Committee, which has been formed to cooperate with the National Committee to the end that the 1955 Convention may be one of our most successful reunions. Philadelphia, with its many points of historic interest, lends itself particularly to the patriotic theme for the Convention which will be developed by Brother Grakelow and his Committee. As our Order renews its acquaintance with the City of Philadelphia, affectionately and reverently referred to as the Cradle of Liberty, the great heart of Elksdom will indeed swell and throb in rededication to the principles of liberty and democracy set forth by our Founding Fathers at the inception of our Nation.

The Grand Exalted Ruler's Visits

(Continued from page 18)

Jernick and his party visited the site of the discovery of the Kensington Rune Stone, a large stone inscribed with Nordic Runes by Vikings who visited this continent in the year 1362—130 years prior to the Columbus Expedition.

District Deputy Russell W. Washburn accompanied the party to Fergus Falls where a short parade led the group around town. An overflow crowd attended the banquet given in the Grand Exalted Ruler's honor by FERGUS FALLS LODGE NO. 1093. Mr. Jernick was introduced by

Mr. Stern and gave one of his most inspiring addresses of the Minnesota tour. Members from Fargo, Brainerd, Minneapolis, Alexandria and Fergus Falls lodges were present.

From Fergus Falls Mr. Jernick was accompanied by Past Grand Exalted Ruler Stern to Fargo, North Dakota, to begin a tour of North Dakota Lodges.

On Thursday morning, October 28th, he was entertained at breakfast at FARGO LODGE NO. 260, the home lodge of Past Grand Exalted Ruler Sam Stern.

Grand Exalted Ruler's Itinerary*

- | | |
|---------|---|
| JAN. 2 | Flagstaff, Ariz., Evening |
| 3 | Phoenix, Ariz., Evening |
| 4 | Globe, Ariz., Luncheon; Safford, Ariz., Evening |
| 5 | El Paso, Texas |
| 15 | Bradford, Penna., Evening |
| 21 | Moscow, Ida., Evening |
| 22 | Pasco, Wash., State Assoc. Meeting |
| 24 | Ballard (Seattle) Lodge, Evening |
| 25 | Tacoma, Wash., Breakfast; Olympia, Wash., Luncheon; Stops at Centralia, Chehalis and Kelso; Evening meeting at Longview |
| 26 | Vancouver, Wash., Luncheon |
| FEB. 11 | Wilmington, Del. |
| 12 | Salisbury, Md. |
| 14 | Easton, Md. |
| 15 | Alexandria, Va., Luncheon and visit to Mt. Vernon; Evening meeting at Washington, D.C. Lodge. |

*Subject to change

He then left for VALLEY CITY LODGE NO. 1110 accompanied by Brother Stern, Robert L. Peterson, a member of the Grand Lodge Auditing Committee, and Secretary Frank V. Archibald. A luncheon was served in his honor by the Valley City lodge with Exalted Ruler Richard J. Layton presiding. At local radio station KOVC, Mr. Jernick made an address of which a tape recording was made to be replayed at the initiation, on November 22nd, of the William J. Jernick class. Past District Deputy Ben L. Miller, Exalted Ruler George A. Mason, Secretary Earl A. Reed and other Jamestown Elks met the Grand Exalted Ruler's party at Valley City and accompanied them to JAMESTOWN LODGE NO. 995, where the evening was spent. After a delicious dinner served by the ladies of Jamestown Lodge, the Grand Exalted Ruler addressed a large group of the Brothers of that lodge.

The next morning, October 29th, on the way to Bismarck, the Grand Exalted Ruler visited Camp Grassick, the North Dakota Elks Association summer camp for handicapped children. On the outskirts of Bismarck the party was met by Past District Deputy James S. Fevold, Exalted Ruler Glen H. Jahnke and many other prominent members of BISMARCK LODGE NO. 1199, and was accompanied into the capital city of North Dakota by

(Continued on page 38)

TRAVEL GUIDE

If you plan a winter vacation in sunny southern climes you should secure a copy of Quality Courts United's attractive guide book listing 400 member courts. These are select motels from Canada to Key West east of the Mississippi and offer the utmost in cleanliness and modern comfort. A guide book may be secured, free of charge, from Elks Magazine or by writing direct to Quality Courts, Inc., P.O. Box 597, Fredericksburg, Va.

★ ★ ★

Because the 1954 Elks Post Convention tour of the Hawaiian Islands sponsored by the Lodges of Hawaii was such an outstanding success, another tour is planned for 1955. This tour is scheduled to leave Philadelphia at 1 p. m. Friday, July 15, and end at the West Coast via a United

Airline flight from Honolulu on July 28. A program with all the fabulous Hawaiian trimmings of sun, sand, surf, music and flowers while visiting Waikiki Beach, Pearl Harbor and the Outer-Islands makes a full and exciting schedule.

Space is limited. Those interested should immediately get in touch with Brother Clarence E. Baker, 1955 Chairman Hawaiian Elks Tour, Hilo Lodge No. 759, Hilo, Hawaii.

★ ★ ★

Mrs. Lillian Benak of Omaha, Nebr., writes, "The sad note of our trip was the terrible slaughter of wildlife on the highways. We saw hundreds of mangled rabbits, skunks, birds, snakes, fowls, dogs and a calf. We pulled up for a pheasant hen crossing in front of our car but speeding from the opposite direction a car neither slowed down nor sounded the horn and all we saw was feathers flying.

Can't something be done about all this needless killing?"

★ ★ ★

The growth of Master Host Motor Hotels, which in just a bit over a year has increased membership to 44. These establishments are described as offering the services of a fine hotel, the conveniences of a motel and the appeal of a resort. They feature room service for food and beverages, telephone in every room, laundry and cleaning pick-up and delivery service, free parking, dining facilities and a private bath with every room. A teletype network among members for inter-member reservations is being installed. Early in the year 27 of the Master Hosts were operating their teletypes, others were awaiting installation. Write for their booklet, "Our Own Who's Who for Travelers", which will be sent free of charge. Address, Master Host Motor Hotels, 301 East 5th Street, Fort Worth, Texas.

Elk Press Nights Make News

(Continued from page 11)

Three-Point Program Wins Third Prize for 1,649 Holyoke, Mass., Elks

HOLYOKE, MASS., Oct. 6—The best observance in this lodge's history was dominated by a special panel program on which Freedom of the Press was discussed intelligently by members of the Elk and newspaper fraternities in a 15-minute session televised on WHY-NTV. This year's event included an essay contest for high school seniors

competing for cash awards, with her first-prize effort read on the TV program by Louise Lissandri. That evening's open house and dinner for 50 representatives of radio, television and local and Springfield papers, had City Hall reporter Charles Goddu as General Chairman and preceded the Elks' banquet for the ladies of the press by two days.

Radio Utilized Extensively in No. 3 Event in 500-1000-Member Category

NEWPORT NEWS, VA., Oct. 8—E.R. R. A. Collins opened Newspaper Week with a talk on the "City Desk" program of radio station WGH whose facilities were used later in the week by P.E.R. Russell M. Wood, a P.D.D. and Past State Pres., speaking on "Your Newspaper". An essay contest open to journalism students at two high schools writing on Community Contributions of the *Times-Herald* and *Daily Press*, saw a top entrant from each class touring the papers'

plant and observing operations at the Southern Colorprint Corp. in the company of members of the lodge. Sixteen-year-old Gloria Wood topped eight other finalists to capture the handsome silver cup presented to her by E.R. Collins at ceremonies in the *Daily Press* offices. With other awards made to the local papers, the trophy was displayed in a department store window where the Elks' well-set-up newspaper exhibit was on view from Oct. 1st to the 8th.

Entire Lodge Joins in Group III Third-Place Press Tribute

LITTLE FALLS, N. Y., Oct. 5—These Elks showed their regard for the members of the Fourth Estate by turning out in large numbers for the dinner honoring the *Little Falls Evening Times*, the *St. Johnsville Enterprise-News*, the *Fort Plain Standard* and *Dolgeville Republican News*, with representatives of the newspapers' staffs as guests of honor. Introduced by P.E.R. Leo Mahoney as M.C., H.

Paul Draheim, feature writer for the *Utica Daily Press* and *Observer-Dispatch*, was an informed speaker on the history of a free press and the development of newspapers in Herkimer County.

E.R. Jacob Muhl, Jr., presented citations to each publication, with *Times* General Manager Sam Goodwin, and Roger Scofield, editor-publisher of the *St. Johnsville* weekly, accepting the tribute.

IT IS interesting to note how much effort the lodges are putting into the securing of a Gold Star Certificate. Dodge City, Kans., Lodge, for instance, was faced with an almost insurmountable obstacle in achieving its goal since the editor and owner of the city's only newspaper is determinedly opposed to the observance of any "special" week, including October's press tribute. The Elks' refusal to let this handicap them resulted in a Newspaper Week observance that was quite unique.

It seems that the current editor had gained the paper's ownership and editor-

ship from his late father, "a devoted Elk who through the columns of the *Dodge City Daily Globe* had faithfully supported the Community Chest. For this, the press has earned the gratitude and appreciation of the Benevolent and Protective Order of Elks whose first concern is helping the needy and the preservation of our democratic institutions".

With these words did E.R. Harry A. Hart present to the local Community Chest, a \$325 contribution his lodge made in the name of the late Jess Denious, Sr., a conscientious member of the Fourth Estate and of Elkdom.

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a police escort. The Grand Exalted Ruler spoke at a luncheon attended by the officers, Past Exalted Rulers and committee chairmen of that lodge. In the afternoon, accompanied by Lt. Governor C. P. Dahl, the party toured the capital building. Mr. Jernick also recorded a 15-minute address for later broadcast over station KFYZ.

The evening of October 29th, the Grand Exalted Ruler, addressed the Brothers and ladies of **MANDAN LODGE**

NO. 1256 in their recently completed lodge home. Included among those present at the banquet were Past District Deputies John K. Kennelly and Al R. Weinhandl and Past State President Martin N. Gronvold.

Saturday, October 30th, the Grand Exalted Ruler and party left for **MINOT LODGE NO. 1089**. A visit was made at Garrison Dam on the Missouri River, one of the largest of its kind in the world. The army engineer in charge of the

project, Cal Hellie, conducted the party throughout the dam area. The party was met at the city limits of Minot by State Assn. President and Past District Deputy Raymond C. Dobson, State Chaplain Rev. Anderas and led into the city by a police escort. In the evening Brother Jernick addressed a gathering of 700 Elks and their ladies and dedicated the beautiful new home of Minot lodge. State Assoc. President Ray Dobson served as toastmaster.

Business Outlook for 1955

(Continued from page 9)

and the debt management program of the Treasury in all likelihood will be about the same as it was throughout 1954. This will stimulate the construction of public works.

The durable consumers goods industries which were somewhat depressed

during 1954 ought to do better in 1955. The new automobile models show drastic changes and great efforts will be made by the various companies to push sales. Since the liquid savings of the people are high and the disposable income of the people is steadily rising, one may ex-

pect that the volume of durable consumers goods sold during 1955 will be somewhat larger than during the past year. This in turn will not only create employment in the automobile industry but also in related industries such as steel, glass, textiles and others.

The growth in population will continue to play an important part in the economy of the country. In 1954 over 4,000,000 babies were born and the outlook is for a further increase in the future. It has been estimated that in 1960 the population of the United States may be about 175,000,000, or an increase of about 12,000,000 from the current level. The increase in population accompanied by a steady rise in the standard of living will create new demands for all kinds of goods and services and will continue to stimulate business activity.

The attitude of the government will continue to favor free enterprise and will be directed to stimulate business activity. Although the recent election shifted the control of the House and the Senate from the Republican to the Democratic Party, no material changes in the economic policies of the government can be expected. Both political parties are ardent believers in the system of private enterprise. Both are committed under the Employment Act of 1946 to maintain business activity at a high level and to prevent large-scale unemployment. If business activity should show signs of faltering one may expect that the Administration will adopt not only indirect recovery measures such as credit control and fiscal changes, but also direct measures to stimulate business activity.

THE BUSINESS PATTERN

In considering the pattern of business one must take into account the following factors:

The forces of inflation created by World War II and its aftermath as well as by the hostilities in Korea and the necessity to increase our national defense have run their course. The pent-up demand for practically all commodities has been met while the productive capacity of the country is large and still increasing. Efficiency and productivity have increased considerably. At the end of 1954 the system of free enterprise in

GRAND LODGE COMMITTEES SHOOTING TOWARD GOLD STARS

The various Grand Lodge Committees are taking every opportunity to achieve the goals set by Grand Exalted Ruler William J. Jernick in his Gold Star Certificate Program. Chairmen Vincent H. Grocott of the State Associations Committee and Edwin J. Alexander of the Lodge Activities Committee, for instance, are exerting every effort toward assuring the success of this month's nationwide activity—Objective 8 on the Gold Star set-up: The Initiation of State President Classes in every lodge.

CLASS QUOTA DOUBLED

Although the Grand Exalted Ruler calls upon the Associations to record the initiation of the equivalent of five candidates for each lodge in the State, Chairman Grocott, in a well-phrased letter to all Association Presidents, suggested that this quota be doubled, proving the challenge in Mr. Jernick's motto: "As Elkdom Sows—America Reaps".

OTHER IRONS IN JANUARY'S FIRE

While Objective 8 is of prime interest to the Lodge Activities Committee, too, its Chairman is also enlisting lodge sponsorship of Old Timers Night Programs this month, and their participation in the Lodge Bulletin Contest which will be a matter for Grand Lodge Award, and will be under the consideration of Committeeman James A. Gunn during the next few weeks.

ANTICIPATE MANY NEW LODGES

State Associations Committee Chairman Grocott gave early promotion to Objective 2 of the program, calling for "the institution of New Lodges equivalent to one for each District in the State by March 31, 1955, or exhaust the possibilities thereof."

That Mr. Grocott has done his part to exhaust the possibilities thereof was evidenced in an October mailing to all State Presidents. With a reminder to assign "New Lodge Committees" to survey areas offering the requisites for a successful Elks lodge, of which there are about 1,750, he provided each President with a list of those communities in his own particular State, and asked for a full and early report based on three fundamental points covering the potentialities of each community, with the accent on the character and calibre of its residents.

"When we consider that there may be many justifiable reasons why lodges have not been established in three out of four instances," Mr. Grocott remarked, "there still remains a potential of 400 to 500 communities."

VALUABLE DATA COMPILED

As one of this Committee's personal objectives, plans were announced early in the term to collect from each Association salient information concerning its officers, size, special activities and the like, for incorporation in a State Associations Directory. That project was completed in October, with the data for each Association listed neatly and succinctly in a paper-bound volume which should prove of immeasurable value.

the United States had reached a point where it could meet all the requirements of the civilian sector of the economy as well as all the needs for national defense.

By the same token no forces of deflation are in the making. The disposable income and the liquid assets of the people are rising. In spite of the fact that business activity during 1954 was about 9 per cent lower than the peak level of 1953, wages have continued to rise and this tendency will continue. Because of the material increase in the economic security of the people, more and more families are willing to mortgage future income in order to meet their present requirements. This applies to the purchase of homes as well as to the acquisition of durable consumers goods. The liquid savings in the hands of the people are very large and are still increasing. According to the estimates of the Department of Commerce, the people saved during the first six months of 1954 at an annual rate of \$20.8 billion. New models and better-quality goods undoubtedly will induce many to save less and to spend more. It is quite possible that over the long run commodity prices both on the wholesale and retail level will inch upward. However, any increase is bound to be small.

COMPETITION KEEN

Competition will continue to be keen. In spite of the fact that business activity is increasing and that this improvement will continue, the number of failures is large. In the first 9 months of 1954 the number of business failures was 30 per cent higher than for the comparable period in 1953. The weak and inefficiently-managed businesses cannot compete with those whose productivity and efficiency have increased materially.

The merger movement, unless stopped by new laws or by new interpretation of the anti-trust laws, will in all likelihood continue unabated. The merger movement is the result of a variety of factors. In order to maintain or improve its competitive position the individual business firm must spend large sums on new machinery and equipment and the acquisition of labor-saving devices. A large company finds it both easier and cheaper to borrow than does a small company. Moreover, management is at a premium in many lines of economic activity. Research today plays a very important role in the economy of the country and is to some degree a contributing factor to the merger trend. A larger company with greater resources is in a much better position to spend on research. In many instances mergers are motivated by the desire to increase the efficiency of production as well as distribution.

International competition, which increased considerably during 1954, will in all probability be keener in 1955. The productive capacity of the free world has risen considerably and this has been ac-

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PROCLAMATION

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

GREETINGS:

The Grand Exalted Ruler, by and with the approval of the Board of Grand Trustees of the Benevolent and Protective Order of Elks of the United States of America, acting on authority given him under Section 6, Article 3, Grand Lodge Constitution, does hereby proclaim that the next session of the membership and representatives of the Grand Lodge of the Benevolent and Protective Order of Elks will convene in Philadelphia, Pennsylvania, July 10th, 1955, with Public Opening Ceremonies to be held in the evening thereof, at a place and hour to be announced.

The opening business session will convene in Convention Hall at 9 a.m., Monday, July 11, 1955, at which time the election of officers for the ensuing year will be held. Business sessions will continue thereafter in Convention Hall at 9 a.m. on July 12, 13, and 14 until the business to come before the Grand Lodge is finished.

Dated: Nov. 15, 1954

Attest:

Grand Secretary
Lee A. Donaldson



WILLIAM J. JERNICK
GRAND EXALTED RULER

complicated in many countries by a considerable rise in efficiency and productivity. Since wages throughout the world are substantially lower than in the United States, many European manufacturers are able to underbid American manufacturers not only in foreign countries but also in the domestic market. A general rise in tariffs on commodities imported into the United States is not only unlikely but seems almost impossible. The United States has assumed the leadership of the free world and if it is to prevent the shipment of large quantities of commodities to the countries behind the Iron Curtain, which would increase the military potential of the Soviet Union, it must stand ready to accept commodities from abroad. Whether or not tariffs will be lowered in accordance with the recommendations of the Randall Committee is as yet unknown. The increased competition from abroad will further accentuate the competitiveness of American business during the coming year.

The economic policies of the Government will be guided primarily by the trend of business. If business activity should decline, accompanied by an increase in unemployment, one may take it for granted that the Government will intervene and through increased spending on public works or lowering of taxes, or other measures, endeavor to reverse the business downtrend. The attitude of

the Government was clearly stated by Dr. Arthur F. Burns, Chairman of the President's Council of Economic Advisers, in a recent address: "Today it is no longer a matter of serious controversy whether the Government should play a positive role in helping to maintain a high level of economic activity. . . . What we debate nowadays is not the need for controlling business cycles, but rather the nature of governmental action, its timing, and its extent. Even on these matters we have won greater agreement than seemed likely only a short time ago." As in the past, the Government will continue to support farm prices. While farm income in 1955 may be somewhat lower than in 1954, a major decline in farm income is not to be expected. It is estimated that farm cash receipts in 1954 were four per cent below 1953 and the decline in 1955 will be at about the same rate.

The cost of money during 1955 should be about the same as in 1954, which means that the policy of low money rates of the monetary authorities will continue. One may anticipate with a fair degree of accuracy that the Reserve authorities will continue to provide the member banks with the necessary reserves to meet the requirements of industry and trade as well as of the Government. Similarly, debt management by the Treasury will be handled with a view of not interfering with the flow of capital into mortgages and corporate securities. Whether the

huge roadwork program under Federal auspices at present under discussion will play any role in 1955 is doubtful. However, the mere fact that the Government is contemplating the establishment of an agency which in the period of a few years will spend nearly \$30 billion on road construction gives assurance that plans are being made by the Federal Government to intervene whenever business conditions make it necessary.

The year 1954 was marked by considerable labor tranquility. Strikes naturally have occurred and some industries have been adversely affected. Although it is impossible to state what the attitude of the labor unions will be in 1955, one is warranted in assuming on the basis of the experience of the immediate past, that both labor leaders and management will adopt more conciliatory policies to avoid a walkout in major industries. Past experience has clearly proven that everybody—labor, management, and the public at large—suffers from prolonged strikes in major industries. Wages, however, will continue to rise, thereby increasing the cost of production. In part, the increase in wage costs will be counteracted by the rise in productivity but in some cases such increases will be at the expense of corporate profits.

LONG RANGE OUTLOOK

While business men are primarily concerned with the immediate outlook, a glance at the longer-range economic outlook is desirable, particularly in view of the fact that many a concern is confronted with the problems of spending large sums of money on new plant and equipment which will not begin to bring returns until some time in the future. The long-range outlook for business is favorable indeed. In the first place, the economy of the country is dynamic, which means in many instances the destruction of old values and the creation of new values. It means continually expanding expenditures on research which is playing an increasingly important role in the economic life of the country and creates not only new products but also new methods of production. It results in the better utilization of existing raw materials as well as the development of new ones. It creates new employment opportunities and the need to develop new skills and trades. Based on the amount of money spent on research by the United States during the last few years, one may indeed expect important new developments in the future.

The population growth, as previously mentioned, will play an even more important role in the next decade than during the past two or three decades. Not only is the population increasing but the standard of living has also risen considerably. The proportion of our population in the lower income groups is rapidly being reduced and in the medium-income

group it is increasing at a rapid rate. The size of the average family is rising and within a few years the children born since 1940 will come of marriageable age and family formation will increase considerably. In addition to the decentralization movement there is also taking place a great geographical shift from the East to the West and the Southwest. This in turn not only creates a need for new homes, schools and public works, but sooner or later will make it necessary to spend more money on land development in order to feed the growing population.

There are certain tendencies which lead to the belief that the world at large may in the not too distant future enter a period of prolonged peace. The new weapons have become so terrifying that it is now universally realized that another world war could very well lead to the destruction of civilization as we know it. The belief that the dangers of war are receding has already had a stimulating effect on the economies of the countries of Western Europe. They are spending a great deal on new plant and equipment to manufacture not only producers but also durable consumer goods. The number of automobiles in Western Europe is increasing at a rapid rate, reflecting not only the steady increase in the standard of living of the people but also greater confidence in the future.

Continued easing of the international tensions is bound to lead to an acceleration of the export of capital to economically-underdeveloped areas. This in turn will not only stimulate the economies of the capital-importing countries but also of the capital-exporting nations because it will lead to an all-around general increase in the standard of living of the people, hence to a greater international interchange of goods and services. If one looks at the period beyond the immediate few years one can visualize an economic expansion in the United States, as well as in the entire free world, of a magnitude which a few years ago seemed impossible.

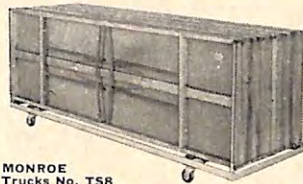
SUMMING IT UP

The inventory readjustment, which set in during the middle of 1953 and was aggravated by the material decline in defense expenditures, is largely over. During the last quarter of 1954 business activity was slowly improving. However, the transition from an economy of shortages to one of surpluses will continue.

The improvement which set in in the last quarter of the year should continue through 1955 but a return to boom conditions as they existed prior to the middle of 1953 is not to be expected. The principal props of the economy will be the high level of home construction and public works, based on the abundance of mortgage credit and the change in the Housing Act. Durable consumers goods industries in general will be more active



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in 1955 than in 1954. The demand for soft goods as well as for food and services will continue strong. Money rates will remain low and the debt management policy of the Treasury will be tailored to meet the requirements of industry and trade.

The unknown factor in gauging the economy of the coming year is the magnitude of new capital investment by corporations, which is estimated to be moderately lower in 1955 than in 1954. If these estimates prove to be true, business activity in 1955, while higher than during 1954, may not reach the level which prevailed during 1953. If, on the other hand, total investment by corporations exceeds present estimates, business activity in 1955 is likely not only to reach but actually exceed the level which prevailed during 1953.

While Federal expenditures, particularly for national defense, may witness a further decline, expenditures by political subdivisions are likely to continue at a very high level. The need for public works, notably roads, parking facilities, schools, hospitals, etc., is still very great and billions of dollars will have to be spent to meet the pent-up demand for such facilities. A large portion of the funds needed for these purposes will be raised through the sale of revenue bonds which do not constitute a burden on the general taxpayer.

Disposable income, i.e., income of individuals after taxes, in all likelihood will be higher in 1955 than in 1954. This in turn forecasts a continued large volume of consumption expenditures. Because the economic security of the people has increased considerably and because the liquid savings of the people are very large, many individuals and families are willing to mortgage future income to meet their present needs. This forecasts

a strong demand for durable consumers goods as well as homes.

In spite of the uncertainties which still prevail, the danger of war seems to be receding. This has stimulated capital expenditures in Western Europe and if the international tensions should definitely ease one can expect an increase in the international flow of capital goods and services from which the entire free world is bound to benefit. The increased productive capacity of the free world forecasts increased competition not only in the world's markets but also in the domestic American market. Material changes in our tariff structure are, however, not likely to take place in the next year.

Competition will be keen. The number of failures will remain large since business concerns which cannot adapt their activities to a highly competitive market are bound to fall by the wayside. The merger movement will continue and the trend toward bigness in business in all likelihood will be accelerated. What the long-range effects of this development will be is as yet impossible to state.

Finally, the fact that the greatest of all wars and the longest of all booms was not followed by a serious depression accompanied by a break in commodity prices and in employment is evidence of the strength and soundness of the American economy. It constitutes probably the greatest victory in the cold war, because it disproves the propaganda emanating from behind the Iron Curtain countries that the capitalistic system is weak and suffering from contradictions which are bound to lead to its downfall. Based on the experience of the post-war period, the soundness of the American economy and the dynamic forces operating within, one can look forward with great confidence toward the future.

In the Doghouse

(Continued from page 27)

some time ago, there is a dog whistle that is so highly pitched that the human ear detects no sound but the whistle is clearly heard by a dog with normal hearing. If you've ever closely observed your dog during a quiet moment when he seems to be completely relaxed and resting you may note his ears occasionally twitching or rising and falling. He is hearing noises that are far beyond your range of hearing.

Examine your pup's ears to detect the presence of wax and if you have reason to believe there is wax in the ear this should be cleaned out. Use a small, slender stick—a fingernail orange stick is excellent—around which you have wrapped a bit of soft cloth that you have previously dipped into warm water and thoroughly wrung out to remove excess water. See that the end of the stick is blunted and be gentle when you probe the ears as they are easily injured. Canker in the ear is a common affliction

which in time can completely alter the disposition of your dog, turning it from a gentle pet into an animal with a hair-trigger temper that may even be dangerous to the owner. But this is a serious sickness that calls for a vet's services. Symptoms are a persistent shaking of Fido's head and pawing of the infected ear. However, there's a small parasite that sometimes lodges in the ear which can result in the same symptoms. If you get a rubber-nosed ear syringe such as you'd use for yourself, fill it with warm, not hot olive or mineral oil, you can give those insects fits. On the other hand, the head shaking may be due to a small foreign body that has found its way into your friend's ear. If the latter is the case, use small tweezers, wrapping each prong with a layer of adhesive tape and try to remove the object. If you're not successful, take the dog to your vet as he will have instruments to do the job.

Another affliction which is easy to

diagnose and correct is internal parasites—worms. There are four varieties—tape, whip, hook and round worms. For these you can buy preparations at most drug stores but be sure to follow directions closely. You'll have to be sure also as to the variety of these parasites. Frankly, worming is an unpleasant job to do at home unless your dog is kept outdoors the year round and it's been found by most dog owners that it's better to wish this job on the vet. In addition to the visible evidence of internal parasites previously mentioned, other external evidence may be seen in a dull coat, perhaps excessive shedding, swollen stomach, watery eyes and noticeable increase or decrease of appetite. All dogs at some time or other are afflicted with such unwanted boarders and this is particularly true of puppies. Such a matter as a sudden skin eruption may indicate worms but you can't be sure about this or any of the symptoms I've mentioned. All other symptoms mentioned can also be forerunners of entirely different and sometimes serious disturbances.

GIVE YOUR dog's teeth a look-see once in a while. Increase the frequency of these inspections if the dog is growing old. Tartar can cause tooth decay and a dog is just about as old as his teeth. This, of course, is for the vet to handle. True, Fido isn't a chewing animal when it comes to food but unless you feed him nothing but soft foods he needs his teeth to tear such hard foods as you may give him in large pieces. Particularly is this so if you feed chunks of meat. While he doesn't chew he bolts his eatments and his digestive machinery functions to break down foods.

Earlier I wrote about internal parasites but now let's examine the external kind. These are fleas and lice. Fleas are dark brown and wingless but they are amazing jumpers which enables them to move from dog to dog before you could say scat. The other nuisance is also wingless and is either yellow with dark markings or all yellow. Someone once said that these pests were invented to give a dog something to think about. Well, that's one of the joker's standbys. Actually these two parasites can make yours a sick dog if they aren't eradicated. Nearly all drug stores sell powders that will do the job but it's no use powdering your pooch if you fail to de-flea or de-louse his bedding or favorite sleeping place. The warfare must be constant because your dog can pick up fleas and such-like outdoors from grass, shrubs or even bare ground. There's another pesky critter that attacks all animals and human beings too, and that's the tick. As you perhaps know these attach themselves to Fido's pelt. At first they are small and may not be noticed but they soon become swollen with the dog's blood and if neglected will weaken the dog and may make it vulnerable to almost any sickness. Chief varieties are the

brown dog tick and the wood tick. The first is a dark chestnut or reddish brown, the second has a bluish color. They are the dickens to get rid of and to do the job thoroughly calls for a patient hand operation. A sharp tug will remove Mr. Tick but when doing this it is all-important to see that his head does not remain in the dog's skin; otherwise an ugly sore will eventually develop. If you don't like to use your bare hands for this job then employ a small tweezer. A drop of turpentine or chloroform will make the removal easier. Ticks are more prevalent in sandy soil and in the south but your dog may acquire them almost any other place.

The purp's eyes call for attention too. In a healthy dog they should be bright and clear with the whites a true white and not mottled or yellowed. If the eyes run, and they will do that if Fido has a cold, you can bathe them with this solution, which incidentally is excellent for human use: to one pint of boiling water add two teaspoonfuls of boric acid and four drops of spirits of camphor. Of course, this is only to be used after it thoroughly cools. Use a fine fibered sponge or a soft cloth. If the running is pronounced and persistent bring your dog to his doctor since this may indicate the beginning of something far more serious.

Sometimes the dog will indulge in a prolonged session of nose scratching. For this you can inject warm oil into the nostrils but you'd better call in the vet.

There's a tiny red mite that finds its way into the purp's beak and he's mighty hard to dislodge; hence the better part of wisdom is to see the vet. Occasionally, Mr. Dog will have a dry and sometimes warm nose but don't let that worry you unless this persists for a week or more; if it does last that long it's an indication that something is going wrong with the dog and he'd better see his doctor.

Now we come to a matter that's really serious and that's mange. There are two forms of mange—one which is curable and called sarcoptic and the other, for which there is no sure cure, is the follicular variety. The sarcoptic is most likely to appear on shoulders, arm pits, head, legs and abdomen and if allowed to progress unchecked will eventually cover the entire body. The dog becomes weak, scratches incessantly and acquires at times an unpleasant odor. There are preparations sold by your druggist that you can use to doctor your dog at home but if these fail to get results (of course you must follow manufacturer's directions to the letter) your veterinarian should take over. This form of mange is difficult to cure and requires much time and patience on the part of the owner. The follicular form is the worst. There is no known sure cure. Your vet may have some special method of treatment, but you won't, so it's best to take your dog to him. In this form the coat is attacked and in time the dog may lose all

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For a cold indicated by running eyes

Giants—Again!

(Continued from page 15)

came the anguished response. "And by the Giants, no less. Who are these guys, anyway, and what right do they have to do something like this?"

The New York Giants, champions of the baseball world for the first time in more than two decades, are an intensely individualistic major-league baseball operation. This Spring the Giants will embark upon their seventy-second campaign in the National League, which makes them one of the senior members in any baseball conclave. That answers the first question.

The answer to the second is a little more complex. It involves in varying measurements, tradition, scheming, planning, luck—plain and uncanny—plotting, and large doses of talent which blossomed almost magically on what had been one of baseball's most barren of rockpiles a year earlier.

That's no metaphorical liberty being taken with the word "barren". The Giants had finished in the second division in 1953, thirty-five games out of first place, with Leo Durocher so disinterested in the ball club that he was permitting his players to "manage" the team on the final swing through the West.

It had been as though the Giant man-

and a persistently dry nose and feverish skin don't make the mistake of trying any home cures. Such symptoms may indicate a simple cold or be advance signals of other more serious sicknesses including that often fatal disease, distemper. However, I assume you will have the puppy inoculated. Let your vet diagnose the trouble. It's worth the time and the little it costs to be sure and on the safe side.

ager had wanted some of the players, particularly the older ones, to sample a little of the gall and wormwood. His public explanation was that it was an effort to stimulate interest on the part of the players, a grave statement in view of the fact that ball players are paid a pretty fair piece of change to keep their interest whetted for that few hours each day.

Yet, here was the same team, the same manager, the same former spurious "student managers", with an addition of a player or two, driving to a pennant in a League in which the Dodgers had been installed top-heavy pre-season favorites, then going on to sweep the big one in four straight. No wonder our typewriter jockey friend was too overwhelmed by the whole picture to write.

In writing the story of the Giants he could have been pardoned for not knowing just where to start. The Giants are a team of apparently amazing contradictions, a team which at times appeared to be pulling in nine different directions. Yet, here was the first team in the National League to win four straight in the World Series since the fabulous 1914 Boston Braves.

Here was a team where the admitted-

HARRY B. HOFFMAN OF CALIFORNIA MOURNED



Harry B. Hoffman, a prominent member of the Order in California for many years, passed away several months ago at his home in Stockton.

Initiated into Modesto Lodge No. 1282 in 1922, Mr. Hoffman was at that time a resident of Sonora, a community he felt could support an Elks lodge. After a year of hard work, he was successful in obtaining a Charter, and in January, 1931, Sonora Lodge No. 1587 was instituted and Harry Hoffman became its first Exalted Ruler.

Two years later, he was elected Pres. of the San Joaquin Valley Elks Assn., and in 1934, the late Past Grand Exalted Ruler Michael F. Shannon appointed Mr. Hoffman as his Deputy for the East Cent. Dist. He was Special Deputy in 1937, and in 1949, he served the Order as Grand Est. Loyal Knight.

Harry Hoffman was active on various committees of the California Elks Assn. from 1938 to 1945 when he was elected as its Treasurer, a post he held through 1947. He had also been a member of its Major Project Committee.

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('39) Ted Williams	149	565	185	31	344	.327	.609	
('36) Joe DiMaggio	138	637	206	29	367	.323	.576	
('19) Babe Ruth	130	432	139	29	281	.322	.658	
('42) Stan Musial	140	467	147	10	229	.315	.490	
('09) Tris Speaker	143	544	167	7	241	.309	.448	
('54) Willie Mays	151	565	195	41	377	.345	.667	

ly-headstrong head man, Horace Stoneham, finally made the deal which not only meant a World championship but just about kept his ball club in New York City. Only an unrealistic viewpoint would hold that the Giants could have lasted much longer with their constantly-skidding attendance as the third—and a bad third—team in the nation's largest metropolitan area. And only a fantastic deal, with Stoneham giving up on Bobby Thomson, the apple of his eye and the hero of the 1951 play-offs, could have hauled the Giants back into the limelight.

The Giants are also an unusual team, public relations-wise. They have been constant losers in the battle for the big, black type in the metropolitan press. They seldom pop off in print, pick no public arguments with other clubs. In the last decade there have been only two attempts by the Giant front office to build up players. One was a complete flopperoo, Clint (Floppy) Hartung, a heavy-shouldered Texan from Hondo who could hit a ball a mile—when he eventually found it. The other was Willie Mays.

The Giants, unquestionably, gambled last spring in their build-up of Willie Mays, disregarding completely the possibility that a couple of years in the Army might have taken the edge off Willie or that Mays hadn't really proven himself in his less-than-full season of '51.

They went all-out with Mays. Mays thereupon burst through as the National League's batting champion, and turned in a first-full-year effort which, as the table accompanying this article shows, overshadows in many respects those of such diamond greats as Ruth, Speaker, Williams, Musial and Cobb, to list some of the better all-time outfielders.

They blithely disregarded the peccadillos of a heavy-browed young Carolinian and such minor-league reports on him as "he's a twelve o'clock man in a nine o'clock town," and went with Dusty Rhodes, a batter afraid of no mortal pitcher. The manner in which Dusty's bat responded to this tolerant baseball attitude is now history.

And then there was Leo Durocher, himself, around whose balding noggin 9,000 controversies have swirled in the past two decades. Nine thousand pages probably could be written about the Giant manager and there'd be something

for everyone, as the TV pitchmen say, on every page.

There are people who took an oath that they'd never see another Giant game when Horace Stoneham brought Durocher over from Brooklyn in mid-1948. Perhaps their resolve was shattered by the manner in which the Giants won last season. Maybe they've stuck to their guns, but Durocher has also held his job to the tune of now being the oldest manager—from the point of continuous service with one team—in the majors.

He has another year left on a contract estimated at \$50,000. He is on record that he would not manage for any other club because there are too many opportunities for him in the world of TV and the movies; that it hurts him to be away from his quarter-of-a-million dollar estate out in Hollywood knocking around the relatively-drab hotels along the National League circuit.

Maybe he wouldn't stick with this resolve if the Giants, or, more particularly, Horace Stoneham, announced, "That's enough", because baseball has been his life. Maybe Leo would, though, because the fact that he's the New York pilot stems directly from a combined sense of loyalty, fan's attitude and a strong trait of stubbornness, all running through the psychological make-up of his current employer.

This last-mentioned "I'll show 'em" streak in Stoneham contributed heavily to the departure of Chuck Dressen at his managerial peak ("if Durocher got a two-year contract for finishing fifth ain't I entitled to one for three years for finishing first?"). It also had a good segment of the writers covering the Giants toying with the idea of giving up typewriter-high pounding for something a little less wearing one Wednesday afternoon nine minutes before game-time at the Polo Grounds in mid-August of 1953.

The Dodgers were visiting the Polo Grounds, it was steaming hot, and the scribes and radio people had settled down in the torture chamber which passes as a Polo Grounds press box.

This was to be a routine afternoon. Brooklyn was quite apparently embarked on a second successive successful pennant drive. The Giants had been demoralized by a thirteen-defeat hammer-

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ing on their last Western trip, plus the fact that Monte Irvin had jammed his ankle in a bone-jolting collision in St. Louis with Cardinal catcher, Del Rice.

That was the relatively-placid situation ten minutes before game time. There came a brief, burbling announcement over the press-box loud speaker which galvanized even the most languid out of their heat-induced torpor.

"Horace Stoneham," it intoned, "wants to announce that Leo Durocher has been signed to a two-year contract to manage the Giants. That's all. Mr. Stoneham will be available for comment after the game."

The writers could hardly wait. Even Duke Snider's subsequent grand-slam homer off Ruben Gomez, enabling the Dodgers to carry the afternoon by one run, faded alongside this momentous decision. To a man, the corps of writers covering the club would have bet that Durocher would have been only a memory after '53.

There were hatchet-men among the writers obviously out to brain Leo but there were also reasonably-impartial observers whose writings unquestionably mirrored the feelings of their readers. Only a couple of days previously the dean of the Giants' press corps, writing in one of the more important papers, had called upon Stoneham to make up his mind about Durocher.

But Stoneham, a complex man now in his early fifties, a second-generation baseball man and the son of a man who had thrived on taking chances, responded to all this with a "No one is going to tell me . . ." and an "I'll show 'em . . ." It was a roll of the dice which, in retrospect, could have meant the collapse of a baseball empire, for the Giants were in a desperate plight.

How desperate? The attendance had dipped during Durocher's five-year tenure from 1,400,000 in 1948 to 985,000 in 1952. It was destined to sink even lower, to a grim 811,000 in 1953. In most other major-league operations Durocher's would have been a portrait long since turned toward the wall.

But Stoneham went with the man Branch Rickey had sold him on five years earlier when the decision to jettison Mel Ott, their Hall of Fame manager, had coincided with Brooklyn's decision to get rid of Durocher. And Stoneham

stuck with Durocher through everything, including such hoof-in-mouth observations as 1953's "the umpires have it in for me," one which brought a lightning-like prove-it-or-else rejoinder from the League president's office. Durocher retracted, of course.

The story of the first Giant World Series triumph since the team, under Bill Terry, beat the Senators four out of five in the '33 Series, is of necessity the story of Durocher. In 1951 Leo had virtually horsewhipped the team to a play-off victory over the Dodgers. If it hadn't rained on that memorable World Series Sunday who knows but that he might not have had his Series earlier?

Three years later he put the whip away. He became, at Stoneham's pointed suggestion, one of the "boys" (he moved out of his private office and took a modest locker in the clubhouse) and shepherded the Giants to the biggest prize in the baseball world. It was also Durocher's first triumph in three cracks at it—he missed in '41 with the Dodgers.

Pitching meant the difference for Durocher and the Giants in '54, and a momentous Feb. 1 deal which brought Stoneham hurrying back from his pre-spring training vacation in Phoenix meant the pitching for the Giants. The Giants had been hard-pressed on every side. Insiders have refused to divulge the extent of the pressures but the talk of the Giants moving elsewhere—and not across the Harlem river to play their games as tenants of the Yankee Stadium, either—wasn't precisely idle chatter. The Giants had been reduced to just about living off the receipts of their home games with the Dodgers, their TV rights, their rentals to the Football Giants, and a big prize-fight or two.

IT WAS a grim outlook. However, the Braves needed a big outfielder, so they thought, to sparkle up their 1954 pennant drive. They believed they had a surplusage of good pitching. The Giants took the plunge and came up with Johnny Antonelli and Don Liddle and the Braves even threw in a moderate amount of cash, all to get Bobby Thomson.

Thomson had worn out his usefulness with the Giants. One afternoon, during the desperate days of the previous September, he had snapped back verbally at Durocher. Leo likes players with spirit,



but not in a player like Thomson after years of docility, particularly when he figured Thomson wasn't delivering. Stoneham shut his eyes to the fact that Thomson represented the most talked-of Giant player in New York since Mel Ott and Carl Hubbell. He made the deal.

In retrospect it was a bad deal for the Braves. The pitching they thought they had, they hadn't. And Thomson was destined to break his ankle in spring training, as it turned out, giving the young rookie, Henry Aaron, a chance to prove that he could have filled the bill in the first place.

But in Antonelli the Giants were getting a ball player whose earlier bonus of \$65,000 from the Braves had apparently dampened his incentive. He had also lost more major-league games than he had won, although his earned run average wasn't too bad.

Liddle was even less impressive for Milwaukee. Yet this pair wound up as World Series starters and World Series winners.

ANTONELLI represented fifty per cent of Stoneham's big 1954 gamble; Mays the other half. Mays had flubbed it against Yankee pitching in the '51 Series; had been an indifferent hitter in '53 when the shadow of being inducted into the Army bulked over him. Now it was 1954, Spring training was ten days old, Sal Maglie had already had a sharp exchange with Durocher over the question of who had granted the pitcher permission to report a couple of days late, and Mays was due to be discharged any day now from the Army.

In the Giant's headquarters in the Adams Hotel in Phoenix, Chub Feeney, youthful club vice-president; Dutch Reuther, famed hurler of another era and present West Coast Giant scout; and Tom Sheehan, Giant talent trouble-shooter, were shooting the late afternoon breeze with a handful of reporters. Feeney, optimistic and exuberant, was singing his usual praise of Mays. Reuther and Sheehan were nodding agreement.

A newspaperman spoke up. He had seen Mays get only four hits in twenty-two trips against Yankee pitching in the '51 Series, had remembered Monte Irvin's blazing .458 batting average in the same Series. "Mays, Mays," he intoned, "he must have grown to be ten feet tall in the Army!"

He, along with other Mays doubters, ate every inch of this ten-foot observation throughout the entire season. Mays started with the first day of his spring training when he got off an overnight plane from the East and socked a homer in his first trip to the plate. He finished on the last day of the campaign when he beat out his own team mate, Don Mueller, and the Dodgers' star centerfielder, Duke Snider, for the National League batting title.

Mays and Antonelli proved the difference, Antonelli winning one key game

after another with his brilliant hurling, Mays pounding out victory after victory with his bat. First Willie did it with homers. He had 36 by the end of July and now they were all talking about how his pace compared with that of the late Hack Wilson the year Hack hit 56 for the National League record.

In August the Mays homers tapered off. So did the record talk, but suddenly Willie started to spray hits to go along with his splendid outfielding. At the end of the campaign the Giants had their first batting champion since the days of Bill Terry.

At the end of the last World Series a fellow handy with figures sat himself down and determined that the Giants had won the World Series with a total cash expenditure for talent of less than \$150,000. That's what it had cost the club for bonuses and cash considerations to acquire all fifteen players who had participated in the rout of the Indians.

Talent grown on the Giant farms by their farm director, Carl Hubbell, and his assistants, made up the difference. Antonelli and Liddle, for instance didn't cost the Giants a dime because they came (with that cash consideration, too) in exchange for Bobby Thomson, who was signed off the Staten Island sandlots a dozen years ago for nothing.

Hubbell, one of nine* Giants in the Hall of Fame at Cooperstown, N.Y. (they have more occupants than any other club) is the first full-time farm director in the history of the Giants. John McGraw didn't think too much of the idea and Bill Terry had only gotten things started, following the successful example of the St. Louis Cards, when he was supplanted by Mel Ott as manager.

The current Giant farm operation is a modest one, nine clubs, which is just about the middle of the road in this respect. Mays got his schooling in the system, of course, at Trenton, N. J., and then at Minneapolis. When the Giants brought him up to the big club they had to take paid advertising in the Minneapolis papers to calm the ruffled customers there. That Mays is a Giant at all, though, is something which only Lady Luck can explain.

The Giants weren't looking for an outfielder when they scouted Mays. They were looking for a first baseman suitable for their Sioux City farm in the Class A Western League.

"We had to get one in a hurry," was the explanation, "and we figured the only place to get a man sufficiently experienced to step right into Class A competition would be in the Negro leagues, so we had a couple of our regional scouts go over to look at a fellow playing with the Birmingham Barons."

What they saw caused them to break

**Actually, eleven Hall of Famers wore Giant uniforms, but Rogers Hornsby and Dan Brouthers cannot properly be called Giants.*

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all scouting records for the 143½-yard dash to a coin telephone, with briefcase.

"Both got on the wire and yammered so hard that I could barely understand them," recalled Jack Schwarz, secretary of the Giants' farm system and scouting department. "What they were trying to tell me was that the first baseman wouldn't do but that there was a kid down there who was the greatest, and how much could they offer him?"

"We got Willie for \$15,000, ten of it going to the club, the rest of it to the boy. We like to think we got a bargain."

Some of the key players in the World Series triumph cost the Giants even less. Al Dark got \$40,000 to sign as a bonus but it was from the Boston Braves, who judged quite correctly that he was only a season or two away from the majors while Alvin was still in school.

The Giants got Dark in that massive post-'49 trade with the Braves, along with Eddie Stankey, for Sid Gordon, Buddy Kerr, Sam Webb and Willard Marshall. Gordon and Webb had signed with the Giants for nothing, Kerr got \$500. Marshall had been a \$30,000 acquisition but the Giants considered that five years of regular play by Marshall had returned their investment.

Up and down the line the Giants have had marvelous luck, (or was it something else—like acumen?) with their first-line talent. Whitey Lockman was "signed on a fence-rail" in Charlotte, N. C., and Hank Thompson was purchased for \$7,500 from the Kansas City Monarchs; Monte Irvin came from the Newark Eagles for \$5,000.

Don Mueller was signed for \$5,000, Sal Maglie was a \$7,500 draft acquisition; Ruben Gomez was a \$5,000 investment; Marv Grissom represented a \$10,000 waiver price; Hoyt Wilhelm was a \$2,500 draft acquisition from the Braves organization (and worth every knuckle of it).

Only Davey Williams, the second baseman, and Dusty Rhodes, represent any sizeable sums, and these are almost infinitesimal compared to some of those \$60,000 and \$70,000 bonuses currently handed to untried high school kids. Williams cost the Giants \$50,000 when purchased from the Atlanta club; Rhodes required an outlay of \$25,000 as his purchase price in '52 from the Nashville, Tenn., ball club.

THERE WERE a number of important differences between the Giants and the Dodgers whom they unseated last season after Brooklyn had won three pennants in five seasons. Not the least significant was the way in which the turnstiles clicked at the respective ballparks. When they checked them for the final time there were a couple of important entries for the respective book-keeping departments to mull over.

Giant attendance in 1954 was up almost 350,000 over the previous year; the Dodgers were down by almost 150,000. As grim as was this development in

Brooklyn it was equally as happy for the stockholders in the National Exhibition Co. (the Giants are one of the few ball clubs where stock is occasionally available to the public.) For a time it had appeared as though the Polo Grounds, which is gradually sinking into the Eighth Avenue subway which burrows along beneath it, would do so without anyone noticing the difference.

The Polo Grounds present almost as complicated and diverse a picture as the Giant teams it has housed. For one thing the Giants, who have made their home there since 1891 (longest occupancy in the major leagues) own "everything above the ground." The land, and whatever it might contain below the surface, is owned by the Coogan estate.

ONLY A FEW YEARS remain in the Giants' lease. It is common talk in New York that the people running the estate are merely waiting for the lease to expire so that this extremely valuable real estate can be sold for housing development purposes. A year ago a brand new grade school was erected right across the street from the ball park and this was regarded as a significant stage in the history of the Polo Grounds.

Most ball parks are named after the team which plays there, or sundry philanthropists who have gone broke at some stage backing the team, or some other individual who just likes notoriety. The Polo Grounds was named after a game never played there, although the historic turf has seen just about everything else in sport, including a crowd of more than 80,000 for the Dempsey-Firpo heavyweight championship fight thirty years ago. It drew one of almost the same staggering proportions for Red Grange's professional football debut when the crowds, storming the gates, routed the cops. Up to the time the Yankee Stadium was built the Polo Grounds was the No. 1 sports arena in New York.

There have been schoolboy triple-header football games played there, soccer matches which drained their financial backers, track meets, and even the all-Ireland gaelic football championship match, brought clear across the Atlantic to take advantage of the seating capacity of better than 50,000, plus the fact that a considerable segment of the population of New York is of Irish ancestry.

Ideally suited for football and sundry other activities, including a slightly-hobbled version of polo, if that sport should ever make a comeback, the Polo Grounds has furnished the customers with a hot controversial topic for many years as to its merits as a ball park. A dead center-field hitter, one who laces them straight as a string down the middle every time, might just as well not come out to the park. Mays is there to catch everything that travels less than 450 feet.

From home plate to a spot in the bleachers is a drive of perhaps 480 feet. Only three or four men have put one

there, Joe Adcock, of the Braves, being the last in 1953. Before him Luke Easter hit one, as did Schoolboy Rowe, in post-season exhibitions.

But as discouraging as the Polo Grounds lay-out is for the dead-center-field hitter, it is equally as tempting for the "pull" hitter, the fellow who can drive a ball in the direction of his swing yet manage to keep it in fair territory. For him the Polo Grounds means Christmas every day. Dusty Rhodes socked three in a row one afternoon there in 1953 off Cardinals' pitching. All were "pulled" into the rightfield seats; none would have been a homer in nine out of ten other ball parks. Point is, of course, that everyone else in that game enjoyed the same rightfield target.

The "target" according to the measurements listed for various ball parks in Hy Turkin's "Official Encyclopedia of Baseball" is 258 feet. That's to the foot of the right field wall, and it's perhaps another 15 to 20 feet more to clear it. So a 280-foot homer in the Polo Grounds is possible and on more than one occasion it has broken up a ball game—like the first game of the '54 World Series, to cite the most recent example. Turkin's measurements are not cited here in the spirit of free advertising but because his engineering training demanded that he personally measure off the distances rather than take the word of some faded blueprints.

THE POLO GROUNDS is unusual in a half-dozen other respects. If you want to buy a ticket for some future game at the ball park you can climb four stories to the ticket office. Repeated burglaries in the admittedly-tough neighborhood has discouraged the Giants from a ground-floor location. You can either enter the ball park from the bottom and walk up to your seat or come in from the top and walk down. The park is constructed in the lee of Coogan's Bluff and the rooftop is level with the Harlem River Speedway. There are few hotter places in New York on an afternoon in mid-August.

It is the only ball park in the majors where there is no phone in the press box connecting with the club's own switchboard. There is a coin phone, presumably to discourage apprentices from mak-

For the past fifteen years, the McCall Corporation, Dayton, Ohio, has printed The Elks Magazine, and during that time Harold J. Lawrence has been chief typesetter for the Magazine, specializing particularly in the setting of



ing unnecessary calls. Of course it went dead two minutes after the Leo Durocher signing story broke in 1953, leaving the writers baffled and thinking up new curse words.

At the Giants' ball park you have very little chance of mistaking your surroundings for anything but a ball park, just as did General Grant and 15,000 other customers who watched Mickey Welch pitch a five-hitter against the Boston club in the Giants' opening game in the National League back in '83. There are no pre-game exhibitions of trained dogs, tennis matches, or side-show freaks from Coney Island. No Stanley Steamers, Locomobiles, or Stutz Bearcats roll around the infield in pre-game horseless carriage displays.

WHEN YOU tune in the Giant announcer you get no philosophy; no "you people ought to read more hard-covered books," nothing but plain old-fashioned hard-rock rooting for the home club. If you don't care for it you're free to listen to something else.

The Giants have won the big autumn classic before. John McGraw in his thirty years of stewardship knew many a moment of triumph. He frequently bought a pennant with the purchase of some key player at a vital moment.

That can't be done any more, what with waiver rules and numerous other modern road blocks, so the latter-day Giants had to do it in a different way—via meticulous planning, shrewd dealing and reasonable application to the basic tenets of the game.

All this adds up to the oldest professional ball club in New York, the club with more Hall of Famers than any other, and right now the major-league club very much on top of the heap. Like all champions before them and those who will come later, they're the ones to beat.

Baseball people run this club and will continue to run it. Pete Stoneham, Horace's son, represents a succession to the third generation. Chub Feeney, the Dartmouth-trained vice-president, is the son of Horace's sister.

Where the Giants go from here is an interesting question. For a change, though, other clubs are stuck with the task of trying to find the answer.

our fraternal material. Because of the large number of photographs and names of Brothers, this is a rather difficult and exacting job, requiring a high degree of accuracy. About six years ago, Harold, who had been reading about the work of the Order while he was setting our type, decided he should be a member of an organization doing such great charitable work and so he joined Dayton Lodge No. 58. He quickly developed an interest in Elk work, became active in his lodge, and this year is Exalted Ruler. Yes, he's still the first Brother to read our Elk news each month.

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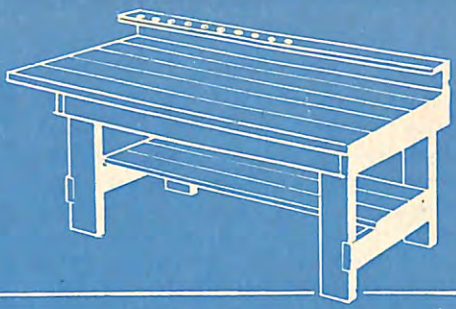
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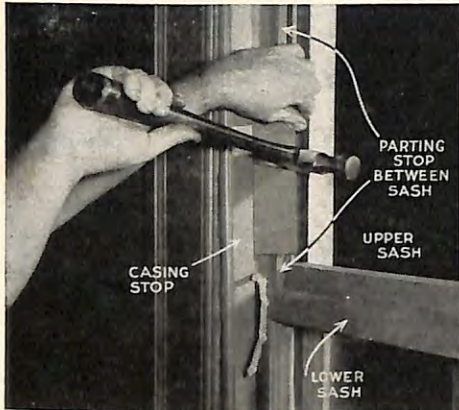


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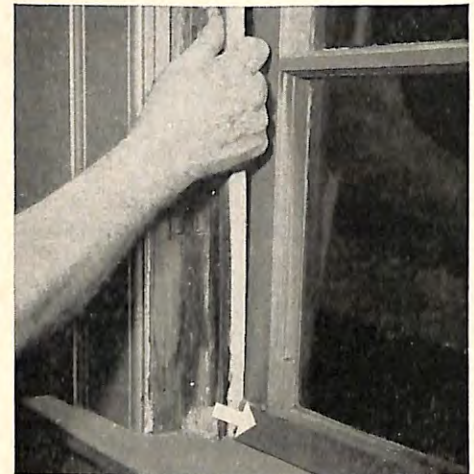
1. With both sash up to start, hook a claw hammer behind the casing stop at the bottom (picture shows this being done half way up). Hold a piece of wood under the hammer head to avoid damaging the parting stop, and pry casing stop off gradually. You will soon see the nails under it, and so can pry directly behind them. Don't be alarmed if some pull through and stay in the casing. Lower both sash to pry the upper half loose. Pull it out from the bottom until it comes free at top.



2. To replace only one cord, just the casing strip on that side need be pulled off. Yank out any nails left in the casing. Then you can swing the lower sash out sideways as shown here. Pull the good cord from its place (in some sash you may have to untie the knot) and tie an extra knot if necessary to make certain it cannot slip over the pulley and back into the wall. It's usually wise to replace both cords even if only one is broken, for probably both have had equal wear. To replace both, remove the other stop also. Set sash safely out of the way for the next part of the job.



3. If you plan to replace upper-sash cords too, lower this sash all the way and start pulling out the parting stop at the top like this. Grasp firmly with pliers (the parallel-jaw type shown are good) and wriggle the stop out a little at a time, moving down as it comes free. However, if only the nearer sash cords (for the bottom sash) are to be replaced, raise both sash and pull out parting stop from the bottom, just far enough up to let you take out the pocket covers.



4. Parting stops are rarely nailed in, but may stick because of swelling or hard paint. To remove this stop completely, upper sash must be all the way down because its check rail (see arrow) extends over the stop. Bend the strip carefully until you can draw its upper end outside of the window frame. Then pull upward to work it out from behind the check rail, as shown here.

REPLACING broken sash cord is not difficult, but the work must be done carefully to avoid damage to woodwork.

If a cord on a lower sash needs replacement, only that sash needs to be removed. If an upper sash cord is broken, both sash must be removed.

All double-hung windows are balanced by four weights inside the window frame, two on each side. The two toward the outside of the house balance the upper sash, the two inside balance the lower.

Each cord lies in a groove in the edge of the sash, and goes through a hole bored through the side frame member. It is kept from pulling out by a knot. The other end is attached to a weight after passing over a pulley at the top of the window frame.

To install a new cord, first take down Venetian blinds or roller shades. Then remove the sash, parting stop and pocket cover as shown in the accompanying photos. New cord tends to snag when you push it in, so tie a small weight to a piece of string and feed it over the pulley until you can grasp the weight through the pocket. Tie the new cord to the other end and pull it down by the string.

Next, pull the weight up against the pulley, push the loose end of the cord through the hole in the sash, and with the

window resting on the sill, tie a knot in the cord about 2" below the little pocket provided for it. Install the other cord, set the window in place, and raise and lower it to make sure an over-long cord does not let the weight hit bottom when the sash is up, nor a short cord make it hit the pulley, and keep the window open.

After the cord is adjusted to correct length, cut off the excess and push the knot into its pocket.

At times you may find a window that will not stay all the way up. In such a case, the cords have probably stretched. If they are otherwise sound, simply shorten them by retying the knots.

Chain is just as easy to install, costs little more, and lasts longer. The photos show how to put it in.

Remove the old nails from the casing stop before replacing it. Do not tap them back and pull them by the heads, but grasp the shanks with pliers or the hammer claw from the back of the piece and draw the heads right through. This prevents chipping paint off the surface.

Before replacing sash, it is a good idea to lubricate it for easy action. Use wax or one of the common stick lubricants.

The top or outer sash goes back first, of course. Be sure to install new cord

or chain for the lower sash before going farther, if it is required. Then you can replace the pocket covers. Next, with the top sash all the way down, insert the bottom of the parting stop behind the check rail. Spring the top back into place and tap the strip into its groove, using a scrap of wood between it and the hammer. If the strip is warped and won't stay in, nail or screw it fast.

Replace the wood screws holding the pocket covers. If you broke out a cover, countersink at each end right on the cracks. Drive in flat-head screws.

Now rehang the lower sash and nail back the casing stop. If nailed too close to the sash it will cause binding, and if set too far away it will let the sash rattle. Drive the nails only part way until you have tried the sash action at all points. Then set the nails a little below the surface, putty over, touch up with paint.



5. Each pocket cover may be held on with two small screws. Remove these and pry out the cover. You may also find covers that have never been cut free, for when houses are built, the weights are installed before window trim is nailed up. In that case, complete the vertical saw cut with a keyhole saw. Then pry from inside the parting-stop groove like this. The cover will break free, but will have ready-made rabbets at the ends. Identify it so that you won't mix up covers.



6. Now you can reach in and take out the sash weights that fell to the bottom when the cords broke. In threading new cord, use string and a fishing sinker (as explained in the text) if it is too stiff to drop past the pulleys. Note how old cord is tied to the weight, and attach the new one in the same way. Snug up knot well, cutting end short so that there is nothing to catch inside.



7. If using chain, feed the free end up over the pulley. No weight is needed; simply hold up the outside portion. Pull the end out of the pocket below, push it through the eye of the weight, and join it to another link with wire or a clip such as you can buy for the job. Push the weight back, hoist it all the way up, and hold it there by pushing a nail through a link near the pulley.



8. Lift the sash onto the sill (rest it on newspaper to avoid marring paint). Loop the chain around a finger as shown and cut it two links below the knot pocket. Loop allows for the distance sash must drop below the sill when in place. Slip a coil clip on the chain and push it into the knot pocket.

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Editorial

A LEADER PASSES

As November was drawing to a close the large percentage of the members of the Order of Elks who knew, admired and respected Past Grand Exalted Ruler John R. Coen were deeply shocked and saddened by the news of his death.

Elsewhere in this issue of The Elks Magazine will be found a history of his life—private, public and as an Elk.

Here we wish only to refer to his general qualities that won him his thousands of friends and admirers, enabled him to take and carry on his position of leadership in the Order and made possible his contribution to the increased strength, advancement and accomplishments of the Order.

From his Scotch-Irish ancestry he inherited physical sturdiness, mental capacity and spirit of devotion to the highest standards of personal conduct.

He was a man of sterling qualities with no alloys in the pure metal of his character.

He was devoted to high principles from which he never swerved. He took and maintained a straight course. He did not know how to make a detour from that straight course of fidelity to the highest ideals.

He never compromised with evil, with lower standards, or even with petty wrong.

The sincerity, the eloquence and the power with which he supported those principles, those causes, those people who had won his approval he applied equally effectively in opposition to those movements and those persons failing to measure up to his standards of right.

There was never any doubt, any mystery, about where John Coen stood on any question. He was always fighting for the right as God gave him to see the right.

Few men were as well acquainted with the purposes, the practices, the procedures of the Order of Elks.

Few men have contributed as much to the strengthening and advancement of the Order, to important changes and improvements in its laws and its procedures.

While his beneficial leadership was felt and valued throughout the entire Order, his local direction of Elk affairs and of Elk lodges in those states touching on the Great Divide that came under his immediate direction were particularly effective.

His leadership in these states was exacting. He insisted upon the strictest adherence to the principles of Elkdom. Upon the perfect rendition of the Ritual by the officers of the subordinate lodges and of strong participation in those activities of the Order of a patriotic character, those having to do with the advancement of the community interests and those devoted to the relief of the underprivileged and the physically handicapped.

Now an eloquent voice is silent, a champion of right has laid down his sword, but tender, appreciative memory of John Coen will live in his accomplishments for the Order so long as that Order endures.

There has passed, there will be long and broadly mourned, a man of sterling qualities. An American of great loyalty to his country, a dedicated Elk, a true friend, a devoted husband. The World is indeed better for his having lived.

WILLIAM J. JERNICK Grand Exalted Ruler



Grand Exalted Ruler Jernick started his administration in July with the promulgation of a slogan and a plan of activity which are meeting with a great measure of success.

The lodges and the general membership have been making earnest efforts to substantiate his claim that "As Elkdom Sows America Reaps."

His specific plan of activity from month to month is meeting with a very broad and enthusiastic response by the Grand Lodge Committeemen, State Association Presidents and Officers, District Deputies and subordinate lodge officers and members.

In addition to that he is making a splendid personal impression upon those Elks with whom he comes in contact.

One Past Grand Exalted Ruler who is not given to fulsome flattery writes:

"Our Grand Exalted Ruler made a fine impression on everyone he met. They seemed to take him into their hearts, to be very glad that he was with them and very reluctant to have him leave.

"He is extremely friendly and gracious without loss of dignity or impressiveness. He is a fine exemplar of the best in Elkdom."

Another equally discriminating Past Grand Exalted Ruler writes as follows:

"He did a grand job throughout his trip in this territory."

Still another Past Grand Exalted Ruler writes:

"He made a splendid impression and his visit will do much good. I like very much his presentation and his fine program and the dignified and sincere manner in which he tells of the work of Elkdom."

We hesitate about becoming alliterative but we are practically forced to say that his demonstrated possession of a pleasing personality, a plan and program, poise, patience and persistence assure him of an enviable record of accomplishment as the leader of our Order.

"I BELONG TO"



In a recent letter from a charming and brilliant lady with whom we are privileged to have a from-time-to-time correspondence there was an expression that particularly impressed us.

Referring to attempted evasion of income taxes, she said:

"As for paying taxes, when I have anything to be taxed, I have always been glad to pay my share in the running of an America I am proud to belong to."

Are not all of us rather inclined to take a possessive attitude in referring to this America as "Our America", "My America", as if the country belonged to us rather than our belonging to the country? Would we not be better Americans if, like our correspondent, we thought of ourselves as belonging to America, thus emphasizing our obligations and responsibilities to the Government?

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OFFICIAL ELKS INSIGNIA BUTTONS are now available for the use of members of the Order. The Grand Lodge at its Session last July, authorized the National Memorial and Publication Commission to select official Elk button designs. Designs submitted by one of the outstanding jewelry manufacturers were approved by the National Memorial and Publication Commission and the Advisory Committee of the Grand Lodge. The Commission delegated the purchase and sale to The Elks Magazine. The prices below include insurance, postage and Federal excise tax, excepting when items are purchased for resale the excise tax is not included. Purchases for delivery in N.Y.C. add 3% to prices.



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No. 2—Plain 50 year membership pin with no jewel but brilliantly enameled red, white and blue. 10k gold with gold plated post and attaching button. \$11.00.



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No. 8B—Same design with three 2-point diamonds. \$49.50



No. 4—10 year membership pin. No jewel but same fine craftsmanship in design and finish of all pins listed here. 10k gold, gold plated post and attaching button. \$7.35.



No. 7—Membership pin without years designation. 10k gold, gold plated post and attaching button. \$7.35.

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