

THE  
**Elks**  
MAGAZINE

JANUARY 1956

**U.S. Business in 1956**

BY DR. MARCUS NADLER



*woodi ishmael*

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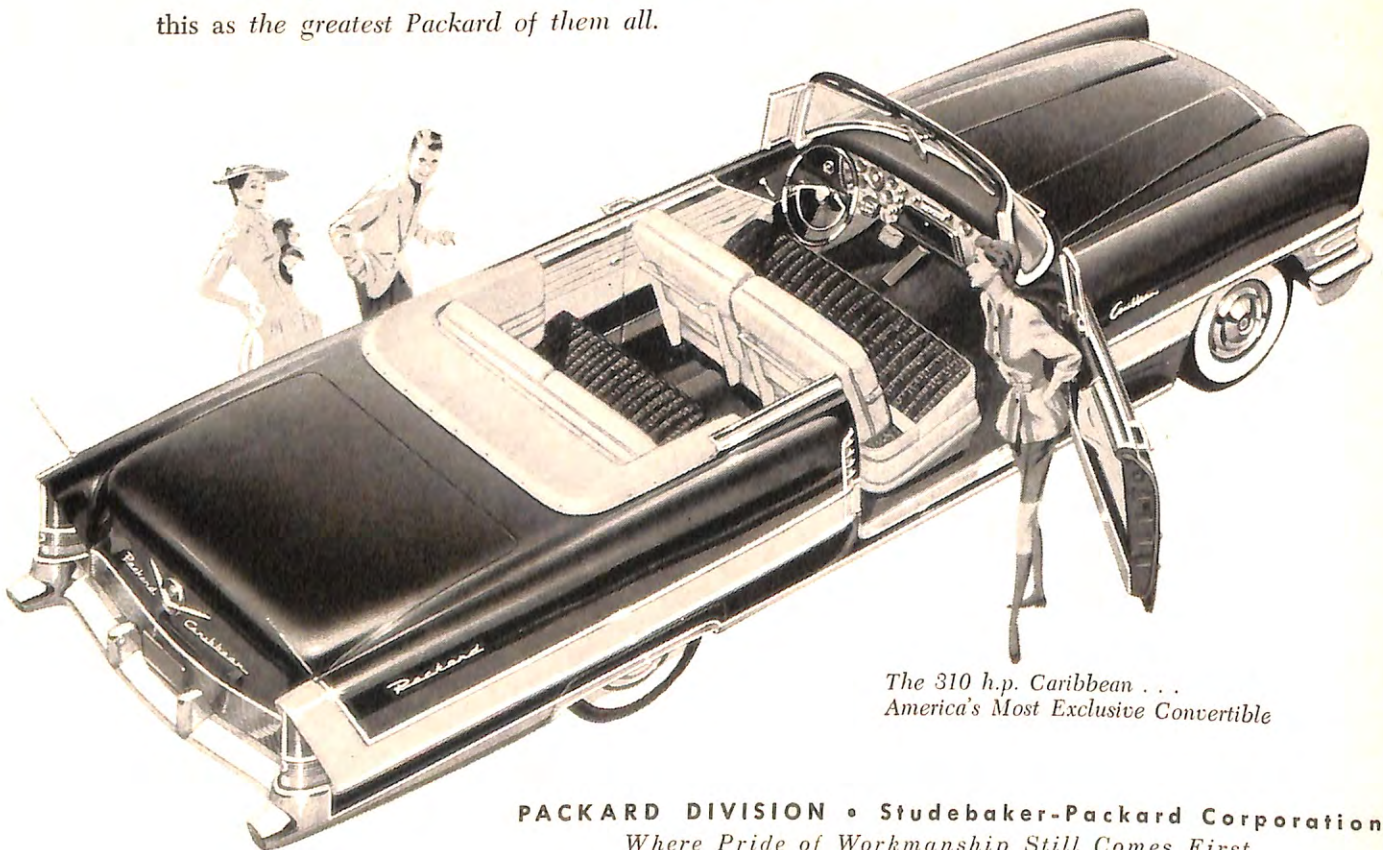
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The New

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# A Money-Making Opportunity for Men of Character

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A MULTI-MILLION-DOLLAR INDUSTRY

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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 wash tub 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 wash tub 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 supply 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 \$30 order, your minimum share is \$20. On \$1,500 worth of business, your 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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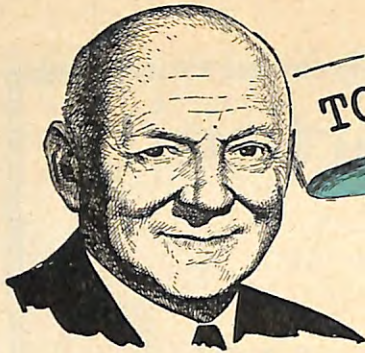
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## TOM WRIGLEY WRITES FROM WASHINGTON



**T**HIS NEW YEAR 1956 in Washington opens hip deep in political predictions over the outcome of the Presidential and Congressional elections this Fall. Nothing quite like it has wrinkled the brows of Capital forecasters in scores of years. Congress opens January 3rd but behind the legislative oratory in Senate and House is a buzz of political whisperings which will grow in intensity as the session progresses. Right now it is all guesswork despite the polls, the statements and the expert opinions of newscasters and columnists. It boils down to this. The results of the national political conventions this summer in selecting the candidates for President and Vice-President will have a powerful effect on Congressional seats. In the Senate the terms of 16 Republicans, 14 Democrats and one Independent, Wayne Morse of Oregon, expire. The Senate now stands 48 Democrats, 47 Republicans and one Independent. The Presidential nominations may affect this lineup to a considerable extent, but so will local conditions. The entire House of Representatives will be elected.

At present the lineup is 232 Democrats and 203 Republicans. The off-year election of 1954 swung control to the Democrats. To House members the Presidential lineup next November is more important than to Senators and many Congressmen will hope to ride into office on the coat-tails of the successful Presidential candidate. This does not mean, however, that a lot of House members in battle-ground districts are going to take their re-nomination and re-election for granted. It will be a humdinger of a Session with members in the doubtful areas keeping an eye on the maneuverings back home and an ear to the ground where their constituents vote. Mr. and Mrs. John Q. Citizen will learn much by keeping track of the doings in the Capitol during this Second Session of the 84th Congress.

### SENTRIES GOOD GUESSERS

No matter what the weather, a sentry walks his post day and night at the Tomb of the Unknown Soldier in Arlington Cemetery. The soldiers are from the A Co., Army 3rd Regiment, selected for their character, military bearing, and appearance. They have quarters close by,

under the museum of the amphitheatre. Some of them can correctly guess from what part of the country a visitor comes nine times out of ten.

### NEWS FOR HUSBANDS

Husbands, who, like this reporter, help the good wife in the kitchen by wiping the dishes, will be pleased to learn it's a very unsanitary thing to do. Let 'em stand until they dry it says in the Public Health Service booklet, "Ordinance and Code Regulating Eating and Drinking Establishments." Dish towels may be germey. (Ed. note—Wrigley is still wiping the dishes.)

### DEFENSE COSTS MONEY

Property and goods of this country's Armed Forces is valued at \$126,866,000,000, or 45 per cent of the national debt. Every man and woman and child own \$750 of our defense machine and it's not paid for either.

### THAT SURPLUS HEADACHE

Farm legislation will be the biggest headache in Congress this Session and it looks as though additional controls to hold down over-production will be one of the main planks. Testimony of several hundred witnesses before hearings of the Senate Agriculture Committee held in farm belt states indicates this trend. Right now the Commodity Credit Corporation has \$7 billion dollars tied up in surpluses. Storage charges for grain, corn, tobacco, wool, cotton and dairy products are running a million dollars a day. Since 1932 the loss on dairy price supports alone is over \$1,200,000,000 (reported in error in this column in November issue as only \$1,200,000).

### PRESS AGENTS PARADISE

Press information from government departments and agencies has been expanded into a fantastic deluge of releases and handouts costing more than \$10,000,000 a year, a House government operations subcommittee reveals. And that, it is admitted, is far below the real cost of all government information. Some of the largest press jobs are Defense with \$2,987,000 and Agriculture with \$2,345,000. Highest in the various Commissions is Atomic Energy with \$900,000 a year. All of this sounds like a lot of money for

press agents, but running our government is the biggest job in the world and people want to know about it. Some press releases are written on both sides of the paper to save money. A lot of them could be boiled down.

### SENATOR'S FREE HAIRCUTS

The Senate barbershop is all dolled up for the Session and now assumes a new importance. Haircuts in Washington barbershops were recently put on a \$1.50 price, a hike of 25 cents, while Senators get haircuts and shaves free in their own barbershop. No one on Capitol Hill can say when the Senate barbershop was first opened. It is an institution. Every Senator has a big shaving mug with his name in beautiful gold letters. There are 96 mugs in a cabinet along the wall. Over on the House side, Congressmen can get a haircut for 50 cents and thus save a dollar from a downtown shop. On the Senate side they say Vice-President Nixon, Senator Dirksen of Illinois and Senator Kennedy of Mass., have the best heads of hair. Back in the old days the shaggy mane of Senator Borah of Idaho was much imitated but such styles have gone. Some even go for crew cuts.

### WASHINGTON DRANK THERE

Georgetown citizens are placing a marker at 35th and K, N. W., where Suter's Tavern once stood. It's where George Washington used to go for a glass of beady ale. Records of the site were discovered last September.

### NEW YEAR NUBBINS

The White House had grabbed 44 more parking spaces on the Ellipse for office employees. . . . Civil Defense has an "electric brain" computer to add up loss of life and resources in case of atomic attack. . . . Nevada is the fastest growing state, California the fastest growing big state and Alaska has doubled its population in the last five years, Census reports. . . . Tourists to Washington hit the 1,700,000 mark this past year, The Board of Trade reports, and spent some \$75,000,000. . . . Vacancies in Washington apartments are now 3.5 per cent compared with a national average of 4 per cent. . . . It's quite a way off to think about it, but the Cherry Blossom Festival will be held April 3-8.



# Will Your Next Vacation Really Be Something to Remember?

The surest way to guarantee a new, different, and exciting vacation is to learn the hundreds of things you can do and the places you can visit *on the money you want to spend.*

Norman Ford, founder of the world-known Globe Trotters Club, tells you that in his book, *Where to Vacation on a Shoestring*. This is the man who has spent a lifetime searching for the ways to get more for your money in vacations and travel.

*In his book, you learn*

- about low-cost summer paradises, farm vacations, vacations on far-off islands, on boats drifting down lazy streams while you fish.
- about vacations at world-famous beaches, under palm and eucalyptus trees, in government-subsidized vacation resorts, in Indian country, along rugged coastlines, on ships and by rail.
- about dude ranches you can afford, what to see, do, and how to save at national parks and in cities most Americans want to visit.

-about low-cost sailing ship cruises, houseboat vacations in the North Woods, fantastically low-cost mountain vacations, the unknown vacation wonderlands almost at your front door.

## How to stop saying— “I Always Spend Too Much On My Vacation”

Of course, Norman Ford knows where to get real vacation bargains in all America, from Maine to California, and in Canada, Mexico, etc. At no time does he ask you to spend a lot of money to enjoy yourself, no matter how really different and exciting is the vacation you choose through his experienced advice. Always, he tells you the many things you can do within your budget and how to get more for your money (if you travel by car, he shows how most auto parties can save \$6 or \$7 a day).

You can't help but learn something that is just meant for you. Yet, *Where to Vacation on a Shoestring* costs only \$1. To make sure your next vacation will be something to talk about, get the facts now. Use the coupon to order.

## 'Round the World on a Shoestring

If you know the seldom-advertised ways of reaching foreign countries, you don't need fantastic sums of money in order to travel. You could spend \$500-\$1000 on a one-way luxury steamer to Buenos Aires—but do you know you can travel all the way to Argentina through colorful Mexico, the Andes, Peru, etc. by bus and rail for just \$109 in fares?

You can spend \$5000 on a luxury cruise around the world. But do you know you can travel around the world via deluxe freighter for only a fourth the cost—or via connecting steamer for \$700—and that there are dozens of other round the world routings for under \$1000?

Do you know all about the really comfortable, low-cost routings to whatever part of the globe you're interested in? India, say, and how to reach it at lowest cost via rail from Europe through France, Italy, Yugoslavia, Greece, Turkey, and the Middle East? Or how to see South America economically? Which air lines Americans living down there take to cut \$30, \$50, \$75 off the top fares?

There are two ways to travel—like a tourist, who spends a lot, or like a traveler, who knows all the ways to reach his destination economically, comfortably, and while seeing the most.

Norman Ford's big new guide, *How to Travel Without Being Rich*, gives you the traveler's picture of the world, showing you the lower cost, comfortable ways to practically any part of the world. Page after page reveals the ship, rail, bus, airplane and other routings that save you money and open the world to you.

What do you want to do? Explore the South Seas? This is the only guide in the world that names the schooners, tells what they charge, where they go (even how to reach Gauguin's old home). Visit Mexico? This is the guide that tells you the low cost ways of reaching the sights (how 56c takes you via 8-passenger automobile as far as those not-in-the-know pay \$5.60 to reach). Roam around South America? Europe? Any other part of the world? This is the guide that tells you where and how to go at prices you can really afford.

If you've ever wanted to travel, prove now, once and for all, that travel is within your reach. Send now for *How to Travel Without Being Rich*. It's a big book, with over 75,000 words, filled with facts, prices and routings, and it's yours for only \$1.50. Even one little hint can save you this sum several times over.

## Passenger-carrying FREIGHTERS are the secret of low-cost travel

Yes, for no more than you'd spend at a resort, you can take a never-to-be-forgotten cruise to Rio and Buenos Aires. Or through the West Indies or along the St. Lawrence River to French Canada. In fact, trips to almost everywhere are within your means.

And what accommodations you get: large rooms with beds (not bunks), probably a private bath, lots of good food and plenty of relaxation as you speed from port to port.

Depending upon how fast you want to go, a round the world cruise can be yours for as little as \$250-\$300 a month. And there are shorter trips. Fast, uncrowded voyages to England, France, the Mediterranean; two or three week vacations up and down the Pacific Coast or to New Orleans. Name the port and the chances are you can find it listed in *Travel Routes Around the World*. This is the book that names the lines, tells where they go, how much they charge, briefly describes accommodations. Hundreds of thousands of travelers all over the world swear by it. Travel editors and travel writers say "To learn how to travel for as little as you'd spend at a resort get *Travel Routes Around the World*."

It's yours for just \$1, and the big 130-page 1956 edition includes practically every passenger-carrying service starting from or going to New York, Canada, New Orleans, the Pacific Coast, Mexico, South America, England, France, the Mediterranean, Africa, the Indies, Australia, the South Seas, Japan, Hawaii, etc. There's a whole section called "How to See the World at Low Cost," plus pages and pages of photos and maps.

A big \$1 worth, especially as it can open the way to more travel than you ever thought possible. For your copy, simply fill out coupon.

## WHERE WILL YOU GO IN FLORIDA?

### IF YOU WANT A VACATION YOU CAN AFFORD

Florida needn't be expensive—not if you know just where to go for whatever you seek in Florida. And if there's any man who can give you the facts you want it's Norman Ford, founder of the world-famous Globe Trotters Club. (Yes, Florida is his home whenever he isn't traveling!)

His big book, *Norman Ford's Florida*, tells you, first of all, road by road, mile by mile, everything you'll find in Florida, whether you're on vacation, or looking over job, business, real estate, or retirement prospects.

Always, he names the hotels, motels, and restaurants where you can stop for the best accommodations and meals at the price you want to pay. For that longer vacation, if you let Norman Ford guide you, you'll find a real "paradise"—just the spot which has everything you want. *Of course, there's much more to this big book.*

### IF YOU WANT A JOB OR A HOME IN FLORIDA

Norman Ford tells you just where to head. His talks with hundreds of personnel managers, business men, real estate operators, state officials, etc., let him pinpoint the towns you want to know about if you're going to Florida for a home, a job with a future, or a business of your own. If you've ever wanted to run a tourist court or own an orange grove, he tells you today's inside story of these popular investments.

### IF YOU WANT TO RETIRE ON A SMALL INCOME

Norman Ford tells you exactly where you can retire now on the money you've got, whether it's a little or a lot. (If you need a part-time or seasonal job to help out your income, he tells you where to pick up extra income.) Because Norman Ford always tells you where life in Florida is pleasantest on a small income, he can help you take life easy now.

Yes, no matter what you seek in Florida—whether you want to retire, vacation, get a job, buy a home, or start a business, *Norman Ford's Florida* gives you the facts you need to find exactly what you want. Yet this big book with plenty of maps and well over 100,000 words sells for only \$2—only a fraction of the money you'd spend needlessly if you went to Florida blind.

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By a Wall Street Journal Subscriber

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This story is typical. The Journal is a wonderful aid to men making \$7,000 to \$20,000 a year. To assure speedy delivery to you anywhere in U. S., The Journal is printed daily in four cities—New York, Chicago, Dallas and San Francisco.


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# THE ELKS

VOL. 34

MAGAZINE

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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## What Our Readers



### Have to Say

May I compliment you on the attractive mourning dove cover which you ran in October. These are really beautiful birds. The cover is unusual because when fall arrives most of the magazines depict just about every bird and animal that is hunted, except the dove. In my estimation The Elks Magazine is tops; I look forward to reading it each month.

W. H. Jacoby  
Arlington, Tex.

A comment on your Elks Workshop: I think it's a grand addition to an already interesting magazine. I've clipped and filed all "Workshops" to date for present and future needs. The one on refinishing furniture will go to our Extension Club meeting this month as very helpful reference material for our current lesson.

Mrs. Earl C. Johnson  
Anselmo, Neb.

I wish to thank you for the splendid article "Freedom's Facts" in the December issue. Also, I enjoyed "Report From Formosa," which appeared earlier. Nowhere have I read such interesting and encouraging articles about Formosa.

H. G. Orem  
Portland, Ore.

By coincidence, I discovered that the letter carrier on the front cover of the December Elks Magazine is Norman Thompson, a carrier from Ridgewood, N.J., Post Office, who has been delivering letters to my home for the past 30 years. When I saw this attractive cover, I thought I recognized the carrier because, most certainly, the entrance to the Post Office on the cover is based on our Ridgewood Post Office. When I met the carrier, I told him that the man on the cover looked like him, and he promptly confirmed this observation. I think a lot of credit should be given to Fred Irvin, the artist, who lives in Ridgewood. I am proud to say that I am a 30-year member of Ridgewood Lodge, which is showing most encouraging results these days.

Herbert E. Cordes  
Glen Rock, N.J.

I have been receiving The Elks Magazine for years and find it even more interesting since you added the Elks Workshop Department, I am sure that this feature is generally appreciated.

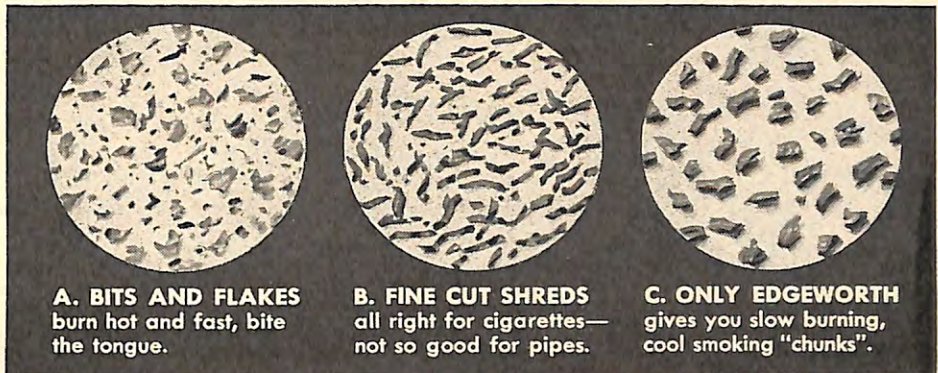
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# 3 SECRETS OF COOLER SMOKING

## WITH ANY PIPE

### 1. The Right Tobacco

Experts agree white burley is the finest, coolest smoking tobacco of all. For this reason, many pipe tobaccos contain burley. But not one in over 50 years has ever equalled Edgeworth's way with white burley. Edgeworth tobacco buyers look for a certain type of white burley, grown on well-drained land on sunny hillsides, just like fine wine grapes or fine coffee. Then, like fine wine, these special burleys are aged for years before blending.



**A. BITS AND FLAKES**  
burn hot and fast, bite the tongue.

**B. FINE CUT SHREDS**  
all right for cigarettes—  
not so good for pipes.

**C. ONLY EDGEWORTH**  
gives you slow burning,  
cool smoking "chunks".

### 2. The Correct Cut

Many a smoker used to rub a slice of tobacco carefully between his palms, until it formed chunks of just the right size to pack right and smoke cool. Now Edgeworth does all this before the tobacco is packaged. No other tobacco manufacturer can duplicate the Edgeworth cut—because it's actually "ready-rubbed" by an exclusive process. See in the picture what a difference this makes. Edgeworth's even-sized chunks (Picture C) burn slow and cool with never a touch of tongue bite. No other tobacco is "ready-rubbed" like this. And tests show that Edgeworth smokes 8 to 10 degrees cooler than other tobaccos tested.



### 3. Factory Freshness

Edgeworth's exclusive wrap-around pouch is heat-sealed. Moisture can't get in—proof that freshness can't get out! And no bulky corners in your pocket. You can always count on Edgeworth, America's finest pipe tobacco for over 50 years.

LARUS & BROTHER CO., INC.  
RICHMOND, VIRGINIA

**AMERICA'S COOLEST  
SMOKE**  
(8 TO 10 DEGREES  
COOLER)



# EDGEWORTH

AMERICA'S FINEST PIPE TOBACCO



# U.S. BUSINESS IN 1956

BY DR. MARCUS NADLER

IN THE JANUARY 1955 ISSUE of The Elks Magazine, the author, in analyzing the outlook for 1955, made the following statement: "The year 1955, on the whole, will be a good year. . . . The momentum of recovery in business activity in all probability will continue."

## BUSINESS IN 1955

During the year 1955 business activity in the United States was at the highest level ever reached in peace time. In fact since the middle of the year, the economy of the United States has been marked by boom conditions. All indices measuring business activity prove this point. In September, 1955, the adjusted index of industrial production (physical volume 1947-49=100) stood at 142, as compared with 124 a year ago. The employed civilian labor force reached a total of 65,161,000 persons in October as compared with 62,141,000 a year ago. Wages were the highest on record and are still moving upward. Since commodity prices both on the wholesale and consumer level were, on the whole, stable, the rise in wages and in salaries that took place during 1955 increased real wages and the spending power of the population at large. This was clearly reflected in the figures of disposable personal income, namely, total income of individuals minus taxes, which during the third quarter of 1955 was running at the annual rate of \$272 billion as compared with \$254.5 billion in the third quarter of 1954.

Gross national product, representing the value of all the goods and services produced in the country in the third quarter of the year, was at \$392 billion on an annual basis as compared with \$358.8 billion in the third quarter a year ago. All segments of the economy were favorably affected by the high level of business activity, except some coal-producing areas, the New England textile industry, doubly hurt by flood disasters, and the farmer. Farm income in the third quarter of 1955 was estimated at \$10.5 billion (on an annual basis) as against \$11.7 billion in the third quarter a year ago on an annual basis.



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.

The boom was spearheaded by housing, general construction, and the output of automobiles and durable consumers goods in general. The number of new housing starts for the year was estimated to approximate 1,300,000 units, as compared with 1,220,400 for 1954. This volume was achieved despite the fact that toward the end of the year home-starts declined under the influence of the tighter credit policy of the monetary authorities and the measures taken by the home financing agencies to curb the flow of capital into mortgages. The output of automobiles for the first ten months of the year amounted to 6,511,864 as against 4,359,114 in the same period of 1954. Sales of passenger cars were very large, stimulated by easy credit terms, good discounts on most new cars and relatively high prices for traded-in old cars. The volume of retail trade was large, as is evidenced by the fact that department store sales for the first ten months of the year were seven per cent higher than during the same period of 1954.

During the first nine months of the year the country was swept by a wave of

optimism and unbounded confidence in the future. This not only is reflected in the rather sharp increase in equity prices that occurred during that period but also in the willingness of many individuals and families throughout the country to mortgage their future in order to meet present demands. This in turn resulted in a very sharp increase of private indebtedness, notably mortgage debt, and consumer credit. In fact, during the second quarter of 1955, according to the Securities and Exchange Commission, the debt incurred by the people in the United States rose to \$500 million more than their savings. Whereas during 1953 and 1954 savings represented about 7.5 per cent of the total disposable income, in the first nine months of 1955 it amounted on an annual basis to 5.9 per cent.

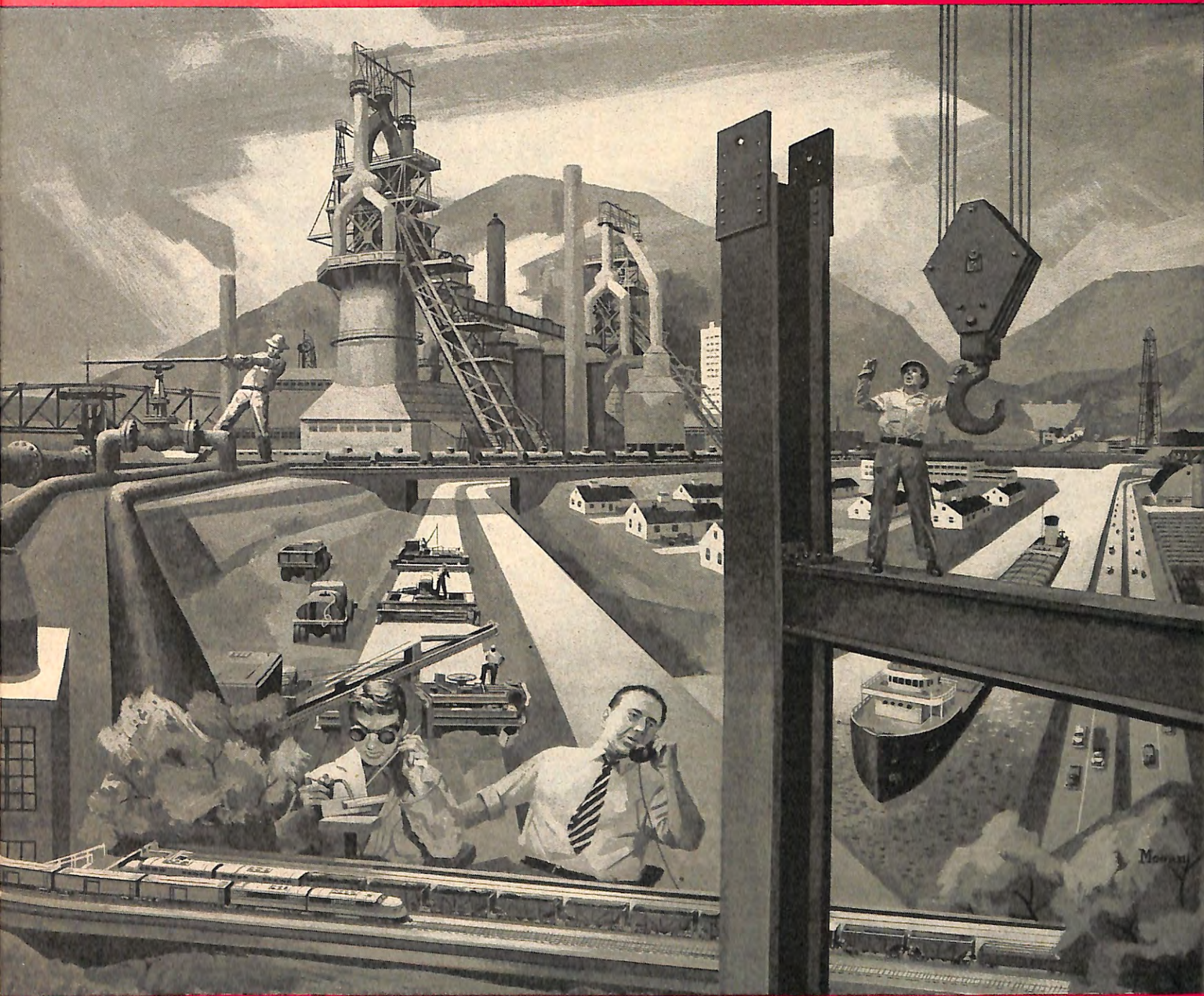
The illness of the President and the possibility that he may not be available as a candidate for the Presidency in 1956 injected an element of uncertainty which has been so far felt primarily in the equity market. In spite of this uncertainty and the sharp gyrations prevailing in the equity market, business will continue at a high level. At the time of this writing (in the last days of November) all indications point to continued high level of business activity, with Christmas sales very large, and employment and wages more than satisfactory as the year closes.

## WHAT ABOUT 1956?

Although the present great momentum in business is bound to be felt at least during the first quarter of the year, there are a number of uncertainties which make it difficult to forecast what business activity will be during the new year. In the first place, 1956 is an election year and this will inject all the elements of uncertainty which go with such an event. Second, the international political situation, in spite of the easing of some tensions, has still the element of uncertainty which may have an impact at least on the psychology of business management and of the ultimate consumer. Not only is the Far Eastern situation not settled but a

(Continued on page 51)





*While the long trend of our economy  
is upward, there are elements  
at work that may affect business later  
if not watched carefully.*





FOR THE seventh year, the Order of Elks came to the front in showing its appreciation of what the members of our press are doing to "Protect Our Right to Know". In accordance with the policy set up several years ago, the Lodge Activities Committee of the Grand Lodge invited the lodges to submit reports on their Newspaper Week observances for consideration. The lodges were divided into three groups, according to membership, and the best three programs in each will be suitably rewarded. The nine events selected by the Committee as outstanding are represented here with photographs and descriptive comments.

#### Others Honored

Honorable Mention was given to seven additional lodges in each group—**I**, Albany, N. Y., Atlanta, Ga., Bismarck, N. D., Helena, Mont., Holyoke, Mass., Pueblo, Colo., and Riverside, Calif. **II**, Cortland, N. Y., Greensboro, N. C., Griffin, Ga., Indio, Calif., Mesa, Ariz., Muncie, Ind., and Utica, N. Y. **III**, Bloomfield, N. J., Burlington, N. C., Dunkirk, N. Y., Hightstown, N. J., Holiday Isles (Madeira Beach), Fla., Mount Pleasant, Mich., and Rumford, Me.

While these programs naturally honored the men and women who go out and get the news for us, it is worth while noting the many which gave tribute to the youngsters who carry that news to our homes.

As a matter of fact, the general tone of all these events reflects the deep concern the entire Order holds in our young people. Not only were adult citizens invited to editorialize on the subject of the great job our newsmen are doing to keep us informed, but in several instances high school students were given the opportunity to write their thoughts on the matter.

Of particular interest is the educational element that was carried through many of the programs, such as the various  
(Story continued on page 37)

GROUP I



1st

Fresno, Calif., Lodge's E.R. N. L. Ellis greets William Lockwood, Managing Editor of the Bee, whose staff was honored at a dinner along with college and high school journalism students, the editors and publishers of 21 county papers, and personnel from 17 advertising agencies and eight public relations firms. Thirty Elks were hosts to 30 honor paper-carriers who received special Elk awards. Displayed in the lodge home were 33 panels depicting the Bee's new color reproduction process.

GROUP II



1st

San Benito and Harlingen, Tex., Lodges joined in honoring the press at a dinner when newsmen from six papers in two counties and representatives of eight high school publications were guests, with successful entrants in the Essay Contest conducted by San Benito Lodge and won by Allan Hayse, pictured with E.R. V. L. Booth. The observance, which elicited extensive publicity, included the writing of guest editorials, and the display of all participating student publications.

GROUP III



1st

Youthful Staunton, Va., Lodge emphasized the importance of the Newsboy's role with the youngsters as "straw bosses" for the day, while the Elks delivered the papers for the boys before dawn, led by E.R. J. Paul Tribles, pictured relaxing after his firing stunt. Throughout the day a float constructed by the Elks paraded the streets bearing one of the carriers on a throne, as "King for the Day". The vehicle was used for afternoon deliveries, while the boys and their sponsors were guests of the Visulite Theater management.





**2nd** Editor C. D. McNamee and staff members of the *Chronicle*, the single daily newspaper in Muskegon, Mich., along with high school principals, journalism instructors and editors of school publications heard Kenneth McCormick, Pulitzer Prize-winning *Detroit Free Press* reporter, relate many interesting experiences in covering top news events for the past 25 years, at the Elks' fine banquet. Another speaker was Dr. M. J. Kennebeck who explained in detail the excellent scholarship programs made possible by the Elks National Foundation.



**3rd** About 215 "Little News Merchants" were guests of honor at the dinner given by Minot, N. D., Lodge when brief speeches were made by several prominent business leaders, among them Mayor Maurice Harrington, Dr. C. P. Lura, President of State Teachers College, Ray C. Dobson, Past President of the N. D. Elks Assn. and publisher of the *Minot Daily News*, and Richard Fehr, Minot representative of the *Minneapolis Tribune*. All paid tribute to the youngsters as diligent workers whose business training prepares them for adult life.



**2nd**

The *Alamo News* gave the McAllen, Tex., Elks a fine display including the first paper printed here, the July 26, 1776, issue of the *Virginia Gazette*, and our first printing press. County high school publications staffs wrote editorials, with a trophy given by the Elks to the school offering the best copy. It went to Mission High for Garth Heitsch's top piece. Student writers and sponsoring faculties were Elk dinner guests with prominent newspaper people.



**3rd** The Elks covered downtown Gallup, N. M., selling copies of the local *Independent* and the *Times* at unheard-of prices—swelling their Journalism Education Fund by over \$200. Led by an editorial by E.R. Robert Menapace, the committee arranged for the daily publication of comments by civic and political leaders paying tribute to our pressmen. A forum, carried by radio, climaxed the observance with four prominent citizens pitted against editors of both publications in a discussion of the papers' policies and procedures in protecting the public's right to information on public affairs.



**2nd** The Chester, Ill., tribute culminated in a banquet attended by the staffs of all papers within lodge jurisdiction and their husbands and wives. Left to right: C. R. Bartels, *St. Mary's, Mo., Review*; Walt Snyder, *Chester Herald-Tribune*; Olin Kettelkamp, *Red Bud Pilgrim*; William Dahlem, *Evansville Enterprise*; Ross Randolph, Warden of the State Penitentiary and guest speaker; E.R. G. C. Berry; H. E. Guth, Perry County, Mo., *Republican*; J. A. File, Printing Dept. head at the Penitentiary, and Lucien File, of the File-Koeneman papers. Mrs. Louise Brands of the *Prairie du Rocher Sun*, also attended the program, during which scrolls were presented to these publication leaders.



**3rd** New Rochelle, N. Y., Lodge's 1955 observance stressed the part played by our press photographers in "protecting our right to know". At this program, the Westchester Newspapers' picture editor, Laurence Angel, left, and Elmer H. Miller, Editor and General Manager of the *Standard-Star*, second from left, accepted the award from Michael Stella, Chairman of the lodge's Committee, third from left. At right is E.R. Frank Moroze. The *Star* cooperated with the Elks by including in its pages several fine editorials written by members of the lodge, and two radio programs were carried over station WRNC, one of which included an address by Mayor Stanley W. Church.



# NEW CARS

'56 car changes feature  
added power, perform-  
ance—improved styling.

BY JOSEPH H. WHERRY

PHOTOGRAPHS BY AUTHOR  
EXCEPT AS NOTED

**T**ECHNICALLY AND APPEAR-  
ANCE-WISE, the 1956 cars have  
moved forward, as every year our cars  
have, but basically this was a "breather"  
year for the industry, with car manufac-  
turers stressing refinements and develop-  
ments of the sweeping innovations of last  
year. There were two all new cars, the  
little Rambler and the luxurious Lincoln,  
while the Studebaker line is a good 80-  
per cent new. Horsepower is up by rais-  
ing compression ratios and doing a bit of  
boring here and increasing the piston  
stroke there. The quest has not been for  
top speed—that's a natural by-product.  
The engineers have been after torque,  
the twisting force that makes the rear  
wheels come unglued and moves you  
fast from a standstill and gets you into  
the mainstream of modern traffic with-  
out clogging up the works. It takes big  
engines to pass slow vehicles and return  
quickly and safely to the right side in  
the face of crowded oncoming traffic.

It takes power to carry the increasing  
load of entertainment accessories like  
radios and record players; it takes addi-  
tional power to carry and to support  
power steering and automatic gear boxes  
that have made your driving more pleas-  
urable.

Left: De Soto power ranges from  
Firestone's 230 to Fireflite's 255-  
horsepower. Wheelbase is 126  
inches, as in the Chrysler. New  
grille is stamped aluminum pol-  
ished to high gloss, giving front a  
cleaner appearance and omitting  
the former teeth. Airscoop at front  
of hood is real and funnels addi-  
tional cooling air under hood.



Above: Chrysler New Yorker—on a 126-inch wheelbase, the Chrysler cars show the evidence of air age influence with high swept tail fins. Power ranges from 225-horsepower with the Windsor to 280 in the New Yorker. New styling includes bumpers, rear fenders, grille, chrome trim which is designed with view to practical two-toning.



Above: Dodge power plants range from improved 125-horsepower, 6-cylinder engine through three V-8 engines with a maximum of 230-horsepower. Restyling has placed a dual hood ornament on hood chrome trim. This is the Coronet V-8 Lancer hardtop.



Plymouth Plaza features a V-8 engine turning out either 180 or 187-horsepower. Performance addicts can get super-powered Plymouth with 200-horsepower engine. This Plaza is being gunned from a standing start, hence the blurred outline. Savoy and Belvedere models differ chiefly in extent of exterior and interior trim. Buyer can still get reliable 125-horsepower, 6-cylinder engine.





# NEW CONCEPTS

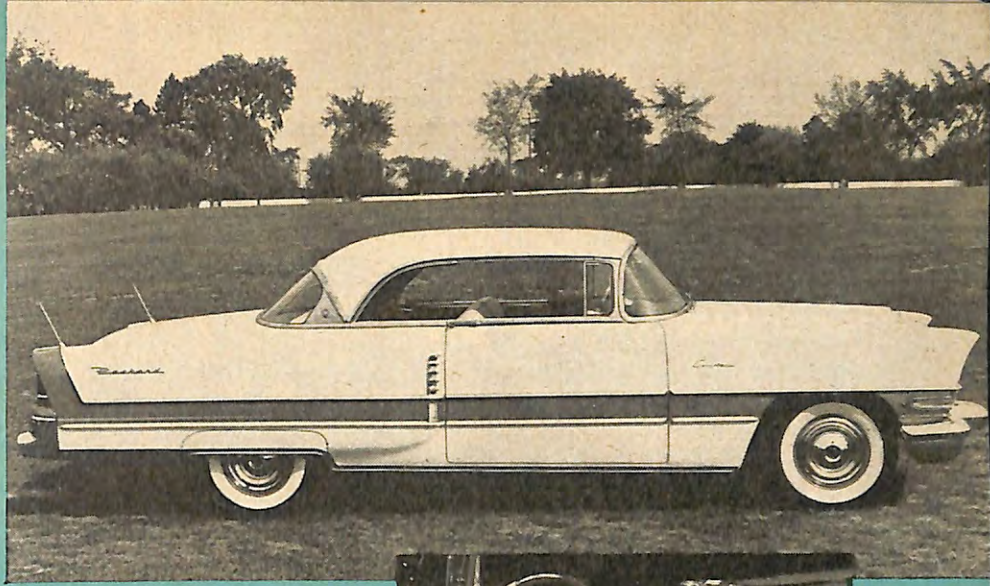
We Americans move on car wheels—one out of every seven of us is engaged in some facet of the automobile industry. The phenomenon the world calls "Detroit" has helped to make us the strongest nation on earth. One out of every two and one-half Americans owns a car. In a nation of this size and population there should be, and is, room for many manufacturers of automobiles. In a way they're alike, in details and distinctive features they are different from each other. And they say that we are going to buy about 8,000,000 cars in 1956. Could be, for we bought something like 7,000,000 last year and the economy continues high. But to search for a new car is harder than to find exactly the right gift for your wife on her birthday, for each of the twenty makes has unique features. Here are the outstanding ones in our opinion.

## Chrysler Corporation

When the '55 models came out, Chrysler bent every effort to increase sales; they had to. Referring to late '54, L. L. "Tex" Colbert said to an assembly of newsmen recently, "I told you we were shooting for 20-per cent of the market (they actually nailed down about 18-per cent for '55) and that when we hit that target we would raise our sights. That still goes. The target we set then is still the target for this company. In the past year we have made some good gains. But we are far from satisfied. We are out to get 20-per cent of the automobile business and more." And because it takes money to make money, Colbert added, "This year alone we are putting \$130,000,000 into our program of plant expansion."

Increased facilities mean more cars, more equipment to make those cars more desirable, and the formula seems to be right; Chrysler's five cars are selling in record numbers as this is written. If this firm is on target and winds up with a minimum of 20-per cent of the market, it is certain that the new push-button drive control will be largely responsible.

(Continued on following page)



Packard Caribbean hardtop (also available in a convertible model) is distinctively styled with two airscoops on hood channelling air to dual carburetors. Rear swept antennas carry out theme of cathedral styled tail lights that are also visible from the side. The six-button electrical drive control (right) is an industry first for Packard. (Packard Division photo)



Studebaker Golden Hawk, shown here, just before author drove and tested it, is capable of over 120 m.p.h. Has 275-horsepower engine made available by the Packard division.

Right: Studebaker Champion Sedanette, shown here on the South Bend proving ground, will most likely hold its title as the most economical full-sized American car. Seating six persons, the Champion has an interior that would do credit to far more expensive cars.



Below: The Clipper is now a name make in its own right. New this year is the excellent torsional suspension. Clipper is the highest powered car in the medium price range.





Though the small 'console' at the driver's left may look like a gadget, it's not. Thoroughly practical, there is a single *mechanically* actuated cable that moves a calibrated amount to select the gear. Five pounds pressure is all that is needed; in case of a miscue and the reverse button is pushed, an interlock prevents accidentally slipping into reverse over 10 miles per hour. Back lighting shows through all buttons at night, but the dimmest the last button pushed, indicating the gear you are in. There is no parking position, for Chrysler continues to use the industry's only transmission drive shaft hand brake which is actually capable of stopping the car in an emergency at comparatively low speeds.

A new power braking system which uses a combination of vacuum and an air storage reservoir has improved the braking system on the automatic transmission equipped cars. This new system permits the power brake pedal to be hung close to the floor board and low in relation to

the accelerator to decrease the time required to get the foot off the throttle and onto the brake pedal. On De Soto, Chrysler and Imperial a new brake shoe design and arrangement of the hydraulic fluid wheel cylinders increases the percentage of lining area which contacts the brake drums.

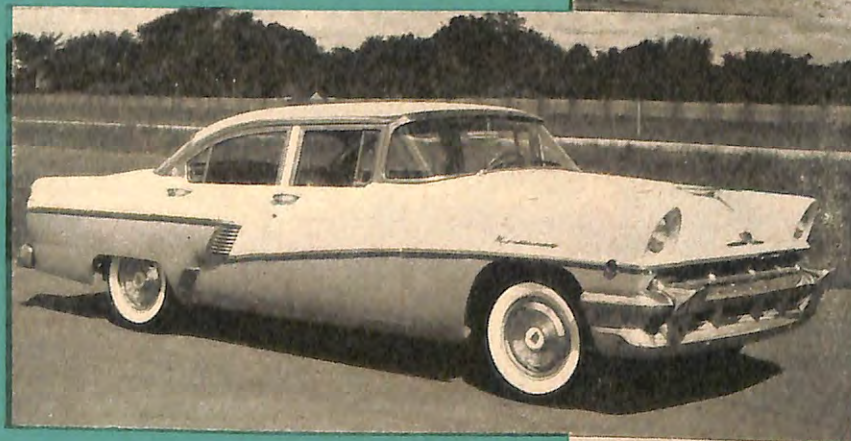
The engineers' tests have shown that these new wheel brakes effectively resist fading. (That's a short word for loss of effectiveness due to friction caused by long and continuous application of the brake pedal) and give some 2,000 additional miles of wear. Suspension details are, for the most part, unchanged. Chrysler's power steering is so designed that the number of turns required of the steering wheel has been reduced, for the second year, and the preciseness of handling of all five Chrysler cars has improved.

A practical result of the high rear finned fenders, in addition to the esthetic, is that backing and parking is easier because the rear fenders are now in full

view of the driver. Aluminum is introduced as an effective trim material on the new De Soto, the grille being stamped from this durable metal.

Economy has been increased slightly as to fuel consumed in spite of increased power, and those especially interested in low fuel bills still can select any of the Dodges or Plymouths with improved six-cylinder engines. The Plymouth, incidentally, is the longest overall of any low-priced car, and its stylists have gone all the way with the high fashion mass-to-the-rear approach expounded by chief stylist Virgil Exner.

Factory installed optional accessories add considerably to the comfort and entertainment available on a long ride. For instance, Chrysler is first with a record player that is located beneath the dash within the driver's reach. Slow playing records can be changed without looking at the instrument, and a flick of a toggle makes the player sound off through the radio. Remarkably shock proofed, the needle stays in the groove on rough



Above: A Ford Division first for '56 is an automatic convertible top latch. The symbol on front fender indicates that this top line Fairlane has modified version of last year's Thunderbird engine. Ford still produces an economy 6-cylinder engine; V-8 power ranges from 173 to 202 horsepower. Author tried Ford's safety seat belts (above left) and found them to give increased feeling of security. On this convertible Fairlane the sun visors are also padded for impact safety.

Left: Mercury power is up with choices ranging from 210 to 225 horsepower. The Monterey shown impressed author as one of the year's finest high speed road cars, with handling being both easy and light in spite of medium weight of car.

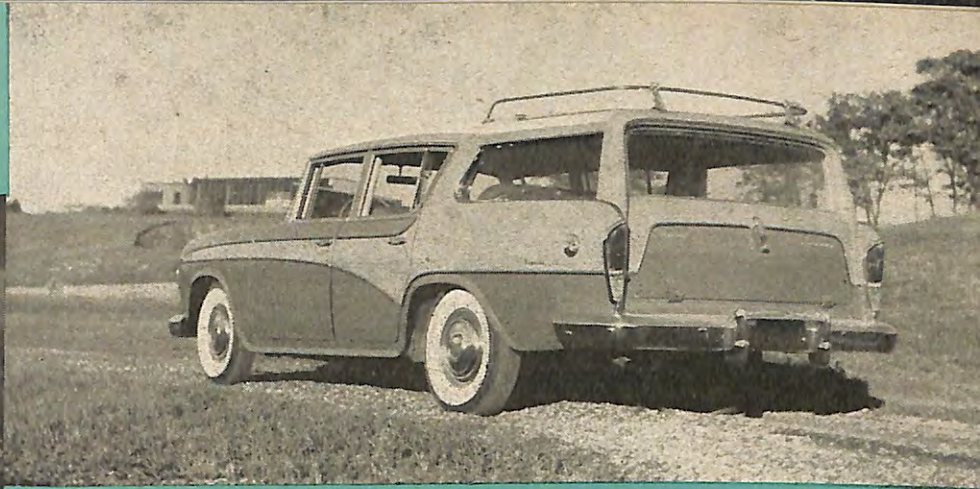
Right: The Lincoln Premiere. One of the only two completely new cars for '56. The Capri has same 285-horsepower engine, same dimension, but has more moderate chrome trim. (Photo by: Joe Farkas, Ford Photo Section)







The writer stretches out full length [he's 70 inches (plus) tall] in Nash Cross Country with rear seat folded. The small exterior size is baffling in view of the full width interior that rivals most large cars. The American Motors volume car, the Rambler, (above right) rides on a 108-inch wheelbase, has a new 120-horsepower six-cylinder engine that is remarkable for its liveliness. The Cross Country station wagon seats six persons.



Above: New side trim and increased V-8 power to 220-horsepower are '56 improvements for Nash. One of the finest of all cars for a travelling family, Nash improvements increase roadability and stability while retaining ultra-soft ride. American Motors proving ground workshops are shown in background.



Left: Hudson Hornet was put through its paces on Burlington, Wis., proving grounds. New engine puts out 220-horsepower and performance, comfort and roadability are on par with the field. Hornet shown here negotiating strip of concrete test washboard surface at good clip.

roads. When will television be standard?

Unlike the player which can be had on all Chrysler made cars, a new gasoline heater that puts out heat within 15 seconds is available only on the top three cars. With its own spark plug ignition system and fuel pump, this heater can maintain interior temperature at above 60-degrees when it's zero outside.

Chrysler is also pioneering the way with tubeless radios. Using tiny *transistors*, these optional radios make music the instant they're switched on.

Add to this literally dozens of color schemes from single to triple-tones, and an intention to bring out special color tones in keeping with the changing seasons, one has a clue to the reason why Chrysler management is in a jovial mood.

### Studebaker-Packard Corp.

With the recent merger's earlier confusions smoothing out, with the Clipper on its own as a separate make, and the most powerful in the medium priced field, James J. Nance, the president, hailed the 1956 model introduction by disclosing the expenditure of \$100,000,000 in product development. "It is important to

recognize that this is a 'growth' company. Our basic objective from the start," Mr. Nance emphasized, "has been to build in the direction of the proven success formula of the post-war automobile era—the *full line* company." Continuing with assurances that the two formerly independent firms would still retain a degree of identity, Nance continued, "We have never had any intention of shrinking one of these operations into the other."

Roughly, 1,000 Studebaker dealerships have taken the Packard franchise, and during last year these dual dealerships accounted for about 25 per cent of Packard sales. As do the Big Three, this firm now has full coverage beginning with the Studebaker Champion (perennial winner of economy runs) in the low-low priced field to the big Packards and Caribbeans on the top end. Once Packard was the prime prestige car (back in pre-war days). Now a vigorous sales promotion campaign is again bringing smiles to top management. Perhaps the greatest single factor in this comeback is the torsional suspension system introduced last year and now made standard on the medium priced Clipper as well.

The torsional system has been used for several years on Indianapolis racing cars because of the superior roadability and handling characteristics afforded. Many European cars have used this system for years. Worth noting is that once this suspension method has been incorporated into a car's design, the manufacturers have never gone back to the older spring suspension. In place of conventional springs at each wheel, long steel rods extending the length of the car under tension are used. The result is that shock to the frame from bumps or holes in the road is reduced to a minimum, making for a smoother ride.

Packard's unique "Levelizer" mounted near the transmission, actually an automatically controlled electric motor, performs a task that has been a problem since the automobile's early days: after a six-second elapse (to prevent a constant action on poor roads), the levelizer is actuated by any uneven load or force and the car is immediately levelled. In other words, a heavy load in the car's trunk no longer presses the rear end down causing the lights to shoot into the eyes of oncoming drivers. The net is a

(Continued on following page)

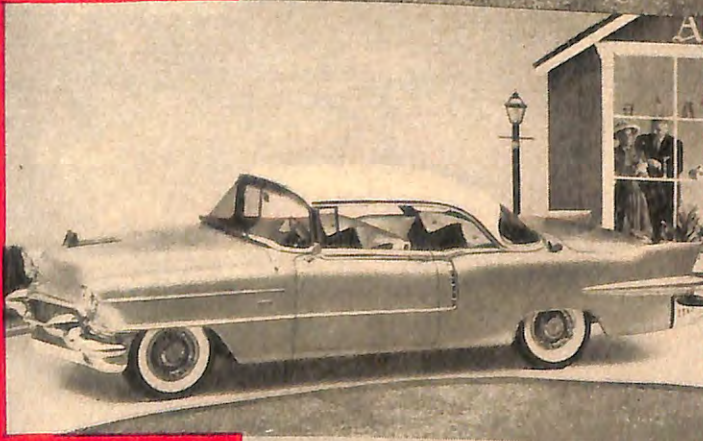


The Pontiac Star Chief has become a top contender in performance laurels, for maximum power has been raised to 227-horsepower. Improvements in suspension details have improved car's overall handling, and car shows exceptional high speed stability.



Oldsmobile's entry into 1956 sales picture features a new Italian style grille combined with bumper. Power is upped to a maximum of 240-horsepower to maintain position as one of the hottest performing cars on the roads today.

Chevrolet Bel Air four-door hardtop will be one of year's most popular cars. Still "a hot one," to paraphrase GMC ad, Chevy power is up to a maximum of 205 h.p. Chief external change is new wider grille with wrap-around effect.



Cadillac's new entry is this Eldorado Seville two-door hardtop. Cadillac may be starting a trend by shortening car's overall dimensions to eliminate space taking bulk. (GMC photo)

Writer has driven all new 1956 cars. Here the new Buick is subjected to extremely hard stop to test brake effectivity and to determine amount of nose-dive. New front end details have improved Buick's already good road handling, and the redesigned front end has reduced tire squeal on rounding corners.



level ride while the torsional suspension gives both a smoother and a sway free ride.

Integrated with this improved suspension is the 1956 application of another Packard first, the non-slip differential. Briefly, the differential permits one rear wheel to rotate faster than the other, as when rounding a curve. For years engineers have sought a way to avoid the spinning of one wheel, particularly when bogged down in mud or snow, while the wheel on dry ground stood perfectly still. Packard's new differential does an amazing thing: it transmits power to the wheel that needs it the most. In other words, if one wheel is mired and the other is on firm footing, the opposite of the usual takes place—the wheel on dry ground does the pulling while the wheel on ice, for example, just goes along for a ride instead of spinning. This feature has overcome another difficulty, that of wheel hop as occurs frequently when rounding a curve on an uneven surface. When one rear wheel hops or jumps, it momentarily speeds up, but when it returns to terra firma, a jolt and a sideways lurch takes place. With the Packard non-slip rear axle, a bouncing wheel does not over-speed.

As if this weren't enough, Packard had other aces up its sleeve to convince the public that it knows how to build good cars. The first modern *electrical* push button shift is now optional on all Clippers and big Packards, while being standard on the luxury Caribbean convertibles and hardtops. Placed on a lever-like extension for right hand operation, the six-button console includes a parking position that becomes incapable of unlocking whenever the ignition is off and the key removed. Instantaneous gear ratio changes are made at the touch of a button and reverse is inoperative at speed in excess of 5 miles an hour. Finally, 95 pounds of dead weight have been eliminated by substituting aluminum for steel in the transmission case.

The brakes on the entire Clipper, Packard, and top line Studebakers have been improved to resist fading by incorporating fins on the outside of the drums. Decreased wear is also a by-product of these improved brakes.

The related Studebaker line now includes a complete series of sports type cars with engines ranging from the 101-horsepower Champion up to the inclusion of the 275-horsepower Clipper engine, making the Golden Hawk one of the highest performers in the industry with the highest weight to power ratio. Styling has been a traditional Studebaker forte, so for this year the sedan line has been squared up in keeping with the trend while the grilles have been given a distinct treatment which sets them apart from the coupes. The first manufacturer to publicly crash test a car to prove the efficiency of the now industry wide safety door latches, Studebaker has devised a

(Continued on page 40)



# *A Message from the Grand Exalted Ruler*



## PLAN ELKDOM'S PROGRESS

*"FACING THE NEW YEAR,*

*We pledge ourselves*

*To follow through the coming year*

*The light which God gives us;*

*The light of Truth, wherever it may lead;*

*The light of Freedom, revealing new opportunities for individual development and social service;*

*The light of Faith, opening new visions of the better world to be;*

*The light of Love, daily binding brother to brother and man to God in ever closer bonds of friendship and affection.*

*Guided by this light,*

*We shall go forward to the work of another year with steadfastness and confidence."*

Traditionally the New Year is a time for taking inventory, a time for considering our progress and our plans for the future. As we look back upon 1955 we can take pride in our outstanding accomplishments. We have expanded the marvelous humanitarian services the Elks everywhere are rendering to the less fortunate, to America's Youth, to the war victims in our Veterans' Hospitals, and to those in our Armed Forces. Our membership is the largest it has ever been and so were our contributions by the Elks National Foundation last year.

All of this was made possible by the wholehearted cooperation of each of you.

As we face the New Year our accomplishments of the past should inspire each of us to greater effort. If every Elk would get another member, contribute an extra dollar to the Foundation, or devote an extra hour of service to our Order, this year would be one of brilliant and outstanding achievements. The Subordinate Lodge officers are entering their final quarter and the Grand Lodge Officers their second half. As we enter the homestretch, it is now or never for the success of "A Plan for Elkdom's Progress".

As I have traveled around the country I have had inspira-

tional experience. Members of Lincoln, Nebraska, Lodge No. 80 presented me with 204 Participating Membership subscriptions in the Elks National Foundation and a check for \$6250—more than a fourth of the total amount subscribed.

Although Salisbury, North Carolina, Lodge No. 699 had contributed \$1,000 to the Foundation, there had been no individual contributors until recently, when I was given \$3,000 covering the subscriptions of 208 of its 450 members. That Lodge expects to have 100% participation in the Foundation this year. Rocky Mount No. 1038 and Burlington No. 1633 are also furnishing strong competition.

What has been done in Lincoln and Salisbury can be done in all our Lodges. Our members will gladly contribute when personally contacted. Every Lodge should have an active Foundation Committee to solicit members and stage a fund-raising project for the Lodge.



In January we will initiate a fine class in honor of our State Presidents. Membership Control will continue to be our main objective. I appeal to all Elks, but particularly to our Secretaries and Lapsation Committees, to work diligently to the end that our lapsations will be held to an absolute minimum. Faithfulness to duty will give us that 5% net increase in membership we want.

In January we will have Elks National Service Commission Night. The District Deputies will conduct their second clinic and the Lodge Bulletin Contest gets under way.

This year I would like for every Lodge to sponsor fine applicants in both the Youth Leadership Contest and the Most Valuable Student Contest.

May I express the hope that the New Year will bring you and yours much personal satisfaction and happiness. I know that your labors for Elkdom will enrich your life and that you will always

"Serve Elkdom—Live Elkdom."

*John L. Walker*  
GRAND EXALTED RULER

*"I believe that if we really went all out and reached our members with an intelligent appeal to their generous hearts, we could easily double or triple the amount that was contributed to the Foundation last year."*



# News of the Lodges

## Ohio Elks' Fall Conference a Tremendous Success

A registration of 1,074 Elks and their ladies guaranteed the outstanding success of the Fall Conference of the Ohio Elks Assn. at Lima, Sept. 30th, and Oct. 1st and 2nd. Not only were 73 of Ohio's 96 lodges represented, but five branches of Elkdom from other States sent delegates to this session at which Pres. L. A. Kuenzli presided.

A new and highly satisfactory feature of the program was a clinic conducted by Grand Secy. Lee A. Donaldson for all Exalted Rulers and Secretaries of the State. Among the other Ohio Elk dignitaries attending the conference, for which P.D.D. Paul L. Fletcher was General Chairman, were Past Grand Exalted Ruler Dr. Edward J. McCormick, John C. Cochrane of the Grand Forum and Fred L. Bohn, former Chairman of the Board of Grand Trustees.

## Connecticut P.E.R.'s Meet

The P.E.R.'s Assn. of the Nutmeg State got together for their annual conclave at the home of Middletown Lodge in October. Twenty-six of the State's lodges were represented at the conclave at which Grand Est. Loyal Knight Arthur J. Roy was the principal speaker.

Elected to office on this occasion were Clifford E. Hamlin of Middletown, Pres.; Edward T. Cox, Wallingford, and Charles M. Stankye, Derby, 1st and 2nd Vice-Presidents; Mortimer A. O'Hara, Waterbury, Treas., and Felix P. Callahan, Nor-

wich, Secy. High honors were also paid to three veteran members of the Assn.—James Purdon of Norwich, Edward J. Kennedy of Ansonia and Wm. E. Beers of New Britain, each receiving an engraved scroll from the Assn. and gifts from his own lodge.

## Generosity Keynote of Quincy, Mass., Elk News

Recent reports from Quincy Lodge No. 943 are impressive in their preoccupation with the first cardinal principle of Elkdom. Just to list a few of the altruistic gestures made by No. 943 in the past few months, we find that they made a \$100 gift to the Auxiliary Police of their community, donated \$200 to the Mass. Elks Assn.'s Flood Relief Fund, gave a fine television set to the City Home, and jumped their annual scholarship award program from \$500 to \$1,200. This last decision was made by the membership at one of its meetings, on the recommendation of Scholarship Committeeman Wm. J. Keefe, following a persuasive talk by Chairman L. Paul Marini. From now on Quincy Lodge will reward four students with \$300 scholarships each year, in place of the two \$250 awards the past ten years.

On the social side of this busy lodge's agenda were its Annual Family Outing, attended by 250, a Golden Jubilee Outing and Clambake attended by 350, including State Pres. Michael J. McNamara, P.D.D. Leo F. Donovan and many civic officials, among them N. Y.



At Denver, Colo., Lodge's Stray Elk and Sister Lodge meeting were, left to right, P.D.D. Duke W. Dunbar, Attorney General for Colorado; E.R. Edward H. Sampson and Jacob L. Sherman of the Grand Lodge Judiciary Committee.

State Assemblyman Leon P. Noonan, a former resident of Quincy. Another big social event was Elks Ladies Night of the Greater Boston Elks Interlodge Tournament League, when No. 943 entertained 400 persons with a catered dinner and professional entertainment.

## A Roman Catholic Church for Bedford, Va.

With the help of the generous Elks of Eastern Massachusetts, a fine Roman Catholic Church has been erected at Bedford, near the Elks National Home. Dedicated on October 30th at a Solemn High Mass, the edifice will be known as the Holy Name of Mary Church, with Rev. P. Henry Stragisher as Pastor.

A group of about 30 Bay State Elks participated in the ceremony at which the Catholic Auxiliary Bishop of Richmond, the Most Reverend Joseph H. Hodges, officiated. The visitors from Massachusetts, as well as Bishop Hodges, were guests of the Home during their stay in Bedford. They included Pres. Michael J. McNamara of the Mass. Elks

Below: The deed to Camp Oyo is given to I. J. Harding, seated, right, Area Boy Scout Pres., by Barbour Counts, center, Chairman of Portsmouth, Ohio, Elk Trustees. Seated at left is Scout Executive Harry W. Wagner. Standing, left to right, are Elks Wm. A. Newman, Dist. Scout Committee Chairman; E.R. M. C. Henderson, and C. E. Drumheller.



Above: Des Plaines, Ill., Lodge presents a diathermy machine to Maine Township High School for the treatment of injuries suffered by the school's students. The gift was made in appreciation of the cooperation of the school's Supt. H. D. Anderson and Physical Education Dept. head S. C. Marzulo in making available to the Elks Maine Township's football stadium when Des Plaines Lodge sponsored the Chicago Bears' intra-squad football game. The gift was supplemented by a check for the use of the school band. Left to right are Elk Publicity Chairman R. H. Figard, Est. Lead, Knight Standley Redmer, E.R. George Konchar, Band Director Robert Kuite and Supt. Anderson.

ADDRESS OF GRAND EXALTED RULER JOHN L. WALKER: B.P.O. Elks Lodge No. 197, 602 South Jefferson St., Roanoke, Va.  
ADDRESS OF GRAND SECRETARY LEE A. DONALDSON: Elks National Memorial Building, 2750 Lake View Ave., Chicago 14, Ill.





Dave Koslo, former major-league pitcher, presents a trophy to Ricky Fenn, Mgr. of the Louisville Sluggers, champions of the Minor League, at the Oshkosh, Wis., Elks annual banquet for the players of the summer junior baseball program. Looking on at left is E.R. William M. Roberts, and right, Marty Anderson, Director of the baseball program.



Their expressions reflecting the highly successful Ohio Elks Fall Conference they'd just attended at Lima are, left to right, John C. Cochrane of the Grand Forum, Past Grand Exalted Ruler Dr. Edward J. McCormick, Grand Secy. Lee A. Donaldson, State Assn. Pres. L. A. Kuenzli, host E.R. Raymond R. Kail and former Grand Trustee Fred L. Bohn.

Assn., and P.D.D.'s Leo F. Donovan, Wm. H. Brennan and J. Russell Bradley.

Their host in Bedford, was Thomas J. Brady, Supt. of the Home and a member of Brookline, Mass., Lodge. It was Mr. Brady who interested the Elks of his State to contribute the money which made possible the construction of Bedford's new church.

#### Death Takes Prominent Dixon, Ill., Attorney

John P. Devine, well known in political circles of northern Illinois and for many years a member of Dixon Lodge No. 779, passed away Oct. 21st after a long illness.

Mr. Devine was a Past Exalted Ruler of Dixon Lodge, and a close friend and associate of Past Grand Exalted Ruler Henry C. Warner, whom he had nominated for that office at the 1939 Grand Lodge Convention. Both lawyers had been honored last May by the Illinois State Bar Association.

Born in Harmon in 1878, Mr. Devine had practiced law in Dixon for more than 50 years and had served 24 years in the State Legislature, his final two years as Speaker of the House of Representatives. He leaves his wife, four sisters and two brothers.

#### Texas Elks Hospital Scene of Another "Homecoming"

A year ago, when the new school building for the Texas Crippled Children's Hospital was dedicated, such an enormous crowd of Elks and their families attended the ceremonies that it was decided to make it an annual affair, to be known as a "Homecoming".

The first repeat of the program drew a crowd of 600 persons, many of whom had never before had the opportunity to inspect the Hospital's splendid facilities which have benefited over 500 children since its doors were opened.

Open House prevailed, with Miss Fannie Fox, Hospital Administrator, and her



Photographed during Queens Borough, N. Y., Lodge's tribute to John F. Scileppi on his appointment as Chief Justice of the Grand Forum are, seated left to right, P.E.R. John L. Frank, Chairman; Hon. Frank Kenna; former Chief Justice of the Grand Forum Henry G. Wenzel, Jr.; Judge Scileppi; P.E.R. Dr. J. E. Kiffin; former State Sen. Frank D. O'Connor of the Grand Lodge Auditing Committee, Dist. Attorney for Queens County; Magistrate Anthony Livoti and Judge Edward Thompson. Standing are Judge P. T. Farrell; Magistrate Thomas J. Gray, P.E.R.; Judge H. J. Crawford; Past Grand Exalted Ruler George I. Hall; Judge Mario Cariello; Judge William Groat; Judge A. J. Hoffman; Past Grand Exalted Ruler James T. Hallinan; Judge Walter McClancy; James A. Gunn of the Grand Lodge Committee on Lodge Activities; Magistrate James LoPiccolo; Judge Meyer Tobias; Magistrate Cortland McKennee; P.E.R. F. W. Wolters, and Judge Angelo Graci.

staff conducting tours for their visitors who were welcomed by TECCI Board Chairman Floyd B. Ford, with State Association President Emmett C. Bunch making the response.

Past State Pres. George Strauss was Master of Ceremonies for the formal program during which a group of the Hospital's patients offered several songs, including a rendition of "The Elks March Triumphant," written by San Antonio Elk D. M. Edwards who is giving the proceeds

of its sale to the Hospital. Among the speakers on this occasion were Carl R. Mann, a member of the Grand Lodge Committee on Credentials; Charles C. Bowie, Grand Lodge Youth Activities Committeeman; State Secy. H. S. Rubenstein; F. W. Beckstead and Victor W. Ferchill, all Past State Presidents; E.R. Howard L. Hawkins of Houston Lodge, and Secy. C. E. Smeltz of San Antonio.

#### Perth Amboy, N. J., Elk J. A. Compton Passes

James A. Compton, a long-time member of Perth Amboy Lodge No. 784 died recently in the Perth Amboy General Hospital at the age of 66.

Active in many community efforts, Mr. Compton was a Past Exalted Ruler of his lodge, and held the office of Treasurer of the local Red Cross Chapter at the time of his death. He is survived by Mrs. Compton, their daughter and a brother.

#### FORTHCOMING STATE ASSOCIATION MEETINGS

Washington	Port Angeles	Jan. 13-14
Oregon	Corvallis	Jan. 14
Massachusetts	Hudson	Jan. 15
South Carolina	Sumter	Jan. 19-20
Md., Del., D.C.	Salisbury	Jan. 21-22
Michigan	Jackson	Jan. 21-22
Montana	Red Lodge	Jan. 28-29



## LODGE NOTES

Chairman E. F. Heller and the members of his hard-working Entertainment Committee, assisted by a group of Elk ladies, deserve a great deal of credit for the outstanding success of Alexandria, La., Lodge's Annual Picnic for members and their families. There were 200 in attendance at the festivities, held at Harold Miles Park and including barbecued chicken, cold drinks and ice cream, enjoyed while those interested watched the World Series on TV. In addition, there were the radio and record-player to divert the non-baseball fans.

Edward I. Snyder, oldest living P.E.R. of Salem, Ohio, Lodge, passed away recently at the age of 95. A native of Columbiana, Ohio, Mr. Snyder had resided in Miami, Fla., since 1925. His death occurred while he and his wife were making their 22nd visit to Salem. Initiated 55 years ago, Mr. Snyder had served his lodge as E.R. in 1921; he had also been a Trustee for several years.

The Elks of Monessen, Pa., feel an understandable pride and personal interest in Miss Shirley Jones, moviedom's latest feminine counterpart of the Horatio Alger hero. Personally selected by Richard Rodgers to star in the motion picture version of "Oklahoma", Miss Jones and her talents have long been known to Monessen Elksdom; she has been a frequent visitor and entertainer at the lodge home there. You see, her family is well represented in the Order—her father, Paul, and uncle William are Life Members of Monessen Lodge in which her two cousins are also active. Her late grandfather had also been a Life Member for over 50 years.

For more than a decade, James W. Smith had served Birmingham, Ala., Lodge as its devoted Steward, during which time he was an active member. His death not long ago at the age of 77 brought a deep sense of loss to his fellow Elks. Born in Tuscaloosa, Mr. Smith had resided in Birmingham for the past 54 years.

When Norwich, Conn., Elksdom turned out in full force to pay tribute to P.D.D. Aubrey H. Brown at a testimonial dinner, another P.D.D., Felix P. Callahan, Secy. of the lodge, served as Chairman and Toastmaster. Among the guests were Grand Est. Loyal Knight Arthur J. Roy, Pres. Merritt Ackerman of the Conn. Elks Assn., and P.D.D.'s Charles L. O'Brien and James V. Pedace who acted for the host lodge in presenting a handsome Elks' ring to Mr. Brown.



This is the outstanding Chester, Pa., Elks Band—"30 men who are musicians two evenings a week but earn their daily bread as clerks, executives, engineers, steamfitters, barbers and other gainful pursuits." Directed by Thomas G. Leeson, Sr., the Band gives free concerts one evening each week during the summer at Municipal Park in Chester, and on another evening each week at Glen Providence Park Amphitheater in Media, with every program enjoyed by about 2,000 citizens. All in all, about 30 appearances are made annually. Proud owners of three separate full uniforms, the Band has been a consistent prize-winner in the various and frequent events it has participated in in Delaware, New Jersey and Pennsylvania.



Left: With its Charter at West Deptford, N. J., Lodge's first Annual Banquet are, left to right, Past Grand Exalted Ruler W. J. Jernick, Treas. Howard Wagner, Secy. Albert Freitas, Trustees Chairman Alfred Hill, Committee Chairman Frank Sacca and E.R. W. A. Snelbaker.

Right: This photograph was taken in the home of Toms River, N. J., Lodge during its first Teenagers Club dance of the fall season. About 40 young people enjoyed the affair, under the guidance of the lodge's Youth Activities Committee.



Williamsport, Pa., Lodge was host to the members of four teams, and their parents, of the Intermediate Baseball League in which the Elks sponsored the winning group with an undefeated season of 18 victories. Speakers included E.R. Grant S. Eder, P.D.D. John Buchanan, Chairman of the State Assn.'s Youth Activities Committee and Judge Charles S. Williams.



# Look at the Service Commission Record... ON WISCONSIN!



Wisconsin's 1954-55 Elks Veterans Service Committee, responsible for the tremendous work being done at five Government hospitals under the leadership of Past Grand Exalted Ruler Charles E. Broughton. Left to right: William P. Robb, Daniel Stangel, Theo. M. Oettinger, Capt. Fred. E. Theilacker, Phil LaPointe, Eddie Groth, John Nordby, Chairman Duane Peck, Ray L. Smith, Jos. J. Haertl, Arthur J. Geniesse, a member of the Grand Lodge Credentials Committee, and Joseph C. Lawinger.

WHEN IT COMES to organized service for hospitalized veterans, the Elks are 'way out in front.

This is the story of what we're doing in Wisconsin; what is going on in other States will be reported later.

It was revealed at the Wisconsin Elks' 1955 Convention that \$22,000 had been spent on this work during the past year, and when you look at the record, it's easy to see where that money went.

Coordinated operation of their outstanding Committee has resulted in an all-enveloping program that has benefited thousands of our servicemen at the five Government hospitals in that State.

Since 1944 morale-boosting entertainment for veterans of both World Wars and the Korean Campaign has been provided regularly at Madison, Tomah, Wood and Waukesha VA Hospitals and the King Grand Army Home. In addition, there has been a great deal done for the occupational therapy departments of these hospitals, all of which regularly receive magazines, playing cards, phonograph records, yarn, leather and personal gifts for each patient.

When it comes to entertainment, these Elks believe nothing but the best is good enough for our country's defenders. Widely diversified talents are utilized—there are animal acts, puppets, ventriloquists and jugglers, acrobats and musicians who perform not only in organized stage shows, but by strolling through the rooms and wards of the hospitals.

These costumed ward strollers are monthly visitors at Tomah and Madison and entertain twice a month at Wood and Waukesha. Wood has a formal stage show once each month, too, as do King Grand Army Home and Tomah, where both afternoon and evening performances are given every time.

The Wisconsin Elks don't send their entertainers to the hospitals unaccompanied; there are always a number of members along too, and you'll find some of them, with their entertainers, at all the carnivals the hospitals themselves put on. Not long ago the 65-piece Youth Band Racine Lodge sponsors played at both Wood and Waukesha Hospitals.

Obviously, in Wisconsin no time, effort or money are spared to let our hospitalized veterans know "the Elks will never forget them".



The lower trio of photographs is offered to sketch out the Wisconsin Elks' comprehensive service program. Above, right, is a young lady puppeteer, one of the many fine formal stage show entertainers; above is a patient operating a loom in the occupational therapy department at Tomah, frequent recipient of Elk-donated materials; at right are a pair of costumed ward strollers.



# for Elks who TRAVEL

BY HORACE SUTTON

ILLUSTRATED BY TOM HILL

*Going south now isn't  
a bad idea—and  
particularly if it is  
the Caribbean islands.*

IT SEEMS ONLY YESTERDAY, or at least, a few months ago, that we were all being exhorted to stick an air-conditioner in every room or perish. Well, the exhorters are back, this time with the notion: go South or perish from the cold. Hardly an air-cooled morning goes by these wintry days when going South doesn't seem like such a bad idea. I must say that all manner of means are being laid on to transport you with swift and efficient means from wherever you live down to where it's summer all the time. I refer to the Caribbean. You will remember in a recent article in this space I discoursed at some length on the number of cruise ships that will slip—indeed, are already slipping—down to the palm-lands. It will be one of the largest, and certainly, as I think I explained then, one of the most international armadas ever to set sail.

Now, hard on the heels of that news comes an announcement by the British, who are past masters in finding a comfortable climate, that they will be send-

## More About Traveling

Horace Sutton's regular travel column is only part of our travel information this month. On page 39, there is a feature article about the delightful country of Mexico and our customary Travelguide runs on page 42. If you have any questions about traveling, don't overlook our Elks Magazine Travel Service notice on page 39.



ing a whole new fleet of airplanes over an interesting new routing through the Caribbean. The airplane is the Viscount, a turbo-prop four-motored affair built by Vickers, and already in use on this continent by Capital Airlines and Trans-Canada. Through some kind of hocus pocus that I don't pretend to understand the planes marked British West Indies Airways will leave New York and fly to Bermuda over a route which is occupied, among other carriers (Pan American and Colonial), by British Overseas Airways Corporation, known as BOAC.

Anyway, my point is, that without a change in aircraft, the plane will move

on to Puerto Rico, thither to Barbados, that rolling patch of green in the Eastern Caribbean, and so south to Trinidad. From Trinidad the route will cross to Caracas, Venezuela and so, having touched another continent, will avoid the tax. Then it will carry on to Jamaica, to Nassau and end in the neon- and sun-warmed strip of Miami or else in the air-cooled acres of New York.

## ON WAY BY AIR

There are, of course, other ways to island-hop. Eastern Airlines jumps straight out of New York to Puerto Rico. Delta-Chicago Southern invades by way



of New Orleans. And of course, Pan American has all sorts of arrangements, particularly its original island-hoppers delight, the open-jaw trip that flies directly to Puerto Rico from New York, then reverses its field, flying westward to the Dominican Republic, across the island of Hispaniola to Haiti. From there it is two hours or less to Jamaica, then up to Miami by way of a stopover in Cuba.

### TO THE PALM ISLANDS

Indeed, so many routes now criss-cross the Caribbean that one need really only pick out which islands seem most appealing, then string an itinerary between them. That brings me directly to the palm lands and perhaps I had better tell you a bit about the leading ones. Puerto Rico booms a little louder with each passing year and it is with a wave of incredulity that I look back on my first visit there in 1947 when, beyond the weather, there was little reason for a tourist to put in. Now the mammoth, modern Hilton is capping its success with a hundred-room addition for which the ground has just been broken. The airport, with its own built-in hotel, its covered walks, its spacious plazas makes Idlewild in New York look like the shambles that it is.

Now in Puerto Rico, there are restau-

posed in the altogether pleasant confines of the Virgin Islands, the planes landing first in St. Thomas and then in St. Croix. Anyone proceeding to St. John had just better take the boat. Now then, St. Thomas, liveliest of the Virgins, is crowned with a king-sized Miami styled hotel, the Virgin Isle, where you will find a pool, tropical greenery, terraced rooms, and the last word in comfort. Besides, there are pleasant tucked away roosts like Smith's Fancy, mid-size hotels like Bluebeard's, and to my mind, the best beach in the Caribbean, Magen's Bay. St. Thomas is the original of the free ports where Scotch costs \$2.50 a fifth, cigarettes are a dime—\$1 a carton, the best four-year-old rum is 75 cents a fifth, and prices are commensurate on such other items as French perfume, Danish silver, Swedish glass, Japanese cameras, Swiss watches and other items that tempt the American tourist. Moreover, there are chic little dress shops tucked away in the bougainvillea-draped alleys where they will make to measure in a minimum of time. All told, to my mind, the Virgins constitute about the best shopping in the Caribbean, along with Curacao. Here, at least, the terms free port, are not merely idle come-ons for the visitor interested in bargains.

As for Barbados, it is utterly different



rants to eat in, and Avis or Couture will rent you an up-to-date tour to take the trips out to the rain forest of El Yunque or Luquillo Beach, or to the fishing village of La Parguera. New express roads are going in for those who want to travel around the island, and for those who want to stay in San Juan there are beaches there too, and none very far from an American ice cream soda. Most of the hotels are within a long-ball's distance of Sixto Escobar Park where the winter baseball season is in full swing, the lineups spiced with a number of famous names from the States.

A half hour or so and you can be de-

from the other islands of the Caribbean, standing, as you will see on the map, east of the stepping stones that lead south to South America. Although there are palms, they don't predominate, for the island is green and rolling and from the air, quite like the English countryside in summer. The crop, far from English, is sugar cane, and it grows everywhere. While cricket matches flourish on pitches by the edge of the sea, and the harbor police are still dressed in uniforms of the old British navy of Nelson's day, there are tropical beaches dotted around the island and luxurious

(Continued on page 47)

**1 Double room**  
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### You'll Remember LAS VEGAS

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### HEADING FOR THE JERSEY SHORE?

While on the way stop and relax

at

**MILLVILLE, N. J., B. P. O. ELKS**

Here is the Gateway City to most South Jersey Coastal resorts. You'll find Millville No. 580 a restful place to linger awhile. No overnight accommodations in the Lodge but you can get tasty snacks and a refreshing shower. There's a powder room too and grill and recreation rooms plus a sumptuous lounge. Cocktail hour Monday through Saturday 4:30 to 6:30 P.M. Your welcome here will be cordial and we'll try to make your journey a happier one.



### VISITING MIAMI BEACH? HAVE FUN AT 1601

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720 West Avenue

Miami Beach, Fla.



# Visiting the Lodges

## with John L. Walker



Several 50-year Charter members of Yankton, S.D., Lodge were present when the Grand Exalted Ruler visited that city on October 17th. Front row, left to right: 50-year Charter Member James Crouse; Ken Robert, Pres. S.D. State Elks; D.D. Harold F. Ricketts, Past Grand Exalted Ruler Henry C. Warner, Mr. Walker, Past Grand Exalted Ruler James G. McFarland and 50-year members James Mikota, William Cavanaugh, Carl Wollbaum, Joe Vinatieri and E. J. Dowling, 2nd row, left to right: Past State Pres. Elza Anderson and Fred Green, P.D.D. Fred Leach, Past State Pres. Freeman Otto, P.D.D. Jim Lloyd, Past State Pres. Max Richmond, E. B. Pederson and Leo Temmey and Pres. Nebr. Elks, Paul Zimmer. Rear row, left to right: Past State Pres. Michael Murphy, lodge officers Sid Gurney, Wade Fishback and Robert Fejfar, Exalted Ruler Roman Reinders, lodge officers Roland Peterson, Merle Nelson and John Murphy, and Past State Pres. W. "Bram" McKenzie.



Charles J. Ille, Exalted Ruler of Glasgow, Mont., Lodge, presents a check to Clarence Mieyr, left, Pres. Montana State Elks Assn., as a contribution to the Montana Elks speech and hearing therapy unit for children, as Grand Exalted Ruler Walker looks on.

Grand Exalted Ruler John L. Walker receives a gift from Exalted Ruler Clifford J. Matthews during a dinner held in his honor at Havre, Mont., Lodge on Oct. 10th.



On October 14th, Minneapolis, Minn., Lodge honored the Grand Exalted Ruler at a luncheon. Present were, left to right: John Hafich, Grand Lodge Ritualistic Committeeman, Exalted Ruler Robert Newhouse, Mr. Walker, Trustee Fred J. Bieber and Past Grand Exalted Ruler Sam Stern.



En route to St. Paul, the Grand Exalted Ruler stopped at Rochester, Minn., Lodge. Present, left to right, were: Exalted Ruler S. F. Drips, Past Grand Exalted Ruler Sam Stern, Mr. Walker, and Dr. Charles Mayo of the Mayo Clinic. Dr. Mayo is a member of Rochester Lodge.

**T**HURSDAY EVENING, OCT. 13, Grand Exalted Ruler John L. Walker, accompanied by Past Grand Exalted Ruler Sam Stern, began a visit to Minnesota Lodges with a stop at **CROOKSTON LODGE**, where he was met by Exalted Ruler Dr. D. A. Peterson, Past District Deputy Chet Nelson, lodge officers and members. Mr. Walker and Mr. Stern then boarded a train for **ST. PAUL** and the following morning were guests at an informal breakfast in the Hotel Lowry, with Exalted Ruler William R. Carter, Jr., and members of the lodge the hosts. Present were State President Ernest M. Peacock, Grand Lodge Ritualistic Committeeman John Hafich, Exalted Ruler Bob Newhouse and Secretary Stanley Andersch of Minneapolis Lodge.

While the Grand Exalted Ruler's plans called for attendance at a banquet in St. Paul that evening, following the breakfast he left St. Paul to visit **AUSTIN LODGE**. There he was met by Exalted Ruler Don A. Sheetz, city and industrial officials. A luncheon followed. On the way back to St. Paul from Austin, Mr. Walker visited **ROCHESTER LODGE**, where he was met by Exalted Ruler Stanley F. Drips, State Vice-President L. R. Benson and lodge members, including Dr. Charles Mayo of the Mayo Clinic. While in Rochester, Mr. Walker toured the Mayo Clinic. Returning to St. Paul at 5:00 p.m., the Grand Exalted Ruler held a 45-minute news conference with photographers and reporters, after which he was guest of the lodge for a reception and dinner. During the dinner Mr. Walker accepted on behalf of the Elks National Foundation 16 pledges of \$100 each from members of St. Paul Lodge in support of his program to increase the funds of the Foundation during his year in office. Past Exalted Ruler Wyman F. Fourre was Toastmaster for the banquet and Joseph E. Dillon, Mayor of St. Paul, extended greetings to those present.

Next morning, Oct. 15, the Grand Exalted Ruler was escorted with city officials to the Municipal Zoo at Como Park, where he presented the city of St. Paul with a pair of yearling elk which had

*(Continued on page 24)*



Present at St. Paul, Minn., Lodge when the Grand Exalted Ruler visited on October 15th, were, left to right: Past Grand Exalted Ruler Sam Stern, Exalted Ruler William R. Carter, Jr., Lodge Officers Laurence E. O'Connor, Jr. and Clifford E. Mikkelson, and Mr. Walker.





The Grand Exalted Ruler reviewed the Color Guard of the Sea Scout Troop sponsored by Norwich, N. Y., Lodge during his visit on October 29th. Left to right: Mr. Walker, State President Franklin J. Fitzpatrick and Exalted Ruler Willard C. Masterson.



The Grand Exalted Ruler talks to a group of prominent Elks welcoming him to Queens Borough, N. Y., Lodge on October 25th. Seated left to right: State Pres. Franklin J. Fitzpatrick, Exalted Ruler William C. Eisenhardt and Past Grand Exalted Ruler Judge James T. Hallinan. Standing, left to right: District Deputy Walton S. Gagel; member of Grand Lodge Activities Committee James A. Gunn; Judge John F. Scileppi, Chief Justice of the Grand Forum; Dr. Morris Milstein, Vice-Pres., N. Y. State Elks Assn.; Frank D. O'Connor, member of the Grand Lodge Auditing Committee, and Grand Exalted Ruler Walker.



When the Grand Exalted Ruler visited Devils Lake, N. D., he was greeted by, left to right, front row: Past District Deputy Mack V. Traynor and Past Grand Exalted Ruler Sam Stern; rear row: Past District Deputy Noel F. Tharalson, Exalted Ruler C. O. Sandberg, District Deputy F. H. Gilliland and A. C. Moore, President of the North Dakota State Elks Association.



When the Grand Exalted Ruler attended a luncheon at Hastings, Nebr., Lodge on Oct. 20, present were, left to right: Ted Ochsner, District Deputy Carl Peterson, Donald Hansen, J. F. Crowley, Member of Grand Forum H. L. Backledge, Exalted Ruler E. T. Butzirus, Mr. Walker, Ray Turner, Lloyd Levande, Herb Spielman, Sec. George V. Helmann, Sr., Trustees Dr. B. R. Gibbs and J. Leo Swigle.



Grand Exalted Ruler Walker addressing a luncheon gathering at Austin, Minn., Lodge, with District Deputy William Baudler, left, and Exalted Ruler D. A. Sheetz, right.



This group was present when the Grand Exalted Ruler visited Bellows Falls, Vt., Lodge on Sept. 27th. Left to right: Sec. James M. Tolaro, State Pres. John B. Finck, District Deputy Raymond J. Quesnel, Past Grand Exalted Ruler John F. Malley, Mr. Walker, Exalted Ruler Robert F. Siano, Grand Treasurer Edward A. Spry, and District Deputy Edward A. Govangeli.



Grand Exalted Ruler John L. Walker addressed a large gathering at a banquet St. Johnsbury, Vt., Lodge gave in his honor on Sept. 28th. Seated at the Grand Exalted Ruler's right is Past Exalted Ruler Clarence V. Akley and at Mr. Walker's left is Exalted Ruler Fred Gagne.



Discussing plans at Council Bluffs, Ia., Lodge on Oct. 19th were District Deputy John Helm, seated left, Grand Exalted Ruler Walker; Past Grand Exalted Ruler Henry C. Warner, standing left, and William P. Knox, Mayor of Council Bluffs.



When the Grand Exalted Ruler visited Portage, Wis., on August 10th, present, left to right, were: Past State Pres. William Eulberg, Exalted Ruler Fred Pepper, Mr. Walker, Past District Deputy Arno Miller, Mayor of Portage, and State Pres. Al La France.





On hand to greet the Grand Exalted Ruler when he visited Portsmouth, Va., Lodge on September 9th, were front row, left to right: Exalted Ruler W. T. Johnston, Past Exalted Ruler W. A. Davis, Mr. Walker, scholarship award winner Faith Young, Mrs. Walker, Past Exalted Ruler Edward L. Curtin and S. M. Brooks. Second row: Richard Ivins, Past Exalted Ruler W. E. Sykes, W. L. Deans, Past Exalted Rulers J. M. Johnson and John Donlan and Chaplain R. L. Woodling. Back row: Herbert Willard, Past Exalted Ruler J. E. Benton and Past District Deputy J. Grover Mayo.



Grand Exalted Ruler Walker, right, smiles with pleasure at the fine porch enclosure erected at the Newington, Conn., Hospital for Crippled Children through a gift of the Conn. State Elks Assn. With him when he visited the Hospital on Oct. 22nd were Grand Esteemed Loyal Knight Arthur J. Roy, center, and Pres. Conn. State Elks Assn., Merritt Ackerman.



This 50th Anniversary Class was initiated when the Grand Exalted Ruler visited Willmar, Minn., Lodge on Oct. 15. In the rear row, left to right: Grand Lodge Ritualistic Committeeman John Hafich, Past Grand Tiler Dr. M. H. Carlson, Past Grand Exalted Rulers Sam Stern and James G. McFarland, Mr. Walker, Exalted Ruler A. E. Thompson, Pres., Minn. State Elks Assn. E. M. Peacock, District Deputies John E. Harrigan and Harold F. Ricketts, Norman Hansen, Vice-Pres., Minn. State Elks, and Robert Newhouse, Sec., Minn. Elks.

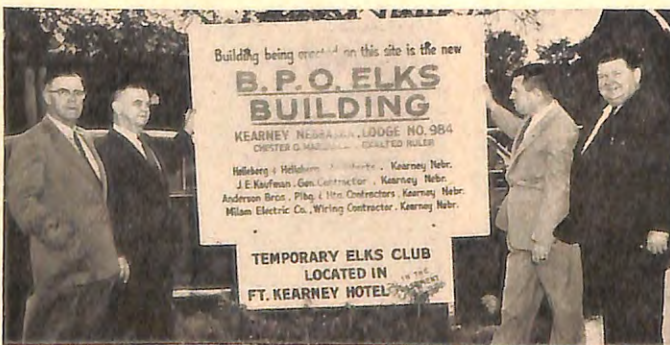
been obtained from the U. S. National Wild Life Refuge in Valentine, Nebr., through the efforts of Exalted Ruler Carter and lodge members. Victor Angerhofer and Con Kuckler, St. Paul Lodge members, drove the elks by truck from the Refuge to the Zoo.

After the presentation, the Grand Exalted Ruler attended a luncheon at MINNEAPOLIS LODGE, with Exalted Ruler Bob Newhouse the host.

That evening Mr. Walker was at WILLMAR LODGE for the 50th Anniversary banquet. This proved to be an outstanding event and more than 250 were in attendance. Among the prominent Elks who were present were Past Grand Exalted Rulers James G. McFarland and Sam Stern, District Deputies John E. Harrigan and Harold F. Ricketts, State President Ernest M. Peacock, Third Vice-President Norman Hansen and Bob Newhouse, Exalted Ruler of Minneapolis



At the speaker's table during the banquet that Sioux City, Ia., Lodge gave in the Grand Exalted Ruler's honor on October 18th, were, left to right: Chaplain Rev. R. A. Cowling, Mayor and Mrs. George W. Young, Exalted Ruler and Mrs. Grant J. Wetz, Grand Exalted Ruler John L. Walker, Past State President Frank J. Margolin and Mrs. Margolin, Past Grand Exalted Ruler Henry C. Warner, Mrs. Damme and District Deputy Elmer T. Damme, State President Francis Moetzel and Nebr. State Pres. Paul Zimmer.



Kearney, Nebr., Lodge was in the process of building its new home when the Grand Exalted Ruler visited that city on October 20th. Photographed at the site of the new home were, left to right: Secretary R. A. Daugherty; H. L. Blackledge, member of the Grand Forum; Exalted Ruler Chester O. Marshall and Mr. Walker.



Looking over recent copies of the "North Dakota Elk News" when the Grand Exalted Ruler attended a dinner at Williston, N.D., Lodge on Oct. 12th, are, left to right: Exalted Ruler Herman A. Schmitz, Mr. Walker, Past Grand Exalted Ruler Sam Stern, District Deputy F. H. Gilliland and Past District Deputy E. E. Palmer.





Above: At the reception and buffet at Kingsport, Tenn., Lodge on Nov. 6, left to right: District Deputy Joseph G. Caskey, Chairman of the Grand Lodge Ritualistic Committee Edward W. McCabe, District Deputy Frank Payne (between Mr. McCabe and Grand Exalted Ruler Walker) Past Pres. Tenn. Elks Maurice Conn, Exalted Ruler J. Newton Greene, Special Deputy S. J. Elkins, Jr. and Sec. William Monprode. Others pictured are Lodge officers and members.

Below: On hand when the Grand Exalted Ruler visited Elizabethton, Tenn., Lodge on Nov. 6 were, left to right: Special Deputy S. J. Elkins, Lodge officer John L. Bowers, Exalted Ruler Peter Carriger, Edward W. McCabe, Chairman of the Grand Lodge Ritualistic Committee, and District Deputy Joseph G. Caskey.



When Grand Exalted Ruler John L. Walker was guest of honor of Elmira, N.Y., Lodge at a dinner on Oct. 28, he was greeted by Tom Wrigley, who "Writes from Washington" for The Elks Magazine each month and is a 38-year member of Elmira Lodge.

While the Grand Exalted Ruler was in Knoxville, Tenn., on Nov. 4 he visited the Knoxville Cerebral Palsy Clinic. With children at the Clinic are, left to right: Special Deputy S. J. Elkins, Jr.; E.R. of Kingsport Lodge J. Newton Greene; John M. Smith; Mr. Walker; D.D. Joseph G. Caskey; E.R. of Knoxville Lodge, J. E. Pryor, and Treas. Tenn. Elks John T. Menefee.



Lodge and Secretary of the Minnesota Elks State Assn.

Members from St. Paul, Alexandria, Brainerd, Minneapolis, St. Cloud, Fergus Falls, Albert Lea, Stillwater and Marshall were in attendance. Exalted Ruler Albert E. Thompson presided and Mayor Harold Miller gave the speech of welcome. Noteworthy on this occasion was a presentation of 25 Elks National Foundation pledges of \$100 each and a pledge of \$1,000 from Willmar Lodge, which Mr. Walker accepted with appreciation on behalf of the Foundation.

After his visits to Minnesota Lodges, the Grand Exalted Ruler left for South Dakota. These visits were reported in our December issue, with the exception of YANKTON LODGE, where he visited on October 17 as a guest of honor at the lodge's 50th Anniversary Celebration Dinner. Mr. Walker was the featured speaker at the dinner, which was attended by more than 600 Elks, including District Deputy Harold F. Ricketts. A large gathering of ladies was present. The Grand Exalted Ruler was introduced by Past Grand Exalted Ruler James G. McFarland. Past Grand Exalted Ruler Henry C. Warner, who accompanied the Grand Exalted Ruler on his tour of the state, also addressed the large gathering present.

At a meeting held before the dinner, with Exalted Ruler Roman F. Reinders presiding, a class of 42 candidates was initiated into the Order by a degree team composed of former Presidents of the



When the Grand Exalted Ruler visited Norfolk, Va., Lodge on September 9th, he was greeted by, first row, left to right: Trustees William White and Thomas Akin, Exalted Ruler L. A. Hudson, P.G.E.R. Robert South Barrett, Mr. Walker, Grand Chaplain Rt. Rev. William A. Brown, F. M. Hoggard and J. C. Bloxson. 2nd row: M. A. Steinbaugh, R. I. McCourt, John J. Brow, Judge H. Lawrence Bulluck, Secretary W. U. Walsh, H. C. Anderson, A. C. Watson and George E. Overby.



South Dakota State Association. William B. McKenzie, Sioux Falls, and M. G. Murphy, Huron, each occupied the chair of Exalted Ruler for the initiation. Also on the degree team were Fred Green, Brookings; Freeman Otto, Yankton; Leo A. Temmey, Huron; Max Richmond, (Continued on page 49)

At the dinner given by Oak Ridge, Tenn., Lodge in the Grand Exalted Ruler's honor on Nov. 4, left to right: Trustee John M. Smith, District Deputy Joseph G. Caskey, Mr. Walker, Exalted Ruler Leighton A. Fuller, Chairman of the Grand Lodge Ritualistic Committee Edward W. McCabe, Special Deputy S. J. Elkins, George W. Leonard, member Chicago (South) Ill. Lodge and J. T. Menafee, Treas. Tenn. Elks.



# ROD & GUN

BY TED TRUEBLOOD

**A sportsman's camera can add to your hunting and fishing memories.**



**I WAS TYING FLIES** one evening last winter when Bill Schwartz came over and my wife sent him down to the basement where I was working. I continued attaching bits of tinsel, bucktail and feather to

hooks while we visited.

We talked about the things that all sportsmen talk about on winter evenings. We discussed the preceding duck season and counted off the days until the coming fishing season. After a while Bill said, "You know, I got to thinking the other day: Except for the prints you gave me of the trip we made over Labor Day, I don't have a single picture of any place I've been fishing or hunting.

"I've hunted ever since I was big enough to carry a gun and fished almost as long. I've seen some mighty pretty country. I've killed a lot of game and caught a lot of fish, but I don't have a picture of any of it. I'm going to buy a camera."

I said, "You have my sympathy."

"What do you mean?" he asked.

"Well, you've probably got a dozen guns and you're always making a new one, restocking an old one or doing something to them. You reload your own ammunition. You have a boat and motor and a lot of camping and fishing equipment to take care of. Just when are you going to find time for photography?"

"I've already made up my mind," he said, "that I'm not going to make work of it. You don't reload, but you do tie flies. And you develop your own film. I don't intend to let photography get the upper hand."

Bill is a man of action. Consequently, I was not surprised when he came over again, about a week later, and said, "I want to show you my camera."

Because I believe that he made an exceptionally good choice for the sportsman who doesn't want to work at photography, but does want a photographic record of his trips, I'm going to describe his outfit in detail. He had bought a moderately priced, American-made 35 mm camera with coupled range finder and an f 3.5 lens.

The range finder is important. One of the two most common causes for missing a picture is having it out of focus. A

range finder coupled to the lens practically eliminates the possibility of this error.

The f 3.5 lens is fast enough for ninety-nine out of 100 pictures an outdoorsman will take. In good light, even with color film, most shots are made at f 5.6, f 8 or f 11. An extremely fast lens, such as an f 2, has no better definition than the f 3.5 and most photographers who carry them discover that they use them at wide aperture only once or twice a year.

Bill's camera also had built-in flash synchronization and he bought a compact battery case and reflector to go with it. This attachment fits in a clip on top. It is easy to use and virtually fool-proof and it will just about double his chances for interesting pictures. He can take shots around the camp-fire at night—which he couldn't take without flash, no matter how fast a lens he might have. He can take pictures of his companions inside the cabin or in a tent and other shots that will add to the variety of his album.

He bought the smallest photo-electric

exposure meter that he could find. He got a little one because it would be easy to carry, but it was made by a reputable manufacturer and I have no doubt that it is fully reliable. This is another important camera accessory. The two most common causes of spoiled pictures are shooting out of focus and over or under exposure. The coupled rangé finder on the camera eliminates out of focus shots and the exposure meter, if properly used, eliminates poor exposures.

In addition to the camera, flash attachment and exposure meter, Bill bought a haze filter to use with color film, a K2, or medium yellow, filter for black and white, and a lens shade. The only other accessories were a tripod, a self-timer and a cable release. All three are essential. The self-timer and tripod will enable him to get into his own pictures. He can pose beside his big buck or good catch of bass. The tripod will also be necessary, of course, when he wants to stop the lens way down to f 16 and use a slow exposure to get great depth of

*(Continued on page 43)*

Photo by Ted Trueblood



Two ideas for waterproof, dust-proof camera boxes made from 50-caliber ammunition boxes. In the lower one camera, flash attachment, filters, lens shade, cable release and self-timer are held in place by brackets, screws or wing nuts. The upper box is divided by partitions held in place by glue. A twin-lens reflex is in the left compartment, filters, film and meter in the middle one, 35 mm miniature and its telephoto in the right. The tripod lies across the top.





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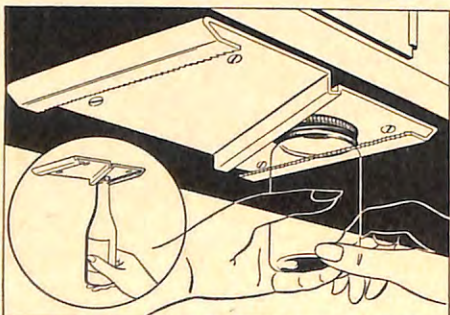


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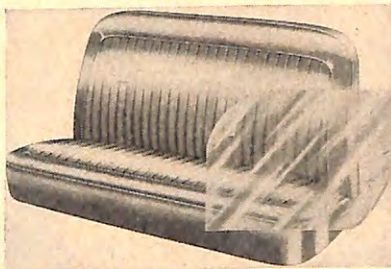
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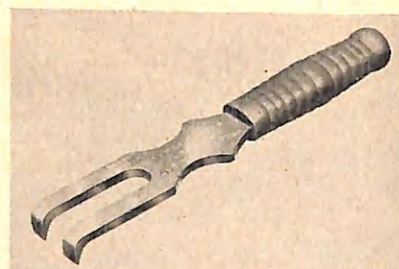
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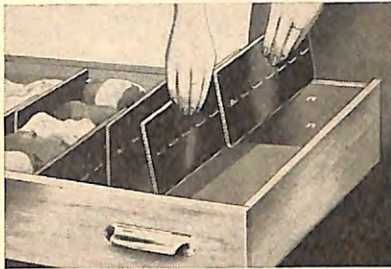
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**Louis and Gladys Schirmer SUCCESSFUL HOME-GROWERS, SAY:** "We'll Show You How We Raised Orchid Plants Worth a Fortune - Starting At Home in Spare Time."

**FUN FOR ALL THE FAMILY.** It's great fun to grow Orchids. And the whole family can help - from teen-agers up. Mr. Schirmer himself is over 60 - was nearly 50 when he and Mrs. Schirmer first started to grow Orchids for profit.

**LEARN HOW ORCHIDS MULTIPLY.** Learn how one plant may become many, each as valuable as the first! Flower production and plant stock should both increase steadily - year after year - and so should your profits!

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TROPICAL FLOWERLAND, Dept. 31 4622 Wilshire, Los Angeles 5, Calif.

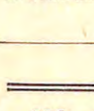
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Please rush FREE details on your offer of Louis & Gladys Schirmers' Instructions which show me how to grow Orchids at home. The instructions will include a real blooming-size Orchid plant and valuable "Quick-Profit Plan" - all sent for me to examine at home without risk. This request does not obligate me in any way.

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Orchids offer rich reward in beauty. There is financial reward for one interested commercial as I am. Thanks a million for everything.  
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Los Angeles 5, Calif.

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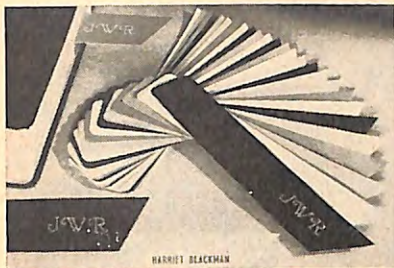
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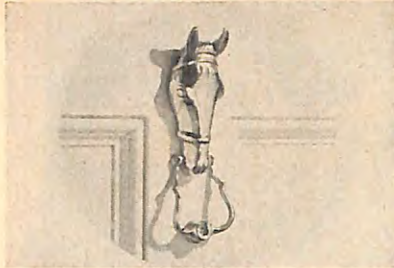
**MATTHEW DAY CO., INC.**  
DEPT. B-41 DUMONT, NEW JERSEY



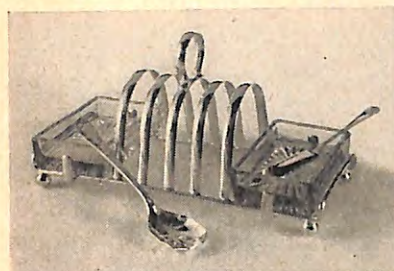
# Elks FAMILY SHOPPER



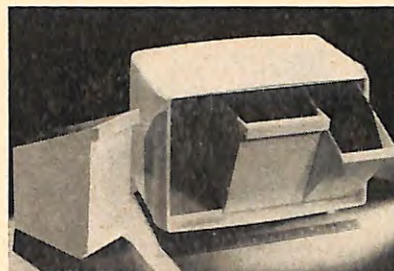
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75,000 sportsmen gladly paid \$3.95 for this famed hunting knife. However, a new shipment has just arrived—too late for the past hunting season. We're forced to sell fast to raise cash. We're sacrificing these superb knives at **HALF PRICE—only \$1.98.** It's the bargain of the year! The rugged beauty of this splendid knife has already won recognition for design in sports circles on the Continent. Its blade is actually sharp enough to shave with! Genuine leather scabbard is metal tipped. The tough, sturdy SOLINGEN STEEL by KORJUM assures years of rugged service. Length: 10 inches. Send only \$1.98 plus 12 cents postage for 5-day home trial. Money order, check or cash. Test it any way you wish—if not completely satisfactory, return it for full refund. Get your now at **HALF PRICE!** This includes the genuine leather scabbard. And when not in use, display the Black Forest Knife in your rec room, den or use as letter opener. Its handsome lines add a note of drama to your home. But order **TODAY.** Tomorrow may be too late. Send the handy coupon below!

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throws red, green & white beam visible miles away!



REG. 1.98

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Payment of . . . . . enclosed.

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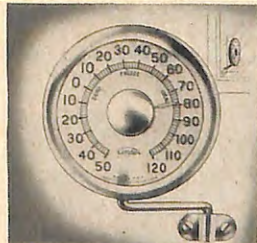
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It's a "summer vacation" all winter when you

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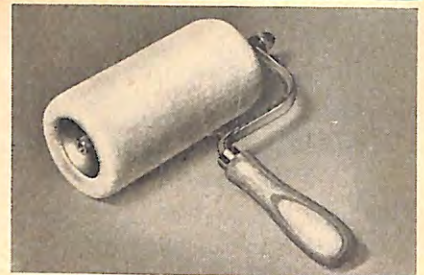
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**GOREN BIDDING WHEEL** shows correct opening bids and responses quickly without resort to involved instructions. It improves anyone's game, beginner or advanced player. Also lists rules on point count system, preemptive bids, etc. Handy size to carry in pocket or purse. Only 50c ppd. Bridgemasters, P. O. Box 6522, Atlanta, Ga.



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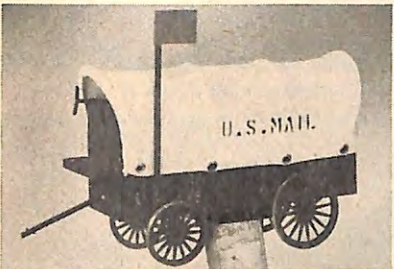
# Elks FAMILY SHOPPER



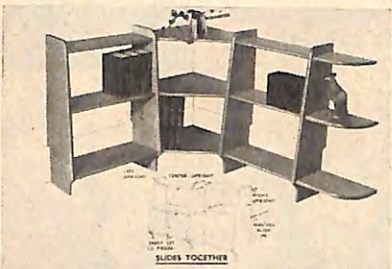
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Now you can do away with chemicals that eat away pipes, cause expensive plumbing bills, ruined clothing, spattered walls, floors. Completely safe in operation. DRAIN-BLO builds up to 60 lbs. pressure. Just one swift downward stroke opens up sink instantly. DRAIN-BLO is light and easy to use. Overall length 13 1/2". Fits all sinks except those equipped for garbage disposal. Order DRAIN-BLO now and have when needed. ONLY \$3.98 postpaid if you send check, money-order, or cash. If C.O.D., postal charges additional.

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Dept. B-31,  
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### 29 Pc. Vanadium Chrome DRILL SET



Specially made for speed drilling. In sturdy indexed container. Finest alloy steel drills, hardened and precision ground to the sharpest, longest lasting cutting edge obtainable; will easily and cleanly bite through hardwoods, plastics, aluminum, iron and the toughest steels. Unconditionally guaranteed for thousands of drillings. Full jobber-length. Sizes by 64ths from 1/16" to 1/2". There are only a limited quantity of sets available at this low price, so hurry!

NOW \$6.95 plus 50c handling-postage. Also available with Turned Down Shanks to fit all 1/4" drills \$8.95 In individual pocket tool roll, postpaid



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# NEWS of the LODGES



Left: E.R. Joseph E. Yates, right, extends a cordial welcome to D.D. Virgil B. Kingsley on his official visit to Torrance, Calif., Lodge, during which a class of 12 was initiated.



Right: John Paden, left, recipient of a \$300 scholarship given by Pasadena, Calif., Lodge, receives his \$500 Elks National Foundation Award from E.R. Harry J. Crawford. At right is P.D.D. J. Robert Paine of the California Elks Assn.'s National Foundation Scholarship Committee.

## Stray Elks Corraled by Denver, Colo., Lodge

A crowd of more than 350 Elks from various lodges in the State were welcomed by Denver Lodge No. 17 to its Sister Lodge-Stray Elk Meeting. E.R. Edward H. Sampson conducted a brief business session, following which the meeting was turned over to Jacob L. Sherman of the Grand Lodge Judiciary Committee who delivered an inspiring talk, and introduced various visiting dignitaries and their delegations. Later, a top-flight vaudeville show and buffet supper were enjoyed.

## Berkeley, Calif., Elksdom Passes Half-Century Mark

Fifty years of progress were reviewed with pride by the members of Berkeley Lodge No. 1002 when they devoted four days in the latter part of October to the celebration of their Golden Jubilee.

The first evening saw the Old Timers honored with a special initiation and the introduction of 40- and 50-year members who were recipients of special pins marking their affiliation. Open house for visiting Elks the following evening found Past Grand Exalted Ruler L. A. Lewis an enthusiastic participant in the festivities, and an inspiring after dinner speaker.

A reception for visitors, government dignitaries and representatives of civic and fraternal organizations occupied the third evening, with the final day's activities devoted to a luncheon at the lodge home and attendance at the football game between the University of California and University of Southern California, followed by a dinner-dance.

To commemorate its Anniversary, the lodge published a handsome brochure tracing its history. Well illustrated, it offers valuable data on the life and times of No. 1002's formative years.



Pictured when D.D. S. Eddie Pedersen made his official call on Idaho Falls, Ida., Lodge were, left to right: P.D.D.'s Clifford Warr, Past State Pres.; O. J. Allen, and Frank R. Venable, Past State Pres. and former Grand Est. Lecturing Knight; Mr. Pedersen; E.R. C. S. Lowrie, and P.D.D.'s Rulon Dunn, Jack P. Halliwell, Milton E. Zener and Frank L. McCormick. During the program, the Idaho Elks, who are identified with 42 local community and welfare projects, decided to make a \$450 contribution to the Elks National Foundation.



Winners of the Ritualistic Title of the California Elks Assn. are these El Centro officials. Left to right: P.E.R. Earl K. Hinson, Candidate; Ronald Scharer, Chaplain; Hercul Shultz, Est. Loyal Knight; Scott O'Leary, Est. Lect. Knight; C. W. Dickenson, E.R.; Paul Trapnell, Inner Guard; Joseph Becker, Est. Lead. Knight; J. W. Beard, Esq., P.E.R. Harry E. Hamerslough, Coach.



## Woonsocket, R. I., Elks Welcome Major-League Aides

The touring major leaguers banded together by Spec Shea stopped over in Woonsocket and trounced the local All-Stars in a game witnessed by over 5,000. The contest was sponsored by Woonsocket Lodge No. 850 for the benefit of its Flood Relief Fund, and after the game the Elks were hosts at an open house reception for players of both teams.

In pre-game ceremonies, Mayor Kevin Coleman took the mound with E.R. Roland G. Sicard as his catcher and Councilman J. J. Walsh at bat. The Amvets Band furnished background music for them, as well as for the real contest which saw Brooklyn Dodger Clem Labine, a native of Woonsocket, play with his home-town team along with Phil Paine of the Milwaukee Braves. Other stars studding the diamond included Walt Dropo and Dick Donovan of the White Sox, Jim Piersall, Norm Zauchin and Ted Lepcio of the Red Sox, the Indians' Jim Busby, Eddie Yost and Ed Fitzgerald of the Senators, Chicago Cub Don Hoak and Chet Nichols of Milwaukee.

## Md., Dela., D.C. Elks Meet at Silver Spring

The Maryland, Delaware and District of Columbia Elks held their Fall Meeting Oct. 22nd and 23rd with Silver Spring Lodge No. 1677 as the host.

During their session, the Board of Trustees awarded the 1956 Annual Convention to Easton, Md., Lodge, and recommended the donation of \$120, or a penny a member, to the flood victims of Connecticut, a gift to which the delegates added \$72.

The Silver Spring Elks, who were celebrating their tenth anniversary, supplied fine entertainment for their 200 guests, led by State Pres. Paul K. Shutt, Sr. Salisbury Lodge will be host to the Midwinter Meeting Jan. 21st and 22nd.

## Oshkosh, Wis., Elks Award Diamond Trophies

About 500 youngsters enjoyed themselves to the hilt at the banquet Oshkosh Lodge No. 292 gave for the players in the community's summer junior baseball program, an annual affair. The repast, traditionally consisting of hot dogs, potato chips, soda pop and ice cream, was highlighted by the presence of Dave Koslo, a major-leaguer for 12 years with the Giants, Baltimore and Milwaukee. A special speaker for the ten-to-twelve-year-olds, Koslo gave the boys the story of what it's like to be a pitcher in the majors, urging them to "aim for the top and follow the rules".

The former big-leaguer participated in the rewarding of the winners in the various leagues—the Louisville Sluggers in the Minor League; the Brave Sluggers of the Major League; Red Rockets in the Major A group; Junior Indians of the Major AA Loop and Junior Dodgers

# THE OTHER GOOD TURN



**T**WENTY YEARS AGO, the lady in this picture was a patient at the Harry-Anna Home for Crippled Children which the Elks of Florida maintain and operate.

A polio victim in 1934, Mrs. B. E. Williams was sent to Umatilla for a ten-month period of treatment, returning in the Spring of 1936 for surgery and a six-month stay.

Mrs. Williams recalls that at Christmas time each patient was allowed to write to one of Florida's lodges listing the gifts he'd like Santa to bring. She wrote to Panama City Lodge and its members sent her a wrist watch, a pen and pencil set and many other gifts.

This year, Mrs. Williams and her family volunteered to assist Panama City Lodge in the annual Home Seal Sale in any way they could, "just as a small token of appreciation for what I benefited at the Home".

A decade ago, her entire body was paralyzed; today she walks with only a slight limp.

"I would never have been able to walk without crutches or braces if it had not been for the Harry-Anna Home," Mrs. Williams stated as she and her family took enough supplies to prepare 1,000 envelopes for the mailing of the Seals.

The mother of four fine children, she is a happy example of the efficient treatment which is available at the Home. She and her husband want that good work to continue—something which will be accomplished through the sale of the Seals.

in the Triple-A League. The top individual award, the "Al Madden Memorial Trophy", made annually to the outstanding player in the 3-A group, was given to Paul Poeschl on the field following the local high school football game in which the young man had been engaged during the banquet.

## Portsmouth, Ohio, Elks Give Camp Area to Boy Scouts

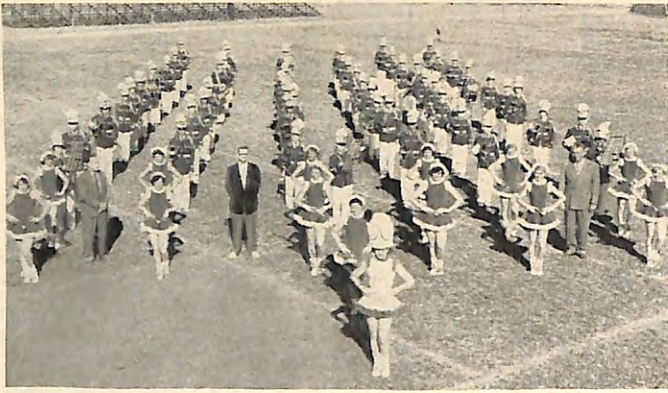
A 51-acre tract of land at Camp Oyo has been purchased by Portsmouth Lodge No. 154 as a gift for the Scioto Area Boy Scout Council. Check in payment for the land was presented to the Council's Pres-

ident, I. J. Harding, by Barbour Counts, Chairman of the lodge's Board of Trustees, at brief ceremonies held in the office of Wm. A. Newman, Chairman of the Scouts' Portsmouth District Camp Committee and Chairman of the lodge's Youth Activities Committee.

The 51 acres bought by the Elks include all the camp buildings and facilities; the balance of the 285 tract will remain under the jurisdiction of the State Forestry Division, although the campers will be allowed free run of the area.

For the past ten years, the Elks have sponsored annual camping period for 100 underprivileged boys and 50 girls.





Fort Myers, Fla., Lodge has sponsored this local High School Band since 1947. Its 81 members, including majorettes have just received their third set of striking green and white uniforms, purchased by their sponsors at \$4,500. Band Committeemen appearing between the lines of musicians are Chairman Hugh Seneff, left, and Tom Derington, right. In the center is Band Director Robert Brodhecker.



Photographed at West Palm Beach, Fla., Lodge when over 300 Elks paid tribute to Grand Trustee William A. Wall, were, left to right, P.D.D. A. C. O'Hea, D.D. Lewis J. Frasor, State Assn. Pres. Frank Holt, P.D.D. Robert Skanes, Mr. Wall, P.D.D. Charles Pecklus, former Grand Esquire Chelsie J. Senerchia, P.D.D.'s W. E. Poland, Jr., and J. Alex Arnette, and Parker T. Wilson, Vice-Pres. of the Fla. So. Central District.



Plant City, Fla., Lodge's presentation of an auditorium flag, a Florida State flag and 48 classroom flags to the new High School was handled by, left to right, Victor O. Wehle of the Grand Lodge State Associations Committee; P.D.D. J. P. Tyner, Elks' Americanization Committee Chairman; school principal Donald Yoho; U. S. Dist. Judge Dozier DeVane, principal speaker; E.R. Dr. A. R. Ellis, Jr., and P.E.R. R. N. White, Elks Americanization Committee District Chairman.



Mount Pleasant, Pa., Lodge inaugurated its program for Student Aid instigated by Past State Pres. R. H. Smith, when E.R. Clyde Bitner, Jr., presented \$100 checks to Shirley Maffitt, Aileen McCombs and Catherine Polanovsky who are entering Nurse's Training. The awards will be made annually to each young lady for three years. Others pictured are, left to right, Committeemen L. I. Levinson, A. E. Kromer, Chairman Homer Huhn, Jr., P.E.R., and Richard Scherrbaum.

### Northampton, Mass., Lodge Celebrates Golden Jubilee

A week-long series of events marked the 50th Anniversary of Northampton Lodge No. 997, climaxed by the Jubilee Banquet at which Grand Exalted Ruler John L. Walker was the principal speaker, as reported in our December issue.

Three of Mr. Walker's predecessors in office—John F. Malley, E. Mark Sullivan and James R. Nicholson, were also special guests. Mr. Nicholson, who instituted Northampton Lodge, was the speaker at the dedication of the beautiful memorial the Elks have erected as a tribute to their Departed Brothers. Adding to the impressiveness of this ceremony were the voices of the talented choral group of Mr. Nicholson's home lodge, Springfield No. 61, which won second-place honors in the 1955 Elks National Contest in Philadelphia.

D.D. William A. Ouimet was General Chairman of the Anniversary Committee which planned the observance, including a meeting at which 200 Elks saw a Golden Jubilee Class initiated in memory of the lodge's 1954-55 Exalted Ruler, Edward Rennison, who passed away dur-

ing his term of office. Another feature of this program was the presentation of Life Memberships to G. F. Cramer, R. D. Newell, P.E.R. Edward E. Dragon, Arthur J. LeBeau, E. A. Paquette and J. F. Shaughnessey.

The birthday dinner-dance was attended by 400 persons and more visitors than could be counted accepted No. 997's

hospitality at a special Open House program. Another highlight of the week was Civic and Fraternal Night when nearly 200 leading citizens applauded an address by State Attorney General George Fingold in which he praised Elksdom's charitable endeavors, in particular its efforts to combat juvenile delinquency.

Albert G. Beckmann, High Sheriff of the county and one of the host lodge's two surviving Charter Members, was the recipient of a 50-year pin at the closing dinner, an honor bestowed on Charter Member Harry Graves at his home by Grand Exalted Ruler Walker who made the special side-trip in the company of Major Beckmann.

The three Past Grand Exalted Rulers were also introduced at the banquet, along with Grand Treas. Edward A. Spry, Pres. Michael J. McNamara and Vice-Pres. John A. Murray of the Mass. Elks Assn., and Vermont State Assn. Pres. John B. Finck.

On hand for this gala event, during which special tribute was paid to Northampton Lodge's 31-year Treas. Edward L. O'Brien, were Lt.-Gov. Sumner G. Whittier and Mayor James Cahillane, a member of the lodge.

### LODGE BULLETIN CONTEST

Entries for our national Lodge Bulletin Contest may be submitted any time after January 1st, but not later than March 1st, to James A. Gunn of the Lodge Activities Committee of the Grand Lodge, 437 Mamaroneck Avenue, Mamaroneck, N. Y.

In their presentation lodges may include as many issues of their publications as they desire; however, only those published after July 1st, 1955, will be considered in this competition.

Awards will be presented to the three lodges having the most outstanding bulletins in each of the following membership groups—over 1,000, between 500 and 1,000, and less than 500.



# Colorado Reaps Dividends on an ELK Investment

Wiley Smith, one of Laradon's capable therapists, enjoys working with his young charges



IN 1948, Joseph V. Calabrese, a Denver, Colo., Elk, and his wife, learned that their sons Larry and Donald were exceptional—not in a happy sense, but in that they could not be accepted as public school students because of their inability to keep up with their companions. This tragedy, the result of severe brain injuries existing at birth, became a blessing in disguise for many of Larry's and Donald's peers.

Knowing their sons *could* be helped but that there were no private schools in the area with facilities or personnel to cope with their education, these courageous parents set about building a special school for their special children; it was named "Laradon Hall", in honor of the two boys.

### Colorado's Elks Took Over

Half-way along in 1949, John Godec, Jr., a Colorado Springs Elk, met Joe Calabrese, heard his story with deep sympathy, and put the matter before G. A. Franz, Jr., then Pres. of the Colo. Elks Assn., who immediately reacted by appointing his informant to investigate

operations at the Hall as Chairman of the Elks Laradon Hall Committee.

At the Association's February, 1950, meeting, the Committee's report was accepted, the program it suggested endorsed, and the Committee authorized to proceed; the success of its efforts is revealed today in the handsome building known as Elks Laradon Hall which is supported by the Elks of the State who made its existence possible.

Its modest beginning was a house in North Denver, with a student body of 17, and a small group of volunteer teachers; today, it has a student body of 50, with about 35 resident pupils. Well staffed, it affords many therapeutic courses, over and above special training in academic subjects.

Dedicated in 1951, this building houses special class and therapy rooms, workshops, boys' dormitory, dining room, kitchen, administrative offices and medical and dental facilities.

### Hall Expanded in 1953

In 1953, the Colorado Elks approved a second building, and today the Hall

boasts a fine gymnasium and a dormitory for resident girl students, known as Sherwood Crocker Hall in honor of a particularly generous Aspen Elk.

The Order's Colorado members have contributed over \$160,000 to the Hall's physical plant and are underwriting the education of youngsters whose parents cannot afford it. They have invested in the mentally-handicapped child and their faith is paying off in dividends for the entire State—and many others, as well.

### About Ben and Eddie

There was a boy named Ben, for instance, an inmate of an institution for the feeble-minded in 1951, doomed to remain there all his life. Once in Laradon Hall, however, Ben responded readily under the psychological help and teaching, progressing steadily so that soon he will be placed in an actual on-the-job training spot through the School's faculty. From there, it's only a step to a steady job, self-support and useful citizenship.

Eddie is another Laradon Hall pupil. Born with normal intellectual capacity, he suffered a brain injury when he was four which resulted in his becoming increasingly distractible, unable to tolerate the slightest frustration and abnormal in many other behavior patterns which revealed a poor adjustment to life. Eddie seemed lost to the world; accepted at Laradon, the boy's problems were studied, medication administered, psychotherapy used to help adjust his emotions and increase his span of attention. Now a top student, Eddie will soon be graduated formally to learn the trade of his father, with Laradon's capable staff confident that he will succeed.

### Development Will Not Lag

A respected, non-profit, coeducational, non-sectarian school operating on a year-round basis aiding children from five to 17 years old, Laradon and its Board of Directors are fully aware that it must work continuously on a program of facility expansion and research. Although in six short years it has become one of the Nation's leading schools of its type, it will not relax its efforts in finding new and better methods to habilitate the mentally handicapped child.

## Elks' Newspaper Week

(Continued from page 9)

displays placed on view in lodge homes throughout Newspaper Week which were so helpful to young people interested in the publishing game; the one shown by Fresno, Calif., Lodge, through the courtesy of the *Fresno Bee*, is one of the latest innovations in color reproduction for newspapers, and the one placed on view by McAllen, Tex., Lodge with the assistance of the *Alamo News* not only included the features mentioned in our caption for it on page 9, but also a scale model of the press used by Benjamin

Franklin when he served as an apprentice in a London print shop before he ever came to the United States.

### Variety Noted

The efforts of the lodges to lend variety to the format of these events should be commended, and the doubling up of San Benito and Harlingen, Tex., Lodges seemed to be a noteworthy formula for success. The San Benito Elks, by the way, also sponsored and drove a decorated car in the annual homecoming parade

celebrated during Newspaper Week by the local high school; riding in the rear seat were three lovely young lady staff members of the school paper.

Of course, the most vital integer in the ultimate success of any program is the caliber of the men who make up the committee which plans and carries out these events. The committees for all these programs deserve tremendous credit and the appreciation of their Brother Elks, their communities, and those who "Protect Our Right to Know".



with Ed Faust



# In the Doghouse

The American Kennel Club establishes the code and ethics of registering pure-breds.

IF YOU HAVE BEEN a faithful reader of these screeds (and whoever heard of an unfaithful one?) you will have noted from time to time that I've had reason to refer to the A. K. C. as the governing body for pure-bred dogs and this among some of my readers has aroused sufficient curiosity for them to inquire how come, what for and what do those initials mean? A. K. C. is an abbreviation for the American Kennel Club—and it is not a club. No, that isn't double talk. A. K. C. actually is an association of breed clubs brought together in the interest of pure-bred dogs. No individual can join it. Roughly it is something like a baseball league of member clubs. It is neither a corporation nor is it privately owned.

To back track into a little history to help clarify the picture: sixty-five years or so ago a pedigree for a dog was scarcely worth the paper it was printed on. If you were around then and bought a dog that you were assured was pure-bred you simply had to take the word of the seller and, as anybody knows, fibbing is by no means a newly discovered art; it very likely began when Adam offered Eve his first explanation of why he stayed out all night. But fortunately in this wicked old world there always seems to be a sufficient number of conscientious people and among them there were in those early days of breeding pure-bred dogs a sufficient number who were seriously interested in keeping Fido's family tree true-to-type. Many found that they had a common interest in a given breed and thus were drawn together in groups that became breed specialty clubs. But they were clubs without authority.

A need was felt for a strong, central governing body to exercise control over all recognized breeds, an organization that would function without favor, would establish rules for dog shows and would itself enjoy sufficient recognition among reputable breeders that its acceptance and approval of pedigrees would be unquestioned. Likewise, it should maintain an official stud book, which would be one of its prime duties—and a highly necessary one for the verification of a pure-bred dogs' bloodlines. Today there are more than a million dogs registered in A. K. C. stud books. Of these dogs more than 700,000 are living and of these dogs more than 100,000 have at one time

or other been shown. Many of them are veterans of the show ring. A. K. C. rulings have not always gone unchallenged nor have they always worked to the satisfaction of all concerned with breeding and showing dogs. But then, what governing body is free from criticism?

**P**ROOF of the wisdom of the rules enforced by the American Kennel Club is evidenced by the fact that many times it has been sustained by State and Federal Courts. Its registrations are recognized by the United States Government and are accepted the world over wherever pedigreed dogs are bred or shown. If there were no such thing as a strong governing body for our canine aristocrats—well, there probably would be few, if any, authentic pure-breds among dogs. The sport, or business, of breeding such dogs would collapse and with this would vanish the millions of dollars invested by breeders and the thousands of people whose livelihood depends upon such dogs

also would suffer. The member-clubs comprising A. K. C. are drawn from all parts of the United States and some of its Possessions. At the present time there are 353 such clubs. Naturally, most of the clubs are located where activities relating to pure-breds are greatest, which in the main is in our largest States—that is, largest in population.

The operations of A. K. C. much resemble a Congressional body. Each member-club appoints one delegate who can vote on proposed A. K. C. legislation, additions or other changes in rules or other matters affecting the interests of registered dogs. These delegates elect the officers who govern A. K. C. As will be understood, not all member-clubs can or do send delegates to the A. K. C. headquarters in New York City. Clubs from distant point that cannot send a delegate can be represented by proxy; hence many among the delegates who do attend meetings represent their own clubs and any

(Continued on page 47)

Photo by Ylla



Without the American Kennel Club and its rigid standards, there would be no means of making the pedigrees of these boxer puppies a matter of record.

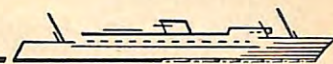




# TRAVEL NEWS



## for ELKS on the go



vacations • resorts • travel

### Mexico: For Color, Contrast and History

By Emory Lewis

**D**O YOU REALLY WANT TO GET AWAY FROM IT ALL? A new country, another language, different customs. Your solution is practically next door—Mexico. Though it shares its border with the U.S.A., Mexico is an exotic country totally unlike your own. Here is a unique, color-splashed land of lovely Spanish colonial cities, picturesque Indian villages whose leather-faced, raven-haired inhabitants weave baskets and fashion pottery in the manner of their ancestors, crumbling and awesome ruins of ancient civilizations which existed before Columbus discovered America.

Mexico is a land of contrasts. Towering, snow-capped mountains alternate with blooming tropics, broad plateaus of farmland with unexplored jungles. The United States of Mexico (29 of them, to be exact) is one-fourth the size of the United States of America. There are 26,000,000 people, of whom only a million are pure Spanish descent. One half the nation is pure Indian, the rest, *mestizo*, a mixture of Spanish and Indian.

Winter is an ideal time to visit Mexico. Depending on the altitude, the tourist will find it always spring or summer. For example, in Mexico City (7,500 feet above sea level), you'll find eternal spring—warm during the day, slightly cool in the evening. But down by the Pacific in Acapulco, it is always summer—perfect for swimming and fishing. Mexico's record of total hours of balmy sunshine is equalled by few other lands.

The key word to Mexico is *mañana* (Spanish for tomorrow). Relax in the sun-bright country to the south. The Mexicans do not understand northern rush, and you would do well to adopt their tempo during your stay. They are a friendly and hospitable people, if you respect their traditions. A knowledge of Spanish is helpful but not essential. English is widely spoken, especially along the well-travelled tourist routes.

Where to go? Acapulco is a must on your first trip. It is a world-famed beach resort. You are quite likely to see Hedy Lamarr or Lana Turner here, for it has become popular with the Hollywood movie colony. Acapulco's three-mile, oval-shaped bay, encircled by green hills,

is a spectacular setting. Deep-sea fishing and water-skiing, as well as swimming and lounging at the handsome beaches are popular pastimes. The *de luxe* hotels rival anything in Miami or Las Vegas. Many of them are expensive, but the budget-minded can find clean and less pretentious quarters for as little as \$4.50 for a double with bath.

Tourists with a bent for history will wish to visit Yucatán, near the Guatemalan border. You can now fly there from Mexico City in two-and-a-half hours. Visit the ancient Mayan pyramids at Chichén Itzá and Uxmal. I met an NBC-TV convoy of photographers on location here, and they assured me these Indian temples rivalled the pyramids in Egypt in size and grandeur. This is a tropical country, land of iguanas and banana groves, so be sure to take your sun glasses and light sports clothes.

Visit Taxco, the oldest mining town in North America, and noted for its hand-wrought silver jewelry. The cobbled streets winding up and down steep hills are a photographer's delight. Stop in Cuernavaca, a sunny town of brilliant flowers and pink, blue, and yellow tinted houses with red-tiled roofs. Drink *tequila* in the sidewalk cafés in sleepy Oaxaca, and visit the Indian ruins at Mitla and Monte Alban. The tiny villages near Oaxaca, with their streets lined with fences of cactus, are famed for their beautiful textiles, blankets, and pottery. Go into the native huts, and bargain for them. I purchased a striking black and white, hand-loomed blanket for one-fourth of its probable cost in the States.

You might like modern Guadalajara, in the heart of the cowboy country, where the friendly  *mariachis* (local Hopalong Cassidy) will serenade you and your lady all evening, with guitar music similar to our own western tunes. Visit Lake Pátzcuaro, one of the world's highest and most beautiful lakes. Hire a boat to the tiny island of Janitzio, where the Indian fisherman make canoes (hollowed out of tree trunks) and beautiful butterfly-shaped fishnets. They will welcome you into their primitive fishing village. Attend a local fiesta (there's always one on

(Continued on page 44)

### THIS WINTER . . .

When you come South, enjoy the luxury and hospitality of Greater Miami's newest, most beautiful Elks Home. Large, luxurious cocktail lounge with ultramodern decor, open 11 a.m. to 2 a.m. daily. Delicious lunches served daily, Sunday dinners and Friday night Fish Fry. Snack Bar open nightly. Free dances every Saturday night. A hearty welcome awaits you. North Miami, B.P.O. Elks, N. E. 125th Street and 2nd Avenue.

### SOUTHERN CALIFORNIA . . .

Come any time to America's four-season Vacationland—a land of palm trees, orange groves and pleasant weather. Only 38 out of 365 days of the year with even 1/100 of an inch sprinkle of rain. Nowhere are so many thrilling things concentrated in one place and with so many sunny, warm days to enjoy them. Write for a free official sight-seeing map. All Year Club of Southern California, 629 South Hill Street, Los Angeles 14, California.

### WINTER GOLF . . .

Southern Pines Country Club maintains a 27-hole layout, set in 400 acres of beautiful Carolina Pine. Owned by Elks, it is one of the South's finest. Mid-winter temperature is much like bright September and October days up North, and a cordial welcome awaits all visitors. Green fees are \$3.00 in the winter—\$4.00 in March and April. You'll enjoy Elks hospitality with ideal Winter Golf at Southern Pines. Write Donald L. Madigan, Box 546, Southern Pines, North Carolina.

### 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?



## New Cars—New Concepts

(Continued from page 14)

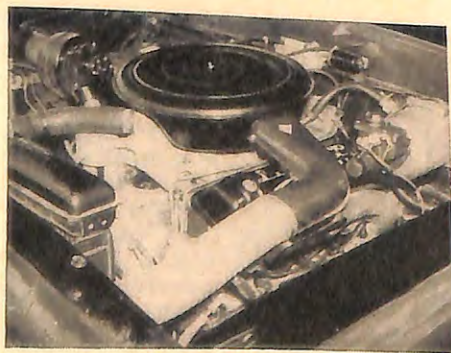
potent deterrent to a too heavy throttle foot, a new Safety-Eye speedometer with numbers on a vertical drum beneath a magnifying lense; these numbers glow green to 40 miles an hour, yellow to 60, and red beyond that mark. Offering padded dashes like the competition, this line has, as standard equipment on all models, a thick padding over the back of the front seat to serve as a protective barrier to rear seat passengers.

Studebaker now offers the highest power of any of the low-priced field in the President Classic, and retains the distinction of having the industry's lowest center of gravity for stability. Happily, the last year saw Studebakers hold their own in resale value while the Packard and Clippers increased, a vital point when one considers purchasing new.

### Ford Motor Company

Perhaps the most important safety development of the year is Ford's new steering wheel with the hub recessed more than four inches below the rim and with spokes that angle outward and are specifically designed to collapse slowly in the event the driver's chest is driven into the wheel by a sudden stop. No other manufacturer has matched this wheel, nor has as scientific a series of tests been made to determine the best possible way to pad the top of the dash. Ford safety engineers went to great detail, even devising padded sun visors when research disclosed that many injuries occur when heads strike near the top of the windshield. Mirror glass with the backside coated with adhesive is used to obtain a shatterproof quality in rear view mirrors, and seat belts are offered to the public at cost. One might also consider Ford's automatic convertible top latch (the industry's first) to be as much a safety factor as a convenience feature.

In 1952 the Lincoln adopted a distinctive form of the European proved ball



A Lincoln first is the efficient air duct which channels air to the carburetor. A thermostat controls the admittance of cool outside air or warmer under-hood air to assure better fuel-air mixture. This is an exclusive feature. (Photo by: Joe Farkas, Ford Photo Section)



Writer tested Packards and Clippers on the Utica proving ground; found the new non-slip rear axle to have remarkable non-skid characteristics even on rain slippery blacktop. Shown here is the Packard "400" sedan.

joint front suspension and forthwith proceeded to whip many specially constructed sports cars in the Mexican Road Race because of superior handling and roadability. For the third year, now, both Ford and Mercury offer this advancement as standard, and in the opinion of many authorities this shoulder-like assembly is on a par with torsional suspension.

Henry Ford II stated quite frankly the reason behind the unheralded safety campaign when he said, "This can mark the start, in other words, of a new safety crusade which can and undoubtedly will bring about a material reduction in the annual toll of deaths and injuries."

In reminding his audience of newsmen of the inherent dangers in trying to sell safety, Mr. Ford added, "We at Ford Motor Company feel a particular gratitude to the automobile-crash-injury-research project of Cornell University Medical College." Mr. Ford made it plain that his company also hopes this safety crusade will increase sales, and then he presented a check for \$200,000 to Dr. Hinsey of Cornell. (About this time the Chrysler Corp. also presented a like check to Cornell—an unprecedented double gesture in the interests of safety by two of the five motor manufacturing groups.)

Ford's outstanding developments for 1956, therefore, are the "packaging" of passengers within the steel structure by means of safety door latches, strengthened body and chassis components, and the optional and strongly recommended safety belts and padded dashboards. Power, of course, has increased throughout the line, a six-cylinder engine of advanced design is available in the economy field, and the Lincoln has emerged as one of only two *completely new* cars this year. The wider frame permits a lower roof line.

A recent preview of things to come included a sleek streamlined car with dual controls, so to speak, in front. With a set of instruments for both front seat occupants, this experimental Ford "Mystere" featured a universally mounted steering wheel that can be swivelled across to the right hand front seat occupant. That this car was designed to accommodate a gas turbine engine heightens the interest in this sort of simplified power plant. Not for introduction before the complex heat problems coincident with turbines are solved, this development serves to emphasize the industry's future expectations that the automobile will continue to serve as a cross country vehicle despite the claims of aviation enthusiasts.

Ford productive capacity is increasing, and while not at the moment quite up to the unit potential of its closest competitor, an expert with an industrial ouija board would be compelled to assume that the Ford Division is out after the number one spot.

### American Motors

Several years ago the late George Mason, the respected president of the old Nash-Kelvinator Corporation, conceived the idea of a car that would have the attributes of the average vehicle but without the usual external dimensions. In an era when American cars were gradually growing larger, Mason reasoned that the time would come when there would be a market for a car that combined economy of operation, reasonable performance, and sufficient interior space for the average family at a low initial cost. Of course this has, in one way or another, always been an initial intention, but as has been the case with a number of low-priced cars which have grown like Topsy, the vision has somehow been lost on the altar of competition and a public appetite fired by the power of advertising. At least this is the reasoning behind the original advent of the Rambler, the small car that hit the market in 1950 and has repeatedly surprised one and all with its success.

The merger of Nash-Kelvinator and Hudson Motors started in low gear; now under the leadership of George Romney, the firm is getting into high gear. A new plant built solely to produce the Rambler is now in production and the aim is 150-thousand units this year. Judging from public acceptance of the idea that a car need not be externally large to be comfortable inside and thoroughly dependable, the decision to make the Rambler the basic volume car of the Nash-Hudson combine has been wise.

To quote George Romney is to look into the American Motors crystal ball: "The automobile market is undergo-



ing a change. The future market will not be exclusively for the large type car that has been getting bigger and bulkier. These cars will enjoy a gradually diminishing percentage of the market. The small percentage now enjoyed by the compact and small cars will continue to grow until ultimately their volume could exceed that of the larger, bulkier car.

"American Motors is developing the Rambler as a 'basic volume' car. It is today's smart modern version of the efficient, economical all-purpose car for everyone. The greatest successes in the automobile business have depended on securing basic volume for one line, the success of additional lines being dependent on the volume line."

And this recent statement sets the stage for the 1956 emergence of the Rambler, said to be the 1957 model hurried up for introduction this year, as a separate make. The compactness of this car has to be seen to be believed; furthermore the interior space belies its small overall size. A-M has dropped the 100-inch wheelbase version in favor of the 108-inch model; under the hood is a new engine that develops 120 horsepower from its six cylinders. The performance is lively, the ride is smooth due to a new all-around coil spring suspension, and its interior dimensions accommodate six average sized adults with ease. Now in its sixth year, its continued success is virtually assured. Try to buy one at a bargain price on a used car lot!

For sixteen years Nash cars have used 'unitized' construction. There is no conventional frame; there are bolts holding together the various components. Body, frame, vertical and diagonal structural members are welded together into one assembly. Hudson is now built the same way; the Rambler always has been. Nash engineers firmly state, and with considerable reason, that this represents the strongest method of fabrication. Well grounded rumor has it that within two years there will be other cars utilizing this 'unitized' method.

A-M has made other distinct contributions: their air-conditioning unit is still the lowest priced; the air-liner type  
(Continued on page 48)

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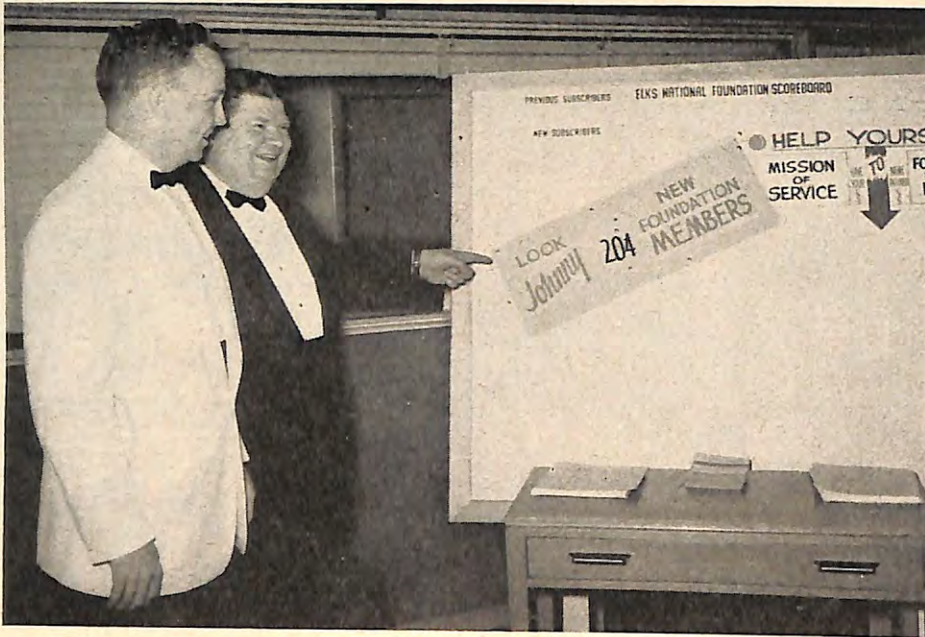
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## LINCOLN LODGE'S FOUNDATION DRIVE SETS PAGE



This happy announcement on the Bulletin Board in the lobby of Lincoln, Nebr., Lodge No. 80 greeted Grand Exalted Ruler Walker on his visit, October 19. Max Barrett, Lincoln's Exalted Ruler, is shown with Brother Walker. Since then Lincoln Lodge's drive for the Elks National Foundation has raised the number of participating members to 215.

Lincoln, Neb., Lodge No. 80 jumped far out in front in Grand Exalted Ruler Walker's Elks National Foundation Contest with a drive that produced 215 subscribers to the Order's great philanthropic agency between September 12 and November 1. All subscriptions were \$100 participation memberships save one for \$50, and the total pledged was \$21,450. Of the 215 subscriptions, 45 were fully paid.

Grand Exalted Ruler Walker's visit

to Lincoln Lodge October 19 was highlighted by the presentation to him by Exalted Ruler Max Barrett of 204 subscriptions and a check for \$6,225. Since then, 11 more Lincoln Elks subscribed to \$100 participation memberships and their payments brought to \$6,750 the total amount collected against the pledges. Not content with contributions from approximately 10 per cent of its membership, Lincoln Lodge is pushing the drive towards the Grand Exalted Ruler's

goal of a contribution from every Elk. "Delighted and happy beyond words," was Grand Exalted Ruler Walker's reaction to the surprise presentation. "You have demonstrated what a lodge can do if it just makes up its mind to do it," he told Exalted Ruler Barrett. "You have shown the way for other lodges."

Lincoln Lodge's magnificent drive netted a substantial dividend to Nebraska Elksdom. Past Grand Exalted Ruler John F. Malley, the Foundation's Chairman, informed Exalted Ruler Barrett that the drive had lifted Nebraska's total contribution to the Foundation beyond the \$50,000-mark, entitling the state to another \$400 scholarship to be awarded by the State Association.

Carl Hudson was chairman of the drive, aided by co-chairmen Kenneth D. Kimmel and Herbert Herminghaus, Past Exalted Rulers, and Howard Lynch. Thirteen teams of 16 members, each headed by a PER, were organized for the solicitation. Prior to the official kick-off, members of the Lodge known to be interested and financially able were contacted with the result that the drive opened with 40 subscriptions, most of them fully paid.

The drive was ably publicized in the Lodge's monthly bulletin, the "Elk-O-Gram." Mailed with it to every member was a folder describing the Foundation's many fine benevolent activities. Names of subscribers were published in the bulletin. One of the best promotional efforts was a large bulletin board in the Lodge lobby, on which names of all subscribers were listed, but the personal solicitation was the key to the drive's success, Secretary Ralph Connell asserted.



The HAWAII 1956 POST CONVENTION TOUR is planned from July 14 to July 27 from Los Angeles. For full information about this tour write to M. O. Isherwood, Hilo Lodge, Hilo, Hawaii.

★ ★ ★

A word to the wives of our many travelers who plan to visit Mexico this winter and ask the inevitable question, "What shall I take to wear?" Casual dress for Mexico is now the order of the day. The almost perfect climate, warm and dry, with 70° mid-day temperature in Mexico City, calls for suits, sweaters, blouses and skirts or casual sports dresses. Silk, cotton, wool, dacron suits—even tweed suits—will carry you through the entire day until late afternoon or evening when you change to a dark print or silk frock.

Mexico City has cool nights and cool mornings so you'll want a stole or sweater and rain wear if you are there in the showery period during the summer months.

★ ★ ★

A member of The Elks Magazine staff had occasion lately to enjoy the hospitality of Mr. and Mrs. John C. Baker's Clear Springs Motor Court on Route 15—4 miles south of Dillsburg, Pennsylvania. For those visiting Gettysburg Clear Springs Motor Hotel is about 20 miles south off the Pennsylvania Turnpike at Gettysburg Pike exit. On your way south or north, we highly recommend a visit. It is most comfortable and has every possible convenience including a restaurant on the premises.

★ ★ ★

The Melbourne Golf and Country Club in Melbourne, Florida, now operated on a long term lease by Don R. Boyd, Springfield, Ohio, is located on Florida State Route 192—one mile west of U. S. 1 and A1A. The clubhouse, completely renovated and air-conditioned, serves excellent meals and drinks. The golf course is all grass, designed by a nationally famous golf architect. Daily, weekly and monthly greens fees are reasonable.

If you are planning to seek the sun in the Southwest this winter you'll be interested in knowing that year 'round, Phoenix and its environs get 86 per cent of the maximum possible sunshine. During January, for example, this area gets 74 per cent as contrasted to New York—52 per cent, Detroit—34 per cent, Chicago—45 per cent, and San Francisco—53 per cent.

★ ★ ★

If you plan to go further south into Old Mexico, there's a mighty nice new Motel, El Naranjo (orange) 20 miles off the Pan-American Highway west of the Antiguo Morelos junction with the San Luis Potosi road; it's operated by Americans—Mr. and Mrs. McCall. This information comes from Dan Sanborn who operates a Border Service for all who plan to visit Mexico. He also advises as follows, "You might tip your people off to the fact that it is not necessary to cash in your pesos immediately when you come out of Mexico. At Reynosa exit, at night after the banks are closed, a couple of enterprising lads have been sending travelers to a chum who will give 7 cents for your pesos. It's worth 8 cents and Sanborn's will give a full 8 cents at their border service offices.



## Rod and Gun

(Continued from page 26)

field. When he does this, he'll need the cable release.

That was all he did buy with the exception, of course, of leather cases for the camera and meter. He was wise. As soon as a man begins to load himself down with gadgets he begins to make work out of photography.

Bill did ask me what I thought about his buying a telephoto lens. I said, "Well, I've carried one for a long time and I don't believe I've used it half a dozen times in the last five years—except to take portraits of the kids. It's good for that."

Like most active sportsmen, Bill is going to carry his photographic equipment in all sorts of places. He'll take it on a pack horse when he goes big game hunting in the fall. He'll carry it around in the back of his station wagon when he's hunting upland birds or ducks, and it will spend hundreds of hours in his boat when he's fishing. It needs some kind of protection.

**A**FTER looking over the available stock of gadget bags and camera cases, all of which are made for people who may be photographers but are not sportsmen, he decided that none of them met his requirements. He came up with an idea that I think is unbeatable for the sportsmen's purpose.

He hunted around until he found a surplus 50-caliber ammunition box. This is a rugged metal box with a rubber gasket in the lid. When it is closed it is both water-proof and dust-tight. The two considerations are equally important in our country. It rains once in a while in the winter and, of course, when you carry a camera in a boat, there always is the chance of its getting wet from spray or even being completely dunked. The 50-caliber box will float with the camera in it in case a boat should tip over or the box got knocked out. We have dust nine months a year.

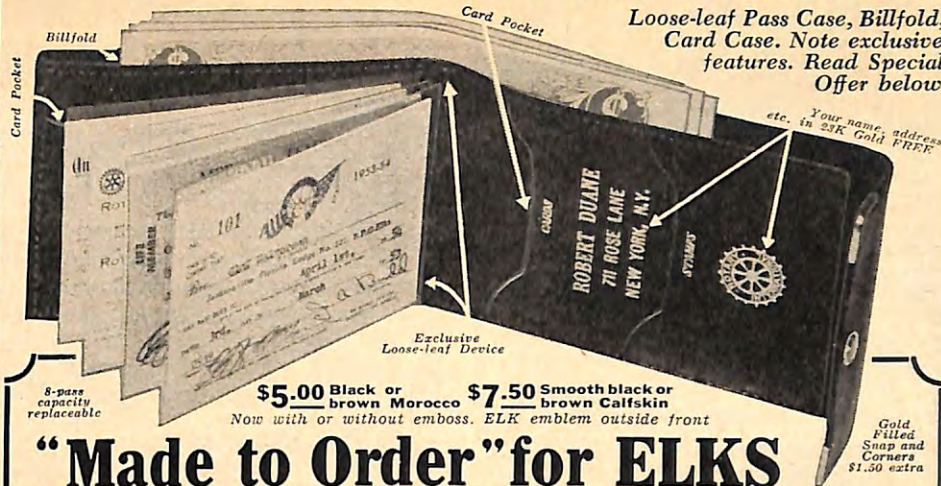
Bill attached a couple of brackets to the inside of the box at one end to hold the camera. It can't rattle around when the box is riding in the car or boat. In the other end, he used a screw and wing-nut to hold the flash attachment in position. He cemented the two filter cases to the inside of the top and fastened the lens shade there with another screw and wing-nut. A little tin box, also attached to the lid, holds his self-timer and cable release. All of the equipment, of course, is instantly available when the box is open.

His tripod, which telescopes down to a length of about ten inches, goes on the bottom of the box in a leather case. He also puts flash bulbs and film in the bottom of the box. None of them is hurt by sliding around a little.

Of course, there are a lot of cameras

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Bill might have bought. I have friends who swear by a 4 x 5, but they are not sportsmen. With a big camera, you have to make your choice: either you take pictures or you fish. You can't do both. Sportsmen, with whom fishing or hunting always comes first, leave big cameras in the car or camp. You can't take many pictures that way.

Several months after Bill got his first camera, I went over to his house one evening. When I found him down in his gun room reloading some Varminter cartridges, I noticed a new camera sitting on the work bench. It was a moderately priced, twin-lens reflex that takes twelve exposures on a roll of 120 film. I laughed and said, "Here I thought you weren't going to let photography get to be work. Now you've already bought another camera. You'll soon be worse than I am."

"No," he said, "I got that one on a trade. And I traded for it because I discovered that I like to shoot color in the 35. Whenever I wanted to take a black and white picture, it had a roll of color film in it. I decided the thing to do was to keep it loaded with color and get another one for black and white."

Here, again, I think he made a wise decision. Since he'll depend on commercial developing, he'll get better prints from the 2 1/4-inch square negatives of the twin-lens reflex than he would from the 35 mm. Its ground-glass focusing is a real help in composition and, of course, it takes the place of a range finder, too. Bill will always be ready to shoot either black and white or color with a minimum of bother.

I believe he'll discover after he has owned the reflex longer, however, that it is not nearly so easy to carry as the 35. I have used both for many years and, while each has advantages, the ease with which it can be carried by a man to whom taking pictures is of secondary importance certainly is a strong argument in favor of the 35. Not only is it smaller and lighter, it lies flat against a man's body, on his chest or under his left arm. A twin-lens reflex is so shaped that it rolls back and forth with every step.

Of course, Bill's self-timer, cable release and tripod can be used with both cameras. By getting the proper lens shades and filter holders, he can use the

same set of filters on both of them, too. The reflex doesn't have built-in synchronization, but if it did the flash attachment probably could be fixed up to work on both cameras. All of this, of course, helps to hold down weight. Both of Bill's cameras and all his accessories will go in the 50-caliber ammunition box and still not make it too heavy to float in case he should happen to drop it overboard some day.

Since I write about hunting and fishing because I like to hunt and fish, rather than hunting and fishing because I like to write, my own choice of photographic equipment is similar to Bill's. I use a 35 mm miniature and a 2 1/4 x 2 1/4 twin-lens reflex. I do my own processing, however, so I keep the 35 mm loaded with black and white and the 2 1/4 x 2 1/4 with color. (Editors like larger color transparencies.) I, too, use a 50-caliber ammunition box, although of a different type from Bill's, for my cameras.

As a matter of fact, I use two boxes. One box will hold both cameras, the telephoto for the 35 mm, a tripod, filters and lens shades and a few rolls of film. It floats loaded. In the second box, I carry flash equipment, bulbs and more film. Many times, of course, on short trips where I feel sure that I won't need flash I only carry the one box.

I have been taking pictures for something more than thirty years and I have been taking them professionally for twenty. I have used everything from a 35 mm to a 4 x 5. If I didn't like to hunt and fish, I probably would carry a big camera. I discovered the hard way, however, that it is impossible to do both. A miniature is the answer.

Of course, Bill has a projector to show his 35 mm color slides. His total investment for cameras and accessories, slide projector and screen is moderate. Altogether they cost less than his outboard motor. After he has been taking pictures for twenty years he probably will feel that his photographic equipment was one of the best investments he ever made. As a matter of fact, I wouldn't be at all surprised if he considers it the very best. The older we get the more important memories become. Nothing stimulates the memory of a long-gone hunting trip like a few good pictures.

## Mexico

(Continued from page 39)

the agenda); bargain for handicrafts in the open-air Indian markets.

If possible, spend four or five days in Mexico City. This beautiful city, founded by the Aztecs in 1325, boasts skyscrapers more modern in design than those in New York or Chicago. With a population of 3,600,000, Mexico City is the fourth largest city in the western hemisphere, New York, Chicago, and Buenos Aires being the top trio. Hotel rates vary from \$48 a day for a two-story presidential suite at the elegant Del Prado to \$4.50 for a

double with bath at some of the simpler establishments. By all means, take a bus or taxi to the extraordinary campus of the National University of Mexico. These 80-odd buildings, splashed with colorful murals by such leading artists as Rivera, Orozco, and O'Gorman, are more ultra-modern in design than anything back home. Costing in excess of \$50,000,000, they are the joint work of 150 of Mexico's leading painters, sculptors, and architects.

Along with *jai-alai*, soccer, and *beisbol*



# GRAND EXALTED RULER WALKER URGES SUPPORT OF MARCH OF DIMES DRIVE

There are thousands of children who did NOT get paralytic polio last summer because they were protected by the Salk vaccine. Maybe your child, or the neighbor's child, was among them. Isn't it a wonderful feeling to know that it was our dimes and dollars contributed to the March of Dimes over the years that bought them that protection? Polio hasn't been licked yet, but health authorities all over the country sing the same beautiful refrain—a miraculous reduction in paralytic polio among the kids who received the vaccine—your gift to the world's boys and girls.

The Salk vaccine has polio on the run. Research can make this vaccine nearly 100 per cent effective. Research costs money. Let's give it.

Right now there are 68,000 of our neighbors who are receiving March of Dimes help, and will continue to need that help for a long time to come, because polio is disastrous to family finances for even the wealthy. We can't forget them, can we?

In January, the March of Dimes asks us to contribute \$47,600,000 to improve the Salk vaccine—to take care of those still living in the iron lungs—to recruit and train scientists, doctors and nurses who are the front line in the war on polio.

As in the past, the March of Dimes has turned to the Elks for help and, as always, the Elks will, I know, respond enthusiastically and generously. We never do things half way. We must finish this job. I earnestly urge every Lodge and every Elk to support the 1956 March of Dimes.

Fraternally,

*John L. Walker*

Grand Exalted Ruler

(the same game Johnny Podres plays), a favorite sport south of the border is bull-fighting. You should attend at least one performance at the vast, Plaza de Toros stadium in Mexico City. The bull-fights are on Sundays at four in the afternoon, and they are the only events in the country to start on time. The main season is on now, through April. You may enjoy it and go a second time, as I did, or find it too gory for your tastes.

You can easily travel to Mexico by automobile, train, ship, or plane. If you have a limited amount of time, the several airlines are your best bet. From Los Angeles to Mexico City is a matter of only five-and-a-half hours; New York is just an overnight flight. Within the country, I found the local airlines the best mode of travel. Mexican airlines are fast efficient, and much less expensive than air travel at home. Bus travel is comfortable and priced lower than in the States. However, be sure your bus is marked first class. The trains, on the other hand, are antiquated and slow. If you drive your car in Mexico, you will find the Pan American Highway from Laredo to Mexico City an excellent road. In the larger cities, there are quite a few rent-a-car services.

United States citizens entering Mexico are not required to have passports. However, all persons 15 years or over must obtain a tourist card. These can be picked up at American Automobile Association

offices, any Mexican tourist bureau, the Mexican consulates in most large cities, or at the border offices. The card will set you back \$3. Upon your return from Mexico, the United States immigration authorities require evidence of a recent (three years) smallpox vaccination. Many persons take parathyphoid shots, but this is optional.

Mexico, you will discover, is amazingly inexpensive. The rate of exchange (a peso roughly corresponds to 8¢) is extremely favorable to tourists. I have known Americans living in Mexico year-round, who manage quite well on \$30 a week. Except in Mexico City and Acapulco, you will find everything considerably less than back home.

A tip to the ladies: Mexico is a shoppers' paradise, a store-house of hand-made crafts. Tin trays and silver jewelry in Taxco, pottery and skirts at Oaxaca, tiles from Puebla, *huaraches* and shawls from Cuernavaca, lacquered boxes and straw baskets from Toluca—all will tempt you in the shops and open markets. However, if you have forgotten to make that last-minute purchase, stop at the government-operated Museum of Popular Arts in Mexico City. Here, you will find representative hand-made gifts from the various states, in profusion and of good quality. They are sold at reasonable rates, and will long remind you of that wonderful safari to the land of pyramids and volcanoes.

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**Elks National Foundation —**  
**“The Joy of Giving”**

One of the most gratifying aspects of the work that the Elks National Foundation is doing to overcome the shortage of trained therapists in the field of Cerebral Palsy are the letters that Past Grand Exalted Ruler John F. Malley, Chairman of the Foundation, receives from the recipients of the grants. This letter from Antoinette C. Morris, Director of the Cerebral Palsy Clinic at the Children's Hospital, in Denver, Colo., is typical:

“I am writing to thank you for the \$650 grant you allotted me for the graduate course in cerebral palsy at The Children's Rehabilitation Institute. After I completed the course, I assumed my new duties as Director of the Cerebral Palsy Clinic at The Children's Hospital in Denver, where I had been a Staff Therapist for the past year. I learned a great deal at C.R.I. and of course now feel much more qualified as a physical therapist in cerebral palsy. The course at C.R.I. is excellent and I cannot praise them enough for the fine work they do. Without your grant it would have been impossible for me to have attended the graduate course.”

The Arizona State Elks Association for many years has been one of the many outstanding contributors to the Elks National Foundation, which has consistently assisted the Arizona Elks Hospital Program. Recently, Past Grand Exalted Ruler John F. Malley, Chairman of the Elks National Foundation, received this letter of appreciation from Brothers Norman Bann, Chairman of the Arizona State Elks Association Hospital, and Leo C. Gavagan, Secretary:

“The Executive Committee, represent-

ing all Arizona Elks in the administration of the Arizona State Elks Association Hospital, joins in thanking you and The Elks National Foundation for its very generous gift. The thoughtfulness of the Foundation will do much to bring health and comfort to any Elk seeking the hospital therapy of this institution. We, too, are indebted to Past Grand Exalted Ruler L. A. Lewis for his assistance in our behalf and we have acknowledged his interest. Assuring you of my personal gratitude for your generosity and with all good wishes for the continued success of the Elks National Foundation in its great work.”

A letter to Mr. Malley from Mary L. Kelleher of Camden, Maine, is indicative of the experience that cerebral palsy therapists have when they undertake advanced study with the help of an Elks National Foundation grant.

“I am writing to you as Chairman of the Elks National Foundation to express my deep appreciation for the two grants which you gave me this summer so that I might attend the Cerebral Palsy Institute at Boston University and the two audiology institutes at Emerson College. Without your financial assistance it would not have been possible for me to attend these institutes.

“The Cerebral Palsy Institute at Boston University was a wonderful experience for each member of the class. It presented a scope of the types and problems of c.p., and various theories and techniques of therapy were discussed. Various centers were visited so that the class might actually see some of the theories set forth in practice. The guest lecturers were excellent.”

**Correction:** In our December “Joy of Giving” column, we inadvertently credited the photograph of the Elks National Foundation scholarship presentation of \$500 to Paul Kelly to Sandpoint, Ia., Lodge. Of course, there is no such lodge, and the proper credit was Sandpoint, Idaho, No. 1376.



Indicative of the scope of the Elks National Foundation Scholarship awards is this presentation of a check for \$500 to Alexander Blanton of Juneau, Alaska. The presentation was made by Grand Tiler M. E. Monagle. Present left to right were: Dr. William P. Blanton, Exalted Ruler Robert O. Faulkner, Brother Monagle, “Sandy” Blanton, E. Robert Haag, P.E.R., and Mrs. Blanton.



## For Elks Who Travel

(Continued from page 21)

beach hotel colonies to border them. Although the seaside beach clubs are about on a par with other prices in the Caribbean and the States, the town hotels at \$5 to \$7 a day with meals, are an outstanding buy.

There is not much I can say for Trinidad at the moment, for though it is an immensely colorful place to visit, the accommodations for tourists are severely limited. I am happy to report, however, if you have the patience, that a new Hilton is on the way, the site chosen, the money allocated, the designers at work and soon, I judge, the steamshovels as well. In the meantime I would urge you to take your sun bathing to nearby Tobago, a perfect gem of an island just twenty minutes away, dappled with a number of charming inns such as Blue Haven, Arnos Vale, and a hotel named

quite appropriately the Robinson Crusoe.

Jamaica, to be sure, has been long at the tourist business, and it is flourishing with all sorts of amenities for the visitor. Montego Bay has erupted with fine new places, with Round Hill and the Half Moon supplementing the older establishments such as Casablanca and Sunset Lodge. Although the shopping is tax-free I didn't find the prices quite as inexpensive as they are elsewhere in the islands. The weather is certain, sure and sunny, and in layouts like the Tower Isle at Ocho Rios, the sand is right at the back door, along with the sea, a fleet of catamarans, kayaks, power cruisers, a pool to dunk in, a nightclub on the rooftop to dance in, and the food has turned from mediocre five years ago when I first stopped there, to downright excellent. Need I say more?

## In the Doghouse

(Continued from page 38)

other non-attending clubs that may ask them to represent them. The rules made by delegates govern registration of dogs, issuance of licenses for shows and officials concerned with shows, judges, etc. A. K. C. also licenses worthy kennels that want the right to use a distinctive kennel name. This confers the exclusive use of a name and the accompanying right to add the kennel name to all dogs of that kennel. For a kennel that is actively breeding and showing dogs this is no small matter; the kennel name is the equivalent of a brand name on a reputable trade marked line of merchandise and has a decided monetary value. When you read the name of a dog, for example Heatherston's Black Magic, isn't a flight of fancy on the part of the dog's owner. As a breeder of dogs that owner is proud of the kennel name, knowing that anyone who is interested in that particular breed will instantly identify it as a product of his kennel.

For the past twelve months A. K. C. approved 688 shows with 165,421 dogs shown. Most of these shows were open to all recognized breeds. Official recognition of a breed is granted only after the A. K. C. is satisfied that the breed has been breeding true-to-type long enough to become established as a distinct breed, or a variation of a distinct breed. Also taken into consideration is the desirability of the breed.

In all, A. K. C. accords registration (recognition) to 112 breeds. When a dog is registered, its name, the sire and dams' names and those of the owner and breeder are recorded. The dog is then given a registration number which is held during the life of the dog. No dogs of the same breed can carry the names of any other dogs of the breed unless the suffix II is attached to the name. No objectionable

name offensive to good taste is permitted and unless the dog is a foreign import its name must be restricted to twenty-five letters. To you who may own a pure-bred dog it is of course a matter of choice whether or not you will register it. Pride of possession often moves dog owners who have no intention to show their dogs to have them registered. Actually, it is a certification of quality. If in doubt read here what a man who wrote scores of some of the best dog stories ever written had to say—

"You owe it to your dog to have it registered; to give it the hall-mark which guarantees its quality. Some day you may want to raise puppies and if the father and mother are registered the puppies are much more valuable. It costs no more to feed a registered than an unregistered dog. Have it registered."—Albert Payson Terhune

When buying a pure-bred dog the purchaser should be sure to get a certified application for registration from the breeder. With this a three-generation pedigree should be obtained, although, except in rare cases, any registration guarantees a three-generation pedigree. In fact, research in the Stud Book will develop far more than three generations for virtually any pure-bred. This gives names of sire and dam, grandparents and great grandparents.

The buyer should also be sure that the application shows that the litter from which the dog came has been registered. Without this the dog cannot be registered. After the buyer properly fills out the application, it should be sent to the offices of The American Kennel Club at 221 Fourth Avenue, New York City. A. K. C. will then return a certificate showing that the dog has been entered in

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## New Cars—New Concepts

(Continued from page 41)

reclining seats have no counterpart and owner loyalty among families who travel a lot over long distances speaks well. The three lines, except for the Rambler, have padded dashes for safety; Nash and Hudson use the V-8 Clipper engine slightly less powerful to develop 220 horsepower, and after one year of looking too much like brother Nash, the Hudson has taken on a distinctive appearance and has blossomed forth with a trace of a fourth color tone on deluxe models—a thin parallelogram of gold on the rear fender sides.

With automatic transmissions these three cars, which also cover the market from low to the edge of the high priced range, start not by turning the key but by lifting the transmission lever upward. Hudson retains the unique mechanical linkage on the brakes in case of hydraulic failure (but only with non-power brakes), and detail changes in springing and shock absorbers have improved handling characteristics.

In many ways American Motors will be worth watching as they fight toward a comeback. Old timers will perhaps recall that immediately after the First World War, Nash was a top producer of trucks. Nash also initiated the current trend toward seat belts but lost the fight as a lone contender. More recently Nash, in cooperation with Austin of England, introduced the Metropolitan, and this little utility car now is second best seller of all imported cars. The evidence points to Romney, and the late George Mason, as having something.

### General Motors

Perhaps the greatest improvement in transmissions, automatic ones, is represented by the new Hydra-Matic used on the '56 Pontiac, Oldsmobile, and Cadillac. Always about the most economical of all the no-shift units, Hydra-Matic was a bit sluggish. However, this has been corrected by redesigning the mechanism using two fluid couplings instead of one. The 1956 Hydra-Matic acts like a homesick rocket but makes only the slightest of sounds and driver and passengers will be hard put to know when it shifts. Always one who enjoyed shifting gears for himself, this writer is forced to admit that Hydra-Matic has come of age.

GMC has the number one selling car, the Chevrolet, and number three, the Buick. The latter has a dramatic new Dynaflo transmission that is approximately ten per cent faster in acceleration.



Buick's new foot operated jack can be placed in position beneath side frame rails and car hoisted easily by foot pressure. This represents an intelligent adoption of a feature long used on European cars.

For 1956 all cars except the Chevrolet have a padded dash, but Chevrolet is the first to introduce aircraft inspired shoulder harnesses which positively prevent one's being thrown forward. I sincerely doubt whether many buyers will go for these shoulder straps, but these are by far the best approach to date to prevent injuries. GMC was the first to install safety door latches—they did so in the summer of '55 without fanfare.

In 1956 the Pontiac division has pepped up the flashy but modestly performing Indian namesake to the point where its Star Chief with an advertised 227 horsepower, when equipped with optional dual exhausts, will be one of the hottest performers on the road. To prove this, the division is giving its blessing to several Pontiac entries in stock car racing. The other "hot one" besides Pontiac is the Chevrolet, which surprised everyone last year; in '56 the Chevrolet boasts 205 horsepower in its hottest version. Chevrolet has improved its version of ball joint front suspension, introduced in '55, and according to general manager T. H. Keating, is aiming at producing and selling 2-million cars for '56.

In a year when most manufacturers make only minor changes, GMC has made one move that may be highly significant: contrary to the trend, Cadillac is about 3-inches shorter overall, and secondly this car has introduced the first colored grille made of anodized aluminum. Still to be introduced is GMC's answer to the Continental Mark II, the Eldorado Brougham, a shortened four-door hardtop that is liable to set the automotive world afire.

the official Stud Book. It also shows the registration number given to the dog. Among previously mentioned officials licensed by A. K. C. are all dog judges who officiate at recognized shows. Some

men and women judges are restricted to judging one breed; others are permitted to judge several or many breeds. A. K. C. at its discretion can withhold licenses or issue suspensions and its mandates are



enforced by withdrawal of all privileges relating to shows, judging, licensing and registrations and for certain violations may impose fines.

Yes, The American Kennel Club is very

much a governing body and as pointed out earlier this is a fine and healthy thing in the interest of pure-bred dogs, and in turn all who are seriously interested in them.

## Visiting the Lodges with John L. Walker

(Continued from page 25)

Sioux Falls; W. W. Roberts, Rapid City, President of the South Dakota Elks Association; E. B. Peterson, Yankton, and Elza Anderson, Mitchell. Eight fifty-year members of the Yankton Lodge were honored by the Grand Exalted Ruler during the banquet, namely: W. L. Bruce, Will Schlegelmich, Carl Wallbaum, E. J. Dowling, Joseph Vinatieri, James R. Crowe, James Mikota and W. C. Cavanaugh.

After leaving South Dakota, the Grand Exalted Ruler went to Iowa, visiting LE MARS LODGE at noon the next day, and was the honored guest at a luncheon. After a brief meeting, Mr. Walker and a group of 30 Elks, including Past Grand Exalted Ruler Henry C. Warner, went to the city cemetery, where Mr. Walker placed a wreath on the grave of Past Grand Exalted Ruler J. U. Sammis, who was a member of the Le Mars Lodge. That evening the Grand Exalted Ruler visited SIOUX CITY LODGE, where he was guest of honor at a banquet held in the Martin Hotel. The banquet was attended by more than 100 Elks from northwest Iowa. The Grand Exalted Ruler made an address following brief talks by other Elk dignitaries, including Past Grand Exalted Ruler Henry C. Warner, Francis Moetzel, President of the Iowa State Elks Association, Paul Zimmer, President of the Nebraska State Elks Association, Exalted Ruler Grant Wetz and Mayor George Young.

That evening the Grand Exalted Ruler and Mrs. Walker attended a memorable dinner at LINCOLN LODGE. On this occa-

sion, Lincoln Lodge made one of the most noteworthy contributions by a lodge in the history of the Foundation. Full details are reported on page 42 of this issue. The following day the Grand Exalted Ruler paid a brief visit to COUNCIL BLUFFS LODGE. Mr. Walker said at that time that Elks lodges over the nation will step up their charitable activities in the next few months.

On October 20th the Grand Exalted Ruler and Mrs. Walker were honored at a luncheon given by HASTINGS LODGE, together with H. L. Blackledge, member of the Grand Forum, and Mrs. Blackledge. Later that day the Grand Exalted Ruler stopped at KEARNEY LODGE, which tendered him a reception, attended by 150, at the Fort Kearney Hotel. The lodge is observing its 50th Anniversary this year and is building a splendid new home, the site of which the Grand Exalted Ruler visited.

The Grand Exalted Ruler was at URBANA, ILL., LODGE on October 21 as the honored guest during the lodge's three-day 50th Anniversary celebration. That evening he was tendered a buffet dinner at the lodge. Guests present included Past Grand Exalted Ruler Henry C. Warner, State President Charles W. Claubaugh, Exalted Ruler Don Weeks, State Senator Everett Peters and John Mitchell, Past Exalted Ruler of Danville Lodge.

From Illinois the Grand Exalted Ruler returned to the East Coast, arriving in WILLIMANTIC, CONN., on Oct. 22, where he was the guest at a dinner given in honor of Mr. Walker by the Connecticut State Elks Association. More than 500 Elks and their ladies attended the affair, held in the State Armory. Among those present were State President Merritt Ackerman, who acted as Toastmaster, Grand Esteemed Loyal Knight Arthur J. Roy and John J. Gillespie, President of the Connecticut Past Exalted Rulers Association; Exalted Ruler Edward E. Arnold, General Chairman Alexis Caisse and Mayor Florimond J. Bergeron. Before going to Willimantic Lodge the Grand Exalted Ruler, accompanied by Mr. Roy, Mr. Ackerman and several others, inspected the Newington Home for Crippled Children. The Grand Exalted Ruler particularly commended the Connecticut Elks for the new porch enclosure on one of the wings. This porch was made possible through their generous contribution two years ago.

On Monday, October 24th, Grand Exalted Ruler and Mrs. Walker were guests of QUEENS BOROUGH LODGE in New York City. Brother Walker's official visit

### Grand Exalted Ruler's Itinerary\*

- Jan. 1-8 California
- 9-10 Nevada
- 11 Salt Lake City, Utah
- 12 Tacoma, Wash.
- 13 Port Angeles, Wash., State Meeting
- 14 Corvallis, Ore., State Meeting
- 15 Blackfoot, Idaho, State Meeting
- 16 Denver, Colo.
- 17 Kansas City, Mo.
- 18 Belleville, Ill.
- 19 Alton, Ill. and St. Louis, Mo.
- 20-21 Joplin, Mo.
- Feb. 4 Champaign, Ill.
- 5 Bellevue, Ohio
- 11 Baltimore, Md.
- 12 Frederick, Md.
- 13 Hagerstown, Md.
- 14 Easton, Md.
- 15 Salisbury, Md.
- 17-18 New York
- 18 New York Lodge No. 1
- 20 Boston, Mass.
- 24-25 Louisville, Ky.
- 25 Chicago, Ill.

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to Queens Borough Lodge on October 25th was preceded by dinner at the lodge. The lodge meeting which followed and at which Brother Walker delivered a stirring address found upwards of 500 Elks in attendance, led by Past Grand Exalted Ruler James T. Hallinan. Among those present from Queens Borough and neighboring lodges were John F. Scileppi, Chief Justice of the Grand Forum; Frank D. O'Connor, Grand Lodge Auditing Committee; James A. Gunn, Grand Lodge Activities Committee; Walton S. Gagel, District Deputy; Franklin J. Fitzpatrick, President, New York State Elks Association, and Dr. Morris Milstein, Vice President, New York State Elks Association.

The next day, October 26th, Grand Exalted Ruler and Mrs. Walker were guests of honor at a dinner jointly sponsored by **AMHERST LODGE** and **HAMBURG LODGE** at the Trap and Field Club, Buffalo, New York. At the conclusion of his inspiring address Brother Walker made formal presentation of Charters, which were received by Exalted Ruler George N. Hadley for Amherst and Exalted Ruler Wilbur A. Hillwig for Hamburg. Mr. Walker congratulated both new lodges on their progress to date. Among the 300 Elks and ladies present were Past Grand Esteemed Lecturing Knight J. Theodore Moses; Clifford A. McNaboe, District Deputy; State President Franklin J. Fitzpatrick and Gordon B. McKay, Past Exalted Ruler of Buffalo Lodge who acted as Toastmaster.

As the guests of Exalted Ruler Edward R. Scharping of **ALBION, N. Y., LODGE** and other officers and ladies, Mr. and Mrs. Walker toured Niagara Falls both on the U. S. and Canadian sides during the morning of October 27th. Following luncheon at the Sheraton Brock Hotel on the Canadian side, Mr. Walker and his party motored to Albion where he and Mrs. Walker were honored guests at the Golden Anniversary Dinner of the lodge at which about 350 were in attendance, including Mayor John D. Robinson, District Deputy Albert G. Kreiss, State President Franklin J. Fitzpatrick, State Vice President George R. Sanford and many Elk dignitaries of the New York West District. Prior to the dinner Brother Walker visited Charter Member Brother Daniel W. Hanley, who is ill, and presented to him on behalf of the lodge his 50-year membership pin.

Grand Exalted Ruler and Mrs. Walker were tendered a breakfast by the officers of **ROCHESTER LODGE** at the Sheraton Hotel in that city on the morning of October 28th. Numbered among Rochester members attending were Exalted Ruler Joseph G. D'Aprile and Past State President George A. Swalbach. Following a brief stop at **CANANDAIGUA LODGE**, Mr. Walker and his party attended a luncheon in his honor at **NEWARK LODGE** at which 100 Elks and ladies were present. During the afternoon Mr. and Mrs. Walker inspected the world-famous Newark rose

## DEDICATE PGER HART MEMORIAL AT ARLINGTON



At the Dedicatory Exercises and Unveiling of Memorial in memory of Colonel Charles Spencer Hart, Past Grand Exalted, at Arlington National Cemetery, Washington, D.C., on October 29 present were, left to right: Past Grand Exalted Ruler James T. Hallinan, Rev. Ivan E. Merrick, Christ Church, Washington Parish, Past Grand Exalted Ruler William J. Jernick, Lee W. Rivers, Past Exalted Ruler of Mt. Vernon, N.Y., Lodge, of which Mr. Hart was a member, Past Grand Exalted Rulers George I. Hall and James R. Nicholson, and Past Grand Esteemed Loyal Knight Charles G. Hawthorne.

★ ★ ★

Also present from nearby lodges were:

From Washington, D.C., Lodge—Past District Deputies John Lynch, Ambrose Durkin, R. T. Pickrel and Past Exalted Ruler Seymour Hall. From Silver Spring, Md., Lodge—Past District Deputy Andrew Kessinger and Exalted Ruler Frances W. Taylor. From Easton, Md., Lodge—Past Exalted Ruler Lloyd Pahlman. From Annapolis, Md., Lodge—Past District Deputy R. Edward Dove. From Frederick, Md., Lodge—District Deputy Arthur Mason.

The inscription on the stone, which was lost in the photograph, reads:

*Charles Spencer Hart  
Grand Exalted Ruler  
Benevolent & Protective Order of Elks  
1937-1938*

gardens and also made brief stops at **LYONS, GENEVA** and **WATKINS GLEN LODGES**. On the evening of October 28th Brother Walker made an official visit to **ELMIRA LODGE**, where his inspiring address was enthusiastically received by over 400 attending Elks among whom were Past Grand Exalted Ruler Howard R. Davis, District Deputy Eugene F. Hourihan, State President Franklin J. Fitzpatrick, State Vice President William A. Dicker, Past State President Roy D. Martin and Mayor Emory Strachen. Brother Tom Wrigley, Elks Magazine Washington correspondent and a member of Elmira Lodge, was present at the banquet, together with a group of about twenty local newspaper men.

The following day, Grand Exalted Ruler and Mrs. Walker made a luncheon visit to **NORWICH LODGE** where about 150 Elks and ladies greeted them warmly. Mayor Joseph Letson was present at the luncheon. On that evening the Grand Exalted Ruler presided at a formal cere-

mony dedicating the new building of **HERKIMER LODGE**. Assisting Mr. Walker and Exalted Ruler John Hadala in the Dedication were Grand Trustee Ronald J. Dunn, District Deputy Raphael J. McNulty, State President Franklin J. Fitzpatrick, State Vice President William M. Hiller and many prominent Elks from neighboring lodges.

Grand Exalted Ruler Walker concluded his current trip through New York State on October 30th with an official visit and new building inspection at **NEW ROCHELLE LODGE**. Among the 350 Elks and ladies present to greet Mr. and Mrs. Walker and inspect the new club house were Mayor Stanley Church, James A. Gunn, Grand Lodge Activities Committee; District Deputy Joseph Russell; State President Franklin J. Fitzpatrick; State Vice President Martin Traugott and many visitors from the East District.

On Thursday, November 3, Grand Exalted Ruler John L. Walker arrived at



the Knoxville, Tenn., Airport, accompanied by Edward W. McCabe, Chairman of the Grand Lodge Ritualistic Committee, to begin a tour of East Tennessee Lodges. Mr. Walker was met at the airport by Exalted Ruler James E. Pryor, KNOXVILLE LODGE, and a large number of Elk officials. That evening the Grand Exalted Ruler proceeded to GATLINBURG LODGE, which tendered him a reception and banquet.

The following morning the Grand Exalted Ruler visited the Knoxville Cerebral Palsy Center, which has been helped in large measure by the Elks. Several Elk leaders accompanied Mr. Walker on his inspection of the Center. After leaving there the Grand Exalted Ruler went on to visit OAK RIDGE LODGE, arriving at noon. Mr. Walker was conducted on a tour of the Oak Ridge National Laboratory, where he saw numerous points of interest, such as the Graphite Reactor, the Radioisotopes packing and shipping area and the ORACLE (Oak Ridge Automatic Computing and Logical Engine). With Mr. Walker on the tour were District Deputy Joseph G. Caskey, Exalted Ruler Leighton Fuller, Past Exalted Ruler Joseph Guarneri, Treasurer J. T. Menafee and Brother William J. Ladniak of Oak Ridge Lodge.

After leaving the Laboratory the Grand Exalted Ruler inspected the Oak Ridge Youth Activities Center, constructed by Oak Ridge Lodge, and the Elks Memorial Park. In the evening a buffet dinner was served in Mr. Walker's honor. That same day the Grand Exalted Ruler, Exalted Ruler Fuller, Mr. Menafee and Mr. Caskey were interviewed by radio station WATO in Oak Ridge.

The Grand Exalted Ruler attended the Tennessee-Georgia Tech football game the next afternoon, Saturday, November

5, after which he was the guest of honor at a reception and dance given by Knoxville Lodge that night. Exalted Ruler James E. Pryor was host for the occasion.

The next day the Grand Exalted Ruler made a noon visit to MORRISTOWN LODGE and proceeded from there to GREENEVILLE LODGE a little later to be the honored guest at a luncheon at the lodge. Later that afternoon the Grand Exalted Ruler stopped at JOHNSON CITY, ELIZABETHTON and KINGSPORT LODGES, ending the day's tour of the lodges with a visit to BRISTOL LODGE, which gave a dinner in his honor at the General Shelby Hotel. Exalted Ruler Harry Plummer welcomed Mr. Walker on his arrival in Bristol.

While the Grand Exalted Ruler's visits to New England were reported in our December issue, as we go to press we received details of his visit to Portsmouth, N. H., on Sept. 29, where he was tendered a reception by PORTSMOUTH, DOVER and ROCHESTER LODGE, and the New Hampshire State Elks Assn. at the Rockingham Hotel. The reception was followed by a banquet at which the New Hampshire Elks presented Mr. Walker with a painting of the New Hampshire coastline. Present with Mr. and Mrs. Walker at the banquet attended by 200 Elks from Maine and Southern New Hampshire were Past Grand Exalted Rulers John F. Malley and E. Mark Sullivan; Committee on Judiciary member, Judge John E. Fenton; Grand Treasurer Edward A. Spry; Youth Activities Committee member Brian M. Jewett; former Chairman Grand Lodge State Associations Committee James A. Bresnahan; Pres. N.H. State Elks Assn., Henry Salvail; Past Grand Inner Guard Charles T. Durell; and Exalted Rulers R. F. Cotillo, Portsmouth Lodge, J. A. Bennett, Dover Lodge, and H. L. Flynn, Rochester Lodge.

## U. S. Business in 1956

(Continued from page 6)

new element of danger has been injected in the Middle East, which could break out in a conflagration that could spread beyond that region.

Many changes have occurred in Latin America, and France faces an important election which will indicate whether that country can again have the political stability which has seemed unattainable since the end of the war. In several European countries inflationary pressures have become evident and practically all of them, notably Great Britain, have taken steps to curb these pressures by reducing consumption at home in order to have more goods available for export. International competition is keen and is bound to become keener as time goes on, since the pent-up demand created during the war has already been met and the productive capacity of all countries has been increased as adjustments from the war have been made.

All the above developments can have an impact on the economy of the United States. Moreover, in spite of the fact that

business activity toward the end of 1955 has been at the highest level in peace time, the number of failures was still large, the number of liquidations was growing larger, and the merger movement continued unabated. Apparently many small and some medium-sized companies could not meet the sharp competition and the increased costs of doing business and preferred to join strong companies in order not only to lower the break-even point, to engage in research, but also to diversify products and markets.

### THE STRONG ELEMENT

In order to ascertain what business activity may be in the new year, it is first necessary to analyze as carefully as possible the various forces that operate in the economy. There are strong elements working for a continued high level of production, distribution and employment and weak elements, which if they should persist, would lead to a decline in business activity later on in the year. The strong forces, briefly analyzed, are as follows:

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1—Disposable personal income is at a high level and in all likelihood will continue to grow. Wages have been increased considerably and other wage raises are expected. Since commodity prices are not likely to witness any material increase in the immediate future, this means that real income will continue to rise. Moreover, at the end of March 1956, the minimum wage of workers employed by companies engaged in interstate commerce will be raised from \$.75 to \$1.00 an hour. This not only will increase the income of the people affected but also will lead to a general upgrading of wages in certain sections of the country, notably the south, where the minimum hourly wage still plays a significant role. It is fairly certain that the increased income will be spent.

2—Public works are at a high level and are bound to continue, since the demand for such services is still very great and billions of dollars will have to be spent in order to meet the pent-up demand. With a rapidly growing population and a pronounced exodus to the suburbs, new communities are being created. These factors and the rising standard of living in turn make necessary the construction of new schools, hospitals, playgrounds and other public works. Moreover, the people are constantly demanding better facilities than they had before.

3—The construction industry in general is also bound to remain at a high level, since all over the country the number of starts of homes, factories, and commercial buildings are large and these in all probability will go on to completion. The great activity in construction, even though home starts may be on a lower level, will generate purchasing power and stimulate business activity.

4—Any decline in business activity that may take place in the future will automatically be followed by a change in the credit policies of the Reserve authorities. Instead of following, as toward the end of 1955, a policy of active restraint, the Reserve authorities will adopt a policy of active ease to increase the availability and to reduce the cost of credit in order to stimulate business activity and to prevent even a minor decline, lest it assume the character of a serious recession. Low money rates will stimulate public works as will also the floatation of securities by corporations which are still expanding and modernizing their plant and equipment.

6—Moreover, taxes during 1956 are likely to be lower. While it is as yet impossible to determine to what extent taxes will be lowered, or which income group will benefit mostly therefrom, a reduction of taxes will increase disposable income and this in turn is bound to have a favorable impact on the economy.

7—Finally, the fact should be borne in mind that the economy is healthy and vigorous and that, with the possible exception of the too rapid increase in pri-

## GRAND ESQUIRE APPOINTED

Grand Exalted Ruler John L. Walker has appointed Alfred E. LaFrance, 523 Main Street, Racine, Wis., as Grand Esquire for the current Grand Lodge year.

Mr. LaFrance is a Past Exalted Ruler of Racine Lodge No. 252 and a former District Deputy. Last August he retired as President of his State Association.

vate indebtedness, neither the credit structure nor any other segment of the economy has been abused. As before stated, with the population increasing, the standard of living of the people rising, the migration from congested cities to suburbs continuing unabated and the dynamism of the economy being stepped up, based to a large extent on research, a satisfactory level of business activity seems to be assured.

### THE WEAK ELEMENTS

One cannot, however, overlook the weak elements in the economy which in all likelihood will affect business activity later on. Briefly, these may be summarized as follows:

1—As stated, private indebtedness has increased at a rate faster than ever before. Consumer indebtedness at the end of September, 1955, was \$5.4 billion greater than a year ago. While the total amount of consumer credit outstanding is not out of proportion to the disposable income of the people, yet it is fairly certain that the pace of borrowing during the seven months—March through September 1955—cannot be maintained. Sooner or later the volume of instalment credit will decrease and naturally this will affect business activity. The rather rapid rate of increase of consumer indebtedness indicates that the ultimate consumer is well-stocked with durable consumer goods, thus forecasting a possible decline in demand for such goods.

2—Mortgage indebtedness also has increased at a rather rapid rate. Mortgage debt for the first six months of the year increased at an annual rate of \$16.8 billion as compared with \$10.4 billion in 1954. It is doubtful whether home starts in 1956 will be as large as in 1955. A decline in home starts obviously will affect business activity.

3—Farm income, as noted before, is down. It is as yet unknown what measures the Congress may take to increase farm income. If any such measures are taken they will be at the expense of the taxpayer. Already the Federal Government has loaned to the Commodity Credit Corporation in the pursuit of its policy of supporting farm prices and farm income \$8.7 billion as of September 30, 1955. Under the August 11, 1955, amendment the statutory borrowing authority of the CCC has been increased to \$12 billion.

4—Inventories are increasing and while at present this is at least in part an effort on the part of manufacturers and distributors to replenish inventories depleted during 1954, still the rate is growing and sooner or later it will reach a saturation point and liquidation will set in. At the end of September stocks of unsold goods held by manufacturers, wholesalers and retailers totaled \$79.6 billion, an increase of \$2.7 billion over the amount for September 30, 1954. As was shown in 1953 the liquidation of inventories can have a pronounced effect on business activity.

5—The monetary authorities, realizing that if the boom is unchecked it could lead to difficulties later on, have taken measures to prevent such excesses. The credit policies of the Reserve authorities have changed from active ease to active restraint. Holdings of government securities by the Federal Reserve banks have decreased and the indebtedness of the member banks at the Reserve banks has increased considerably. The discount rate was raised to 2½ per cent, the highest in over twenty years, and the prime rate at 3½ per cent is higher than it has been for quite some time. It should be noted that the impact on business is not felt so much through the increase in money rates as through the reduction in availability of bank credit. While credit control is not perfect, yet if pursued long enough it invariably achieves the desired objectives, particularly if accompanied by adequate fiscal and other direct measures by the government. The Treasury has sold long-term bonds in order to siphon off funds from institutional investors which otherwise would have sought an outlet either in mortgages or in corporate bonds. The supply of capital, therefore, available to the private sector of the economy was thus reduced. Efforts also were made to reduce building activity and the great demand for mortgage money. The no-down-payment mortgage has disappeared and the maturity of mortgages guaranteed by the VA or insured by the FHA was reduced from 30 to 25 years to put a brake on excesses.

6—Finally, the Federal Home Loan Board instructed the Federal Home Loan Banks to extend credit to the various savings and loan associations only to meet emergency demands. These factors already have had an effect on home starts and the latter decreased from an annual rate of 1,304,000 in August to 1,230,000 in September. A further decline may be expected later on.

In considering the credit restrictive policies of the monetary authorities as well as the efforts to curb the demand for mortgage credit through the reduction of home starts, one should bear in mind that this was done not deliberately to cause a decline in business activity but rather to stem inflationary forces in their initial stages and thus to prevent difficulties later on. The credit policies of the Re-



serve authorities have been handled with great skill, and at no time, in contrast to 1953, was the government bond market disorganized.

### CONCLUSIONS

The above analysis makes it possible to draw certain definite conclusions as to the outlook for 1956. These conclusions briefly summarized are as follows:

1—Business activity reached its peak in the last quarter of 1955. The high level of activity in all probability will continue for several months in the new year. However, either late in the winter or in the spring the boom will come to an end and a moderate decline in business activity will set in.

2—The decline in business activity will not be pronounced nor last very long and in all likelihood may resemble the one witnessed during 1953-54. Basically, the economy is strong, and, moreover, one may expect that, as soon as business activity shows signs of a decline and the inflationary forces give way to deflationary pressures, measures will be taken by the government to combat it. The change in credit policy and the expected lowering of taxes in 1956 have already been noted before. Public works will be increased and other means at the disposal of the Federal government will be used to influence business activity.

3—Disposable income, because of the constant increase in wages, is likely to remain high and not be affected materially by any possible decline in business activity. This means that consumption expenditures will also continue at a high level and this in turn augurs well for the total volume of business in general and retail trade in particular.

4—Commodity prices in all likelihood will inch upward both on the wholesale and on the consumer level. The constant increase in the cost of production may be expected to cause an upward trend of prices. However, because the productive capacity is very great and is steadily growing and competition is keen, the increase in prices is likely to be moderate. Prices of manufactured goods sold to processors are likely to rise more than prices of manufactured goods sold to ultimate consumers, where an increase in prices could possibly lead to buyers' resistance.

5—A moderate decline in business activity could be accompanied by a proportionately larger increase in unemployment primarily because of the introduction of the latest labor-saving devices and partly because of efforts of manufacturers and distributors to reduce the cost of labor through increased efficiency and productivity.

6—Competition will increase. Not only will competition be keen among domestic producers but one may also expect increased competition from abroad. The productive capacity and productivity of a number of free countries have increased considerably, and wages and costs of

production in some of them are substantially lower than in this country. Not in all cases can the lower cost of wages abroad be counteracted through increased efficiency and productivity based on automation and other labor-saving devices. Despite the objection that will be raised by those who will be adversely affected by this competition, the United States, unlike in the '20's, will not be in a position to raise tariffs. Some protection will be granted to individual industries threatened by this competition, but a general increase in tariffs under present conditions is out of the question.

7—Psychological factors always play an important role in a free economy and 1956 will be no exception. The movement of the equity market, as well as the Presidential election, are likely to influence business management as well as the attitude of consumers at large. What these psychological forces will be is, of course, impossible to predict. Yet the fact should not be overlooked that the movement of the equity market both on its up and down swings exerts a powerful influence on business psychology.

8—When business activity begins to level off and signs of a decline caused primarily by a reduction in home starts and in the output of durable consumers goods sets in, there is no need of adopting a pessimistic attitude, and certainly there is no reason to climb into the storm cellar. A free economy such as that of the United States with a high standard of living, where the optional spending of the people is very great, is bound to have its ups and downs reflecting the mood of the people. The main thing to consider is that the economy of the country as a whole is sound, that the standard of living of the people is rising, that the liquid savings in the hands of the people are very large and, above all, that their economic security is greater than ever before and perhaps more widespread than in any other country. Moreover, further legislation during 1956 affecting the economic security of the people may be expected.

The long-range or secular trend of the United States is definitely upward. The economy of the United States today is not the same as it was two or three decades ago. While some of these changes have been criticized, on the whole they have strengthened the foundation of the American economy and for the first time it can be stated with a fair degree of accuracy that major depressions of the type witnessed during and before the '30's are not likely to recur. The merger movement will continue unabated, and industry and to a considerable extent trade will become more and more concentrated. Those who can accommodate themselves to these changed economic conditions, who realize that the demand is very great but that competition is keen, can look forward not only toward 1956 but toward the long-range future with a great deal of confidence and hope.

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BY ROBERT GORMAN

IT'S SAID that beauty is skin deep, but with old furniture you may have to look further down to find a hidden beauty of wood and workmanship.

Maybe some of your furniture—or an older piece put to molder in the attic—is hiding its true elegance under a finish that has grown drab through years of use, misuse, or neglect. If so, it may be time you turned your workshop skills to the ancient craft of furniture refinishing.

That's no longer as difficult as it sounds, for new materials make it much easier to obtain fine results. And though you still need a number of special items, many paint, furniture, and craft suppliers now offer complete kit-packed assortments which are designed for home workshopers.

If the work appeals to you, you'll find that you can furnish a room or your entire house for very little money. Storage warehouses and second-hand shops are loaded with old furniture. And under their scarred, crusted, chipped, dirty, discolored, or painted surfaces lurks many a fine antique or period piece.

Obviously, not every piece of old furniture is worth refinishing. Before you tackle a job—and certainly before you buy a second-hand "bargain"—take careful note of its style and condition. Make sure the piece will serve your purpose and that its period, wood type, and grain pattern will blend into your decorating scheme.

If the finish is in a very bad state, it is important to know whether the wood is solid all the way through or whether it is veneered. Solid stock can usually be built up or smoothed over, but it takes an expert to patch veneer that has been badly gouged or peeled away. However, you can refinish a veneer that is scratched, dented, discolored, or covered over—provided it is all there.

If the piece needs repairs, make them first. That way you can clean up tool

marks, glue spots, nail holes, and the like when you smooth and refinish the surface.

### To Get Started

It's not usually necessary to take off all the old finish before you put on a new one. If you think yours can be saved—or if you're in doubt—start with the simplest treatment: soap and water.

Use a mild soap and scrub the piece thoroughly. Wipe it dry with a clean, soft cloth. Wash it again, this time with denatured alcohol and wipe it briskly with another clean rag. (Test the alcohol on a small spot first because it can soften a shellac finish. If it does, dilute the alcohol with water or use turpentine or paint thinner instead.)

The double washing will clean off wax, oil, polish, and surface dirt and let you see the real condition of the finish. Is it dented? scratched? cracked? gouged? cigarette-burned? discolored? There's a touch-up treatment for all these conditions.

First, remove deep or stubborn stains, surface burns, and the like. Those that haven't washed off need to be rubbed away. If you're trying to save, rather than remove the finish, use a scratch-free abrasive like fine steel wool (4/0) or extra-fine (6/0) sandpaper.

If at this point you find that the finish is scratched and nicked but otherwise in good condition, you can fill and recolor the scratches with wax. Use natural or stained wax, depending on the color. Pad it liberally in and around the damaged area. When it's dry, wipe and buff it and re-wax the whole surface.

This is about the simplest refinishing method, but it has its limits. You can use it if the waxing completes the job, but not if you want to put varnish, lacquer, shellac, or other finish on top.

Colored shellac stick is a more versatile filler for cracks and nicks. It comes

in assorted wood shades. Pick the best match and apply it like sealing wax with a heated flat-knife blade. For larger cracks, use plastic or powdered wood filler. These, too, are available in colors. If you can't find the right shade, use a neutral filler and stain it later to match the rest of the surface.

After you have touched up nicked spots, go over the whole piece with fine steel wool or sandpaper. Take off any roughness left by the patching, and to smooth fine surface cracks that are too small to be filled.

If the alcohol rub test showed that the original finish was shellac, refinish it now with two or three thin coats of the same. Let each dry for about four hours and sandpaper it lightly before you apply the next.

### Meeting the Problem

If the original finish was not shellac, use clear varnish for the refinishing job.

Whatever you use, make sure the surface is clean and dust-free. For a fine hand-rubbed effect, let the last coat dry hard (say a week for shellac and a month for varnish) sprinkle the surface with a little light rubbing oil and fine pumice powder and rub them with an oil-dipped felt pad. A couple of long, even strokes should do the trick. Wipe the abrasive off carefully with a damp cloth.

If the original finish is in such bad shape that it can't be restored—or if you wish to change its color—you have to begin by working backward. The first step, then, is to strip off the old coatings and get right down to bare wood.

The most practical way to do this is with a paint and varnish remover. There are many kinds and they vary in composition, so whichever you use, follow label directions. For safety it's best to use a non-flammable mixture.

In most cases the instructions will tell you to brush or wipe the remover onto the surface to be stripped, and let it stand for 10 to 30 minutes or until the surface is softened or blistered. Then scrape the loosened skin off flat surfaces with a putty knife.

Before you start scraping, test a small area. If the remover has to work through many layers of finish, give it a little extra time. Some old or heavily-coated pieces may require two or three applications.

Take it easy with the scraper to avoid scratching the wood. If the blade is nicked or has very sharp corners, dress it with a file. Use old toweling or burlap to wipe finish off legs, turnings, and other parts you can't scrape. Use a pointed stick—not the edge of the scraper blade—to clean out grooves and carvings. If a piece is both round and deeply carved (like some spindles, chair legs and rungs) wind a stretched-out bit of steel wool around a string. Pull it back and forth as shown—about the way you'd use a shoe-polishing rag.





Wipe the piece with a soft cloth—or use steel wool if traces of finish still remain. Many removers contain wax. If yours does—or if you're not sure that it doesn't—go over the surface with an alcohol-moistened cloth.

If you planned to use a natural, transparent finish or a light stain, you may discover at this point that the wood has ideas of its own. It may be naturally dark, or it may still show the color of a previously applied stain. Then, too, surface wood may be discolored or not uniform.

Should you want to lighten the color for these or other reasons, your best bet is to use a commercially prepared wood bleach. There are several different kinds of one- and two-solution bleaches. Experts can often get fine results by using them in very irregular ways, but unless you have a proven system of your own, follow label directions for mixing, applying, timing, and wiping off.

Whether you bleach the wood or not, stripping off old finish leaves you, in effect, with a piece of unfinished furniture. After you sand it smooth, you can stain, seal, or top it off by any of the methods suitable for new wood (see *Elks Workshop*, October, 1955).

### Worth Saving

There's a lot of old furniture that, for one reason or another, doesn't deserve fine cabinet finishing. Some of it is ancient without being either antique or good period reproduction. Or it may be too badly damaged for restoration.

Yet such pieces may fit into your home-furnishing plans a different way. Many of them are solidly constructed, spacious, very useful, and—best of all—very inexpensive. To the modern taste they may not seem beautiful, but there are simple ways of remedying the worst defects—

like replacing hinges, drawer pulls, and other hardware, sawing down legs, chiseling off ornate, heavy decorations, and cutting out geegaws that aren't useful parts of the structure.

If the piece is made of solid wood, you can scrape, plane, or sandpaper ends, edges, or surfaces exposed by this work. Stain them to match the rest of the piece or restrain the whole thing.

If the unit was originally veneered (as is more likely) the restyling job will probably expose some core lumber. You will find it difficult—if not impossible—to finish such wood to match veneered faces in color or texture. In such cases, paint or enamel are your simplest finishing materials.

### FEBRUARY WORKSHOP

Soldering is a handy thing to know and it's easier than you may think, as Harry Walton will demonstrate in next month's article.

## An Effective Way to Cut Sandpaper



Nothing dulls a knife, scissors or even tin snips faster than cutting abrasive paper, especially the modern aluminum oxide type. But it is

pieces to fit a sanding block or electric hand sander, or perfectly round disks for bench sanders.

Any shape can be cut cleanly with an awl or scriber. Turn the paper face down



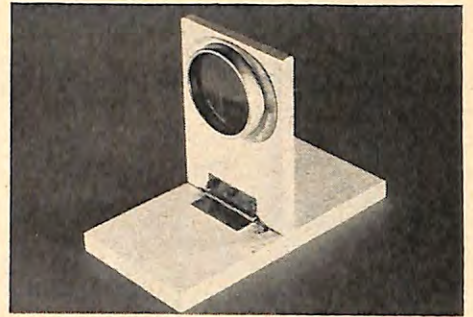
and run the sharp point over the backing paper like a pencil, with enough pressure to break through it. To cut disks, hold the metal faceplate down on the paper and scribe around it. Pull the paper apart at the scribed line. The result is a perfect fit, as shown in the photo. Being a simple point, the awl is easy to resharpen if necessary.—*Harry Walton*.

## Easy-to-Make Device Warns Oncoming Cars at Night

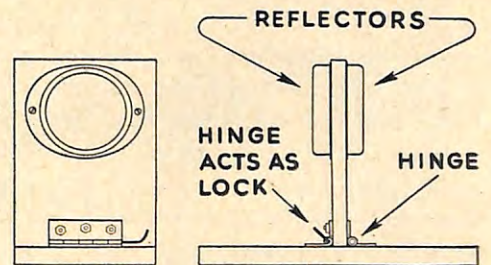
This safety warning device was invented by Brother Thomas G. Hickey, member of New York Lodge No. 1, after a close call one night when his car stalled on a Parkway. His wife tried to wave traffic aside with a flashlight while he worked on the carburetor, but although he leaped aside, an oncoming car brushed him as it passed by. After he arrived home, he thought of this simple device for warning drivers.

While variations are possible, such as using only one reflector, this is how Brother Hickey built his model: Basically, it consists of two pieces of plywood painted white and two reflectors. The

platform is 10" long by 5" wide by 3/4" deep. The upright holding the reflectors is made from the same material and is 7" high by 5" wide. The upright is attached to the platform by means of a 2 1/2" hinge,



thus permitting folding when not in use. On the other side of the board a similar hinge, but with the pin removed, is attached. A wire locking pin with an elbow at one end can be made from a coat hanger to be inserted in the hinge to hold the reflector board rigidly upright when in use and then can be removed for fold-



ing when the device is stored in the car. The inexpensive reflectors are four inches in diameter and can be purchased at any automobile accessory store. The aluminum rims of the reflectors are attached one inch from the top of the upright by means of two wood screws. Placed forty or fifty feet or so behind the car, the red glass of the reflectors at night provides an effective warning for oncoming cars.

"If it can save even one life, and I feel certain that it will save many if it is used by motorists, I will be amply repaid for my time and trouble," Brother Hickey says. He has been a member of the New York Police Force for nearly thirty years and has been cited twice for saving lives. He rescued a man from drowning in 1936, and in 1940 stopped a holdup.

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# Editorial

## JANUARY



As we approach the middle of the winter season there may well come to one's mind the words of Alexander Pope as he looked upon the sad winter scene:

*"Behold the groves that shine with silver frost  
Their beauty withered and verdure lost."*

There are pleasanter things, however, associated with the month. New Year's Eve we shall properly charge to the outgoing year and shall prepare to enjoy New Year's Day with the old-time custom of visits with one's friends.

And then let us hope that the adoption of New Year's Resolutions (made, of course, to be kept and not to be broken) will be a pleasant act.

We have never learned that there is a very sound reason why we should select the date of January 1 for resolutions rather than some other date in the year, but the practice is well established and, we assume, will continue to have recognition for many years to come.

Perhaps one of the best things about these resolutions is that they give us an opportunity to prove to our relatives and friends that we do have a good measure of strength of character.

As Elks, may we all resolve that in the year ahead we shall give even more than we have ever given before in loyalty and aid to our Order, the greatest of all American fraternities, which is dedicated to love of our fellow man, loyalty to our country and faith in God.

## WHEN DUES ARE DUE



All Elks, of course, know that when a member of the Order owes one year's dues he is subject to being dropped from the rolls.

It is true, however, that a very large percentage of the members, and that includes many very prominent, and

presumably well informed members, have been under the impression that one was not in arrears until a full year had elapsed since the date to which he had last paid his dues.

This is not true. As dues are payable in advance, one who has paid his dues to March 31st becomes six months in arrears on April 1st and a year in arrears on October 1st.

And so, any Brother who has not paid his dues beyond April 1st, as this is written (in December), has been a year in arrears since October 1st and subject to being dropped from the rolls.

A Grand Lodge Decision made several years ago reads as follows:

"A member owes one year's dues when he permits two pay-days to pass—thus, if such member does not pay on April 1st he owes six month's dues, and if, on the following October 1st, he again fails to pay, on October 2nd such member owes one full year's dues and is subject to being stricken from the roll."

## THE FIRST HALF YEAR



Since Brother John L. Walker was inducted into the office of Grand Exalted Ruler six months ago much has happened.

"Johnnie" Walker, as he already is affectionately, and yet respectfully, referred to by thousands of Elks, not only the members of something over 100 lodges in 25 states reaching from Maine to California where, as the result of urgings by territorial leaders of the Order, he has made personal appearances, but also large numbers of the members of adjoining lodges.

Were he not physically exceptionally strong and mentally clear he could not have accomplished what he has in respect to the executive responsibilities of his office, and he could not have done this if he had not come to the Grand Exalted Rulership well qualified.

He had had long service in subordinate lodge work, in State Association work and in Grand Lodge work but also he had for some time prior to the Convention schooled himself in respect to the particular problems that he would have to face when he became Grand Exalted Ruler.

He adopted the slogan "Serve Elkdom—Live Elkdom" and presented a "Plan For Elkdom's Progress".

He promulgated his plan through his communications to the lodges and his messages in the columns of The Elks Magazine stressing to the officers of each State Association, to his District Deputies, to the Chairmen and members of the Grand Lodge Committees and to the officers and members of all the subordinate lodges what each one individually and all collectively will be expected to contribute to the effectiveness to his slogan and his plan.

This set standards of accomplishment for each group and provided suitable awards for those who reach the goal.

He has not stressed as strongly new memberships as he has the importance of holding the members we now have and rehabilitating those we have lost.

He has called for an aggressive drive for Elks National Foundation subscriptions and its success appears assured.

His entire program is receiving a fine measure of support. It must be as pleasing to him as it is well deserved.

His first six months presages a year of great success.

## HAMLET WAS RIGHT



There is only one suggestion that might be made for any change in the expression Shakespeare credits to the melancholy Dane that

"Meet it is I set it down that one  
may smile, and smile and be a villain.

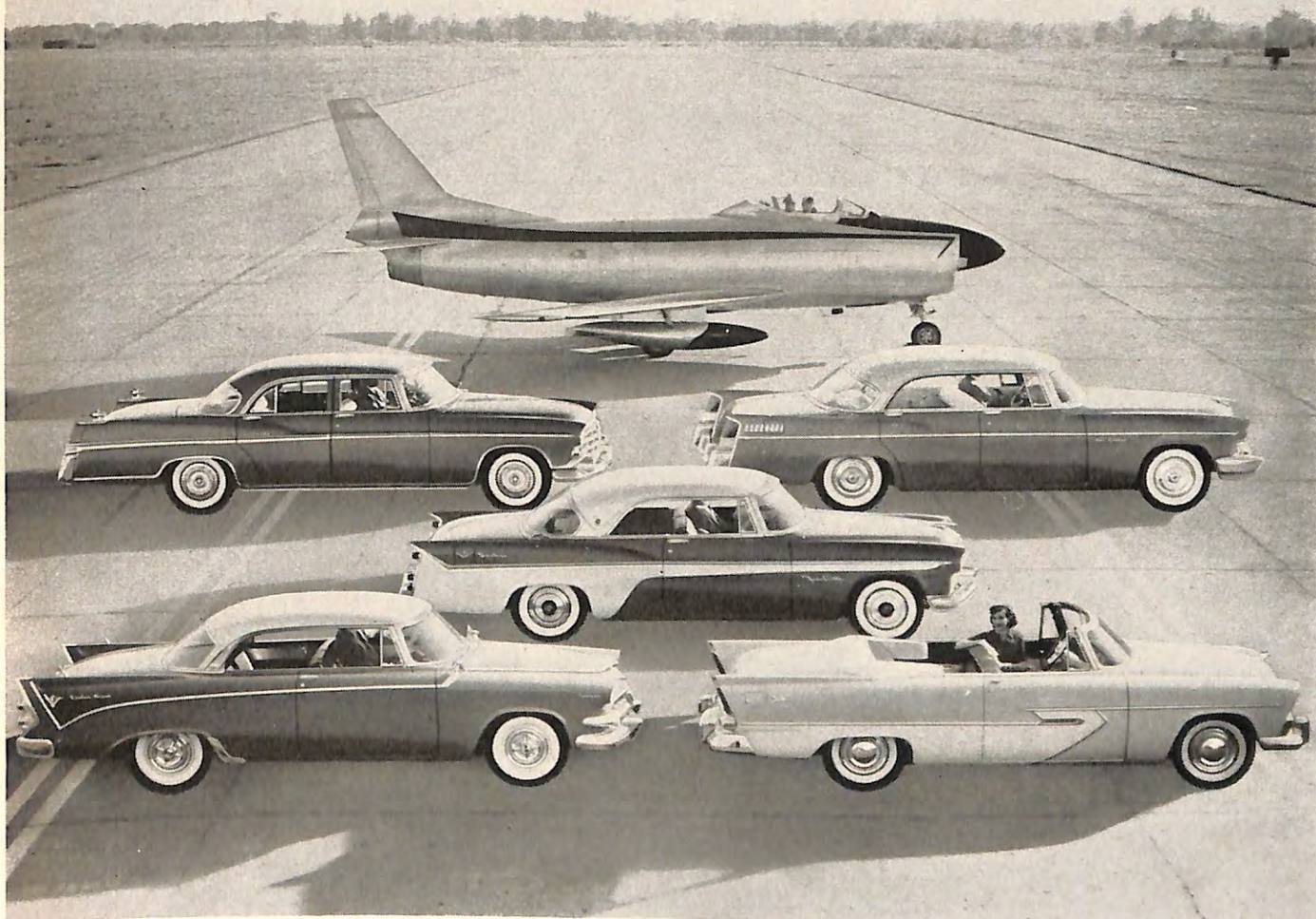
"At least, I am sure it may be so in  
Denmark."

That suggestion would be to substitute the word Russia for Denmark. This is emphasized to us as we see the "Geneva spirit" rapidly evaporating and more people of this country and, let us assume, of the entire world, realize its evanescent character and place the proper value on the smiles.

It would appear that the only difference between Stalin and his successor is that Stalin did not smile.



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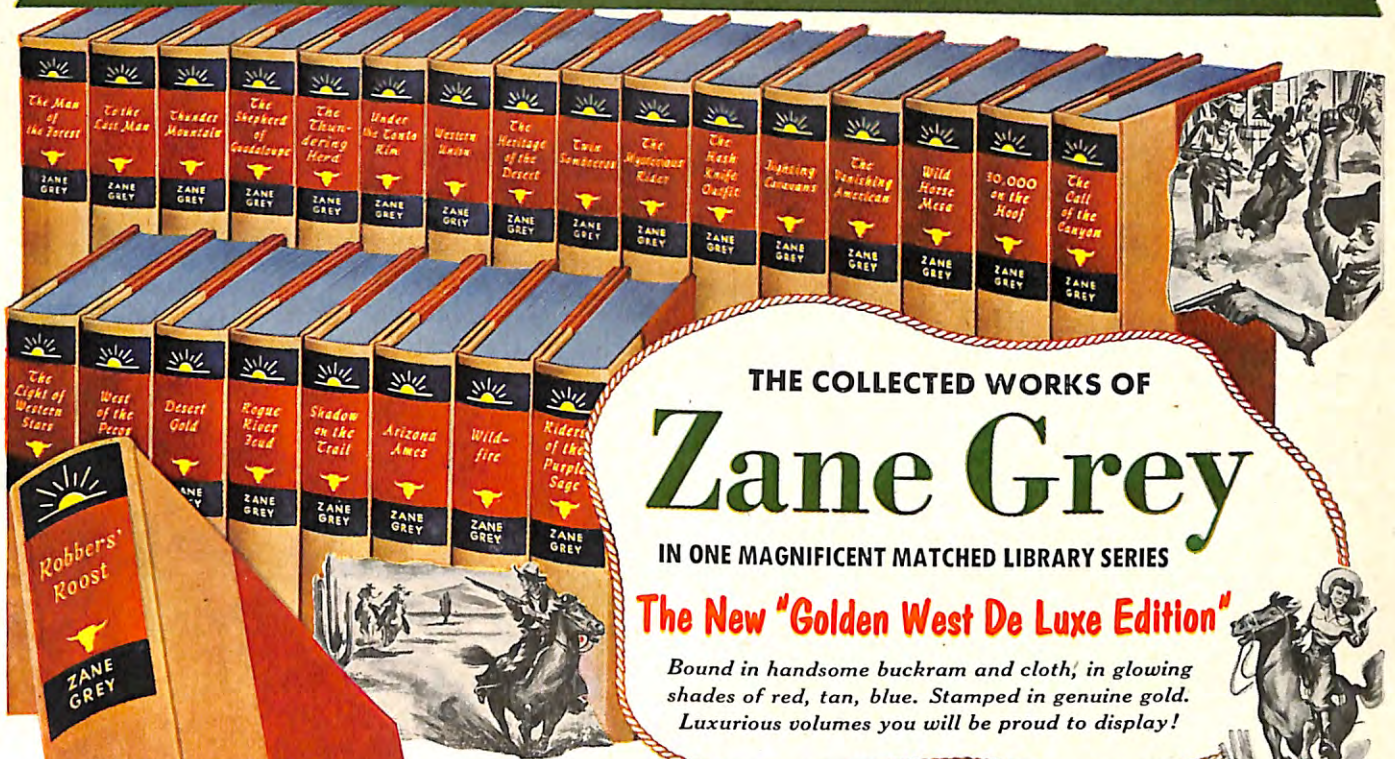
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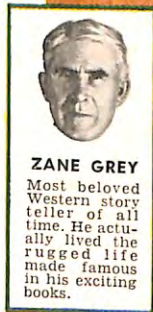
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