

THE

Elks

MAGAZINE

C

MAY 1956

BOYS LEAGUE PARK										
	1	2	3	4	5	6	7	8	9	
VISITORS	0	1	0	0	0	1	3			
HOME	0	0	0	2	0	0				



*For fun afloat, "Go First Class"
with MILLER HIGH LIFE*

Ashore or afloat, make Miller High Life a part of your pleasure picture! Yes, when it comes to your own personal pleasure and enjoyment . . . treat yourself to beer at its delicious best and "go first class" with Miller High Life . . . the *Champagne of Bottle Beer!*



BREWED AND BOTTLED BY THE
MILLER BREWING COMPANY
ONLY . . . AND ONLY IN
MILWAUKEE, WISCONSIN



© Miller Brewing Company
Milwaukee, Wisconsin

The National Champion of Quality



ONCE-A-YEAR FACTORY-TO-YOU SALE

REPEATED BY POPULAR REQUEST

EXQUISITE ALL STEEL PLANT STAND

REGULAR ~~\$14.95~~ VALUE

PRICE SLASHED TO

\$7.95

- 3 1/2 Feet High
- Revolving Arms
- Will Not Tip or Tilt



Never before at this low price. Revolving arms (for sunning, watering, different room arrangements) extend 5 to 10 in. from center. Holds 10 standard-size pots including one 8-in. pot bottom center. (Plants, pots not included.) Fill totem with moss to root climbing plants. Choice: Wrought Iron Black or Tropical White.

67 PIECE Solid STAINLESS ENGLISHTOWN TABLEWARE

Guaranteed 65 Years



WON'T RUST OR STAIN

NEVER NEEDS POLISHING

MONEY-BACK GUARANTEE

STERLING TYPE OPENWORK

3 piece HOSTESS SERVING SET

with every set ordered, includes:

- 1 Large Salad Fork
- 1 Large Serving Spoon
- 1 Pie and Cake Server

Here's an amazing offer made only to Nirek customers in order to introduce this new English town Mayfair Pattern.

FREE!

PRICE SLASHED! Hollywood All-Purpose SALADMAKER

"Performs MIRACLES with Food"

- ✓ SHREDS
- ✓ CHOPS
- ✓ GRATES
- ✓ PEELS
- ✓ SLICES
- ✓ WAFFLES
- ✓ CRUMBS

Guaranteed to do anything any food cutting machine will do!



NATIONALLY ADVERTISED AT

~~\$19.95~~

REDUCED TO

\$7.95

3 steel cutters
DELUXE MODEL
5 steel cutters
\$9.95

Cutters never need sharpening!

GUARANTEE

We absolutely guarantee this machine to be free from defects in material and workmanship. You must be 100% satisfied or your money refunded at once.

PREPARES FOOD OVER 200 DELIGHTFUL WAYS

Now you can prepare the most beautiful, healthful foods with ease, speed, safety, and economy. Makes wonderful waffle-potatoes, tossed salad, golden brown potato chips; chops onions, peels apples, crumbles bread, prepares baby foods, health foods, and vegetable juices. Slices faster than electric machines costing \$200 or more. Easy to clean and easy to operate. Safe enough for a child to use. Recipe book included.

- 67 Piece SERVICE FOR 8 INCLUDES:
- 8—1-pc. Forged Knives
 - 8—Forks
 - 8—Salad Forks
 - 10—Teaspoons
 - 8—Iced Tea Spoons
 - 8—Soup Spoons
 - 8—Sheffield, Hollow ground, Serrated Steak Knives
 - 3-pc. Hostess Serving Set

REGULAR ~~\$39.50~~ VALUE

PRICE SLASHED TO **\$14.95**

Rich... Ornate... Gleaming... Beautiful
Permanent Mirror Finish Never Needs Polishing
Once in each generation, comes a silver pattern so beautifully proportioned, so exquisitely designed, so perfect in every detail, as this homemaker's dream. May-time embodies all the flawless characteristics of truly fine tableware from its heavy weight, one-piece forged knives, to its delicately pierced open work and deeply embossed pattern.

MONEY BACK GUARANTEE

NIRESK INDUSTRIES, Dept. YP-104
4757 Ravenswood, Chicago 40, Ill.

Please rush items checked. Purchase price refunded if not 100% satisfied.

- Plant Stand \$7.95, color _____
- 67-piece Tableware, \$14.95
- Saladmaker, \$7.95
- Saladmaker Deluxe, \$9.95

NAME _____

ADDRESS _____

CITY _____ STATE _____

- To save postage, I enclose \$ _____ ship prepaid.
- Ship COD plus postage



TOM WRIGLEY WRITES FROM WASHINGTON



MONEY RAISERS for the G.O.P. and the Democrats are sending in some pessimistic reports from the field regarding big contributions, thus putting new creases in the brows of financial experts trying to estimate campaign expenses. Publicity over campaign contributions during the recent Senate natural gas bill fight is said to have thrown a scare into corporations and individuals who might sweeten the political pot. No matter how legitimate the donation they don't want a lot of publicity popping out headlining who gives what to who. Under the law, corporations and individuals can give up to \$5,000 to a candidate or a party or committee. They can give to the National Committee, or to a state committee or a political organization or to a candidate for office. It's perfectly legal but right now there is too much spotlight on contributions. Reports to the Clerk of the House by campaign committees, as required by law, are being closely watched. Sensing a drop in large contributions both the Republicans and Democrats have organized to go after the little donations on what is called the "grass roots" level. Anything from a dollar up is most welcome. Expert fund raising techniques will be used later on to get in the cash. The 1956 election will break all records for cost, it is conceded.

RE PRESIDENTIAL NOMINEES

Here's what happens if a presidential nominee dies. If death comes before election the national committee chooses a successor. If a president elect dies before the electoral college confirms the election the college selects a successor. If a president-elect dies after the Congress confirms the electoral college vote, the vice-president succeeds to the presidency same as if a president dies after inauguration.

OLD FIRE HOUSE SAVED

All too many of the historic buildings of Washington have been disappearing as the Nation's Capital expands and grows. The latest threatened by destruction was the old Union Firehouse at 19th & H Sts., N. W. used for years as the meeting place of the Oldest Inhabitants Association. The International Monetary Fund wants the site for a \$4-million office building. Friends of the fire-house, however, won out. It is to be taken down and

moved to a spot not too far away on land of George Washington University and the Oldest Inhabitants will keep right on meeting in the place with not a table or an ancient chair changed. Even the old fire engine will be in its usual place, all polished up and ready to go if it only had a team of horses.

DONKEYS FOR SALE

Someone here figured out that Democrats would want donkeys for campaign purposes and bought 65 of them from Mexico. The price tag is \$79 each delivered in the front yard of the fellow who bought them.

MOTOR TRAVEL BEGINS

As Spring and Summer motor travel begins the American Petroleum Institute says car owners spend an average of \$325 a year for operating expenses. Of every dollar, 43 cents goes for gasoline. There are 61,000,000 autos now registered. Tags in 27 states now carry some sort of slogan or emblem. Cars from far away states are common here. One Washington hotel, to meet motel competition, provides free parking for guests and it is right downtown, with the parking lot next to the hotel.

PARKING FINES POPULAR

Parking violations in Washington cost \$3 per ticket and you go to a bureau which looks like a bank, step up to a window and pay the fine just like paying the gas bill. It has worked so well the Municipal Court Judges want to hike the price to \$5 but Police Chief Murray said nothing doing, keep it at \$3 and avoid a lot of trouble bringing violators into court. It will stay at \$3 per ticket.

HOUSEWIVES PLEASE WRITE

Albert M. Cole, Administrator of the Housing and Home Financing Agency of the Federal Housing Administration, asks the housewives of America to write and give him their ideas of a modern home. The housing industry is undergoing a revolution, Cole says. He points out that 10 million homes have been built since World War II and in the next decade the American people will invest a billion dollars in new houses. "The government does not propose to be a partner in a \$100 billion mistake", is the way Cole

puts it. What Cole wants to know is whether families get more service out of single story houses, split-level homes or open-design homes. What do the housewives like best—family rooms, game rooms, TV rooms, rumpus rooms, un-walled carports, centrally located kitchens, movable partitions, rolled back roofs, picture windows and other gadgets. Please write, says Mr. Cole.

NEW GOVERNMENT BUILDINGS

Two new big office buildings are planned for government workers who have been crowded into "tempo's". The war-time built shacks at last are being torn down. One building for 2,900 workers will cost \$16 million and the other for 3,700 workers will cost \$20 million. Both will be in the southwest section of the city.

HARMFUL COMPETITION

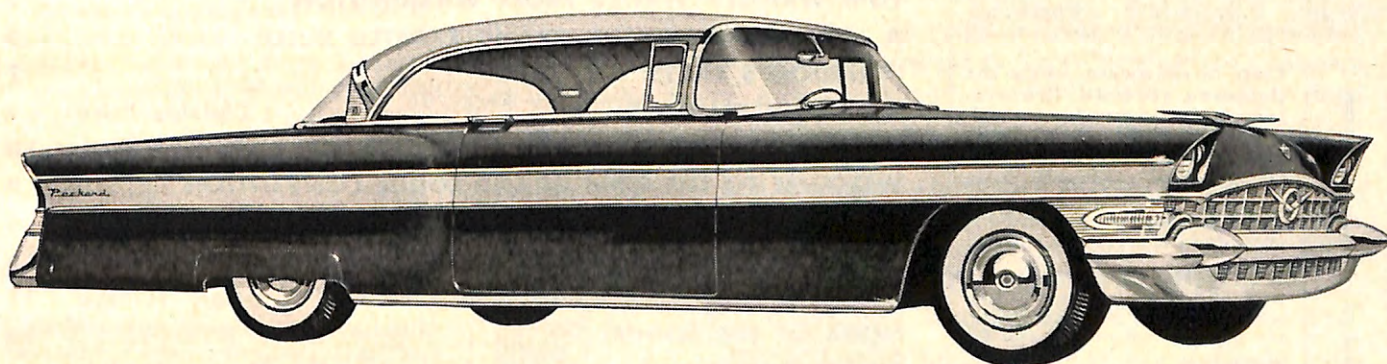
The extent of government competition with private industry would astound the average citizen according to reports before a subcommittee of the House Committee on Government Operations. The Defense Department, alone, according to testimony, has more than 2,500 commercial and manufacturing establishments turning out goods. The government also operates a multitude of bakeries, laundries and dry cleaning plants. There are bills in Congress seeking to reduce the competition.

CAPITOL BRIEFS

Senator "Mollie" Malone of Nevada, an export roper, says it takes six months to "break in" a lariat . . . Federal inspection of meat runs about 440 million pounds a week . . . Largest diamond ever found in the U. S. is in the Smithsonian Institution and is about 35 carats, worth \$80,000. It was turned up by a guy pitching horseshoes in W. Va. . . . High school students here no longer have to make a 15-cent deposit on silverware in the cafeterias. They get a check and return the check with the eating utensils . . . National Parks have a wonderful low record for accidents, 54 fatalities last year out of 50 million visitors . . . Agriculture Dept. bought over 200 million pounds of pork since last November to help hog growers. That would make a lot of ham on rye.

The New
PACKARD
Executive

An Invitation to people of taste to enter
the luxury-car class at a modest investment



Packard now introduces a new series in its family of fine cars—the Packard *Executive*.
Designed to sell just slightly above medium price, this new series offers you an exciting opportunity to move up to the Packard class with surprising ease.
You will enjoy the luxury of exclusive Packard features such as Torsion-Level Ride, Ultramatic Transmission and Electronic Touch-Button Drive. You will benefit greatly from the fact that the resale value of Packard is increasing faster than that of any other car.
See your Packard Dealer today—for a thorough demonstration of the new Packard *Executive*.

“ASK THE MAN WHO OWNS *the New ONE*”



PACKARD DIVISION—STUDEBAKER-PACKARD CORPORATION

"IT COULD ONLY BE A
Shakespeare
WONDEROD"



THE
STRAIGHT-
FIBER
GLASS ROD
WITH
THE SPIRAL
MARKINGS

Feel the Difference

ACTION
Built-in

POWER
Built-in

ACCURACY
Built-in



Only Shakespeare, using the patented Howald Process, laminates thousands of parallel glass fibers compactly, under tension, so they run *straight and continuous* from butt to tip—for strength! No crisscrossed or ground-off strands to weaken the rod.

ACTION built-in! Wonderod gives slimmest-strongest tip possible . . . lively and responsive, for best control of line and fly.

POWER built-in. Here is "backbone" that lets the rod do the work! Compact, springy glass fibers give you *long casts*—and fight the fish.

ACCURACY built-in. Faster, more responsive tip unerringly puts the line and fly where you aim. You cast more accurately.

No. 1252T — FLY WONDEROD
Beautiful white 2-piece Wonderod. Slim, light, with power, action and balance to thrill even experts. Dressy green winds, snap lock reel seat, stainless steel guides. 7'9" or 8'6". **\$2250**
Priced at only

Free! NEW 1956 "TIPS and TACKLE" BOOK-PAK WITH POCKET FISHING CALENDAR

Catch more fish! These 4 new books show ways to fish, where to find 'em, and tackle for:
SPINNING • BAIT CASTING
FLY FISHING • SALT WATER



SHAKESPEARE COMPANY
Dept. E-5, Kalamazoo, Michigan

Please send, FREE, new 1956 "TIPS and TACKLE" booklets and Joe Godfrey pocket fishing calendar.

Name _____
Address _____
City _____ Zone _____ State _____

THE ELKS

VOL. 34

MAGAZINE

No. 12

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.

THE ELKS NATIONAL MEMORIAL AND PUBLICATION COMMISSION

JOHN S. McCLELLAND
Chairman
JAMES T. HALLINAN
Treasurer

WADE H. KEPNER
Secretary

EMMETT T. ANDERSON
Vice-Chairman
CHARLES E. BROUGHTON
Asst. Secy. and Asst. Treas.

JAMES R. NICHOLSON
General Manager

LEE C. HICKEY
Editor

REGINA M. FISHER
Associate Editor

JOSEPH C. JONES
Art Editor

GENEVIEVE G. CONOVER
Advertising Production

W. H. MAGRATH
Controller

JOHN SCHMITT
Circulation Manager

EDWARD FAUST
Promotion Manager

EDITORIAL OFFICES, 50 East 42nd Street, New York 17, N. Y.

CONTENTS FOR MAY, 1956

COVER BY JOHN McDERMOTT

TOM WRIGLEY WRITES FROM WASHINGTON.....	2
A MESSAGE FROM THE GRAND EXALTED RULER.....	6
"FREEDOM'S FACTS".....	7
THEY GOVERN GOLF..... Charles Price	8
THE ELKS ARE PITCHING FOR THE KIDS.....	10
WELCOME TO THE 92nd GRAND LODGE CONVENTION.....	13
VISITING THE LODGES WITH JOHN L. WALKER.....	14
ELKS' FLYING SHOWBOAT—Elks National Service Commission	16
ROD AND GUN..... Dan Holland	17
NEWS OF THE LODGES.....	18
BUSINESS OUTLOOK..... Dr. Marcus Nadler	21
FOR ELKS WHO TRAVEL..... Horace Sutton	22
IN THE DOGHOUSE..... Ed Faust	24
ELKS FAMILY SHOPPER.....	26
WILLIAM M. FRASOR.....	32
A PAGE FOR YOUR FAMILY ALBUM.....	34
TRAVELGUIDE.....	43
ELKS WORKSHOP..... Harry Walton	46
EDITORIAL.....	48



ADVERTISING OFFICES



CHICAGO 1
360 North Michigan Avenue
STATE 2-6662

NEW YORK 17
50 East 42nd Street
VANDERBILT 6-4660

LOS ANGELES 17
1709 West 8th Street
DUNKIRK 8-5187

DETROIT 2
2970 West Grand Boulevard
TRINITY 5-7026

SAN FRANCISCO 4
927 Mills Building
EXBROOK 2-4073

PORTLAND 4, ORE.
217 Times Building
CAPITOL 7-3718

CHANGE OF ADDRESS: POSTMASTER—Please mail Form 3579 notices to: THE ELKS MAGAZINE, 50 East 42nd Street, New York 17, N. Y.

Members are asked, in changing address, to send this information (1) Name; (2) Lodge number; (3) Membership Number; (4) New address; (5) Old address. Please allow 30 days for a change of address to be effected. THE ELKS MAGAZINE, Volume 34, No. 12, May, 1956. Published monthly at McCall Street, Dayton, Ohio by the Benevolent and Protective Order of Elks of the United States of America. Entered as second class matter November 2, 1940, at the Post Office at Dayton, Ohio, under the Act of August 24, 1912. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1952. Printed in Dayton, Ohio. U.S.A. Single copy price, 20 cents. Subscription price in the United States and its Possessions, for Elks \$1.00 a year; for non-Elks, \$2.00 a year; for Canadian postage, add 50 cents a year; for foreign postage, add \$1.00 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this Magazine assumes no responsibility for their safety. Copyright, 1956, by the Benevolent and Protective Order of Elks of the United States of America

What Our Readers



Have to Say

I wish to compliment your entire staff on the fine Elks Magazine you publish. It is so well done

and truly a man's magazine. I am a P.E.R.'s wife, and enjoy reading the stories. Your picture covers are so original. Last, but not least by any means, your editorial page is tops in interest and education. The April editorial "Facing the Facts" is really food for thought. Everyone should read and consider the good sound logic of facing the facts. Best wishes for your continued good work.

Mrs. Harold E. Mattern
Wilkes-Barre, Pa.

I enjoy the travel articles appearing in The Elks Magazine, and wish to express my appreciation for this delightful service.

Mrs. James E. White
South Bend, Ind.

On behalf of a man's best friend—his dog—what happened to the In the Doghouse page last month? If the deletion is anything more than an oversight, our dogs will hear of it and their howls will be an eternal torment to you.

Ross D. Wright
Tacoma, Wash.

Brother Wright: Please refer to page 24, note contents therein, and advise interested parties accordingly.

Again I wish to commend your editorial position relative to communism, both abroad and within the United States. Your continued emphasis on these serious problems is most gratifying to me. It has long been my opinion that an informed Elksdom is one of the major bulwarks against communism in America.

Kenneth D. Sloop
Santa Ana, Calif.

STATE ASSOCIATION CONVENTIONS

STATE	PLACE	DATE
Wyoming	Rawlins	May 3-4-5
Kansas	Wichita	May 4-5-6
New Mexico	Santa Fe	May 10-11-12
Oklahoma	Oklahoma City	May 10-11-12
Alabama	Mobile	May 11-12-13
Idaho	Sun Valley	May 11-12-13
Georgia	Albany	May 17-18-19
New York	New York City	May 17-18-19
Utah	Price	May 17-18-19
Wisconsin	Madison	May 17-18-19
Florida	Fort Myers	May 18-19-20-21
Kentucky	Paducah	May 19-20-21
North Carolina	Durham	May 24-25-26
New Hampshire	Rochester	May 25-26-27
Oregon	Seaside	May 31, June 1-2
North Dakota	Williston	June 3-4-5
Arizona	Flagstaff	June 6-7-8-9
Texas	Fort Worth	June 6-7-8-9
Connecticut	Middletown	June 8-9
Indiana	Michigan City	June 8-9-10
Michigan	Pontiac	June 8-9-10
Nebraska	Falls City	June 8-9-10
South Dakota	Rapid City	June 8-9-10
Minnesota	Red Wing	June 14-15-16-17
Washington	Tacoma	June 14-15-16
South Carolina	Columbia	June 15-16
Rhode Island	Wakefield	June 16-17
Maine	Belgrade Lakes	June 29-30, July 1

Pay 4 Times the Price*

YOU STILL CAN'T MATCH HOLIDAY PIPE MIXTURE



Custom Blended for MILDNESS

More men every year switch to Holiday, because it contains these five famous tobaccos from all over the world skillfully blended into a mixture of unequalled flavor, aroma and mildness. Each tobacco adds its own distinctive flavor and aroma, to make Holiday America's finest pipe mixture. Try a pipeful—enjoy its coolness, flavor and aroma—and see for yourself why more and more men who smoke mixtures are switching to Holiday as a steady smoke.



GOLDFISH BOWL TEST PROVES HOLIDAY'S FRESHNESS

If moisture can't get in, naturally freshness can't get out. Holiday's heat-sealed wrap-around pouch is flavor-tight—for a fresher, cooler smoke. Easy to carry, too—no bulky corners.

LARUS & BROTHER CO., INC.
RICHMOND, VIRGINIA

*PROOF from an EXPERT

A sample of Holiday Pipe Mixture in a plain wrapper was shown to the custom blender in a nationally famous tobacco shop. "Can you duplicate this tobacco?" he was asked. After careful examination, he said, frankly, that he couldn't. Although he could identify the types of tobacco used and could supply them in a \$6 a pound mixture, he couldn't guess the secret of the blend!



AMERICA'S FINEST PIPE MIXTURE... Canada's Finest Too!

A Message from the Grand Exalted Ruler



PLAN ELKDOM'S PROGRESS

IT'S GOOD to keep ourselves reminded of our strong points, but it's healthy to find out where we are weak and then do what's needed to change weakness to strength. One of Elkdom's weakest points, organizationally, is our lack of a consistent program of indoctrination of new members in the history, purposes, programs and achievements of the Order, the State Association and the lodge.

This problem has received increasing attention in recent years. It is related intimately with the problem of lapsation for non-payment of dues. Indoctrination was one of the key steps that we have stressed in our Membership Control Contest this year as a major factor in reducing lapsation to a bare minimum. Experience has proved that if our lodges will carry out year after year a thorough program of indoctrination lapsation will be radically reduced.

It makes good sense. If a man is initiated without being informed of our wonderful programs for the handicapped, for youth and for our veterans, and of our Flag Day and other patriotic programs; if we fail to impress upon him that membership in the Order of Elks is a privilege not to be conferred lightly or dropped casually; if we fail to instill in that man a pride in his Order that will make him want to be an active, interested Elk who prizes his membership and will retain it against all odds—if we fail to do these things then we are inviting that man to drop his membership within a short time. We haven't made an Elk of him.

What is there for him in Elkdom? The club facilities are fine, but they are not enough to hold the kind of men that we need and want in our Order. We shouldn't turn him loose to learn by accident, if ever, the real story of Elkdom. We must give him more, and show him that there is more—much more—to Elkdom than the club. A new member should be sold so completely on the Order of Elks, and on HIS lodge, that that card becomes his most prized possession. And the time to do it is before and at the time of his initiation. I urge the new officers of our lodges to go to work now and get an indoctrination program started at once. It will pay big dividends.

In this connection, I want to emphasize the Secretary's role

in the successful administration of any lodge. If it's a poor lodge, then the answer usually is the Secretary. If it is a good lodge, you'll find the Secretary is efficient and dedicated. Fortunately, the great majority fit this description, and to them I pay my warmest tribute for their contributions to our Order. Their interest and cooperation are largely responsible for the results we have achieved in our Membership Control Program, and I am grateful to them. Our lodge Secretaries can be the decisive factor in effective indoctrination program. I hope that they will.

Our programs for veterans should make any man proud to be an Elk, and have a part in what our Elks National Service Commission is doing to bring comfort and pleasure to those ill or disabled defenders of our Republic. At all of the hospitals where these men spend their days, the Commission brings them entertainment, provides recreation and in many other ways helps to cheer them and sustain them. When they go home, the Commission gives them the helping hand toward re-establishment in a normal life in their community. There are the thousands of Elks, and their ladies, who staff these programs not only with their hands but with their hearts. They make them possible, and to them all of us are profoundly grateful.

Again, the Order of Elks will lead the country in tribute to Old Glory on Flag Day, June 14. Having in mind the sacrifices that these veterans and their comrades of all wars have made for that Flag, and mindful of our obligation to love it, to honor it and to defend it as the symbol of freedom, truth and faith in mankind's greatness as creatures of God, let us make Flag Day a really significant event in every community where there is an Elks lodge. Show your Colors! Let freedom ring!

"Serve Elkdom—Live Elkdom"

John L. Walker
GRAND EXALTED RULER

"I appealed to every Elk to contribute to the Elks National Foundation. Did you respond? My warm thanks, if you did. If you haven't given yet, I urge you to send your check now and buy a share in Elkdom."

"FREEDOM'S FACTS"—The Red Program



The All-American Conference to Combat Communism, as part of its program, for several months has been publishing an informative, hard-hitting bulletin under the title "Freedom's

Facts", and The Elks Magazine has regularly been providing to readers excerpts of some of the most important comments in the bulletin. Membership in the Conference consists of fifty national organizations, including the BPOE. In view of the widespread news about the so-called "peaceful co-existence" line currently used by the Reds, the excerpt which follows is particularly to the point in clarifying their actual intentions.

During the past month the world's two leading Communists reaffirmed that Communists the world over are working on the basis that Communism eventually will conquer the world.

Speaking at the 20th Congress of the Communist Party of the Soviet Union, February 13, Party Secretary Nikita Khrushchev said, "The Socialist system will win in the competition between the two systems—the capitalist and the socialist". And he added, "The more favorable conditions for the victory of socialism created in other countries (today) are due to the fact that socialism has won in the Soviet Union and is winning in the People's Democracies".

Similarly, Mao Tse-Tung, Chairman of the Communist Party of Red China, told the Party Congress in Moscow by letter February 15, that the socialist camp, "headed by the Soviet Union, is assured of world victory."

But the Reds today do not expect victory to come automatically. Khrushchev, in fact, laid down a series of directives to guide all Communists during the coming years—those inside the Communist Empire and those in Communist Parties in free countries throughout the world. Because the Reds expect that this program will bring them closer to world victory, it deserves every effort on our part to understand it and how it is intended to work.

Red Plan For Victory

1—Intensify commercial competition among the Western powers by reducing the market areas in which non-Communist countries can trade.

2—Work toward "collective security in Europe . . . in Asia . . . and disarmament". Khrushchev did not conceal the fact that these moves, if successful, would scuttle defensive alliances against Communist aggression.

3—Strengthen ties between Communist countries and all countries of the world by expanding trade, by technical aid, by economic aid and by political support for favored countries in the United Nations and elsewhere.

4—Expand "business and cultural contacts" by the "exchange of delegations between the Soviet Union and a number of other countries".

5—Intensify the ideological as well as political and economic offensives to promote Communist leadership in still free countries of the world.

6—Internally, pursue a program of speeding up the expansion of heavy industry with the aim of "catching up and surpassing the most advanced capitalist countries in per capita production" thus proving "the all-conquering strength of the Marxist-Leninist teaching" and the "decisive advantages" of socialism over capitalism.

The Red Aim—World Rule

Looking through Khrushchev's eyes, most of the world—Asia, Africa, and the Middle East and Latin America—appear as countries in the midst of revolutionary changes from feudal backwardness to modern industrialization. They are countries proud of their nationalism and seeking rapid industrialization. By a series of bold offers of trade and aid, tied in with the political activities of native Communist Parties, the Reds hope to win leadership of these countries and their 1,500,000,000 people.

A major factor presently working on the side of the Communists is the fact that most peoples in backward areas have had little experience with normally involved democratic procedures, or with the complexities, frustrations and need for practical compromise involved in free enterprise capitalism. They have had little training in logic, or in properly judging idealistic promises of Communists and actual Communist intentions.

What to do about it? The task ahead for anti-Communists in the United States and the world over is not an easy one. By shifting the main attack against the free world from one of military campaigns, threats and hostility to one of trade, aid and offers of peaceful competition, the Reds have opened up a broad field of struggle between Communism and the Free World. The struggle will not be won by a single brilliant action. It can only be won by a carefully worked out program to persuade the masses of the world that their security and happiness will best be served by following the path of freedom. The starting point for victory, however, is to clarify our own understanding of what the Reds are planning to do and how they plan to do it. Knowing the enemy is the first step toward defeating him.


MEMO

Check
New York Life's
E.P.P.
with its
Life Insurance
Weekly Disability
Income and
Medical Care
Benefits!

NEW YORK LIFE'S EMPLOYEE PROTECTION PLAN

- ★ Offers *extensive insurance protection for firms with as few as 10 employees!*
- ★ *Low in cost!*
- ★ *Easy to set up!*
- ★ *Easy to administer!*

Ask your New York Life agent for full details now, or write: New York Life Insurance Company, Dept. EK-4, 51 Madison Avenue, New York 10, N. Y.

A Mutual Company  Founded in 1845

NEW YORK LIFE INSURANCE COMPANY

The New York Life Agent in
Your Community is a Good Man to Know



THEY GOVERN



Since the early days of golf, the USGA has written the game's rules.



Golf House, in New York, is official headquarters and museum of the game.



The ultimate test of a golfer—to win the Open Championship of the USGA and this historic trophy.

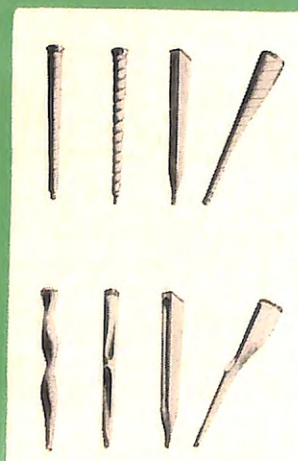


The great amateur Jerry Travers teeing off in one of the early tournaments sponsored by the U. S. Golf Association.



The standards and construction of golf courses have occupied the attention of the USGA for more than sixty years of golf.

These clubs are in the collection at Golf House. Third from left was made to hit a "floater" out of a water hazard. Grips above at right were approved. But not those below.



U S GOLF A

Since 1895, the United States Golf Association has guided and directed the present and future of golf.

BY CHARLES PRICE

WHEN BEN HOGAN returned to the tournament circuit in 1945 after his tour of duty with the Army Air Corps, he found it to be not quite the same circuit he had left as leading money winner in 1940, '41 and '42. Somehow, the whole game of golf seemed to be in a general state of disrepair. Despite the war-rusty talent of the time, scores were dropping ridiculously low. Birdies were as common as pre-war bogeys, with the result that par was becoming as passé as the hickory shaft.

The reasons for all this were sadly numerous. Chief among them was the fact that the circuit was being conducted under "winter rules." This was a kind of gentlemen's agreement among the pros that the ball may be given a preferred lie in the fairways. Since the courses of the day were almost all fairway to begin with, this actually meant that a pro could make up the rules as he went along. The ones he made, of course, depended a good deal upon how much of a gentleman he was. To complete the ignominy of it, the pros were using sixteen clubs, two over the customary limit, one of which was a wedge with a set of teeth filed into it.

Then, in June of '46, the pros stopped at the Canterbury Golf Club, near Cleveland, Ohio. Canterbury was to be the scene of the first post-war Open Championship of the United States Golf Association—the "National Open." When Hogan stepped to the first tee, he peered down the fairway in that sanguinary way of his, like a Sioux scanning the Little Big Horn for a sign of General Custer.

What Hogan saw was a golf hole vastly different from any he had seen since before the war. The fairway was so narrow that a man of lesser talent might have doubted he could walk down it without stepping into the rough. To make the

situation even less optimistic, this rough had been allowed to grow to the height of a man's calves. "Winter rules," of course, were out of the question. As in all USGA championships, the ball would have to be played as it lay, not a very rosy prospect for those many pros who were playing with fourteen clubs instead of sixteen for the first time in their lives.

Taking all this into consideration, Hogan grinned one of the very little grins he allowed himself in those days and then walked over to Joseph C. Dey, Jr., Executive Director of the USGA, the official starter for the championship. "Joe," Hogan said. "I've got something to say to you."

"What's that, Ben?" Dey asked suspiciously.

"I just wanted to say," Hogan went on, "that it's great to be back in the big-leagues again."

The Open Championship of the USGA—its members abhor the use of "National Open"—is big-league indeed. It is the most exacting examination in the world of a man's ability to play the game of golf. This is a claim once made for the Open Championship of the Royal & Ancient Golf Club of St. Andrews, Scotland—the "British Open"—but not anymore, at least not by anyone who has seriously studied the nature of both.

As a sporting event, the USGA Open has everything: more than sixty years of tradition, banner headlines, gate receipts for the week that would outgross a World Series' game. Shrewdly exploited, the title can mean \$25,000 to a pro, a lifetime of fame to an amateur. It is the indisputable championship of the golf world. In the final analysis, what makes it so is the USGA itself. The USGA is big-league; hence, its championship is.

Americans have invested well over \$1-billion in golf. With that kind of money

at stake, commercial mayhem could result in the game. The USGA is devoted to preventing this from happening, to preserving golf for what it is and should be—a game and nothing more.

While the Open is its most publicized championship, the USGA conducts seven other championships annually. Within its scope, each is recognized in the public mind—like the Open—as the official championship of the entire country. These championships are the Men's Amateur, Women's Amateur, Women's Open, Amateur "Public Links," Senior Amateur, Boys' Junior Amateur, and Girls' Junior Amateur. The USGA also conducts three international team matches bi-annually: the Walker and Curtis Cups with the British Isles and the Americas Cup with Canada and Mexico.

All the competitors in these tournaments play, to the letter, according to the USGA's interpretation of how the game should be played. In fact, so do the rest of this country's 3½-million golfers, although not always to the letter. As an indication of how intelligent are the USGA's notions of how the game should be played, it is significant that these 3½-million golfers now include the members of the Professional Golfers Association. Although the PGA, by virtue of co-sponsoring more than \$1-million in tournaments each year, is in a position to make up its own rules, it uses the USGA's.

The USGA decides who among the nation's golfers is an amateur, a title which should be taken a good deal more seriously in golf than in almost any other sport you care to name. The USGA regards the title with a certain degree of sanctity. As a matter of fact, when most golfers decide to turn pro, they usually write the USGA a letter of apology.

(Continued on page 40)

The Elks are Pitching—



Typical of the 13- and 14-year-olds playing for the Delray Beach, Fla., Elks since 1952 are Newton and Danny Wilkes, catcher and pitcher respectively for this Pony League group. In 1953 several boys were placed on the All-Star team and in 1954, when Bill Becker took over the full management, the team was undefeated and the lodge received a plaque from the VFW. In 1955 a field was acquired for the League and the first half schedule closed with five Elk boys on the All-Star team, and Ed Britton pitching a no-hitter early in the season.

Black, a pitching sensation with the Brooklyn Dodgers in 1952 and now with the Cincinnati Reds. They also had Charlie Bicknell, a Phillies bonus pitcher now with Toledo in the American Assn., among others. Graduates of the junior baseball group of North Platte, Neb., Lodge, which handles 400 boys at a \$2,000 expense each season, include top pitcher Roger Harms who now has a four-year baseball scholarship at the University of Nebraska, and No. 2 pitcher Harry Tolly whose strikeout record of 17 men per game and other talents won him a scholarship to Phillips Exeter Academy in New Hampshire.

The future looks very good for El Dorado, Kans., Lodge's diamond stars-in-the-rough. While none has gone on to major-league fame, the Director's son, Jack McDonald, spent two years with the Yankees farm team and catcher Bill Bowlin is doing well with the Cincinnati Redlegs chain. This lodge began its baseball activities 25 years ago, with the project gaining momentum in 1943 and rolling hard ever since.

After a start in 1946, under the leadership of E.R. John F. Schoemaker, the Port Jervis, N. Y., Elk-backed baseball stars took four straight YMCA League championships and, one year, posed a 31-6 record. In 1951, the team entered the Middletown Twilight League, and after finishing second during the regular session with only two losses, went on to sweep the play-off games and take the title. Highlighting the play-offs was a no-hit, no-run performance by Glenn Williams who later had a try-out with the Brooklyn Dodgers, but enlisted in the Army before his pro career could begin.

Kingsport, Tenn., Lodge has sponsored a Midget League team since its institution in 1951, with the 1955 group taking the League championship. It also adopted a Babe Ruth League nine in 1954 and '55; this costs the lodge about \$1,000 a year. Youth Activities Committeeman George H. Shipley, Jr., holds great hopes for young Roger Smith, pitcher for the Midgets whose 1955 record included, no games lost, 152 strike-outs and 82 innings pitched. What's more, his batting average for 1955 was .465.

Four years ago, Cambridge, Mass., Lodge started the ball rolling for that community in Little League work, securing sponsors from other groups to play with their own boys. The League has grown from 60 boys to 540. In addition

SOME TIME AGO, it began to be pretty apparent that the sponsorship of boys' baseball teams was rapidly becoming one of Elkdom's fondest projects. It occurred to us therefore that it might be a good idea to recapitulate for our readers the history of this Elk-prodded junior activity and so we contacted those lodges which we were certain were in on this effort. The response was so enthusiastic, and the material submitted so meaty, that our little idea has developed into a major project.

Unfortunately, all the photographs cannot be published, and because we had so many fine action shots from which to choose, we singled out those which best illustrate our story about the boys behind the Elks' home plate. Some of the standard team shots have already been published under this title, and the balance will be included in later issues.

From the 76 lodges which responded we have learned that there isn't one which has not expanded its program since its inception. We have learned, too, that the number of boys, the number of teams and the amount of the budget for this work have been increased measurably year by year.

We find that the average annual expense is about \$400, with 35 the average number of boys participating—of course, there are many with more and quite a few with less, particularly where the undertaking is a recent one. The initial expense is always the greatest because of the purchase of uniforms and equipment which are carried over as the boys grow older and drop out, and younger ones take their place.

Where participation in the Little League effort is popular, the Elks are also interested in the younger and older age groups, and so you will find their emblem flying over the ball parks for play among the Midget League, Knee-Hi, Pony, Babe Ruth, Knot-Hole and Pee-Wee Leagues as well as the Junior, Senior, Semi-Pro and many other Leagues. Whatever the title, you may be sure the Elks are personally behind them all, giving them encouragement, instruction and companionship.

While, in the main, Elk team sponsorship has been too brief for the boys to graduate to the big-time, we heard some encouraging news about many of them. Plainfield, N. J., Lodge, sponsor of this effort for 15 years, is responsible for Joe

for the Kids

**Tomorrow's stars are
being polished on
today's Elk diamonds**

the Elks have a 19- to 21-year-old team in the Municipal League. The Elks' group has taken the City Championship once and the divisional title twice.

Abilene, Kans., sponsored 280 boys last year in three leagues under the direction of a seven-man committee. About 400 boys have gone to bat for Garden City, Kans., Lodge in the five years it has sponsored this project, while Concordia, Kans., Lodge has handled 100 youngsters in the same period. The Elks of Middlesboro, Ky., are well satisfied with the results of their three-year program, and reward the 60 boys in the League with a trip to Cincinnati for a big-league game each year. Not only is Winslow, Ariz., Lodge in there pitching in Little League ball since 1951, with its team taking the 1954 City Championship, it has taken the lead in feting the League contingents at the two tournaments held there. It also sponsors a Babe Ruth League team and the "Lassies", the local girls' softball team, as well.

Pennsylvania's a great boy-baseball State. Mount Pleasant Lodge's nine is the 1955 Champion and the Pottstown boys have always made a good record; tops in 1950, '51, '53 and '55, they were second in '52 and '54. This operation has cost the lodge about \$1,600.

The Beaver Falls Elks have been in



Left: These youngsters are playing ball for the Elks of Santa Monica, Calif., sponsors of Little League activities since 1951 at an expense of over \$200 a year. These Elks also took on a Pony League Team in 1953. This lodge provides an "Uncles" Committee of Elks who volunteer their full time for three days as hosts when teams comprising Region VIII of the American Little League play there annually.

Below: This young man happily makes a catch for the Elks of Iliion, N. Y., who sponsor a Midget League, a Babe Ruth League and a Semi-Pro team. Elk Dale Johnson, Scout for the Detroit Tigers, is the man behind this program, capably assisted by Bud Ertz and Est. Loyal Knight Arthur Fury.



Left: "Dizzy" Dean, umpire for the ball game between the Elks and the Moose Teams in the Little League play on Fort Wayne, Ind., Lodge's Country Club diamond, gave the boys some pointers before game time. Inaugurated in 1951, this program had 212 aspirants when only 60 could be accepted. The best were chosen because they played off for their League Championship. The next year the Elks organized a fraternal league among other organizations and at present there are 13 Leagues with four teams each in the city. Several former Elk players are now with the Pony League and with the American Legion group.



on this program for five years and their boys took second place honors last year. The six-year effort of Clearfield Lodge was rewarded when their team led the local field in 1955.

In addition to the expense of providing uniforms and other equipment and, in many cases, the playing field itself, most of these lodges reward their ballplayers with end-of-season dinners when trophies are presented and usually a big-name sports figure is on hand. Ontario, Calif., Lodge, which has had a Little League and Pony League Team for four years, rewarded its boys with a dinner at which Chief Meyers, former catcher for the N. Y. Giants was the speaker. In 1955 these Elk Pony Leaguers won the district title.

Havre de Grace, Md., Lodge's five-year Midget League project includes a banquet with trophies awarded and prominent sports personalities as guests—in 1953, for instance, the famed O'Brien twins, Johnny and Eddie of the Pittsburgh Pirates.

The Little League club Chillicothe, Ohio, Lodge has sponsored for four years is called upon during the year to provide entertainment at the local VA Hospital, teamed against other nearby Elk groups. They also assist in Boy Scout and Polio Drive work. Under the watchful eye of Polo DeRose, Tiffin, Ohio, Lodge first sponsored a Little League team in 1952. In 1953, they finished second; in 1954 and 1955, with the League growing all the time, they took the title and the play-off championship.

After the six-team Little League was formed there four years ago, Mechanicville, N. Y., Lodge's group took the title the second year and again in 1955. The initial success of New Bedford, Mass., Lodge's small Pony League sponsorship has resulted in an increase to 16 teams, with a 90-game-a-season schedule at a cost of nearly \$2,000 a year to the Elks.

During the three years Panama City, Fla., Lodge has managed a team, it has won two championships. It sees a bright future for Winston Pennington who hit 17 home-runs in one season, and for Wayne Boyed who struck out more than 125 players in a season.

Battle Creek, Mich., Elkdom has been handling two teams in the Junior Baseball Federation for some time. Their championship "Little Horns" lost their first game in three years in the 1955 City League play, while the "Big Horns" were undefeated in the last three years. Gloucester, Mass., Lodge has sponsored this effort for ten years. Its team took the banner in 1947 and again in 1951.

El Centro, Calif., Elkdom has had a Little League club for three years, and took on a Babe Ruth League nine in 1955. Kingston, N. Y., Elks have been in the act since 1952; their boys took top honors in 1953 and '54.

San Diego, Calif., Lodge handles the entire Midget League of the community, comprised of 32 teams. In 1952 Ballard



Modesto, Calif., Lodge began in 1954 with 18 teams in the Babe Ruth League with 100 boys participating at a cost of \$2,000. In 1955 the number of boys was increased as was the age limit—12 to 16. The youngsters play four times a week under the supervision of Est. Loyal Knight Ralph Johnson, Jr., and College Coach J. H. Eckle on a diamond donated by Elk Richard Lyng. Money to support this project comes from the annual Major-Minor Charity game, a big draw for the past eight years with major-league players taking part against Pacific Coast Leaguers during the off-season time.

(Seattle), Wash., Lodge spearheaded a movement to organize a Little League. Its own team finished in second place. In 1953, the lodge added a Babe Ruth League team. Since then they have been alternating in taking first and second places in their divisions, with their sponsors sinking \$3,500 in their efforts.

Ashland, Ohio, Lodge is one of the original Little League sponsors there. Last year, under the management of Elk Robert Wagner, the local All-Stars took the State Championship with the Elks' pitcher, Dick Hunter, chalking up a three-hitter. Arlington, Mass., Lodge has had a team in Little League play for five years; in 1953, Union, S. C., instituted its League with the Elks as a sponsor and their team in first place, a tally Rocky Mount, N. C., Lodge's boys duplicated, as did the team wearing Roswell, N. M., Lodge's uniform. A four-year sponsor, Pittsfield, Mass., Elkdom saw its 1952 team win the county and State Little League championships, and the boys playing under the aegis of Pocomoke City, Md., Lodge are in second place in the League in which they've participated since 1953. Santa Cruz, Calif., Lodge reports that its players have taken the American League trophy three out of four years and won the League Series in 1953. During Sheridan, Wyo., Lodge's four-year program, its team has taken one championship, one runner-up spot. Six years ago, the Baton Rouge, La., Elks took over a team in the Class A high school group. In regular League play they won the Western Section title for the district. Winthrop, Mass., Lodge's Youths Team has been in existence nine years with 200 players at a cost of \$7,800.

Watkins Glen, N. Y., Lodge inaugurated its Small Fry program about six years ago. In 1955 they won the Inter-County Championship, the same year the Elks took over a Pony League team. This year they're planning to add a 16-

to 18-year-old group to their system.

Midget League baseball in Atlantic, Iowa, was started in 1947 by the Elks' Juvenile Committee Chairman John Budd who saw the need for such a program in combatting juvenile delinquency. The Elks were sold on the idea and took on the sponsorship of the entire program. Since that time there have been only six juvenile delinquency cases recorded during the summer as compared to three or four times that many in previous years. Twenty boys are taken to major-league games each year and while all big expenses are paid for them, they buy their own meals on the trip.

In New Jersey, Verona Lodge opened its program with 30 boys, expanded it to 45 in 1954 when its Junior League of Caldwell group took the town championship. In 1955 the project grew to 60 boys. In League competition the Ridgefield Park, N. J., Elks' team has won two successive years, and the Elks' ladies have become so enthused that they are sponsoring a Farm League team.

In three years of competition, Passaic Lodge's youngsters have been champions or runners up in four-team leagues, and were fourth place finalists in a six-team race. These Elks echo the sentiments of all their Brothers when they say their biggest satisfaction comes from their "ability to foster recreation for the boys . . . to do their share in molding today's fun-loving youngsters into the solid citizens of the future".

YOUR YOUTH DAY REPORTS

MUST reach Brian M. Jewett of the Grand Lodge Youth Activities Committee, Woolwich, Maine, NO LATER THAN MAY 15th to be considered for Award. They should be in preparation NOW for mailing immediately after May 1st.

Welcome to the GRAND LODGE CONVENTION

from Past Grand Exalted Rulers

CHICAGO JULY 8-12

FLOYD E. THOMPSON



Dear Brother Elks Everywhere:

The Elks of Illinois welcome you to a great city and a great state. Former visitors will find a bigger and newer Chicago. The first-time visitors will find a city of friendly people eager to make your stay pleasant and interesting.

You will find in our art galleries world-renowned masterpieces, in our museums unsurpassed natural history displays and wonders of mechanical arts, and in our unique zoo wild animals living outdoors in natural settings.

Chicagoland has big stores, big banks and big factories, but its churches of every denomination, its great hospitals, its beautiful parks and its famed institutions of higher learning show it has an even bigger heart and conscience.

You will like Chicago. The Elks of Illinois want you and your families to come and enjoy it for the week of our 1956 annual reunion. We are planning to make your stay so pleasant you will want to linger awhile and come again.

Fraternally yours,

A handwritten signature in blue ink that reads "Floyd E. Thompson". The signature is written in a cursive style.

Past Grand Exalted Ruler

HENRY C. WARNER



My Brother Elks:

The Elks of the great Middle West are pleased, indeed, to have the rare privilege and honor of being host for the 92nd Grand Lodge Convention in Chicago July 8-12th, 1956. It is a real pleasure to extend to you and to your families a most hospitable welcome. Chicago is a wonderful city and an ideal site for a convention.

We do not really appreciate the magnitude of Elkdom until we have attended a Grand Lodge Convention. We want you to come to Chicago. We are confident that after the Convention you will have an even better realization of the broad scope of the Benevolent and Protective activities of our Order.

Since the last Grand Lodge Convention in Chicago in 1951 our membership in Illinois has increased from 52,137 to 60,772. We believe it is safe to venture the opinion that within the next five years there will be still greater growth in membership in our State. There are many loyal Elks in Illinois.

Hoping to greet you in Chicago for our next Grand Lodge Convention, the Elks of Illinois are
Cordially and fraternally,

A handwritten signature in blue ink that reads "Henry C. Warner". The signature is written in a cursive style.

Past Grand Exalted Ruler

Visiting the Lodges with John L. Walker



Lodge officials, visiting dignitaries and members of President's Class present when Grand Exalted Ruler Walker visited El Paso, Tex., Lodge on January 26th, were first row, left to right: J.W.A. Johnson, James F. Vollmer with Francis J. Grady, D.G. Johnston, Wm. E. Norton, Wm. K. Elliott and Walter T. Jennings, members of class initiated honoring E.C. Bunch, President Texas Elks State Assn. Second row, left: Wayne E. Borth; Exalted Ruler, Las Cruces, Wm. F. Schneider; Chairman Grand Lodge Credentials Committee Robt. E. Boney, Exalted Ruler Joseph J. Feste, Mr. Walker, District Deputy Paul E. Boxwell, State President Texas Elks E.C. Bunch and Walter L. Gold. 3rd row left to right: W. C. Ragsdale, Chairman Texas Elks Publicity Committee, W. H. Spillar, A. W. McLean, Riley N. Brown, Secretary C. T. Wood, Past Exalted Ruler W.J.B. Frazier, A. M. Sanders, Doyle H. Gaither, C. A. Shoemaker, Past Exalted Ruler Raymond H. Dwigans and Donald E. Wedge.



At the dinner San Antonio, Tex., Lodge gave for the Grand Exalted Ruler on January 23rd, present from left were: District Deputy Thomas M. Brooks, Mr. Walker and Exalted Ruler Clarence Waters. The sheriff's badge on Mr. Walker's lapel was presented by Sheriff Owen Kilday, for many years a member of San Antonio Lodge.

EARLY on the morning of January 26th, the Grand Exalted Ruler, accompanied by State President E. C. Bunch, arrived at EL PASO Air Port for the concluding lodge visit in Texas. His previous visits in Texas were covered in our April issue. A reception and buffet were given in the Grand Exalted Ruler's honor that evening, following which a special class honoring State President Bunch was initiated.

On January 27th, the Grand Exalted Ruler was at HOBBS, N.M., to inspect the Hobbs Elks Cerebral Palsy Center, which has been in operation since 1950 and handles an average of 13 patients daily.

That evening 600 Elks and their ladies attended a dinner given by CARLSBAD, N.M., LODGE in the Grand Exalted Ruler's honor. Exalted Ruler Clifford S. Ryen was Master of Ceremonies and District Deputy Hampton Martin was in charge of general arrangements. Following the dinner, there was a dance.

The mid-winter meeting of the Wyoming State Elks Association was held in CASPER on January 28th and 29th, and the Grand Exalted Ruler was the guest of honor. He arrived late in the evening of the 28th, because of difficulties in plane connections. While he was unable to attend the dinner, he was present at the ball



When the Grand Exalted Ruler was at Casper, Wyo., on Jan. 28th, 29th, photographed from left: Mr. Walker, former Chairman Committee on Credentials Hollis Brewer and State President Paul H. McKelvey.



Above: Officers of San Benito, Tex., Lodge, who greeted the Grand Exalted Ruler when he arrived on January 24th, were front row, left to right: H. H. Hagedorn, Chas. G. Hervey, Sec. E. C. Hill, Mr. Walker, Exalted Ruler Vernon L. Booth, C.O. Bennett and Francis Powell. Rear row, from left: Harold Burgess, E. L. Hogan, Karl Schneider, Joe M. Spear, Jr., Henry A. Wright, Fred Christiansen, Jr., Forest Eastman and Guy Jeffers.

Right: At the presentation to the Grand Exalted Ruler when he visited Hagerstown, Md., Lodge on February 17th, were from left: H. Earl Pitzer, former member Grand Lodge Auditing Comm.; Exalted Ruler John J. Bean, presenting gift to the Grand Exalted Ruler, Past Grand Exalted Ruler Robert S. Barrett, Past Grand Exalted Ruler Howard R. Davis and Charles L. Mobley, Sr., Past Pres. of Maryland, Delaware and D. of C. Elks Assn. Back row, left to right: Pres. of Maryland, Delaware, and D. of C. Elks Assn., Paul Shutt, Sec. of Assn. R. Edward Dove, Past Exalted Ruler Hugh S. George and Charles G. Hawthorne.



which followed, where he extended greetings to the 300 couples in attendance. The next morning there was an informal breakfast at the ranch of Hollis Brewer, Past Chairman Grand Lodge Committee on Credentials, and among those in attendance were Past Grand Esteemed Lecturing Knight L. G. Mehse, District Deputies Paul H. McKelvey and Henry H. Hecht, and Exalted Ruler James E. Parrish.

Following the breakfast the Grand Exalted Ruler and his party went to Casper Lodge, where two District Deputy Clinics



Charles Bowie, member of Grand Lodge Youth Activities Committee, examines sheriff's badge given to the Grand Exalted Ruler by Sheriff Boynton Fleming, when he arrived at Harlingen, Texas, on January 25th. Looking on from left: J. W. Kirksey Jr., Past Exalted Ruler P. R. Edie, State Pres. E. C. Bunch, Jack Albert and Past Exalted Ruler R. M. Juillard.



When the Grand Exalted Ruler visited Bellevue, Ohio, Lodge on February 5th for its 50th Anniversary observance, present from left were: Russell Ruppert, Jr., Richard T. Archer, Mr. Walker, Exalted Ruler L. D. McConkey and Alex Zuber.



Grand Exalted Ruler Walker, center, reads a letter, advising him that not only are all 819 members of Lawrenceville, Ill., Lodge paid up to April 1st, but also that the lodge has enjoyed a 5% increase in membership. Looking on from left: Sec. E. S. Bline, ER C. E. Letscher, Pres. Ill. Elks Assn. Charles W. Clabaugh and Grand Est. Ldg. Knight, Robert L. DeHority. Standing from left: Harold Hill, PER C. A. Hill, N. D. Pinkstaff and L. B. Strange.

were held. The same morning Mr. Walker was at Radio Station KSPR for a round-table discussion of Elkdom in which Brothers Brewer, Parrish, Paul Cody and Past District Deputy J. T. Steele also participated. The program was released that evening. During the afternoon the Grand Exalted Ruler attended a meeting in the Ballroom of Casper Lodge and addressed a capacity gathering of Elks and their families. Mayor Nicholas gave a welcome address and then Exalted Ruler Parrish called on Brother Brewer to introduce Mr. Walker. The meeting was broadcast by Radio Station KVOC.

On January 31st, the Grand Exalted Ruler was at JOLIET, ILL., LODGE to attend its 60th Anniversary Celebration. More than 300 Elks and their wives were pres-

(Continued on page 32)

PDD Chas. Kopetzke helps Grand Exalted Ruler Walker make his foot prints in cement for a permanent record of his visit to McAllen, Tex., Lodge on January 25th. Looking on from left: Past Exalted Rulers Eugene Smith and Harry Kunce and member Grand Lodge Youth Activities Committee Charles Bowie.



In recognition of the outstanding work that the Indiana Elks are doing to combat cancer, this poster was on display when the Grand Exalted Ruler visited Vincennes Lodge on February 2nd, at which time photographed were: Exalted Ruler James Funk, Grand Exalted Ruler, Past Grand Exalted Ruler Joseph B. Kyle, Past State Pres. Dr. A. A. Pielemeier and Robert L. DeHority.



Photographed on the steps of Paris, Ill., Lodge on Feb. 3rd, were from left: Grand Esteemed Leading Knight Robert L. DeHority, ER William Hodge, Mr. Walker, DD William F. Goodrum and State Pres. Charles Clabaugh. Rear row: Phil Bibo, Robert Gibson and Ernest Stephens.



On the morning of February 3rd the Grand Exalted Ruler visited Robinson, Ill., Lodge to receive a letter stating that this lodge is 100% paid up in dues with not one member dropped for non-payment. At the entrance to the lodge when the letter was presented were, from left: D.D. William Goodrum, Pres. Ill. State Assn. C. W. Clabaugh, Mr. Walker, Robert L. DeHority, Sec. J. Spencer Woodworth, Exalted Ruler Richard Kerr and State Youth Activities Chairman John R. Mitchell.



THE ELKS' FLYING SHOWBOAT



Pictured with Col. Frank J. Keller, Base Commander at Presque Isle, and the plane in which he flew the Maine Elk contingent to the show stops are Past Grand Exalted Ruler E. Mark Sullivan, fourth from left foreground, Mr. and Mrs. Brian M. Jewett, center, Sammy White and other members of the Elks' troupe which performed for the men there and at Limestone.

Maine Elkdom takes to the air for our servicemen

THROUGH our Service Commission the Maine Elks brought their Showboat of the Air to the faraway air bases at Presque Isle and Limestone, Maine, on January 28th.

Flown by a Government plane, it was the first "live" show ever staged for the 14,000 snow-bound, "forgotten" servicemen and their families at these remote outposts, located just south of the American-Canadian border.

Transportation arrangements for the novel stage presentation were handled by Lt.-Col. Frank J. Keller, Base Commander at Presque Isle and Commander of the 23rd Fighter Group, Air Defense, whose plane arrived at the Boston airport early in the morning to pick up Past Grand Exalted Ruler E. Mark Sullivan, Secretary of the Elks National Service Commission, E.R. Alfred Gross of Boston Lodge, Sammy White, the Boston Red Sox catcher who was one of the stars of the

Elks' show, and five other members of the troupe.

At Portland, the plane picked up Brian M. Jewett, a member of the Grand Lodge Youth Activities and Chairman of the Maine Elks VA Hospital Committee, Mrs. Jewett and three specialty acts. All landed safely at the base at noon. That afternoon a show was put on in the air base theater at Presque Isle, with two evening performances at Loring Air Base in Limestone—the first at the air base theater for 1,100 officers, servicemen and their wives, and later at a floor show at the non-commissioned officers' club, following which the performers and the other visitors were entertained at the commissioned officers' club.

With the assistance of E.R. William Mennealy of Presque Isle Lodge, Mr. Jewett put the show together. Following the Maine Elks Association's successful presentation of the Elks Frolic for the

benefit of the new Presque Isle Lodge late last year, several members of the cast visited the bases and put on impromptu performances. So well received were they that Mr. Sullivan discussed with those in command the possibility of bringing a "live" show to the bases; the proposal was readily accepted.

Capt. Alfred Barrios, Special Services Director at the Base, was the official and gracious escort for the party, each member of which had received individual "Security Clearances" from the Pentagon to board the famous B-36 which carries the "A" and "H" bomb, and to enter the two "sensitive centers" of the Strategic Air Command.

The thrill they experienced in such proximity to this colossus of the air was equaled only by the pleasure they brought to these servicemen—and will bring them again this Spring.



Left: Col. Frank Keller, Mr. Jewett, Red Sox catcher Sammy White and E.R. William P. Mennealy of Presque Isle Lodge are the civilians photographed with patients in one of the wards of the Hospital at Presque Isle Jet Base during the Maine Elks' Flying Showboat visit there.



Right: Joe Avery, xylophonist, taps out his syncopating rhythms during one of the two performances at the theater in Limestone.

ROD & GUN

BY DAN HOLLAND

In spite of his size, the black bear is anything but bold and reckless.



A BLACK BEAR isn't much to brag about when he enters this world. At birth, they say—I have never gone into a den to investigate—the cub is naked and considerably smaller than a mouse.

Mother bear isn't greatly put out by the occurrence. She curls up for a nap in the fall and awakens in the spring with a ready-made family. The event itself is no more than a bad dream.

Born in the seclusion of the winter den, it is some weeks before a bear cub even sees the light of day. He huddles alongside his mother, gathering strength from her and growing rapidly, until by spring he is a rolling, bouncing ball of fur. For the inconvenience he spared her in his early days, he soon makes up for this time of year. He is a bundle of energy, playful and mischievous. He is climbing trees, falling in the brook, investigating a porcupine or skunk too closely, quarreling with his brother or sister and generally making a nuisance of himself constantly. If he isn't in trouble, he is on the verge of finding some.

What with scolding and cuffing the young one to try to keep him in line and with the steady job of making a living for herself and her family, the old lady is kept busy. She breaks open rotten logs looking for fat grubs, tears down ant hills, hunts for tender roots and sprouts and digs out nests of field mice. Like a pig and a human, a bear is omnivorous—that is, his appetite is universal. Fish, fowl, flesh or vegetable, it is all welcome fodder.

When autumn comes, she can relax a little. The kids are no less troublesome, but a living comes easier. First there are the berries, sweet and succulent, and a bear, using its paw and its long tongue, can pick a berry bush clean in no time. Later come the apples, and this is really living. A bear will climb an apple tree, bend back the branches and lace them under other branches so that the fruit is held in reach; then he sits there, fat and happy, and fills his big belly. When that branch is picked clean, he bends in another, and another, until the limbs of the tree are woven like an Indian basket.

A bear makes his own cider. He crams down as many apples as he can swallow,

the stomach absorbs the sweet juices, then he regurgitates the residue and starts eating again. Any New England bird-hunter working the old orchards for partridge has often seen these piles of crushed, regurgitated apples, not much different from the pulp discarded by a cider mill.

A bear likes meat, too, when he can get it. Technically he is a carnivore, or meat-eater. He has to be satisfied with rodents most of the time, but in the fall he may hit it rich and find where a hunter has dressed a deer, or even find a whole deer that was mortally wounded and lost by a hunter; then the family can fatten up for the winter in regal style. By the time cold weather does set in the old lady is not only well fattened, she's exhausted. She's ready for a winter's sleep.

Although one cub is more than enough, a black bear quite often has two, and rarely as many as four in one litter. The female mates every two years and her cubs stay with her for about a year and a half—that is, through two summers—then they are on their own. But a black bear never completely gets over being a cub. Even when full grown, he is still playful and still mischievous.

Yet he is a bear, even if a reluctant one, and bear is an imposing name. A bear—any bear—is a creature with an age-old reputation for intelligence and destructive force. Back near the beginning of time when the Neanderthal man and the giant cave bear were on equal footing and vied with one another for the shelter of any available cavern, the bear loomed as a very real and dangerous adversary, both cunning and powerful. It made such an impression on the mind of man that the bear figured largely in folklore for many centuries.

Not long ago I camped for a couple of weeks in northern Canada with two Swampy Cree Indians, and one night as we sat around the fire having a last cup of tea, one of them volunteered such a folk story. It was about a heroic Cree woman who had lived there many, many years ago. Although it was a simple tale, with little imagination or embellishment, it was told solemnly and with respect. She was a very old woman, I was told, so old that she walked only with the aid of a staff. One day as she was hobbling out from camp, she came face to face with a bear on the trail. She was too feeble to run, so she removed one of

(Continued on page 42)

DRAWING BY G. DON RAY



Clown that he is, the Eastern black bear is one of the most elusive animals we have.

NEWS of the LODGES



In a two-day drive, Jacksonville Beach, Fla., Elks collected nearly \$2,000 for the Polio Drive in a program which included the setting up of road blocks on two boulevards, manned by Elks who requested donations from cars driving in both directions, a very successful stunt, Co-Chairmen Tom Walden and Trustee Frank M. Lipscomb report.

Newton, Iowa, Elks' Home Dedicated

On Feb. 18th and 19th, Newton Lodge No. 1270 dedicated its handsome modern home and the two-day program was one of the most successful ever undertaken by the lodge.

A dinner-dance on Saturday saw a capacity crowd enjoying the music of the Russ Carlyle band of Chicago. The next day, the formal dedication took place with P.E.R. Daniel K. Brennan of Rock Island, Ill., as principal speaker and State Elk officers participating. They included D.D.'s J. W. Helm, T. J. Carroll, E. T. Damme and H. C. Natvig, and State Assn. Vice-Presidents H. G. Burrell, J. T. McKeever, B. G. Tranter and M. W. Andresen.

The flag pole dedication was conducted by the local VFW whose members had presented an American Flag to the lodge at impressive ceremonies. A buffet din-



At the 50th Anniversary of North Attleboro, Mass., Lodge, U.S. Congressman Joseph W. Martin, second from left, a member for over 35 years, presented his check for an Elks National Foundation Certificate to State Vice-Pres. W. E. Quinlan. At right, State Pres. M. J. McNamara; left, E.R. Charles E. Berry.



Left: Sycamore, Ill., Lodge presents a Whirlpool Therapy Tank to the DeKalb County Therapy Center. Left to right are E.R. W. H. Hampson, Dr. H. J. Trapp and Youth Activities Committee Chairman M. W. Bennett.

Right: Past Grand Exalted Ruler L. A. Lewis, right, and D.D. Virgil Kingsley, left, help E.R. Nathaniel Harrison break ground for the home of Gardena, Calif., Lodge, part of which will be completed in July.



Above: Guests at Havre de Grace, Md., Lodge's first annual All-Star High School Football Team Dinner included Paul Giel, former All-American at the Univ. of Minn. and now a member of the N. Y. Giants pitching staff, standing left, and Herb Agocs, right, former Univ. of Penn. All-American. Seated, left to right, are Secy. C. A. Leithiser, Toastmaster; Jody Guercio, Maryland's Miss Football, and E.R. C. H. Voelker. Tommy Mont, head coach at the Univ. of Md., was principal speaker at the dinner attended by Ernie Jorge, Asst. Coach at the U.S. Naval Academy; Warrant Officer Noel Stuart, Director of Athletics at Bainbridge Naval Training Center, and the high school coaching staff and players.

Below: E.R. Raymond Bailey of the Elks National Home Lodge, center, pictured with D.D. Frank Payne, Jr., on his right and other Home Lodge officers, when Mr. Payne paid the first official District Deputy visit to the Home Lodge in its long history. Pictured left to right are, foreground, Organist Lee Elkin, Esq. Patrick Henry Maley, Est. Loyal Knight David B. Whitehead, Est. Lead. Knight George M. Byrne, Chaplain Harry F. Connell and Inner Guard Percy M. Martin; background, P.E.R. Harold P. Laughon of Roanoke who accompanied the Deputy, Mr. Payne, E.R. Bailey, Est. Lect. Knight U. J. Overstreet, Secy. A. J. Callear and Treas. John B. McQuade.



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.



During the Texas West meeting at the new home of Mildand Lodge the District Ritualistic Contest was held. Committee Chairman Alex McKnight, right, presented the first prize to E.R. Joe Feste of El Paso Lodge. Others, left to right, are E.R. Oliver Cofer, Jr., of Big Spring, host E.R. W. C. Kimball and Secy. M. A. Dillahunty of Lubbock.



Pictured at the dinner honoring State Pres. Franklin J. Fitzpatrick at Cortland, N. Y., Lodge, are, left to right, Past State Vice-Pres. Joseph McGuire, State Assn. Secy. Wm. R. L. Cook, Past State Pres. L. R. Dowd, Mr. Fitzpatrick, host E.R. Paul L. Albro, State Vice-Pres. Wm. A. Dicker and Treas. Claude Y. Cushman of Binghamton Lodge.

ner and floor show completed the program, attended by about 300 persons.

No. 1270 held its first session in its new home on January 17th, just two years after the \$400,000 fire that had completely destroyed its former home. On that evening, the State President's Class of 40 candidates was initiated.

Ohio No. Cent. Elk Bowlers Matched at Sandusky

At the 12th Annual Handicap Bowling Tournament of the Ohio No. Central District, 131 five-man teams were registered with the Arcade group from Ashland taking top honors and \$100; 333 two-man teams were entered, with A. Nemes of Elyria and S. Kiriazis of Sandusky taking the \$40 award; 666 individuals bowled with John Bober of Lorain capturing first prize of \$20.

A record total of \$2,736.07 was disbursed in cash prizes at this event for which Sandusky Elkdom was host. A \$25 All Events prize went to August Kaufman of the host lodge, with special prizes for actual pin fall in each event awarded as follows: Five-man event, Exalted Rulers of Galion, \$50; two-man event, L. Lukas and C. Beckley of Delaware, \$20; individual, Ross Whitemyer, Wooster, and Carl Keller, Norwalk, recipients of \$10 each.

Carl R. Mann Honored

Carl R. Mann, devoted Secretary of Baytown, Tex., Lodge, No. 1649, and a member of the Grand Lodge Committee on Credentials, was honored by his fellow Elks recently at special ceremonies attended by delegates from the S.E. District. Mr. Mann, a P.D.D. and former

Pres. of his State Assn., has either attended or participated in 1,000 initiations; on this occasion, he served as E.R. to bring his son Pat into Elkdom, a short time after the 21st birthday of the young man who, that evening, received an Elk's pin that formerly belonged to his late grandfather, a Charter Member of Temple Lodge.

Among the dignitaries who participated in this gala event were D.D. Dr. G. M. Brassard, Secy. H. S. Rubenstein of the Texas Elks Assn., Past Pres. Raymond Wright and P.D.D.'s M. V. Cory and P. Walter Henckell.

Roanoke, Va., Lodge Mourns Warren Welford

The members of Roanoke Lodge No. 197 were saddened to learn of the passing of Warren Welford on Jan. 28th, one of its most devoted members. Initiated into No. 197 in April, 1893, Mr. Welford served as Exalted Ruler in 1900. He was 84 at the time of his death.

When the lodge home was built in 1903, Mr. Welford was Chairman of the Reception Committee for its opening, and he was elected to the Board of Trustees the following year. His lodge's first Organist, Mr. Welford was its Secretary in 1914. In 1915-16 he served as District Deputy for Virginia West. He is survived by his wife, Mrs. Violet Welford.



Left: E.R. C. J. Rylands congratulates Oscar Mettenet, recipient of Etna, Pa., Lodge's annual \$1,000 scholarship for a worthy high school student, as Glenn Fiscus, a junior at Penn State, accepts the best wishes of Chairman T. J. Dalton of the Scholarship Committee, upon his winning his second \$400 Elks National Foundation Scholarship.



Left: This happy scene was photographed during the Grand March at the Sanford, Me., Elks Charity Ball, when \$2,500 was realized for the lodge's charitable endeavors, it was reported by General Chairman R. M. Lovell. Leading the 1,000 dancers are Est. Loyal Knight and Mrs. Armand Roberge, E.R. and Mrs. R. J. Dubois, former Tiler and Mrs. Philip Deschenes and Est. Lect. Knight and Mrs. J. A. Houghton.

Right: At a meeting attended by 250 members at Salt Lake City, Utah, Lodge, this fine class was initiated in tribute to Thomas J. Schow, State Assn. Pres., seated fifth from left with E.R. J. Dewey Davis on his right.





All-American Month Birthday Observance was a very successful affair sponsored by Milwaukee, Wis., Lodge. Taking part were H. B. McGreal, lower left, who recounted the Order's 88 years of progress; P.E.R. J. J. Arnold, upper left, who spoke on Washington; Civil Judge R. W. Landry, upper right, who spoke on Lincoln, and Oswald R. Bach, the lodge's official photographer, who, in full costume of the day, delivered Lincoln's Gettysburg Address. Center foreground is E.R. William P. Robb who arranged this outstanding program.



These men comprise "The Banner Blues", a professional basketball team of 25 years ago which was sponsored by the Wabash Railroad. They were photographed when they were the guests of Decatur, Ill., Elksdom, meeting for the first time in many years. Standing, they are Lloyd Carroll, Amos Webb, Frank Lemons, Harry Lavery, John Hanson and Frank Larson. At right is Glenn Cooper, Sports Editor of the local paper. In the foreground are Noah Garlits, Manager of the lodge home, William Burmaster, former team captain, and Harold Blair, former coach.



The \$420 realized through Chippewa Falls, Wis., Lodge's Annual Charity Ball is turned over to E.R. H. E. Rogers, seated, by Committee Chairman Dr. L. W. Picotte. Standing at right is Dr. J. B. Haley; seated, left, is Dr. T. D. O'Connor and, at right, Lloyd Mandelert, who disburse these funds. Last year's event gave \$400 to the County Nurse for follow-up X-rays in the TB Campaign; \$150 to the Chippewa Valley Council for mentally retarded children's camp expenses, and \$100 in dental supplies for needy children of the area.



Each year, the social and charitable private West End Club of Mobile, Ala., selects some charitable group as the recipient of its funds. This year, they chose the Mobile Elks' Crippled Children's Fund, and the Club's J. L. Duggar was photographed, second from left, as he gave its \$500 check to Joseph Marques, Chairman of the lodge's Crippled Children's Committee for 20 years. At left is P.E.R. C. E. Hayward, the lodge's Trustees Chairman and Pres. of the Alabama Elks Association; at right is lodge Secretary John M. Lynch.

Midland, Tex., Elks Host to District

A busy weekend at the new home of Midland Lodge No. 1826 led off with the dedication of its fine home by D.D. Paul Boxwell, followed by several social events and climaxed by the Ritualistic Contest for the West District, won by El Paso Elksdom for the third year. Judges for the competition were the officers of Carlsbad, N. M., Lodge, led by Past Pres. Robert Cunningham of the New Mexico Elks Association.

Formerly a country club, with an 18-hole golf course which was sold in lots for building, the handsome one-story edifice stands on five acres of land, with its own swimming pool. Capable Building Committee Chairman Jack Petoskey, who was given an Honorary Life Membership, was able to turn over the remodeled home, not only debt-free, but with a \$37,000 profit.

The next day, the year's second D.D. Clinic got under way, followed by the annual State Assn. meeting for the District conducted by Vice-Pres. Howard Stapleton. At this session, general Assn. affairs were discussed by State Pres. Emmett C. Bunch, Secy. H. S. Ruben-

stein, Past Pres. V. A. Powell and many State Committeemen. Ten of the 13 lodges of the area were represented.

Elk Teen Town a Big Asset to Bucyrus, Ohio

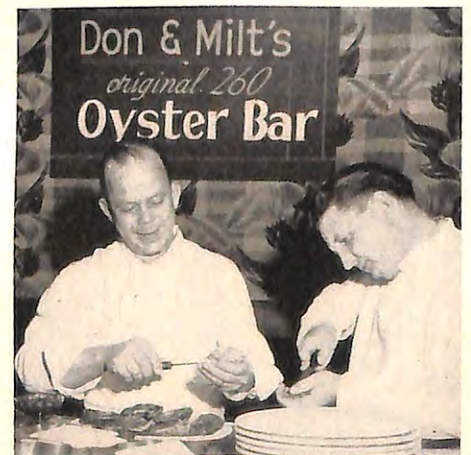
Bucyrus Lodge No. 156 has been sponsoring "Teen Town" for local youngsters for the past three years. Formed as one of the projects of the lodge's Youth Activities program, with George M. Stout as Chairman, the recreational facilities of the lodge home are provided free of charge and include the ballroom, billiard room, game room and bowling alley. Members of the lodge and their wives chaperone every department of Teen Town, including the supervision of activities at all "meetings."

Teen Town meets on an average of twice a month and is self-governed in that each officer, elected by his fellow members, has a specific duty to perform. There are no dues or membership fees; however, a small admission charge is made to help defray expenses for decorations and dance bands.

Not long ago, Teen Towners held "Parents Night", with no admission charged either to the young people or their adult

guests. Refreshments were donated, as was the dance music, supplied by the Modernaires.

The Bucyrus Elks, in "providing a safe and pleasant place for youth to spend some of their time, and helping them develop social graces," are receiving plaudits of the entire community.



Fargo, N. D., Lodge's Oyster Bar is growing more popular every day. The Saturday noon feature was inaugurated with the first of the year and was an instant hit. The "oyster shuckers" are Cliff Glawe and Ellsworth Iverson.



Dr. Marcus Nadler

Dr. Nadler is Professor of Finance at New York University. This article is a follow-up of his forecast of business conditions in 1956 which ran in our January issue.

IN THE JANUARY, 1956, ISSUE of The Elks Magazine, the author reached the following conclusion: "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."

This conclusion has been borne out by subsequent events. The economic boom reached its peak in December, 1955, when the index of industrial activity as prepared by the Board of Governors of the Federal Reserve System reached 144. During January and February the index stood at 143 and in all probability the figure for March may vary between 141 and 143. These figures clearly indicate that the economy is leveling off but that the volume of business activity remains high.

Developments during the second and third quarters of 1956 could be greatly influenced by events which cannot be predicted with any degree of accuracy. In the first place, the international political situation remains troubled. The Middle Eastern situation is highly explosive and any war in that very important part of the world could have far-reaching repercussions. Second, although the statement by the President that he will be a candidate during the forthcoming election has to a large extent cleared the political air, yet it cannot be overlooked that an election year can always bring surprises which can have an impact on business sentiment and on business activity. Finally, the equity market after the affirmative

statement of the President has moved rapidly upward with all the consequences that a bull market in equities has on the psychology of business management and of the ultimate consumer. These factors must be watched carefully because they could exercise a great influence on business sentiment and hence on business activity.

By eliminating the above unforeseeable factors, the economic forces that will be operating in the economy during the next two quarters are already quite clear. As was stated in the January issue, there are both strong and weak elements operating in the economy. In all probability the stronger elements will prevail during the second quarter of the year and there is a possibility that the weaker elements may come more to the front toward the end of the second quarter and during the third quarter of the present year.

ELEMENTS OF STRENGTH

The strong elements which are being felt all over the economy at present are:

Commercial and industrial construction is at a high level, higher perhaps than ever before. This undoubtedly will continue because construction contracts awarded for such purposes are large and rising, and all over the country a number of office and other industrial buildings are under construction. These undoubtedly will be completed.

The more recent estimates for capital expenditures by corporations as made by the Department of Commerce and the Securities and Exchange Commission have shown a material increase. Capital expenditures for the year 1956 are now estimated at \$34.9 billion as compared

with \$28.7 billion for the year 1955. The increased capital expenditures are the result of a number of forces which, briefly summarized, are as follows: The economy is growing and management realizes that while a free economy is bound to have its ups and downs, the long-range economic outlook for the United States is quite favorable, based on the growth of population, the rise in the standard of living of the people and the dynamism brought about by research which creates new values and destroys old ones. To this should be added the fact that costs of production, and notably wages, are constantly increasing and this puts a great pressure on industry and trade to obtain the latest labor-saving devices. Finally, as was stated before, research plays a much more important role in the economy of the country than before. Not only does it create new methods of production but also new products which have to be tested in pilot plants and then marketed.

Disposable income, as was indicated in the January article, will increase. The minimum wage has already been raised, affecting a large number of people, particularly in the Southern states. Wage increases are being granted in almost all industries, and substantial increases will be granted in the not distant future. This in turn will lead to an increase in the disposable income of wage earners and in all likelihood a great portion thereof will be spent.

Finally, government expenditures, both on the Federal and local level, are rising. All these factors combined will contribute to maintain the economy of the country during the second quarter at the approximate level which prevailed during the first quarter of 1956.

THE WEAK POINTS

In spite of these rather favorable developments, one must not overlook also the weak points of the economy which will tend to bring about a moderate reduction in business activity and which, in all likelihood, will be felt during the latter part of the second quarter and particularly during the third quarter of the year. Briefly, these forces are:

Developments during the first three months of the year have clearly indicated that the automobile industry will not operate at the same rate of activity as during 1955. The output of automobiles has decreased and sales resistance is strong.

Home starts are decreasing and while the measures that have been taken recently by the home financing authorities have had a favorable effect on home starts in February, it is evident that home building activity during the second and third quarters of the year will not be at the same rate as prevailed during the same period a year ago.

The accumulation of inventories is bound to come to an end. At present all steel users are freely buying steel and accumulating inventories. This policy is

(Continued on page 39)

for a trip you'll
always remember,
travel via Santa Fe
on your way to the

ELKS

National Convention



You can choose from five fine trains operating daily between Los Angeles and Chicago. Also, swift, daily schedules between Texas and Chicago.

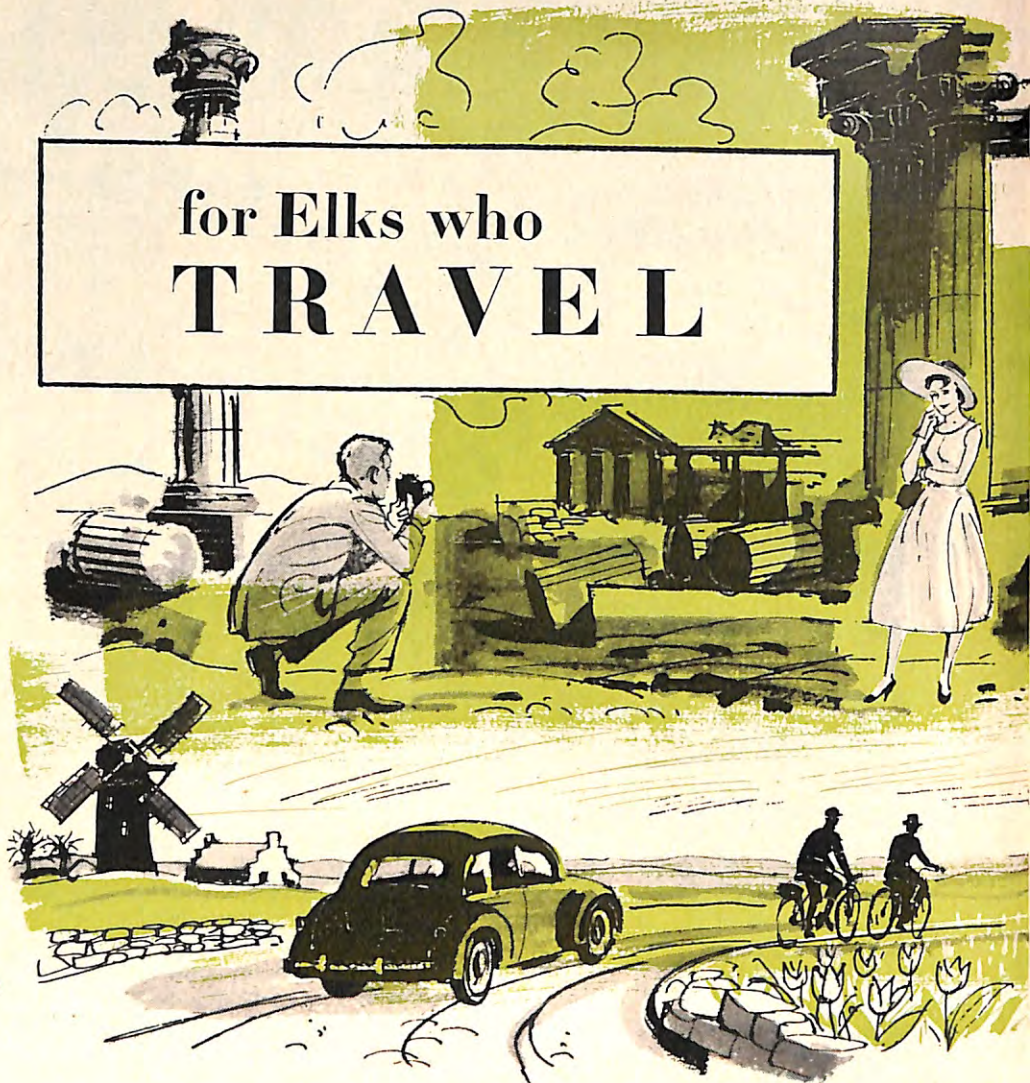
On these trains you will find a complete choice of accommodations and service for individual and group travel.

For complete travel information see your nearest Santa Fe passenger representative.



R. T. Anderson, Gen'l Pass. Traffic Mgr.
Santa Fe System Lines, Chicago 4

for Elks who
TRAVEL



Travel services make your European trip easier.

BY HORACE SUTTON

ILLUSTRATED BY TOM HILL

AS THE SPRING TRAVEL SEASON began to shape up, a collection of government travel experts from Europe buzzed into New York to look back briefly upon the momentous rise of U. S. travel to Europe and to give some altogether startling predictions about the future. Speakers from Belgium, Sweden, and U. S. governmental agencies as well, pointed out that although the sizable

1956 ELKS HAWAIIAN TOUR . . .

Plan NOW to make that long dreamed of trip to Hawaii this year—join the 3rd Annual Post Convention Hawaiian Tour. Special rates, special entertainment, a very special and congenial group of touring companions and all supervised and conducted by those who know the islands as their home, makes this really a dream trip never to be forgotten. Write NOW M. O. Isherwood, B.P.O.E., 150 Kinole Street, Hilo, Hawaii by air mail for information and make your reservation EARLY.

CEDAR COVE—MODERN FISHING RESORT

Located on Scenic Rice Lake—75 mi. east of Toronto. Housekeeping cottages—Modern Conveniences. Excellent Fishing—Muskie—Pickerel—Bass. Bring the Family—Moderate Rates—Folder—Write, Cedar Cove—Harwood—Ont. Canada. Phone 5.

figure of 286,000 Americans had traveled to Europe on business or pleasure in 1950, just five years later the total had jumped to an astounding 530,000 who spent a fat \$425 million abroad, exclusive of their air or sea transportation.

But a half a million travelers spending a half a billion dollars is apparently only the beginning. Swedish travel expert Birger Nordholm, who is also chairman of the European Travel Commission in the U. S., said it was "far from visionary to presume . . . we should quite realistically anticipate over a million in 1960." He noted that the transatlantic airlines are already carrying about fifty per cent of transatlantic passenger business, and that from looking at their promotional material he thought they were determined to "try, at least, to conquer the whole transatlantic market." While there will always be a market for steamship travel, Nordholm said, "I have been told that



FISH IN Québec



SPLENDID SPORT



UNSPOILT LAKES & RIVERS



Plan now for a trip you will never forget. The fish are there, the guides are competent, the roads excellent and the accommodation comfortable.

For maps, booklets, write: Provincial Publicity Bureau, Parliament Buildings, Québec City, Canada; or 48 Rockefeller Plaza, New York 20, N.Y.

La Province de

Québec

More Pleasure Awaits You



Air Conditioned
S. S. DELTA QUEEN

(former
Sacramento
River
steamer)

Enjoy a **RIVER CRUISE**
to Kentucky Lake

(on Tennessee River)

Extend your July 8-13 Chicago convention visit to include a memorable cruise on the Ohio and Tennessee Rivers to beautiful, blue Kentucky Lake. Relax to your heart's content aboard America's only luxury river boat.

Why not make up a group from your Lodge. You'll have the time of your lives on this 7-day cruise. Like scenery? Excellent cuisine? Shipboard fun? Music? Dancing? Then, come aboard after the Convention. Love to have you along.

Leave Cincinnati, Sat., July 14, 8 PM; return Sat., July 21, 8 AM.

Fare (includes meals and berth) \$110 up, plus tax.

Other 1956 cruises from Cincinnati, O.—20 Days, New Orleans, May 12—Sep 29—Oct 20; 10 Days, Muscle Shoals, Ala., Jun 1; 7 Days, Jun 23 thru Aug 25, incl.; 20 Days, St. Paul, Minn., Sep 8.

See your Travel Agent or mail coupon for color folder with complete details.

Greene Line Steamers, Inc., 399 Public Landing, Cincinnati 2, Ohio		
Name	_____	
Street	_____	
City	Zone	State

each plane will approach the Queen ships in annual carrying capacity...."

While Nordholm talked of airplanes, the airplane industry executive talked of travel. John Brancker, traffic director of the International Air Transport Association, a coalition group of the world's airlines, thought that transatlantic planes "may make it possible to raise the number of tourists going from America to Europe to as many as 1,500,000 in 1960" and every year thereafter.

Brancker looked, too, for a doubling of the amount of air space now shuttling across the Atlantic, and peering into the future he thought the rate for the "bulk" of travelers (i.e. tourist class) would go down, and that the time necessary to span the sea would be cut in half, or roughly down to six hours.

To the traveler already beset and beleaguered by the necessity of requisitioning space well in advance, especially on ships, and hotels in mid-season in big tourist cities, these crystal gazings might well seem peculiar. One crystal gazer representing the Organization for European Economic Cooperation (OEEC) wondered aloud and from a podium why the number of Americans visiting Europe

each year might not be increased to "five or ten million."

A somewhat more conservative view was taken by Edward O'Connor, president of Thomas Cook and Son, whose crystal ball showed that the bulk of American travelers will continue to be middle aged. Trips will be decided upon by women. There will be many "second-timers" going abroad but most foreign excursions will be the "trip of a lifetime." Air-sea trips will become a standard feature. The length of the trip of the future will be shorter, and the length of time a traveler will stay in one place will be cut to the "irreducible minimum." O'Connor thinks Americans will continue to stay on the well-beaten track visiting the familiar places. He thinks motoring throughout Europe by American travelers will continue to gain, and that its increase will cause the development of Europe's own style motels. There will be more American conventions in Europe, especially as more meeting halls are built, such as the Swiss Comptoir in Lausanne, but that so-called off-season travel will never gain appreciably because the school system will never be

(Continued on page 37)

with Ed Faust



In the Doghouse

Our 22,600,000 dogs make good business for many people.

MAYBE you got that dog of yours free or perhaps he's one of those kennel aristocrats for which you paid a hatful of folding money, but no matter how you latched onto him you may be surprised to know how much money he represents. According to the people who are financially interested in the business of dogs—and it's a wide and varied business I assure you—there is estimated to be about 22,600,000 dogs in the United States. A survey made by a research center whose business is entirely devoted to dogs gives us this figure, which represents a projection of figures secured by mail to a cross-section of American homes. Bear in mind that these are dogs home-owned and thus can be accounted for; how many homeless purps or those in various animal shelters there may be nobody knows. Other surveys or estimates have been made by reputable organizations whose business depend upon dogs, but they all strike close to the 22,500,000 mark.

Now, you may ask, how come Fido represents such a large bundle of the national wealth? Well, wherever our friend is kept, he is fed and this is only the beginning. The latest available statistics on dog food sales show that more than 40 per cent of American homes have one or more dogs with result more than \$100,000,000 are spent annually for dog food. Large as this total is, it by no means is limited just to these sales. Let's follow the trail back to where it reaches the farmer who raises the livestock that provides the meat and grains that go into the foods. Consider that Fido's dinner pail each year calls for more than 1,000,000,000 pounds of food. This requires a herd of more than a million cattle. The average steer (most meat ingredients in dog food are beef) "dresses out", that is, gives a total of 600 pounds of edible meat. More than 65 per cent of dog foods other than those containing fish or cheese are made of meat. The remaining 35 per cent of these foods are either entirely or in large part made of cereals. Average yield for such grains is about 1,000 pounds per acre, which results in well over 350,000,000 pounds. To produce all of this calls for more than 350,000 acres, or a farm that would measure more than 546 square miles. How much farmers pay in taxes, upkeep and for labor is anybody's

guess. Veterinarian services for a well ordered livestock farm are no small item as any breeder or cattle raiser could tell you. Yes, Fido is the farmer's friend.

Further along the line is the outlay to ship dog food ingredients raised by the farmer to market. How much money this involves—well, I have no figures either precise or approximate, but you can be sure that the sum is astronomical. So now we find that the railroads and their employes get a generous portion of the money that is spent to keep Mr. Dog fed.

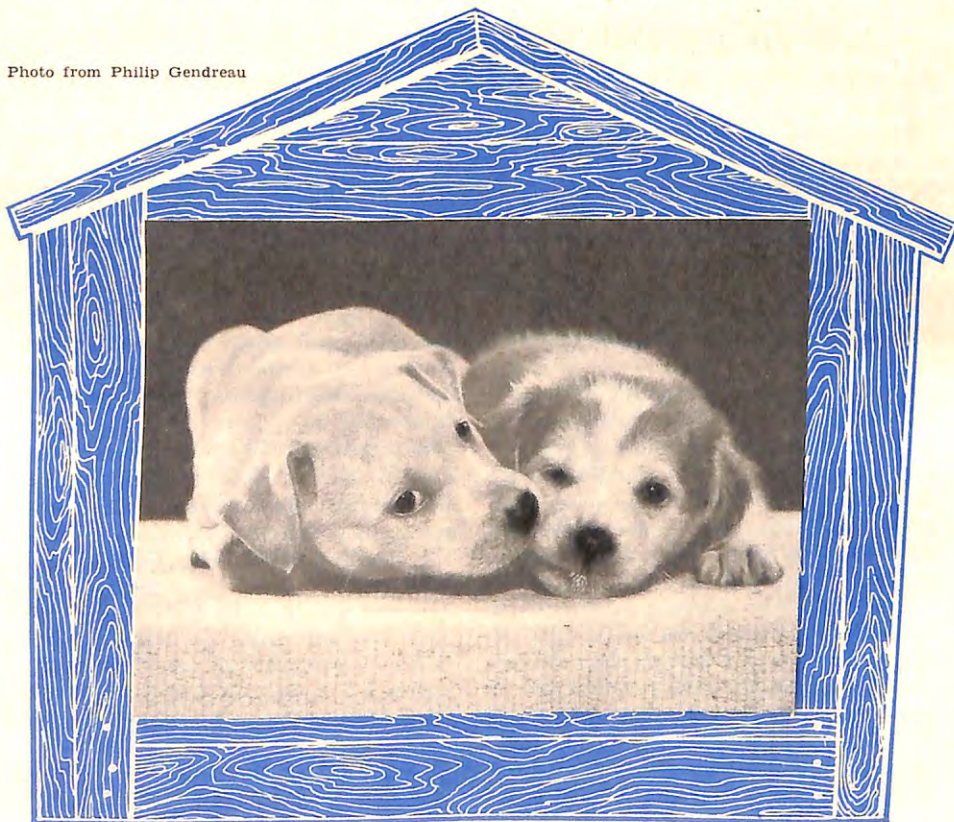
THE next large group—and they number many—comprise the people who keep *their* groceries on the table by processing and packing the groceries for Fido's table. This involves tremendous plant investments, machinery, etc. and a national payroll that soars into fabulous figures. Now we come to the point of contact between the wholesaler and the retailer of dog foods and here we find that some 45,000 grocery stores and their employes are involved, not to mention

how many individuals are employed by the wholesalers alone. But does the food story stop here? It most certainly does not.

To get those foods into the hands of dog owners requires the services of many, many skilled advertising men and women; artists, copywriters and other advertising agency employes or employes of the companies selling dog foods that maintain their own advertising departments. Not a few of these pay taxes on five figure incomes and after some thirty-five years in the publishing business, during which time I've known quite a few advertising people, I can assure you that none I've ever known were applicants to the poor house. Then too, to put the results of their advertising efforts where dog owners will see them means that newspapers, magazines, billboard and a score of other businesses profit from Fido's food requirements. So much for the food.

It will happen that the best cared for
(Continued on page 44)

Photo from Philip Gendreau

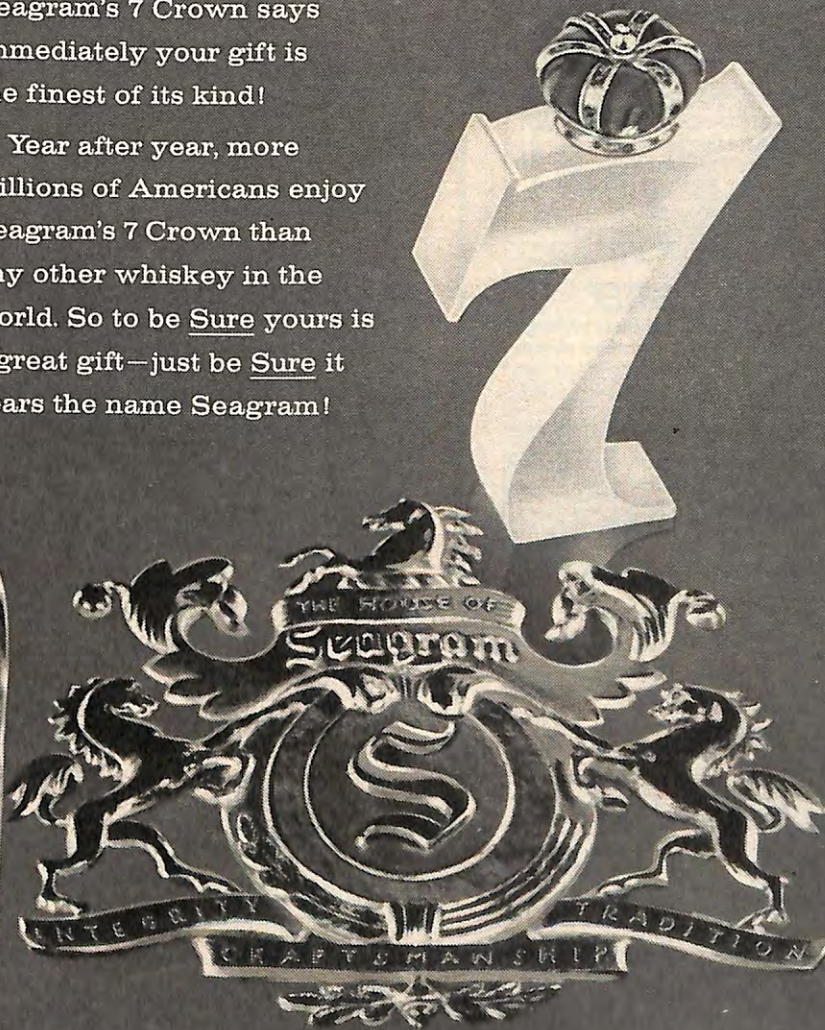


Literally hundreds of people will benefit as these puppies grow up and thrive.

Whiskey makes a great gift ...if it's a great whiskey

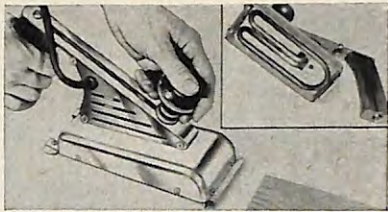
For birthdays, anniversaries,
any gift occasion, the name
Seagram's 7 Crown says
immediately your gift is
the finest of its kind!

Year after year, more
millions of Americans enjoy
Seagram's 7 Crown than
any other whiskey in the
world. So to be Sure yours is
a great gift—just be Sure it
bears the name Seagram!



Give Seagram's and be Sure
OF AMERICAN WHISKEY AT ITS FINEST

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



NEW ELECTRIC PAINT PEELER

Gets to bare wood fast

New, faster SUPER-POWERMET peels old paint, enamel, varnish, shellac clean to base wood grain like cutting butter with a hot knife. Super-hot tube softens paint electrically. Removes up to 12 layers fast as 3½ square feet per minute. A heavy-duty professional-type tool. Ends scraping, cutting, burning, sanding, chemicals. Just plug into any 110-120 volts AC or 600 Watts DC outlet and allow to heat to 1200 degrees in less than two minutes. Then put it to work on interior or exterior regular or irregular surfaces, like woodwork, clapboards, floors, cupboards, doors, furniture, boats and see it peel off paint like magic. Can be used for removing wall paper, paint from plastered walls, asphalt tile from floors. Heating surface measures 3"x7". Comes complete with 8 foot U. L. approved heater cord. ONLY \$11.98 postpaid. If C.O.D., send \$2.00 deposit, balance plus postal charges. SATISFACTION GUARANTEED.

MERIDIAN CO., 366 Madison Ave., Dept. P-32, New York 17

THIS NEW MAGIC-WELL HUMIDOR FREE WITH YOUR PURCHASE OF 100 CLEAR HAVANA THOMAS JEFFERSON CIGARS



Modern-design, copper anodized humidor. Guaranteed to keep cigars and tobacco fresh. No messy clay, no blotters, no apple peels. Removable water vial, felt wick does the trick! Divider allows space for both cigars and tobacco.

FREE TRIAL OFFER

100% satisfied or it costs nothing!

Amazing buy in smoking pleasure

THOMAS JEFFERSONS—Clear Havanas, 100% Long Havana Filler, all tobacco guaranteed imported from Cuba. Smooth, full 5½" Corona. Originally priced at 28c each. Factory producing finest cigars over 100 years

NOW ONLY \$7.50 BOX 50 \$14.50 PER 100

FREE CIGARS Try 4 or 5. If not 100% satisfied return balance. Full refund.



HAVANA-FLORIDA CIGAR CO., DEPT. E-4 94 RIVER ST., HOBOKEN, N. J.

WHAM-O tether game

Skill game for all ages! Wonderful exercise—swell for parties. Set up anywhere in yard.



Competitive Sport! Family Fun!

Players bat ball in opposite directions. Winner hits ball past opponent until it winds up on pole.

Heavy duty, 2 paddles, cord, ball, and 2-piece pole with connector. Guaranteed. Real buy at \$5.95. At dealers or send to WAMO MFG. CO., Box 4 B, San Gabriel, California

SEWS LEATHER AND TOUGH TEXTILES LIKE A MACHINE

With SPEEDY STITCHER Automatic Sewing Awl, anyone can quickly and skillfully sew or repair anything made of LEATHER, CANVAS, NYLON, PLASTIC, or other heavy materials. Sews firm, even lock-stitches like a machine. Gets into hard-to-reach places. Specially made for heavy duty sewing on LUGGAGE, FOOTWEAR, RUBS, AWNINGS, SAILS, SADDLERY, UPHOLSTERY, OVER-ALLS, AUTO-TOPS, SPORTS GEAR, and other tough sewing jobs. Here's the handiest tool you'll ever own. Will save you many times its small cost. Comes ready for instant use—complete with bobbin of waxed thread and 3 different types of diamond-pointed needles. Easy-to-follow directions will make you an expert in minutes. Extra needles and waxed-thread always available. Save money, send \$1.98 for postpaid delivery. If C.O.D., \$1.98 plus postage. MONEY BACK GUARANTEE.



ONLY \$1.98

SPORTSMAN'S POST

366 Madison Ave., Dept. A-394, New York 17

Elks

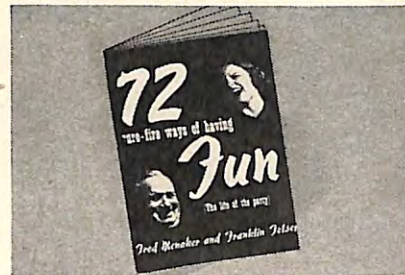
FAMILY



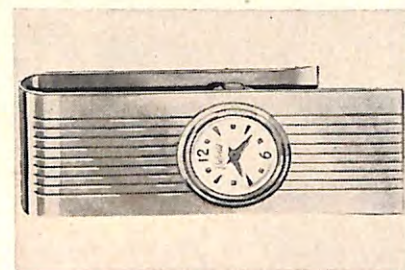
FORTUNATE IS THE FATHER who receives this handsome Initial Tie Tack. He'll appreciate its smart simplicity and the way it keeps his tie neatly anchored in place without marring the tie. Solid Sterling, \$1.95; solid 14k Gold, \$4.95; special price for both, one Sterling, one Gold, \$6.50 ppd. Ruth Brawer, Box 4035, Dept. EK, Tucson, Arizona.



TUCK IN YOUR TOASTER, mixer and rotisserie under these gay plastic covers. They keep your appliances dust-free and add country-kitchen gaiety and charm. Hand screened in bright red, yellow or pink designs. Washable. Toaster, \$1.00; Mixer, \$1.25; Rotisserie, \$1.50 ppd. Greenhall, Dept. E, 1133 Broadway, New York 10, N.Y.



"TALK OF THE TOWN" PARTIES don't just happen; they're planned! Here's an icebreaker to make your gatherings the merriest ever. In "72 Sure Fire Ways of Having Fun" are party-tested activities for every occasion—from zany, hilarious games to the quiet but stimulating sit-around variety. All in good taste. \$1.00 ppd. Taylor Gifts, Dept. E, Wayne, Pa.



TIMED FOR GIVING to a deserving dad (or any male) is this Swiss Watch-Money Clip or Tie Pin. Guaranteed to be the most ingenious gift he's ever had. Shock-resistant, jeweled watch, unbreakable crystal, in tarnish-proof golden setting, 2½" long x ¾". Year's guarantee. \$14.95 ppd. The Nassau Co., Dept. E, 200 West 34th St., New York 1, New York.

Merchandise shown on these pages can be ordered direct from the companies listed. Enclose a check or money order.



DRIVEWAY STAINS VANISH...\$1.00

Cars drip oil and grease causing ugly, stubborn stains and spots on your driveway, garage floor. Just sprinkle on this amazing new Stano-Off powder, then wash away as instructed. Presto! Cement is sparkling clean again! Removes stains from patios, brick, cement, blacktop. Money-back guarantee. Only \$1.00 ppd. for big 12 oz. box of this miracle cleaner (2 boxes \$1.89). Order today from The Home Shopper, Dept. E-23, 667 N. Fairfax Ave., Los Angeles 36, California.



Protect Plants from Dog Damage

This new CHAPERONE automatic spray can makes America's favorite dog repellent even easier to use. It's the humane way to prevent burned evergreens, trampled flowers, disfigured lawns, spilled garbage cans—dogs KEEP OFF! Harmless. Big economy size, only \$1.49. (For sprayer use in larger yards, full quart can Liquid Chaperone, \$3.98.)

SHINE Shampoo—best and easiest way to clean dogs and cats. Rub in, wipe off with damp towel. Aerosol can, \$1.49.
Send No Money—Order C.O.D., or send check and we'll pay postage. Money-Back Guarantee. Sudbury Laboratory, Box 88B, So. Sudbury, Mass.

SHOPPER



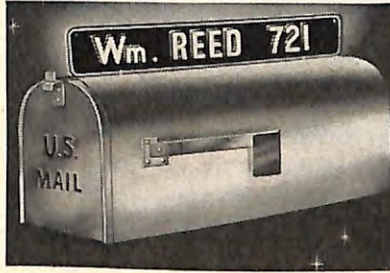
FIRE BELL CLANGS, headlights beam, wheels turn and off goes the new action-packed Electric Hook & Ladder Fire Engine. Just a flick of the magic switch and your child sends this shining red metal engine on its way. It has 4 firemen and extension ladder. \$2.50 ppd. Medford Products, Inc., Dept. E, Box 209, Cathedral Sta., New York 25, N. Y.



SHELVE YOUR CLUTTER in bathroom, kitchen or living room on this graceful What-Not Wall Shelf of lacy-looking metal. Equally good background for toiletries, cook books, radio, or figurines. Comes in choice of black, white or gold finish. 18" high, 18" long, 4" deep. \$3.95 plus 35¢ postage. Laurie & Co., Dept. E, 507 Fifth Avenue, New York 17, N. Y.



D-FLEKT-O LAWN SPRINKLER sprays water exactly and *only* where you want it. Just raise or lower the lily petal-baffles to send a spray over a 30' circle, a narrow strip of lawn, a wedge-shaped corner, etc. You need never wet a walk or driveway. Rust-proof quality construction. \$4.95 ppd. Bernil Products, Dept. E, 516 Fifth Ave., New York 36, N. Y.



YOUR NAME IN LIGHTS of visitors' cars stands out clearly on this reflectorized Mailbox Marker. The white letters and numbers read easily day or night, from both sides. Letters are 1½" high, aluminum plates, black finish, 17¾" long. Up to 15 characters. \$2.29 ppd. Star-metal Co., Dept. E, Stirling Rd., Warren Twsp., Plainfield 7, N. J.

Except for personalized items, there is guaranteed refund on all merchandise returned in good condition within 7 days.



More Brilliant Than Diamonds

And Looks Exactly Like A Diamond. Your friends will think you are wearing the most glorious diamond they have ever seen. The Kenya has more fire, more brilliance than a diamond. Superb 1-carat stylish lady's Kenya ring only \$54 (tax incl.). Also men's and ladies' rings in larger carat sizes. Easy payments. Send no money. Write today for FREE booklet that tells all about this dazzling miracle gem, Kenya Gem Corporation, Dept. 315, Philadelphia 44, Pennsylvania.

Coral from Capri



Each **Genuine Coral** piece carefully cut, matched and polished is fashioned into lovely summer jewelry. Luxurious 15½" double strand choker \$4.40, button or drop earrings (screwbacks or pierced, \$2.50, matching bracelet \$3.30. Complete Set \$9.90. Ppd. tax incl. Add 25c for Air Delivery. Money Back Guarantee If Not Truly Delighted ALPINE IMPORTS, Dept. EL-11, 505 Fifth Ave., N. Y. 17, N. Y.

SHOE SHINE KIT

E-Z Shine Holders are made of strong aluminum. Detach from wall bracket. 3 changeable toe plates for men, women and children (for all size shoes). Chrome-like finish. C.O.D.'s pay postage. Look sharp at low cost. Guaranteed to give long, hard family usage.

Penna. residents add 3% sales tax

A useful gift for all occasions.

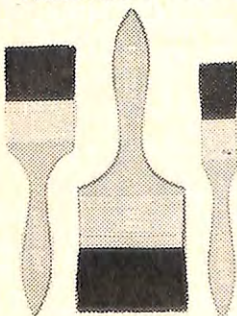
WAYNE Mfg. Co.

\$2.95

WAYNE B5, PENNA.

PAINT BRUSHES, \$1.29

SURPLUS PLUS 25c PP & HANDLING
TREMENDOUS BARGAIN OFFER



Got some painting to do? Furniture, Woodwork, Walls or a just done, do it yourself job? You need paint brushes. Here is a set of vulcanized in rubber, Genuine Bristle brushes. The set consists of a 1", a 2" and a 3" brush all for the incredibly low price of \$1.29. Less than you would expect to pay for any one brush in this set, but you get all three matched brushes, \$1.29 per set. Please add 25c pp. Limited supply on this offer. Order now. Limit three sets to a customer. Money back guarantee.

MATTHEW DAY CO., Inc.
Dept. P-869, DUMONT, NEW JERSEY



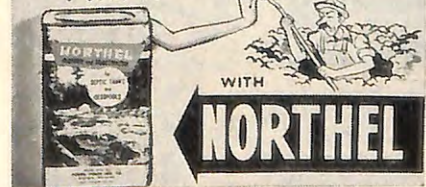
The Buff-alo "LONG BEACH" for ladies and men

handmade of leather imported from INDIA

For your season in the sun, for your loaf life at home. These cork wedged sandals are handmade of long-wearing natural-color water buffalo leather. \$7.65 Sizes 3-13. Brochure on request. ppd.

Bloom's
311 Sixth Ave., Dept. E-5
New York 14, N. Y.
"Down in the Village" over 50 yrs.

KEEP CESSPOOL TROUBLE AWAY



Suburban & Country Dwellers

NORTHEL Reactivator keeps septic tank and cesspool clean. A bacteria concentrate breaks up solids and grease—prevents overflow, back-up, odors. Regular use saves costly pumping or digging. Simply mix dry powder in water, flush down toilet. Non-poisonous, non-caustic. Guaranteed to reactivate septic tank, cesspool. Six mos. supply (23 ozs) only \$2.95 ppd. Northel Distributors, EM-5 P. O. Box 1103, Minneapolis 1, Minn.

Day or Night
**ENJOY
 SOUNDER
 SLEEP**
 with the Original
SLEEP SHADE



No matter what the hour, you sleep in *midnight darkness* with your amazingly comfortable Sleep Shade. Resting gently on temple and cheek bones, it completely excludes light. Helps to rest tired eyes, soothe nerves and shield nasal sinus. Weighs less than an ounce!

Sleep Shade is scientifically designed with just enough stiffness to permit eyes to blink freely and to prevent harmful pressure on eyeballs. Only Sleep Shade has the patented, adjustable fastening that slips over and under ears to hold shade in place without slipping, pulling or pressure. *Over 1,500,000 sold to satisfied users.* Price of black saten Sleep Shade still **only \$1.25.**

Banish disturbing noises with Sleepwell Ear Stops. Soft and sanitary, they fit comfortably into ear openings and can be re-used many times. **Only 25 cents a pair.** Five pairs for \$1.00.

Both Sleep Shades and Sleepwell Ear Stops are available at Drug and Department Stores . . . or order direct from:

Sleep Shade Company, Dep't. E-16
P. O. Box 968, 828 Mission St., San Francisco, Calif.
 (Postage prepaid if payment sent with order).
 Full refund if you are not completely satisfied.



Rid Your Home of Flies—\$1

Protect your home from annoying disease-carrying flies! Just press self-adhering MAGIC DOT to underside of chairs, tables, cabinets, shelves, etc. — completely hidden and out of the way. New miracle Malathion rids your home of flies for a whole season! No muss, fuss, fumes or odor! Use indoors or out. *Guaranteed to be the most effective fly killer you've ever used or your money back!* 16 MAGIC DOTS for only \$1, postage paid. Order direct by mail from SUNSET HOUSE, 290 Sunset Bldg., Hollywood 46, Calif.

**Ends Window
 Washing Forever!**

**"WINDO-
 GLEEM"**

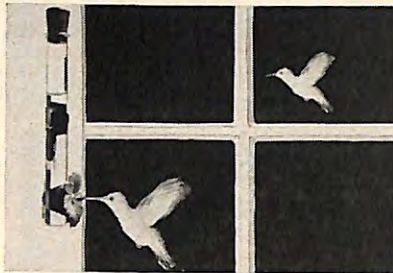


- Helps Prevent Dust, Dirt, Rain from Streaming Your Windows!
- Makes Windows Shine Like Finest Crystal!
- No Soap—No Water—No Washing of Windows Ever!
- Complete Money Back Guarantee!

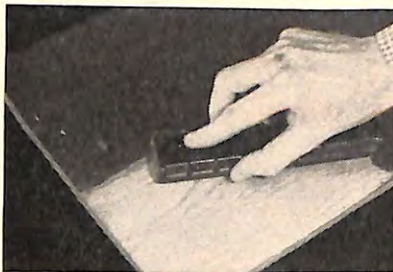
Throw away all those rags and water buckets! Now your windows can be sparkling clean without ever wet-washing them again! Simply glide this amazing WINDO-GLEEM Cloth over your windows. In a jiffy, they're cleaner, brighter than you've ever seen them. WINDO-GLEEM is specially treated with an extraordinary new kind of chemical that gives windows an anti-dust, dirt and soot treatment that actually is glossier and smoother than glass. Dust and dirt can't cling, rain runs right off without usual streaks and spots. No more backache, no more danger, no more soapy, watery mess. Only \$1.00 each postpaid. *Special—5 for \$4.00.* Makes a wonderful gift. Money back in 10 days if not delighted. Mail order now!

A VIKING MIRACLE PRODUCT.
 American Bio-Standards Corp.
 Dept. EM-301, 116 W. 14th St., New York 11, N. Y.
 Store, Jobber Inquiries Invited.

Elks FAMILY SHOPPER



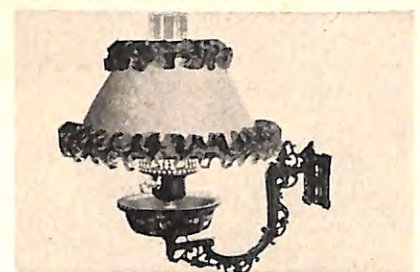
MAKE A HUMMINGBIRD HAVEN of your garden this spring. The Audubon Hummingbird Feeder attracts them by the score. You'll be fascinated by the tiny, colorful creatures with their whirring wings. Feeder is scientifically designed, easy to assemble and keep filled with sugar and water solution. Weatherproof. \$2.25 ppd. Bodine's, Dept. E, 501 E. Preston St., Baltimore 2, Md.



HOME CRAFTSMEN, you can do a professional job of planing, rasping, filing with Smoothy, the wonder wood-working tool that smooths wood, plaster, plywood edges—removes paint and varnish. It's easy-to-use as a blackboard eraser. Finest Swedish tempered steel blades. \$1.49 ppd. Meridian Prod. Co., Dept. ES, 366 Madison Ave., New York 17, N. Y.



DREAMING OF A NEW CAR? Make your dream come true by saving a quarter or more every day in the Car Fund Bank. Or use it as a kitty for maintenance costs, trips, etc. Keeps running total of amount saved. Date changes with each deposit. Words "Car Fund" lettered in gold. \$2 each, 3 for \$5.75 ppd. Lee-craft, Dept. ELA, 300 Albany Ave., Brooklyn 13, New York.



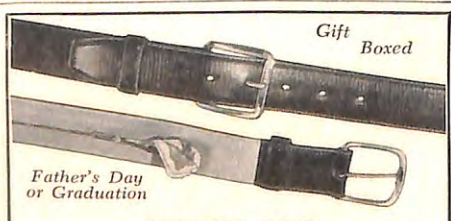
SWINGING BRACKET LAMP. Fashioned after the kerosene lamp of yore, this nostalgic touch is charming in any style home. Black wrought iron bracket, fine white linen shade with red or green calico ruching. Clear glass chimney. 16" high, extends 12" from wall. With cord. \$10.95 plus 35c postage. Laurcel Gifts, Dept. E, Box 312, Flushing 52, N. Y.

NEW ELECTRIC MOTOR BOAT



\$1.98 post paid
 "Miss Diamond" the sleek new scale model electric motorboat, will thrill youngsters as it goes skimming over the water in lake or bathtub. Just flip the switch and off goes the powerful "Miss Diamond"—just like the real thing. All metal body and realistic bubble cockpit—built to last for years of fun. Runs on ordinary flashlight battery, absolutely safe, economical to operate.
SEND NO MONEY. Rush your order today. Remit with your order. We pay postage or order C.O.D. plus postage & handling.

MEDFORD PRODUCTS, INC., Dept. EL7
 P.O. Box 209, Cathedral Sta., New York 25, N. Y.



MONEY BELT
 Concealed zippered pockets provide safe hiding place for cash. Top quality leather.
 Men's brown or black cowhide, 28-44.....\$3.95
 Boys' brown horsehide, 28-36.....\$1.95

CLARION PRODUCTS
 BOX 488KS HIGHLAND PARK, ILL.
 Write for FREE Catalog

**Housebreak Your Dog
 NEW Easy Way!**



TRAIN DOG TO ONE SPOT
 The original National Housebreaking Scent quickly trains mature dogs and puppies to "answer nature's call" when and where you wish. One harmless whiff and response is immediate. Trains dogs to use newspaper or box indoors or go to any spot you select outdoors. Guaranteed. \$2.00 ppd. Air mail 50c extra. No C.O.D.'s.

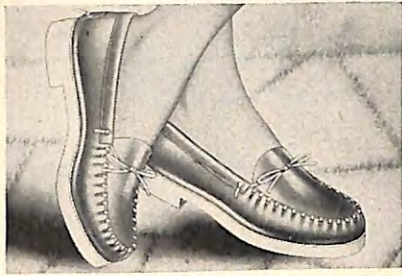
PACIFIC COAST SCENT CO.,
 10660 Stanford Ave., Garden Grove 1, Calif.
 30 other scents—Dealers and Jobbers write.

A PERFECT GIFT FOR DAD EXCLUSIVELY



for Elks!
 This beautiful antique finish, non-tarnish **DESK SET 10.00** WITH PEN
 Also Available
 Pipe Stand.....12.00
 Ash Tray..... 7.00
 Perpetual calendar 7.00
 All with large Elk emblem and felt base to protect wood finishes
S & R SALES
 35 Pine Ave., Long Beach 2, Calif.

Elks FAMILY SHOPPER



FOR WISE WOMEN who want comfort with style in footwear, we recommend these hand-laced moccasins. You'll really walk-on-air on the bouncy, foam-crepe soles and enjoy the ease of their flexible, light, top-grain leather. Brown, red, cream or white. Women's sizes 3½ to 13, AAAAA to EEE. \$4.95 plus 50¢ postage. Moccasin-Craft, 109 Mulberry St., Lynn, Massachusetts.



MIGHTY MITE TOURIST LOCK. This pocket-or-purse size padlock with its 1½ foot securing chain anchors luggage to rack while traveling, secures parked bikes and baby carriages, beach articles, etc. Strong Swedish steel. Chain and lock come in zippered leather case, total weight 3 oz. \$2.00 ppd. Coleman Trading Co., International Airport, P. O. Box 5, Dept. E, San Francisco, Calif.



HEIRS APPARENT. Dad or granddad can proudly display his roster of descendants on this handsome Key Chain. Pendant is 1⅜" x 1", Sterling Silver or 12 Kt. Gold Filled, room for 12 first names and birthdays. \$6 ppd. plus \$1.00 for each first name and date to be engraved. Wayne Silver-Smiths, 546 So. Broadway, Dept. E, Yonkers, New York.



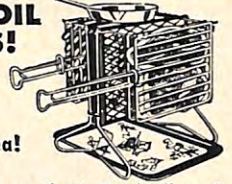
DON'T BE LATE for appointments. Set your Pocket Alarm Watch (on the quarter hour) and a sharp, clear tone will warn you wherever you are that it's time to get going. 7-Jewel, Swiss movement. Back opens to form a stand for desk or night table. Luminous dial and hands. \$13.25 ppd. Prince Enterprises, 103-H Park Ave., New York, N. Y.

HANG-IT-ALL AMAZING NEW-WAY CHARCOAL BROILER!

**READY TO BROIL
IN 5 MINUTES!**

Lights with Newspaper!

- ★ Indoors or Out!
- ★ Broils Vertically!
- ★ 220-sq. in. Broil Area!
- ★ With 2 Racks, Tray!



Perfect charcoal broiling every time! You broil vertically on both sides, the restaurant way! No fire flare-ups—grease drops onto 15" x 11" metal tray! Compact firebox needs just 2 lbs. charcoal, but broils up to 2 hours! Takes 4 big steaks, 40 hot dogs, 18 hamburgers or 4 half-chickens at once! Broiler, 2 Meat Racks, colorful Drip or Serving Tray—all metal, built to last! Light, portable, use indoors or out, year 'round. Guaranteed by Breck's!



465 Breck Bldg.,
BOSTON 10, Mass.

Just \$5.95 Postpaid
in U.S.A.

ORDER BY MAIL TODAY!

BRECK'S
OF BOSTON
RELIABLE SINCE 1818

TINY FLOWER LANTERNS



Make your floral arrangements the most talked about in town with these tiny, colorful Flower Lanterns. Swaying gently above a cluster of flowers or fresh fruit they're sure to charm everyone. 3" in diameter, each is suspended on a curved 7" bamboo stick. They come in a variety of colors and have a hundred decorative uses—you'll find a dozen the very first day. Set of 10 Lanterns, only \$1.15 PPD.

HUSS BROS. 800 N. Clark St., Dept. 8-E
Chicago 10, Illinois



**SAVE
\$7.20**
on New
**NORELCO
"2-Head"
SHAVER**

• Latest Model—Brand new and fully guaranteed. Complete with case, cord and cleaning brush. Runs on 1/60/115 AC or DC. Made by the largest Manufacturer of Electric Shavers in the world! Regularly Retail at \$24.95. Our price pp \$17.75. All orders filled within 24 hours. Your money back if not fully satisfied! Send check or money order to:

JOHN BROOKS, Inc. Box 212, Dept. 127, St. Louis 3, Mo.

PUMPS 300 GALS. PER HOUR

Needs No Electric Motor or Gas
Engine Power. Lifts Water 6 Ft.

Solve your flood and drain problems with new low-cost DRAINMASTER. End hand-pumping and bailing. Be worry-free if power fails. DRAINMASTER operates on siphon principle. Requires only normal water faucet pressure to pump fast and steady. Lifts water 6 feet. New flat-bottom design drains right down to floor. To put in action fast, simply connect garden hose to water faucet; free end of hose to INTAKE side of DRAINMASTER, and to DISCHARGE side add length of hose and run to drainoff area. Then fully turn on water faucet and DRAINMASTER will start pumping 300 gals. per hour. Precision-made of lifetime brass—no moving parts to wear or jam. Be ready for emergency—ORDER NOW! Send only \$2.98 and we pay postage. Postage added on C.O.D. orders. MONEY BACK GUARANTEE.



Drains Cellars, Cisterns, Vats, Pools, Ponds, Excavations, Troughs, Boats, Etc.
ONLY \$2.98

MERIDIAN CO., 366 Madison Ave., Dept. D-37, New York 17



**NO HOOK!
NO SLICE!**

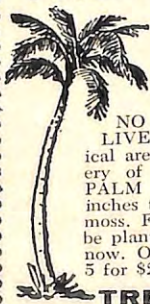
IMPROVE YOUR GOLF GAME FOR ONLY 35¢ Professional and amateur golfers are loud in their praise of the NEW Par Buster Tee. Scientifically designed to permit perfect ball alignment and positive direction of your drive. Of durable rubber construction, lies flat on any surface—lasts indefinitely under normal usage.



Order by mail. Only 35¢ ea.
3 for \$1.00 ppd.
No C. O. D. please

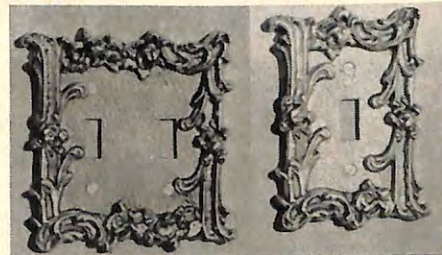
S. J. ROGERS & COMPANY
P. O. BOX 118 • GIRARD, OHIO

PALM TREES 59¢



from the Sunny South
Enjoy a touch of summer all year-round. For the first time, you can actually grow live PALM TREES right in your own home—NO MATTER WHERE YOU LIVE. Raised and Grown in tropical areas, we guarantee live delivery of these fully rooted foliage PALM TREES that average 12 inches tall. Each tree root baled in moss. For indoor potting, they can be planted anywhere. Order several now. Only 59¢ each, 2 for \$1.00, 5 for \$2.00. Sorry, no COD's.

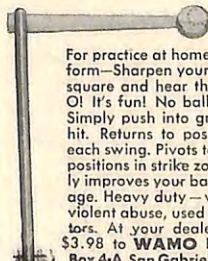
TREES UNLIMITED
220 5th Ave., Dept. T-166, N.Y., N.Y.



DECORATOR SWITCH PLATES.....\$1.50
Beautifully made of antiqued brass plated metal will add charm to every room in your home. Fits easily over any switch. Matching screws included.
Single (3" x 5").....\$1.50 ea.—3 for \$3.95
Double (4½" x 5").....\$1.95 ea.—3 for \$5
Order by mail to-day, No COD's. Send cash, check or m.o.

RUTH BRAUER Box 4035, Dept. EKS, Tucson, Arizona

WHAM-O baseball trainer



For practice at home. Develop form—Sharpen your eye. Hit it square and hear the WHAM-O! It's fun! No ball to chase! Simply push into ground and hit. Returns to position after each swing. Pivots to different positions in strike zone. Quickly improves your batting average. Heavy duty—withstands violent abuse, used by instructors. At your dealer or send \$3.98 to **WAMO MFG. CO.** Box 4-A, San Gabriel, California.



**"MY GREY HAIR IS A NATURAL
LOOKING COLOR AGAIN" says
JAN GARBER,**



Idol of the Airlanes
"TOP SECRET gives my grey hair a natural looking color!" says famous dance band leader Jan Garber. "I noticed results after just a few applications. And TOP SECRET is easy to use—doesn't stain hands or scalp. TOP SECRET is the only hair dressing I use."



A FAVORITE OF THE STARS
TOP SECRET has been a favorite with famous personalities for years. Exclusive formula imparts a natural looking color to grey or faded hair. Does not streak or injure hair; does not wash out. Send \$5.00 (Fed. Tax incl.) for 6 oz. plastic container. (Convenient for traveling, too.) Ppd. No COD's, please. Money back if not delighted with results of first bottle. Albin of California, Room 54, 1401-91 W. 8th St., Los Angeles 17, Calif.



**GREAT NEW
Pedestal
OUTDOOR
FIREPLACE!**

It's the "Home Edition" of the famous Hancock Parkmaster used extensively in America's finest public parks! Easy to install, a real backyard beauty!

- Large 16" x 22" broiler top
- Wide drop shelves on sides
- Swivel mounted for turning

Send For **FREE** Catalog
HANCOCK IRON WORKS
52 W. PIKE ST. BOX 13—556 PONTIAC, MICH

**MIGHTY MAGNETS MAKE MAGIC
IN EVERYDAY LIVING!**

It's really amazing how much help you can get from these powerful little magnets. Sewn in the lower hem of a shower curtain they hold it tightly to tub, in dish towels and pot holders they hold them to any metal appliances. They hold gadgets to the dashboard of car without drilling; pick up pins, needles; and of course, they're just plain fun for the kids! 10 Cadmium plated Alnico V magnets in an envelope. Rustproof and they never lose strength! 10 Magnets \$1.00



Postpaid. No C.O.D. Guaranteed, of course
ELIRON 225 W. Erie St., Dept. 261, Chicago 10, Ill.

**BEAUTIFUL NEW NAILS
can be yours in 6 minutes**

GUARANTEED—The finest Nail Kit ever sold. With this Kit you can do 5 Nails at one time, blending powder and liquid together in one cup. Then simply apply like you would Nail Polish. This amazing feature is exclusive with the Beauty House Kit. Not a polish or a false, but a New Liquid Plastic that builds real nails to the length and shape you want. So real, no one can ever know they're not your own. Can be cut, filed, and polished. Can't break or tear. Replaces broken nails with permanent ones that grow out with Your Own. Easy to apply. Nails grow stronger—beautiful!



Complete 20 Nail Kit, only \$1.00
Complete 50 Nail Kit, only \$2.00 (Year's Supply)
Add 10% Fed. Tax. Sorry no C.O.D.'s.
BEAUTY HOUSE, Dept. EL, 550 Fifth Ave., N. Y. 36, N. Y.

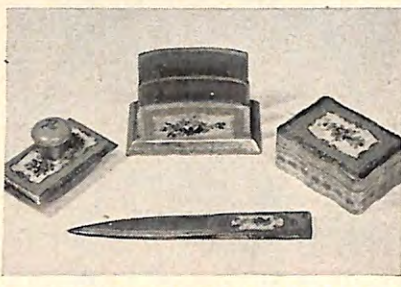
**Fabulous Little ALCOHOL STOVE
for indoors and outdoors**



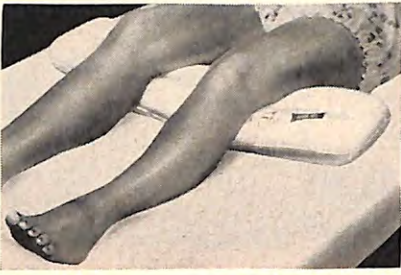
Here's a genuine sturdy reinforced-steel alcohol stove for all kinds of cooking. Long life, no-weld aluminum top burner for frying, stewing, boiling. Compact and easy-to-take-anywhere. 8 oz. Ideal for travel, picnics, camping, gifts, for hot snacks at home, office, school or factory lunches. Excellent replacement unit on Chaffin Dishes. Instant heat, gas type flame regulator adjusts to powerful or low flame. There's no wick to replace. 5 cents worth of alcohol burns for 3 hours. **\$1.98** Only . . . plus 25c for PP and Handling.

Money Back Guarantee
MATTHEW DAY CO., INC.
Dept. EX-1 Dumont, New Jersey

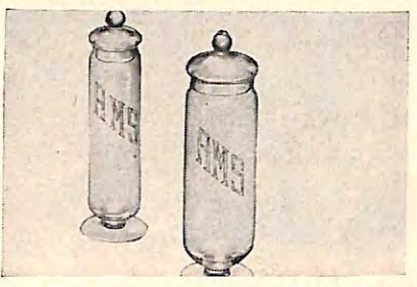
Elks FAMILY SHOPPER



FOR THE SWEET GIRL GRADUATE or any Junior Miss, this Florentine Desk Set is one of the most charming gifts we've seen. Hand-carved and bedecked with roses in shrimp pink, ivory and gold leaf, it's pure feminine appeal. Set of Stationery Holder (5" x 3"), Blotter Holder, Stamp and Clip Box, Letter Opener, \$5.50 ppd. Alpine Imports, Dept. E, 505 5th Ave., New York 17.



THE COMFORT OF A LOUNGE CHAIR or hospital bed is largely due to the way your knees are supported and allowed to flex. The Knee-Lift Cushion does the same thing, relaxing legs, back and hips. Ideal for restless sleepers, convalescents, mothers-to-be. \$2.98 ppd. Better Sleep, Dept. E, New Providence, New Jersey.



MONOGRAMMED APOTHECARY JARS of clear glass make bright and useful bathroom accessories, filled with colored cotton balls, bath salts, lavender or dried rose petals. Equally handy for the living room filled with hard candies or nuts. 8" size, \$2.50; 8 1/2", \$3.50 plus 35¢ postage, including hand-cut 3-letter monogram. Edwards of Illinois, 1634-K Howard St., Chicago 26, Ill.



SPOUTO OPENER—the can opener with a brain. It not only opens cans but provides a spout for easy pouring of evaporated milk, juices, etc. Simple to operate, takes only seconds to turn can into pitcher. Sturdy, chrome plated construction. \$1.00 ppd. J & J Sales Company, Dept. SP-14, Church Road, Putnam Valley, New York.

**NEW! PERSONALIZED
"LIFE-TIME"
GOLF TEE**



PERFECT FOR FATHER'S DAY . . . Treat your favorite Golfer to a wonderful long-lasting Fairway Accessory . . . A TEE you'll always have. Perfect for friends, business associates and the family golfers. Personalized with 2 or 3 initials on DRAGTAG. Will serve as a "year-round" reminder of your thoughtfulness. Beautifully boxed in lightweight plastic. Tested and used by leading Golf Pros. Flexible Spring incorporated in body of Tee bends to 90 degree angle IN ANY DIRECTION. Automatically returns to upright position. Fewer slices—Engineered for longer straighter drives. Made of metal material softer than any golf club. Lacquered and polished for fine long lasting finish. Order several today. Please state initials.

GOLF SHOP Dept. EK
31 West 47th St., New York 36, N. Y.



FOR HOME OR OFFICE
Beauty is the keynote for this large BPOE Ceramic ashtray. A symphony of gold (14K) and deep royal purple, it is 8" in diameter and has deeper impressions in the letters for snuffing cigarettes. You will be proud to give it; happy to receive it. Only \$5.00 PPD.
O & E SALES, 2631 N. 48th St., Phoenix, Arizona



**COPY CAT
CHALK BOARD**

An endlessly entertaining toy for the small fry! Our clever blackboard measures 11 1/2" x 17 1/2". Is shaped like a kitten. His whiskers are two big pieces of white chalk . . . his tail ends in an eraser. Can be hung in a child's bedroom or playroom, or mounted in the kitchen and used as a message board.

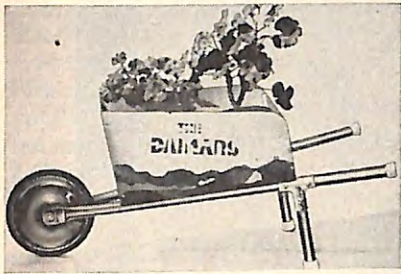
only **\$2.50** ppd.
Sorry, no C.O.D.'s.
Write for gift catalog
GREENHALL
Dept. E-6
1133 Broadway
New York 10, N.Y.

**STOP DOG & CAT
DAMAGE**



NOW—SURE GARDEN PROTECTION
Remarkable National Dog-Wick protects lawns, patios, furniture, garbage pails, etc. Pets avoid them. No mixing or spraying. "One wick does the trick." Guaranteed. 20 long-lasting wicks \$1.00. Economy size—50 wicks \$2.00. Ppd. No C.O.D.'s.
PACIFIC COAST SCENT COMPANY
10660 Stanford Ave., Garden Grove 1, Calif.
30 other scents. Dealers, Jobbers write.

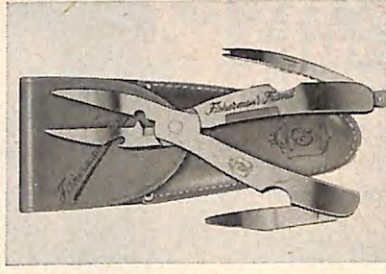
Elks FAMILY SHOPPER



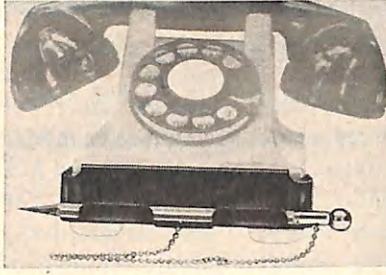
GARDEN GREETER: Personalized Wheelbarrow Planter and Lawn Marker distinguishes your home and serves as perfect holder for favorite plants and vines. Fun to personalize with Do-It-Yourself Kit including stencils of alphabet and smart landscape scene, paints and brush. Wheelbarrow, \$4.95; Personalizing Kit, \$1.00 ppd. Mrs. Dorothy Damar, 720 Damar Bldg., Newark 5, New Jersey.



IN THE MARKET FOR DIAMONDS? A leading diamond specialist will send you free a catalog, listing and picturing a handsome array of rings, pins, bracelets, etc., from \$25 to \$5,000 and offered at sizable savings. Sales carry guarantee bond. Kaskel's, Kaskel Bldg., Dept. 6712, 41 West 57th St., New York 19, N.Y.



FISHERMAN'S FRIEND—one handy tool with a dozen uses. It's a hook remover, sharpener and degorger, line and wire cutter, leader attached, fish scaler, pliers, bottle opener, screw driver, jack knife blade, and shot splitter. Chrome plated to prevent rusting. \$6.95 ppd. incl. genuine leather carrying case. Bart Specialties Co., Dept. E, 1103 Sheridan Ave., New York 56.



HANDY TELEPHONE PENCIL HOLDER ends frantic fumbling for the elusive pencil that's always disappearing during phone conversations. It slips right on your phone, so pencil is instantly available. Consists of pencil with dial cap and chain. \$1.00 ppd. Home Shopper, Dept. E50, 667 North Fairfax, Los Angeles 36, Calif.

Golfers WHAM-O for practice

NEW! GROOVE YOUR SWING AT HOME!
DEVELOP FORM - CORRECT HOOK AND SLICE!



FOR WOODS AND IRONS - USED BY PROS
No ball to chase! Simply push into ground and hit. Returns to position after club swing. Imperfection in your swing is indicated by action of Wham-O. Practice just 5 minutes a day with our instructions and play 100% better on Sunday! Folds to 9" for golf bag. Use to warm up at starting tee. Tough pliable plastic, ash hardwood stock, 5" steel spikes. Withstands violent abuse. Only \$1.95 complete. Guaranteed. Ideal gift. At dealers or write. **WAMO MFG CO.,** Box 12-J, San Gabriel, Calif.



organic plant food

also contains nitrogen, phosphorous, potash, calcium and magnesium—supplies everything in one simple application. Will not harm the most delicate root structure, particularly beneficial to African Violets. Added in proportions of as little as a tablespoon to a 4" potted plant—within a short time you will see a marked difference in plants and flowers. A fine stimulus to plant life in early spring before transplanting and at time of transplanting to garden. . . . Sample package, enough for a dozen average sized plants; shipped postpaid for .65 (2 pks. for \$1.) also dealer proposition.

GARLAND-HARPER Company
6053 Garland DETROIT 13.

HI-SPEED HOME & CAR WASHER

with 2 washing heads

REGULAR
4 98



Now **1 98**

FREE! DETERGENT PELLETS

Wash your car 10 times FREE! Place magic detergent pellet in hydraulic sudser. Bursts into foamy suds as water flows thru. Road dirt dissolves & slides off. No streaks! 10 Pellet Package free with your washer.

Wash Away Dirt Quick! Easy!

Now . . . in one single operation, you can scrub . . . suds . . . rinse! Simply attach to hose . . . wash cars, barns, chicken coops, troughs, windows, porches, screens, outside walls of your home in HALF time! No splash! New, improved model now has 2 washing heads instead of one! Change over in seconds. An automatic HYDRAULIC SUDSER is built in Now—suds, wash, scrub and wipe off in one easy operation!

Save Labor! Save Time!

Wash away accumulated soot from outside your home—save an expensive paint job! Wash your car in just minutes with no back or arm strain—without splashing or getting messy. Cleans screens, porches, tiles, awnings, storm windows, boats, floors. New 3 section handle! Make it long, make it short to suit yourself! Extends from ONE to THREE feet! Complete Kit—\$4.98 value—including Pellets, 2 Heads, 3 Section Handle—all yours for \$1.98 complete. Order yours NOW—on full week's home trial. Satisfaction guaranteed or money back! Send \$1.98 check, cash or m.o. for prompt prepaid delivery. (C.O.D.'s plus postage).

EXTRA DETERGENT PELLETS: Available in packages of 24 pieces at \$1. Car washes only cost you 4 cents each! Check special box in coupon.



AUTOMATIC hydraulic SUDSER

No Splash!

(Copyright 1956—M-M Co.)

← 2 HEADS →

Now—two heads instead of one. Besides the non-scratch brush you get a SQUEEGEE-WIPER head. Ideal for all smooth surfaces, windows, cars, etc. It WIPES as it washes. Has silky-soft Polyethylene circular squeegee.

MOTO-MATIC CO., Dept. 103-E-44
352 Fourth Avenue, New York 10, N.Y.

RUSH newest HI-SPEED (4.98 Value) for only 1.98—on 7 Day Free Trial. Includes 3 section handle, 2 heads, built-in hydraulic sudser & 10 magic detergent pellets. If not delighted, I'll return for immediate refund. () 1.98 enclosed. Rush prepaid. () Send COD plus postage.

Name.....
Address.....

City.....State.....

SPECIAL OFFER: Send extra package of 24 pellets—enough for 24 washing jobs, for only \$1 more.

ONLY \$3.98 Ppd.

8 X 10 COLOR PRINTS

All Orders Returned 1st Class
ANSCOCHROME & EKTACHROME rolls processed—120, 620 and 20 exp. 35 MM (mtd).....\$1.00
KODACHROME—20 exp.\$1.25
35 MM duplicates 20c each
KODACOLOR CU processed 90c roll. Prints 27c each
No C.O.D.'s—Minimum Order \$1.00

\$2.00

LOW PRICED COLOR PRINTS
2 1/4 x 3 1/4 . . . 30c
3x3 40c
3x4 1/2 50c
4x5 75c
5x7 \$1.25

ACME COLOR PHOTO LAB.
Box 6025-E Minneapolis, Minnesota

OPENS CLOGGED SINK WITH ONE STROKE

Now you can stop using strong chemicals that eat away pipes; cause high plumbing bills; ruined clothing; spattered floors and walls; plus risk of injury to eyes or skin. **DRAIN-BLO** is completely safe in use. Builds up to 60 lbs pressure, and with one fast downward stroke instantly opens up clogged sink. Light and easy to use. Sturdy 13 1/2" long. Fits all sinks except those with garbage disposal unit. Order **DRAIN-BLO** now to have handy when needed. Send only \$3.98 for postpaid delivery. Postage added on C. O. D. orders.

Money-Back Guarantee
MERIDIAN CO.
Dept. B-34
366 Madison Ave., New York 17



For Kitchen Sinks only
ONLY \$3.98 Ppd.

William M. Frasor

William M. Frasor, who was prominent in the affairs of the Order for 40 years, died March 23 in Federalsburg, Md., after a long illness. He was 76 years old. Mr. Frasor was a devoted and dedicated Elk, who brought a wide and intimate knowledge of the Order and the men in it to the many important positions he had held in faithful service to Elksdom. He was executive secretary of the Elks National Service Commission when illness forced his retirement in 1953.

Mr. Frasor was born in Streator, Ill., January 10, 1880. He became a member of Harvey, Ill., Lodge November 3, 1915. A businessman in Blue Island, Ill., Mr. Frasor was one of the organizers of the lodge there, to which he dimitted in March, 1916, and represented Blue Island Lodge, then under dispensation, at the Grand Lodge Convention in Baltimore that year. He was elected Exalted Ruler in 1918 and was made a Life Member in 1923.

In 1920 he served as District Deputy Grand Exalted Ruler and in 1929 he was elected president of the Illinois State Elks Association.

Because of his great abilities, his sound judgment and thorough grounding in Elksdom, Mr. Frasor served as a special District Deputy to many Grand Exalted Rulers.

When the Elks War Commission was established in 1941, Mr. Frasor was called to the post of executive secretary to supervise the vast programs carried on by the Order until victory ended World War II. In that same capacity with the Commission's successor, the Elks National Service Commission, Mr. Frasor managed the program that brings



aid and entertainment to veterans in every hospital in the country, the revived Fraternal Center program and other activities of that agency.

At one time Mr. Frasor was widely known in the entertainment field. For many years he headed an organization that presented shows sponsored by fraternal and service groups throughout this country.

Mr. Frasor is survived by his widow and two sons. The staff of The Elks Magazine joins with his countless friends in extending to them sympathy and appreciation.

Visiting the Lodges

(Continued from page 15)

ent for the banquet that evening to welcome the Grand Exalted Ruler, who was accompanied by State President Charles W. Clabaugh. Mayor James B. Hennessy and City Manager Chester Lewis gave the Grand Exalted Ruler the Keys to the City. Exalted Ruler Kent Bosworth was Master of Ceremonies. During his address, the Grand Exalted Ruler paid tribute to Alfred J. Stoops, who at the age of 86, is the lodge's only living charter member.

On February 1st **MACOMB, ILL., LODGE** celebrated its Golden Anniversary, and the Grand Exalted Ruler was present at the dinner and dance held that evening at the lodge. A gathering of 425 attended the dinner. Mr. Walker was accompanied by Past Grand Exalted Ruler Henry C. Warner, and other special guests were District Deputies Clyde DeBok and Henry Schultz. Delegations from Kewanee, Canton, Galesburg, Monmouth and Quincy Lodges were present. Mayor Ray C. Houtchens attended the occasion.

The following day Grand Exalted Ruler Walker was at **VINCENNES, IND., LODGE** for a dinner in his honor. Exalted Ruler James W. Funk introduced Mayor L. T. Wampler, who welcomed the group of 140 there for the dinner. Following Mr. Walker's talk, dignitaries including the

following were introduced: Past Grand Exalted Ruler Joseph B. Kyle, Pres. Ill. Elks Charles W. Clabaugh, Pres. Indiana Elks Herbert Beitz, District Deputies Earl Roush, T. I. Sparks and Paul Mason, Past Pres. Indiana Elks Dr. A. A. Pielemeier, Vice Pres. John Jennings, Sec. C. L. Shideler and Trustees Floyd Beldon and John Weaver. Seventeen Past Exalted Rulers of Vincennes Lodge were present to honor the Grand Exalted Ruler, as well as delegations from Bicknell, Brazil, Terre Haute, Sullivan, Linton, Princeton, Evansville, Mount Vernon, Washington and Lawrenceville Lodges. Following the dinner the group met in the lodge room, where Exalted Ruler Funk introduced Past Grand Exalted Ruler Kyle, who presented Mr. Walker.

On February 3rd, the Grand Exalted Ruler stopped at **ROBINSON, ILL., LODGE** for breakfast with lodge officers and to receive a report showing that Robinson Lodge has 100 per cent paid up membership. Among those present at the breakfast were State Pres. C. W. Clabaugh, Grand Esteemed Leading Knight Robert L. DeHority, District Deputy William Goodrum, Past State Pres. W. W. Arnold and Past Exalted Rulers Vern Littlejohn and Ray Wesner. Host for the occasion was Exalted Ruler R. E. Kerr.

After leaving Robinson, the Grand Exalted Ruler stopped briefly at **LAWRENCE-**

VILLE, ILL., LODGE, where he also received a report advising him that all 819 members of the lodge were paid up, and that the lodge had a five per cent increase in membership during the year. In addition to the members of the Grand Exalted Ruler's party present for the coffee stop were Past Exalted Rulers Pinkstaff, C. A. Hill and L. B. Strange and Exalted Ruler C. E. Letscher. The next stop of the Grand Exalted Ruler and his party was at **PARIS LODGE**, where a luncheon was held at which District Deputy William F. Goodrum was present with Exalted Ruler William Hodge host for the occasion.

That evening the Grand Exalted Ruler was at **CHAMPAIGN, ILL., LODGE**, for a banquet climaxing the three-day 18th Annual Mid-Winter Round-Up of the Illinois State Assn. State President Clabaugh was Toastmaster for the banquet, and he introduced Past Grand Exalted Rulers Floyd B. Thompson and Henry C. Warner. Toastmaster Clabaugh praised General Chairman Willis A. Kremin and others who had worked hard to make the Round-Up a success and extended his appreciation to Grand Exalted Ruler Walker not only for being present at the banquet, but also at the ball which was held the following evening in honor of Mr. Clabaugh. In his address to the gathering the Grand Exalted Ruler congratulated several Illinois Lodges which had achieved paid up

membership in time for the Round-Up. The lodges cited in order in which they reported were: Mt. Carmel, Flora, Champaign, Fairfield, Mt. Vernon, Beardstown, Lawrenceville, Robinson, Urbana, Joliet, Tuscola, Mattoon and Park Forest.

BELLEVUE, OHIO, LODGE celebrated its 50th Anniversary on February 5th and the Grand Exalted Ruler was present for the occasion. In the afternoon the Grand Exalted Ruler addressed a gathering of 300 members of the Order in the auditorium of the Bellevue High School, and particularly complimented Charter Members George Wills and Charles E. Juff and the five members of the first class of Bellevue Lodge for "their vision and qualities of leadership over the years, which has elevated the local lodge to the high place it now holds in Elksdom in Ohio and in the Nation." Charter Member J. D. Cook was unable to be present, but the Grand Exalted Ruler paid a personal visit to his home to give him his 50-year membership pin.

Among dignitaries present were Past Grand Exalted Ruler Dr. Edward J. McCormick, Chairman of the Grand Forum John Cochrane, District Deputies Morley Price and Elwood Reid, Pres. Ohio State Elks Assn. Louis Kuenzli, as well as many Exalted Rulers and members throughout the state. W. H. Stedman, General Chairman of the observance, introduced Exalted Ruler L. D. McConkey, who gave an address of welcome. The 50th Anniversary Class of candidates was dedicated to Brother Cook, who is 94 years of age and an Elk for 60 years. Following the meeting a luncheon was served.

From February 11th to 15th, the Grand Exalted Ruler was in Maryland for several lodge visits, first of which took place on the 11th when he was at **HAGERSTOWN LODGE** for a reception, banquet and the annual Valentine Dance. More than 200 Elks and their ladies, including Past Grand Exalted Rulers Robert S. Barrett and Howard R. Davis, Past Pres. Del., Md. and D.C. Elks Assn. Arthur Miller were present for the banquet. H. Earl Pitzer, former member of the Grand Lodge Auditing Committee, served as Toastmaster. Mr. Walker was introduced by Exalted Ruler John J. Bean. In his address, the Grand Exalted Ruler particularly commented on the splendid Youth Program of Hagerstown Lodge.

The following day Mr. and Mrs. Walker visited **FREDERICK, MD., LODGE** for a banquet in their honor. Past Grand Exalted Ruler Barrett was present and also District Deputy Arthur Mason. Exalted Ruler Rover R. Ponton was host for the occasion. **EASTON, MD., LODGE** was host to the Grand Exalted Ruler on February 14th. Mr. and Mrs. Walker were met at Bay Bridge in the afternoon by Exalted Ruler Harold Bowman and a group of Easton lodge officers, who escorted them to the lodge. Over 200 attended the reception and dance at which Past Exalted Ruler Morris C. Jones was Toastmaster.

(Continued on page 35)



More . . . and more . . . and more
ECHO SPRING answers the call
for truly smooth
Kentucky Straight Bourbon

No finer bourbon ever came out of Kentucky. And yet Echo Spring comes to you at a price lower than most other

Kentucky Bourbons. For a truly smooth bourbon call for Echo Spring again...and again...and again.

STRAIGHT BOURBON WHISKEY...86 PROOF...ECHO SPRING DISTILLING COMPANY, LOUISVILLE, KY.

FLORIDA'S BIGGEST \$99 FULL Lot Value PRICE
Terms \$5 down—\$5 per month!
Beautiful Homesite! High, dry property adjoins City. Electricity, streets, schools, churches, telephones, shopping. Low living cost. Close to Ocean, St. Johns River—world's best fishing! Heart of Citrus Belt. Excellent drinking water. Ideal for vacation or retirement! Write for FREE photos and information. Send name, address today.
ORANGE CITY HEIGHTS
Dept. 39 - Box 826 - Orange City, Florida

BOOK MANUSCRIPTS CONSIDERED
by cooperative publisher who offers authors early publication, higher royalty, national distribution, and beautifully designed books. All subjects welcomed. Write, or send your manuscript directly.
GREENWICH BOOK PUBLISHERS
Attn. Mr. Essex 439 Fifth Avenue
New York 17, N. Y.

Elks! FOR ALL MEMORABLE OCCASIONS BRONZE PLAQUES
Say it better . . . Say it forever . . . Say it for less
U. S. Bronze leadership in quality and artistry is forever impressing everybody everywhere, and low prices keep our customers pleased, too. Write now for new complete FREE color catalog and information — helpful suggestions for honor rolls, awards, memorials, testimonials, for everything. Write to
"Bronze Tablet Headquarters"
UNITED STATES BRONZE SIGN CO., Inc.
570 Broadway, Dept. E, N. Y. 12, N. Y.

Father Flanagan's BOYS TOWN CHOIR
Father Francis Schmitt, Director
Now booking limited Midwestern and Eastern Tour. Limited number of liturgical concerts available. Write Msgr. Nicholas H. Wegner, Boys Town, Nchr.

Heart Throb for '56 . . . a Chetek Boat!
Yours in an array of models and sizes like you've never seen before! Sturdy, time-proven Chetek wood strip construction gives you full-length Wisconsin oak ribs, western cedar planking, oak stem, framework and knees, 11-ply mahogany plywood FLARED TRAN-SOM. Glass covering available on all models. See your Chetek dealer today, or write 56 Dovre Road.
CHETEK BOATS
CHETEK • WISCONSIN



A page for your Family Album



Left: Pictured, left to right, are Gust, James and John Contos, blood brothers who became Flint, Mich., Elks as part of the Owosso Officers' Annual Class.

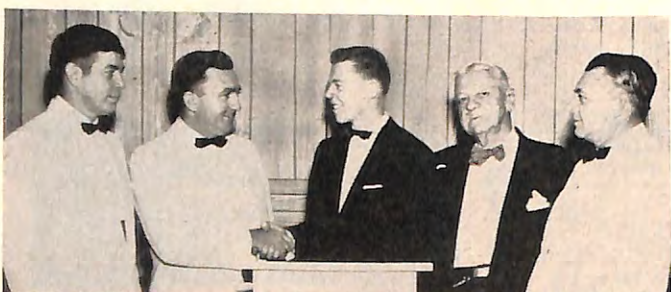
Right: P.E.R. George A. Jaros, left, congratulates his son, P.E.R. Arthur G. Jaros, following his installation as five-year Trustee of Cicero-Berwyn, Ill., Lodge. The elder Jaros had served his lodge as Trustee for 15 years. When his term expired he declined renomination because of his absence from the State for six months each year. His son was elected to succeed him.



Above: Not long ago, P.D.D. L. S. Jamison, current E.R. of LaGrange, Ga., Elkdom, acted as E.R. of Baton Rouge, La., Elkdom for the initiation of his son Frank. An active Elk for over 40 years, Mr. Jamison is pictured, seated left, with his son, and, standing, the officers of Baton Rouge Lodge. P.D.D. Jamison is a P.E.R. of Louisville, Ky., Lodge, organized Gadsden, Ala., Lodge, serving there for two years as Secy., and has served three terms as E.R. of LaGrange Lodge. He is also a former Vice-President of the Georgia Elks Assn.



Above: The last of seven Johnson brothers was initiated into Centerville, Ia., Lodge when D.D. Thomas J. Carroll paid his official visit there. The entire family is pictured here with, left to right, background, D.D. Carroll, E.R. J. L. Harter and State Assn. Vice-Pres. M. W. Andresen. The Johnsons are, standing left to right, center row, Bill, Harold T., M. K., L. J. and J. R. Johnson. Seated are Nova, left, and Hank Johnson.



Above: D.D. G. M. Brassard, second from left, congratulates R. Brooks Fleig, center, on his initiation into Orange, Texas, Lodge. Looking on are his father, Est. Lead. Knight W. Russell Fleig, right, his grandfather, A. C. Fleig, second from right, and E.R. Carl W. Rollins, left.



Above: Granite City, Ill., Lodge is proud of P.E.R. Charles A. Lybarger and his five Elk sons. Left to right, foreground, are Leonard, C. A. and P.E.R. C. W. Lybarger; standing, Roland, Charles R. and Jimmie Lybarger.



Above are the four McIntyre brothers who are affiliated with Saginaw, Mich., Elkdom. Left to right, they are Roderick, Roland, Lloyd and Kenneth McIntyre. Right are Robert M. Harden, center, and his sons, all members of Saginaw Lodge. Left to right they are Patrick J., William, Francis and Robert J. Harden.



Above: E.R. Clarence Box of Houghton-Higgins Lake, Mich., Lodge, right, initiated his son, Midshipman Roger E. Box, 1st Class, of the U. S. Naval Academy during his Christmas leave. At left is Est. Lead. Knight Roy DeWitt.

Visiting the Lodges

(Continued from page 33)

Among the guests were Congressman and Mrs. Edward T. Miller and Mayor Calvin G. Lomax. During the evening there was a presentation of checks totalling \$1,230 from Easton Lodge to Memorial Hospital and the Talbot County March of Dimes. Robert E. Cox, President of the Hospital's Board of Directors, accepted a check for \$1,000 from Brother Bowman, and William P. Chaffinch, chairman of the Talbot County Chapter of the National Foundation for Infantile Paralysis, accepted the check for \$230. In his address, the Grand Exalted Ruler praised Easton Lodge for leadership in membership and youth activities, particularly for support of Camp Barrett, the Maryland Elk's Camp for Boys. Mr. Walker expressed disappointment that a previous engagement had prevented Past Grand Exalted Ruler Barrett from being in Easton for the occasion. Dr. Barrett sponsored Easton Lodge and has been a frequent visitor. Past Vice Pres. of the Maryland-Delaware-D.C. Elks Assn. Wm. Edgar Slaughter and Mrs. Slaughter were the official hosts for the lodge at the reception.

Accompanied by Past Grand Esteemed Loyal Knight Charles G. Hawthorne, the Grand Exalted Ruler stopped at **CAMBRIDGE, MD.**, on February 15th to inspect the site of the lodge's new home. Cambridge Lodge has purchased a country estate approximately four miles from the center of town and plans are being made for occupancy in the near future. Lodge members conducted the Grand Exalted Ruler on his tour of the lodge's new property. At noon that day the Grand Exalted Ruler arrived at **POCOMOKE CITY LODGE** to attend a luncheon served by wives of the lodge members. After the luncheon Exalted Ruler A. Brice Dryden and District Deputy William K. Cary conducted Messrs. Walker and Hawthorne on a tour of the town, during which they inspected the proposed ground for the location of a new Elks home. In the evening Mr. and Mrs. Walker were the honored guests at a banquet given by **SALISBURY, MD., LODGE** with more than 400 in attendance. Brother W. E. Porter was Master of Ceremonies for the banquet. Exalted Ruler William Z. Sturgis introduced Mr. Walker to the lodge gathering.

Grand Exalted Ruler's Itinerary*

April	24	Sturgis, Hastings, Lansing, Mich.
	25	Owosso, Saginaw, Flint, Pontiac, Mich.
	26	Toledo, Ohio
	27	Girard, Ohio
	28	Columbus, Ohio (State meeting)
May	4	St. Joseph, Mo. (State meeting)
	5	Wichita, Kan.
	7	Luncheon—Bartlesville, Okla. Dinner—Fayetteville, Ark.
	8	Texarkana, Ark.
	9	Vicksburg, Miss.
	10	Shreveport, La.
	11	Oklahoma City, Okla. (State meeting)

*Subject to change

Father's Day Special! Since 1926! The Halvorfold

Loose-leaf Pass Case, Billfold, Card Case. Note exclusive features. Read Special Offer below



"Made to Order" for ELKS

NOW in its 30th year—The HALVORFOLD bill-fold, pass-case, card-case. Just what every Elk needs. No fumbling for your passes. Unsnap Halvorfold, and each pass shows under separate, transparent face, protected from dirt and wear. Ingenious loose-leaf device shows 8, 12 or 16 membership cards, photos, etc. Also has three card pockets and extra size bill compartment at back. Made of the Finest, Genuine Leathers (see above) specially tanned for Halvorfold. Tough, durable and has that beautiful, soft texture that shows real quality. All nylon stitched, extra heavy. Just the right size for hip pocket. Backbone of loose-leaf device prevents breaking down. You can't wear out the leather body of Halvorfold.

Free Examination! Send No Money—Pay No C.O.D.

Means exactly what it says. No strings. Mail coupon. Halvorfold comes by return mail. Examine it carefully. Slip in passes and cards. See how handy it is. Show it to your friends and note their admiration. Compare it with other cases at more money. I trust Elks and all the Mrs. Elks, who buy annually, as square-shooters. And I am so sure the Halvorfold is just what you need that I am making you the fairest offer I know how. Send coupon.

FREE in 23K Gold, Name, Address and any Emblem. Would ordinarily cost \$2.50 extra. Ideal Gift with friend's name and any fraternal emblem.

HALVORSEN, P.C.M.—Station G—Jacksonville, Fla., Dept. 76

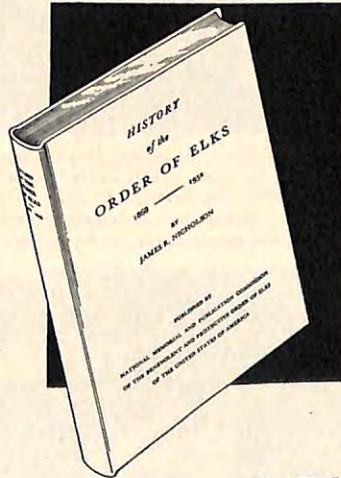
Send HALVORFOLDS for free examination as per instructions below. If I decide to keep them, I will send check at once. If not, I will return merchandise in three (3) days and call the deal closed. (HALVORFOLD comes regularly for 8 passes. For 12-pass add 25c. 16-pass 50c, etc.) Please check stamp at light and below. Also "PRINT" 23K gold engraving instructions to avoid mistakes. Do you want the ELK emblem embossed on the outside? Yes No.

PLEASE CHECK HERE:

Black Brown Calfskin
 Black Brown Morocco
 Gold filled Snap & Corners (\$1.50 extra) to add beauty and strength.

Name: 23K Gold Inside Emblem:

Address: 5% off to save bookkeeping. If you prefer to send cash with order. Money back if not satisfied.



What do You Really Know about Elkdom?

Do You Know—

1. When the Order began?
2. Who started it?
3. How the Ritual originated?
4. How the 11 o'clock toast was created and when?

\$4.17

(incl. postage & Ins.)
 If ordered within N.Y.
 City limits please add
 12 cents for City sales
 tax.

Hundreds of interesting and important facts are told in the book "History of the Order of Elks"—432 pages packed with facts recording the growth and accomplishments of the Elks—145 illustrations interesting to those who cherish their membership in our Order, richly, durably bound—a valuable asset to your home library, your lodge or public library. Send for it TODAY. Learn more about the meaning and value of Elkdom. *Order from The Elks Magazine, 50 E. 42d St., New York 17, N. Y.*

Published by the National Memorial and Publication Commission of the Benevolent and Protective Order of Elks of the United States of America.

LODGE NOTES

On Old Timers Night, Troy, N. Y., Lodge not only paid tribute to 50-year-member Wm. M. Hanna and 36 other Elks of from 25 to 45 years' affiliation, but also bestowed an Honorary Life Membership on Harry H. McCarthy who has been its Secy. for 31 years. Dr. Frank McCormick, who nominated Secy. McCarthy for that office on all 31 occasions, presented the Membership, the seventh given in the lodge's 65-year history.

Another recent recipient of an Honorary Life Membership is Alexander Crossan, who edits Sacramento, Calif., Lodge's outstanding bulletin, "Number Six".

The front page of the Feb. 19th edition of the Terre Haute Tribune carried a story on the crash of a jet trainer plane which claimed the lives of two Terre Haute men. One of them was 37-year-old Major Riegel W. Davis, pilot of the plane and a U. S. Air Force adviser to the Ind. Air National Guard. A photograph of Major Davis appeared with the story, and on the first page of the rotogravure section of that same issue, his picture appeared again, as a member of a class initiated into Terre Haute, Ind., Lodge on Jan. 25th.

At the dedication of the local \$600,000 high school, Littleton, N. H., Lodge donated a large American Flag to that institution, with Secy. Clarence L. Strong making the presentation.

In our March issue we published a photograph of three veteran Macon, Ga., Elks—C. J. Harris, Oscar Bradley and P.E.R. B. C. Jones. The information we received with this picture gave Mr. Jones' year of initiation as 1908. It seems that this was an error; Mr. Jones was initiated in 1898, and so has been an Elk for 58 years.

For 18 years, the Elks of Decatur, Ill., have furnished milk for the crippled children's room at Gastman School. In that time, 13,352 gallons have been delivered at a cost of \$10,000, totaling 213,632 half-pint containers.

The 100-boat procession of the Elks Krewe of Orleanians in the 1956 New Orleans Mardi Gras was led by 15-year-old King John T. Baggett riding with his ten-year-old pages Edwin Fritz and Donald Lecompte. The Kenner Carnival Club's float, titled "Oklahoma", won the grand prize, with first place for top costumes taken by the Lakeview Fun-Lovers, garbed as Indians.



Lawton Lodge chalked up another record with the largest State Assn. President's Class in Oklahoma. Last year, the Lawton Elks were the only group in their State to receive the Grand Exalted Ruler's Gold Star Award. Pictured with the candidates, seated, is State Pres. John W. Coons, fifth from left. Standing are lodge officers, Secy. J. W. Sykes, Est. Lect. Knight Thomas Cullen, Lead. Knight Ray Nowlin, E.R. Don Drumm, Loyal Knight Harold Carey, Chaplain Clyde Helms, Esq. Harvey Mathis.



These long-time Elks were honored by Fort Madison, Iowa, Elkdom on P.E.R.'s and Old Timers Night when 23 men received special membership pins. The oldest living member with 58 years' continuous affiliation is P.E.R. Omer E. Herminghausen, seated center. Of the lodge's 106 affiliates of 25 years or more, three have been members 58 years; one 57; two 56; two 55; one 54; three 52; one 51 and one 50.



This photograph was taken on Charter Member Night, held by Silver Spring, Md., Lodge in connection with its Tenth Anniversary. James McCann, seventh from left, second row, was Chairman for the affair attended by P.D.D.'s Andrew J. Kessinger, sixth from left, foreground, and Ambrose Durkin, former Grand Lodge Committeeman, fourth from left, foreground. E.R. Francis W. Taylor stands second from right, background.



P.E.R.'s Night was observed by Bloomfield, N. J., Lodge with a dinner honoring State Pres. William Thorne and D.D. John J. Graziano, along with current lodge officers and 20 P.E.R.'s. P.E.R. Clifford C. Spatcher was Chairman when nine were initiated and four reinstated.

Winthrop, Mass., Elks Honor Andrew A. Biggio

Nearly 400 Elks and friends of 42-year-Elk Andrew A. Biggio, former Pres. of the Mass. Elks Assn., attended a reception and dinner in his honor at the home of Winthrop Lodge No. 1078.

As Toastmaster, P.E.R. G. J. Carlz presented a cash gift to the guest of honor who immediately turned it over to two of his favorite charities—\$100 to the Elks National Foundation, in the name of the late Daniel J. Honan, another Past State

Pres., and the balance to the Winthrop Community Hospital.

Among the dignitaries who joined in this well-deserved tribute were Past Grand Exalted Rulers John F. Malley and E. Mark Sullivan, Grand Treasurer Edward A. Spry, John E. Fenton of the Grand Lodge Judiciary Committee, State Assn. Pres. Michael J. McNamara, D.D. Frank J. O'Rourke and E.R. William A. English. The sports world was represented by "Dom" DiMaggio, former Boston Red Sox star, and "Swede" Nelson of the self-styled "rubber chicken circuit".

For Elks Who Travel

(Continued from page 23)

substantially altered to permit parents to get away.

Until these prognostications take shape, Americans will continue to go abroad in a steady stream. For those bound for Europe this summer all sorts of services and devices are being offered to make the trip easier, better, cheaper and more rewarding. For instance, in the perplexing matter of money—how to spend it, not how to get it—a suitcase full of devices are on the market ranging from wheels to slide rules all designed to be able to translate a dollar into dinars, rubles, francs, pesetas or utter insolvency. While the wheel and most slide rules don't seem to give enough range to be useful, and the celluloid pad with an attached slider is at nearly \$4, rather expensive, the best bet seems to be the small booklets divided country by country and available at from fifty cents to \$1 which will give you not only a dollar's worth of guilder or a guilder's worth of dollars on a moment's notice, but they also provide tipping information and other useful matters.

For example in France, and indeed, most of the Continent, one is expected to tip an usher in a theater. I suspect one of those black-dress ladies who perform that function in the Broadway theaters would faint dead away if presented with a quarter. In France I have had an usher sell me a program and then say, "The price of the program does not include the service, m'sieu." Oh well, one has to live. While rare is the businessman or visitor who tips a chambermaid for a night's stay at an American hotel, they are always tipped in Britain, no matter how long you've been sticking around. A British expert has told me that you can figure British hotel tipping by counting on half-a-crown to the English pound, or about 30 cents to \$2.80. If your bill is four pounds, then you should be leaving about \$1.20 minimum spread among all employees who have given you service—chambermaid, porter, waiter and doorman if he has gotten you a cab or helped to load luggage. You may give this amount to the front desk at British hotels and bid them to distribute it fairly. Any traveler from the U. S. who has tried to figure out ten per cent of 5 pounds, 7 shillings and sixpence is up against a problem that only IBM or an Englishman can solve.

Well, now back to money. Of all things, one outfit with headquarters in New York, is offering money—foreign money—done up in shiny cellophane bags to take abroad with you. The company is called Perera and they have offices in Rockefeller Center, at Idlewild Airport and in Miami. Any of these establishments will whip up a custom-tailored bundle of cash for you depending upon what countries you visit, how long you

plan to stay, and the advantages of the rate of exchange.

Turkey, for example, offers a saving of nearly sixty per cent if you buy their money here. Finland offers a saving of 30 per cent, and such well traveled countries as France and Spain offer about 12 per cent. Perera makes up the envelopes in \$100 denominations divided among the countries on your itinerary, the idea being to allot you enough foreign currency to take care of your immediate tips and transfer charges. Naturally, they would like to sell you enough hoo-dle to cover your expenses while abroad, but since this is frequently an unknown quantity, they are happy to buy back what you have left over. They will, to be sure, as will any money-changing house in the States, advise you what the legal limits are when taking foreign monies into a foreign country. Nobody wants to see you in the Bastille.

While Europe gets better trains and better planes every day, one phase of travel abroad which has been vastly on the increase is, as the experts have noted, car hire. Now I wouldn't recommend hiring a car and tooting around Europe for one who has never been there. For one thing the whole tenor of things is different. City traffic, particularly in Paris and Rome, tends to be somewhat less disciplined than ours. And once you're out in the country, especially in places like Switzerland, Italy, Austria and to be sure, Denmark and Holland, you must be ready to tilt through traffic with the hordes upon hordes of bicycles.

However, after a seasoning in the ways of Europe, more and more tourists are arranging to have cars meet them upon their arrival in Britain or on the Continent. There are all sorts of ways this can be worked: out and out rental, out and out purchase, a purchase with a guaranteed resale when you are through with your trip, and so forth. An example of the resale plan is a small Renault which can meet you at the dock upon the payment of \$995. You own the car and you naturally pay for the gas, oil, and repairs. When you're ready to leave for home you can sell it back to Renault at the purchase price less depreciation—\$125 for the first month, \$75 for the second, and \$50 for the third. If you ride around Europe long enough you might as well keep it, and once home it will prove a blessing if you live in a big city. If you buy a car abroad and bring it back home with you, you can charge the purchase price against your \$500 duty-free allowance if your initial arrangements for purchase were made abroad, and so were "incidental" to your trip. Should you make your arrangements for purchase here and delivery abroad, you're stuck for duty. However, there are some advantages to this plan too, notably, the fact that you can have the kind of car you desire when you want it and where you want it without taking potluck at the factory.

HOW WALL STREET JOURNAL READERS GET AHEAD By a Subscriber

"One day I picked up The Wall Street Journal in a railroad club car. I expected dull reading. Imagine my surprise when I found some of the brightest, most interesting articles I ever read.

"I sent for a Trial Subscription. For the first time in my life I began to understand why some men get ahead while others stay behind. I learned about the far-reaching changes taking place in America. I found out about new inventions, new industries and new ways of doing business that are helping ambitious men earn money. My Trial Subscription to The Journal cost me \$6. It showed me how to increase my income."

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 the U.S., The Journal is printed daily in five cities—New York, Washington, Chicago, Dallas and San Francisco.

The Wall Street Journal has the largest staff of writers on business and finance. It costs \$20 a year, but in order to acquaint you with The Journal, we make this offer: You can get a Trial Subscription for 3 months for \$6. Just send this ad with check for \$6. Or tell us to bill you. Address: The Wall Street Journal, 44 Broad St., New York 4, N. Y. EM-5

ENJOY TRAVELING WITH AMERICA'S FINEST AUTO COMPASSES



TRAVELITE \$5.95

(ILLUMINATED)

GUIDEWAY \$4.95

(NON-ILLUMINATED)

OILY COMPASS

APPROVED BY

AUTO MAKERS

DINSMORE...

Shows you the right way — the short cuts. Always accurate and dependable anywhere. Fits all cars. Send for free folder — "Pants, Knives and Compasses" and name of nearest dealer.

DINSMORE INSTRUMENT CO. 1812-29 Kelso Street, Flint 1, Mich.

REAL ESTATE BROKER

PAYS BIG! SEND FOR FREE, BIG, ILLUSTRATED CATALOG NOW! Graduates report making substantial incomes. Start and run your own business quickly. Men, women of all ages, learn easily. Course covers Sales, Property Management, Appraising, Loans, Mortgages, and related subjects. **STUDY AT HOME** or in classrooms in leading cities. Diploma awarded. Write TODAY for free book! No obligation. Approved for World War II and Korean Veterans **WEAVER SCHOOL OF REAL ESTATE** (Est. 1936) 2020H Grand Avenue Kansas City, Mo.

FREE BOOK TELLS NOW!

Become an

ACCOUNTANT-

Auditor — C. P. A.

The demand for skilled accountants—men who really know their business—is increasing. National and state legislation is requiring of business much more in the way of Auditing, Cost Accounting, Business Law, and Income Tax Procedure. Men who prove their qualifications in this important field are promoted to responsible executive positions.

SEND FOR FREE BOOK

Knowledge of bookkeeping unnecessary. We train you from ground up, or according to your individual needs. Low cost; easy terms.

Send name and address on the lines below for free illustrated book describing the LaSalle Accounting training and the opportunities in this highly profitable field.

LASALLE EXTENSION UNIVERSITY
A Correspondence Institution

417 S. Dearborn St., Dept. 5328H, Chicago 5, Ill.

Name.....

Address.....

City..... Zone..... State.....



This photograph of Past Exalted Rulers of Minot, N. D., Lodge includes C. D. Aaker, who has been lodge Organist for 47 years, extreme right, second row; W. E. Tooley, who has been Treas. for 35 years, second from right, third row, and R. W. Kennard, who was E.R. 35 years ago.



Franz A. Swanson, center, who served Moline, Ill., Lodge as E.R. in 1905, was honored at the lodge's annual P.E.R.'s dinner-meeting when Allen Clewell, right, presented a diamond P.E.R.'s pin to him in the presence of Wilbert Larson, of the P.E.R.'s Assn. Pres.

NEWS of the LODGES

News of Toledo, Ohio, Lodge

Toledo Lodge No. 53 has sponsored a Boy Scout Troop for many years, until last year. Then, at the request of E.R. Edwin A. Clay, Fred Ehrle, who headed the Scout Committee for 30 years and is now Honorary Chairman, built another Troop. The 22 boys were guests of the lodge at a dinner and, under the leadership of Scoutmaster Ernest Hilgeman, participated in Boy Scout Week, and erected a window display on Scouting.

For 31 years, Tiler Roy T. Hunter has guarded the outer door for Toledo Lodge at all its weekly sessions. Not long ago he experienced a "first" when he was escorted to the lodge room and "sat in" on a session for the first time. P.E.R. Edward J. McCormick, Jr., delivered an address praising Mr. Hunter's faithful service. Initiated in 1920, the 75-year-old Tiler was first installed on May 18, 1924.

When No. 53 paid tribute to its 15 50-year-members some time later, the presentation of special pins was handled by Mr. Clay, the lodge's first Old Timer-Exalted Ruler.



The talented Glee Club of Omaha, Neb., Lodge performs frequently for other civic and fraternal organizations, and the VA hospital patients. Not long ago, the singers gave a concert at the Florence Home for the Aged where two members of the lodge are residents. The Club is pictured on that occasion with the Elk residents, 95-year-old Wm. S. Gaebler, seated left foreground, a 36-year member, and 95-year-old Otto Mielke, a 46-year member, seated at right foreground. At the extreme right is Billy Meyers, Director of the musical group.



These are the veteran Appleton, Wis., Elks who were honored on Old Timers Night this year.



Chet Weik, left, a 35-year-Elk, is chiefly responsible for the successful completion of this March of Dimes display at the home of Wausau, Wis., Lodge, and for another, even larger display in the grill of the lodge home. At right is Club Mgr. Walter Brunsch.



This is the Wichita, Kans., Elks' Quartet, known as the official State Elks' Quartet, the "Mellotones". The singers, Skip Skelton, Harold Tweedy, E. D. DePoe and Herb Holman, left to right, perform at many local and State functions, and frequently entertain at the VA hospital.

Business Outlook

(Continued from page 21)

sound because it is well-known that the steel workers will demand a material increase in wages this year. If these demands are granted, it will automatically lead to an increase in steel prices. If, on the other hand, the demands are not granted, it will lead to a strike which could be prolonged in character. In any event, it is, therefore, desirable for steel users to accumulate inventories. On July 1st either a steel contract will be signed or we will be in the midst of a steel strike, and accumulation of inventories of this important commodity is bound to come to an end. Similarly, the accumulation of other inventories may reach its peak in the second quarter and either level out or decline in the third quarter. As is well-known, the movement of inventories has a pronounced effect on business activity.

During 1956 the total volume of consumer credit increased by \$6,400 million. This increased materially the purchasing power of those who mortgaged their future income in order to meet their present demands. During the present year, and particularly during the second and third quarters, consumer loans will either remain level—which means that repayments will be equal to new borrowing—or they may decrease—which means that repayments of outstanding debt will exceed new borrowing. If consumer credit outstanding during the year remains unchanged the difference in buying of durable goods between 1955 and 1956 will be \$6,400 million. If consumer credit should decrease by \$1 billion, the difference will be \$7 billion as compared with a year ago and a decline of such magnitude is bound to be felt in the economy; it could have an impact on employment, hence on spending.

PATTERN OF BUSINESS

The above analysis, however, should

not be interpreted to mean that business activity is headed toward a serious nose-dive in the third quarter of the year. The pattern of business of the United States has undergone a considerable change. The principal characteristic that business has assumed in the post-war period is that of a "rolling readjustment". In essence this means: (1) Business activity on the whole remains at a high level, employment is satisfactory, disposable income is either steady or actually increasing. (2) Some sectors of the economy tend to decline while others tend to increase.

For example, during the present year durable consumers' goods, notably automobiles, as well as home starts will tend to decline. On the other hand, the other sectors of the economy are likely to increase. The only question is whether or not the improvements in some sectors will be strong enough to counteract the decline in others. In 1948-49, and again in 1953-54, the strong factors were not capable of counteracting all the weak factors, with the result that business activity in general witnessed a decline. The duration of such a decline is usually not long. The same developments are likely to occur during the third quarter of 1956. Some sectors of the economy will decrease while others will increase. In all probability the declines will be caused by the decrease in the output of durable consumers' goods and by the liquidation of inventories. The decline, however, that may take place is not likely to last long nor to go very far. Within a reasonably short period of time the readjustment should have been completed and the business curve will resume its upward long-term trend.

COMPETITION KEENER

Notwithstanding the high level of business activity, satisfactory employment, and high disposable income, competition has become keener than ever before and this trend will continue. Moreover, in

HENRY S. LINDSLEY DIES



Judge Henry S. Lindsley, well known in political circles in Colorado and for many years a member of Denver Lodge No. 17, passed away Feb. 17th following a sudden heart attack on the eve of his 53rd birthday. He had suffered a previous attack in September while vacationing in San Francisco.

A Past Exalted Ruler of his lodge and former Chief Justice of the Grand Forum, Judge Lindsley was a member of the Colorado Supreme Court at the time of his passing. His death concluded a distinguished 23-year career on the bench—four in the Justice Court, 18 in the District Court and one in the Supreme Court.

He is survived by his wife, Jean, and two aunts, Mrs. William Steele of Chattanooga, Tenn. and Mrs. Field Sherman of Los Angeles.

GET BARGAIN ADDING with a BURROUGHS!



BURROUGHS ADDING MACHINE

A Burroughs will give you a lot of adding machine satisfaction at savings that mean a lot! Dependable, fast, easy to operate, it packs a lifetime of low-cost operation. For proof that it does, call your local dealer or our nearest branch office for a demonstration on your job. Burroughs Corporation, Detroit 32, Michigan.



Burroughs

★ Midwest CADDIES

For easier, faster handling of



A style and size for every need.

FOLDING CHAIRS AND TABLES

- Saves time!
- Saves effort!
- Reduces noise!

Moving and storing of folding chairs and tables becomes a pleasure with a MIDWEST CADDY.

Write for FREE catalog

Midwest FOLDING PRODUCTS CASES CORP.
Dept. 32 E ROSELLE, ILLINOIS



Everlasting Bronze BOOK OF MEMORY

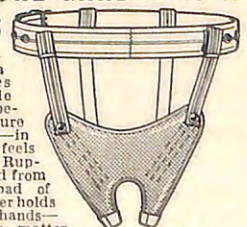
For listing 100 to 3000 names economically. Write for free folders including photos of hand-chased cast bronze plaques.

NEWMAN BROTHERS, Inc.
Dept. 722, Cincinnati 3, Ohio

Such SAFE Comfort for Rupture!

Wear RUPTURE-GARD Like A Pair Of Shorts

If you have a reducible inguinal hernia Rupture-Gard makes you more comfortable two ways—in body, because no cruel pressure grips and binds you—in mind, because rupture feels so safely supported! Rupture-Gard is suspended from the waist. Double pad of firm molded foam rubber holds rupture like a pair of hands—moves with body, no matter how sharply you move. Washable; adjustable as trouser-belt. 30-day trial; money-back guarantee. Order today—\$9.95 postpaid—just give waist measure.



THE KINLEN CO., Dept. EK-56W
809 Wyandotte, Kansas City, Mo.

spite of the boom, the number of failures remained large and the number of liquidations and of mergers continued to grow. These tendencies will be felt throughout the entire year and beyond. Business concerns—large or small—which cannot adjust themselves to the constant increase in the cost of production and the increased competition will fall by the wayside, or will be liquidated, or will be absorbed by other, better-managed companies.

Although Congress as well as the Administration has shown considerable concern over the rapid merger movement and although legislation may be passed which may make mergers somewhat more difficult, the movement will continue unabated. The reasons for the merger movement at present are not, as in the past, motivated by immediate financial gain; rather they aim to increase the competitive position of the individual concern through widening of markets, diversification of products, and increasing the productivity of machinery and equip-

ment and the ability to spend more and more on research.

TO SUM IT UP

Although the economy continues to operate at a high level, the peak of the boom has already passed. Business activity during the next two or three months is likely to be at the same or somewhat lower level than prevailed during the first quarter of the year and then witness a minor decline.

The decrease in business activity will be felt primarily in the durable consumers' goods industries and in home building. Most other sectors of the economy should either remain at the present level or actually increase. The latter will be the case in those industries which produce capital producers' goods such as machinery and equipment. The demand for soft goods, food and services will remain strong.

Competition will become keener and the cost of doing business will continue to rise. Wage costs are mounting and

not all increases can be shifted on the ultimate consumer. The increase in wages in part will be counteracted by increased productivity; in part it will be reflected in higher prices and lower profit margins.

The decline in business activity will not go far nor last long. Any decrease accompanied by a rise in unemployment will cause a change in the credit policies of the Reserve authorities. The availability of credit will increase and the cost of money will tend to decrease. This will have a favorable effect on the sale of public securities, hence on public works as well as on the mortgage market and on home building.

Finally the economy of the country is strong and growing. The population and its standard of living are rising. Once the credit position of the individual who borrowed freely during the last year is improved and new models of durable consumers' goods, notably automobiles, appear in the market the economy will resume its upward course.

They Govern Golf

(Continued from page 9)

Founded sixty-one years ago, the USGA is a non-profit organization composed of 2,000 of the country's more than 5,000 courses and clubs. Each pays between \$15 and \$35 in yearly dues, the difference depending upon the number of holes the course has and whether or not that course is a chartered club.

These member clubs elect an executive committee of fifteen persons each year. This committee in turn appoints the members of fifteen sub-committees, comprising some 400 different men and women from every section of the country. Each of them—committee and sub-committee members alike—pays his own way to and from meetings and championships. He doesn't receive a dime for his time.

For the past six years the USGA has had its headquarters at 40 East 38th Street, four blocks south of Grand Central Terminal in the once-exclusive Murray Hill section of Manhattan. It occupies three floors of a superannuated town house built by J.P. Morgan the Elder, which it has incorporated under the name of "Golf House." The first floor consists of a foyer, a receptionist's desk, and the book-keeping department. The second includes the library and executive offices. And the third holds the bulk of the museum, parts of which have been put on display in glass cases lining the walls of the foyer and the library.

The Morgan home was purchased, renovated, and furnished at a cost of \$110,000. Every penny was donated by golf fans, whose names have been permanently inscribed on a scroll. They come from every conceivable walk of life.

The business of the USGA is handled at Golf House by a paid staff of twelve people, supervised by Joe Dey (rhymes

with high) who has been the USGA's Executive Director for the past fourteen years. With a total of twenty-one years at the USGA, Dey is reputed to know as much about the game of golf as anyone in the world, and he probably does. He can recite the Rules of Golf almost verbatim; rattle off tournament results back to the turn of the century; call thousands of US golfers by their first names.

At forty-eight, Dey is greying handsomely about the temples. Quiet-spoken, immaculately mannered, he dresses in the studied conservatism of a man who will never forget he went to an Ivy League school. A newspaperman ever since he was a teen-ager, Dey matriculated at the University of Pennsylvania while working as a reporter for *The Public Ledger* in Philadelphia. Before graduating, however, he shifted his work to the *Times-Picayune* in New Orleans, where he had been raised. Later, he returned to Philadelphia as a golf writer for *The Evening Bulletin*. From there he went to the USGA.

"The USGA is the beneficiary of talent you couldn't buy," says Dey. "Why, during the 1954 Open, in New Jersey, the members of Baltusrol put in an estimated 10,000 man-hours getting ready for the championship. That doesn't count the time our executive committee and our sub-committees put in. Suppose you had to pay them?"

The answer to this question is simply that you couldn't. The USGA's share of the gate receipts from the '54 Open was \$90,188, an all-time high. This wouldn't pay the salary of any two USGA officers.

More or less typical of them is Richard S. Tufts, who was elected President this year. Mild-mannered, Harvard-bred Dick Tufts has been a North Carolinian for

most of his fifty-eight years. He is also president of Pinehurst, Inc., a tweedy golf resort sixty miles south of Raleigh. One of the best-qualified presidents the USGA has had in years, Tufts served as chairman of six different sub-committees during his ten-year term as a lesser officer.

As President, Tufts is heir to the old problem in golf of organized gambling, which last year reached scandalous proportions when two ringers took down the lion's share of a Calcutta pool on Long Island by playing under false handicaps, one of them under an assumed name.

When Tufts took office last January, the USGA delivered the following resolution: "The United States Golf Association disapproves of gambling in connection with golf tournaments because of the harm it can do the best interests of the game. Golf is a game to be played primarily for its own sake, especially amateur golf. When it is played for gambling motives, evils can arise to injure both the game and the individual players.

"Therefore, the United States Golf Association urges its member clubs, all golf associations, and all other sponsors of golf competitions to prohibit gambling in connection with tournaments.

"The Association will deny amateur status or refuse entry for USGA championships to players whose activities in connection with gambling are considered by the association to be contrary to the best interests of golf."

What does all this mean? It means, first of all, that if you play in a tournament which features a Calcutta pool, however small, you will thereafter be considered a pro. And what does this mean? It means that all the country's pseudo-professionals, quasi-professionals, and semi-profes-

sionals—the “golf bums”—who flit from one Calcutta pool to another scavenging for amateurs who have to work for a living, will be no more. And *this* means that golf, a game many people think will one day be this country's national pastime in fact if not in title, will never have a “Black Sox” scandal.

Unquestionably, the major accomplishment of the USGA has been in making the Rules of Golf as succinct as they are.

Consider the number of golfers there are in this country—about 3,500,000. Then consider the number of rounds each plays each year—a bare minimum of ten. Then consider the number of strokes they average—almost 100. Multiply all these and you have a fair idea of how many situations the Rules of Golf must cover each year. In the light of this, it is surprising that the Rules are not as big as a phone book. Actually, they are printed on a pamphlet you can slip into your back pocket.

This year the Rules contain a re-wording of the definition of casual water, a re-wording that illustrates the pains to which the USGA goes to make the Rules inviolable. Until this year the definition had been “any temporary accumulation of water which is not a hazard of itself or which is not in a water hazard.” It was changed to read: “Any temporary accumulation of water *which is invisible before or after the player takes his stance and* which is not a hazard of itself or which is not in a water hazard.”

This twelve-word phrase took six years to compose. It involved countless discussions and dozens of letters between USGA officers and members of the Royal Ancient Golf Club, with whom the USGA keeps its rules uniform.

Silly? Not so much as it may seem. Until this re-wording, a golfer could have forced casual water from damp ground by mashing his feet, which of course would have made the water not very casual. Now, this golfer may have only been playing for a fifty-cent Nassau. But then, too, he may have been playing for the Open Championship.

A heart-rending penalty was enforced on Byron Nelson in the 1946 Open. Nelson was penalized a stroke (the one stroke by which he eventually lost the title) because his ball had been moved by an outside agency. That outside agency happened to have been his own caddie, who accidentally kicked the ball as he was being jostled by the gallery. Purely an accident, of course. But with another caddie or another pro, it might not have been.

Of course, golf is a whole lot more than a game to be played superbly by the Hogans, Mangrums and Nelsons. There are thousands of others who play not so superbly and who enjoy the game just as much if not more. Among these dyed-in-the-wool golfers there are a surprising number of what one of them refers to as “dyed-in-the-cashmere” golfers, or golfists. These people, in addition to playing the game as vehemently as any pro, study

its history as passionately as some people study the Civil War, and collect old clubs and balls the way some people collect antiques.

In recognition of them, the USGA has spent the past 25 years enriching its library and museum. Together, this library and museum form what is one of the most historically significant collections of memorabilia and artifacts in the world of sports. They include more than a thousand books on golf, one of which is an instruction book printed in Braille; over 800 different types of tees; a century-old ball valued at \$3,000; every known design of club ever used, including a set of clubs for *kolf*, the medieval Dutch game from which golf is said to have been derived.

Many of these clubs once were used by famous players. Easily the most important of them is the wood-shafted, blade-type of putter known as “Calamity Jane.” With it Bob Jones won eleven of his twelve major championships, including the four which constitute his never-to-be-equalled Grand Slam—the Open and Amateur championships of both the USGA and the Royal & Ancient Golf Club. It is on display in a glass-covered case in the library together with the ball with which he won the USGA Amateur in 1930 and the attested card showing hole-by-hole the manner in which he defeated Eugene Homans 8-and-7 in the final, thus completing what has been termed “the impregnable quadrilateral of golf.”

While it has been golfers such as Bob Jones and the lore which surrounds them that has made golf, it has been the USGA which has kept golf, kept it for the big-league likes of Snead and Hogan. This is confirmed at eight a.m. on the second Thursday of every June when the Open Championship begins, when Joe Dey glances at his watch, scans the first fairway, and then turns to the first threesome, saying, “Play away, gentlemen!”

Thus begins the one and only occasion when a man can prove indisputably that he is golf champion of this country. His proof will come in a variety of forms no other tournament can match.

For one, the size and caliber of the field will leave little doubt that someone other than the eventual champion might have won it had that someone not been absent. Everybody who is anybody shows for the Open. Last year there were more than 1,800 entries. “I suppose all players, including the greatest, want to win the Open,” says Joe Dey, “because it is just that—open to everyone.”

For further proof, there is the course on which this champion will win. Although the championship is held at a different site each year, this site may safely be said to be the toughest-fairest course in golfdom at the moment. Four years in being prepared for just this event, it is architecturally the last word in golfing landscape. The USGA has seen to that. Their very exacting standards of what a championship course ought to be actually

(Continued on page 45)



**Monroe
FOLDING
BANQUET
TABLES**

Direct Prices & Discounts to Clubs, Churches, Lodges, Schools and All Organizations



TSC Chair Truck

MONROE TRUCKS
For storing Folding Tables and Chairs the easy, modern way. Each truck handles either tables or chairs. Construction of Truck No. TSC permits storage in limited space.



TSS Table Truck

WRITE FOR CATALOG, PRICES AND DISCOUNTS

THE Monroe COMPANY
90 CHURCH STREET, COLFAX, IOWA

Would You Like to Make \$1,000 A MONTH?

That's what Stanley Hyman made selling the amazing new Presto Fire Extinguisher! Many others "cleaning up"—no can you! Amazing tiny new extinguisher ends fires fast as 2 seconds. Guaranteed for 20 years! Sells for only \$4.95! Write for Free sales kit. No obligation. (If you want a regular Presto to use as a demonstrator send \$3.00. Money back if you wish.) Merlite Industries, Dept. P-41F, Presto Div., 114 East 32nd Street, New York 16, N. Y.

SPECIAL SAFETY DISCOUNT
for Elks—More than 20% off.

Spare Your Child from Tragedy with the Samson "Small Fry" Child's Safety Belt. Now your Child may safely sit or stand while riding.

"SMALL FRY" REGULARLY \$9.95. SPECIAL ELKS' PRICE \$7.95.

THE WORLD'S MOST HONORED BUCKLE
SAMSON AUTO-SEAT BELT—among the first to be Approved by State of California.

SAMSON ADULT DELUXE \$11.95. SPECIAL ELKS' PRICE \$9.50.
Satisfaction guaranteed.
Send check or money order to:

SAMSON
SAMSON AUTO SEAT BELT COMPANY, INC.
345 SOUTH LINCOLN STREET — BURBANK, CALIFORNIA

ELKS ROAD SIGNS

Welcome visiting Elks to your Lodge by erecting these signs on main highways into your city.

30" Emblem sign in five colors, vitreous porcelain enamel on steel.

10" x 24" por. enam. plate with 3 lines of lettering available in 2 colors. F.O.B. Chicago

\$29.75

Allow 3 weeks for shipment (We do not supply post)

RUSSELL-HAMPTON CO.
303 W. MONROE ST. CHICAGO 6, ILL.

OVER 30,000 IN USE!

THROW AWAY YOUR OARS!

★ Ideal for FISHERMEN, DUCKHUNTERS, SAILBOATERS... BOATS UP TO 20' LONG!
★ Precision Engineered & Guaranteed!
★ Boat glides swift, silent... Leaves one hand free for trailing! Approved By SPORTSMEN'S RESEARCH

HYDRO-FIN

DEALER INQUIRIES INVITED 17517 Mack Ave. Detroit 24, Mich. SEND FOR OUR FREE BOOKLET!

NEW Sensational "MAR-KIT"

GOLFING Accessory Aids Your GOLF Game 4-PROVEN WAYS. Here's the spectacular way to advertise your business on the golf course. MAR-KIT makes new customers everyday. Packed indiv. cellophane bag. 100 MAR-KITS Imprinted with 3 lines of your copy 40c ea. Quantity discounts. Sample 50c.

R. R. MCKENZIE CO.
7630 Sancola, Sun Valley, Calif.

500 Beautiful NAME & ADDRESS LABELS

500 Gummed Labels printed with ANY name and address (or ANY WORDING up to 15 words) only 35c; or THREE sets \$1.00, or SEVEN sets, \$2.00! Stick on letters, pkgs., books, etc. Same or different name on each set. FREE with order—Agents and Fund-Raising Plans. Order NOW! Money-back guarantee. WESTERN STATIONERY, Dept. 327, TOPEKA, KANS.

30% MORE SEATING CAPACITY

American Seating's new folding chair has independent-fold seat, saving nine inches over normal back-to-back spacing. Upholstered spring-arch seat. Body-contour styling. Wide choice of colors and upholstery.



Write Dept. 180-F.

AMERICAN SEATING

Grand Rapids 2, Michigan

Branch Offices and Distributors in Principal Cities

FREE FOR ASTHMA

If you suffer with attacks of Asthma and choke and gasp for breath, if restful sleep is difficult because of the struggle to breathe, don't fail to send at once to the Frontier Asthma Company for a FREE trial of the FRONTIER ASTHMA MEDICINE, a preparation for temporary symptomatic relief of paroxysms of Bronchial Asthma. No matter where you live or whether you have faith in any medicine under the sun, send today for this free trial. It will cost you nothing. FRONTIER ASTHMA CO. 449-A FRONTIER BLDG. 462 NIAGARA ST. BUFFALO 1, N. Y.

Do FALSE TEETH

Rock, Slide or Slip?

FASTEETH, an improved powder to be sprinkled on upper or lower plates, holds false teeth more firmly in place. Do not slide, slip or rock. No gummy, gooey, pasty taste or feeling. FASTEETH is alkaline (non-acid). Does not sour. Checks "plate odor" (denture breath). Get FASTEETH at any drug counter.

RUPTURE-EASER

(APiper Brace Truss) ®



Right or left Side \$4.95

Double... \$5.95 No Fitting Required

Pat. No. 2606551

A strong, form-fitting washable support for reducible inguinal hernia. Back lacing adjustable. Snaps up in front. Adjustable leg strap. Soft, flat groin pad. No steel or leather bands. Unexcelled for comfort. Also used as after operation support. For men, women, children. Mail orders give measure around the lowest part of the abdomen and state right, left side or double. We Prepay Postage except C.O.D.'s.

PIPER BRACE CO.

811 Wyandotte Dept. EK-56 Kansas City 5, Mo.

Rod and Gun

(Continued from page 17)

her fur mittens and put it on the end of her staff; then, as the bear opened its jaws to crush her, she rammed the fur mitten down its throat. This bit of strategy unnerved the bear completely. It turned tail and ran down the trail, and thereafter the bears ceased their marauding.

In our sophisticated society of today we are inclined to treat the subject more lightly, but with an approach, nevertheless, that takes for granted the awesome qualities of the creature. Like the typical story about the hunter who went up in the mountains of eastern Tennessee to hire a bear guide. According to his directions he located the cabin, but there was no one around but a spindly-legged kid.

"Where is Mr. Tolliver?" the visitor asked.

"Pappy? Gone b'ar huntin'."

"Tell me, son, what calibre rifle does he use for bears?"

"Rifle? Pappy uses a buggy whip."

"A buggy whip! Why?"

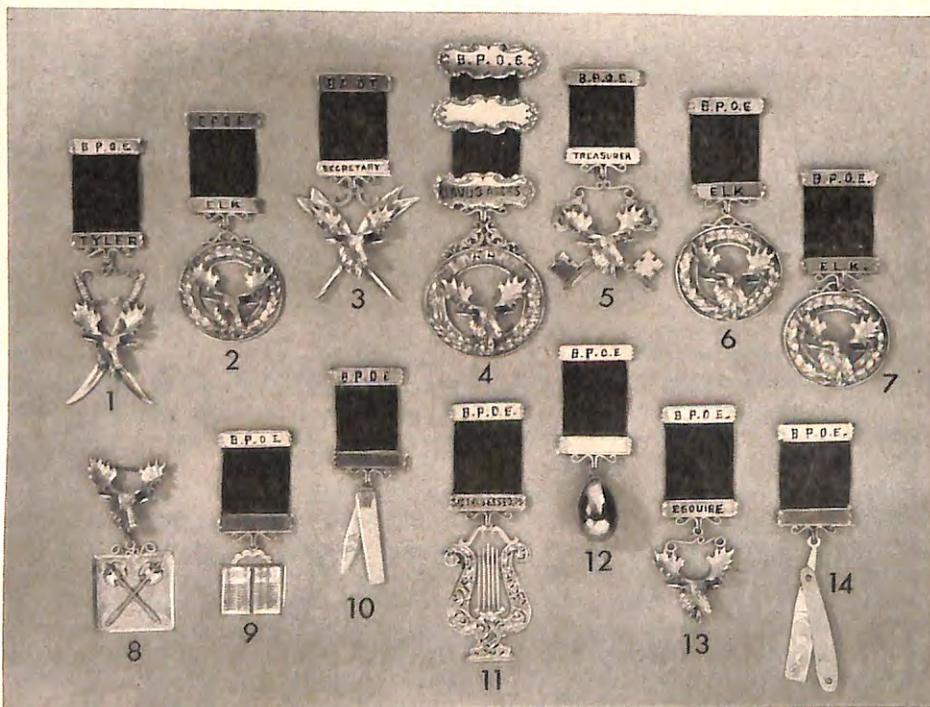
"Don't cost so much. Come on, we kin find 'im."

A few minutes later they heard a terrible commotion and the hunter ran ahead. He found a big bear and pappy rolling on the ground, tangled in a mass of fur, arms and legs. The bushes were broken and the ground churned raw, and it looked as though the bear was

winning. Eventually the boy came ambling up, idly picking his teeth, and leaned against a tree. Just in the nick of time, old man Tolliver's arm shot out of the rolling, snarling mass flashing a long knife in his hand. For the first time the boy got excited. "Look out, pappy," he hollered. "Don't spile his hide."

But whether treated with humor or awe, respect for the word bear definitely exists in modern man. Typical of the general attitude is a conversation a couple of us had with a New Hampshire farmer last fall. We had stopped to ask his permission to hunt his alder patch for woodcock and partridge. The permission was granted willingly enough, but not without first telling us a tale of woe and intimating that we were hunting at our own risk. The night before, he said, a bear had routed his dairy herd, resulting in a broken fence and a morning spent rounding up the cows and getting them back in the pasture. There was a hush to his voice, as though he were speaking of a demon rather than a flesh-and-blood black bear. We asked if he had seen the bear or its tracks. "No," he admitted, "but it was a bear right enough, and I allow it was a big un. Could have killed one of my best animals, he could."

We didn't question him further. He may have been right. It doesn't take much to spook a bunch of cows. A night-



District Deputy Frank G. Payne, Jr. of Roanoke, Va., Lodge, the home lodge of Grand Exalted Ruler Walker, recently sent this set of historic Elk lodge officers' silver jewels to the Magazine, which will preserve the jewels until such time as the Grand Lodge establishes a place for Elk memorabilia. The jewels date back so many years that the exact use and identifications of some of them are not known either at Roanoke Lodge, or at the Magazine. No. 1 is for the Tiler, spelled Tyler on the pin; Nos. 2, 6, and 7, Chair Officers; No. 3, Secretary, No. 4, Exalted Ruler, No. 5, Treasurer, No. 9, Chaplain, No. 11, Social Session and No. 13, Esquire. Nos. 8, 10, 12 and 14 are unidentified; and if any members of the Order have some suggestions about them, we here at the Magazine would very much appreciate receiving them.

TRAVELGUIDE

We have been receiving an unusual number of requests for the folder on the 1956 Hawaiian Post Convention Tour. This indicates tremendous interest in this year's tour, and we suggest you make your reservations NOW. If you wait, it may be too late! Write, Air Mail, today to M. O. Isherwood, Hilo Lodge, B.P.O.E., 150 Kinoole Street, Hilo, T.H.

★ ★ ★

The Canadian National Steamship Company's "Prince George" will make eleven trips to Alaska this summer. Beginning June 7th, through the inside passage, stops northbound from Vancouver will be made at Prince Rupert, Ketchikan, Juneau and Skagway. On the return Southbound the "Prince George" will put in at Wrangell and Ocean Falls. There will be time for sight-seeing ashore and trips for the ten days, with the ship as your hotel in port, run from \$195 to \$295 plus tax.

★ ★ ★

A new law just going into effect raises passport fees when application is made through state or county courts. The increase was authorized to allow the clerks of these local courts to charge a \$2 fee instead of the former fee of \$1. Application for passports through the Federal Courts and the Government Passport agencies remain at \$10 total whereas in the local courts the total fee will now be \$11.

★ ★ ★

In a letter from Secretary Latte of the Honolulu Lodge, he suggests that we have not adequately acquainted the Malihini Brothers (Mainlanders) of the exceptional facilities of the Honolulu

prowling bear wandering by could have done it. More than likely, though, Old Betsy or Brownie discovered a weak spot in the fence and pushed through to taste that greener grass on the other side, or at worst a pack of dogs could have stampeded his herd. But there would have been no point in trying to tell him. Nothing could have convinced him that anything but a rogue bear had caused his trouble.

The Alaskan brown bear of today is a huge and majestic creature that warrants some such feeling. While docile enough most of the time, he has the physical equipment—and occasionally the temper—to command the respect of any man. But anyone who has spent any great amount of time in Eastern woods knows that this is hardly true of a black bear. In spite of his respectable size—and his name—he is anything but a bold and reckless individual. He is not the big, bad king of the woods and he knows it. In fact, the black bear is one of the most timid and elusive animals we have. Clown that he is, I'm sure he would be

Lodge. Among other things he says, "Our building is situated on the most desirable piece of ground on the beach at Waikiki. We have accommodations (for men only) at the staggering rate of \$2.50 per day or \$45.00 per month. All other facilities such as dining rooms and cocktail lounge are open to visiting members, their wives and guests. Complete and excellent dinners are served every day." We are happy to publish the above information and would welcome similar reports from the Lodges that offer their facilities for the comfort and entertainment of traveling Elks.

★ ★ ★

The Forty-Eighth Annual Rose Festival at Portland, Oregon, will be held this year June 4th through the 10th. Arrangements have been made with Walt Disney for a Disneyland theme for the entire festival and the usual events such as crowning the Queen, The Stadium Show and the Golden Ski Race will be featured.

★ ★ ★

And that reminds us that golf weather is not far off and for those planning to be in or near Bedford, Pa., this summer we suggest a stop at the Bedford Elks Country Club. Try their sporty nine-hole course and in season also enjoy hunting, fishing, tennis and horseback riding. The club has access to about 50 rooms and runs its own special dining room.

★ ★ ★

Changes in the "Family Plan" on the railroads and Air lines have and are being made on the time the plan is in effect. The railroads and some of the air lines now have it in effect only on Tuesday, Wednesday and Thursday. Some, however, put it into effect at noon Mondays and it runs to noon Thursday . . . so check before you start out.

flattered to know that he might scare anyone.

This isn't to say that he is innocent in all respects. He will go after food whenever and whenever he can find it. He may slash the bottom of an overturned canoe to get at grub sheltered beneath it; he can play havoc around an empty camp, and he may even break into a deserted cabin if he can smell a meal; and he certainly can make himself unpopular in an apple orchard, but ordinarily he isn't vicious with man as are some big game animals.

The black bear is a comparatively numerous animal in deep woods throughout the East all the way from the Everglades of Florida to the hills of New England. Any deer hunter or bird hunter who is observing and can read signs knows this to be a fact. Yet a bear is seldom seen. There is hardly a day goes by while hunting in the Northeast that I don't see bear sign, and I have jumped a number of them, but rarely have caught even a glimpse of one. Sometimes when startled he will let out a grunt or "woof"

People 60 to 80: Tear Out This Ad

. . . and mail it today to find out how you can still apply for a \$1,000 life insurance policy to help take care of final expenses without burdening your family.

You handle the entire transaction by mail with OLD AMERICAN of KANSAS CITY. No obligation. No one will call on you!

Write today, simply giving your name, address and age. Mail to Old American Ins. Co., 1 West 9th, Dept. L555M, Kansas City, Mo.

Law!

STUDY AT HOME

We guide you step by step—furnish all text material, including 14-volume Law Library. Training prepared by leading law professors and given by members of the bar. Degree of LL.B. Low cost, easy terms. Send for valuable Free Book, "Law Training for Leadership," today. LaSalle Extension University, Dept. 5328L, A Correspondence Institution Chicago 5, Ill.

Exclusive tailoring process
CONVERTS OUTDATED
DOUBLE BREASTED SUITS
INTO SMART NEW
SINGLE BREASTED MODELS

FOR ONLY \$17.50
Write Dept. 10 for FREE
BROCHURE, on how we perform
this Amazing Tailoring Miracle
BY MAIL!

Sid Colburn
313 NO. BEVERLY DRIVE
BEVERLY HILLS, CALIF.

REMOVE CALLUSES, CORNS quickly

HOLLIS
SAFE WAY



ONLY \$7
postage prepaid.

Scientific speed trimmer EASY AS SHAVING! . . . Just glide blade surface . . . callus or corn "peels" off. . . No pressure! No pain! No preliminary soaking!

Don't cut into your callus or corn and risk blood poisoning and other infections. Use Safe-Way with blade encased in safety shell to protect skin. Safe-Way is accident-proof . . . quick, easy, absolutely safe: Complete with double-edge blade—easy to clean, easy to replace. Precision made by West German craftsmen of chromium plated surgical steel . . . fitted with comfortable, colorful hand-shaped handle.

Guaranteed to Satisfy or Money Back
Hollis Co., 1133 Broadway, N. Y. 10, Dept. C-6



THE NEXT MEDICAL MILESTONE— CONQUEST OF CANCER?

In a few short years we've seen the discovery of antibiotics, new wonder drugs for tuberculosis, a vaccine for polio.

We will see the conquest of cancer, too, if people want it badly enough.

Last year the American Cancer Society was unable to fill requests for research funds totalling almost \$3,000,000. The reason—

not enough money. Did you give all you could?

Will you give all you can?

Give to your Unit of the American Cancer Society, or mail your gift to **CANCER**, c/o your town's Postmaster.



**AMERICAN CANCER
SOCIETY**

as he goes into gear; then he can be heard breaking brush for a mile getting out of the country. A bird dog also will tip off the presence of a bear. Most pointers I have known suffer from bear-itis worse than people. When one gets a noseful of bear, he comes in with his back hair up and his tail down and tries to crawl in his master's pocket, but he's no more scared than the bear. Blackie is high-tailing it over the mountain as fast as his stubby legs will carry him, which is a pretty fair clip when the whites of his eyes are showing.

This combination of being plentiful and elusive makes the black bear a perfect game animal. He is difficult to come by—it requires either a lot of hunting ability or considerable luck to bring one in—and he is a bear, both of which qualify him as a trophy animal. Only the rare deer, eight or ten points or better, can be considered a trophy, but every bear carries a ready-made bear-skin rug around with him.

Yet this is the most neglected big-game animal we have. In fact, neglected is hardly the word. Abused would be a more fitting adjective in some areas. Because of this ageless and baseless superstition that creates a dangerous and marauding creature out of a black bear, several states actually classify the bear as vermin, not only giving him no protection but encouraging his slaughter by any means at any time of year.

Some states make the most of their bear populations. They have definite open seasons and alert conservation programs. Pennsylvania, for instance, has a fifteen-day open season and charges the nonresident hunter twenty dollars for the privilege of bear hunting. Michigan has a thirty-day split season and charges the nonresident thirty-five dollars. They have plenty of takers, too. There are more than enough hunters who are willing to pay this tariff plus the cost of a hunt if they can hope for the chance of getting a bear.

Big-game hunting is a remote-sounding term to most Easterners. It conjures up pictures of Africa or Alaska or, at best,

AN ALHAMBRA, CALIF., ELK SAYS "THANK YOU"

Not long ago, the members of Alhambra, Calif., Lodge heard from one of their Brothers who had become a resident of the Elks National Home at Bedford, Va. Addressed to the Editor of their bulletin, William Troup, the letter was reproduced in that paper at the request of the sender, William H. Wilson, so "that the Brothers of 1328 might be very thoroughly and reliably informed of the delightful place it is."

It said, in part, "All too few members of our Order know little about their own Elks Retreat for aged members in Virginia. And, if so, they, like many others think of it as a poorhouse for deliverance and aid.

"... Instead of being called a Home, it could be reasonably called a first-class Country Club. There is no more beautiful dining room and private living quarters in all these United States. It is unmatched in cuisine and appointments by many famous hotels. It has a modern theatre... it has television sets, radios, a library of 4,000 books, a golf course, pool and billiard tables... The hospital is very modern in equipment and is staffed by doctors and nurses of the very best...

"All in all, it is a delightful refuge for the aged and tired old Elk who finds himself unable to live alone, failing in health and in some degree pushed aside by society."

northern Canada or the Rockies, but it isn't necessarily so. The black bear may start out in life small enough to bed down in a match box, but given enough time and enough grub he may grow up to a tidy three or four hundred pounds, which is big-game and bear-rug enough for anyone.

In the Doghouse

(Continued from page 24)

pooch will get sick and this results in more than \$5,000,000 in sales of remedies for various simple dog illnesses. Here you can pretty much follow the trail of dog foods from initial producer to those who sell the medicines in the more than 50,000 drug stores and other outlets in the United States. Again you have hundreds of millions of dollars involved and hundreds of thousands of people engaged. Then you can add those who manufacture and sell dog soaps or dog accessories, knock-down dog houses, collars, leashes, harnesses, etc. For medicines and soaps one pharmaceutical house gave me a figure for one year's sales that

was measured by tons, not pounds. As the information was given to me "off the record" I'm not permitted to tell the number of tons. Selling dog medicines is as highly competitive as the business of selling dog foods. I may add that for both foods and medicines the companies that are better known in these fields support well-equipped laboratories with well-paid professional personnel.

Now let's go back to publishing for a moment. There are about a half-dozen well-recognized and equipped dog magazines circulating nationally. The largest and most successful in the United States is located in Chicago. Its owner is world

famous as a dog judge and expert both in dogs and in publishing. So successful is that enterprise that it is housed in its own large building that's entirely given over to the magazine and the various books and other publications pertaining to dogs published there. Then, too, many men and women conducting dog departments in newspapers and magazines are indebted to dogs for their income. Some very few are part-time writers but the majority give news about dogs their full-time attention.

Did you ever consider the dog as a taxpayer? Of the more than 22,600,000 in this country a conservative estimate would allow for about one out of every 10 to be licensed, which accounts for Fido paying (an average of \$2 per license) more than \$4,500,000 in taxes.

Now, many dogs when sick aren't merely indisposed; some of them get very sick, or as is often the experience of careful dog owners, get sick enough to have symptoms warranting the services of a veterinarian. Vet fees are rarely high. In fact, in the writer's opinion are not high enough for the man who truly knows his profession, which at best is a difficult one; but suppose that out of the millions of dogs only a million ever see a vet professionally. This is no attempt to specify what vets throughout the nation charge for their services; the fees vary with the amount of service, whether or not the vet is located in a high-cost living area and other factors of importance. But let's say an average (and this I believe to be very low) is \$2. When I say very low I mean just that because it's a trifling sum to spend to get decent attention for a beloved pet. At any rate, that would give us a national total of \$2,000,000 and this does not calculate emergency charges that may be needed,

such as board and special services that no reputable vet would ask for unless absolutely necessary.

Now we've discussed our fourlegged friend's monetary worth as plain pooch, but what about his importance as a financial factor as a kennel-bred pup with a pedigree? Well, in 1955 there were 359,900 dogs registered with the American Kennel Club, the governing body for pure-bred dogs. Registration costs \$2 for each dog, so we have a total of \$719,800. This calls for clerical work on the part of dog breeders and employees of the Kennel Club. Try to estimate the worth of the time. You can be sure that the sum total in dollars and cents is sky-high. Add to this, while talking about our pure-breds, the number of bench shows throughout the nation. There were 724 in 1955. These may range from a few hundred dogs to such gigantic canine clam-bakes as Westminster (Madison Square Garden, N.Y.) to Morris and Essex at Madison, New Jersey. The former is limited to 2,500 dogs, the latter benches around 3,000. Entry fees for these big shows are \$5 per dog. For the average show the fee is \$2. Again we have a whale of an amount of money just for such fees alone. Nobody can estimate the sums spent for professional handlers' fees and transportation costs and extra care given to this division of prima donna purps. Added to all this are the costs for dogs entered in obedience trials and field trials. In the previously mentioned bench shows some 242,401 dogs were shown. In the field trials some 2,000 dogs were paraded. All in all, it is very obvious that our friend the dog is quite a guy in the national economy and, by the way, who was the person who first referred to Fido as "the poor dog"?

They Govern Golf

(Continued from page 41)

go so far as to establish the height of the turf to within a quarter of an inch. Psychologically, the course will take on the proportions of a dragon. After their first look, very few contestants will feel that they can slay it. "Great players," explains Dey, "like great courses."

While the Open is an exacting examination of a man's golf game, it is also a pretty exacting examination of *him*. Putting it another way, the Open has never been won by anybody who did not deserve to win it. It is the sternest possible test of a golfer's ability to act like the champion his clubs are making him out to be.

Of course, there are those who only know about golf what they read in the record books, and who will argue this fact. If such is the case, they ask, how do you explain Jack Fleck? Fleck, who will be defending the title this June at the Oak Hill Country Club in Rochester, New York, never won a tournament (much less a championship) before or since last year's Open at San Francisco.

Well, what the record books don't show is that Fleck won the Open at San Francisco in one of the most nerveracking ways imaginable. He came from behind in the last few holes to tie Ben Hogan, no less, and then trounced him in a play-off. Whatever else he may have done before or since, this much remains: Jack Fleck played better golf than anyone else in the country during the week set aside to determine just who could do it. He didn't do it the week before or the week after. He did it *that* week.

"The Open is the great championship it is," explains Ben Hogan, "because the people who run it—the USGA—are not interested in gate receipts or how much space they get in the newspapers or how many hot dogs they sell. The fact that they end the event on Saturday when they could just as well end it on Sunday is proof of that."

"Until that championship is over, they're only interested in one thing—determining a new champion."

GOOD-BYE TO TUMMY BULGE!

I FEEL LIKE A KID AGAIN!



REDUCE YOUR WAISTLINE INSTANTLY!

In Seconds get rid of your ugly "Bay Window" that makes people call you "Old-Timer" and gives you that tired, dragged-down feeling. Now, when you wear the Amazing Cadet you'll appear more youthful, your clothes will fit again. Forget bursting seams and buttons popping off. Exclusive Power Panel assures perfect fit. Removable pouch for comfort.

FEATURES:

- Non-rolling
- Fly front
- Removable elastic pouch
- Finest firm-control elastic
- Under straps for comfort

6 MONTH UNCONDITIONAL GUARANTEE

Amazing POWER PANEL

Guarantees when you put on Cadet you'll be full of pep. Inches vanish from your appearance. With your stomach pulled in, your back braced, your head held high, you'll be raring to go. Only \$3.98

Waist sizes 26" - 46" Extra pouches, for convenience and comfort only 75¢ each.

Magic Mold Inc., Dept. C18E

467 Livonia Ave., Brooklyn 7, New York

Rush to me on your 6 MONTH GUARANTEE A Cadet Health Belt. I will pay postman \$3.98 (plus Postage). If not entirely satisfied I will return Cadet for full refund of purchase price.

My waist measure is _____ (send string size of waist if no measure is handy)

Send me _____ extra pouches at 75¢ each

Name _____

Address _____

City _____ Zone _____ State _____

SAVE MONEY: Enclose payment and we pay postage. Same money back guarantee. (Foreign orders must be prepaid and 50¢ extra added for handling.)

NEW CONVENIENCE AND BEAUTY... NEW HULL AUTO COMPASS

Enjoy greater-than-ever-convenience with the NEW Hull Auto Compass... easier installation, easier compensation, easier reading. Its sparkling, new beauty of styling is easy to admire, too. At better dealers everywhere. Write for literature.



NEW COMBINATION MOUNT STANDS ON DASH, OR HANGS FROM WINDSHIELD MOULDING OR GLASS



Beaconlite® \$6.50 illuminated Streamline \$4.95 non-illuminated

HULL MFG. CO. P. O. Box 246 EE-4 WARREN, OHIO

HUNDREDS OF IDEAS

for BRONZE PLAQUES

FREE illustrated brochure shows hundreds of original ideas for reasonably priced solid bronze plaques—name-plates, awards, testimonials, honor rolls, memorials, markers.

Write For FREE BROCHURE A For trophy, medal, cup ideas ask for Brochure B.

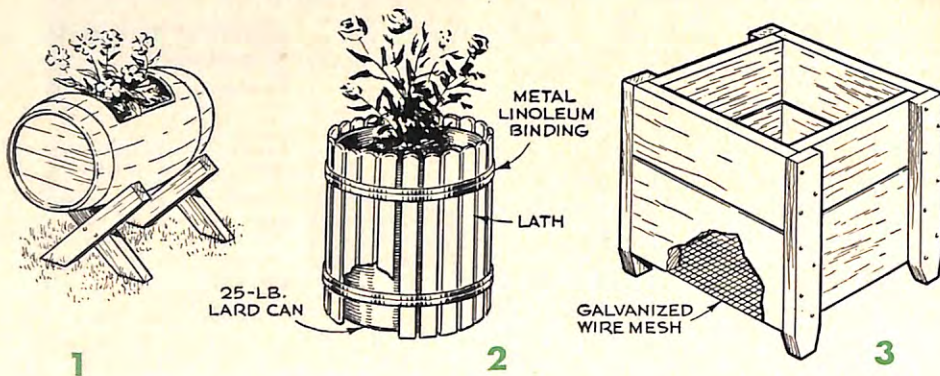
INTERNATIONAL BRONZE TABLET CO., INC.

Dept. 40—150 West 22 St., New York 11

4Ks WORKSHOP



Simple to build plant boxes for your garden.



BY HARRY WALTON

PLAIN HAMMER-AND-SAW CARPENTRY can do a lot to dress up a garden. You can build plant boxes to hold flowering plants, shrubs, or dwarf trees. Such portable plants can be used to make interesting arrangements anywhere you please—even on paved areas that cannot be planted directly. You can change or enlarge such groupings at will, and take delicate plants indoors in cold weather.



MODERN DESIGN plant box, details for which are shown in Figures 6 and 7, gives the effect of sloping sides, yet is easily made.

READY-MADE PLANT BOXES.

Nail kegs, which you can sometimes find for the asking at lumber yards and hardware stores, make good plant tubs just as they are. To make them last longer, coat them with asphaltum paint inside and with regular paint outside. Bore a few $\frac{1}{2}$ " holes in the bottom for drainage, and put in a layer of broken flowerpot fragments or coarse gravel before filling with soil.

For plants with shallow roots, a nail keg can be used horizontally as in Figure 1. Saw the opening just inside the hoops and remove the stave sections between. Don't forget drain holes in the underside. Trestle legs nailed to the keg from inside make attractive supports.

Barrels can be cut in half to make plant tubs. Hold the cut ends of the staves together, if necessary, by nailing metal weatherstripping or linoleum binding around them. Equally simple is a plant container made from a lard can such as restaurants buy. It can be disguised with a jacket of wood slats tied around it with linoleum binding as in Figure 2.

MAKING YOUR OWN. If in doubt, ask your nurseryman how deep to make boxes for given plants. Cypress, cedar and redwood are the materials of choice. They will last longer, require no finish of any kind, and will weather to an attractive tone. The wood may be of com-

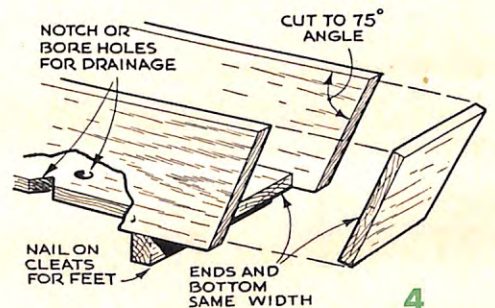


PORTABLE PLANTS can liven up dull spots around the house or garden. The taller box shown is made of four cleated walls as in the drawings. Strips, all cut the same length, are nailed up in tiers for the other box. It can be made as high as desired. (If plain corners are preferred, set ends of strips flush instead of projecting as they do here.)

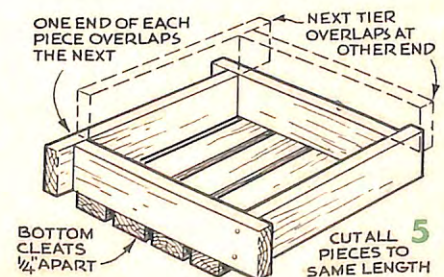
paratively low grade; knots and defects enhance rather than detract from the appearance of the boxes.

Use galvanized screws, or aluminum, copper or galvanized nails to assemble the pieces. If you glue parts together as well, use only a waterproof adhesive such as urea or resorcinol glue.

The simplest box is made of 6" or 8" boards and vertical corner cleats as shown in Figure 3. Nail in a solid bottom (with drain holes) or space cleats a fraction of an inch apart, or staple $\frac{1}{4}$ " mesh hardware cloth to the under edges.



Tapering two sides or ends of the box is easy, and lends itself to long or short boxes. Saw opposite sides at an angle as shown in Figure 4. Cut the bottom and two other sides (or ends) from the same width of board, sawing squarely across. Nail these parts between the first pair, and add sturdy cleats to serve as feet. If the walls must be pieced together of two or more boards, join them by nailing cleats into each corner.



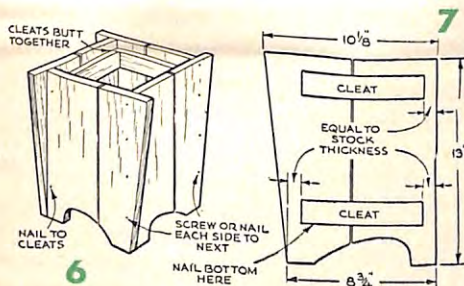
Another box that is easy to build is one made of one-by-two strips. Cut 16, 20, or 24 of these all to the same length. Nail four together in the shape of a square frame with projecting corners as shown in Figure 5, using two nails in each joint. Then nail a second tier on top, using 3" nails and setting the strips out at the opposite sides from the first ones. Add as many tiers in this way as required to make the height desired.

A MODERN DESIGN that gives the effect of sloping sides without any difficult cuts is shown in Figure 6. Each side can be made of two 6" boards (or 8" for a larger box) either plain or tongue-and-groove.

Lay out the taper along one edge of each side only, as shown in Figure 7. Rip and plane this to shape, and plane the tongue off the opposite edge, if you use tongue-and-groove stock. Use a coping saw for the decorative cutout that forms the feet.

Cut eight one-by-two cleats twice the stock thickness shorter than the width at the tapered end. Nail these across $2\frac{3}{4}$ " up from the bottom and 1" down from the top. Use a square to align them with the untapered edge, and a bit of scrap stock to set each cleat in from this edge by exactly the thickness of the walls.

If properly assembled, the cleats and walls should butt together neatly. Nail or screw each side to the edge of the adjoining one near its tapered edge, and to the cleat of the side touching its square edge, as shown in Figure 6. Then nail cleats, with a small gap between them, to the underside of the lower cleats as a floor.



A BOX WITH FOUR SLOPING SIDES calls for care in cutting. These sides were butted and nailed together, one end of each overlapping the next. Four strips were then nailed on beneath, blocks added for feet, and the top edge was trimmed by mitering molding around it.

Clip on Pole Changes Overhead Lamp Bulbs



Changing a burned-out overhead bulb can be awkward if you must climb to reach it. With this homemade gadget it's easy to replace any bulb that is screwed base up into an open fixture, and you needn't lift a foot off the floor.

To make it, get an old mop or broomstick, and a 15-cent lampshade adapter (used to mount a shade directly on a bulb). Cut the end of the pole square. In the center drill a $3/16$ " hole. Bore or whittle a shallow recess about $3/8$ " in diameter around the hole.

Screw the adapter into the hole, pushing it in as you turn to make it cut

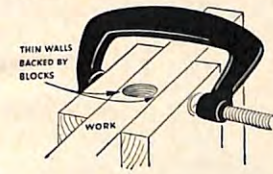


its own threads in the wood. It should resist unscrewing when all the way in.

Bend the spring loops slightly apart so that they can be pushed over a bulb, as in the photo. They have enough grip to unscrew bulbs put in with the device, but may slip on a bulb excessively tightened by hand. If so, wrap friction tape on the loops.

Boring Edge Holes Safely

There is usually some risk of splitting out the walls of a piece of wood when boring a hole in the edge, especially one of a diameter approaching the stock thickness. This can be done safely by clamping the work in a vise, edge up and flush with the vise jaws. If the piece is too big or no vise is handy, use a husky C clamp and two wooden blocks, clamping them on each side flush with the edge as shown. Supported this way, the walls cannot break out.—Harry Walton.



There is usually some risk of splitting out the walls of a piece of wood when boring a hole in the edge, especially one of a diameter approaching the stock thickness. This can be done safely by clamping the work in a vise, edge up and flush with the vise jaws. If the piece is too big or no vise is handy, use a husky C clamp and two wooden blocks, clamping them on each side flush with the edge as shown. Supported this way, the walls cannot break out.—Harry Walton.

New Table Top Invention Puts You In... PROFITABLE RUBBER STAMP BUSINESS

Home Operators now make **\$9.40 AN HOUR** in business once monopolized by a few big companies. Special rubber stamps bring high prices—cost only pennies to make up to \$9.40 an hour. Start in spare time in your own home. Run machine on kitchen table using ordinary electrical outlet. Make any kind of stamp. We'll send you free information without obligation about this established, highly profitable business, now open to individuals for the first time. For free information send name today on a post card to Rubber Stamp Div., 1512 Jarvis Ave., Dept. R-75, Chicago 26, Ill.



VU - IT

Metal Cabinet
No more misplaced items with this handy cabinet. Label holders and finger pulls on each crystal clear drawer.

\$5.95 Postpaid

See thru drawers $5\frac{3}{4}$ " long x $27\frac{1}{8}$ " wide. All welded steel cabinets $12\frac{3}{8}$ " wide. Decorator colors. Baked Hammertone Enamel Finish.

JAY INDUSTRIES Charleston, Mo.

\$7.95 **DRAINS** cellars, cisterns, wash tubs; **IRRIGATES - CIRCULATES - SPRAYS**
Original Type P Pump has 1,001 uses—house, garden, farm. Pumps 3000 GPH; 450 GPH 80" high; or 1800 GPH from 25' well. Use 1/8 to 3/4 HP motor. Motor coupling included. 1" inlet; 3/4" outlet. Stainless steel shaft.
Won't Rust! Won't Clog!
Postpaid if cash with order. Send for yours today. **MONEY BACK GUARANTEE.** Centrifugal and Gear Pumps in All Sizes
LABAWCO PUMPS, Belle Mead 58, N.J.

Financial security through ownership or investment

Whether you want to operate a profitable business of your own, or would rather invest in one, check on a ZESTO frozen dairy confection store. Here is your chance for financial security through either direct ownership or a sound business investment.
Write today for complete details to ZESTO, Dept. A, Rockton, Ill.



14' Model Pictured **42 TOP PERFORMING MODELS.** 8' thru 18' .. from \$39.25 incl. frt.
Runabouts, Cruisers, Convertibles, Fishing, etc., for every purpose with modern styling, advanced design. No experience necessary, amateurs can easily assemble. Save 1/2 to 2/3 "factory-built" prices!
FIBERGLAS. TRAILERS, ACCESSORIES
FREE! BOAT KIT CATALOG
LUIGER INDUSTRIES, INC. DEPT. HC-5 3404 Lyndale S. Minneapolis 8, Minn.

BUY DIRECT FROM FACTORY **SAVE MIDDLEMAN PROFITS**
MASTER MECHANIC PORTABLE LIGHT PLANTS
Push Button Start—600-700 watts 115 v. 60 cyc. AC. Powered by a rugged 2 hp. easy starting Briggs gas engine. No wiring necessary. Just plug in and operate. Plenty of current for any radio, television, oil burner, freezer, pump, lights, etc. which require up to 700 watts. Ideal for camp, cottage, trailer or boat! Includes voltmeter and built-in winding to charge 6 v. auto batteries. Wt. 75 lbs. Easily fits in car trunk. Be prepared if storm knocks out power lines. Fully guaranteed. Regularly \$275 **\$143.50**
Special... **\$199.50**
1000-1200 Watt Plant (Item 45) same as Item 24 but with larger generator & engine—50% greater output.
Send 10c for big 1956 Catalog. Free with order. Prices f.o.b. 10 day money back guarantee. Send check or M.O.
Master Mechanic Mfg. Co., Dept. 53-M, Burlington, Wis.

If You Can Light a Match...You Can MAKE UP TO \$1,000.00 AND MORE IN A MONTH

Amazing... New... Super Sensitive MERLITE FIRE ALARM HOWLS 1/5 MILE WARNING When You Hold a Lighted Match Near It
Make sensational 3-second "Lighted Match" Demonstration, pocket biggest earnings of your life, full time or spare time! Simple test proves new Merlite Fire Alarm so sensitive to fire, a lighted match "triggers" the unmistakable irritating "howl", audible 1/5 mile away! No installation, no connection to house current (which can fail in fire); self-contained. Hang on wall like picture, it's on guard.

Only \$4.95, less batteries. Homes, farms, stores, factories buy 4 to 12 at a time when you show how Merlite "smells" any fire before danger point. Make up to \$2.70 on each one; up to \$1,000 and more in a month!
FREE! Rush name, address for exciting money-making facts, complete Illustrated Sales Kit **FREE**—everything you need to make money first day. If you wish Merlite Fire Alarm Demonstrator, complete with batteries (\$3.50), send no money, we send C.O.D. Or enclose \$3.50 and we pay shipping charges. Money-back guarantee. Many localities now open—write TODAY! Merlite Industries (Fire Alarm Div.), 114 E. 32nd St., Dept. F-41F, New York 16, N. Y. In Canada: Mopa Co., Ltd., 371 Dowd St., Montreal 1, P. Q.

Editorial

TO SECRETARIES OLD AND NEW



In the April issue of The Elks Magazine congratulations were extended to the retiring officers of the subordinate lodges and best wishes offered to those continuing in or just starting in office.

It would seem appropriate to refer a little more in detail to the old and the new Secretaries in the name of this publication.

It is the advertising income of The Elks Magazine, running around \$350,000 annually, that has enabled the National Memorial and Publication Commission to turn over to the Grand Lodge approximately \$200,000 each year since the Magazine was established in 1922.

Competition among magazine publishers is particularly keen and the revenue referred to is secured only as the result of vigorous activity and intelligent solicitation on the part of the members of the sales force of the Magazine supported by a succession of extensive surveys and comprehensive promotion campaigns.

In both the conduct of surveys and the promotion of advertising The Elks Magazine has always received the most generous and effective cooperation from the Secretaries of the subordinate lodges and this has been very important.

The two most important contributions the Secretaries have made to the success of our advertising campaigns have been:

1. Responding favorably to the request of the Magazine's advertising department to place reprints of the advertisements of new and important advertisers on the Lodge Bulletin Board, and

2. Helping the Magazine to build up a list of retail merchants who are members of the Order, and thus readers of the Magazine, that prospective advertisers can see what a good coverage they get for their particular product if they use The Elks Magazine.

This cooperation is very important to the Magazine and is, indeed, deeply appreciated.

THE REAL RED THREAT



Even as recently as three years ago the American people were very smug (and very blind) in respect to the scientific knowledge and mechanical ability of the Russians.

The Elks Magazine, as usual, was ahead of public knowledge and opinion in this respect and asked the man probably best equipped to do so to tell its readers how wrong was the general opinion relative to the limitations of Russian industry.

Garrett Underhill was the man and his article "Russia Can Produce" ought to have awakened the American people to the real Russian threat in terms of war prepara-

tion and the production of the tools used to wage war.

In the light of later development every citizen of America, every citizen of a free world, should read the enlightening article of expert Underhill.

Perhaps, however, that is not necessary, for now the press daily is carrying the story of Russian progress industrially, of Russian advancement scientifically and mechanically.

In February, Senator Symington of Missouri, former Secretary of the Air Force, was quoted as saying that the Soviet Union had tested an intercontinental ballistic missile that went "hundreds of miles farther" than any tested by this country.

The Senator also warned that Russia is ahead of us in the production of long-range jet bombers.

Those who ignored earlier signs and warnings of Russia's technological progress should have been jolted from their complacency by these developments. If they were not, then they should consider that the Soviets have offered to build the greatest dam in the world in Egypt, to expand by 100,000 kilowatts a power plant in India, to install an aluminum plant in Madras or Andhra, to furnish Burma with rice-cleaning plants, cotton-spinning plants and hydro-electric equipment. In addition to these enormous undertakings, Soviet Russia has dangled a \$100,000,000 loan before Afghanistan.

Many competent observers doubt Russia's capacity to make good on such vast commitments and, at the same time, to carry out her tremendous internal expansion of heavy industry. They believe that propaganda is a large element in Russia's economic overtures. Perhaps that is true. It would be dangerous, however, and conceivably fatal, for the free world to base its policies and actions on such a comfortable assumption. Russia CAN produce, and we must be guided accordingly.

A STORY FOR NATURALIZED CITIZENS



Recently there was brought to our attention a story about Judge Joseph E. Warner of the Superior Court of Massachusetts and what he had to say to 48 new citizens who were naturalized by his court.

We think that it is worth reproducing in this space and we are repeating it as follows:

"We are lucky to have you with us and you are lucky to have joined us in citizenship in this great nation."

"13 is America's lucky number."

Taking out his dollar bill he said:

"I am lucky enough to get a hold of one now and then. There are 13 letters in the motto. The seal has 13 stars. The bill also illustrates 13 arrows, 13 leaves and 13 feathers, and there are 13 rows of tiles on the pyramid of the great seal of the United States."

Judge Warner has been, for many years, an active member of Taunton, Massachusetts, Lodge No. 150.

Ask for Schlitz ... see why it outsells all other beers

Light, refreshing, satisfying Schlitz!

It enters easily into every scene of good living and good taste.

The matchless quality of Schlitz has never been duplicated. America recognizes this. Last year, Schlitz again led all the nation's breweries in sales. Throughout the world people enjoyed more bottles, cans and draughts of Schlitz—*millions more*—than any other beer, at *any* price.

Nice to know, isn't it, that here is one of the finer things of life everyone can afford.



THE BEER THAT MADE MILWAUKEE FAMOUS

©1956 Jos. Schlitz Brewing Company, Milwaukee, Wis., Brooklyn, N. Y., Los Angeles, Cal.

So Good to your **TASTE** —

So Quick on the **DRAW!**



1. SUPERIOR TASTE. So good to your taste because of L&M's superior tobaccos. Richer, tastier—especially selected for filter smoking. For the flavor you want, here's the filter you need.

2. SUPERIOR FILTER. So quick on the draw! Yes, the flavor comes clean—through L&M's *all white* Miracle Tip. Pure white inside, pure white outside for cleaner, better smoking.



Enjoy **L&M** — America's Best Filter Cigarette