

THE

Elks

MAGAZINE

OCTOBER 1957

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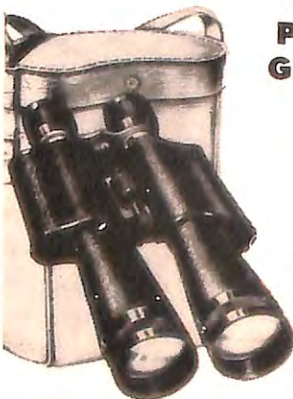
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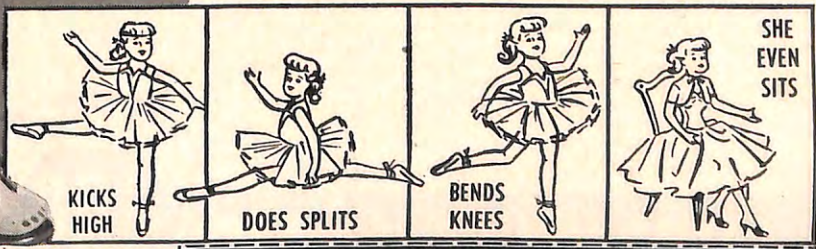
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- Wears High Heels
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New! Glamorous HIGH HEELS

The most breathtaking new doll of the year! "Big Sister" is a gorgeous young lady wearing her first high heels and first jewelry. She'll steal the show in any dolly parade and dance right into your heart. Talented as she is beautiful, she sits, stands, bends her elbows and knees. Gorgeous big blue eyes (with thick, real lashes) close when she's sleepy. Her permanently rooted, glossy hair can be washed and set in all the new styles. She bathes from head to toe because she's all satiny, peaches 'n' cream vinyl plastic. She has manicured her hands and feet with pink polish. Her white dress is-heavyweight, imported Swiss cotton with a lovely ribbed texture and embossed-embroidered circlelet pattern. Completing her costume: brass-buckled belt, ribbon-trimmed crinoline petticoat; lace-trimmed panties. Her good looks and clothes are made to stay fresh thru countless hours of joyous little-girl play. Lustrous pearl earrings and bracelet included.

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MONEY BACK GUARANTEE

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We've been calling it that in the publishing industry since 1914, when it was formed—twenty years before it became the fad to refer to an important organization by its initial letters. When we say A. B. C. we are referring to the Audit Bureau of Circulations.

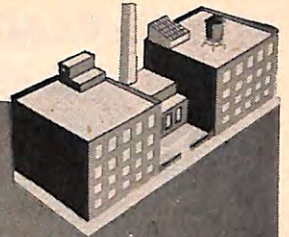
A. B. C. is a cooperative, nonprofit association of 3,575 publishers, advertisers and advertising agencies. It was formed to substitute FACT for FANCY in circulation figures presented to advertisers. Since ABC's entry into the publishing world, good, hard circulation data have replaced the imaginative stories of a publication's claim of readership.

The Elks Magazine has enjoyed uninterrupted membership in the A. B. C. for nearly a quarter of a century. Your Magazine values that membership. We know that when we present a circulation figure to an important advertiser or advertising agency, the mark ABC beside it endorses that figure as an audited, reliable report of the number of American men who are reading this publication.

In this month of October—known in the trade as “ABC Month”—we invite our members to join us in saluting this fine organization, which renders such an outstanding service, not only to publishers, but in equal degree to the readers of our country's better publications.



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54 PIECES**

Service for 8

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EVERYTHING that you need to make your table gleam with a luxury that you never dreamed possible at so low a price!

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Guaranteed to conform to the high standards established for this tableware. Any piece that has defects due to workmanship or material will be replaced within 65 years from purchase without charge.

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Magnificent for yourself! Perfect for young marrieds—for wedding, shower, anniversary and other gift occasions.

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TO SAVE POSTAGE I enclose \$9.95.

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THE Elks MAGAZINE

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OCTOBER, 1957

VOL. 36 NO. 5

NATIONAL PUBLICATION OF THE BENEVOLENT AND PROTECTIVE ORDER OF ELKS OF THE UNITED STATES OF AMERICA. PUBLISHED UNDER THE DIRECTION OF THE GRAND LODGE BY THE NATIONAL MEMORIAL AND PUBLICATION COMMISSION.

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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 36, No. 5, October, 1957. 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 3, 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, 1957, by the Benevolent and Protective Order of Elks of the United States of America

ELKS NATIONAL FOUNDATION



"The Joy of Giving"

Well on the road to her goal, Miss Rosemarie Pribil, who in 1955 was the recipient of an important "Most Valuable Student" award, recently wrote to Past Grand Exalted Ruler Malley, chairman of the Elks National Foundation, relating with gratitude her achievements as a result of this award:

"Last month I received my Bachelor of Science degree in education from Wisconsin State College at Eau Claire. In September I will begin working toward my Master's Degree in speech at the University of Wisconsin, where I have been named the recipient of a Knapp fellowship.

"I shall always be grateful for what your organization has done to make my college degree a reality rather than just an idealistic goal. I sincerely hope that you will always see fit to continue this benevolent and worthwhile project."



Raymond P. Gendron, recipient of an Elks National Foundation grant, working with a cerebral palsy child in his capacity as speech and hearing therapist at Burke Memorial Hospital, Lawrence, Mass. Mr. Gendron plans advanced research work, covering the graphical analysis of speech work.

Work being done at the University of Kentucky Speech Center. Mr. Lee Schaffner, student in speech therapy, observes as Miss Bobbie Boyd, speech therapist, teaches a speech lesson. Since its beginning in 1949, the University of Kentucky Speech Center, aided by grants from various organizations including the Elks National Foundation, has evaluated more than 1,000 speech defective individuals and has given therapy to more than 900 patients. The Elks National Foundation Grant was utilized in further study of speech problems at Johns Hopkins University by Dr. Charles F. Diehl, Center Director.



Fred Dille, Past Pres. of the New Mexico Elks Assn., presents cheque for \$1,000 to Dr. Anna Martin of Highlands University to provide special education courses, designed for handicapped children, to school teachers throughout the state. Pictured at the presentation are, left to right: Mr. John Strong, Exalted Ruler, Las Vegas Lodge; Past Exalted Ruler, Las Vegas, Ray Angel; Past State Pres. Dille; Albert Soderblom and Dr. Anna Martin, Head of the Psychology Department at Highlands University in Las Vegas.

BE YOUR OWN BOSS!

Own a Laundromat Laundry Store!



The coin-operated, completely unattended Westinghouse Laundromat® equipped laundry store provides a proved way to increase your income \$4000 to \$8000 a year. It requires only a few hours of management time a week.

Briefly, here's what it is:

- 1 A coin-operated laundry store requires no attendants... all equipment is coin-metered and operated by customers as easily as soft drink vending machines.
- 2 A coin-operated laundry store is often open 24 hours a day, 7 days a week. Profits are realized during night and weekend hours when other laundries are closed.

Here's why they're successful:

- 1 Being open day and night... and all weekend long, these stores provide a necessary modern convenience for bachelors, career girls, students and working families who can only do laundry during hours when regular laundry stores are closed.
- 2 Coin-operated laundry stores enable the housewife to save almost 50% on her weekly laundry bill. She can do her laundry chores faster, cheaper, and better than she can at home or by using other laundry services.

Here's what it does for you:

- 1 Because it takes so little of your time, it does not interfere with your regular business or job.
- 2 Depreciation of equipment for tax purposes is rapid and within a relatively short period, you own a going depression-proof business that actually runs itself.

We offer advice, store planning, training and advertising. We will finance up to 80% of the necessary equipment. In the last 10 years, we have helped establish over 6,000 laundry stores... have assisted over 6,000 men and women to own their own profitable business in their own communities.

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Tom Wrigley Writes from WASHINGTON

interfering into something which is not our business. If we support the dictator of a friendly country, we are charged with strangling freedom. It takes real diplomacy in these unsettled times to build and hold good will. Those who try to buy it do not get much on the investment.

Savings Bond Rumor

With sales of U. S. Savings Bonds paying 3½ per cent interest dropping, Treasury officials are mulling over the idea of issuing "purchasing power" bonds which pay the purchaser the same amount of buying power as when he bought them, plus interest.

To Ban Duck Lure

Before the fall hunting season opens, Fish and Wildlife Service will outlaw a new gimmick which lures wild ducks within range of duck blinds. Tape recordings of ducks feeding are used with loud speakers to attract the ducks.

New Air Regulations

One of aviation's big problems is to work out traffic regulations for the big super-planes which fly the high altitudes at near supersonic speeds. Air space miles above the earth is becoming more congested. Civil Aeronautics Board has turned thumbs down on the right of the Air Force to prohibit commercial planes from using certain areas reserved for military jets. Civil Aeronautics Administration will have control over both military and civilian planes. Areas reserved for military planes will be strictly for national defense. Commercial planes will have better safeguards, under the plan, against possibility of collisions with military planes.

Safe Ice Boxes

New government regulations to prevent children from being trapped in refrigerators will apply to all shipped in interstate commerce beginning October 30, 1958. They include inside door-knobs and door releases which will open on 15 pounds pressure from the inside.

Sightseeing Trouble

The D. C. Transit Company dolled up a streetcar with fresh paint and air-conditioning and has been operating it as a "Silver Sightseer." A pretty girl aboard points out Washington's scenic sights and passengers ride for the usual fare of 20 cents. But along came Asst. Corp. Counsel Clark King, who took a ride and then summoned the girl to court for guiding without a license. The streetcar company protested that the idea was to get more people to ride streetcars and that the girl was not a

guide but a hostess like they have on planes. Transit lost on both points. The streetcar must have a license which costs \$5, and the beautiful girl must have a \$10 license as a guide. She also has to pass an examination in guiding.

Chemicals in Food

Food and Drug Administration declares 700 chemicals are now used in foods and the list is constantly growing. No effective method of regulating the additives has as yet been devised. Several Congressional committees have held hearings on food additives during the past 10 years but haven't found the answer. All kinds of foods have chemicals to boost the color, pep up flavor, preserve texture and make them look more attractive.

Welcome Queen

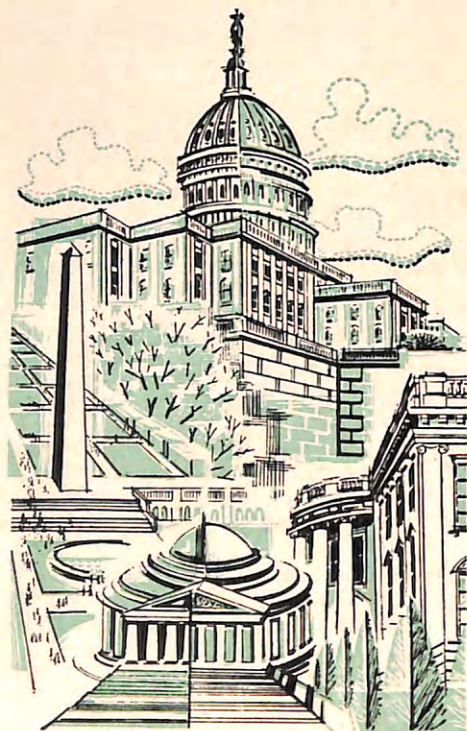
Official and unofficial Washington is ready to give Queen Elizabeth a rousing welcome this month. There is a stampede for invitations to the Garden Party at the British Embassy on October 18 by officials, socialites, diplomats, lobbyists and what have you. About 2,000 engraved invitations are being issued. The Queen, it is said, will greet every guest. Elaborate precautions will be taken to see that only those on the list pass through the huge embassy gates.

Hot Antarctic Row

Uncle Sam's "operation deep freeze" in the Antarctic created no concern up on the part of other countries until a regular postoffice was established at McMurdo Sound. New Zealand says we are establishing permanent claims. The Navy is looking for a site for an airfield. There is talk of extending the International Geophysical Year so explorations can continue. Russia is reported ready to stay on and may claim a big part of Antarctica.

Washington Watts

The District bans trading stamps but a nearby monument dealer is attracting business by giving stamps with orders for tombstones. . . . Cost to the government to train a super-jet pilot is \$100,000. . . . School enrollment in the District is over the 110,000 mark and 6,000 kids are on part time due to shortage of classrooms. . . . All records for visitors were broken in Washington the past summer. Nearly two million were here in July and August. . . . One Washington hotel has radio phones for its bell-boys so the desk can call them wherever they are. . . . William Bethea, Director of the President's Committee on Safety Traffic, says 82 million cars will be on the roads by 1966.



AMERICAN diplomacy in recent months has been a target for criticism. We don't seem to be making friends and influencing people the way we used to. Appointment of ambassadors has been assailed as favoring heavy campaign contributors and important friends of the administration. Even Secretary of State Dulles was on the Congressional griddle to explain handling affairs with such hot potatoes as Egypt, Syria and other Arab countries. Diplomatic relations with Latin and South American nations reveal aches and pains which are serious symptoms of spreading resentment against "Yanqui's." Much of the present disturbing situation can be traced to our foreign affairs system. Both parties for years back have rewarded the rich and faithful by appointments as ambassadors, without too close attention to diplomatic qualifications. There is improvement, however, in Latin America. The little nations south of the border no longer are a catch-all for inexperienced diplomats and State Department fair-haired boys. There is less shifting of officials. Men well qualified are on the job in many capitals. The role of our government particularly in this hemisphere and also abroad is not easy. If we are sympathetic to the overthrow of a dictator, we are branded as

LOOK AHEAD—BUY AHEAD—own more of the future now—in any of the cars of THE *FORWARD LOOK*



AS MUCH FUN AS IT LOOKS...

THE MOST ADVANCED DESIGN OF OUR TIME

Right from the start, America took to the cars of The *Forward Look* . . . Plymouth, Dodge, De Soto, Chrysler and Imperial. People took to the look, lift and grace of the new shape of motion . . . to the ride, the drive and the perfect poise. They discovered that years-ahead design means dollars-ahead value and

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And what about *you*? Have you discovered the first really new ride—Torsion-Aire? Have you sampled the smoothness, the surge, the full sense of command you get with Pushbutton TorqueFlite transmission? Have you

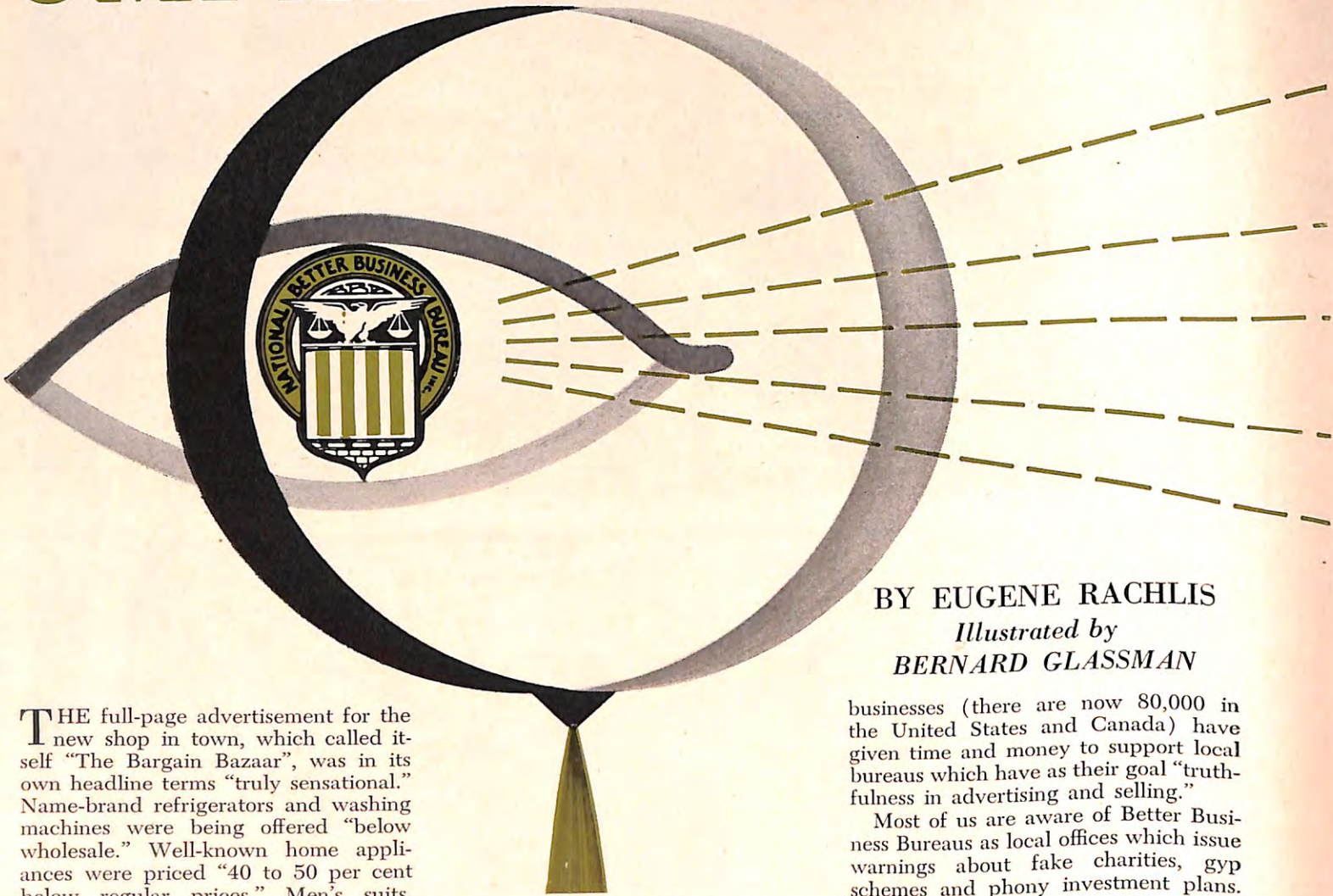
experienced the beauty, the newness, the youthful excitement of the most advanced design of our time?

If not, we invite you to see your dealer now. There's no better time to *look ahead—buy ahead—own more of the future right now . . . in any of the five cars of The Forward Look.*

**➤ THE *FORWARD LOOK*
CHRYSLER CORPORATION**

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

UMPIRE FOR BUSINESS



BY EUGENE RACHLIS
Illustrated by
BERNARD GLASSMAN

THE full-page advertisement for the new shop in town, which called itself "The Bargain Bazaar", was in its own headline terms "truly sensational." Name-brand refrigerators and washing machines were being offered "below wholesale." Well-known home appliances were priced "40 to 50 per cent below regular prices." Men's suits, "formerly up to \$79," were listed at \$27.50. Items "made to sell for \$100" were on sale at \$35 and if, after you finished your shopping spree, you had time (and money) for something frivolous, you could indulge in jewelry selling "below cost."

Other merchants in town were prepared to laugh at these extravagant claims. Most of them had been selling the same refrigerators and washing machines at comparable, or even lower, prices. (They were discontinued models, anyhow). They knew that "regular prices" were merely the manufacturer's "suggested sales price." A quick look at the suit racks would have shown that only two suits ever carried a \$79 price tag; the rest were \$30 leftovers. As for the jewelry, only the manufacturer's imagination (and some newly printed price tags) provided the "cost" figure.

The merchants knew this, but all their customers didn't. And it ceased to be a joke as the new shop did a rush business amid a welter of misleading and deceptive promotion.

How do honest retailers compete against these tactics?

Most businessmen welcome the chal-

lenge of fair competition; it usually stimulates them to greater efficiency and to more imaginative merchandising, and invariably it stimulates the buying habits of customers. But the kind of competition displayed by "The Bargain Bazaar" falls outside the realm of "fair." Does the honest businessman fight fire with fire and use the same tricks as his unscrupulous competitor? This approach soon weakens consumer confidence in all advertising and selling. As customers become skeptical, if not downright cynical, the methods which skip just this side of the law eventually become self-defeating. Does he try to stand firm to maintain his reputation for commercial honesty? Chances are he will be unable to survive the time it takes his customers to appreciate his integrity.

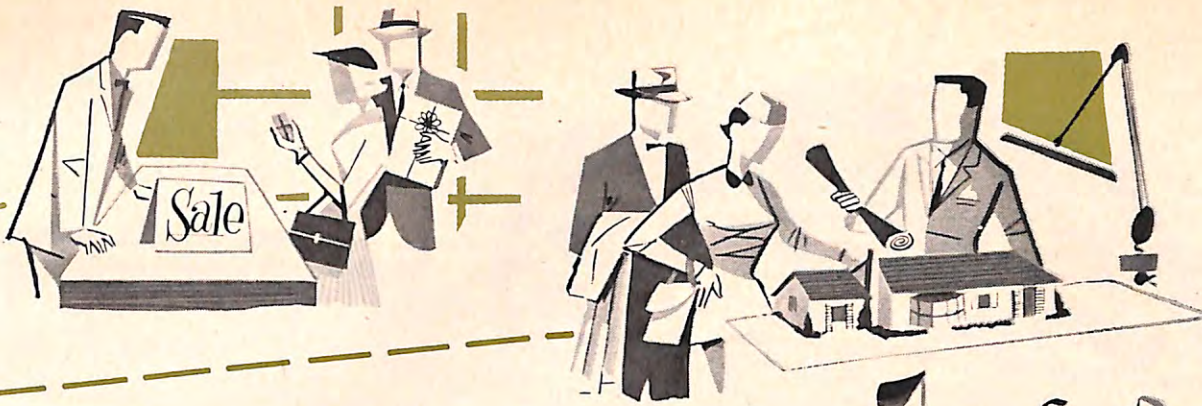
To small businessmen, especially, this situation, which is on the rise throughout the country, is seemingly impossible to combat. In 108 cities and towns, however, they would have a third choice: to work together through an organization of their own making—the local Better Business Bureau. For more than 40 years an increasing number of

businesses (there are now 80,000 in the United States and Canada) have given time and money to support local bureaus which have as their goal "truthfulness in advertising and selling."

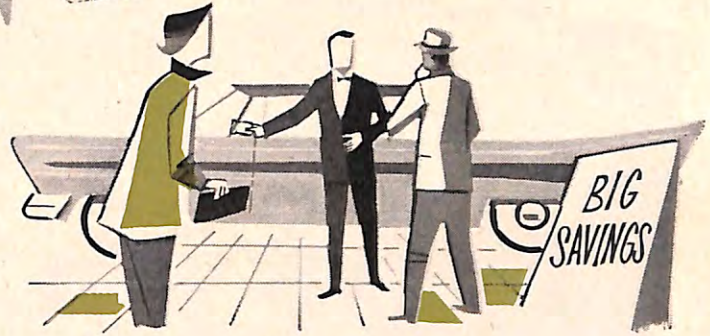
Most of us are aware of Better Business Bureaus as local offices which issue warnings about fake charities, gyp schemes and phony investment plans. Less understood is the vital role of Better Business Bureaus in working with the very business which support them in keeping the house of business clean—"to serve private enterprise in the public interest."

Essentially, a local Better Business Bureau is an office supported financially by local business and professional men. Through a board of directors, the individuals and firms who support the bureau employ a trained professional staff whose job it is to fight for truthfulness in advertising and selling. In the course of this, they are forbidden to play favorites. At times, they may be called upon to criticize their only source of income. "We have to be in a position to bite the hand that feeds us," one bureau man said recently.

In a sense, the Better Business Bureau is very much like an umpire at a ball game. Take the case of automobile dealers in a number of towns recently. Since the postwar boom, as competitive pressures have mounted, many dealers found themselves resorting to advertising and selling practices which fell short of the ethical. Public reaction became increasingly unfavorable, press



*What the Better Business Bureau
Can Do for Ethical Small Business.*



comment was adverse. Dealers who tried to maintain high standards saw themselves being discredited along with the rests of the industry. Outlandish claims, phony time-payment schemes, "bait" advertising, fake demonstrator models and false mileage figures were among the gimmicks and devices used to bring in customers. In 1955, the Better Business Bureaus received 75,000 inquiries and complaints in the field of auto sales alone.

Commenting on the situation, the bulletin for the National Automobile Dealers Association said, "The public disbelieves or largely discounts advertising given to extreme and exorbitant sounding claims . . . Such advertising undermines public confidence in all advertising. This means that all advertisers are losers, that no one is getting his money's worth out of his advertising expenditures. At the same time, the business practices of dealers are being pushed to a new low."

Auto dealers in eight cities around the country turned to their local Better Business Bureaus for help. Each bureau called a trade practice conference at which the dealers drew up a code of business practices which they pledged themselves to follow. These standards were aimed at wiping out the practices

which had given automobile dealers a bad name in the community and to re-establish truth in advertising and selling. (With the experience of the eight local trade practice codes to guide them, the National Auto Dealers Association and the Association of Better Business Bureaus later joined in a nationwide effort to restore honest practice to auto salesmanship.)

Once a trade or industry group, such as the auto dealers, has adopted a code of fair methods for advertising and selling, the problem is obtaining general compliance. The local Better Business Bureau is designated as the enforcement agency, and the bureau begins to check every advertisement of this trade group in its area. Many merchants will even call and have their ads screened by the Better Business Bureau before running them, in order to make sure in advance that they are playing by the rules. But, with the best of intentions, there will be a slip; however, the honest firm, the bureaus have found, will quickly correct misleading advertising.

There may be holdouts; let us say "The Bargain Bazaar" refuses to support a recently adopted retail merchant's trade practice code. What can a Better Business Bureau do to achieve compliance with these standards?

First, if all attempts to get voluntary compliance fail, the Bureau can ask newspapers, radio and TV stations to refuse to accept the objectionable material. The advertising media are usually members and supporters of the Better Business Bureau; over the years they have found it to their interest to strengthen public confidence in advertising, and thus the value which business assigns to advertising.

Second, the Better Business Bureau can publicize the false advertising, warning the public of the hidden gimmicks and misleading devices.

Third, as a last resort, illegal advertisements are turned over to authorities for prosecution.

These efforts in connection with trade practice codes represent an intensification of the bureau's regular activities to screen all advertising in a community. The Better Business Bureaus consider this their primary activity: to check on advertising and selling techniques in order to eliminate false and misleading material, even before consumer or business complaints indicate the need for a trade practices conference.

This approach, and the entire Better Business Bureau movement itself, stems

(Continued on page 48)

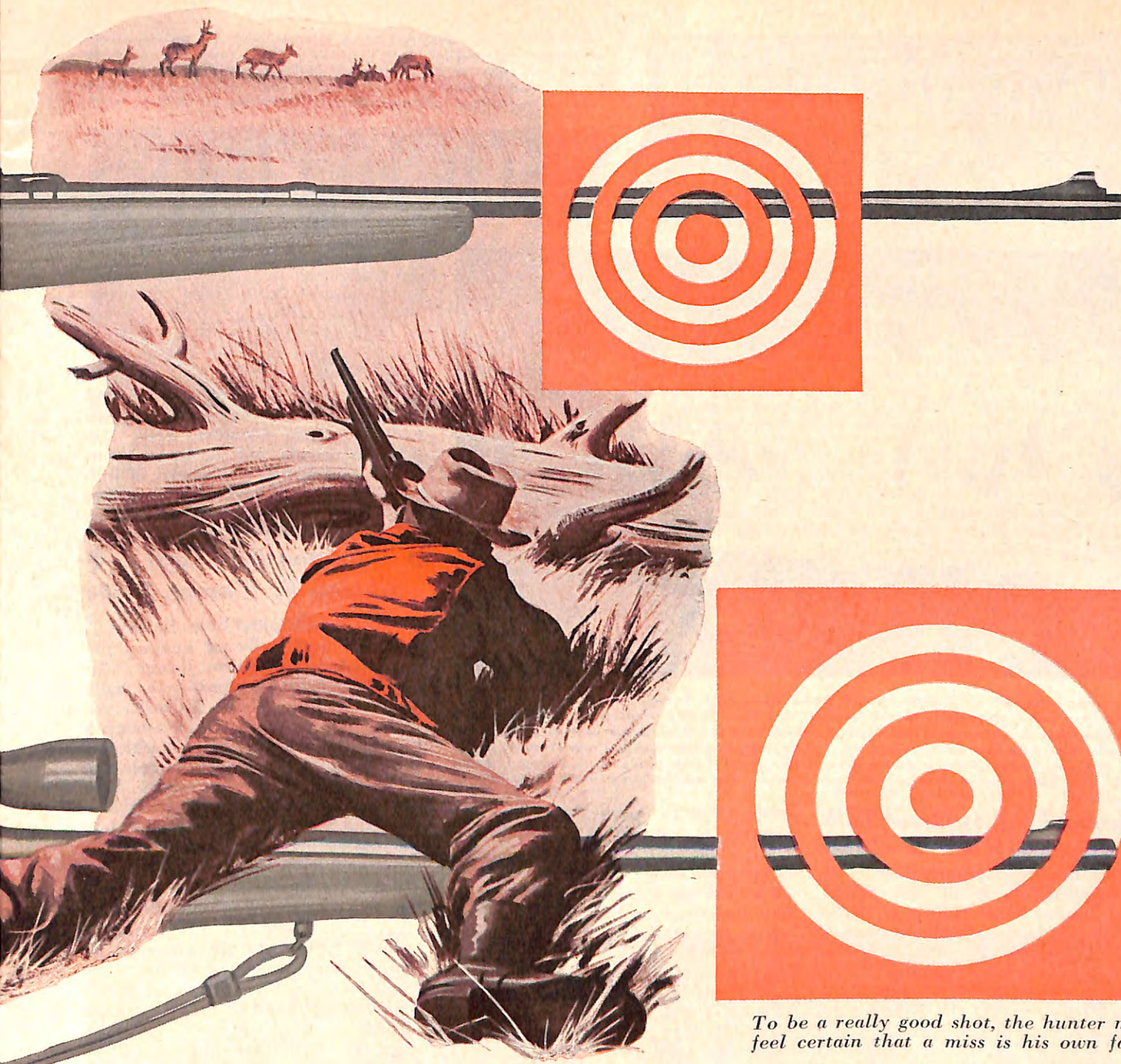


Hunting Marksmanship

Adapting range shooting techniques to moving, live targets.

BY TED TRUEBLOOD

Illustrated by MORTON KUNSTLER



To be a really good shot, the hunter must feel certain that a miss is his own fault.

ONCE in the days when I had much less money than I do now—but still believed that I would eventually have a great deal more—I went into a second-hand store looking for a .38 caliber revolver. The dealer brought out a well-used gun and said I could have it for \$15.

The price was right. (It was, except for a few pennies, all the money I had.) But I noticed that the cylinder was loose. It was a Colt, and when you pull the trigger of a double-action Colt revolver, the ratchet that turns the cylinder moves up another fraction of an inch. The chamber containing the cartridge to be fired has already been advanced into position during the cocking motion, of course. This further movement locks the cylinder firmly against

the frame in front, the center bearing at the rear, and the retractile stop above the trigger, thus aligning the chamber to be fired firmly and perfectly with the barrel.

That is, it does unless the gun is completely worn out. I checked the revolver in question by holding the hammer with my thumb and pulling the trigger while I gently rocked the cylinder with my other hand. It had a noticeable amount of play. Because of this, the chamber being fired would never be perfectly in line with the barrel. A thin slice of lead would be shaved off each bullet, and accuracy would be impossible.

I laid it down on the counter and said to the dealer, "The cylinder is loose. This gun won't shoot straight."

"No," he admitted, "it won't. But it's just as apt to hit what you're shooting at as anything else."

I have never forgotten that remark. He was honest, all right, but he certainly had a broad-minded conception of accuracy.

Unfortunately for both the game and the hunters, his remarkable attitude is not unique. I have encountered quite a few nimrods who had an extremely naive view on the subject of hitting what you want to with a gun firing a single projectile—rifle or pistol, as distinguished from a shotgun, which propels a pattern of many smaller projectiles at the target. This attitude is unfortunate for the game, because it results in many fine animals being crippled and

(Continued on page 37)

News of the STATE ASSOCIATIONS



These young ladies, all 1957 graduates of Walla Walla High School, have sung together as a group for four years, particularly at numerous Elk functions. Garbed in white and carrying purple silk squares, they're known as "The Elkettes". Their most recent performance took place at the Washington Elks Assn. Convention. They are, left to right, Kay VanAusdle, Linda Wagner, Phyllis Marcy, Dee Lee Tucker, Barbara Porter, Nyla Oelke, local Youth Leader Ruth Kirkman, Jackie Harding and Patty Forrest, accompanist and director, and second-place local Youth Leader.

Montana Elks Applaud Talk by Grand Exalted Ruler

Citing moral and spiritual laxity as the deadliest enemy of our Nation, Grand Exalted Ruler Hobert L. Blackledge was enthusiastically applauded when he spoke before one of the largest Convention groups in the history of the Montana Elks Assn. A total of 1,935 persons registered for the 55th Annual Meeting in Butte which opened on July 24th for a four-day period designated as "Elks Week" by Mayor W. P. Donnelly. Mr. Blackledge was introduced to the gathering by Leroy P. Schmid, the Order's new Grand Est. Lect. Knight and retiring Assn. President.

The first item on the agenda was the initiation of the Convention Class by the officers of Cut Bank Lodge, an event witnessed by Gov. J. Hugo Aronson, a member of that lodge, who spoke briefly following his introduction by host E.R. John F. O'Donnell. In his remarks, Gov. Aronson praised the Order's many fine programs, in particular the Speech and Hearing Therapy project of his own State which now has three mobile units operating. Incidentally, at this conclave, the delegates sanctioned a per capita increase of \$1.00 a year to defray the expenses of this important project.

The Order's leader was a special

guest at all functions held during the meeting, including the Memorial Service at which Past Pres. Leon Choquette, elected the Assn.'s first Honorary President, was the speaker. Mr. Blackledge also took part in the colorful parade which drew thousands of spectators to applaud the many fine Elk musical units in the line of march. Hamilton Lodge placed first in the Ritualistic Contest, followed by Cut Bank, Butte and Miles City in that order, and Bozeman Lodge was selected to be host to the 1958 Convention, with a Midwinter Meeting to take place in Kalispell and the popular Bowling Tournament in Great Falls. Outstanding committee reports were made, among them that given by Past Pres. DeWitt O'Neill who revealed that his State had shipped 2,707 hides for veterans' therapy to the California Elks for processing during the previous year.

James F. McCarthy was General

STATE ASSOCIATION CONVENTIONS		
STATE	PLACE	DATE
California	Santa Barbara	Oct. 9-10-11-12
Alaska	Anchorage	Oct. 9-10-11-12
*Ohio	Youngstown	Oct. 11-12-13
*Arkansas	No. Little Rock	Oct. 12-13
*Oklahoma	Guymon	Nov. 9-10
*Seasonal Conferences		

Chairman for the Convention which was held in conjunction with the 65th Anniversary of Butte Lodge. The program closed with a gala ball honoring Mr. Schmid and Richard Gilder of Red Lodge, the new President of the organization who is serving with Vice-Presidents Joseph L. Mang, Havre, and George Wellcome, Anaconda; Trustees J. P. Wegesser, Glendive, Peter McBride, Anaconda, and L. G. Seymour, Great Falls, and A. A. Trenerry of Billings who was elected Secy.-Treas. of the Assn. for the 26th consecutive time.

Washington Elks Hear Address by Woman Jurist

Past Grand Exalted Ruler Emmett T. Anderson, former Grand Lodge Committee Chairman Edwin J. Alexander and all District Deputies of the State were present in Walla Walla for the 1957 Convention of the Washington Elks Assn. which opened June 12th and closed on the 15th. Judge Frances Cook of Beaverton, Ore., the woman jurist who has received high honors from the Matrix Board and the National Safety Council for her work as founder of the Safe-Teen program for the teenage driver, was the special speaker during the Convention when the delegates adopted the Safe-Teen Program as a statewide project for all lodges of the Assn. It will be an undertaking of the Traffic Safety Committee and Youth Activities Committee of the Washington Elks.

At the open meeting on the 14th, four Most Valuable Student scholarships totaling \$1,200 were presented, in addition to \$400 in Youth Leadership awards. There was also a total of \$4,400 given by the Washington Elks Major Project, Inc., in six scholarships in the field of therapy. The report on the Assn.'s Major Project revealed that in two and a half years, the program has expanded to include seven physical therapists; the first occupational therapist has been hired, and these Elks are now caring for more than 300 children throughout the State. John T. Raftis, Sr., of Colville is Chairman of the Board for this important activity.

Felix Rea of Ephrata was elected Pres. of the Assn., with F. George Warren, Olympia, Walter Hagerman, Ellensburg, Herb Odlund, Hoquiam, Clarence Simmonds, Seattle, and P. W. Poffenroth, Omak, as Vice-Presidents.

Below: During the Arkansas Elks Assn. Convention which took place at Fayetteville, Daniel H. Evans was rewarded as top scholarship award winner. Pictured at that time were, left to right, Past Grand Exalted Ruler Earl E. James, Past State Pres. James H. Webb, Daniel Evans and newly elected State Pres. Harry O. Peebles.



Above: Photographed at the Montana Meeting at Butte were, left to right, foreground, Trustees Joe Wegesser, L. G. Seymour and Peter McBride, Secy.-Treas. A. A. Trenerry, D.D. J. E. McCarthy, and Honorary Chaplain A. C. Murchie; background: host E.R. J. F. O'Donnell, 1st Vice-Pres. J. L. Mang, Grand Est. Lect. Knight Leroy Schmid, Grand Exalted Ruler H. L. Blackledge, Pres. Richard Gilder, Grand Lodge Committeeman W. L. Hill and Honorary Pres. Leon Choquette.

Erling Johnson of Tacoma is Treas., W. C. King of Bellingham is Executive Secy., and Richard Harpole, Bremerton, is Chairman of the Board of Trustees.

Virginia Elkdom Holds Session in Roanoke

Past Grand Exalted Ruler John L. Walker and the other hospitable Elks of Roanoke were hosts to the Virginia Elks Assn. Meeting held there August 10th through the 12th. H. L. Blackledge of Kearney, Neb., the Order's new leader, was the honored guest. A gifted speaker, his address was the highlight of the session, during which he and the other Conventioneers learned that the State's lodges had contributed well over \$75,000 to charity during the year with \$6,300 spent on the entertainment of veterans, according to the re-

port made by Committee Chairman Morris Lutto of Richmond. With 406 boys registered, the Virginia Elks Boys Camp, Inc., completed another successful year, under the leadership of Joseph McSweeney, Jr., of Richmond and Camp Director Joseph S. Hackman.

Mr. Walker also delivered a splendid address before the delegates to this meeting, and Hon. J. Benson Hoge, P.E.R. of Lynchburg Lodge, was the impressive speaker at the Memorial Services. Convention Chairman Paul S. Johnson handled the Ritualistic competition which was won by Norfolk Lodge, with Suffolk in second place, and Herman A. Anderson was judged the outstanding ritualist, thereby becoming the recipient of the John R. Schafe Plaque for ritualistic excellence.

Edward L. Curtin of Portsmouth was elected Pres., with Porter R. Graves,

Harrisonburg, Paul S. Johnson, Roanoke, and Landon B. Maxey, Suffolk, as Vice-Presidents. Charles F. Curtice of Petersburg, continues as Secy. Donald S. McClarin, Norfolk is Treas.; V. King Pifer, Hampton, Chaplain; L. A. Hudson, Norfolk, Sgt.-at-Arms; Wilbur A. Davis, Portsmouth, Tiler, and Kenneth V. Brugh, Pulaski, is five-year Trustee. Officers of the Boys' Camp, Inc., are F. L. May, Clifton Forge, Pres.; Joseph McSweeney, Jr., Vice-Pres.; C. F. Curtice, Secy.; Donald S. McClarin, Treas., and Joseph Hackman, Roanoke, Camp Director.

The Virginia Elks will meet for a four-day meeting next Aug. 16th in Alexandria, the home of Past Grand Exalted Ruler Dr. Robert South Barrett who this year missed his first State Convention, and whose absence was felt deeply by his fellow Elks.



Above, left: Chairman Edward J. Hannon of the New Jersey State Elks Assn.'s Crippled Children's Committee, left, presents \$4,000 scholarships to James Spath of Hackensack and Patricia Ann Craven, sponsored by Penns Grove Lodge. At right is Chairman Bart R. Boyle of the N. J. Elks Crippled Children's Committee Scholarship Program. With these presentations, the Elks of New Jersey are providing four-year scholarships for a total of six handicapped students in various schools. Next year there will

be eight students sponsored, after which there will be two graduating annually and two new scholars starting out on a college career under the Elk banner. The program is supported entirely through the N. J. Elks Easter Shield Campaign. Above, center: Chairman Joseph F. Bader of the Grand Lodge Committee on Lodge Activities, left, presents a \$750 check to 1st Vice-Pres. John C. Wegner of the Passaic, N. J., County Elks Cerebral Palsy Treatment Center, third from left. Looking on are the Center's

Pres., Dr. Joseph DeRose, and 2nd Vice-Pres. A. G. Lyons. This presentation took place during the Convention of the New Jersey Elks Assn. at which time Mr. Hannon gave a second \$750 check to Past State Pres. Louis Spine, Chairman of the Board of Directors for the Tri-County Elks Clinic sponsored by Somerville, Bound Brook, Plainfield and Dunellen Lodges. He also gave a \$500 check to the Betty Bacharach Home for Crippled Children. These gifts were made by the Elks National Foundation through the Assn.



for Elks who **TRAVEL**

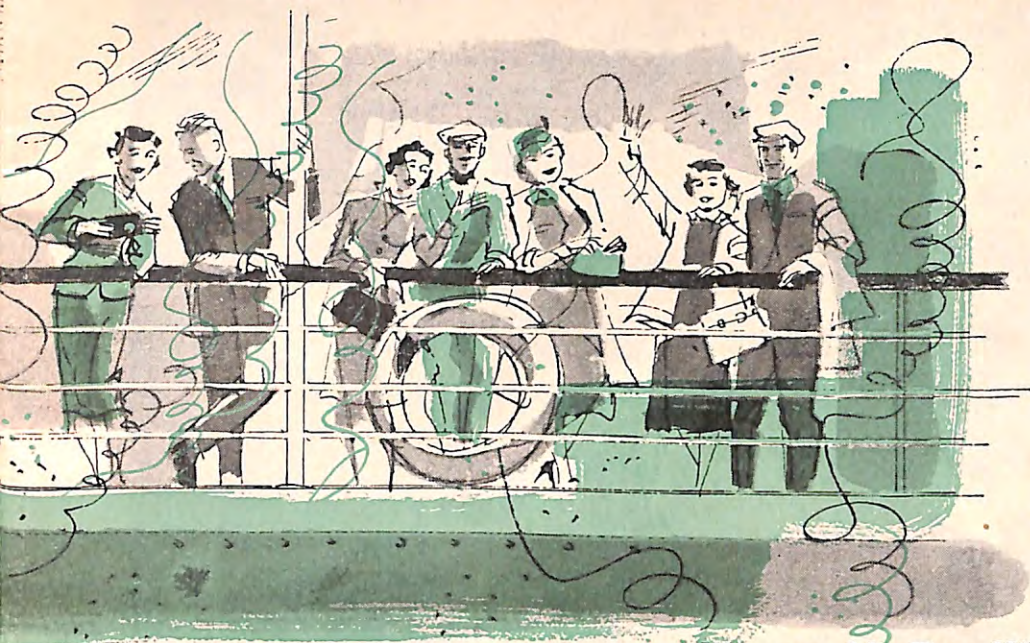
*If you are unhappy
about Fall weather,
try a cruise.*

BY HORACE SUTTON

ONE of the problems of the autumn is that north is too cool and going south seems too warm for this time of year. Most everybody likes to save Florida or Arizona or Southern California until the *real* cold sets in and an insulated sanctuary is really needed. Well, one way around all this, for those in the market for a pre-planned, just-take-me vacation in the autumn, is to sign on board a cruise that is heading somewhere interesting.

For example, the Swedish American Line's great white "Kungsholm" is all preened to take a series of short excursions out to sea all autumn long. One of 12 days leaves New York October 11th and arrives in the duty free harbor of St. Thomas in the Virgin Islands the





Illustrated by Tom Hill

morning of October 15th. Thereafter, there is a full day ashore not only in the Virgin Islands, but also at Cap-Haitien in the spectacular end of Haiti where Christophe built his fabulous fortress, at Havana. The ship returns to New York on the 23rd. Similar jaunts leave October 24 and November 5th, and a Thanksgiving Cruise, departing on the 16th of November, requires 16 days, adds Port au Prince (instead of Cap-Haitien), and also Kingston and Curaçao to the aforementioned ports of call. Rates for these little pirouettes around the Caribbean run anywhere from a low of \$525 (two in a room on the October 11th trip) to \$1,250 (for a suite on the Thanksgiving Cruise).

Those other cruise artists, the Dutch, will send the "Nieuw Amsterdam" out on November 1st for 13 days through the Virgin Islands, St. Lucia, Trinidad, Curaçao and Port au Prince, Haiti, with the fare beginning at \$350. The "Ryndam" goes out November 27, making virtually the same ports except that it will visit Dominica instead of St. Lucia, and will not go to Trinidad. The asking price here begins at \$265. The "Statendam," newest of the Hol-

landers' fleet, has a short excursion that ought to give you a chance to rest up before Christmas and the plague of New Year's sets in. What is more, there is a marvelous opportunity to shop before Christmas. It leaves on December 10th, stops in Haiti (rugs, rum, perfume, mahogany salad bowls, cordials); in Jamaica (thin on shopping but some woolsens and perfume available if you have it sent to the boat under a complicated system), and Cuba (leather, rum as well as imports from Europe). This one begins at \$235.

American President Lines makes no bones about it and comes right out and calls its November 9th sailing a Christmas Shopping Cruise. Of course, it goes in quite the opposite direction, stopping in at Japan, Manila, and Hong Kong. Hong Kong has everything a shopper could seek—silk shirts made to order, woolen and silk suits made to order (about \$40), watches, and indescribable lists of Oriental *objets d'art*. Japan has lacquer ware, damascene jewelry, pearls, dolls, electric motorboats, and toys that cost about one-sixth of the price here. Best part of all, you can load it on the boat with no weight problem to plague

you. Of course the starting price is a consideration. Fares start at \$1,155 for the round trip and the steamship company has a family fare plan that bears inquiry.

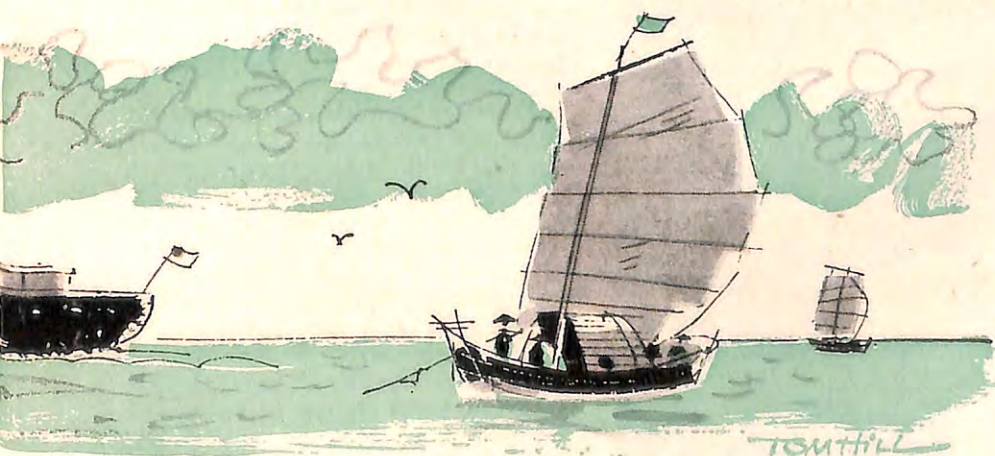
This same steamship company offers a rather novel trip for anybody in the east in early November. On the seventh of that month its "President Monroe" will sail from New York to Acapulco and then from Acapulco up to San Francisco, a unique way of traveling to the west coast for anyone who wants to take the whole trip right up to the Golden Gate. What's more, even for anyone debarking at Acapulco with other ways of getting back home, it is a rather relaxing way of getting to Mexico as long as you have the time.

Also in the Pacific service, the Hawaiian Steamship Company's "S.S. Leilani" will make Thanksgiving and Christmas sailings to Acapulco and Mazatlan. Normally the "Leilani" sails from San Francisco or Los Angeles to Hawaii. It will continue to make these runs every two weeks, occasionally putting into Hilo, as well as Honolulu, and occasionally taking out from Seattle, Vancouver and Victoria, in the Northwest.

In other seas, from now until January 25th, American Export Lines' twin ships, the "Constitution" and the "Independence", both of them are like sleek House-and-Garden pages afloat, will make a series of three-week autumn excursions to the Mediterranean. Fares are pegged as low as \$535 for cabin class and \$685 for tourist. Usually the ships put into about four ports. Among them (they vary according to the sailing) are Azores, Lisbon, Algeciras (Spain), Barcelona, Naples, Genoa, Cadiz, Madeira, Majorca, and Sicily. For anybody in a rush, American Export has worked out plans with Trans World Airlines for combination air-sea excursions, which begin as low as \$718 for two weeks and \$818 for three weeks.

The Italian Line, which sails the same sea, has also turned its regular trips into Mediterranean ports into a series of cruise-like voyages. For one thing, the "Saturnia" sails from New York, October 4th, touches at Lisbon, Gibraltar, Palermo, Naples, Patras and Venice.

(Continued on page 40)



RETIRE IN MEXICO ON \$150 A MONTH

or less in a resort area, 365 days of sun a year, dry temp. 65-80°. Or maintain lux. villa, servants, ALL expenses \$200-250 a mo. Am.-Eng. colony on lake 60 mi. long. 30 min. to city of 1/2 million, medical center. Schools, arts, sports. Few hours by Air. Train, bus, PAVED roads all the way. Full-time servants, maids, cooks, \$7 to \$15 a mo., filet mignon 50c lb., coffee 45c, gas 15c gal. Gin, rum, brandy 65c-85c fh., whiskey \$2.50 qt. Houses \$10 mo. up. No fog, smog, confusion, jitters. Serene living among world's most considerate people. For EXACTLY how Americans are living on \$150-\$250 a mo., Airmail \$2.00 for COMPLETE current information, photos, prices, roads, hotels, hunting, fishing, vacationing and living conditions from Am. viewpoint (Pers. Chk. OK) to BOB THAYER, Box 121 Ajijic, Jal., Mexico. (Allow 2 weeks for delivery.)



from CALIFORNIA...

One of the most vital Elks National Service Commission programs speeds leather processed in California to VA Hospital therapy departments from coast to coast

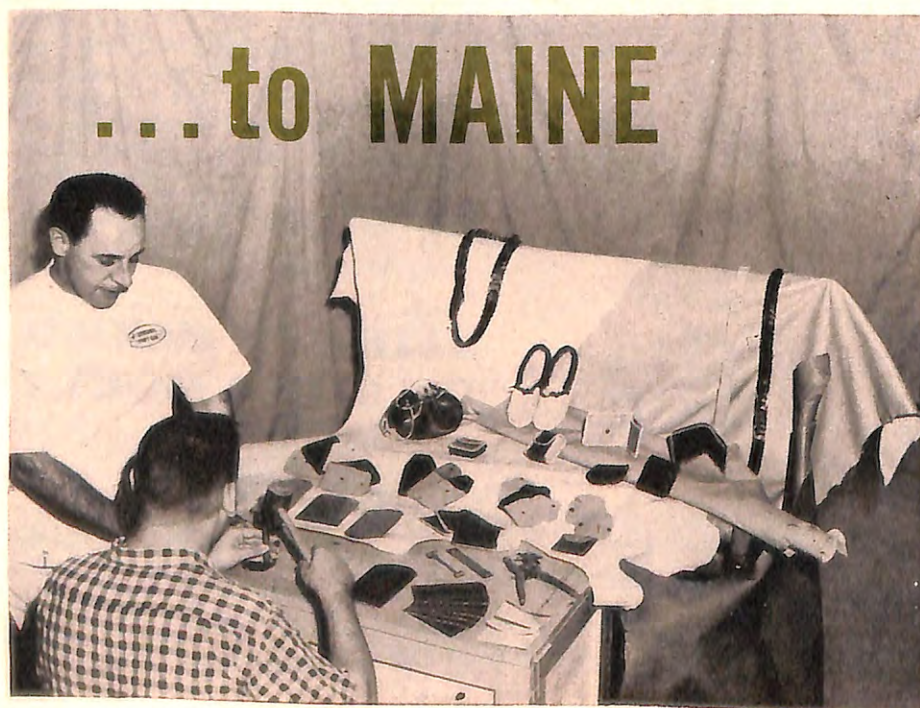
AT THE Grand Lodge Convention in San Francisco the California Veterans Committee under the Chairmanship of Robert N. Traver electrified the assembled delegates with a mass display of leather hides. Stationed in the balcony of the huge Civic Auditorium, the entire California Committee at a given signal simultaneously unfurled hundreds of brilliantly colored leather hides, completely decorating the facade of the massive first tier of the hall.

The presentation dramatized the attainment of the unprecedented total of \$600,000 worth of hides since the program started. Of this, only 20 per cent was spent for tanning and shipment of the finished product to the VA Hospitals throughout the country.

Raw skins are gathered each hunting season in Montana, Wyoming, Oregon, Nevada, North Dakota, Utah, Arizona and New Mexico, then shipped to California for processing and distribution.

Occupational therapists in VA Hospitals are enthusiastic in praising the Elks' generous supply of valuable hides not provided for in their budgets.

Most important of all, however, are the benefits to the hospitalized veterans. Lonesome hours become happy and interesting, new skills are learned and their ultimate recovery is hastened.



...to MAINE

A Message

IN THE ORDER OF ELKS, the month of October imposes particular challenges and affords the greatest opportunities. This month marks the half-way period in the Subordinate Lodge year—it is the time to review the first six months and to dig in with even greater determination for the important six months remaining. A record that so far is only average, or even good, can yet be made outstanding. It is a time for action.

All Subordinate Lodge officers and committees should concentrate on membership. Your important membership record for next April is being made now, so this is the time to pave the way for the big classes of new members during the winter months.

Of equal importance is the problem of lapsation. Now is the time your Lapsation Committee must swing into full action. There has been too much confusion about the definition of delinquency under our statutes. A member who fails to pay his dues for the six-months period beginning on April 1st is six months delinquent on April 1st and remains so until such dues are paid. If he then also fails to pay for the period commencing on October 1st, he is THEN delinquent for one year and subject to being dropped from the rolls. Delinquency is always figured from the beginning of the six months period, not from the end.

October also marks National Newspaper Week when Subordinate Lodges of Elksdom salute our brethern of the press. It is a deserved recognition to a noble profession, never more indispensable than now, and at the same time affords an opportunity to tell again the great story of Elksdom. Like Shakespeare's quality of mercy as compared to the gentle rain, "It is twice blest; it blesseth him that gives and him that takes."

October also marks the beginning of the official visits of the District Deputies to all Subordinate Lodges. These Brothers, all Past Exalted Rulers, are the official representatives of the Grand Exalted Ruler; they are neither snoopers nor joy-riders, but are sent to each Lodge to perform important and necessary functions, to advise and assist, and to build and maintain a closer and more mutually advantageous relationship between the Grand Lodge and all the Subordinate Lodges. If they are stern as to derelictions, they will be equally helpful as to your problems.



*from the
Grand
Exalted
Ruler*

A large, stylized handwritten signature in black ink, which appears to read "H. H. Pennington".

GRAND EXALTED RULER

News

OF THE LODGES



Photographed when Somerville, N. J., Lodge gave a testimonial dinner for C. Douglas Dillon who has been a member of the lodge for more than 24 years and was recently appointed Deputy Secretary of State on Economic Affairs by President Eisenhower were, left to right, retiring State Assn. Pres. Dr. Louis Hubner, Mr. Dillon, Past State Pres. Louis Spine and E.R. Andrew J. Mullen. Mr. Dillon, who is a former Ambassador to France, addressed the 600 guests on the subject of the foreign aid policy of the United States and received a special plaque from Mr. Spine.

Rochester, Minn., Elks Entertain 54 Golfers

A total of 54 golfers from Decorah and Waterloo, Iowa, as well as Austin, Minneapolis and Rochester, Minn., competed for \$150 in merchandise prizes in the annual 18-hole tournament sponsored by Rochester Lodge No. 1091.

In the event, held at Soldiers Field Golf Course, local Elk Claude Glatzmaier made the round in 71 to win the competition, with Lloyd Berg of Minneapolis in second place. Ralph Graen of Rochester and DeWayne Wilson of Minneapolis tied for top honors in the first flight, while the second went to Rayburn Earl of Austin, the third to Harry Salisbury and Jerry Cheek of Rochester, and the fourth to Merian Lisewski of Minneapolis.

A picnic dinner was served to the golfers and their families following tournament play.

Emmett D. Lusk of Ohio Passes Away

Emmett D. Lusk, a prominent member of Wapakoneta, Ohio, Lodge No. 1170, died recently at the age of 66.

A P.E.R. of his lodge, Mr. Lusk had served the Northwest area of his State as District Deputy for the 1928-29 Grand Lodge year.

A well-known attorney, Mr. Lusk was active in both Masonic and Elk circles. Although suffering from a heart

ailment which eventually took his life, Mr. Lusk had attended an Ohio Elk meeting at Lima only a few weeks prior to his death.

Surviving are his wife and mother, a daughter, three brothers and three grandchildren.

Rocky Mount, N.C., Elks Celebrate 6th Birthday

Over 300 Elks and their wives took part in observing the 6th anniversary of Rocky Mount Lodge No. 1038. The program included a supper, bingo and dancing at the lodge home with E.R. A. L. Daughtridge extending a cordial welcome to his lodge's guests.

This progressive lodge had much to review on this occasion, which paid particular tribute to two of its P.E.R.'s—Norman Gold, who is now serving as President of the No. Car. Elks Assn., and Secy. Norman Y. Chambliss, Sr., who was recently appointed District Deputy for the Eastern area of his State. The members of No. 1038 should take a great deal of pride in its achievements, having won 21 Grand Lodge citations and Honorable Mentions in its six-year existence.

Illinois Elks Gather for Top Golf Meet

Persie Pipes of Mount Vernon covered the Kankakee Valley Golf Course



This year's 10th Annual Massachusetts Elks Charity Baseball Day at Fenway Park in Boston gave the Elks National Foundation \$1,500. A definite success, the night game played between the Red Sox and the Yankees was witnessed by 1,150 Elks and their 350 hospitalized veteran guests. Pictured during the check presentation ceremony were, left to right, State Vice-Pres. Thomas J. Dowd, Past State Pres. John J. Murray, Red Sox pitcher Willard Nixon who is a Rome, Ga., Elk, State Trustee Charles G. Sullivan, Grand Trustee Edward A. Spry, Red Sox Coach Irving Burns, a member of Boston Lodge, Mass. Elks Veterans Service Committee Chairman Alfred Gross, Past Grand Exalted Ruler John F. Malley who is Chairman of the Foundation, Grand Lodge Judiciary Committee Chairman John E. Fenton, Past State Pres. Andrew A. Biggio, State Trustee J. W. Bergin, Boston pitcher Bob Porterfield of Princeton, W. Va., Lodge, State Pres. Dr. Wm. F. Maguire and State Secy. Thomas F. Coppinger.



E.R. Melvin K. Andrews of Etna, Pa., Lodge, right, congratulates Evelyn Carole Pfeifer upon her receipt of the 1957 \$1,000 scholarship given annually by the lodge. At left, Scholarship Committee Chairman T. J. Dalton congratulates Leo B. Freudenreich, recipient of the \$1,200 award given annually by the Southwestern Dist. of the Pennsylvania Elks Assn.



Springfield, Mass., Lodge recently donated an Emerson Resuscitator to Boy Scout Camp Woronak, where some 1,500 boys spend the summer. Photographed with the life-saving device are, left to right, Est. Lead. Knight E. J. O'Brien, Camp Director Tim Collins, Youth Activities Committee Chairman R. A. Leary and Est. Loyal Knight J. E. Mitchell.

in 69 strokes to capture the Illinois Elks Open Golf Championship for 1957. A squad of host golfers from Kankakee Lodge No. 627 successfully defended its State team title by defeating a group from Mount Vernon with a score of 290.

A crowd of maximum capacity was entertained and over 260 golfers participated in this year's popular event. Stewart Strain, Illinois Elks Assn. Vice-Pres.-at-Large, was on hand to present the awards.

W. S. Gould Retires as Pennsylvania Elk Secy.

William S. Gould has retired as Secy. of the Pennsylvania Elks Assn. after serving in that post for 41 consecutive years. This became known during the recent Convention of the State group

in Pittsburgh, when Mr. Gould, who will be 86 years old next month, declined reelection for reasons of health. He has been succeeded by Past State Pres. Wilbur G. Warner of Leighton.

NEWSPAPER WEEK CONTEST

This is to remind subordinate lodges of the request made by the Grand Lodge Committee on Lodge Activities that reports on observances of Newspaper Week, Oct. 1-8, are to be sent to Committeeman George T. Hickey, 846 West Montrose Ave., Chicago 13, Ill., by Nov. 1st. Three awards will be made in two categories—lodges of over 750 members and those of less than 750.

Mr. Gould has also served his own lodge, Scranton No. 123, as Secretary since Nov., 1894. Now in his 63rd term, he intends to continue in that office. Upon his retirement as State Assn. Secy., his splendid record of efficient service, as well as devotion and his loyalty and character, were the subjects of a number of laudatory editorials published in the *Scranton Times and Tribune*.

In recognition of his long service, Mr. Gould was nominated as Secy.-Emeritus of the organization and elected unanimously with a tremendous ovation by the more than 700 Convention delegates.

Mr. Gould was initiated into his lodge in April, 1893, and was made an Honorary Life Member in 1911. A former District Deputy he has attended all Grand Lodge Sessions since 1899.



Photographed when Hancock Lodge received the Dist. Vice-President's and President's Ten-Point Program Awards for 1956-57 as the best lodge in Michigan were, left to right, Dist. Vice-Pres. Orville Beeler, E.R. John W. Jacques, retiring State Pres. Robert A. Burns, junior P.E.R. and Secy. Frank Ralph and 1956-57 D.D. A. J. Wickley.



One of the nearly 2,000 children under 14 years of age who were guests of Frederick, Md., Lodge at its annual watermelon feast, digs into a healthy slice. A committee of 15 Elks distributed 300 melons each sliced into eight pieces, all of which were consumed in 30 minutes. The doubly successful event was spread over two of the city's parks.

ADDRESS OF GRAND EXALTED RULER H. L. BLACKLEDGE: Elks Home, Kearney, Nebraska
ADDRESS OF GRAND SECRETARY LEE A. DONALDSON: Elks National Memorial Building, 2750 Lake View Ave., Chicago 14, Ill.

Below: The first "Outstanding Achievement" certificate presented to a fraternal organization by the Worcester, Mass., Red Cross Chapter is awarded to Webster Lodge, in recognition of its achievements in promoting the Red Cross Bloodmobile Program. Left to right, Victor C. Passage, Executive Director of the Worcester Chapter; Elk Committee Co-Chairmen Arthur LaBrie and Joseph C. Pluta, and E.R. John S. Kozlowski.



Above: Andy Owens, the West Palm Beach, Fla., Elk-sponsored entry in the community's first Soap Box Derby, lost out by half a second in the semi-finals. He is pictured with, left to right, Tiler Earl Hamilton; Est. Lead. Knight Karl H. Klaeger; P.E.R. A. I. Tedder, Dist. Vice-Pres.; Youth Activities Committee Chairman B. F. Grall, and Co-Chairman Ray Weiland of the lodge's Charities and Activities Committee.

A Charter for Southside Jacksonville, Fla., Lodge

P.D.D. Thomas E. Malle, who was largely responsible for the fact that the Grand Lodge issued a Charter to Southside Jacksonville Lodge No. 2014 at the Convention in San Francisco, en-

joyed the honor of presenting the Charter to the lodge's E.R. Wm. T. Doro. Present on that occasion was Chairman Edmund Simon of the State New Lodges Committee who was instrumental in the organization of the new lodge. A class was initiated in his honor that evening.

Instituted in Sept., 1956, with 99 members, No. 2014 now has over 140 affiliates and is building a two-story addition to its recently acquired home.

Waterville, Me., Veteran Elk Mourned

George J. Carbone, the last surviving active Charter Member of Waterville Lodge No. 905 passed away some weeks ago in Sanford. Born in Naples, Italy, in 1878, Mr. Carbone came to this country as a child, and moved to Waterville in 1895. In 1903 he helped organize Waterville Lodge and was one of its original members when the Charter was granted to No. 905 in 1904. During the lodge's 50th Anniversary three years ago, Mr. Carbone received a 50-year-membership pin and was guest of honor for the week-long celebration.

Mr. Carbone is survived by his wife, a son and two sisters.

(Lodge News continued on page 22)



Texarkana, Ark., Elks are photographed with the Mayor and City Councilmen when the Elks presented the Arkansas State Flag to Municipal Court Judge Ted Goldman, a member of the lodge.



A four-man squad from Kankakee won the Team Championship in the Illinois Elks' Golf Tournament. State Vice-Pres.-at-Large Stewart Strain, third from left, presented the trophy to Kankakee E.R. Milton Shapiro, fourth from left. Holding their individual trophies are team members, left to right, Dave Williams, Wayne Huot, Lou Trierweiler and Bud Monahan. The individual title went to Persie Pipes of Mount Vernon.



This Beaver Falls, Pa., Elk quartet captured the championship signified by the Wm. P. LaMerc Memorial Trophy, and individual awards they're holding, in the first annual Pennsylvania-Ohio Elks Golf Tourney with Warren, Ohio, Lodge as host. They are, left to right, John F. D'Agostino, E.R. Jack Grimm, medalist Stanley Namola and James Gumbert. Not pictured is runner-up A. J. Nesbitt, Jr. A total of 102 golfers competed.

Lodge Visits of H. L. Blackledge

Right: During his visit to Laramie, Wyo., Lodge on July 30th, Grand Exalted Ruler Blackledge and Exalted Ruler Lynn Smith called on O. M. Peterson, right, Secretary of Laramie Lodge, in Ivinson Hospital. Mr. Peterson, who has been secretary of Laramie Lodge for thirty years, was hospitalized with pneumonia.



Following the lead taken by their departed Brother, Colonel W. F. (Buffalo Bill) Cody, Henry H. Hecht, Cody, Wyo., Lodge, Mr. Blackledge and PER Harold E. Stump, warm their backs before the fireplace in the Colonel's old hunting lodge of Pahaska.



Past Exalted Ruler B. Paul Cody of Casper, Wyo., Lodge, places an Indian headdress on the head of Grand Exalted Ruler H. L. Blackledge, while Past Grand Esteemed Lecturing Knight Hollis B. Brewer watches. Mr. Blackledge visited Casper Lodge July 29th.

UPON his return from the Grand Lodge Convention in San Francisco, Grand Exalter Ruler H. L. Blackledge got off to a flying start with an extensive tour of Wyoming Lodges. Following the Montana State Association meeting in Butte on July 25-27, Mr. Blackledge flew to Billings, where he was met by members of Cody, Wyo., Lodge, who escorted him by car over
(Continued on page 39)

Below: Grand Exalted Ruler H. L. Blackledge was the honored guest at a meeting and banquet of Cheyenne, Wyo., Lodge. At the affair, pictured from left, are: Mrs. Batchelder, Exalted Ruler John H. Batchelder, (Mr. Blackledge), Mrs. Simpson and Gov. Milward Simpson, and Milton E. Nichols, Secretary of Cheyenne Lodge.



Above: Picture taken at entrance to Kearney Lodge on the night of GER Blackledge's first official visit on July 22nd. This is Mr. Blackledge's home lodge. Front row, from left: Lodge members Dr. William Nutzman and Jim Dobberstein; Earl Tunks, Mayor of Kearney; Mr. Blackledge; Exalted Ruler Dr. Dan Nye; PER Fred Irons, Hastings, Neb.; PER, Kearney Lodge R. F. Hollinger and Paul Smith, Exalted Ruler Kissimmee, Fla., Lodge. Filling the background are members of the Kearney City Council, City officials and lodge members

LODGE NOTES

More than 500 Elks enjoyed themselves thoroughly at Lancaster, Calif., Lodge's Sixth Annual Stockyard Night, honoring local stockmen and those from the Los Angeles Union Stockyards. P.E.R. Roy J. Simi and his committee saw to it that everyone had plenty of steak, beans, salad, garlic bread and coffee, served to western music provided by the Coker Family.

Immediately following the disastrous floods which inundated the south and west sections of Hannibal, Mo., the Elks of that community began a drive for clothes, food and money to aid the victims. Chairman Henry F. Schultz, P.D.D., reports a gratifying response to his lodge's appeal.

The 52nd annual stag clambake and outing of Quincy, Mass., Lodge attracted 350 Elks and their friends. Among the guests was Surendra Nihal Singh, staff reporter for The Statesman of New Delhi, India, who is a temporary member of the Quincy Patriot Ledger staff under State Department auspices. Cliff Canniff provided a varied menu under the Chairmanship of Paul J. Bartoloni, with H. M. Wilson in charge of reservations.

When Maryville, Mo., Lodge held its Annual Scholarships Presentation Night, Miss Helen Weeks and Howard Beurman were recipients of one year's tuition to Northwest Missouri State College. Four other students were also honored by Committee Chairman Theodore Cockayne and E.R. Forrest Steele. Everett W. Brown, Director of Field Services at Northwest, was guest speaker.

During the celebration of the 150th anniversary of Alexandria, La., the Elks received several mentions in the daily press notices recalling the community's historical high spots. The lodge home stands on the site of Holcombs Opera House, scene of many events of the Nineties, and in the early 1900's the Elks Minstrels provided welcome entertainment for Alexandria's citizenry. In celebrating the observance, Fore-Fathers Day found 30-year-Elk Glenn Bradford receiving top honors for the beard he grew in competition with many other fellow townsmen.

In reporting the Indiana Elks Assn. Convention in our August issue, we gave State Inner Guard Clayton Moyer's lodge as Boston. This was an error; Mr. Moyer is a P.E.R. of Bluffton, Ind., Lodge.



With their trophies are champions of various tournaments in the National Baton Twirling Contest sponsored by the Elks of Binghamton, N. Y., under Youth Committee Chairman John W. Sheehan. Left to right, first row: Marlene Gill, Philip DeAngelo, Marilyn Boa and Phyllis Hotaling; second row: Sharon DeAngelo, Judy Delp, Judy Backer, Barbara Emminger, Florence Dipold and Eileen Howard; third row: Mark Adiletta, Patricia Flanagan, Jack Crum who traveled from Florida to compete, Carol Reinagel and Winfield Hotaling.



Leominster, Mass., Lodge has received national recognition for its outstanding contributions to recreation in the community and for its youth program in general. Recently, the National Recreation Assn. honored the lodge with the presentation of a citation taking cognizance of the lodge's "Outstanding contribution to the recreational movement in America". At that ceremony were, left to right, foreground, Police Chief George H. Smith who is the lodge's Youth Activities Chairman, local Recreation Commission Chairman E. A. Ruisse, E.R. D. P. Dululio and local Recreation Center Exec. Secy. J. H. Crain, Jr. In the background are Commission Clerk William Swanson, Commissioner Frank Gelane, Mayor L. J. Cormier, Est. Lead. Knight of the lodge, State Rep. J. Robert Mahan, Supt. of Schools Martin L. Moran and local high school principal T. M. Kucharski. In the past six years the lodge has given 63 scholarships totaling \$12,000. Its annual \$2,000 program offers 12 awards given under the Chairmanship of John H. Coburn. In addition, the lodge supports Little League and Babe Ruth League programs, sends local youngsters to Boston major-league games and sponsors many playground activities.



Some of the large group of children from the Methodist Children's Home who were entertained at Decatur, Ga., Lodge's Annual Fish Fry are pictured with, seated, one of their house mothers, Miss Amelia Crews, and, standing left to right, Est. Loyal Knight Ralph J. Holtsclaw, Esq. Thomas H. English, P.E.R. and Trustee Charles J. Lyon, Publicity Chairman John G. Thomas, Est. Lect. Knight Shorter Granberry and Entertainment Committee Chairman R. C. Perrone. The event, at which the children were special guests, is held annually for the benefit of "Aidmore", the Georgia Elks Assn.'s Hospital for Crippled Children.

(Lodge News continued on page 38)

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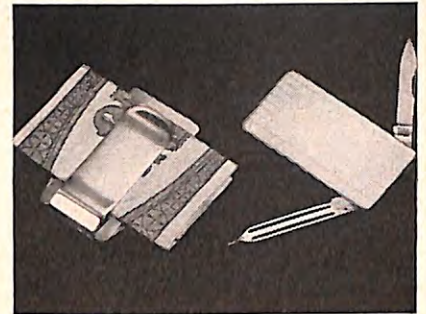
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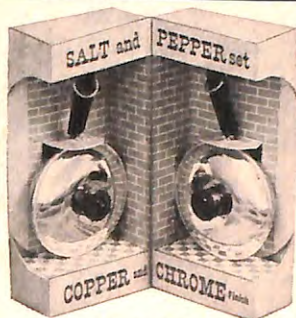
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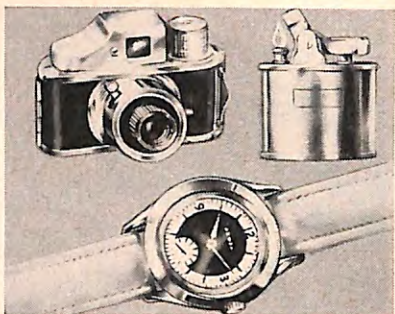
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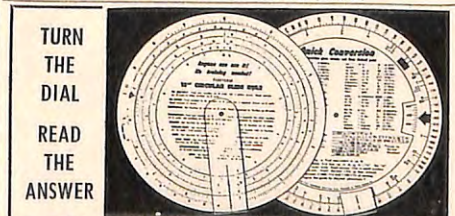
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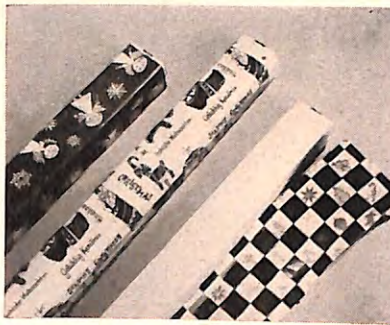
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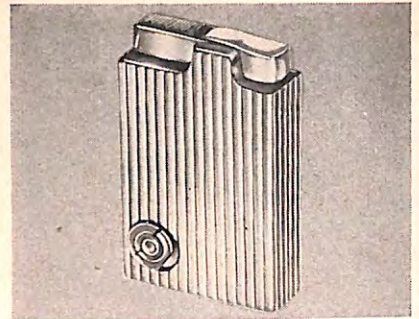
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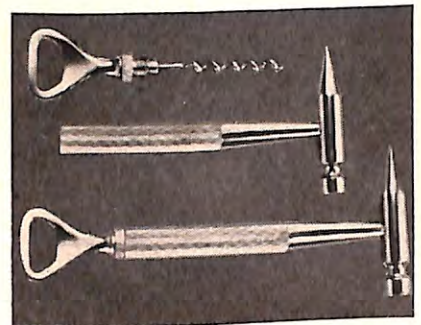
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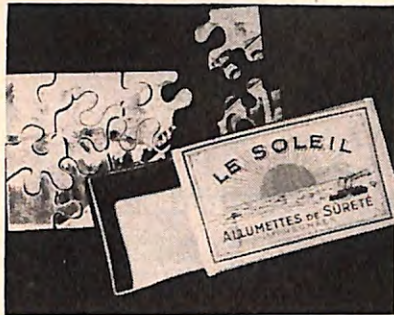
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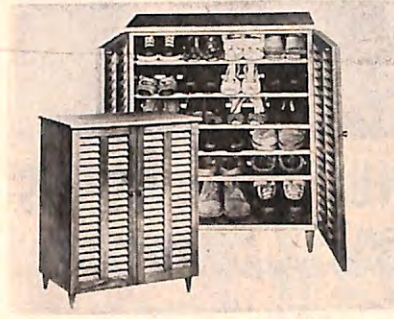
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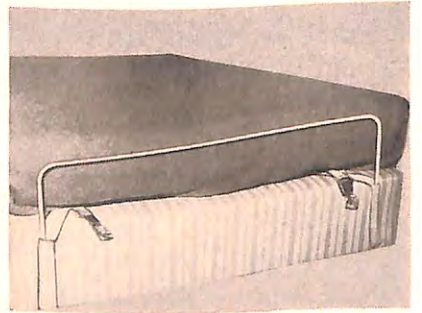
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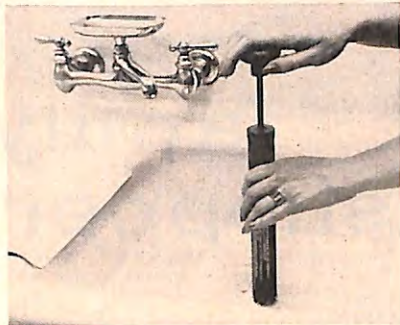


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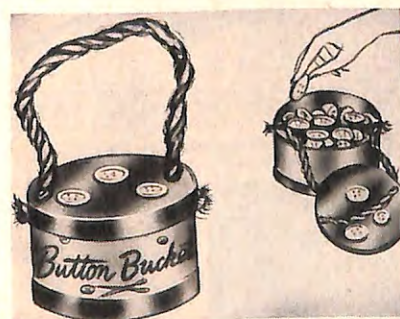
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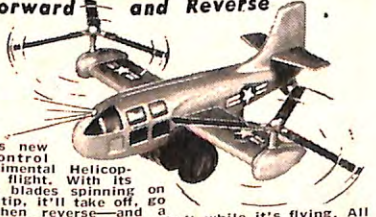
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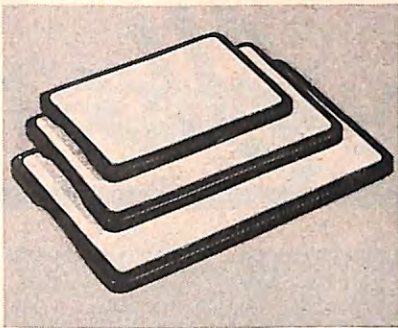
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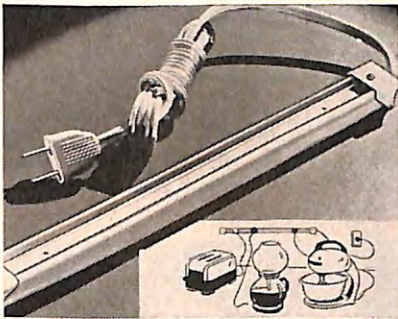
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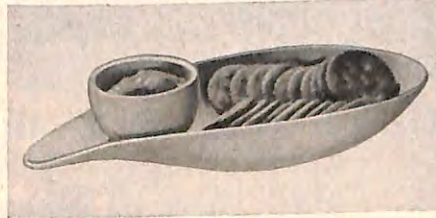
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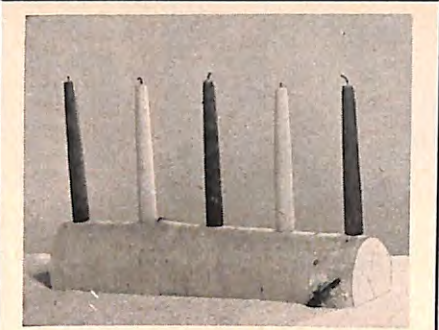
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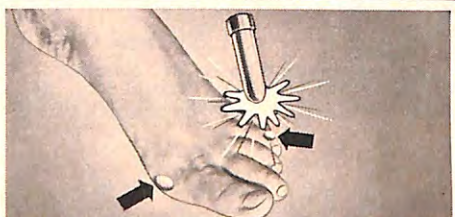
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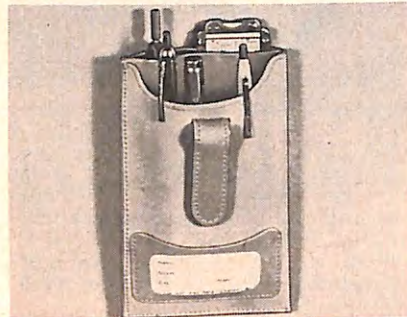
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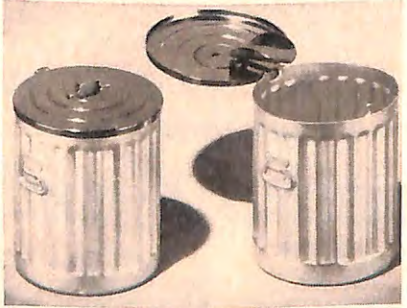
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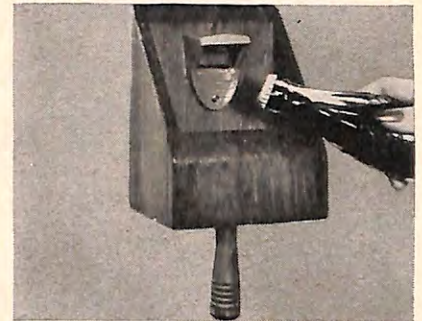
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<p>DOG-GONE</p> <p>Housebreak Pets NO MORE "DOG ACCIDENTS"! Amazing scientific compound housebreaks pets automatically! Just 2 drops on any newspaper, mat or spot desired attracts Fido like a magnet—every time. Safeguards rugs, furniture, etc. No need to take Fido out on chilly days. BT 3739 \$2.00</p>	<p>Operates From Dashboard CAR VACUUM CLEANER Keep your car clean wherever you are. Efficient portable car vacuum sucks up dirt, dust and crumbs from upholstery, floor, interior. No outside outlets, special attachments needed. Fits in glove compartment. 12 ft. hose included. BT 3749 \$3.98</p>	<p>Fun On The Farm THE BOOK THAT TALKS A different animal speaks to your child from every page! Cows Mo-OO. Dogs Bark! Ducks go Quack-ck! Press the entire book and all sing in chorus. BT 8412 Talking Book. 75c BT 609P with child's name hand painted. . . . \$1.00</p>	<p>Personalized WATERPROOF NAME MITTENS Can't get wet or lost! Plastic coated mittens or gloves lettered with child's first name. Completely watertight and flexible fleece jersey lining. Specify red, blue, or brown. Give child's age for size. BT 508P Mittens \$1.00 BT 509P Gloves \$1.50</p>	<p>Self Powered! Portable! VACUUM BRUSH-LITE For double duty! A flick of a finger and this Electric Vacuum Brush sucks dust and lint into a removable bag. Another flick—it's a flashlight. Brush cleans clothes, venetian blinds, upholstery. Standard batteries. BT 9606 Brush-Lite . . . \$2.95</p>
<p>PERSONALIZED CIGARETTE DISPENSER The cute attached poem reads: "Take a look and you will know, how many packs I've got to go." At the top, we will impressively hand letter any name along with the other words as illustrated. No more running out—keeps constant check on cigarette supply at a glance. The perfect gift for most any household. Holds 12 packages dispensing one at a time. For wall or table. 10 1/2" high. BT 554P Regular. BT 555P King-size. Each \$1.25</p>	<p>Dry Hair in Minutes! HOME HAIR DRYER Modern women are celebrating . . . no wet hair to keep them waiting. Air Cap dries hair in Jiffy. Set hair anytime—even after swimming—take it down, dry 7 minutes. Dryer slips on vacuum or hand dryer; other end fits comfortably on head. Leaves hands free. BT 7193 \$1.00</p>	<p>HOW TO ORDER: • Order by number, stating quantity desired. • Add only 15c to each item ordered for postage and handling. • Send payment (check, money-order or cash) with your order. No C.O.D.'s please. Satisfaction Guaranteed Or Your Money Back Send All Orders To: BANCROFT'S 2170 So. Canalport Ave. Dept. EL983, Chicago 8, Ill.</p>	<p>Take Secret Photos! TINY POCKET CAMERA Take clear, detailed pictures at a moment's notice. Miniature spy camera takes secret photo. 1 1/4" high x 2" wide with quality lens for close-up or distance. Weighs 3 oz. 10 exposures to roll. With case. BT 2275 \$1.98 BT 2288, Six rolls of film \$1.00</p>	<p>PERSONALIZED "MIDNIGHT COACH" SIGN Family name and house number glow in the dark! Artistically hand-lettered "Midnight Coach" Sign adds friendly warmth to your home. Easy to install, you'll proudly display it on lawn, post, acrylate, mailbox or tree. Weatherproof methyl-methacrylate with rich black crinkle finish. Over 15" long, 6 3/4" high. State name and address. BT 515P, Coach Sign. \$1.00</p>

WELCOME TO OUR GRAND EXALTED RULER
H. L. BLACKLEDGE
 AND TO THE MEMBERS OF HIS OFFICIAL FAMILY
 MAY YOUR STAY BE A PLEASANT ONE
 Home Trustee Dewey E.S. Kuhns



At the Elks National Home, Bedford, Va.

**DISTRICT
 DEPUTY
 CONFERENCES**

IMEDIATELY following his election to office at the Grand Lodge Convention in San Francisco last July, Grand Exalted Ruler H. L. Blackledge scheduled three regional meetings with his District Deputies to get his program for the year underway. The first meeting was held at the Elks National Home at Bedford, Va.; the second at Salt Lake City, Utah, Lodge No. 85, and the

third at the Elks National Memorial Building in Chicago. Meeting with the Grand Exalted Ruler and his Deputies were the Grand Secretary and representatives of the Elks National Memorial and Publication Commission, the Elks National Foundation, Elks National Service Commission, the Board of Grand Trustees and members of the Grand Lodge Committees.

At Salt Lake City, Utah, Lodge, No. 85

At the Elks National Memorial Building, Chicago



Hunting Marksmanship

(Continued from page 11)

lost. It is unfortunate for the hunters because it is responsible, each fall, for many of them not bringing home the bucks to which they are entitled and which, in many cases, they had an excellent opportunity to bag.

The first requirement is a combination of rifle, sights and ammunition that is accurate. Furthermore, the hunter must *know* it is accurate. He must have confidence in it. He must feel absolutely sure that a miss is his own fault. Without this certain knowledge he can never be a really good shot, nor successful hunter.

But what is *accurate*? How straight must a gun shoot? To begin with, there is no such thing as a perfectly accurate rifle. Such a gun would place all its bullets precisely in the same hole on the target—assuming a perfect hold in each case and barring outside influence, such as wind. The bench-rest shooters have come close to this ideal during the past few years, with their custom-made barrels and hand-loaded ammunition, but even they have not achieved it—nor are they likely to.

What the bench-rest boys have done is to beat consistently another long-held dream of rifle shooters—minute of angle

groups. A minute of angle covers about one inch at 100 yards. In order to group its bullets within a minute of angle, a rifle must be superbly accurate, perfectly held, and its ammunition must be as uniform as is humanly possible to produce.

I have never seen a combination of big-game rifle and hunting ammunition this accurate. Of course, any of us may occasionally shoot a one-inch group of three or five shots. We hit the jackpot occasionally if we play the slot machines enough, too. But when you meet a fellow who says he *consistently* makes one-inch groups with big-game rifle and ammunition, you may be sure he's blood brother to the guy who always gets three individual quail on the covey rise. Offer to cover his bets.

FORTUNATELY, we don't need this kind of accuracy. Forty-five years ago, the late Charles Askins, Sr., wrote that deer and antelope ammunition ought to be accurate enough to keep ten shots in a six-inch circle at 200 yards. This assumed that the rifle was fired from a machine rest. It did not allow for human error. Modern rifles and ammunition will beat that, but when

you find a man who can, tip your hat and quietly walk away. He's good.

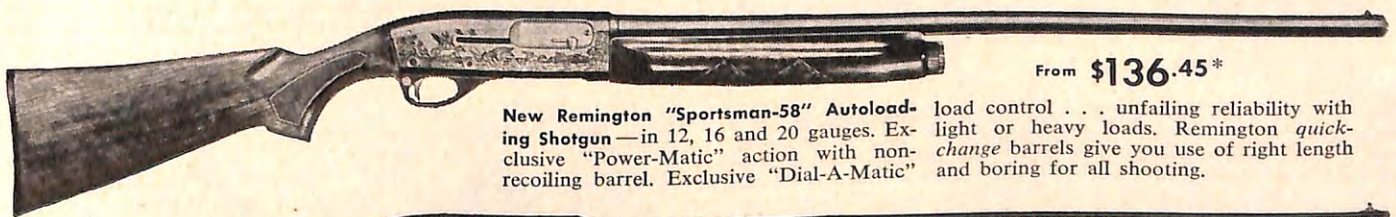
Actually, it is difficult to set any arbitrary standard of accuracy. The requirements vary. They are a lot more critical in the open country of the West and North than they are in the typical whitetail cover of dense woods, cedar swamps and little, grassy glades. Because of this, and the different methods of hunting, the best rifle for one place is not the best for another. Nor are the sights.

For whitetails in the woods, I want a short, light, fast rifle that handles like a shotgun, with a big gold bead front sight and a shallow, U-notch rear, or else, maybe, the same front sight and a big-aperture peep. I might possibly settle for a low-power scope, which is better in poor light, but is not so fast on moving targets as the open sights. A fairly heavy bullet at moderate velocity is right for this kind of shooting, too, and the fact that it might have a mid-range trajectory over 200 yards of five or six inches wouldn't bother me a bit. Two hundred yards is a mighty long way in the woods.

I'd sight it for 100 yards and expect
(Continued on page 45)

They're light, fast, built to last..

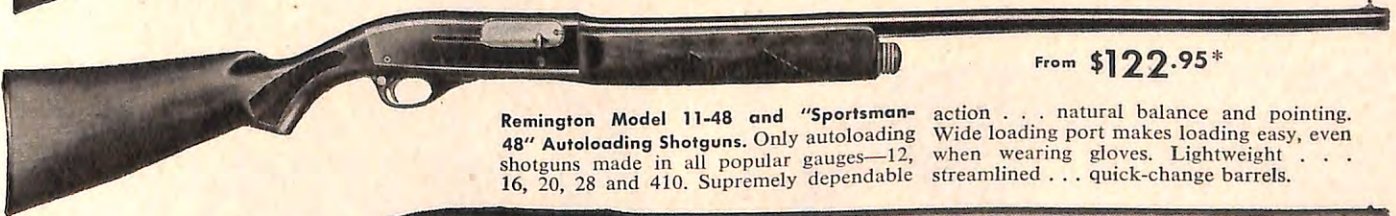
Today's most wanted shotguns are **REMINGTON**



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New Remington "Sportsman-58" Autoloading Shotgun—in 12, 16 and 20 gauges. Exclusive "Power-Matic" action with non-recoiling barrel. Exclusive "Dial-A-Matic"

load control . . . unflinching reliability with light or heavy loads. Remington *quick-change* barrels give you use of right length and boring for all shooting.



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Remington "Wingmaster" Model 870 Pump-Action Shotgun — The *only* pump-action shotgun with *quick-change* barrels. Exclusive breech-block locking mechanism means less wear, constant headspace. Ex-

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"Sportsman," "Wingmaster," "Power-Matic," are Reg. U. S. Pat. Off. by Remington Arms Company, Inc., Bridgeport 2, Conn.

*Prices subject to change without notice.

Remington



NEWS of the LODGES



Above: El Paso, Tex., Elk bowlers who won the Civic-Fraternal Bowling League Championship for the entire season include, left to right, foreground Otto Bombach, Capt. Jim Matthews, Saul Kleinfeld, Ward Haynie and Bill Arnell. In the background are substitutes Joe Straub and T. N. Hewitt.

Left: Percy H. Cogswell who has been Secy. of Alliance, Neb., Lodge for 52 years throws out the first ball prior to the night game between the McCook, Nebraska, State League Team and the Alliance Elks' nine. Looking on, left to right, are McCook Mgr. Bill Steinecke, Acting Mgr. Mike Kosmicki of the local team and Milwaukee Braves Scout Russ Sehon.



Above: On behalf of Salem, Ill., Lodge, Earl F. Robison, left, and Dwight W. Young, right, present a 17-inch Zenith portable television set to 14-year-old Douglas Heavener, a patient at St. John's Sanatorium in Springfield, who's afflicted with tuberculosis of the spine.



P.E.R. Charlie Mooney holds the American flag as P.D.D. Roy Gonders turns the first spade of earth for the Boy Scout building being erected by Midwest City, Okla., Lodge. E.R. Tom Weaver, third from left, cuts the ribbon and Scoutmaster Carl Thompson holds the Scout Banner.

Below: Thirty girls attended the Fresh Air Camp sponsored by North Platte, Neb., Lodge this summer at a nearby Camp Fire Girls camp site. Four of the young ladies are pictured as they demonstrated some of the crafts they were taught at the camp when some of their benefactors visited them there. Left to right are E.R. Horace Prouty, Est. Lect. Knight Joe Sadi, Ann Waterman, Judie Creason, Secy. A. F. Tramp, Mary Thompson, Mabel Chessmore and Est. Lead. Knight Del Bailar.



Above: Pictured when St. Joseph, Mo., Elk officials honored Judge Richard M. Duncan with the initiation of a class of 24 candidates and the presentation of a gold-plated Honorary Life Membership card were, left to right, foreground, Judge Duncan, Past State Pres. and Chief Judge of the U. S. Dist. Court for Western Missouri; E.R. Robert H. Glenn; Inner Guard Marle Yager, and Secy. R. M. Frye; in the background: Organist Raymond Gibson, Est. Lect. Knight R. E. Martin, Est. Loyal Knight R. C. Herschman, Est. Lead. Knight. W. F. Enright, Jr., Esq. C. F. Wurtzler and Chaplain Dave Hoverson.



Word has reached us that the one spot on Waikiki Beach receiving considerable attention from visitors is the Hawaiian Village Hotel. New and as modern as tomorrow, the hotel is set in 18 acres of tropical gardens—a most complete hotel and recreational vacation Paradise. There are five swimming pools and five restaurants, as well as cocktail lounges, supper clubs and specialty rooms. You live in luxurious air-conditioned lanai suites in your own thatched-roof cottage. All the privacy you want or all the society you desire. This, they tell us, is indeed the spirit of Hawaii.

★ ★ ★
From Brother Dan Sanborn, who speeds so many of our guests on their way from the Border to a vacation in Mexico, comes information that the Seventh Day Adventists' Hospital on Highway 85 (old Pan Am) at Montemorelow, between Monterrey and Valles, has just opened a special Amer-

ican wing for the tourists who need medical help. American doctors are in attendance. The Adventists are doing a tremendous humanitarian job for the natives in the area, and the hospital is highly recommended.

★ ★ ★
The Israel Government Tourists Office reports that the Tenth Anniversary of Israel's Independence in 1958 will be a Festival Year for the tourist. Some 100 special events and festivals have been scheduled thus far. Over 100,000 tourists are expected in 1958.

★ ★ ★
The Greek Line announces two West Indies—South America Cruises—leaving from New York, one on Friday, December 20th, of 17 days, with a minimum rate of \$395. Stops will be made at San Juan, St. Thomas, Havana, Kingston and ports on the northern coast of South America. Cruise No. 2 leaves on January 7th, for 8 days, and will visit Port-Au-Prince, Kingston and Nassau.

★ ★ ★
And speaking of Jamaica, a new hotel will open on the north shore at Ocho Rios on Mammee's Bay on December 7th. The Arawak will have 176 rooms, each with a terrace and completely air-conditioned. There is a swimming pool, shopping facilities and a 700-foot private beach on the Caribbean. Tax free goods will be sold at the shop. The Arawak will operate on the American Plan.

★ ★ ★
United Airlines recently announced the construction of a \$10-million pas-

Lodge Visits of H. L. Blackledge

(Continued from page 21)

the skyline drive of the Northeast gateway to Yellowstone National Park, and from there through the Park to Cody. At Cody, there was a dinner meeting on July 28th in Mr. Blackledge's honor. On hand for this occasion were former members of the Grand Lodge Auditing Committee Henry H. Hecht and Exalted Ruler Robert Way.

The following day Mr. Blackledge was at Casper Lodge for an outstanding dinner occasion. He was greeted in Thermopolis en route to Casper by Hollis Brewer, Past Grand Esteemed Lecturing Knight, and William J. Palmer, both of Casper Lodge. The Grand Exalted Ruler was given a rousing Western welcome by members of Casper Lodge, complete with stage coach and Indian regalia. The reception and dinner were held in the lodge with over 200 Elks in attendance, followed by a regular lodge meeting. The evening concluded with a dance at the lodge ballroom. Among the guests present were State President Richard Bertagnolli, District Deputies Paul Wannacott and Max Mortimore; Past Colorado

President C. S. Rice, and State Sec. Treas. L. G. Mehse. While in Casper, Mr. Blackledge, Brother Brewer and PER James E. Parrish appeared on a fifteen-minute broadcast over radio station KVOE, which was released Tuesday evening, August 1st. Following his visits to the Wyoming Lodges, Mr. Blackledge returned by train to his home office at Kearney, Nebraska.

ITINERARY OF GRAND EXALTED RULER H. L. BLACKLEDGE

SEPTEMBER	
18-25	Upper New England tour.
27	Colorado State Convention, Denver.
28	Return to Kearney, Neb., office.
OCTOBER	
19	Austin, Minn., luncheon.
21	Milwaukee, evening; Kenosha, reception.
22	Sheboygan, Wis., lunch; Manitowoc-Two Rivers, reception at Manitowoc; Green Bay, dinner; afternoon, Country Club.
23	Marshfield, lunch; Chippewa Falls, reception; Rice Lake, dinner.
24	Madison, Wis., lunch; Beloit, reception in new lodge building.

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"Never Needs Water"

INSTALL IT...FORGET IT! Here at last is the battery science has been trying to perfect for more than 100 years! Think of it—now you can install in your car the most powerful battery ever built, then forget it completely for at least ten long years!

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50,000 STARTS A YEAR FOR 10 LONG YEARS! What other battery stores such tremendous reserve power that it can deliver the equivalent of more than 120 starts a day for 10 years or more? The SILICON WATERLESS BATTERY did it in the toughest battery test ever devised by any laboratory—made a total of half a million starts!

NEVER USES WATER...NEVER OVERHEATS... NEVER FREEZES...NEVER NEEDS ATTENTION Every SILICON WATERLESS BATTERY is permanently sealed at the factory. Patented breather valves replace the customary battery caps and are never removed. You never add water, you never even bother to check—you install it and forget it! Cells cannot be damaged by carelessness.

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senger terminal at New York's International Airport. It will be the largest passenger-handling facility operated by United at any of the 80 cities served by the Line. The facade of the 691-foot-long building will be entirely of glass panel and aluminum frames. A 25-foot overhang running the length of the building will afford protection from the weather.

★ ★ ★

From Brother George M. Lewis, (No. 888, Long Beach, Calif.) comes

For Elks Who Travel

(Continued from page 15)

Once in Venice, there will be a gondola to the hotel, then a guided tour of the Venetian islands the next day, on to Milan, by train to Florence, down to Rome, where there will be time for shopping and time for conducted sight-seeing, train to Naples, excursion to Pompeii, all-day trip to Capri and sail for New York on the 31st from Naples. All this, with the Italy land tour included, goes for \$785 minimum in cabin class and \$900 minimum in first. Other similar trips, sometimes taking in Amalfi and Sorrento or Taormina, the handsome Sicilian resort, will be available on subsequent sailings leaving New York Nov. 14th, and again on Jan. 3rd and 24th. The "Saturnia" alternates with the "Vulcania," and shore tours at other ports will be available through the ships purser at a supplemental charge. The ground plan inside Italy represents quite a departure since shore tours are almost without exception the responsibility of the passenger. That is, he pays for them over and above the cruise charges.

That about brings me to the Norwegians, who are offering what they are calling seven Carefree Cruises, some of them within the realm of almost anybody and others only for those with stacks of annuities piled away in safe corners. Now then, there is a sailing on the "Oslofjord" Sept. 28, visiting Jamaica, Curaçao, San Juan and Bermuda for thirteen days at a minimum fare of \$325; two-week cruises of the West Indies over both Columbus Day and Thanksgiving in the \$350 to \$400 bracket; and another of 17 days leaving January 17th which, among other Caribbean places, takes in the San Blas Islands. But for anyone with heaps of time and heaps of money, the Norwegians are sending the "Bergensfjord" Down Under for 77 days on January 10th, looking in at Easter and Pitcairn Islands, Tasmania, the Great Barrier Reef, Tahiti, Fiji and the Galapagos. A month later the "Oslofjord" takes off for points on the Amazon and points on the Congo. Well, if you're going to invade Darkest Africa, doing it in an air-conditioned liner loaded down with cold herring and iced akvavit is about as dandy a way to do it as I can think of.

a note on how much he enjoyed the Convention and revisiting San Francisco. Among other things he says, "The cable cars, on which we rode, leave Market Street, go over Nob Hill to Fisherman's Wharf and are a unique mode of transportation quite unlike anything elsewhere in the world. After

dining at the Wharf, we took a two-hour boat ride, cruising out on San Francisco Bay under the Golden Gate Bridge and Bay Bridge. Yours truly always looks forward to a stay in San Francisco, although none has been enjoyed more fully than this year while there with my Brother Elks."

SPECIAL MESSAGE OF GRAND EXALTED RULER BLACKLEDGE ON KNOW YOUR AMERICA WEEK



Grand Exalted Ruler H. L. Blackledge has asked Elks lodges to take the lead in the observance of Know Your America Week from November 24 to 30 in their communities. In a special message to all Elks, the Grand Exalted Ruler called Know Your America Week "a time for loyal Americans to re-dedicate themselves to the spirit of freedom that has made our country so great".

Chairman Joseph F. Bader of the Grand Lodge Committee on Lodge Activities supplied all Exalted Rulers a copy of the Grand Exalted Ruler's message together with a brochure to be used as a guide in organizing and

presenting a Know Your America program.

The Week is sponsored by the All-American Conference To Combat Communism, a federation of some 50 national organizations including the Order of Elks. Last year, citizens of 4,000 communities united during Know Your America Week to participate in programs that brought into sharp focus the blessings of freedom that all Americans enjoy in their daily lives, in contrast to the unhappy fate of those people ruled by communist dictatorships.

The Grand Exalted Ruler's Message

Through generations of struggle and toil, we have developed a way of life that is good because it promotes the happiness and well-being of all citizens and not just a few. What we have achieved in the past is a promise of even greater things for the future, if we hold firmly to the essential principle that has made all our progress possible. That principle is freedom.

Everybody doesn't agree that freedom is a good thing. Some people right here in the United States are working hard, every day, to persuade us that we ought to abandon our freedom and set up a communist dictatorship. Men and women who understand what our way of life means to them in practical, everyday terms of human happiness will never embrace communism or any other reactionary dogma.

It is for this reason that the Order of Elks supports the annual observance of Know Your America Week, sponsored by the All-American Conference to Combat Communism. Through community-wide programs that bring home to us the blessings that we all enjoy as a result of our God-given freedom, we will gain a new appreciation and understanding of our way of life that will strengthen the spirit of American patriotism, and counteract and defeat the efforts of communist agents to substitute a red dictatorship for our democracy.

At my request, Chairman Bader of the Committee on Lodge Activities has mailed to every Exalted Ruler a booklet that explains this program in detail. I hope that each of our lodges will take the initiative and supply the leadership in planning a Know Your America Week program in its community that will give every citizen a deeper respect for his priceless heritage of freedom, and a firm resolve to defend it to the death.

in the DOG HOUSE

A dog's nose and ears are its great assets for police work.



with
ED FAUST



The Labrador retriever is noted for keen perception.

WHEN I was knee-high to a dachshund, we didn't have juvenile delinquents. Most of the small fry among those who went off-side socially were just fresh kids only needing a trip or two to the parental wood-shed. The very few who thought they were tough citizens became anything but that at the sight of the cop on the beat. Knife fighters among youngsters were a scarcity and although the cost of living was a lot less than it is today, the price of a hand gun was beyond the reach of all the boys I knew, but maybe we were underprivileged. Perhaps my memory is mellowed by distance, but that's the way I recall it.

Today—well, you know how it is. This isn't an essay on social conditions. Simply a lead-in to a question I've asked before and has been asked by many who appreciate the important part that dogs

can and do play in assisting police. Why more dogs aren't used by police departments is a mystery, explained in part no doubt by the fact that many such law enforcement agencies are still unaware of the help that Fido can give to the man on patrol. Particularly is this so for those whose tours include public parks, where shrubbery affords a hideaway for some of the thugs who infest such places. The keen ears and nose of the dog enable it to detect hidden rascals before a policeman is aware of them. What's more, when the chips are down and the officer has to go into action, the dog is a great helpmate. This not only goes for park prowlers but for the would-be-burglar who trusts to the shadows of a darkened area before breaking and entering. A large, courageous dog known to accompany the neighborhood policemen, can do much to intimidate

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the budding or hardened hoodlums, whose courage comes from congregating in packs. When given the chance, the dog has time and again proved his usefulness, not only for police work but on the battlefield, as guardian of military establishments, factories and business places—among the latter some of our largest department stores.

In the eye department our four-legged friend, as the saying goes, isn't so hot. He has scant appreciation of color, if any, and his awareness of form is very limited. Within such limit, however, he's quick to detect movement, which may explain why certain game will remain motionless when unexpectedly confronted by a dog so near to it that the chance of escape is little. If you've ever watched a dog seeking an object, or a person, you've perhaps noticed that it scarcely uses its eyes, but its nose will frequently twitch as it sorts out odors. He depends on his schnozzle and in a normal dog it's a mighty fine instrument, or should I say organ? (Men have been hanged for less, Faust.) Sentimental owners have read poems in the eyes of their dogs and who knows, maybe they're right. We've heard or read of the pleading or mournful, wistful or sparkling eyes of Fido, but the only thing I can be sure about is the color of the pup's peepers. That color may range from nut-brown to a very dark brown.

Although the eyes of our friend are not keen, nevertheless they require the attention of the dog's owner. They furnish a good index to the dog's health. The eyes of a healthy dog are bright and alert, and the whites a clear white. A bloodshot eye is usually the indication of a cold. There are several excellent eye washes made for dogs, good for bloodshot eyes or those which have been injured, although the latter should have prompt veterinarian attention if the injury is such that an eye wash wouldn't ease it. Eyes that "run" persistently sometimes indicate the beginning of distemper. The owner of a dog that has such an eye condition will of course take that dog to a vet. Frequently dogs used for hunting have their eyes injured going through heavy brushwood. Some of the breeds, particularly some of the toy dogs with prominent eyes, will encounter injuries which will call for prompt bathing of the eyes and, depending upon the extent of the injury, veterinarian attention. When bathing a dog's eyes, a soft cloth should be used, and the liquid, unless otherwise directed if you buy a prepared dog eye wash, should be luke-warm. If interested let me know, and I'll be glad to send you the names of good eye washes for dogs.

I have frequently advised against striking the dog on any part of its head and cannot emphasize this too strongly. This is one place where Mr. Dog is easily injured. Bear in mind that the most useful parts of canine anatomy are

nose and ears, and injury to either is a severe handicap to the dog and can lessen its usefulness to the owner or the owner's home which it may be expected to guard. To some extent a deaf dog can detect an intruder by vibration of the floor.

Now a blow on the ear can do serious damage to the dog's hearing. It may even result in canker. This is first noted when the dog persistently shakes its head or carries it to one side. If neglected, canker can cause the most amiable dog to become a dangerously vicious animal given to snapping at anyone, including its owner, who may innocently handle the dog's head. This may go unnoticed for some time until the dog without warning may suddenly try to bite because of the pain of the canker. If this condition is suspected, gently but firmly grasp the flap of the ear and stretch it up and away from the head so you can see deeply into the canal of the ear. But be warned, if the dog shows signs of irritation put a muzzle on him before proceeding. If there's infection, you'll see a dark discharge. This should get prompt

Recognition for Alaska

Our August issue with the cover representing Elk State Associations sponsorship of cerebral palsy mobile units for crippled children who live in remote places where hospital facilities are not readily available was no sooner in the hands of our readers when we received a letter from Brother Robert D. Lewis of Anchorage, Chairman of the Alaska Territorial Elks Cerebral Palsy Foundation Commission. Brother Lewis quite properly pointed out in his letter, which follows, that the Elks of Alaska are doing outstanding work along these lines.

"The August issue of The Elks Magazine arrived in this morning's mail. The cover is wonderful—we should have more like them—but the comments in the box on page 33 are incomplete. Your office has had the following information and we feel that the Alaskan Elks should also be included.

"The Alaska Territorial Elks Association adopted cerebral palsy as their Worthy Project at the convention held in Fairbanks in 1953. The first two years we raised over \$60,000. We now have three therapists working for us. At present we are taking care of 78 children who are handicapped in some way or other. Our budget for the year 1956-57 is \$32,258.26. We are making up our budget to present to the convention this coming October, and it looks as though it would be \$35,000. This represents about \$4.15 from each and every Elk in Alaska. The CP Committee requested at the last convention held in Juneau in 1956 that the quota would be \$5.00 from each and every Elk. *And we will make our quota.*"

treatment as canker neglected can become chronic, and then you'll have a real problem pooch. If the discharge is only mild, it can be treated with one of the canker preparations sold for dogs. But whatever brand of medicine you apply, be sure to follow the manufacturer's instructions to the letter. If the ear shows decided inflammation and discharge, then this is a matter for skilled veterinarian treatment.

Occasionally the dog may indulge in a period of head shaking due to accumulated wax in the ear. This can be removed, but you should be gentle with the dog, by pouring luke warm olive or mineral oil in the canal of the ear. See that it penetrates well. To make sure of this hold the flap of the ear close to the head after the oiling is done. Following this the dog will very likely go into a head shaking spasm, but if the oil has penetrated deeply enough, no harm will be done. The oil should remain in the ear overnight. The day following, the ear should be syringed with a solution of luke warm water and baking soda.

SOMETIMES a dog will develop a cyst in the ear. This happens more often with long-eared dogs. Head shaking is a symptom. A blow or other injury to the ear can produce this.

As written earlier, the dog's nose is one of the most useful organs, not only useful to him, but to his owner if the dog is used for hunting or guarding. The dog that has its scenting ability impaired is seriously handicapped. There are two channels in the nose, one leading to the respiratory passages, the other, an upper channel, connecting to the scent nerves. The nose is a pretty good indicator of the dog's health, although a hot, dry nose for a short period should not alarm the dog's owner. But if the dog's nose continues to remain that way for three or four days, it's a warning that something is the matter with the dog. One of the early signs of that dreaded sickness, distemper, is a prolonged hot, dry nose. It's also a sign of approaching pneumonia or catarrh. I may add it's a sign to hustle that dog to its vet for a thorough examination. Need I mention that either pneumonia or distemper can kill your dog.

As said earlier, this is not a discourse on social conditions as related to the increasing incidence of crime, both juvenile and adult, but an attempt to point out the important part the police-trained dog can play in helping to prevent it by detecting the intended criminal before the deed is done.

Better still, if more youngsters had dogs—not police dogs—dogs as pets for which they were responsible, it would provide a healthy, diversionary substitute for many of the unwholesome influences that contribute to the present disregard for law that has so tragically started so many youngsters on the path-way to delinquency.

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“FREEDOM’S FACTS”—A Faster Pace



Khrushchev’s emergence as the No. 1 communist, and his program of “competition” with the U.S., forecast a step-up in the Red timetable for world conquest. That’s the significance that “Freedom’s Facts”

sees in the Moscow purge and the challenge to the west laid down by Khrushchev in his television interview here. The following is excerpted from the latest issue of “Freedom’s Facts,” published monthly by the All-American Conference To Combat Communism, 917 H Street, N.W., Washington, D.C.; subscription price, \$3.00 per year.

The June-July purge of Malenkov, Molotov and Kaganovich from Soviet Party leadership opens the way for a faster pace in the Red try to conquer the world. Party Boss Nikita Khrushchev is now virtually a “free” man. Khrushchev already has announced his challenge to the West. In his June 2 TV interview over a U.S. network, Khrushchev declared: “We want to compete with you . . . and I can prophesy that your grandchildren in America will live under socialism.”

Party statements since the purge indicate the competition will be toughest in the following areas: 1) a production race in which Soviet industry will try to “catch up to and surpass” U.S. production; 2) a foreign trade-and-aid battle involving Europe, Asia, Latin America; and 3) an ideological war of “socialism” versus capitalism to be fought inside the U.S. as well as abroad.

Leninists—and Khrushchev considers himself the leading Leninist alive today—depend heavily on Communist industrial progress to prove the superiority of socialism over capitalism. Soviet industrial progress has proved a potent argument in persuading backward peoples in Asia, Africa and Latin America that Red-run socialism—not capitalism—is the best system for them.

Production All Important

Inside the USSR Khrushchev is pushing hard for economic parity with the U.S. On July 11 he declared: “The question of competition, the question of a struggle between socialism and capitalism, is a question of the development of the productive forces of countries. . . . This, comrades, I regard, and we Communists of the Soviet Union regard, as our main task.”

The challenge is clear. As Khrushchev declared over TV June 2: We realize that you (the U.S.) hold first place among all capitalist countries in all

fields of production. But now there is a socialist country on hand which is trying to catch up with you, and you can be sure we will catch up with you.”

What threat can this policy be to the U.S.? Lenin explained it in December 22, 1920: “Only when the country has been electrified, when industry, agriculture and transportation have been placed on a technical basis of modern large-scale industry, only then shall we be finally victorious.”

The battle in foreign trade-and-aid is also well underway. Throughout April, May, June, and July, Red propagandists have been trying to destroy the recent organized European common market which would strengthen European economies by making trade among them easier.

At the same time, the Reds are extending their trade-and-aid programs into many backward countries as fast as their domestic production will let them—Afghanistan, India, Indonesia, Egypt are among the main targets of this drive at the moment.

“Why Not?”

According to Khrushchev, however, the big competition will come in the ideological struggle. In his June 2 interview, he said: “Now, as far as competition between capitalist and socialist ideologies are concerned, we have never made a secret of the fact that there will be an ideological struggle going on between these two ideologies . . . but is that a reason for war? No. Let us live in peace. Let us develop our economy. Let us compete. Let us trade with each other. Let us exchange experience in agriculture, in industry, in the field of culture, and so far as the question of which system will come out on top, let history, let our peoples decide. . . . We believe our socialist system will be victorious.” And why not? Under Khrushchev’s rules of competition, the U.S. is wide open to propaganda from Communist countries. It is wide open to Communist Party and fellow traveler agitation inside the U.S. It is open to the activities of many Communist front groups with their appealing “peace petitions” and deliberately deceptive programs for “human betterment.”

But Khrushchev’s people are sealed off from free and uncensored American information. Only a few Soviet subjects can read the U.S.-produced magazine, *America*. Only a few can hear U.S. radio broadcasts, which Khrushchev has jammed. The reason? Khrushchev said in his June 2 interview that he jams U.S. radio “because that voice gets on one’s nerves” and because “we want to avoid our people getting the wrong view of the American people.”

This is the competition of the Korean

war all over again—the struggle in which the Reds have a protected sanctuary and we have none. This is the kind of competition Khrushchev wants to step up against the United States. It appears to be the kind of one-sided competition that U.S. Reds approve. Why not demand that Khrushchev open up the Iron Curtain countries, give people a free vote so they can express their true opinions between Red-run socialism and Western democracy, and then, let us compete.

Lenin Took Aim

Lenin set this overall strategy in "Draft of Program for Communist Party" (1918): "Support of the revolutionary movement of the socialist proletariat in the advanced countries (such as the U.S.). Propaganda. Agitation. Fraternalization. . . . Support of the democratic and revolutionary movement in all countries in general, and particularly in the colonies and independent countries. Emancipation of the colonies. Federation as a transition to voluntary amalgamation."

In a word, promote revolution with propaganda, agitation and fraternization (now called cultural exchange). "Liberate" the backward countries from Western influence, draw them into federations such as the European pact proposed by Moscow and the Asian pact proposed by Chou En-lai, then "amalgamate" them, as they say, into the Communist bloc.

This is Khrushchev's program. The immediate future may seem peaceful to those who think of war in terms of military action. But underneath, it looks like a critical period ahead in our struggle for survival against Communist economic and propaganda attack.

Hunting Marksmanship

(Continued from page 37)

to get most of my shots at shorter range. Once I was sure my sights were properly adjusted, I'd do all of my practicing offhand on stationary targets at unknown range, or at moving targets; and if I got good enough to put ten shots into a six-inch circle at 100 yards—half the range specified by Askins—I'd feel I was plenty hot.

This kind of hunting marksmanship is closely related to shotgun shooting, and while the accuracy requirements are not so strict as in target or varmint shooting, or in long-range game shooting in the West and North, it is, for my money, the most difficult of all. Good offhand target shots are rare. Add to the difficulties of the target shot a bounding, indistinct target, the need for haste, insecure footing, the nervous tension that always arises when game is in sight, plus a shortage of breath from climbing, and you can see that it is no cinch.

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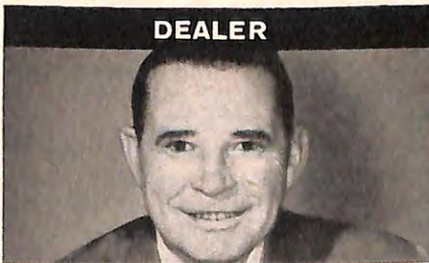
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would a shotgun. Extend your hand well out along the fore-end. This gives you better control of the muzzle at moving game than the target shooter's system of resting his upper arm against his inflated chest and laying the rifle over his open palm, just ahead of the trigger guard.

The target shot lets his rifle hang dead. It is loosely held to reduce trembling. Our woods hunter, however, holds his more tightly—again, like a shotgun—to swing right or left, or align quickly on a fleeting target.

The trigger pull is the most important part of all and in this, as in every kind of rifle shooting, it is the most difficult. The experts tell us to "squeeze" the trigger. That probably is what we do, but the squeeze here is a smooth decisive movement, little, if any, different from the manner in which we squeeze the trigger of a shotgun as the muzzle swings past a flying waterfowl.

There is still another difference. The target shot, except in rapid fire, has plenty of time. He can take up the slack and if his sights don't line up right he can ease off, breathe again and try once more. The woods hunter can afford no such delay. He has no time to dwell on his target nor try again. He must train himself to release his shot the instant his sights are properly aligned, always.

This is the tough part. But because it is so difficult and so important, it is the thing to practice. Stick to it religiously. Bring your rifle up and the instant the sights are right, shoot. Don't attempt to hold the sights motionless on the target—you can't do it anyway. Instead, train yourself to send your bullet on its way the first time they touch it.

Though the entire process of aiming and squeezing the trigger requires an exceedingly short space of time, don't attempt to hurry, especially at first. Since you can't hold the muzzle motionless, don't try. You will find, if you do, that the sights hang on the target for an instant, during which you attempt to pull the trigger but cannot, then move off. As they do, the trigger will come back. The result, a miss.

I find that I am most successful in this kind of shooting if my trigger finger begins to tighten shortly before the sights are on the target. I endeavor to time the letoff to coincide exactly with their crossing the bull.

Fortunately, in view of the price of ammunition, this art can be practiced—in fact, should be at first—with an empty gun. You can do it indoors as well as out. Select a spot on the wall, bring the rifle up and attempt to complete the trigger pull at the precise instant the sights are properly aligned for the first time. A few minutes at this each day will soon teach you how long it takes to release a shot—when to start the trigger squeeze in order to finish it when the sights are right.

Hunting in open country calls for a

different brand of marksmanship. Here the range is nearly always longer. Extreme accuracy is at a premium. We want flat trajectory and well-sustained velocity at ranges beyond 200 yards. Sights that enable us to get the most out of rifle and ammunition are highly desirable.

I consider the shooting easier, however. While it calls for precise holding and faultless letoff, it usually is unhurried. The game ordinarily is unalarmed, standing or walking slowly, and the rifleman has time to use a sitting or prone position with a sling.

Since the emphasis here is on accuracy, rather than speed of handling, bolt-action rifles chambered for cartridges such as the .30-'06 and .270 are preferred. A telescopic sight is essential to take full advantage of rifle and ammunition. Without it, you cannot hold closely enough at long and uncertain ranges to get the best out of the combination's inherent accuracy and flat trajectory. A sling is a tremendous help, and you should master its use in the four standard positions: standing, kneeling, sitting and prone.

THE best place to do this is on an established rifle range. Here you have a safe place to shoot—something that is often difficult to find in settled country—and firing points at known ranges. You can have somebody in the butts to run up your targets and score your shots. If you are a beginner, you can get one of the older members to show you the correct positions and the proper use of your sling. Any hunter who seriously wants to become a good long-range rifle shot certainly should join a gun club.

In areas where none is available you will have to go it alone. Send 50 cents for the booklet, "NRA Basic Rifle Instruction," available from the National Rifle Association, 1600 Rhode Island Avenue, N.W., Washington 6, D.C.

Old time hunters sometimes scoff at the target shot, and it is true that a good shot on the range is not necessarily a good shot in the hunting field. He is much more likely to be than the man who never fires his rifle between hunting seasons, however, and only on the range can the beginner master the fundamentals of rifle shooting. If no club range is available, then he must find a spot where he can safely shoot at 100 and 200 yards and, ideally, he should have firing positions at 300 and 400 yards, as well.

Preliminary to sighting in a rifle for open-country hunting, consult one of the tables of ballistics furnished by the ammunition manufacturers. From it you can work out a little chart that shows the path of your bullet. This is most important. Otherwise, shooting at any range other than that for which the rifle was sighted would involve guesswork, and there is no room for unnecessary guessing in rifle shooting. Estimating

the range introduces enough uncertainty.

It always is advisable to sight a rifle for its longest practical range. The reason for this is that the apparent drop of the bullet is greater after it passes the point for which the rifle is sighted, or zeroed. Actually, it starts dropping the instant it leaves the muzzle and the rate of fall is the same, no matter how the sights are set. When we elevate the muzzle so that the bullet will strike the point of aim at longer range, however, the mid-range trajectory, or height at which the bullet passes above the line of sight, is only about half the total drop over that distance.

Thus a 180-grain bullet, fired from a .30-'06 with sights adjusted to hit the point of aim at 100 yards, will drop six inches low at 200. If the sight is changed, however, so that the bullet hits the point of aim at 200, it rises only about three inches above the point of aim at 100. Extend the range in each case and the difference is even more apparent. At 300 yards the bullet from the rifle that is on at 100, hits 19 inches low; from the rifle sighted for 200, ten inches low.

Obviously, the closer we can keep the bullet to the line of sight, the more leeway we have in estimating range. That is the reason why the goal of arms and ammunition manufacturers always has been to flatten the trajectory curve, and it also explains why a modern cartridge with comparatively flat trajectory is better for long-range shooting.

Many years ago, some of the gun editors settled upon an eight-inch circle as the size of the vital zone in animals the size of deer, antelope or sheep. A hunter, they said, should be able to place his shots within such a circle and limit his range accordingly. Acceptance of this rule at face value might lead to rather sloppy shooting, but it does serve as a guide, possibly as good as any, in sighting in a rifle.

Thus when I first adjusted the scope on my .270, I decided to zero it for the longest point blank range that would still keep all shots within the eight-inch circle. (I was computing trajectory only, of course, and not allowing for my own inevitable errors in hold and trigger squeeze.)

With the aid of a ballistic table, I settled on 250 yards as the ideal distance for this caliber with 130-grain bullet, and worked out the following chart: The bullet would be exactly on point of aim at 30 yards; one inch high at 50; 2½ inches high at 100; three at 150; two inches high at 200; on again at 250; 3½ inches low at 300; eight inches low at 350, and 15 inches low at 400 yards.

Thus, without making any allowance whatever, the bullet would never be more than 3½ inches high or low clear out to 300 yards. I had no intention of shooting at longer range, but included

(Continued on inside back cover)



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Umpire for Business

(Continued from page 9)

from the distress of honest businessmen before World War I at the general lack of confidence in advertising statements resulting from widespread exaggeration and falsification. A national Vigilance Committee was formed to patrol national advertising; local ad clubs attempted to eliminate local abuses. In Minneapolis in 1914, the present plan for Better Business Bureaus took form, and for the 43 years since the bureaus have served as counsellors on fair advertising and selling methods—"the conscience of free enterprise," as one bureau man expressed it recently.

Elementary as "truth in advertising" would seem, its practice is not yet universal. A large midwestern bureau had to resort to publicity a few months ago to get a major airline to truthfully admit that its dramatic advertisement of tourist flights to New York every hour was not quite accurate. Disgruntled customers had been calling the bureau to point out that the advertised service existed only 12 hours a day, between 8 a.m. and 8 p.m. The airline ads now say so.

To intercept and correct these practices, the Better Business Bureaus around the country monitor millions of advertisements each year, including classified ads, a favorite nesting place for small rackets. Where suspicions are aroused, the ads are tested by Better Business Bureau "shoppers" who collect direct proof of false or misleading advertising. When confronted with such

proof, most businessmen cooperate in self-regulation; only 23,351 advertisements of those screened last year caused the Better Business Bureaus to seek correction from the advertiser. And of these, just 652 were eventually referred to local authorities for possible legal action.

Today, the two major concerns of the Better Business Bureaus are "bait" and "false comparative price" advertisements.

A bait advertisement is the offer for sale of something which is actually not for sale, but which is designed to get the customer into the store, or the salesman into the customer's home. It differs from a "loss-leader"—a truly unusual bargain offered by honest merchants from time to time to attract customers. In these cases the bargain is in the store and for sale. Bait never is, or the salesman explains that "you wouldn't want this model in your home."

An ad in a midwestern town recently showed a picture of a national brand vacuum cleaner, and announced that a rebuilt model was for sale at \$10.95. When the demonstrator arrived at the prospective customer's house, however, the machine did not perform adequately. The salesman admitted to the housewife that it wasn't really a very good machine. Just by accident, he did happen to have in his car a \$99 machine which, under the circumstances, he would be glad to sell for \$70. The lady bought what turned out to be an off-

Fair Trade Code for Advertising and Selling of the Association of Better Business Bureaus, Inc.

1. Service the public with honest values.
2. Tell the truth about what is offered.
3. Tell the truth in a forthright manner so its significance may be understood by the trusting as well as the analytical.
4. Tell customers what they want to know—what they have a right to know and ought to know about what is offered so that they may buy wisely and obtain the maximum satisfaction from their purchases.
5. Be prepared and willing to make good as promised and without quibble on any guarantee offered.
6. Be sure that the normal use of merchandise or services offered will not be hazardous to public health or life.
7. Reveal material facts, the deceptive concealment of which might cause customers to be misled.
8. Advertise and sell merchandise or service on its merits and refrain from attacking your competitors or reflecting unfairly upon their products, services or methods of doing business.
9. If testimonials are used, use only those of competent witnesses who are sincere and honest in what they say about what you sell.
10. Avoid all tricky devices and schemes such as deceitful trade-in allowances, fictitious list prices, false and exaggerated comparative prices, bait advertising, misleading free offers, fake sales and similar practices which prey upon human ignorance and gullibility.

brand machine for which replacement parts would be difficult to get.

This innocent housewife was merely displaying the irrational streak many of us share from time to time—an uncontrollable urge to get something for nothing. So she had bitten at the \$10.95 bait, for a machine no one really wished to sell her. Other variations of bait are "It was just sold out," "We only have it in large sizes," "That price is without installation costs," "The furnace would be too small for your house." But there is always something else which is more suitable, more expensive, for sale.

Mass. Took Lead

In all but a few states, bait advertising is no crime in the legal sense. A few years ago Massachusetts led the way for others. A State Senator dropped in at the Boston Better Business Bureau office one day to discuss this menace to fair competition. In the manner of legislators everywhere, he said, "There ought to be law." And the bureau's staff worked with him to write one. This is an exception to the Better Business Bureau policy of not sponsoring legislation, nor lobbying for it. In fact, a major object of the bureaus is to obviate the need for, and the dangers of, government regulation in the buyer-seller relationship. Following the Massachusetts precedent, Ohio, Pennsylvania, Tennessee, California, Maine, Maryland, Michigan, Oregon, Rhode Island and Utah have adopted laws of their own.

As the Better Business Bureaus have managed to expose and curtail what they call "baitvertisers", the false comparative price advertiser has been gaining ground. This is a device difficult for consumers to recognize and for businessmen to curb. It sometimes works this way:

A young lady—the wife of a Better Business Bureau employe—recently followed up an ad for a "12.50 value in tennis rackets, marked down to \$6.49 for a one-day sale." She bought one, and altogether delighted at her wise purchase, was incensed when her husband discovered a \$3.99 price label still on the racket. Neither she nor her husband were much impressed by the store's assurance that the \$3.99 racket would have cost \$12.50 at other stores, so the \$6.49 sales price was still a bargain!

All merchants do, of course, mark down items for sale. But those who indulge in false comparative pricing know no limit in assigning "original" values which are pure fictions. As far as Better Business Bureaus are concerned, only self-regulation and public awareness can effectively combat this device to discredit the integrity of advertising—and free enterprise in general—in the eyes of the consumer. It is to him that much of the bureau's program is directed.

Most consumers are likely to know of the Better Business Bureaus through their amazing and unique service which provides information and assistance free on request. Anyone can telephone, write or drop in on a local bureau to request information about people seeking their money—for goods, services, charity or investment. Over the years, the public has learned the wisdom of the Better Business slogan, "Before you invest—investigate." Last year, 1,811,841 inquiries were made across the nation (such inquiries have more than doubled in less than 10 years).

"A Mr. Jones just telephoned to ask for a contribution to the New League to Rehabilitate the Underprivileged. What do you know about him?" "An ad in today's paper offered a rebuilt sewing machine for \$19.95. Is this on the up and up?" All inquiries are answered confidentially and impartially. No firm, individual or product is ever endorsed. Out of the files of the bureau comes a report which is an accumulation of its experience. (Mr. Jones' League was a well-known confidence racket, the bureau's files showed, and the sewing machine ad was strictly bait to sell an inferior machine.)

"In the true sense of the word, the Bureaus do not create the report given in response to an inquiry about a company. In a simple chain reaction a company's acts create the facts; the facts create the file, the file creates the Bureau's report which is given to the public," is how the Better Business Bureau explains it. These reports can go a long way in enhancing the public's good will toward the honest individual or firm and, ultimately, to thwarting the dubious dealer.

The Danger Signals

In addition to simple inquiries, the bureaus also get complaints. Last year local offices received 438,430, also handled without charge. Often, the complaints reflect customer misunderstanding or ignorance. When this is the case, the bureaus try to bring buyer and seller together. Most often satisfactory adjustments are made, a testimony to good business practice. But it is the small percentage of unsettled complaints which are the danger signals to misleading practices or of outright fraud.

In the pursuit of such signals, Better Business Bureau men have been shot at, assaulted and sued in court. One bureau manager in Ohio had just finished what he thought was an agreeable discussion with the head of a debt collection agency which had participated in some questionable activities. As the manager left the collection office, the man at the desk pulled out a gun, severely wounded him and then killed himself.

Most of the unethical types caught short by Better Business Bureaus do not react so violently; instead, suing for

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GRAND LODGE STATUTES CHANGES AT CONVENTION

On recommendation of the Committee on Judiciary, a new Section and three amendments were passed at the Grand Lodge Session in San Francisco. The intent of the changes is as follows:

A new Sec. 134 (b) was passed, which makes it mandatory for the Exalted Ruler at the next regular meeting after he is installed to appoint a Committee on Indoctrination to consist of not less than five members. As Chairman Hawkins said in giving his Report at the Convention, "The purpose of this Committee is to prepare, supervise and conduct a planned program of indoctrination for all newly initiated members in order that they may become fully informed as to all the good works of Elkdom."

The Judiciary Committee prepared an amended Statute, to take effect after the Convention, which increases the mileage and per diem allowances in connection with Grand Lodge business, and this was approved by the Grand Lodge. Travel allowances were increased from \$15 to \$20 per day, attendance allowance from \$20 to \$25 per day and automobile allowances from 6 cents to 8 cents a mile.

On vote of the Grand Lodge, Sec. 125 of the Grand Lodge Statutes pertaining to the duties of Lodge Secretaries was amended by adding a provision requiring them to furnish membership statistics to the office of the Grand Secretary on the last day of June, September and December on forms to be supplied by the Grand Secretary's office. These reports are in addition to the membership reports required each year as of March 31st.

Sec. 66 was amended so that when a resident of the Elks National Home dies, and has left a Last Will and Testament, any property remaining in the hands of the Board of Grand Trustees will be converted into cash and, after applying as much as is necessary to reimburse the Grand Lodge for all expenses and cost of maintenance incurred on behalf of the deceased resident, the remainder will be credited to the Home Fund of the Grand Lodge unless the applicant has left other directions for its disposal.

libel is a favorite device. To date, the bureaus have lost only two cases out of hundreds which they have had to defend as a result of their activities (both were minor; they have won all the big ones). A storm door company in New York withdrew a \$1,000,000 suit against the local bureau which it brought after being exposed for bait advertising. In Detroit, a children's photographer, falsely claiming to be a "talent scout," not only lost his suit against the bureau which exposed him, but later went to jail as a result of facts which came out at the trial. A chiropractic hospital with a new "treatment" for cancer brought a \$10,000,000 suit against the local bureau and the local newspaper, charging "conspiracy" to drive it out of business. The case has just been dismissed.

The habit of detecting the dishonest attempt to separate the public from its money becomes almost a reflex with the professional bureau staff man. A few

weeks before Christmas last year, the New Orleans director casually noted the name of a charitable organization on the bell of a sidewalk Santa Claus. He checked his files in the office and the information was so damaging he called the local police. That exploiter of the Christmas spirit was off the street before the end of the day.

The Better Business Bureaus prefer to forestall fraud and its consequences in financial and human suffering. (They estimate that the money taken in swindle schemes in a year would come to \$25 for every American man, woman and child). To this end they circulated last year more than 5,000,000 bulletins, pamphlets, booklets and posters, usually through employers, which help consumers to recognize frauds in the making. The booklets keep up with the times and reflect current areas where the unscrupulous like to cluster, as some recent titles show: "Your Home—Paradise for Gyps," "TV Without Tears," "Hor-

rors in Storm Windows and Doors," and "When You Buy On Time."

In addition, with the cooperation of the National Education Association, the bureaus sponsor high school programs to explain our economic system and to give students useful advice on money management.

Another aspect of the preventative program is reflected in the reporting service which is designed to short-circuit the swindlers who "operate not only in the name of business, but also religion, labor, education, government, health, love, faith, hope, charity, war, veterans, peace and anything else." The Better Business Bureau files include 750 different swindling schemes, and their thousands of variations, a shocking number having as their object the removal of contributions from your town's vital community services.

Two Ways Out

If you have a Better Business Bureau in your town, there are two recommended ways to prevent such drainage. You may display prominently a plaque which reads, "Solicitations will not be considered unless first submitted to the Better Business Bureau." The solicitor is then requested to fill out a bureau form. No customer or legitimate solicitor will be offended; the phonies will never be heard from again.

The Better Business Bureau form asks for, among other things, the percentage of contributions which go to the announced cause; legitimate local and national organizations can usually report that 80 to 90 cents of every dollar goes to the cause, and only 10 to 20 cents for expenses. An officer in a large corporation said recently that his company was convinced that its sizable membership fee in Better Business Bureaus was less than the sum their top executives would have contributed to phony charities without bureau aid.

Keeping communities clean of the fly-by-night goes hand in hand with keeping them clean of the fringe firms which give them a bad name. When Denver organized a Bureau in 1952, some 300 such companies left town. They had been operating there on a local and national scale, profiting off many of the favorite postwar schemes such as dubious correspondence courses, fake do-it-yourself kits and vending machine rackets.

This last was a popular swindle for a while. It started with a classified ad which promised fabulous profits for part-time work to a man with a car and, of course, money for a "secured" investment. The investment, it turned out, was in penny gum and candy vending machines at \$15 each, which the "investor" then had to place in convenient locations. A recent investigation in Boston showed that not one out of 15 "investors" had come near recouping the purchase price of the machines, which

is what was supposed to make the investment "secure."

The bureaus have to remain on the alert for perpetrators of dubious deals such as these. Run out of Denver, they immediately try to set up elsewhere. Fortunately, the inter-office communications of the various local bureaus are so highly developed that checking and cross-checking provides a kind of intelligence system which sometimes outpaces local and federal authorities.

If your town has no Better Business Bureau to cooperate with you and your business associates in the continuing job of self-regulation and public protection, here is what you need to know about where and how one can be organized:

Where. Better Business Bureaus operate in cities of all sizes. But for small cities, the national headquarters gives this warning: carefully assure adequate financial support of the office as well as widespread support by the entire business community—financial, merchandising, commercial, manufacturing firms. A Better Business Bureau can not do its job and win its status of impartial umpire unless it has the broad backing which will free it of identification with any single segment of business.

How. A representative group of the business community should elect a temporary board, call a public meeting, and launch a membership drive. Half the first year's budget should be collected before an office is opened. A minimum annual figure for a competent professional manager and his office would be in the neighborhood of \$12,500. This may mean as many as 250 members, with minimum annual memberships beginning at \$50 and rising according to the size of the firm. The Association of Better Business Bureaus, 405 Lexington Ave., New York 7, New York, is the national office which can provide further advice.

If you conclude that your community can not support a bureau or is not yet ready for one, perhaps your Chamber of Commerce can cooperate with the Better Business Bureau in the nearest large city.

Better Business Bureau men find it amusing that they must warn against the misuse of their own name. In Kansas City, Missouri, a private firm calling itself "Better Business Association of Greater Kansas City" set itself up to handle privately some of the activities which the non-profit Better Business Bureau had been performing for decades. Last September, a court order put a stop to the imitation.

The official Better Business Bureau is aware that imitation is sometimes the sincerest form of flattery; they are also aware that it can confuse the public. And in trying to keep all business above suspicion, they must also see to it that they themselves remain above suspicion as well. Fortunately, the Bureaus are particularly well-suited to do both jobs.



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ELKS



WORKSHOP

How to seal your house against winter.

BY HARRY WALTON

EVERY door and window in your house, even when closed, is a likely source of cold drafts and a gap in your winter defenses. Through the thin cracks that frame every such closure you can lose 25 percent of your heating dollar, experts say.

But it takes no expert to feel the cold breezes that scurry around one's ankles from under a door, or to feel the chill little currents playing about the edges of windows on a cold day. You'll find them even in a new house, unless doors and windows are weatherstripped. In older homes, warping and shrinkage may create good-sized gaps.

YOU GAIN THREE WAYS by sealing up these leaks. One is in more comfort when drafts are stopped. Another is in fuel saving. A third is in a quieter home; weatherstripping cuts down on the transmission of outdoor noise, and some types stop or at least reduce window rattle.

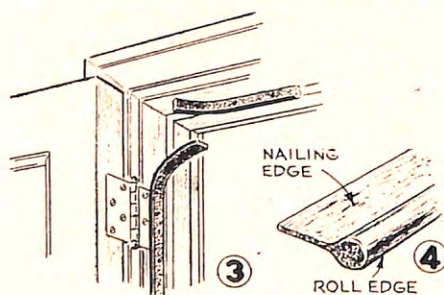
Considering these advantages, weatherstripping is a bargain. The cost of materials is modest (you have a wide choice in expenditure, in fact) and the work is simple enough to do yourself. Although the different types vary widely in cost, even the cheap ones are fairly effective. The difference lies chiefly in appearance and durability.

THREE KINDS OF SEAL are in common use. Cheapest of all is something that is forced into the cracks like caulking material. One of this type is a light-gray mastic in the form of a

thick cord. You can literally apply it with the fingers. Another made of glass fibers is pushed in with a knife. There is also a fluid rubber which, laid down as a bead directly from its squeeze bottle, adheres and solidifies over the cracks.

The drawback of these, of course, is that you break the seal if you open the window. But they offer an inexpensive seal for windows you leave closed for long periods. The mastic and rubber types can also be used to seal in glass panes that have come loose in the sash, which otherwise can be a cause of heat loss too.

A SECOND TYPE of weatherstrip is gasketing—soft material that is tacked



along the door or window frame so that it bridges the gap and bears against the sash or panel. A popular cheap kind is a $\frac{3}{8}$ " wide ribbon of hair felt. Similar and a trifle more costly is wool felt. You tack either on as shown in Figure 1.

There is wool-felt stripping that requires no tacks; it has an adhesive backing. You peel off a protective layer and simply stick the material into place.

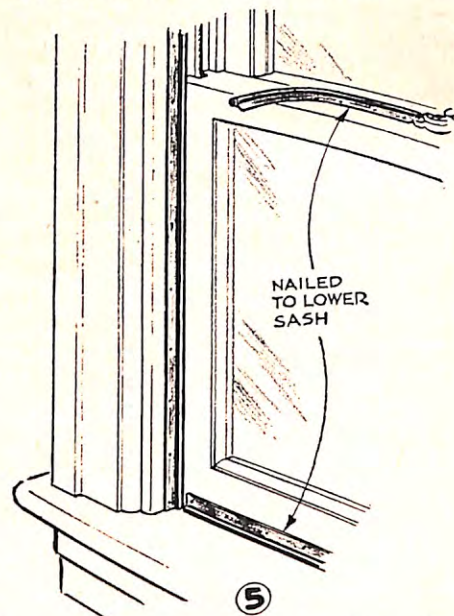
These felt types will seal if properly installed, but they wear and lose effectiveness if a window is opened and closed frequently. They are also conspicuous, and almost impossible to paint or disguise.

However, felt stripping also comes

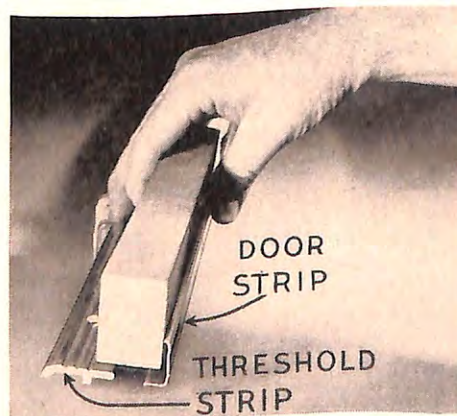
with metal or wood backing. Metal-backed felt (Figure 2) is flexible and can be fitted into corners simply by bending it. It makes a neat though by no means invisible job.

You can get wood-backed felt stripping in 7-foot lengths and two widths—narrow for windows, wide for doors. Being rigid, it must be mitered—cut at a 45 degree angle at the corners like the parts of a picture frame. But it can be stained or painted to match surrounding woodwork.

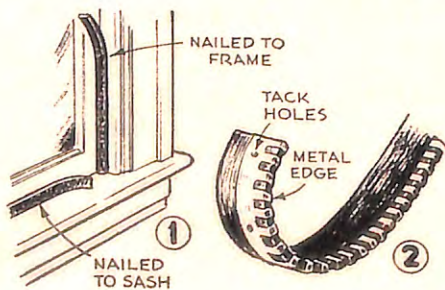
Also available are a fabric-covered cotton stripping and one with a rug-like pile of woven wool. Springier than

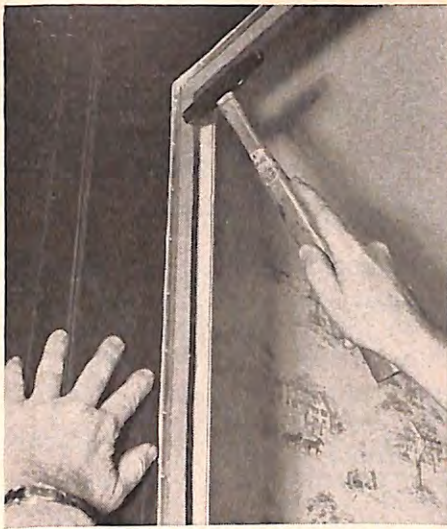


felt, this one affords a firm cushion that seals well and holds sash against rattling. There is also a $\frac{3}{4}$ inch wide ribbon of foam plastic with self-adhesive backing. Around doors and casement windows such adhesive-mounted stripping can be applied as in Figure 3, inside the jamb at the hinge side, but against the stop molding on the top and lock edge. Be sure you use a type that will squeeze thin enough not to bind the door.



Aluminum under-door seal has a wide molding that is screwed to the threshold and a right-angle strip with a felt gasket inside that fastens to door bottom on the outside (wood block above represents door). With door closed, the lip on this piece slides into recess along threshold strip.



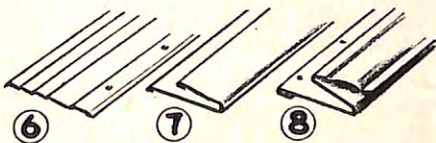


Easily installed seal for top and sides of an entrance door is rubberized fabric set into a metal nailing strip. With door closed, position strip with rubber bearing against panel. Drive enough galvanized nails to secure it before opening the door to drive others. Cut ends at 45-degree miter where they meet at corners.

PLASTIC IS POPULAR, more weatherproof and more resilient than felt (Figure 4). It is tacked on through the flat section, with tacks no more than two or three inches apart. The roll edge may be hollow, solid, or foam-filled. Also available in the same shape is rubber weatherstripping, with a foam-rubber roll and steel wire in the flat nailing edge for stiffening.

TO WEATHERSTRIP WINDOWS of the common double-sash type, tack the stripping inside the window frame from the top of the lower sash to the sill. Tack a separate piece across the bottom of the sash itself, as shown in Figure 5.

For the upper sash, attach the strip from outside the house. Using copper tacks, fasten it to the outer sash stop along the top and down both sides a



little past the bottom of the upper sash. Finally, close the gap between the meeting rails by tacking a strip on each side of the window lock, inside the house, to the top of the inner sash as shown.

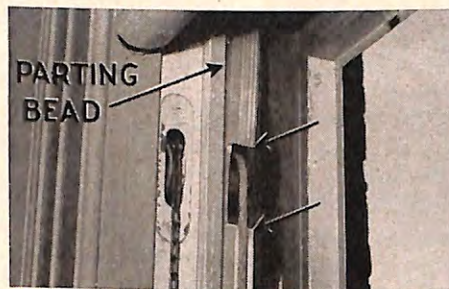
Plastic stripping can be had with wood or metal backing too. There is a channel type, made of vinyl, that is easy to apply to metal windows.

METAL STRIPPING IS PERMANENT, almost completely concealed, and is installed entirely from inside the house. The simplest (and cheapest) is a flat spring-bronze strip just over an inch wide (Figure 6). You can get it in strip lengths or in rolls. The sash need not be removed to install it; simply feed the strip in between sash

and frame, sliding the sash up or down to permit nailing through the holes provided. (If you have broken sash cords, however, you may want to repair them before installing weatherstripping.)

More costly but even more effective is a doubled-back V or Z-shaped strip, shown in Figures 7 and 8. A kit includes enough to seal one window, together with instructions. For doors, the kit may include various V, Z or W shaped strips to be used at the top, bottom and hinge side. For the lock side the strip may be a different type, or there may be included a special insert to fit around the lock.

A flush-mounting type of metal weatherstrip for use on windows consists of interlocking sliding members. One of these is fastened to the sash, the other to the frame, as shown in Figure 9.



Flat bronze strip is installed by sliding it between sash and frame. Cut it out to fit around pulleys of upper sash as shown. Bend sharp corners inward (arrows) so that sash will not catch on them. Nail only along one edge, alongside window parting bead.

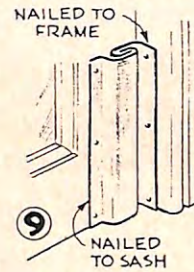
For steel or aluminum windows there are metal seal strips that clip right on. These also are sold in complete kits.

ON WOOD CASEMENT WINDOWS, you can apply another kind of Z-section metal stripping as shown in Figure 10. Be sure to mount it far enough from the stop strip so that the flexible or free edge does not bind against it when compressed. You can nail a similar piece to the bottom edge of the sash itself, the open V toward the outside.

CLOSE THOSE GAPS under doors either with one of the seals already

described, or with the even more effective (though higher priced) kinds made specifically for the job. These come with instructions that should be carefully followed.

You can even get a door-bottom seal that lifts automatically to clear carpeting inside the house when the door is swung open, but drops to press firmly



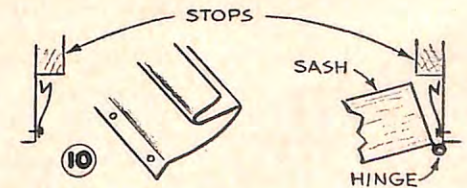
against the threshold every time it is shut.

Some very efficient types require removal of the door and the cutting of a fairly precise rabbet or step in its bottom edge, a rather exacting job for the home mechanic.

OTHER USES for weatherstripping are the sealing of storm windows and screens (on the latter, to close gaps insects could get through). Another place that might well call for weatherstripping is, oddly enough, inside the house.

This is the attic hatch. If it fits the ceiling opening loosely, and especially if it is the large kind with a draw-up ladder, you may be losing heat through it to the attic. The air you've warmed at considerable expense for fuel naturally rises, and some of your fuel dollars can escape through the gaps around a poorly fitting hatch.

A dollar's worth of weatherstripping tacked around it may save its cost many times over and make upstairs rooms more comfortable besides.



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Editorial

“KNOW YOUR AMERICA WEEK”



Young Americans running to Moscow to support a propaganda stunt cynically called a “youth festival” sponsored by the Red government that ruthlessly slaughtered Hungary’s youthful patriots! American boys and girls accepting the hospitality of Red

China, whose guns killed and wounded thousands of our youth who fought for freedom, peace and international honor in Korea! American citizens—many of them well educated—fronting for the communist conspiracy to destroy freedom everywhere!

Is any more evidence needed that the American way of life is under attack, not only from abroad, but more dangerously right here at home? Is there any doubt that communist propaganda is effective? Isn’t it clear that there are some people in the United States who do not realize the meaning of freedom, who do not appreciate their birthright and who certainly ignore their responsibilities as citizens of the Republic?

We who value our freedom and who love our country had better work just as hard at selling America and our way of life as do these enemies who are working to destroy them. That’s where Know Your America Week comes in. Grand Exalted Ruler Blackledge, in a special message published elsewhere in this issue, has urged the Elks, through their lodges, to lead in the organization of community-wide programs selling the American way of life during Know Your America Week from November 24 to 30. Here is a job to do, a job that is made to order for Elks with their devotion to America and their unlimited talents for leadership.

Sell freedom? Yes sir! Freedom was bought with blood by a generation of Americans long ago. It has been preserved by the blood and toil and the leadership of other generations of Americans. It can be lost by a single generation that has not been taught the meaning of freedom to the individual citizen, and his duties and responsibilities that go along with it. Let’s do a better job of selling freedom—our way of life—not only to the “other fellow” but ourselves. In every town throughout the country, let’s make Know Your America Week a seven-day parade of the blessings of freedom. Let us get down on our knees and thank God for these blessings, and ask Him to give us the wisdom, the will and the courage to keep them for ourselves and the future.

A FREE RIDE TO CHINA



The American people surely have little reason to cherish any pride in the 41 young, and some not quite so young, Americans who for various reasons, none entitling them to commendation, allowed themselves to become the guests of the communistic government to which our government does not give recognition.

It appears that most of them have so little appreciation of the proprieties that the opportunity of having somebody pay the expenses of their three weeks of travel appealed to their greed and cupidity.

If they were not influenced by loyalty to, and pride in their own country to decline such an invitation with an obvious propaganda background, one would think that self-pride, or self-respect, would have caused a prompt declination of an invitation reflecting on their patriotism, their intelligence and their standards of personal conduct.

Whatever the United States government may do in respect to punishing them for their violation of the provisions of their passports, they certainly should feel the indignation and the lack of respect for them that their fellow Americans very properly may entertain for their disregard of their country’s interest.

THE DISTRICT DEPUTIES

Thirty-six years ago, the then Grand Exalted Ruler, Brother William W. Mountain, who was able and experienced in directing national sales organizations, inaugurated the practice, with which he was quite familiar in business, of holding sectional sales meetings. Thus started the plan, which has been continued to the present day, of calling District Deputies, shortly after the Grand Lodge meeting, to meet in sectional gatherings for a briefing by the Grand Exalted Ruler, the Grand Secretary and representatives of various Grand Lodge commissions and committees.

In this issue, there will appear photographs of the group meetings held by Grand Exalted Ruler Blackledge during the past month in Bedford, Virginia; Salt Lake City, Utah, and Chicago, Illinois.

As the personal representative of the Grand Exalted Ruler, the District Deputy holds an office of great responsibility and opportunity for important service to the subordinate lodges in his district.

He is, of necessity, a Past Exalted Ruler of his lodge, so that he comes to the office of District Deputy with the knowledge of subordinate lodge operations and familiarity with his own rights, duties and obligations as the representative of the Grand Exalted Ruler in his territory.

It is the District Deputy’s duty to visit every lodge in his district (the average number of lodges in a district is about 12), and he is expected to finish his visits before the 20th day of December following this appointment.

In addition to the regular visit to a lodge, following which the District Deputy has the responsibility of making a full report to the Grand Exalted Ruler about the conditions in that lodge, he may be called upon at any time to assume special responsibility as the representative of the Grand Exalted Ruler in connection with more or less serious problems of various character arising in the operation of a lodge in his district.

The system of using District Deputies to represent the Grand Exalted Ruler has worked out most satisfactorily and effectively and with great advantage to the subordinate lodges, the Grand Exalted Ruler and the Order generally.

It is important that these personal representatives of the Grand Exalted Ruler receive the fullest possible cooperation from the officers and members of the subordinate lodges.

AMERICA'S 50 BEST CITIES IN WHICH TO RETIRE

Can you answer these questions about the U.S.A.?

- Where are retirement costs lower than elsewhere in Florida's cities?
- Which U. S. city provides two months of opera and concerts for \$4.50?
- Where does a 10-acre retirement farm on the outskirts, operated with hired help, bring you all the income you need for retirement in comfort?
- Which are America's 4 best cities for retirement jobs? For full-time jobs? Which Florida west coast city offers the best jobs, the widest choice of openings, the highest wages?

America's 50 Best Cities in which to live, work, and retire—Norman Ford's huge new book—shows the retirement couple where living costs are less and there's more to do every day of the year. You learn:

- which are the 5 lowest cost retirement cities, where there's plenty of warmth and sunshine all winter long.
- which are the 7 best resort cities where you can retire at modest cost and always meet new people.
- which are the most healthful cities of all, which are the 5 best small cities, which are the best cities in all the U. S. in which to live.
- and if you're too young to retire but want to live in a better climate, you even learn where you can find the best opportunities in Florida, California, Arizona, and elsewhere in the U. S. for someone with your talents.

To get all the information in this book, you'd travel for months, perhaps years, and consult, as Norman Ford did, hundreds of government officials, real estate men, businessmen, and old-time residents. But this huge book of 100,000 words costs only \$2.

How To Have Money To Retire On

- If you'd like to earn 33%-50% more on money you've now got in banks.
- If you'd like to share in the fabulous profits selected stocks sometimes bring—but without the risk of common stocks.
- If you want to build your retirement fund in the fast, safe way.

How to Have Money to Retire On sets forth in easy to understand language exactly what you can do to earn more interest and have a good chance to see your money grow but without common stock risks. It names the country's leading insured savings & loan assns. which pay higher dividends. It tells why a Federal law opens the way to 8% to 10% return (some of it income-tax free) on small (\$500-\$1000) real estate investments.

Down to earth throughout, aimed at the man and woman without much financial knowledge who feel there must be a way to earn more money on the money they've got, this book was written by the expert editors of "The Digest of Investment Advances," the weekly newsletter read by bankers, brokers, and other financial authorities. In its full score of opportunity-packed chapters it shows how you can safely do so much more with your money:

- the way large universities use to make stock market profits without forecasting or outguessing the market.
- the truth about mutual funds—are they the real road to quick profits or long term growth?
- are there low cost growth companies? Or do the really good bargains for the man not retiring for a few more years lie in an altogether different kind of investment?

No matter what your financial problem might be, in the fact and figure filled pages of this big book you can probably find your answer. So let *Today's Better Investments For More Income on Your Money* put the investment odds in your favor. It costs only \$2. Send today for your copy.

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WHERE WILL YOU GO IN FLORIDA?

If You Want a Vacation You Can Afford?

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

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

Always, he names the hotels, motels, and restaurant where you can stop for the best accommodations and meals at the price you want to pay. For that longer vacation, if you let Norman Ford guide you, you'll find a real "paradise"—just the spot which has everything you want.

Of course, there's much more to this big book. If you want a job or a home in Florida, Norman Ford tells you just where to head. If you want to retire on a small income, Norman Ford tells you where life in Florida is pleasantest on a small income.

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

For your copy, fill out coupon now.

Where to Retire or Vacation

... at what look like prewar prices and where no one ever heard of nerves or worries

These Are America's Own Bargain Paradises

Norman Ford's new book *Off-the-Beaten Path* names the really low-cost Florida retirement and vacationing towns, the best values in Texas, the Southwest, California, the South and East, Canada—and a dozen other areas which the crowds have not yet discovered.

Fabulous places like that undiscovered region where winters are as warm and sunny as Miami Beach's, yet costs can be two-thirds less. Or that island that looks like Hawaii yet is 2000 miles nearer (no expensive sea or air trip to get there!). Or those many other low-cost, exquisitely beautiful spots all over the United States and Canada which visitors in-a-hurry usually overlook (so costs are low and stay low).

Every page of *Off-the-Beaten Path* opens a different kind of vacationing or retirement paradise which you can afford—places as glamorous as far-off countries yet every one of them located right near at hand. Like these:

France's only remaining outpost in this part of the world—completely surrounded by Canadian territory . . . or a village more Scottish than Scotland, rounded by Spanish hamlets right in our own U. S., where no one ever heard of nervous tension or the worries of modern day life.

Resort villages where visitors come by the score, so you always meet new people . . . (but they never come by the thousands to raise prices or crowd you out).

That remarkable town where a fee of 3¢ a day gives you an almost endless round of barbecues, musicals, concerts, picnics, pot luck suppers, smorgasbord dinners and a fine arts program. That southern island first discovered by millionaires who had all the world to roam in . . . and now their hideaways are open to anyone who knows where to find them.

You read of island paradises aplenty in the United States and Canada, of art colonies (artists search for picturesque locations where costs are low!), of areas with almost a perfect climate or with flowers on every side. Here are the real U.S.A.-brand Shangri-Las made for the man or woman who's had enough of crowds. Here, too, are unspoiled seashore villages, tropics-like islands, and dozens of other spots just about perfect for your retirement or vacation at some of the lowest prices you've heard of since the gone-forever prewar days. They're all in the United States and Canada, and for good measure you also read about the low-cost paradises in Hawaii, the Virgin Islands and Puerto Rico.

Off-the-Beaten Path is a big book filled with facts that open the way to freedom from tension and a vacation or retirement you can really afford. About 100,000 words and plenty of pictures. Yet it costs only \$2.

WHAT DO YOU WANT IN CALIFORNIA?

A job or business of your own?

A vacation to Hollywood, San Francisco, Yosemite, elsewhere in California—at a price you can afford?

A place to retire on a small income?

A home in the sun, with year-round spring-like days?

No matter what you seek in California, William Redgrave's big book *California—The State That Has Everything* shows you city by city, town by town, road by road, everything you'll find in this big state.

If you are vacationing, his clear and detailed facts just about guarantee you won't miss anything worth seeing. And you will welcome his long lists of recommended restaurants, motels, and hotels where you can stop at the price you want to pay.

If you're looking for a job or a business of your own, *California—The State That Has Everything* gives you the facts you want. With William Redgrave's help you'll find the California that appeals to you—whole regions with just the degree of warmth and sunshine you want, with houses and rentals priced within your means. If you're single, you'll find the best places to live for the fun and entertainment you want. If you're a family man, you'll find the best places to raise a family. If you want to retire, you'll find the pleasantest places in all California to live on a small income.

There's so much more to this book—the facts you need if you're thinking of living in a trailer, the best places to fish and hunt, where to go for a college education, what you'll pay in taxes, how best to find your own retirement or vacation paradise, etc., etc. There's so much information, in fact, that you probably won't learn as much about California in months, even years, of traveling around this big state as you can learn from this one big book. Yet it costs only \$2. Mail coupon today for your copy.

Hunting Marksmanship

(Continued from page 47)

the trajectory for 350 and 400 yards just in case. The first distance that the bullet is exactly in the line of sight, 30 yards, is worth knowing in case you ever need to shoot small game for food.

As soon as I had worked out my chart, I went to the range to check it. Starting at 100 yards, I kept shooting and changing the windage and elevation adjustments on the sight until my five-shot groups were centered $2\frac{1}{2}$ inches above the point of aim. I then moved back to 200 yards and shot some more. The windage (variation right or left from point of aim) was right, but I changed the elevation slightly. I next fired from the 300- and 400-yard firing lines, just to check.

I discovered, to my delight, that the actual performance of my rifle and ammunition came very close to the figures that I had taken from the ballistic table. I put in a day and used up about \$15 worth of ammunition on this job, but twice the effort and expense would have been well spent. I left the range with absolute confidence in my rifle and ammunition. I knew that I could shoot the head off a grouse at 25 yards or kill a standing deer at 300. Without this certain knowledge, nobody can ever be a truly good shot.

Since I use my sling regularly in game shooting, I prefer also to use it for the original sighting in and the periodic targeting before each hunting trip. I do the first shooting prone, of course, because this is the most accurate position. Later, I shoot sitting and standing to check. If you are not familiar with the use of a sling, then a bench rest is ideal—provided one is available. Otherwise, roll up a quilt and shoot over it from the prone position, but make sure that it is under the fore-end, not the muzzle.

While I believe that dry snapping, or practicing with an empty gun, is more valuable for offhand shooting at moving game than for the deliberate type of marksmanship needed in open country, nevertheless it is useful even here. It probably provides the quickest, and certainly the least expensive, means of perfecting your trigger pull—the most difficult thing to master in any kind of rifle shooting. Furthermore, it can be done indoors, aiming at a mark on the wall, or in the backyard with a 50-foot small bore target or some object of similar size at which to aim.

Start in the prone position. After you are comfortably spread out, with your rifle hanging naturally on the target, take a deep breath and expel half of it.

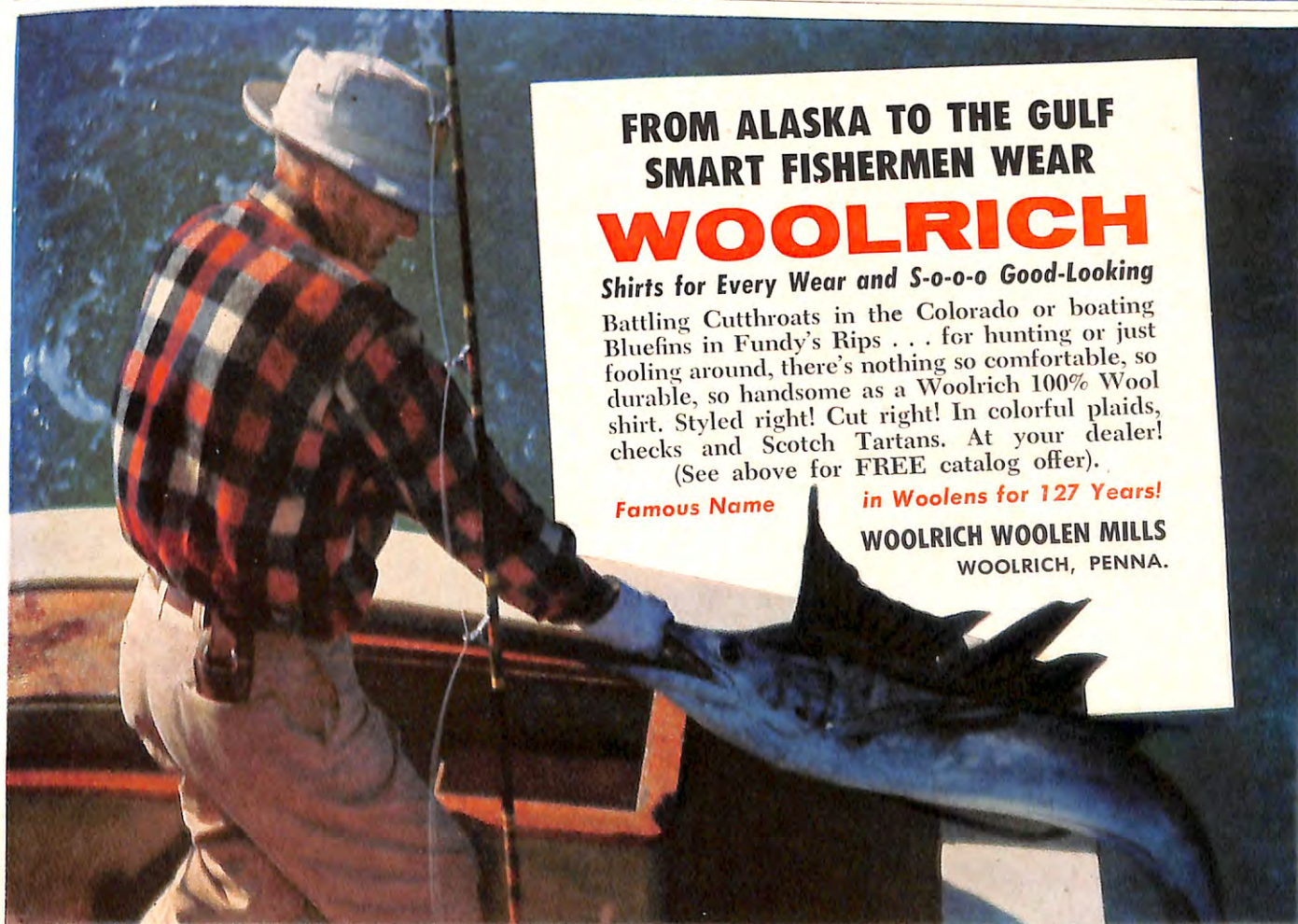
Now, start to tighten your trigger finger gently, at the same time endeavoring to keep your sights perfectly aligned on the target. If they wobble off—as they surely will—relax your trigger squeeze slightly and start over. Pause to breathe again if necessary and consciously relax. Muscular tension induces trembling. Eventually you should be able to time your trigger squeeze so that the firing pin falls when you know the sights are exactly right.

Regular practice eventually will enable you to time the trigger pull to coincide with the instant of proper sight alignment. Then try the same thing sitting, kneeling and offhand. If you practice faithfully, and at the same time master the use of the sling, you will be off to a good start on the target range or game field.

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