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**Elks**  
MAGAZINE

FEBRUARY  
1963

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Saves Space Keeps Your Bath Supplies Right at Hand

Make life easier with a caddy that holds everything at your fingertips in the shower. Places for shampoo bottle, soap, wash cloth, bath brush—and extra hooks for holding other items. Heavily chromed metal, lucite bar, rubber-tipped. Give yourself—and friends—this added bath luxury. Only \$4.95 plus 35¢ PP & Hdlg. 2 for \$9.50 plus 35¢ PP & Hdlg.

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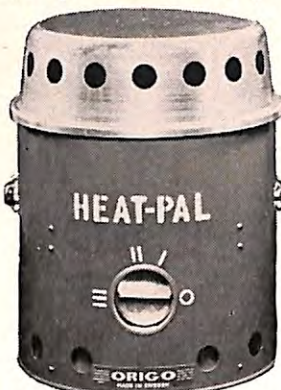
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Steel body has red lacquered finish with upper portion made of heavy-duty spun aluminum. Special vents release maximum heat. For cooking you get special steel holders for frying pan—pots fit into stove grille, guarantees safe, sure cooking heat.

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only \$2.49 plus 35¢ pp. & hdlg.



### New! Electro-Matic FOOTWARMER

With Automatic Thermostat Control . . . Use Flat for Standing . . . Tilt While Sitting.

Ward off chills and colds. Keep toes and feet cozy warm with the new, handsomely styled ELECTRO-MATIC FLAT MAT. Thermostat automatically delivers continuous even heat. Enjoy summer warmth for your feet in the home, at the office or wherever you work or play—standing or sitting—all day or all night long. Just plug it in for all weather comfort. Housewives love it in the kitchen. Secretaries adore it under the desk. Use it in Garage, Factory, Basement, Workshop . . . even Outdoors. \$9.95 Plus \$1 Hdlg. and protective. Cleans easily with damp cloth. Size 14"x22", complete with 8 ft. of UL approved cord.

### Monogrammed Money Belt GENUINE LEATHER \$2.98



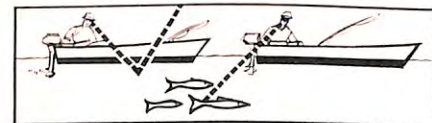
Genuine top-grain cowhide belt will add a handsome note to any attire, while "secret" zippered inner pocket holds currency far from prying eyes. Conservatively fashioned 1 1/4" wide belt is clinched with a gleaming buckle sporting 2 or 3 initials. Available in brown top-grain cowhide leather with gold-plated buckle; black leather with a silvery rhodium buckle. Specify waist sizes 28 to 44 and color. \$2.98



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If ever stuck in snow, mud or ditch, there's nothing handier to have in your car than a super-strong, All Nylon Tow Cable. Test proven to over 6000 lbs. pull, more than enough for even the biggest trucks and cars. One end has heavy steel snap clamp while other end is looped. Measures 15 ft. long. Also invaluable in home and for industry. \$2.98 plus 25¢ pp. and hdlg.

### NEW! FRENCH GLASSES LET YOU SEE FISH BELOW SURFACE OF WATER



Penetrate All Surface Reflection . . . Eliminate All Surface Glare . . . In Trout Streams, Lakes, Ponds, Weed Beds, Brush Piles, etc. Let You Spot Fish Below Water!

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Send Check or Money Order. If C.O.D., \$2 Deposit. Money Back Guarantee.

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## Passenger-Carrying FREIGHTERS Are the Secret of Low Cost Travel

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

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

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

It's yours for just \$1, and the new big 110-page 1963 edition includes practically every passenger carrying service starting from or going to New York, Canada, New Orleans, the Pacific Coast, Mexico, South America, England, France, the Mediterranean, Africa, the Indies, Australia, the South Seas, Japan, Hawaii, etc. There's a whole section called "How to See the World at Low Cost," plus pages and pages of maps.

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

## Bargain Paradises of the World

Do you know where to find an island right near the U. S. so nearly like Tahiti in appearance, beauty, and color even the natives say it was made from a rainbow? (And that costs here are so low you can not only reach it but also stay a while for hardly more than you'd spend at a resort in the U. S.?)

Do you know where to find the world's best mountain hideaways or its most dazzling surf-washed coastal resorts where even today you can live for a song?

Do you know where it costs less to spend a while, the surroundings are pleasant, and the climate well nigh perfect in such places as Mexico, the West Indies, Peru, France, along the Mediterranean, and in the world's other low cost wonderlands?

Or if you've thought of more distant places, do you know which of the South Sea Islands are as unspoiled today as in Conrad's day? Or which is the one spot world travelers call the most beautiful place on earth, where two can live in sheer luxury, with a retinue of servants for only \$175 a month?

*Bargain Paradises of the World*, a big book with about 70 photos and 4 maps, proves that if you can afford a vacation in the U. S. the rest of the world is closer than you think. Author Norman D. Ford, honorary vice president of the British Globe Trotters Club, shows that the American dollar is respected all over the world, and buys a lot more than you'd give it credit for.

Yes, if you're planning to retire, this book shows that you can live for months on end in the world's wonderlands for hardly more than you'd spend for a few months at home. Or if you've dreamed of taking time out for a real rest, this book shows how you can afford it.

In any case, when it can cost as little as \$24.50 from the U. S. border to reach some of the world's Bargain Paradises, it's time you learned how much you can do on the money you've got. Send now for *Bargain Paradises of the World*. Price \$1.50. Use coupon to order.

## Round the World on a Shoestring

If you know the seldom-advertised ways of reaching foreign countries, you don't need fantastic sums of money in order to travel. You could spend \$500-\$1000 on a one-way luxury steamer to Buenos Aires—but do you know you can travel all the way to Argentina through colorful Mexico, the Andes, Peru, etc. by bus and rail for just \$144 in fares?

You can spend \$5,000 on a luxury cruise around the world. But do you know you can travel around the world via deluxe freighter for only a fourth the cost—and that there are half a dozen other round the world routings for under \$1000?

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

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

What do you want to do? Explore the West Indies? This is the guide that tells you how to see them like an old time resident who knows all the tricks of how to make one dollar do the work of two. Visit Mexico? This is the guide that tells you the low cost ways of reaching the sights (how 76c takes you via 8-passenger automobile as far as those not-in-the-know pay \$5.60 to reach). Roam around South America? Europe? Any other part of the world? This is the guide that tells you where and how to go at prices you can really afford.

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

**Special Offer: all three books above—Travel Routes Around the World, Bargain Paradises of the World, and How to Travel Without Being Rich—for \$3.**

## AMERICA BY CAR

This big book is your insurance of seeing all the four-star sights in whatever corner of the U. S. or Canada you drive to (and it even covers Mexico as well).

Day by day, *America by Car* tells you where to go from Alaska to Mexico. Whether you're visiting New England or California, Florida or the National Parks, the Great Lakes, the Mississippi, California, the East, the South or the Southwest, the Indian country, etc., it tells you road by road the scenic way to go and it always directs you to the important sights along the way and in the cities.



In Niagara or Los Angeles, Washington or New Orleans, the Black Hills or Montreal, *America by Car* takes the guesswork out of travel. Of course it names hundreds upon hundreds of recommended places to eat and stay.

America is so big, you can easily overlook or forget important sights or make many a wrong turn. So get *America by Car*, the book that makes sure you'll see everything of consequence and always travel right.

*America by Car* is fully 170,000 words in length (as large as three ordinary sized novels). But it costs only \$2.50, while it helps you see any part of America as you've probably never before explored this part of the world.

## 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 2,000 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 overlook (so costs are low and stay long).

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 . . . or age-old 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 3c 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-for-ever 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.

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# THE ELKS MAGAZINE

VOL. 41 NO. 9

FEBRUARY 1963

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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## the couple next door...

He's an executive.

She's a housewife.

They're both volunteers in the great fight against cancer.

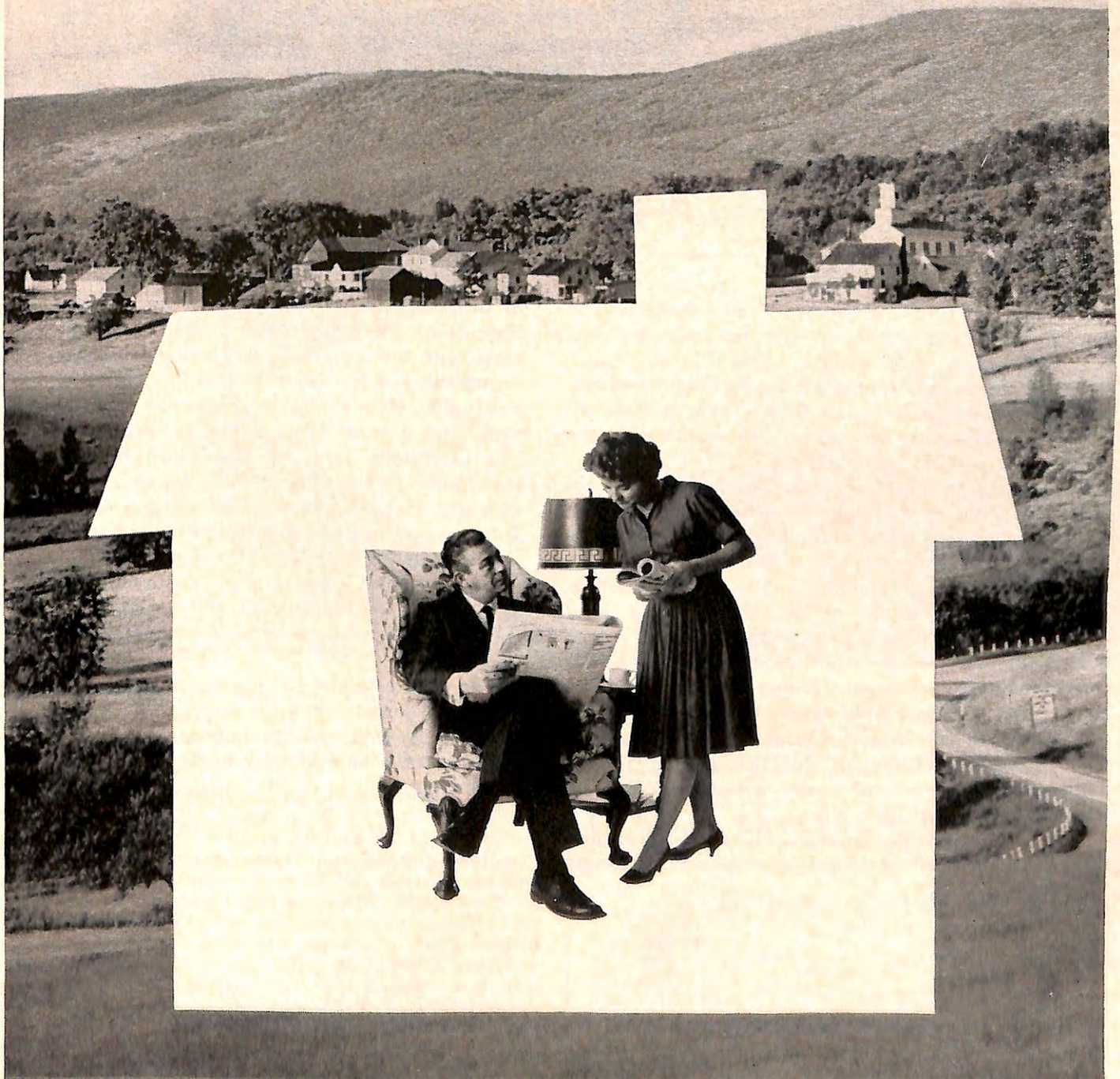
They help save lives with the message that cancer can be cured — if it is found early and treated promptly and properly. So, they tell their neighbors: "Get an annual health checkup, heed Cancer's Seven Danger Signals."

They're the warm, human link between the cancer patient and the doctor; between the contributor and the research scientist; and between today's disease and tomorrow's hope.

They're two of the more than two million volunteers who are the American Cancer Society.

Wouldn't you like to join them in their unselfish and satisfying work?

**AMERICAN CANCER SOCIETY**



# PRESCRIPTION FOR A GOOD LODGE

---

**Rx**

LEADERSHIP

DEDICATION

PLANNING

EFFORT

aa, qs

Misce

Sig.—P.R.N.\*

Patients oftentimes complain that doctors and pharmacists communicate in a secret code designed to keep laymen in the dark. Actually, the Latin words, symbols, and abbreviations are simply a shorthand system to conserve the time of busy professional people. Their only objective is the end result—the improvement of the patient.

The above prescription for a healthy, active subordinate lodge is certainly no secret. We know it will work because it has worked in every lodge where applied. It is a prescription for success.

The principal and most important ingredient is leadership by a group of enthusiastic, dedicated officers. They must be men who are willing and able to supply the other ingredients—men who have caught the inspiration of Elksdom, who strongly believe in its real principles and objectives, and who are willing to give unselfishly of their time and effort for the betterment of their lodge, their fellowmen, community, country, and the Benevolent and Protective Order of Elks.

The officers should be men who have ideas and know the value of careful and intelligent planning

of programs designed to attract and maintain the interest of the lodge members and to promote and carry out the programs of the Grand Lodge. The committees of the lodge should be composed of the most able men available, who take pride in their work and have a strong desire for accomplishment. The Governing Body of the club and Trustees of the lodge should be business-minded individuals who will keep the lodge home clean and attractive and closely guard the finances of the lodge.

The lodge and its members should be ever willing to assume the leadership in worthwhile civic endeavors and lend manpower and assistance to them, thus adding to the prestige of the lodge in its community.

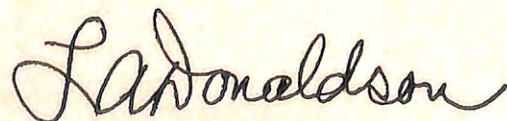
The physician and the pharmacist share a deep inward satisfaction when the application of their skills contributes to a healthy patient. The officers and members of a subordinate lodge which utilizes our prescription will have the satisfaction of a job well done. They will have accepted the responsibility inherent in the charter granted them by the Benevolent and Protective Order of Elks.

\* aa—equal amounts

qs—amount in sufficient quantities

Misce—of these ingredients, mixed

Sig.—P.R.N.—directions: taken as necessary



L. A. DONALDSON, *Grand Exalted Ruler*

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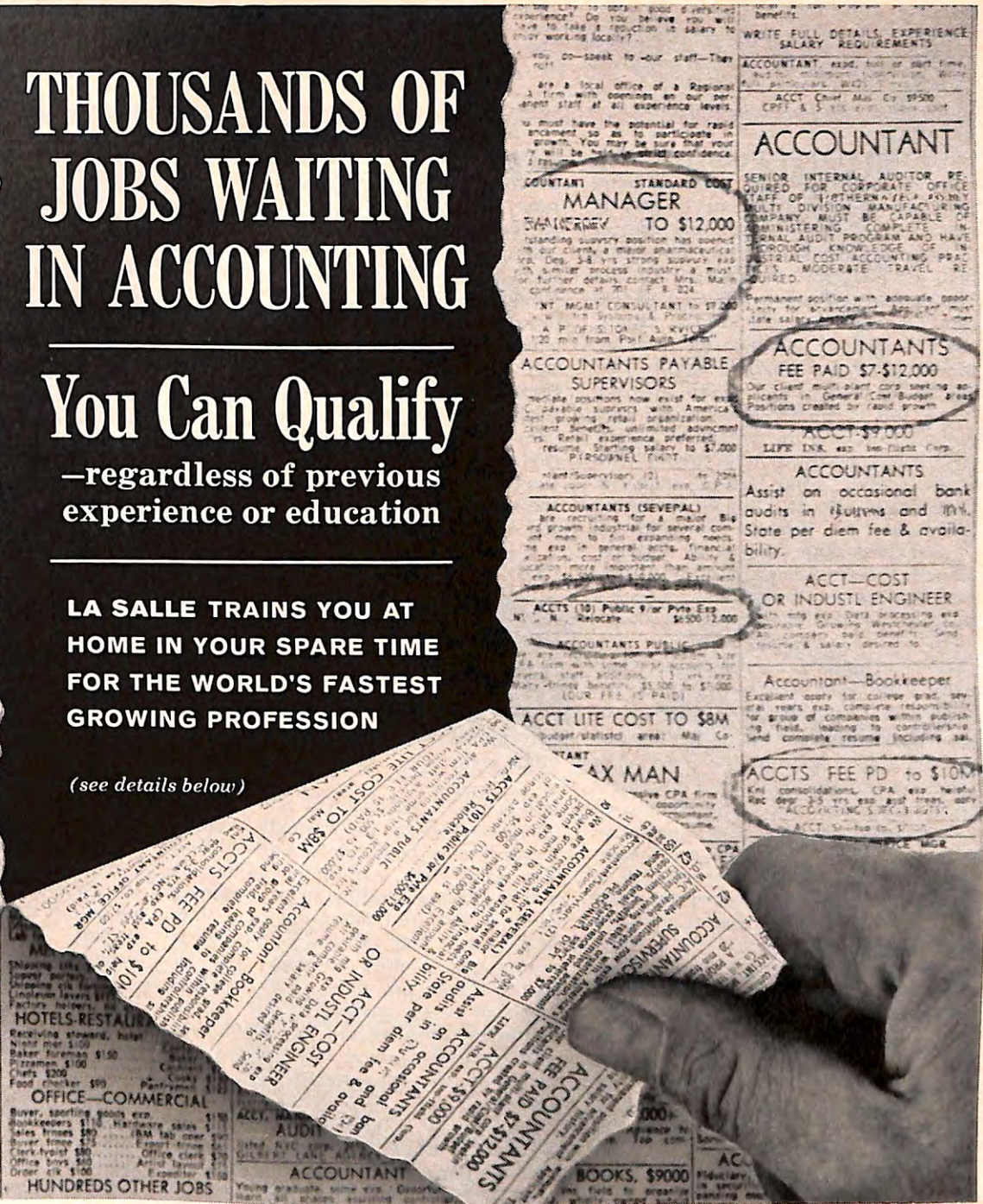
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**AUDITOR;** 1/3 tvl; nat'l mfr co; publ/intnl exp OK. Fee Reim to \$9,000  
**CONTRACT ACCT;** handle CPP acctg & rep for north Jersey mfr to \$9,000  
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**COST ACCT;** relocate Virginia; pref exp in distri firm mfr; fee and relocation will be paid ..... to \$8,400  
**TRVLNG AUDITOR;** nat'l hvv industri co; 100% tvl; deat; 3 or more yrs publ or internal auditing exp to \$8,400  
**STAFF ACCT;** hdqtrs of dynamic hotel (ch); north Jersey; publ exp esstl; Fee Reimbursed ..... \$8,000  
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**LEGIONNAIRES, FORGIVE ME.** This reporter thought that Fidelity Post 712 of the American Legion in New York City was the only one of its kind with a membership consisting solely of Elks, and said so in the December issue. Back came a correction from Dagner Post 871 of the Bronx, New York, and along came another correction that Goodfellowship Post 189 of Newark, N. J.—both all-Elks. Before this is printed other corrections may come rolling in. Excuse it please, and thanks to those who wrote with their cordial, good-natured remarks. They are Louis S. Dunne, Secretary, and Robert C. Bindrim, Adjutant, of Dagner Post, and Charles D. Nelson, Second Vice-President of The Florida American Legion Press Assoc., who is a member of Goodfellowship Post.

**JAPANESE CULTURED PEARLS** really start from Mississippi mud, according to Hajime Fukuda, director of Japan's International Trade and Industry Ministry, who told the story at a ceremony in the Japanese Embassy. Jap pearl farmers import 1,500 tons of mussel shells from the lower Mississippi River each year. The shells are broken into tiny fragments and are inserted in live Japanese oysters. The oyster coats the irritating particle, and a cultured pearl is the result.

**POLITE CAPITOL POLICE** are appreciated by visitors who park their cars where they shouldn't. Around the new Senate Office Building and the U. S. Capitol, the police put notices on illegally parked cars of visitors reading: "Your automobile is parked in prohibited parking area. Do not park here again. Ticket issued on second violation. By order U. S. Capitol Police."

**YOUR BUSINESS LUNCH** at which business is discussed with clients or prospects is deductible for income tax purposes, Internal Revenue Service agrees. The business lunch is now big business amounting to an estimated \$2 billion a year, IRS was told. Taking friends to lunch for social purposes or just to talk over office routine, however, is not deductible.

**SASSY GADGET** for Congressmen has appeared consisting of three cardboard discs, which revolve and can put together all kinds of insulting epithets. You turn one wheel and get the first word, turn another for the second, and turn the third to finish the job. The wheels can make over 200,000 insults.

**NEW D. C. CHINATOWN** is proposed to replace the Capital's old Chinese quarter, which is a hodge-podge of old buildings, stores, and Chinese restaurants. The proposed new Chinatown would cost about \$12 million and would be strictly Oriental, close to downtown with an area of two or three square blocks. It would have a mall through the center with an Oriental bridge in the middle. Shops and restaurants would line the sides. Prominent Chinese businessmen are behind the project. They believe it would attract Washington visitors and add to the cultural and educational aspects of the city.

**GOODBYE, BELASCO THEATER.** It will be torn down, taking another old landmark away from historic La-Fayette Square near the White House. Millions of servicemen will remember the old theater as the World War II USO Center, which it has remained ever since. USO now must find another home.

**HIGHWAY AIRPLANE STRIPS** are being studied by the Federal Aviation Agency as a boon for private planes. The idea first started in Oklahoma where airplane landing strips are being built at low cost alongside new state highways. The same road-building equipment is used to build the air strips. There are now 80,000 private airplanes in service and by 1970 FAA estimates the total will reach 105,000. The roadside landing strips also might be used in emergencies by larger planes.

**SERIOUS U. S. CRIMES** increased about 5 per cent last year, the FBI reports. Persons under 18 commit two of every five serious crimes. The blackest spot in the report shows that children under 15 committed 32,000 burglaries and 62,000 thefts. One explanation for the crime rise is that more people are concentrated in cities and, therefore, may fall victims to street yokings and robberies by youths. There also is a marked increase in thefts from parked cars and from homes left unlocked. Stores and supermarkets in suburban shopping plazas are a target for burglaries.

**CONGRESSIONAL CLERKS** are gradually settling down to their jobs in the House and Senate after many changes and much confusion. Over a thousand clerks lost their jobs because of the November election. Many new-



comers have arrived. Some without jobs have been looking for new positions through the U. S. Employment Agency; others have gone back home. Democrats have more jobs available in the Senate because of the increased majority—67 to 33. Look for more Democrats on important committees.

**OLD GRIFFITH STADIUM**, for many years the home of the Washington Senators baseball team of the American League and also the football field for the Washington Redskins, may wind up as the athletic field of Howard University. The big stadium already has been leased to the school until January, 1964, with an option to purchase it. Acquisition depends upon Congressional approval, since the Government pays about 60 per cent of the operating expenses of the University.

**MIDWINTER MEMO . . .** State Dept. reports show 32 out of 39 new African diplomats coming here have had difficulty in finding apartments. . . . If you have any old school books, send them to the Peace Corps (Washington 25, D. C.) which wants a million books for use in Africa. . . . Public Health Service, which will issue a report on smoking hazards this summer, already advises people against excessive cigarette smoking. . . . Army Reserve will call 122,000 men for training this summer compared with 32,000 last year as an aftermath of the Cuban crisis. . . . Vandalism in public schools in Washington decreased 21 per cent last year, but there still is a lot of window smashing. . . . Champion coffee drinker is a waitress here who puts away 50 cups, all black, every day. . . . Some Valentines already on display here have pictures of little girls who look sorta like Caroline.





stretch



run



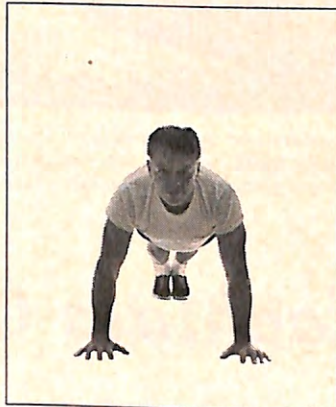
bend



twist



squat



push-up



pump



sit-up



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*A new concept in teaching may revolutionize formal education. It is also a boon to business training programs—to say nothing of the potential bounty for businessmen who produce and merchandise programmed instruction*

**By DICKSON HARTWELL**



*A grammar school student concentrates on learning how to spell via programmed instruction. Using a worksheet, he sets his own pace and charts his own progress by checking his written responses against the correct ones the machine reveals.*

## **Aa Bb Cc Dd Ee Ff** *Machines Go to School—*

COMICS, cartoonists, and even a few serious-minded soothsayers frequently depict the world as one day being ruled by the machine—with man as its slave. Those who harbor genuine fears of this sort must have experienced considerable dismay when they first heard the term “teaching machine.” But it appears that this new educational device offers little cause for worry and, indeed, much cause for rejoicing.

Many experts consider programmed instruction—a more appropriate label for this recent development than “teaching machine”—the panacea for our steadily increasing educational needs. Others are less enthusiastic, but, significantly, virtually no one holds that traditional pedagogy cannot benefit from at least the supplemental use of programmed instruction. The controversy centers about where, how, and to what extent it should be relied upon.

What is this phenomenon that is attracting such widespread attention?

Although educators and psychologists quibble over the terminology somewhat, programmed instruction (hereafter referred to as PI) is essentially a way of teaching with minimal assistance from a teacher or other conventional classroom means, which in many instances have been shown to be exorbitantly wasteful of both the teacher's and student's time and energy, not to mention the taxpayer's dollar.

But how can a machine accomplish this? How can it convert information—

*Working the pushbuttons on an “Autotutor,” this young lady studies a program on the theory of electrical circuits. Already there's a program available on just about every topic, from basic French to basketweaving, but the scope of programmed instruction continues to grow.*



U. S. INDUSTRIES

the raw material of learning—into that which we call knowledge?

The answer is that it can't. It is only a tool. PI doesn't even require a machine, although the term “teaching machine” has caught the public fancy and is often confused with PI itself. It is the program fed into the machine that causes learning to take place. It can take the form of a book—which is likely to look more like a workbook—or of an elaborate computer, which is fed tape. Either way, the principle involved is the same.

That principle, in essence, is the fragmentation of a body of information into small, easily assimilable parts (called “frames”). Each is followed by a “test” (probably a single ques-

tion) to see if the student understands that bit of information. Furthermore, each informational frame is designed so that the correct response to a question is almost assured. Bit by bit, then, the programmed information, each frame related to those that preceded and constantly reinforced through testing, is revealed to the student.

While there are some interesting and complex variations to this technique, PI, whether the subject be Latin or TV grid wiring, invariably includes certain fundamental attributes: (1) controlled presentation of material, (2) *active* response of the student, and (3) immediate confirmation (or “feedback”) of success or failure. What's more, the student progresses at his own

rate, which has always been desired but impossible with group or classroom instruction.

Few would dispute that the world has long been ready for a scientific breakthrough in the domain of teaching. Today there are some 45 million persons enrolled in U. S. schools and colleges and perhaps another 10 million or so requiring special training for jobs—to say nothing of the millions who are going to need retraining because of job displacement due to automation. Something is needed to cope with the needs of this great mass of students, both in school and out. The best solution to the problem so far seems to be PI, for the very good reason that, within limitations, it works.

Not long ago, International Business Machines engineers received 15 hours of conventional lectures on the servicing of computers. At the same time, another group of 60 was given 11 hours of programmed instruction on



*This girl is working a programmed algebra course, which prevents her from becoming "lost," because, to advance to a more difficult point, she first must demonstrate that she understands the previously introduced one.*

## to Teach Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq



*Business was quick to realize the potential boon of using PI to train employees. Above, a key punch machine operator-trainee, equipped with an ear set, follows a tape-recorded program, one of the many varieties of programmed instruction. The supervisor, standing, can circulate among trainees and check that instructions are understood and then complied with.*

the same subject. The second group turned in test scores averaging 95 per cent, compared with an average of 86 per cent for the first group. Moreover, training time for the PI group was 27 per cent less.

At a naval training station in Albuquerque, New Mexico, officers were given a full-time PI course in the Russian language. The official report states: "These students learned about as much Russian in 70 hours as they would have learned in 1½ semesters of a college-level course."

It works in industry, too. A teaching machine, designed to give step-by-step procedure to assembly-line workers, cut the number of rejects of complicated electronic components by 80 per cent. This revolutionary way of learning is adaptable, seemingly, in just about every area of human endeavor. Medical students, for instance, at Dartmouth University nearly doubled their "learning efficiency" with PI. Its application to medicine, incidentally, has only just begun. Early in 1962, when self-teaching tests were begun at the University of Southern California, Dr. Sanford Golden confidently predicted, "Give me some Disney illustrators and \$500,000, and we'll cut the duration of the dental anatomy curriculum in half."

Effective results are being achieved across the country at less cost than this. In Roanoke, Virginia, 34 eighth graders spent 50 minutes a day on a programmed basic algebra course; there

were no classroom discussions, no lectures, and no homework. In less than one semester, all of the students had completed a full year's work, and half of these eighth graders scored average or better by ninth-grade standards.

One of the best comparisons between the effectiveness of old and new techniques comes from New Mexico, where approximately 8,000 employees of the Atomic Energy Commission are undergoing extensive training and education in a wide variety of technical subjects. Programmed courses are being employed along with conventional methods, and the comparison of course completions heavily favors PI: 74.5 per cent to 64 per cent, with both student and instructor opinions almost uniformly favorable to the automated approach.

Of interest also is the cost comparison. For Russian language instruction, cost per completion by conventional method was \$51.75; for PI, \$20.19. In algebra, cost for conventional classes was \$20.50 per completion compared with \$16.79.

Although the teaching machine-programmed instruction business is still brand new—scarcely four years old—the idea behind it is not.

In fact, the idea is so simple and obvious that, like the invention of the wheel, people often react with a why-didn't-they-ever-think-of-that-before attitude. The kernel of pro-

*(Continued on page 41)*

# Get the **MOST** from Your Trade Association

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By GEORGE J. JAFFE

*The dollars that a businessman spends for membership in a trade association should be returned many times over in greater profits.*

*If this is not the case, it's time to find out why. You may not be taking advantage of what the association has to offer, or the fault may lie with the association itself*

WOULD YOU consider a thousand dollars' worth of advice and know-how for every dollar invested a good investment? If you're a dues-paying member in one of the nation's 13,000 trade associations, you may be getting this kind of value. If you're not, you should be; in no other way can the businessman—especially the so-called “small” businessman—get so much direct help from so many of the brainiest experts in his particular field. Through association membership, the businessman can expect help in solving management problems, product problems, distribution problems, service-technique problems, and innumerable peculiar-to-your-own-business problems. For this reason, the trade association has become as vital to a well-run business operation as the services of an accountant, lawyer, banker, or insurance consultant.

The importance of such groups is hardly a new development; as far back as the 1920's, Herbert Hoover, then the Secretary of Commerce, stated: “Trade associations are the safeguards of small business and thus prevent the extinction of competition. With wisdom and devotion, their voluntary forces can accomplish more than any spread of the hand of government.” Proving that today's businessmen share Mr. Hoover's sentiment is the fact that of the nation's 4.7 million business firms, about 3.8 million, or 80 per cent, belong to at least one trade association.

But simply belonging to an association is hardly enough; getting the *most* out of membership is what really counts. A statement made to me recently by a top trade association executive would indicate that some businessmen aren't getting all they should out of belonging to an association.

“My association,” he told me, “has grown by leaps and bounds in the last fifteen years. Dues have spiraled and membership has quadrupled; yet, believe it or not, I suspect too many members have only the vaguest idea what they're getting, or should be getting, for their dues. It seems a shame; there's so much a good association can offer its members.”

Further, a study conducted recently for the Small Business Administration by The American University, Washington,

D. C., reveals that some trade associations fall short of meeting the needs of small-business members. A summary of the study reports that most small businessmen do not make good use of trade association services that (1) require a working knowledge of business-management principles, (2) require that the businessmen take the initiative in obtaining the service, (3) are based on a business philosophy they do not understand or do not accept, or (4) do not concern immediate, specific problems.

The report also states that trade association programs often do not take into account the fact that most small businessmen—who make up a majority of the membership in most instances—must perform all or most management functions themselves. They are less likely to make use of an association's services than a large firm, if those services are designed primarily for the specialized departments of the latter.

But if the association tailors its programs to the needs of all its members, it can be invaluable. Let me cite one of the many examples I heard from businessmen who know how to get the most from an association. This is the experience of a retail farm-equipment firm in the Midwest.

The owner had decided to enter a new business a few years ago and had settled on the farm-equipment field. But he lacked experience. To begin with, he wasn't sure *where* to open shop. Seeking advice from others already established in that field, he found them unanimous in urging that he become a member of the National Retail Farm Equipment Association. He did so, and, on the basis of studies reported in the association's bulletins, the new merchant was able to finally choose a promising location for setting up shop.

Shortly thereafter, he began attending his group's business management courses. What he learned from these courses helped him side-step certain pitfalls he might have otherwise fallen into, coming in the field cold. For example, the profit-control system he was advised to install helped him forecast his own business volume and trim expenses *before* he suffered losses instead of afterward. He also learned how

to increase sales of used equipment through a guarantee system which the association recommended.

As for other benefits he received from joining NRFA, he said that, in the few years that have passed, he's been assisted in such business facets as drawing up advertising schedules, setting up control inventories, planning demonstrations, conducting sales meetings, and setting proper sales quotas.

The services rendered members by the nation's trade associations are remarkably diverse and numerous; the Trade Association Division of the Department of Commerce claims there are "some 80 activities in all." It stands to reason, though, that not all groups can engage in that many activities, since each group's size, membership, budget, etc., varies. However, the Department mentions about a half-dozen activities generally offered by most national trade organizations. These are: (1) functioning as the nation's center of information on their particular industry, (2) keeping in close touch with all related industries, (3) issuing bulletins, usually monthly, on business trends, legislation, trade statistics, labor relations, and other specialized subjects, (4) preparing booklets and annual data, (5) with the help of technical experts, arranging conferences for members on current industry problems, and (6) handling the government relations of their industry.

Let's see how associations go about these activities.

Trade groups have been quick to realize the value of research. To bring important information and data to their members, associations spent over \$28 million on research activities in 1961. That such activity pays off is indicated by the following item from the *Wall Street Journal*:

"In 1959 the Super Market Institute, with 750 member firms, paid Raymond Loewy Corp., an industrial design firm, \$75,000 to study supermarket merchandising techniques. Following the year-long research program the institute advised members to reverse their traditional layouts.

"Instead of surrounding high stacks of groceries in the center aisles with counters of meat, the institute recommended placing the perishables in the middle, making it easier for customers to find what they wanted. Big Bear Stores Co., of Columbus, Ohio, remodeled one of its stores to the 'low center' plan last year and reported excellent results. In the first six months, sales rose 17 per cent from the level before the change."

The effectiveness of association research programs is passed on to every member. The fellow who owns the hardware store in my neighborhood told me his group's cost-of-doing-business study greatly improved his modest operation. A manufacturer of X-ray equipment whom I queried told how his eyes had been opened to a number of new, profitable market possibilities by the consumer research done by his group, the National Electrical Manufacturers Association.

The collecting of facts and figures is a major occupation of trade associations. Often, this painstakingly gathered information is used in planning production and sales campaigns. The American Home Laundry Manufacturers Association, for example, issues monthly reports to its members on production, shipments, sales, and inventories of home washing machines and dryers. "Since we started receiving these figures two years ago," a spokesman for the Whirlpool Corp. recently stated, "we haven't had any layoffs because of overproduction as used to be the case. The statistics helped level out our production." The same principle would apply to smaller firms as well.

Promotions, such as trade shows, are another group activity that helps both consumer and intra-industry relations. About 3,500 annual shows attract an estimated attendance of five million persons.

Trade shows serve a number of purposes. One small-appliances dealer said he looked forward to the one his



Trade shows arranged by associations may not only attract prospective customers but also serve to bring distributors and manufacturers together to discuss their various mutual problems.

group sponsors yearly because it gave him a chance to meet and discuss his problems with the manufacturers whose products he sells. "They're as stimulated as I am by these get-togethers," he added.

Trade shows also provide a fine showcase for introducing new products and improvements. For instance, when the Linen Supply Association spent fifteen months and \$100,000 developing an electronic device that inspects laundry flatwork, what better way to show off the results than at their trade show?

A group's annual convention is another arena for discussing new advances. Conventions long ago shed the stigma of being nothing more than drink-fests. Today such a convention is a serious gathering undertaken for the purpose of disseminating news and mutual betterment. The time spent attending an annual or semi-annual meeting—whether it's two days or a week—has proved to the businessman to be time well spent. Robert L. Bliss, who heads his own public relations firm that has (Continued on page 30)



Arranging conferences, with the help of technical experts, is a service provided by a great many trade associations.



*A Norwegian holiday wouldn't be complete without a steamer trip on one of the country's numerous fjords. Sognefjord, for instance, ambles idyllically for 110 miles through spectacular mountain scenery.*

**FOR ELKS WHO TRAVEL**

*Seeing Scandinavia:*

# Norway

By JERRY HULSE



*Adults go to Oslo's Frogner Park to see the 100-odd sculptures by a famed artist. In summer, youngsters are likely to prefer the pools.*

*The first of two articles*

*THIS IS A LAND of a thousand and one waterfalls that spill like boiling thunder down precipitous mountainsides to merge with placid fjords meandering in from the sea.*

*This is a land of unbelievable beauty—a land of forests, farms, lakes, and small, neatly manicured villages that looks to the stranger's eyes like a calendar photo.*

If that seems like a bit of a poetic beginning, well, it was intended that way; the words come from my heart. They were inspired by Norway, and I have to warn you that if you ever visit Norway, be prepared to leave a little of your heart there. For beyond doubt, the western part of the Scandinavian peninsula is one of the most beautiful countries in the world.

Fjords, mountains, waterfalls, and the Midnight Sun—these are just part of the profusion of enchantments that Mother Nature has given Norway to spellbind the tourist, who will arrive troubled by nothing more than curiosity but will leave wondering if he will ever be quite content at home again.

Norway's scenic grandeur lures more than two million visitors annually. And nearly all of them want to see something of the fjords. The really spectacular ones are found in the heart of western Norway. For instance, the

110-mile Sognefjord is the longest, the Hardanger is probably the most tranquil and idyllic, and the Geiranger is considered the most beautiful. An enjoyable tour by steamer, bus, and train will take you into the fjord country, and the best of the available ones is the three-day tour between Oslo and Bergen, which features frequent departures. Visitors with more time at their disposal will probably want to take advantage of a tour that lasts six days.

However, before leaving Oslo, be sure to allot at least two or three days for exploring this ancient Viking capital. Founded in 1050 by King Harold III, the city is cradled in a horseshoe of rolling, forest-clad hills and bussed by the gentle waters of a fjord named for the city. Among the attractions that travelers like best in Oslo are the nearby bathing beaches, the yacht basins, and indoor and outdoor museums. One museum displays the *Kon Tiki*, the famous raft on which a few brave men set out to point up the plausibility of an across-the-Pacific migration theory. Another museum contains three authentic examples of Viking ship-building skill—the most advanced in the world at the time these warriors were rampaging through northern Europe—along with the effects of Viking chieftains. A third houses the *Fram*, a huge ship used by the Norwegian explorer Fridtjof Nan-

sen in his 1893-96 Arctic expedition, which added greatly to the world's knowledge of that area. Norwegians, by the way, have figured prominently in the course of polar exploration, and the country has claims in Antarctica.

Norway, like Switzerland, is associated in most people's mind with skiing. And even the city of Oslo proves to be no disappointment on this score. On any week end during the winter, the visiting Elk who likes to ski can join nearly 150,000 Osloites on the slopes behind the city. Although there is no ski lift, a streetcar rattles up the mountain, loaded down with skiers and their gear.

But before you get on that streetcar, a word of precaution. A ski slope is a ski slope the world over. Just because Norway is very pretty to look at, don't expect its slopes to be any less treacherous than those anywhere else. In fact, they're capable of leaving the tourist literally in stitches. At least that what I gathered after chinning with Bert Halvorsen, an Oslo insurance broker. As a sideline, he heads up an organization called Norsk Trekkhundklubb, which means Norwegian Dog Sled Club. This is a friendly group of Norwegians, equipped with sleds and dogs, which provides free rides to skiers. There's only one transportation hitch: To qualify for a spot on one of the sleds, a slopesman has

*(Continued on page 45)*



*Hugging one of the mountains that back Bergen, Norway's second largest city, this funicular provides a magnificent overview.*



*An ocean-going ship can maneuver easily in Geirangerfjord, which Norwegians usually single out as the most beautiful.*



*At left is a contact print of the photo Dan talks about in the article, showing all that the camera recorded. Below is the cropped photo, showing the scene that Dan was actually shooting for.*

## ROD AND GUN

# Wildlife Camera

By **DAN HOLLAND**

ONE SEPTEMBER afternoon a couple of years ago, I was target shooting a .22 against a big dead elm at the wooded edge of the west hayfield, and when I was satisfied with that gun I returned to the house for a second rifle and more targets.

Ten minutes later I put this second gun down against the broken apple limb I was using as a prone rest and continued with my target to the elm, 75 feet away. When I was no more than 20 feet from the tree, my eyes suddenly focused on a form and face seemingly glaring at me from the top of the old wall at the base of the target tree. It was a bobcat, crouched and rounded, with his boldly striped face and oriental eyes staring directly at me. The innate curiosity evident in so many wild creatures had held him glued to that spot, probably, throughout my entire approach across the field.

It was a picture I won't forget. He was a strikingly beautiful animal viewed at so close a range, yet he had an in-





tensely angry look. This wasn't a facial expression as such; he merely looked enraged by nature. Then, as our eyes met, with a motion so liquid that there was no apparent beginning or end to it, he flowed off the far side of the wall and vanished.

My first thought was of the gun I had just put down, but with a chuckle rather than regret. I am satisfied with the photographic image I have of him in my mind. Naturally, I would be delighted to have that same image on film, but even if I had been carrying a camera, I wouldn't have got a picture. My reflexes for focusing and shooting a camera are a bit slower than my reflexes for shooting a gun.

Frequently someone makes a remark to me along the following lines: "You should have been with me yesterday. You would have got the most beautiful picture of a buck deer. He ran across the road right in front of my car. What a picture!" Or, similarly: "If I had that camera of yours, I'd show you some pictures. Just last spring I surprised a red fox as close to me as that car across the street. And did I ever tell you about the time I saw a hawk make a pass at a flock of ducks? Man, was he traveling! And some of those ducks flew right into the water and out of sight. There was a picture

for you. I'll bet you've never taken one like that."

The assumption is that a photographer by definition records every picture he happens to see. Unfortunately, this is not so. In fact, being a fisherman as well as a wildlife photographer, I always think first of the pictures that got away. They're the big ones, and I've seen hundreds of beauties that escaped me. On most occasions I didn't even have a camera. Those I regret only mildly, and I enjoy the particular scene in memory, as that of the bobcat.

Others I have missed or lost when I actually had a camera in my hands and was doing my utmost to get a satisfactory photo. These hurt, especially if I have made one of my fool mistakes. But circumstances, such as the setting, cause most failures. A buck's antlers won't register if he is in the brush, no matter how he appears to the eye; most game birds blend so well with their background that it is almost futile to photograph one unless he happens to get up against the sky; a trout jumps against a background of bright water instead of dark and is lost on the negative; and so on.

A good wildlife picture is a combination of many things, not the least being luck, and here I should make myself

clear as to the meaning of a wildlife picture. At least 90 per cent of the "wild" animals that are photographed are domesticated, captive, or dead and propped up. Virtually all the photos of "jumping" fish seen on calendars and in various publications show dead or stuffed fish. They have been skewered on a stick and arranged properly in the foreground of the scene with a "fisherman" hamming it up in the background; then, when everything is set like a comic museum display, a brick is splashed into the water alongside the dead fish to simulate the splash of his jump, and the shutter is snapped.

Fish have been blasted out of water with explosive devices, animals have been mounted or frozen in position and hauled into the woods to be photographed, and stuffed birds have been strung on wires—although most game-bird pictures today are taken on shooting preserves where the birds can be bought at a nominal price, placed in a trap, with shooters and dogs properly arranged, and the trap sprung to toss the bewildered things into the air in front of the camera.

These and many, many other clumsy imitations of nature are not what I refer to as a wildlife photo. I am  
(Continued on page 49)

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# Answers to Other Letters

By ED FAUST

*Last month, Ed Faust reported on letters that asked which dog is smallest, largest, fastest, and so on—and gave answers. In this article he provides his answers to some common queries about dog care*

WALTER CHANDOHA



*One reader wrote to ask how much a puppy should be fed. It's a good question, and the answer is in the article.*

WHERE I LIVE the postman doesn't have to ring twice. He doesn't have to ring at all. Each morning he finds me eagerly awaiting him, because for me reading the mail is one of the most enjoyable duties of the day. Aside from an occasional missive marked "Please Remit" and the usual flood of catch-penny communications from businesses offering products and services I'm not interested in, most of my mail consists of letters from readers of this column.

As I indicated last month, they're nice letters to receive. And quite a few of them have sparked the beginning of friendly correspondences that have been going on for years. Most readers who write are prompted by a dog care problem, although once every so often a reader will be moved to write just to express an opinion or to say hello or to make a comment or two about an article that pleased them.

Now, there isn't very much that changes from year to year when it comes to the care of a dog. Nor are the questions asked about dog care and training such that they cannot be adequately answered by mail. Your main concern in the general care of Fido is simply to keep him healthy and happy. The business of keeping him healthy is no trick if the pooch is sound to begin with. But when he goes off his feed, as the saying goes, or shows signs of sickness, then the problem becomes a very real one and one of too much import to be treated via mail. In such circumstances, you need the personal, expert attention which can only be provided by your veterinarian. Not only is he experienced in analyzing symptoms, but he has the distinct advantage of being able to examine the dog firsthand. A sick dog is at a disadvantage to begin with in not being able to tell where it hurts. Anyone brash enough to prescribe for such a dog—sight unseen—will be rendering a dubious, if not dangerous, diagnosis. So while Uncle Ed welcomes all other questions about canines, this department won't attempt to solve Fido's medical problems, as I've been advising each month for some time now in this column's concluding paragraph.

This month, as a follow-up to last month's column, I thought perhaps you'd like to share some of my "In the Dog House" mail with me—just to get an idea of some of the typical questions I'm often asked, regarding dog care and well-being.

With this in mind, let's take a look at the letter that came in yesterday from Mrs. J. B. of Philadelphia, who wrote: "My dog is a persistent digger, indoors and out. He digs at my rugs, and, in the yard, he keeps me busy filling in the holes he makes. I want to start a small backyard garden this spring, but it seems that I won't be

able to have a garden and the dog too. Can you help?"

Although Mrs. J. B. didn't state the breed of dog she owns, ten to one he's a terrier, or at least has terrier blood in him. The mission in life for many terriers seems to be digging, which was the breed's original role, although there aren't many that go to the extreme that her dog does. (Appropriately, the name terrier itself stems from the Latin word *terra*, meaning *earth*.) In order to have some roses next June, I suggest that she have the dog's nails clipped closely. If sufficiently experienced, one can do this with a dog nail-clipper. Chances are, though, most dog owners aren't experienced in this area and haven't got a clipper. So I suggest that you have a vet do the job for you.

Here's another suggestion: For an average size dog, suspend a piece of wood about a foot long and one inch thick from the dog's collar. The length of the board should be varied to complement the size of the dog. The piece of wood should hang in front of the dog's chest where it joins his forelegs. The wood, if kept on the dog all the time for a while, should ultimately discourage him—permanently—from digging.

M. H., writing from Boulder, Colorado, asked: "Where can I buy a police dog? How much should I pay?"

This is the type of query that usually follows an article devoted to a particular breed or its variations. Unfortunately, I can't furnish the information my correspondent wants. There are more than 115 breeds of purebreds in this country, as well as thousands of people breeding them. It would be impossible for me to maintain an up-to-date file of names and addresses of breeders; I'd need a full-time office staff just for that task. To readers who ask this type of question, I do try to furnish the names of kennels in their area, if possible. If I can't, then I suggest that they contact the American Kennel Club at 221 Park Avenue South, New York City (16). This organization keeps the names and addresses of many reputable breeders on file. Furthermore, it doesn't charge you for furnishing available information pertinent to your inquiry. AKC provides this service as a means of promoting the interests of purebred breeders. Additionally, local dog licensing bureaus can also provide you with the names and addresses of kennels within their jurisdiction.

As for the price to pay for a dog, that's another impossible request for me to handle. There are too many factors involved that preclude a straight answer: the breed of the dog you want, the age, the sex, and the quality of the animal. Then, too, a dog on the market is pretty much like an original

painting—it can bring as much as the buyer will pay or as little as the seller is willing to accept. Generally, the larger size breeds cost more because they're more expensive for the breeder to maintain to a saleable age. Also, older dogs of any breed cost more because of the time and expense the breeder has expended on them. As for sex, most breeders find they are forced to sell females for less than males. This economic foible is dictated by the widespread but unreasonable prejudice against female dogs. Another factor affecting price is the area in which the kennel you buy from is located. If it's in a costly neighborhood, the price you have to pay for a dog is going to reflect this. Last and most important of all is the matter of the quality of the breeding. Here the seller's opinion, based on his experience, largely has to be followed. Naturally, the pup or dog of house pet quality cannot command the price asked for a prospective show dog. The average person has little to go on, however, since to those unfamiliar with show dogs, there's little discernible difference between an average pure-bred and a show ring candidate.

To Mrs. H. R. of Troy, N. Y.: Your four-months-old puppy should get three meals a day. The rule for feeding a house dog is four meals daily up to three months, three meals up to six months, two meals until one year of age, and then one meal a day thereafter. The amount of food to give depends upon the kind of dog you have, of course; larger breeds naturally require more nourishment than smaller ones. Observe your dog as a guide to the quantity of food to give. If food is persistently left uneaten, then cut down on the amount. If the dog still seems eager to eat after meals, increase his rations. Never leave uneaten food in the dish for any length of time following a feeding. And never feed the pooch food straight out of the refrigerator. Conversely, he shouldn't be given hot, steaming food, either; it should be room temperature.

Miss L. M., Orlando, Florida, inquired about how often she should bathe her pup. Unless unusually soiled, the dog need not be bathed more than once a month. Bath water should be tepid, never hot or cold. The tub should be large enough to accommodate the dog comfortably. Too small a tub will make bathing more difficult. Use a good dog or castile soap or similar preparation that's free of irritants. Most soaps compounded for human use are too strong for Fido and will irritate his skin. Begin the bath by thoroughly soaping the dog's rear. Work up to a collar of soap around his neck in order to trap any parasites he's been harboring. Then thoroughly rinse him off.

Next, soap the dog's head, keeping one hand over his eyes. Rinse his head. Then repeat the whole operation. When rinsing, don't throw water on the dog; instead, pour it on gently. After the bath be sure to dry Fido down to his skin. Use plenty of old towels or some other absorbent material. After the bath and toweling, don't let the dog lie in a drafty place, since this is a sure way to invite a cold, which with canines can easily develop into a serious sickness.

Here's a question closely related to the bathing business that comes from C. L. of Portland Maine: "Is there any special way to brush and groom my dog? He's long haired and gets pretty ragged at times. What do people do when grooming dogs for show purpose?"

Since the writer's letter further states that his dog is a house pet, I think I'll take his last question first. Grooming for the show ring is an exacting job, more so than is required to make a house pet presentable. For the ring, a lot depends upon the breed and the breed standards that have been established. Some breeds' coats necessitate attention that must be begun months ahead of show time. Many have to be plucked or clipped. Since show preparation isn't your problem, Mr. C. L., here are a few general grooming hints.

For a long-haired dog, use a stiff brush with long bristles. Brushing should be preceded by a combing. Only use the part of the comb with the wide spaces between the teeth. Never try to comb out stubborn tangles, or you'll remove live hair. Separate snarls with your fingers. Then, brush Fido thoroughly and briskly. A few drops of olive or mineral oil applied to the brush will help make your dog's coat glisten. Finally, trim any ragged hairs on the back of the forelegs and even up the fringe at the back of the hind legs and under the stomach. Preferably, use scissors with blunt ends to avoid the possibility of stabbing the pooch, if he moves unexpectedly. A final, optional tonsorial touch: Polish his coat with a piece of chamois or just the palm of your hand.

As you can see, grooming materials don't involve expensive equipment. A suitable comb, brush, and scissors can be purchased at any Five and Dime.

I wish I had space here to include a reply here to a question from a lady in Hawaii. She wrote for advice about how to housebreak her newly acquired puppy. This is a subject that's big enough to warrant the major part of a future article.

If you have a question about dogs, drop me a line at THE ELKS MAGAZINE, 386 Park Avenue South, New York 16, N. Y. I'll be glad to help you—but, as I said before, no medical questions, please.

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# Now He's "Chi-Nuih-Schoosh- Ogema-I-Ni-Ni"



Sporting an authentic headdress for the ceremony, Grand Exalted Ruler Donaldson is shown being inducted into the Chippewa Indian tribe by its hereditary leader—Chief White Cloud—at Detroit Lakes, Minn., Lodge, Oct. 25. At left: E.R. Fred W. Kegel Jr.



On Nov. 29, Oil City, Pa., Lodge welcomed Grand Exalted Ruler Donaldson (center) and Mrs. Donaldson (in fur coat). Others shown, left to right, are Trustee Richard Voit, P.D.D. Bert Burns, Past State Vice-Pres. Charles Hoover, Ernest Potts, Trustee Gerald Barber, Spero Laskaris, P.E.R. Alfred Henderson, Wm. O'Connor, Trustee James Marshall Sr., E.R. Raymond Goodwill, Edward Peters, P.E.R. Wm. Metz, Edward Daugherty, P.E.R. Sydney Russell, Francis O'Brien, Mayor Joseph Barr Jr., Mrs. Howard Schran, D.D. Fred Lenker, Etna (Pa.) Secy. Howard Schran, and Past State Pres. Harry Kleeen.



Metuchen, N.J., Nov. 30: The Grand Exalted Ruler and P.G.E.R. William J. Jernick headed the list of dignitaries on hand to witness the initiation of 57 new lodge members. E.R. Thomas Perri also welcomed such Elk luminaries as Grand Trustee Joseph F. Bader, Grand Lodge Committeeman Charles A. Hotaling, State Pres. Denis A. G. Lyons, D.D. Louis Blanchard, State Vice-Presidents Joseph S. Jarema and William H. Hofmann Sr., State Secy. Charles H. Maurer, and P.D.D. Chester B. Ralph.



Dec. 5, New York No. 1 Lodge: The Grand Exalted Ruler is shown handing a Golden Antler Award to Esquire Joseph F. Reilly. Other recipients, l. to r., Joseph Hurler, Est. Loyal Knight Hugh P. McLaughlin, P.E.R. Thomas A. Bowen, and E.R. Eugene M. Sullivan.



Grand Exalted Ruler Donaldson shakes hands with Exalted Ruler Robert D. Nelson of Rice Lake, Wis., Lodge at the time of his visit last fall. Others, left to right: D.D. M. C. Weinkauff, P.G.E.R. Fred L. Bohn, and State Pres. James G. Franey.

**DETROIT LAKES, MINN.** Accompanied by State Association President M. J. "Buck" Haaack and others, the Grand Exalted Ruler visited six Northern and North Central District lodges during his swing through Minnesota, Oct. 25-27. His first stop was at five-month-old Detroit Lakes Lodge, where Mr. Donaldson was welcomed by Exalted Ruler Fred W. Kegel Jr., officers, members, and wives at a luncheon. A special feature of the occasion was the honorary induction of Mr. Donaldson into the Chippewa Indian Tribe by its Chief—Little White Cloud. Presented with beads and moccasins, Mr. Donaldson also received the title of "Chi-Nuih-Schoosh-Ogema-I-Ni-Ni," which in Chippewa, appropriately, means Chief Great Elk.

**BRainerd, MINN.** Following visits to Crookston and Bemidji Lodges, the next stop on Mr. Donaldson's Minnesota tour was Brainerd Lodge on Oct. 26. He was officially welcomed by Exalted Ruler Everett Anderson, who dedicated to him the lodge's newly initiated "1,000th Membership Class." The 1,000th member—Brother William O. Bentley—welcomed the Grand Exalted Ruler on behalf of his entire class. Mr. Donaldson was presented with a share of stock in the Minnesota Elks Youth Camp by Past Exalted Ruler and Chairman of Youth Camp Corporation Directors Obert Benson. While in Brainerd, Mr. Donaldson visited the camp, which is situated on Lake Pelican.

**POMONA, CALIF.** Marking the 60th Anniversary of its founding, Pomona Lodge highlighted its celebration on the evening of October 10 with an Anniversary Banquet at which Grand Exalted Ruler Lee A. Donaldson was guest of honor. Approximately 400 attended. Visiting dignitaries included Past Grand Exalted



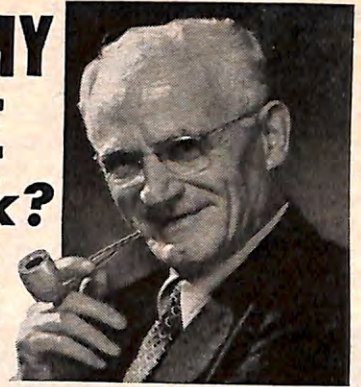
During an October visit to Brainerd, Minn., Lodge, which featured the initiation of 60 new lodge members, the Grand Exalted Ruler was presented with a property share of the Elks-sponsored State of Minnesota Youth Camp at Brainerd by P.E.R. and Camp Committee Chairman Obert Benson, left, and Exalted Ruler Everett Anderson, center, after camp inspection.

# WILL YOU SMOKE MY NEW KIND OF PIPE

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By E. A. CAREY

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My new pipe is not a new model, not a new style, not a new gadget, not an improvement on old style pipes. It is the first pipe in the world to use an ENTIRELY NEW PRINCIPLE for giving unadulterated pleasure to pipe smokers.

I've been a pipe smoker for 30 years—always looking for the ideal pipe—buying all the disappointing gadgets — never finding a single, solitary pipe that would smoke hour after hour, day after day, without bitterness, bite, or sludge.

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

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

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

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Ruler L. A. Lewis and State Association President Paul Wemple. The following evening, Mr. Donaldson was introduced to 76 newly initiated Lodge members, known as "The Golden Antler Class." A prime-rib dinner and a professional vaudeville show were featured at Friday's "Ladies' Night," and a 60th Anni-

versary Grand Ball climaxed the four-day commemoration on Saturday night.

**KENOSHA, WIS.** Grand Exalted Ruler Donaldson was guest of honor at a gala banquet and dance, marking the observance of Kenosha Lodge's 60th Anniversary, Oct. 29. During the cere-

monies, Exalted Ruler Robert Speaker handed Mr. Donaldson the keys to a shiny 1963 Rambler, a fitting gift from the lodge since Kenosha is the site of a Rambler assembly plant. On behalf of the lodge, Secretary Vernon Hopf presented the Grand Exalted Ruler with a \$1,000 check for transmittal to the Elks National Foundation. In another program feature, Brother Fred Stemm, the lodge's only surviving charter member, recalled some of his memories of early local Elkdom. Other distinguished guests attending the celebration included Grand Secretary Franklin J. Fitzpatrick, Grand Trustee George T. Hickey, Grand Lodge Ritualistic Committeeman Dr. J. R. Casanova, and City Mayor Eugene R. Hammond.



Surrounded by lodge officers and members, Lee A. Donaldson wields scissors at the ribbon-cutting ceremony that officially opened St. Louis, Mo., Lodge's handsomely remodeled building, Oct. 18. Flanking the Grand Exalted Ruler are Est. Leading Knight Joseph Martino, left, and Exalted Ruler Edward T. Rippey Jr., right.

**METUCHEN, N.J.** A dinner in honor of Grand Exalted Ruler Donaldson, attended by Elks mainly from lodges in the Central and West Central State Districts, was held at Metuchen Lodge Nov. 30. Among the honored guests attending were Past Grand Exalted Ruler William J. Jernick, Grand Trustee Joseph F. Bader, Grand Lodge New Lodge Committeeman Charles A. Hotaling, District Deputies Louis Blanchard and Andrew J. Mullen, State Association President and Secretary Denis A. G. Lyons and Charles H. Maurer, State Vice-Presidents William H. Hofmann Sr. and Joseph S. Jarema, Metuchen Mayor Walter K. Timpson, and Edison, N.J., Mayor Anthony M. Yelencsics. The latter two officially welcomed Mr. Donaldson to Metuchen by presenting him with the keys to their respective communities. Following the dinner, representatives from the county and local Boy Scouts of America councils presented the lodge with a charter for its sponsorship of a Cub Scout pack; the charter was accepted by Past Exalted Ruler Clifford J. LaRocque. Following these ceremonies, officers and Brothers retired to the Lodge Room, where the Lee A. Donaldson Class, consisting of 57 new Brothers, was initiated. Mr. Donaldson was presented with a \$100 Savings Bond by Past Exalted Ruler Joseph L. Tagliaboschi, and, following the presentation of this gift, Past District Deputy Dr. Chester B. Ralph presented to the Grand Exalted Ruler the Participating Membership pledges for the Elks National Foundation of 27 lodge members.

While in New Jersey, Mr. Donaldson, in addition to visiting a number of lodges, met with Gov. Richard J. Hughes in Trenton, and he also visited New Jersey Boystown in North Arlington and Boy Scouts of America headquarters in New Brunswick.



To commemorate his visit that coincided with Pomona, Calif., Lodge's 60th Anniversary, Grand Exalted Ruler Donaldson was presented a pair of binoculars by Exalted Ruler R. L. Greenman. Observing the presentation are District Deputy Peter Beier, left, and Past District Deputy Harry Faull, right.

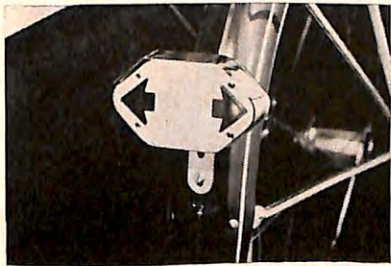


Mr. Donaldson pauses briefly for the camera while visiting Chambersburg, Pa., Lodge Nov. 13. Left to right: E.R. Bennett R. Bard, the Grand Exalted Ruler, D.D. George H. Swartz, State Vice-Pres. Wm. Kuhn, and Special Deputy H. Earl Pitzer.

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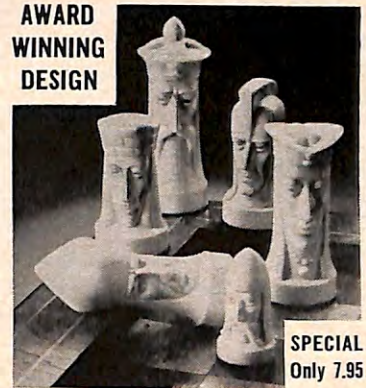


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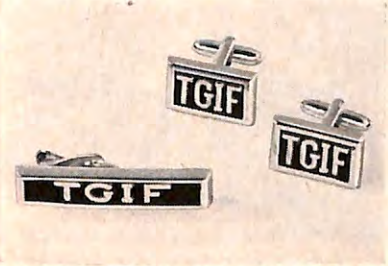
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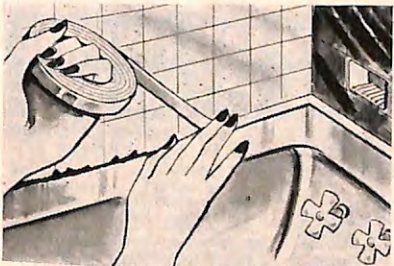
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Your dog will love the heavenly comfort of this new bed. Its soft, sanitary mattress is covered with an authentic Scotch plaid Orlon-acrylic fabric, warm in winter, cool in summer. Keeps pets from getting fleas.

**Kills Fleas While Dogs Doze**

Brings quick relief from fleas, ticks and lice. Protects children. Cedar scent attracts dogs from furnishings, ending soiled cushions, telltale hairs, doggy odor. Stops scratching. Suitable for any room. Washable, stain-resistant, economical, attractive.

Compact 15 x 27 in. **\$4.95** • Regular 28 x 33 in. **\$6.98**  
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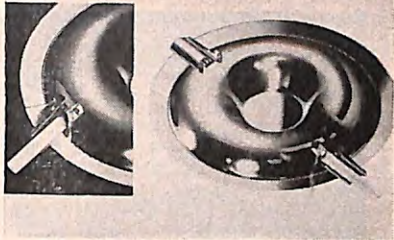


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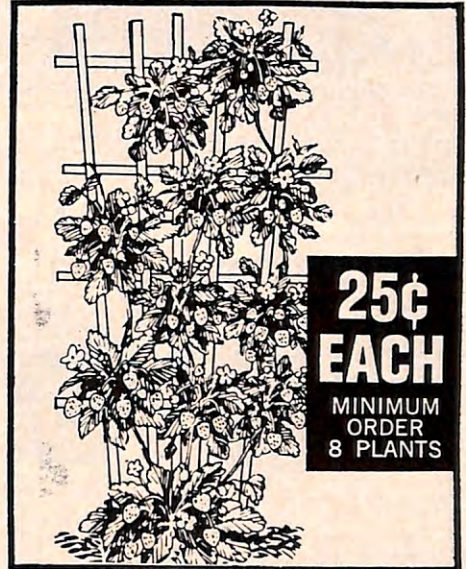
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**WRITTEN 3-MONTH GUARANTEE**

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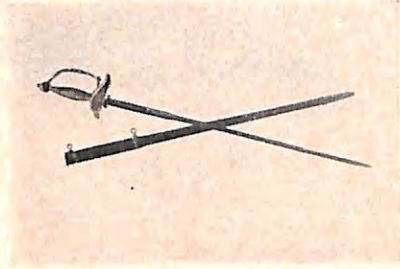
If you're between 50 and 80, Old American now invites you to apply for its Golden Eagle \$1000 life insurance policy. Once the policy is issued, you may continue to enjoy this old line legal reserve protection the rest of your life. Handle entirely by mail—no one will call!

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## ELKS FAMILY SHOPPER



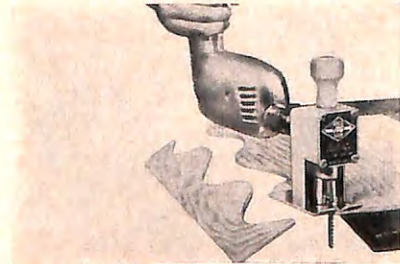
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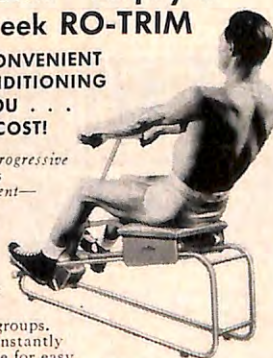
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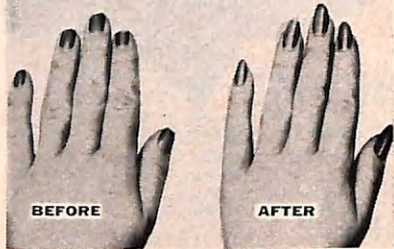
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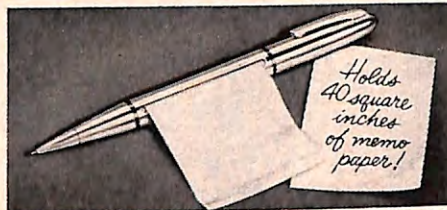


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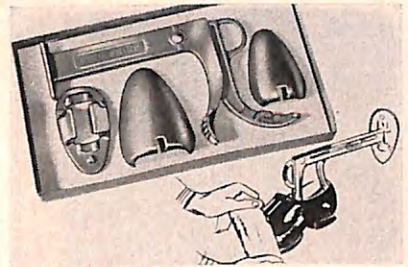
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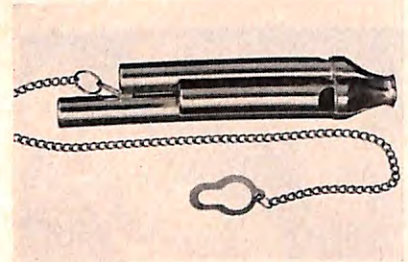
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114 S. 17, OMAHA 2, Nebr.

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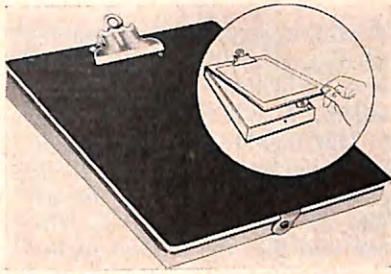


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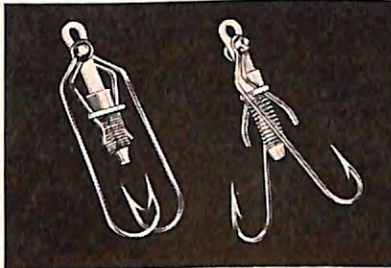


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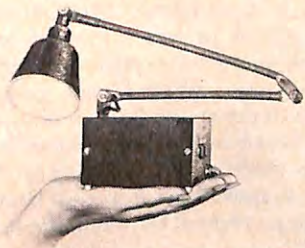
# ELKS FAMILY SHOPPER



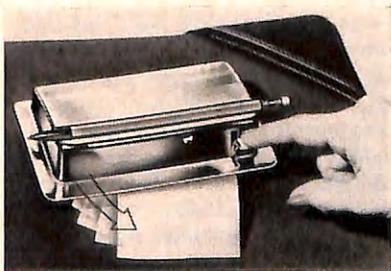
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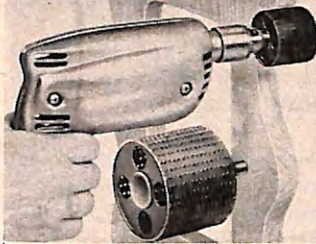


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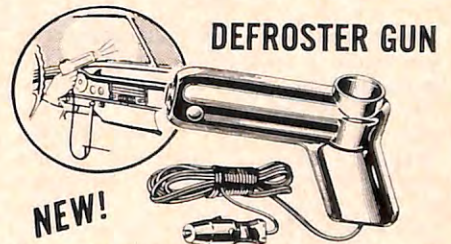
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City \_\_\_\_\_ State \_\_\_\_\_

How many members \_\_\_\_\_ Phone \_\_\_\_\_

Mason Candies, Inc., Mineola, L. I., N. Y.

## Trade Associations

(Continued from page 11)

counseled associations for 20 years, characterizes conventions as an opportunity to "learn in a relaxed atmosphere."

"Conventions give the businessman the chance to get out of the groove for a few days and to hear what his competitors are doing. The 'corridor gossip' heard at such meets can have real value. All kinds of individual business operating problems are solved during conventions," Mr. Bliss pointed out.

Another authority, Lawrence J. Hogan, Washington, D. C., editor of *Telephony* (U. S. Independent Telephone Association), adds, "Anyone interested in the progress of his industry will find in the convention sessions and exhibits nuggets of ideas for improving his operations to better serve his customers."

To serve customers better—and to attract them—associations have gone all out to educate the public, as well as their members. Mr. Hogan tells how:

"Educational programs take various forms, including clinics, motion pictures, formal courses of instruction, books and pamphlets, etc. Associations often help young people to select their careers, conducting apprenticeship training schools to attract outstanding people to their industries and to see that they start their work with the proper grounding. Associations often sponsor efforts to apprise the public of safety or health hazards, and in countless other ways disseminate important information."

Trade associations—through their offices and paid staffs—spend much time and many dollars per year keeping their members informed on every matter vital to running business enterprises. They do this mainly by printed word—bulletins, monthly publications, special booklets and data sheets, etc.

Typical of the abundant information a well-run association will offer are the mailings sent out constantly by the United States Trademark Association, whose members are business firms, lawyers, ad agencies, designers, and others concerned with trademark matters. USTA's New York City headquarters' publications include: *The Trademark Reporter*, a monthly journal containing articles, reports, and court decisions; weekly information bulletins, as well as "emergency" bulletins should, say, vital legislation call for immediate reporting; three books, *Trademark Management*, *Trademark Selection*, and *Trademark Servicing* (complimentary to new members); plus a steady flow of reprinted material culled from writings and activities of member companies.

How worthwhile are the mountains of published material sent out by asso-

ciations? Most members and executives I queried seemed to think these efforts were very worthwhile. USTA's Executive Director, Miss Dorothy Fey, explained, "Our membership seems *hungry* for the information we send them. After all, every word we send out affects them directly or indirectly. I've even been told that the annual report, which consists of some 32 finely printed pages, is avidly read."

Keeping its membership fully informed is a prime objective of associations, especially today when a businessman's pipeline to his federal and state governments is his trade group. Probably one of the strongest arguments for joining an association is the small businessman's need these days to be kept alerted to an Administration's policies toward business. Call it "lobbying" or "government relations," if you will, there's no skirting the fact that this function is one of the associations' oldest. A *Wall Street Journal* reporter recently wrote:

"The U.S. Chamber of Commerce reports that 92 per cent of national trade associations now conduct legislative activities, compared with 81 per cent in 1938."

An executive of one group put it: "Our members, mainly small store owners, demand constant word on what's going on in Washington. One of their voices raised in protest, by itself, will mean nothing; raising their collective voices, on the other hand, usually makes our industry and its needs and demands heard in the right places."

This acceleration of lobbying is important. A spokesman for the United States Independent Telephone Association explained why at a convention.

"When a bill affecting the telephone industry is introduced in Congress, the USITA studies that bill, determines how the association's policy, if any, is related to the bill, and advises Congress—through the testimony of witnesses at hearings, through letters and personal contact—and speaks as the voice of the independent telephone industry. It also calls the attention of its members to the proposed legislation."

While some critics have attached an onus to lobbying activity, other voices have defended it. Louisiana's Congressman Hale Boggs has said: "My experience is that the spokesman for groups—the lobbyist—by and large is straightforward, honorable, intelligent. In Congress, we soon learn that representatives of groups generally are individuals in whom we can have complete trust. Those who violate their trust are few. But normally, the lobbyist is genuinely helpful in the legislative process."



Associations recently have devoted almost as much attention to public relations as to government relations in recognition of their responsibility for the improvement and protection of their industry's reputation. If an industry's "public image" is smudged by an activity or practice, it can best be unsmudged by its trade association. If the public is not told about the good side of an industry—its accomplishments and contributions to the public welfare—the omission can adversely affect even the smallest enterprise in that industry. Headlines such as "Four companies indicted for antitrust violation," or "Government files a complaint against such-and-such company—" can play havoc right down the line to the smallest firm's cash register. Putting an industry's best foot forward is one of the ways associations give members their money's worth.

But—and this is important—there's not a dues-paying member who'll reap any of the above-mentioned benefits from a trade association if he maintains a head-in-the-sand attitude toward his group. What you get out of an association is directly related to what you put into it. When long-time association director Minita Westcott wrote the following, in the *Journal of American Trade Association Executives*, she pretty much hit the nail on the head on the subject of active participation:

"Trade associations can only succeed if trade association members are willing to give their time and talents as well as their substance. When members are called upon to serve as committee members, they should do so, realizing that the sum total of the activities of all committeemen will be reflected in the success of their own individual business effort." The result of active participation by members is almost certain to lead to increased discussion and the formation of new ideas. The entire membership will benefit, but probably those who are active will benefit most.

Another good reason for active participation is that there is a danger in not doing your part. Why? Every organization has members who hunger for power or for special privilege. If a clique is allowed to capture control of a trade association, the result is likely to be detrimental to the majority of members. With a large number of people actively contributing to decision making, a consensus should result that will bolster, not weaken, the association.

The study mentioned earlier, sponsored by the Small Business Administration, suggested that association management is too often not attuned to the needs of many members—especially small businessmen. With all the potential benefits a trade association has to offer, it behooves members to do everything possible to make their needs

known—that is, to participate actively.

Despite the shortcomings revealed by the study (the summary is available at all SBA offices), today's associations are geared more than ever to help the small businessman. If you don't already belong to such a group, but are entertaining the idea of joining, you might like to investigate the type of association that exists to serve your business or profession. Space doesn't permit listing 13,000 of them here, but your local library or chamber of commerce probably has a fine book on the subject, *Encyclopedia of Associations*, published by Gale Research Company (Book Tower, Detroit 26, Mich.), which lists groups and their objectives.

Trade associations have become an essential part of today's business scene, which we know is a complex one and is growing more complicated daily. No businessman or business enterprise can afford to operate in aloof isolation anymore. Like it or not, every businessman is exposed to associations from the time he starts a business until retirement.

In fact, it seems that this exposure covers even a larger span. To wit, the following amusing quote from a booklet put out by the Society of Business Advisory Professions, Inc.:

"We are exposed to organizations from the time we are born—American Obstetrical Society—to the day we are

buried—National Funeral Director's Association. Even if we weren't planning on being born at all, there's one for that, too—The National Council on Birth Control.

"We are exposed to associations from the tops of our heads—Master Barber's Association—to the soles of our feet—American Chiropodist Society. We've got associations for everything!"

We have, but getting the *most* from yours is strictly up to you. One of the best tests of the effectiveness of trade association activities—which you might like to check against what your group is giving you—is offered by Samuel B. Shapiro, president of the American Society of Association Executives, located in Washington, D.C.:

1. *The activity must bring benefits, direct or indirect, to members, on either a short-range or long-range basis.*

2. *The activity must be in the public interest.*

3. *The activity must have sustained membership participation and support.*

4. *And, of course, the activity has to have the financial backing of members.*

If you already belong to an association, it will be worth your while to scrutinize it—and your relationship with it—to see if you're getting the most out of it. If you're a businessman who maintains no such membership, now's the time to consider obtaining one. • •



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verge of important breakthroughs in the control of heart diseases. They need your Heart Fund dollars more than ever now — to expand their research and speed their victory over America's #1 killer.

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**HEART FUND**





**ALLEGHENY (Pittsburgh), Pennsylvania,** Lodge honored Arthur J. Rooney, Pres. of the Pittsburgh Steelers' Football Team, with the initiation of these 95 candidates, four of whom were Mr. Rooney's sons, and three of whom were Steelers players. The occasion was the visit of D.D. C. E. McGinley.



**FORT WORTH, Texas,** Lodge's annual \$6,000 contribution to the W. I. Cook Children's Hospital for the operation of its Out-Patient Clinic is presented. Left to right are Hosp. Adm. Bryan Gardner, Elk Trustee H. C. Underwood, Hosp. Trustees Charles Hillard, W. P. Bomar, Chairman, and Wm. D. Morris, E.R. Jack Campbell, Est. Lect. Knight H. H. Loper and Secy. W. T. Bridges.



**CONCORD, New Hampshire,** Lodge's last Charter Member J. G. Blodgett, right, and Arthur Korn, left, one of Dover's oldest Elks, joined in Concord Lodge's welcome to D.D. A. G. McGlone, Sr.



**GREENVILLE, Mississippi,** Lodge dedicated its new home, the first erected in the State in 50 years, with these dignitaries participating. Left to right, they are D.D. J. S. Buchanan, Special Deputy R. B. Cameron, E.R. C. G. Brent, State Pres. J. D. Laws, Sr., Grand Lodge Committeeman Willis C. McDonald, Past Grand Exalted Ruler W. A. Wall and D.D. J. E. Nichols.



**PHOENIX, Arizona,** Lodge's A. D. Anderson, 1962's Elk of the year, right, receives the Golden Antler Award from D.D. L. W. Adams, Jr., on the occasion of the initiation of the Golden Antler Class.



**THE 7th ANNUAL ELKS INVITATIONAL BOWLING** Tournament plans were discussed by these representatives from 21 lodges of ten States, when they were guests of Manhattan, Kans., Lodge which will be host to the 1963 competition.

**POTTSVILLE, Pennsylvania,** Lodge's P.E.R.'s Assn. sponsored the appearance of "The Admiral's Band" of the 4th Naval Dist., Philadelphia, at a free public concert. Civilians at the right are P.E.R.'s Robert Scheipe and F. L. Toohey of the Band Committee, and E.R. J. J. Mootz.



# That Was No Lady



AGANA, Guam, Lodge's home gives evidence of the fury of Hurricane Karen.

**LODGES IN MANY AREAS** are working valiantly to pull themselves out of the wreckage of some of history's severest hurricanes. Perhaps the hardest hit was the home of Agana, Guam, Lodge, No. 1281, where Hurricane Karen struck with terrifying violence on November 11th.

The double-eyed typhoon with her 170-knot winds, carried gusts up to 207 mph, and the barometric pressure accompanying her (27.05 inches) was the lowest ever recorded in any storm in history. Agana was one of three areas which were particularly battered by Karen who caused minds to change with regard to the qualifications for a typhoon-proof structure on Guam.

The home of Agana's Elks is a complete loss; all that is left is the concrete slab and club section which is partially under ground. To rebuild a one-story building from the slab, with concrete blocks and roof, will cost between \$50,000 and \$75,000. The building wasn't covered by typhoon insurance as its construction was considered adequate. However, the typhoon assisted itself in destroying the home when it picked up a nearby Quonset building and set it down with a crash on the middle of the Elks' roof—in no time at all it was torn to pieces.

In usual Elk spirit, the members of this lodge are picking up the pieces to get a new start. However, money is a problem inasmuch as every member is in the same predicament personally—their homes have been wrecked, most of them are living in tents and so naturally their obligation to the lodge must come second.



**NEWPORT, Oregon,** Lodge's home has a lean-to appearance since it suffered severe damage in the Columbus Day storm, the worst in 50 years. Business is going on as usual, however, with temporary cover protecting the damaged area.

One of the bright spots in this tragic picture lies in the fact that the teenagers of the Island, for whom the Elks have done so much, have pitched in wholeheartedly in the cleaning-up process, realizing that the members are confined to their job of getting the Island itself back in order. These youngsters are helping in every way possible to get things back to normal; they miss the lodge home too, for it is there that the Elks provide so much for their entertainment.

**BECAUSE** of its topflight Youth Activities program, Athens, Tenn., Lodge, No. 1927, has won the admiration and respect of the entire community.

Not only does the lodge sponsor Lit-

tle League and Babe Ruth League baseball, Youth Government Day, and a scholarship program which puts a winner in State competition almost every year, but now it is backing Midget League Football to the hilt.

While the baseball project has been going on for some time, three years ago Athens decided to take on a four-team Midget Football League for boys between 11 and 13 who weigh less than 120 pounds. Committees were appointed to raise funds for the program; in less than two weeks over \$1,500 was realized, and the project was off and running. Admission charges of 25 and 50 cents are asked, and the fact that the project is now self-supporting is ample evidence of its success and ac-





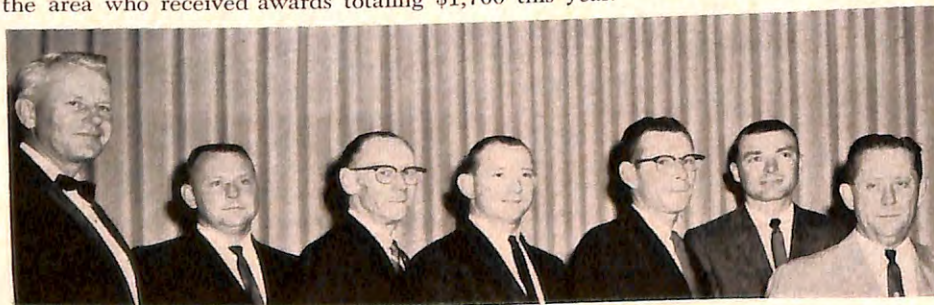
**SAN BERNARDINO, California,** Lodge welcomed D.D. Peter W. Beier to its new \$750,000 home with a class of 21 candidates. Mr. Beier is pictured, center foreground, with E.R. R. O. Powers on his right, and the other officers and initiates.



**BARSTOW, California,** Lodge officials are pictured with officers of Victorville Lodge who handled the initiation of Barstow's Golden Antler Class.



**LEWISTOWN, Pennsylvania,** Lodge's Student Aid Committee is pictured with students of the area who received awards totaling \$1,700 this year.



**STATE COLLEGE, Pennsylvania,** Lodge boasts the membership of the entire Hassinger Family. Pictured with E.R. J. L. Shultz, left, are, left to right, initiate Ralph T. Hassinger, Jr., his father, P.E.R. Hassinger, brothers Richard and Harry Hassinger, brother-in-law Daniel Stearns and brother Phillip Hassinger.



**CLIFTON, Arizona,** E.R. J. W. Sprouls, Jr., is pictured, left foreground, with his newly initiated father on his left. Also included are other officers and new members.

ceptance in the community. Some 120 boys participate annually; they have 20 cheer leaders, 24 coaches, eight water-boys and some 500 faithful weekly supporters. The seasons are climaxed with a banquet for players, coaches and cheer leaders, and special certificates and trophies are presented.

While the first two years were out-and-out successes, this past season was the greatest. The Elks went into the post-season Midget Bowl game phase of it this year, and their local All-Stars, selected from the four teams, belted the daylights out of the Roxboro, N. C., eleven, one of the top teams in the business. Flushed with success, Athens went looking for stiffer competition, landed a game with the South Miami, Fla., Gray Ghosts, another top-ranking Midget club.

Again, funds were solicited for an all-expenses-paid trip for the boys—a mission accomplished in ten days, and so the boys departed via chartered bus for Miami where they were guests at two banquets, at the game between Miami University and Northwestern, and then proceeded to trounce the South Miami club and claim the national championship.

Needless to say, Athens' Elks are mighty proud of their boys, and grateful to their four fine head coaches, two of whom are lodge members.

**OFFICIALS** of the Elks National Bowling Association and of Cincinnati, Ohio, Lodge No. 5, met not long ago to discuss arrangements for the 44th annual competition which is to be held in that City in 1964.

The visitors included National President Harlow B. Chapin, Secretary Edgar N. Quinn and Past President U. "Fritz" Fremgen. Cincinnati representatives were Tournament Manager Arthur Bludau and National Director and Local General Chairman George Bronstrop.

The 1963 Tourney opens the first of next month at Fort Wayne, Ind.

**A SPECIAL CLASS** was initiated into Kokomo, Ind., Lodge, No. 190, not long ago. Each of the 24 candidates was either the father or son of an Elk.

Special guests on this occasion were State President Gerald L. Powell, Grand Esteemed Lecturing Knight C. L. Shideler, former Grand Lodge Committeemen Herbert L. Beitz, Cecil Rappe and L. A. Krebs who is State Representative of the Elks National Service Commission, State Vice-President Stanley Mascoe and Chaplain Harold Scott, District Deputy William Hastings, Jr., and former Deputies Harold Dungan and Hugh H. Halstead.



**SAGINAW, Michigan,** Elk Phil Richards, right, has been growing tomatoes outside the lodge's downtown home for a number of years, and selling them for the benefit of the State Elks' Major Project for Handicapped Children. Generous Elks cooperate by paying fancy prices for the city-grown delicacies which brought \$750 to the Project this year. At left is State Pres. Don Frisinger; center, E.R. D. E. Olson.



**PERU, Indiana,** Lodge honored its own Gerald L. Powell, State Assn. Pres., when 550 Elks and guests attended the testimonial dinner. Left to right are Grand Est. Lect. Knight C. L. Shideler, Mr. Powell and Grand Lodge Committeeman Glenn L. Miller.



**RUTHERFORD, New Jersey,** Lodge honored fellow Elk Police Lt. J. J. Knyff, center, who was selected by the Chamber of Commerce as "Outstanding Citizen of the Year" for devotion beyond the call of duty. At left is E.R. William Tobin; at right, Trustee John Flynn.



**WESTMINSTER, Colorado,** Lodge sponsored \$300 first-place winner Linda Sue Floyd in the State Elks Handicapped Youth Contest. Left to right are Est. Lead. Knight George Wright, Miss Floyd's parents, Miss Floyd, E.R. R. M. Wise and State Committee Chairman Jerry Connolly.

**MIAMI SPRINGS-HIALEAH, Florida,** Lodge is now the sponsor of this fine Boy Scout Troop, honored at a Charter Presentation Dinner at the lodge home. With the boys are Scoutmaster Bud Kuhn, left foreground; E.R. Anthony Curasi, left background, and P.E.R. Walter A. Lyons, Jr., Institutional Representative, right.



## A Helping Hand in Alabama

Just a little more than a year ago, the Elks of Alabama launched their Major Project—the Elks Memorial Center, an institution located in Montgomery for the care, treatment and training of handicapped youth.

As of this writing, more than \$80,000 has been contributed to the development and enlargement of this Center where 39 trainees are presently enrolled, and where another 24 have already been physically rehabilitated and/or trained in some worthwhile vocation.

During this past Fall, about 150 Elks from lodges throughout the State converged on the Center to hear the latest progress report on this, the State Elks' first Major Project at a State level other than the awarding of scholarships. Their enthusiasm was evidenced in the fact that over \$6,000 in contributions was de-

livered at that meeting, and many of the lodges committed themselves to contribute an average of \$6.00 per member annually to help in this work.

The Center's total anticipated capacity is 200, and Alabama's Elks hope to have 100 students enrolled there within a year. In the photograph above, three of the young people now being trained there are pictured admiring the new station wagon the Center just received, purchased with contributions spearheaded by Fairfield and the other lodges of Jefferson County. Past Exalted Ruler Frank Williams of Fairfield Lodge is pictured at right as he presented the keys to the vehicle to the Center's General Manager, Conrad C. Flores. Looking on is John M. Jernigan, Chairman of the Board of Directors for the Center "Where the Handicapped Help the Handicapped".



**CASCADE-EAST POINT, Georgia**

... CASCADE-EAST POINT, GA., Lodge initiated a class of 33 in honor of Past Grand Exalted Ruler John S. McClelland. Pictured with the candidates are D.D. Homer W. Forrer, E.R. Dr. Kenneth Humber and other lodge officials.



**HAGERSTOWN, Maryland**

... This class was initiated into HAGERSTOWN, MD., Lodge not long ago as a tribute to Past Grand Exalted Ruler Wm. J. Jernick, third from left, foreground.



**DANVILLE, Pennsylvania**

... E.R. M. S. Hackett of DANVILLE, PA., Lodge is congratulated by D.D. William Shollenberger during his official visit when a class of 18 was initiated. Among the candidates were Donald, James and Charles Brady, brothers of Esq. Emile Brady. Charles Brady became a \$100 Participating Member of the Elks National Foundation.



**WEST HARTFORD, Connecticut**

... The Gionfriddo family was well represented in the class initiated into WEST HARTFORD, CONN., Lodge recently. Left to right, foreground, are Santo, Jr., Michael J., their father, Santo, Sr., and another son Frank P., and nephews Henry P. and Michael P. Gionfriddo. In the background is their friend, another initiate, Ralph Knight.

... E.R. H. A. Nunn is pictured with fellow officers and the Golden Antler Class of IRVINGTON, N. J., Lodge.



**IRVINGTON, New Jersey**



**MOLINE, Illinois,** E.R. R. C. Arnett, right, presented a 60-year pin to P.E.R. Franz Swanson, left, at the lodge's Old Timers Banquet. At center is 51-year-member Otto J. Quade.



**COOS BAY, Oregon,** Elk Carl C. Elvers, Sr., left, welcomed his 80-year-old stepfather, John C. Mortensen, center, and his 24-year-old son, Carl C. Elvers, Jr., on their initiation.



**HERKIMER, New York,** Lodge celebrated its 40th anniversary with a dinner, the initiation of 40 candidates, the official visit of D.D. James B. Hanlon, left, and the recognition of long-time members. Frank Booth, left, and Raymond Garvey, both half-century Elks who dimitted to Herkimer after its institution, received 50-year pins from E.R. Harrison Hummel, right, as D.D. Hanlon, second from right, looked on.



**GEORGIA ELKS** held their annual Appreciation Night Dinner for the Red Cross Gray Ladies who have given valuable service to Aidmore, the State Elks Hospital for Crippled Children. Left to right are Gray Lady Night Chairmen Dorothy Garvin and Penrose L. MacDonald of the Metropolitan Atlanta Chapter, Aidmore's Trustees Chairman Robert G. Pruitt and Vice-Chairman Herbert McDonald, and Albert Koch, Hosp. Exec. Dir.



**GRESHAM, Oregon,** Lodge's Community Welfare Chairman, Police Chief Larry Barker, is pictured with two of the many youngsters who have received assistance through the lodge's Eye Clinic, Susan Little, 8, and Warner Raif, 12. To aid the Fund, the lodge's Bridge Club sponsored a successful master-point charity party which was held at the lodge home.



**HARRISBURG, Pennsylvania,** Lodge's Old Timers Night saw 50-year-membership pins awarded. Left to right are P.D.D. C. C. Merrill who received his pin from E.R. H. E. Suydam, and P.E.R. F. E. Moeslein who conferred the award on his father, Fred M. Moeslein. Also honored was Herman A. Kreidler whose illness prevented his attendance.



**LONG BEACH, New York,** E.R. Raymond Panza, center, is pictured with Hospital Pres. Theodore Ornstein, right, and Treas. Jack Green when a tablet was placed at the entrance to the hospital room which has been sponsored through a \$3,000 Elk donation.



**FREDERICKSBURG, Virginia,** Lodge presents \$200 to Pres. Harry Bach of the James Monroe High School Band's Boosters Club for new uniforms. Left to right are Elks Francis Hicks and James Ventura, Mr. Bach and P.E.R. William Rittner.



**TEANECK, New Jersey**, Co-Chairmen S. E. Barison, left, and P.E.R. Alan Weinberg, right, are pictured at the lodge's Halloween Party for 300 youngsters with first-place boys' best costume winner William Princiotta, Jr., and girls' winner, Ivy Greenwald.



**FORT LAUDERDALE, Florida**, Lodge's homecoming celebration for D.D. Fuller M. Richardson, left, found Past Grand Exalted Ruler George I. Hall, right, on hand to greet him, along with E.R. Lawrence Jones, center, and a large crowd of members and guests.



**ELIZABETH CITY, North Carolina**, Elksdom is proud of the youngsters whom they sponsor in the Tar Heel League of the Boys' Club Baseball League. After trailing in third place, these youthful diamond stars, led by star pitcher Al Jordan, second from right background, forced a playoff with the VFW Team and took the coveted League Cup.



**ALHAMBRA, California**, Lodge's observance of its annual Old Timers and Service Pin Night was a memorable occasion. Left to right are P.D.D. Thomas F. McCue, Charter Member and 50-year-Elk Fred A. Turner, half-century-Elk George Yalland and E.R. Donal Meehan.

### **News of the Lodges** CONTINUED

**AN OVERFLOW ATTENDANCE** was recorded when Fairless Hills, Pa., Lodge, No. 2023, was host to District Deputy John Hartenstine, Jr., on his official visit. Exalted Ruler Alois Bugglin, Jr., and his officers initiated a class, and Special Deputy Jacob Zoslow was also on hand. Both Mr. Zoslow and Mr. Hartenstine addressed the crowd.

**FOR 29 YEARS**, Alhambra, Calif., Lodge, No. 1328, has set aside one evening each year when members who have been affiliated with the lodge for 15 years or more are honored with the presentation of a Service Pin.

This year's observance saw 137 pins presented, and Fred A. Turner, sole surviving Charter Member of the 47-year-old lodge, paid special tribute with the presentation of a 50-year pin. Preceding the lodge session a number of city officials and businessmen attended a dinner honoring Mr. Turner. Special

guests were 58-year-Elk Leo Soukop, 56-year-member J. B. Munier, and George Yelland who also received a half-century emblem. Former District Deputy Thomas F. McCue was Program Chairman and Exalted Ruler Donal Meehan presided.

**AMONG THE LODGES** which are sponsoring Blood Bank Programs is Greeley, Colo., No. 809. Not long ago, the lodge held its semi-annual steak dinner for its donors and the event featured the formation of a "Gallon Club," composed of members who have given a gallon or more to the Elks Blood Bank. Twelve of the 19 who "made" the club were on hand when methods for securing more donors were under discussion, and gold pins were presented to the "Gallon Club" members.

It is not necessary to be affiliated with the lodge to belong to this select group which therefore has several female members. Charles Warren is the top donor with 16 points; Henry Crois-

sant has given 14 and James Maxey, 11. Ten-pint donors are Paul Sorenson and Jake Stromberger; those who have given nine pints are Keith Hendrickson, Claude Spencer, John Pfeleiderer, Harold Smith, Paul Nusbaum, Ed Sorenson, Lee Roy Goldsmith and Ed Stromberger; donors of eight pints are Committee Chairman Vic Provancha, Jule Edgerton, Ken Perry, Mrs. Evelyn Rapp, Mrs. Louise Schumacher and Jo Hause.

**EDWARD J. DALY**, former Exalted Ruler and Secretary of Bridgeport, Conn., Lodge, No. 36, for 24 years, died recently. A native of Bridgeport, Mr. Daly retired six years ago after 28 years as a clerk with the city's Welfare Department.

Initiated into the Order in October, 1904, Mr. Daly had also served his lodge as Chaplain. He was elected to a Life Membership in 1929, and was made an Honorary Life Member in 1956. He was a former State Association Vice-President and trustee.



Upon his retirement as Secretary in 1959, his lodge honored him at a testimonial dinner attended by more than 250 persons, including many of the Order's highest dignitaries.

Mr. Daly is survived by his wife and a sister.

**THE ANNUAL** Fall Work Session of the Texas State Elks Association in Austin was well attended, with many dignitaries of the Order on hand. Among them were Grand Secretary Franklin J. Fitzpatrick, Past Grand Exalted Ruler Earl E. James, and Grand Lodge Committeemen Charles C. Bowie, Campbell Rice, John Frakes and Alex McKnight. Among the Texas officials were several Past State Presidents, and many current officers of the organization, including President John Fuhrhop.

The opening day was devoted to talks, and question and answer periods by Grand Lodge officials. Past State Presidents and former Presidents of the Secretaries' Conference were honored at a dinner-dance that evening. Sessions the following day were divided between the Secretaries' Conference and the Ritualistic Contest. Later a football game between Texas and Arkansas was enjoyed, and the day closed with a dance honoring Mr. James.

**A NOTEWORTHY EVENT** in the annals of Elkdom was the tribute paid by Newport, R. I., Lodge, No. 104, to Alva Weaver. The occasion was Mr. Weaver's 102nd birthday, and hundreds of friends were on hand for the testimonial dinner held in his honor. Mr. Weaver has been a member of his lodge for 73 years, a record to be proud of and one which his Brother Elks are quite sure is unequaled anywhere else in Elkdom.

**THE 7TH ANNUAL** Elks Invitational Bowling Tournament will take place under the auspices of Manhattan, Kans., Lodge, No. 1185, from March 2nd through April 21st. A business meeting in Manhattan not long ago found 34 representatives from 21 lodges in ten States making arrangements for this 1963 competition.

The Graves Truck Line Team from Salina, Kans., won the team title in the 6th Annual Tourney at Lakewood, Colo., with the doubles taken by T. Bender and R. Parson of Minneapolis, Minn. John Lukach, also of Minneapolis, won honors in the singles, while All-Events high men were Harold Griffin of Lincoln, Neb., (Handicap), and Bob Poole of Pueblo, Colo. (Scratch).

**LAS VEGAS, Nevada,** Lodge's E.R. Austin Bowler opens the season for his lodge's bowling league which is one of the largest contributors to the State Elks' Major Project, a speech therapy program.



**TEXAS ELKDOM'S** Fall Work Session had these participants, left to right, foreground: Grand Lodge Committee Chairman C. F. Rice, Past Grand Exalted Ruler Earl James, Grand Secy. F. J. Fitzpatrick and Grand Lodge Committeeman C. C. Bowie; standing: D.D. Hawthorne Phillips, Past Pres. Marvin Hamilton, Pres. J. A. Fuhrhop, Secys. Conference Chairman Frank Briggs and State Secy. C. C. Kirby.



**ARLINGTON-FAIRFAX, Virginia,** Lodge's E.R. Herman C. Anderson breaks ground for a new \$200,000 home in the presence of other lodge officials.



**CASA GRANDE, Arizona,** Lodge's Boy Scouts did their part to make life bearable for Indian children located at the National Guard Armory after flood waters filled their homes. The Scouts organized games, ran errands and collected clothing for the evacuees after disastrous floods washed out homes and ruined farms and crops in that area.



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# Building the Foundation

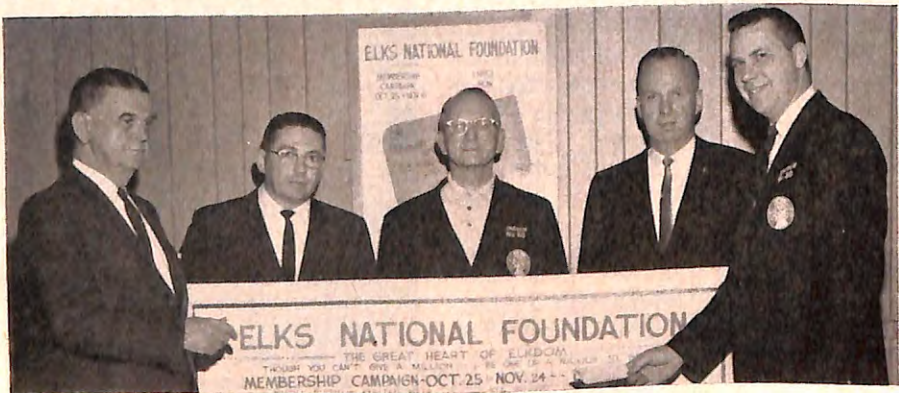
As 1962 drew to a close, the Order's support of the Elks National Foundation continued to be demonstrated by individual lodges throughout the country.

Lincoln, Neb., Lodge, for instance, conducted a six-week membership drive during the late fall, enrolling 225 new Foundation members and thus bringing its Brothers' participation in the Foundation up to a grand total of 616 members. This figure represents 23 per cent of lodge membership. Two \$1,000 pledges were included in the ranks of the new members, and among the new Participating Memberships, 13 were paid in full.

Shown in the photo below are Lincoln Exalted Ruler Warren Barth, right, who presented a check for \$3,800

—the initial contributions of the 225 new members—to Past Grand Exalted Ruler H. L. Blackledge, far left. Between them, left to right, are District Deputy George Klein, Esteemed Leading Knight and Campaign Chairman Kenneth Boshart, and State Foundation Committee Chairman Max Barrett.

Another example of vigorous backing is Fort Dodge, Iowa, Lodge, which on Nov. 8 presented its donation of a \$1,000 check to the Foundation on the occasion of District Deputy Glenn L. Story's official visit. Shown in the bottom picture are, left to right, Exalted Ruler Clem M. Rist, Brother Story, Past Exalted Ruler and Northwest Iowa Foundation Chairman Henry G. Anderson, and Past Exalted Ruler Rupert Dowd.



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# Machines Go to School—to Teach

(Continued from page 9)

grammed learning is found in the stimulus-reaction concept: You stimulate, cause a reaction, re-stimulate, cause further reaction, and so on until the chain of accomplishment is completed. The Russian physiologist, Ivan Pavlov, won the Nobel Prize for medicine nearly 60 years ago for experiments which caused a dog, conditioned to associate sound with food, to salivate or drool when a bell was rung.

In 1924, at Ohio State University, Professor Sidney L. Pressey (now described by affectionate colleagues as the grandfather of the teaching machine movement) built an apparatus which would reward a student with a piece of candy after a given number of correct responses to certain stimuli. Any inventive scientist, working with animals to induce responses, would be likely to develop in the course of his research some gadget which embodied automatic features.

But the first description of teaching machines, as now construed, is credited to Professor B. Frederick Skinner, a Harvard psychologist.

In October 1958 he published an article in which he described how he had adapted his methods of teaching pigeons to do complex tricks (such as pecking out tunes on a piano) to his fifth-grade daughter's arithmetic class. Attending the class, he had been shocked by the apathy of the students and the dullness of the presentation. He programmed the arithmetic lessons and then applied the same techniques to his course in the fundamentals of psychology at Harvard. The results were successful on both levels. Student attention was won and kept; consequently, the material was far more quickly learned.

Skinner's real discovery may have been less in the fact that learning could be programmed than in achieving results without physical reward—the equivalent of Professor Pressey's candy—to his students. His reasoning that repeated success in itself was sufficient reward has probably done more suddenly to shake educators out of decades of routine teaching methods than any single factor. Traditional educational thinking tended to make light of the discouragement factor. A student was expected to keep on plugging even if he didn't understand quadratic equations—one day algebra, miraculously, would become crystal clear. For many students, that wonderful day just never came.

Programmed instruction has largely jettisoned this philosophy.

Not only has PI started the teaching-machine revolution; it has also gen-

erated a complete reappraisal of current textbook materials.

As the saying goes, there have been "repercussions" in the publishing field. In fact, it has hit the \$380-million-a-year schoolbook business right between the eyes. Basic textbooks, which for 30 years have been as staple a commodity as salt or sugar, are now undergoing drastic changes. Executives of about 170 textbook publishers are currently attempting to stave off an outbreak of criticisms for producing inadequate texts (though their content is largely dictated by the individual state boards of education)—a condition which PI has helped to expose.

One result is that several large textbook publishers are scrambling to enter—or are eyeing, as an antelope might eye a leopard—the teaching-machine business. They know it may supplant much of their present product. The very least it will do is cause, what the motor makers call, massive restyling and retooling.

Many of the PI models that have appeared so far are in book form. One new program for a course in English grammar has pages divided into sections by heavy black lines. The student

reads the section at the top of page one, writes down his answer, and refers to page three for verification. If it is correct he may then pick up his second question on page five. After finishing the odd-numbered pages he turns the book upside down and starts through it again, this time tackling the even-numbered pages.

Programmed formats vary widely, and the machines themselves can become quite complex. Some even utilize such visual aids as slide films, motion pictures, and magnetic tape. Some have a built-in method of measuring the student's progress. The student who demonstrates capability skips rapidly ahead, but if he falters, the machine automatically sends him back for review. Programs on such machines are usually microfilmed rather than printed on paper, and the student answers multiple-choice questions by push button.

This has led to a controversy. If the student pushes the correct button, all is well. But if he pushes one of the wrong buttons, the machine will branch him off into a section containing more information related to the points about which he appears unsure. This gives

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rise to the technique called "branching," to which many educators object.

This development is far removed from the uncomplicated box which Professor Skinner devised to turn pages of his relatively simple test. He objects that branching exposes the student to the possibility of having too many incorrect answers impressed upon him. The branching advocates argue that it relieves boredom and adds tremendous scope. "Our system," they say, "is comparable to having a student and his tutor sitting down together and conversing. It has been effective since the days of Socrates."

ARGUMENTS over the merits of various systems don't seem to diminish appreciation of their effectiveness. Appreciation continues to grow. Word quickly gets around in education circles when, for example, a programmed logic course given at Hamilton College lifted the students' average grade to 86 from 68. There were no homework assignments, and class time was cut one-third. When a group of New Jersey high school graduates can complete a two-semester algebra course for college credit in six weeks, and only three flunk the exam, people sit up and take notice.

Because students are conditioned to studying, such dramatic results are sometimes discounted by skeptics. However, equally astonishing results have been achieved among less academically disciplined adults. When the Schering Corporation needed to instruct salesmen on the uses of a new drug, a 10-hour course was programmed and mailed to 14 men in the field. They were instructed to study it, and then come to the home office for a test. Another 19 salesmen received the same basic material, unprogrammed, plus five hours of instruction by a staff doctor. On the test they averaged 60; the programmed group averaged 92.

The costs of programming are high. Grolier, a leader in the field, estimates that as much as \$75,000 may be invested in a standard high school subject such as algebra before it is marketable. Basic Systems, of Albuquerque, estimates that the development of standard programming costs close to \$1,000 per training hour, and the costs for special subjects may be much higher.

According to P. Kenneth Komoski, president of the Center for Programmed Instruction in New York, programming is not an esoteric art. A good teacher often can become a good programmer. However, a certain amount of specialized training is necessary. The principles of programming, as set down by psychologists, are deceptively simple. The difficulty comes when these principles must be put into

practice. The task of programming is not, as many people seem to believe, simply the task of analyzing or breaking down subject matter into minute steps and arranging those steps into a logical sequence. If this were the case, programming would be little different from building a syllabus complete with a detailed plan of each lesson. He says: "Programming doesn't have as much to do with logical sequencing as with psychological sequencing. That is, the steps are arranged to effect a change in the behavior of the learner. A program doesn't show a student how to do something; it makes the doing of it a thoroughly integrated part of what he knows."

One of the problems of programming is that the "exam" frames must elicit correct responses as frequently as possible. This means that a program must be tested, revised, tested again, and so on until the desired results are achieved. For testing, samples of students are needed, and securing them is a further problem.

Basic Systems first did its recruiting at Columbia University. But students there breezed through the courses with such high marks that the company concluded it must be testing exceptional people. A hurried call went out for 20 known juvenile delinquents, on the assumption that they would be average or quite likely subnormal learners. Each had been expelled or had withdrawn from the New York City school system. Every one of them was soon successfully coping with texts on subjects such as calculus, algebra, and geometry. Further, at the end of the tests, Basic Systems reported that every "delinquent" had apparently discovered that learning can be pleasurable, for each had been enrolled once again in high school.

A MAJOR question is: What do teachers think of PI? Will it put them out of business? In a formal, conservative joint statement, committees of the powerful National Education Association (780,000 members) and the American Psychological Association declared: "The use of self-instructional programmed instruction materials in teaching machines and similar devices represents a potential contribution of great importance to American education."

Far from replacing them, teachers see the machine as the potential source of relief from much of the non-teaching drudgery and routine which is now a part of their daily work. PI enables the teacher to give vital personal attention to the individual child. Stanford University professor of psychology and education Ernest R. Hilgard has said: "If much of the science of teach-

ing is taken over by the machine, the art of teaching will again come into its own, residing where it should be, in the teacher as a person."

Programmed instruction combines several elements which teachers agree enhance the learning process. First is the learn-by-doing factor. The student is always an active, rather than passive, classroom participant. Next, he is rewarded for learning; he feels immediately rewarded when discovering he has given a correct answer. This type of teaching provides some advantages of the private tutor, for the student proceeds at his own pace and is not retarded by those around him. After an interruption, learning can be easily resumed following a quick review. Finally, PI retains the distinct advantage of the traditional classroom situation: The student is in close association with others of similar age and interests.

Some experts believe this new method of education is the only way we can keep abreast of the "knowledge explosion." More knowledge has accumulated in this century than in all the previous centuries put together. Says Professor James McClellan, Teachers College, Columbia University: "Teaching machines, properly programmed and properly used, are our best hope for education."

With the results already being achieved throughout the country, plus the backing of educators, there is going to be a substantial scramble for business and profits. The most serious problem confronting the entrepreneur is the securing of programmed material. This task is monumental and is being tackled by different methods but with not dissimilar fervor by a variety of companies, some of them with considerable experience in the educational field, some with none at all.

Among the most aggressive and earliest in the field is, of course, the Grolier Society (through a subsidiary, Teaching Materials Corporation), famed for its *Book of Knowledge* and *Encyclopedia Americana*. Its machine, which retails for \$20, can be fed scores of different courses. Other big companies that aim to hit the market (directly or through subsidiaries) are Radio Corporation of America, Thompson-Ramo-Wooldridge, Rheem Manufacturing Company, Minneapolis-Honeywell Regulator Company, Northrop Corporation, Hughes Aircraft, and some of the huge publishing houses, such as Macmillan, McGraw-Hill, Doubleday, Random House, Field Enterprises, and Harcourt, Brace & World.

Other industrial titans deliberating about entering the field include A.T. and T., Eastman Kodak, Polaroid, and General Dynamics.

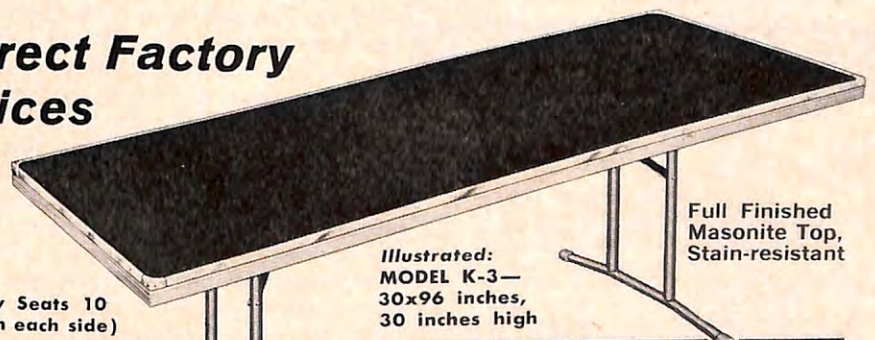


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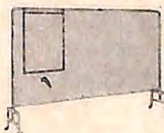
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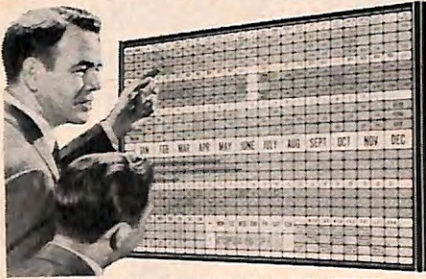


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This hasn't discouraged some smaller companies, some very small ones, from entering the field, fists swinging. They can recall—it seems like only a decade ago—when Thompson-Ramo and another contender, Litton Industries, didn't exist. Among these smaller outfits, two are in Albuquerque, one each in Tempe, Arizona; Rockville, Maryland; Hartford; New York; Tuscaloosa, Alabama, and a couple in Palo Alto, California. They are all after a piece of what the Stanford Research Institute conservatively estimates will add up to industry sales of \$100 million in less than eight years.

Naturally, none of these companies is making any money yet. Most of them are just about emerging from the relatively costly experimental stage—the painful but essential process of developing and test-proving individual courses as well as hardware. Only Grolier claims to be operating in the black on teaching machines, and it has been able to draw on its substantial sales force with house-to-house selling experience in the huge home sale market, which meshes perfectly with its encyclopedia sales operations. As noted, Grolier expected to gross \$2 million in 1962 and more than double that amount this year.

Already, though, the variety of programmed courses available is astonishing for a business that is barely off the ground. The hundreds of commercially produced programs now ready or that will be available in the next few months include virtually all subjects normally covered in high school, plus a good many in liberal arts colleges, with emphasis on mathematics and social sciences. Beyond this they get into such widely diverse fields as stocks and bonds, balancing a bank account, resistor reading, basic electronics, troubleshooting small engines, classical mythology, an introduction to permutations, chess, baseball, football, computing the cost of wood, and others too numerous to mention.

Part of Grolier's sales are being made to businessmen. The American Management Association hired Grolier to program certain management courses; last summer Grolier started marketing them. The response to AMA's first announcement was overwhelming. As an organization which, measured by volume alone, is one of the leaders in direct-mail selling, AMA considers a one per cent response on a special mailing as very good. When it announced the new courses of programmed instruction in management education—called PRIME—via mail to about 11,000 businesses, more than 10 per cent responded.

This interest in applying teaching-machine techniques to business is not limited to AMA. Companies with a

large labor turnover in boring, routine jobs, such as unit assembly in light manufacturing, find that the machines can be used to train new workers in a matter of minutes as compared with days by old methods. The Industrial Education Corporation, established in Chicago, set its sights primarily on this market and already its clients include Mead Johnson and Company, General Tire & Rubber, Bell and Howell, Zenith Radio Corporation, Shell Oil, and Lever Brothers.

ANY FIELD so young and so promising is bound to strike some consumers as offering more than it can produce. The Chicago mail-order house of Spiegel, Incorporated, recently attempted to program-teach its employees to compute bills on customer orders. The program method did cut off-the-job training time in half, but work performance showed no improvement over that achieved by previous training methods. Spiegel discovered that intensified on-the-job training was necessary to raise efficiency. Despite disappointment, Spiegel is pushing the program ahead on the evidence of its success elsewhere. "We can't drop it on the basis of a possibly inconclusive trial," an executive explained.

Strong advocates among educators also sound an occasional but not very loud note of caution. Eugene Galanter, professor of psychology at the University of Washington, said that while "it marks a renaissance in the dialectic method of teaching so brilliantly used by Socrates 2,000 years ago . . . the limitations of machine teaching have not yet been revealed to us. We have only scratched the surface . . . we are bound to run into snags . . . but presently the major limitation seems to be one of programmed material."

In short, however limited or widespread the use of a "perfect" program might be suited for, there are few if any programs that have reached that stage of development. Many undoubtedly are inferior and some may be downright duds. Time, money, and increasing sophistication, however, will lead to near-perfection, although there will always remain the possibility of fly-by-nighters invading the field with poorly developed programs.

The sophistication required for producing programmed instruction (and teaching machines) is not needed for selling the new product, and that's where the small businessman can get into the picture. If PI becomes as widespread as some predict, a huge sales and service network will also be in the making. Local schools, businesses, institutions, perhaps even libraries, are all potential customers.

But this market may prove to be peanuts compared to the possibilities

for the adult self-improvement sector. Desire for such self-improvement is of two types. One is to supplement capabilities for better job performance and, in turn, the realization of economic ambitions. The American Management Association is endeavoring to ferret out this market. It is far broader, however, than the how-to-manage concept, which is the extent of AMA's present interest. The automated how-to-do-it market would appear to be limitless.

The second type of self-improvement quest relates to one of the potentialities which television has, by and large, failed to develop. This is to add to a person's sum of understanding, to make living a broader, richer experience. Al-

though educational TV is rapidly expanding, too little of its subject matter relates to other than strictly academic areas—advanced calculus, for instance. Rarely does its time of presentation fit the convenience of the average working person.

Thus, PI, with or without a machine, adaptable to a great many forms of desired knowledge, can fill this market. Published courses may one day be as common as conventional books; they may even appear in rental libraries; already there is an adaptation of the paperback. What is certain is that a new method of transmitting knowledge is developing. It makes assimilation far easier, certain, and, therefore, far more pleasurable than ever. • •

## For Elks Who Travel

(Continued from page 13)

to be suffering from a broken limb, or, at least, a good old-fashioned sprain. Halvorsen told me that his club mashes to the rescue of an average of 50 skiers a week end. The huskies that pull the sleds all come from Greenland, but their passengers are just as likely to hail from Omaha or Okinawa as Oslo.

Only a crippled skier is entitled to a free ride, but a tourist with an extra \$20 bill can put a sled and a team at his disposal for an entire day. Travel by dog sled is an excellent way to see the mountain country, incidentally, especially if you only like the hot-buttered-rum side of skiing.

During the period of the Second World War, these sled dogs of Oslo were used to bamboozle the occupying Germans by picking up ammunition air-dropped for the use of the Norwegian underground.

While on the subject of skiing, I don't want to forget Holmenkollen Ski Jump, which hovers on a hill behind Oslo at the dizzying height of 135 feet. It is visited annually by thousands of wide-eyed fans from all over the world who come to watch the jumpers compete.

Although Oslo is the smallest of the Scandinavian capitals, it's one of the most varied. (Bright, too. During the summer in the northern reaches of the country, the sun never dips below the horizon, so literally the Midnight Sun shines 24 hours a day.) And although relatively small, the city doesn't lack for unique sights. One comes to mind immediately—Frogner Park. In this 175 acres of greenery repose more than 100 sculptures in granite or bronze, created over a period of 40 years by the controversial Norwegian sculptor Gustav Vigeland. These groups of sculptures were conceived by the artist as a single monumental work of art depicting the life of man

from birth to death. Critics have had strong reactions to Vigeland's magnum opus; one hears him referred to as either a genius or a hack. My suggestion is to judge for yourself; you've got nothing to lose since there's no admission fee to the park. Incidentally, Vigeland created such an impression on Oslo that its people tend to refer to this place as Vigeland Park rather than Frogner.

A couple of final words about Oslo. The Grand, Bristol, Carlton, Continental, and Norum hotels head the roster of the best places to stay. The city also boasts many fine restaurants. One of the ones that I liked best was the Kon Tiki, which in appearance is more international than Norwegian, as suggested by its name. Its chairs were imported from Hong Kong, the lamps from Sweden, some bamboo fixtures from Singapore, and pictures from Mexico. Another alien element is Professor Higgins, a nondescript pooch that serves more or less as an unofficial greeter.

One of the most pleasant discoveries I made in Norway was the excellence of its railroads. I'd rate them just about tops in Europe. Not only are the cars spotless and comfortable, but each compartment is equipped with a sound system over which is piped a running description—in English as well as Norwegian—of special features of the countryside through which one is passing. So unless you're dozing, deaf, or completely distracted by a Scandinavian miss in an adjacent seat, you can't pass your stop.

The first place I visited outside Oslo was Finse, which at over 4,000 feet above sea level boasts the highest-elevation rail station in northern Europe. This mountain retreat is a favorite gathering place for skiers, who never seem to get enough of the slopes.

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from birth to death. Critics have had strong reactions to Vigeland's magnum opus; one hears him referred to as either a genius or a hack. My suggestion is to judge for yourself; you've got nothing to lose since there's no admission fee to the park. Incidentally, Vigeland created such an impression on Oslo that its people tend to refer to this place as Vigeland Park rather than Frogner.

A couple of final words about Oslo. The Grand, Bristol, Carlton, Continental, and Norum hotels head the roster of the best places to stay. The city also boasts many fine restaurants. One of the ones that I liked best was the Kon Tiki, which in appearance is more international than Norwegian, as suggested by its name. Its chairs were imported from Hong Kong, the lamps from Sweden, some bamboo fixtures from Singapore, and pictures from Mexico. Another alien element is Professor Higgins, a nondescript pooch that serves more or less as an unofficial greeter.

One of the most pleasant discoveries I made in Norway was the excellence of its railroads. I'd rate them just about tops in Europe. Not only are the cars spotless and comfortable, but each compartment is equipped with a sound system over which is piped a running description—in English as well as Norwegian—of special features of the countryside through which one is passing. So unless you're dozing, deaf, or completely distracted by a Scandinavian miss in an adjacent seat, you can't pass your stop.

The first place I visited outside Oslo was Finse, which at over 4,000 feet above sea level boasts the highest-elevation rail station in northern Europe. This mountain retreat is a favorite gathering place for skiers, who never seem to get enough of the slopes.

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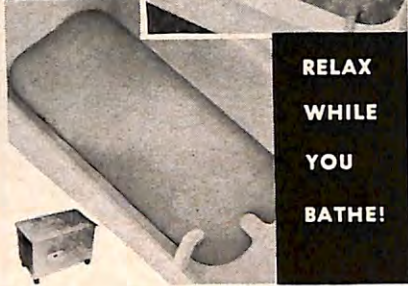
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That natives claim that few places on earth offer such a primitive atmosphere, from the standpoint of rugged terrain, and I had to agree. This claim is borne out by the fact the English explorer Robert Falcon Scott trained with his dogs in Finse before starting out for the South Pole on a fatal expedition in 1910.

Only a six-hour, inexpensive train ride from Oslo, Finse is planted among mountains that rise on two sides. One of the ranges is crowned by a glacier. (Norway contains the largest glacier field in Europe.) The resort season at Finse ends in May and resumes again the following December, just in time for Americans to come and watch some of Santa's reindeer at play. The Norwegians, I'm afraid, don't share our sentimental attachment to Rudolph and his cousins. In Norway, many reindeer end up as steaks.

There are no roads in Finse. Townspeople and vacationers alike ski between the hotel, inn, rail station, ice skating rink, and shops. For my \$8 a day, I was treated very grandly in the room and board department at Finse's cozy hotel. The room was a private one, and I had my own shower, plus meals that were fit for a god.

For instance, consider this *koldtbord*—the Norwegian version of smorgasbord—at which I lunched during my stay: smoked salmon, smoked eel, smoked mackerel, lobster, shrimp, smoked saddle of pork, roast beef with Bernaise, hazel hen, ox tongue with asparagus, smoked ham, roast ham with prunes, sauerkraut and apples, a dozen kinds of pickled herring, as well as two Norwegian specialties, *fenalar* (cured mutton derived from sheep legs) and *gravlaks* (cured salmon). And that wasn't all of the bill of fare. Additionally, I could sample half a dozen varieties of biscuits, seven salads, five types of bread, fruit, and cream cake.

And then they want you to go skiing! The preponderance of fish on that menu is indicative of the fact that commercial fishing is Norway's chief industry. Cod, herring, and mackerel are heavy catches, and there is a sizable whaling fleet. Also, throughout the country, the rivers, streams, and fjords offer sportsmen some of the world's finest spots for salmon and trout fishing.

Dress at the hotel in Finse is formal on Wednesday, Saturday, and Sunday. But the Elk who leaves his tux at home can get around this by bedding down at an inn, or as the Norwegians call it, hut. These inns charge \$3 a day, meals included. Located throughout the country, they were built by the Norwegian Government with the idea of providing inexpensive and convenient stops for skiers, who can ski from one

to another within the course of a day. In summer, they're used in similar fashion by hikers. Americans and other tourists are welcomed at these inns, and pay no more than a Norwegian does. I can recommend the huts without qualification.

Aside from skiing, Finse offers the traveler the opportunity to take an expedition by weasel (a tracked snow car) to the heights of Hardanger Glacier, or to go for reindeer-drawn sleigh rides.

The train from Finse leaves in the late afternoon, stopping at Myrdal, which is 2,800 feet above sea level, then dropping sharply to Flam, a small village framed by the towering mountains overlooking Sognefjord. Almost unreal in its loveliness, the scenery here is simply breathtaking.

Another stop I made during my tour from Oslo to Bergen was at Voss, the town where Notre Dame's famous Knute Rockne was born. This picturesque village, although bombed badly by the Nazis, survived. Most of the town was flattened, but the church in Voss, miraculously, escaped unscathed. As a townsman has written: "We are still filled with wonder that our old church escaped the bombs . . . which laid most of the town in ruins."

The last lap of the trip to Bergen was made on a steamer, which cruised down Hardangerfjord from the lovely village of Ullensvang.

Bergen is Norway's second largest and most important city and a treasury of Norwegian culture. It was here that composer Edward Grieg was born, an event commemorated annually in May and June by the Bergen Music Festival.

The city is situated on seven hills that tumble dramatically down to the sea—and this California lad must confess that the geography made him think momentarily and rather wistfully of that city by the Golden Gate, San Francisco. In Bergen, the influence of the sea is inescapable: gulls soar in graceful arcs over the center of the town, little boats tug at their leashes on the quays, and housewives queue up each morning to buy fish and whale steaks, which are stacked like porter-houses in the fish market stalls.

Because of its land, sea, and air corridors, Bergen claims the title of "Doorway to Norway." Norwegian America (Steamship) Line operates from New York City, SAS flies daily from Oslo (with connections to North America), and there are steamers, trains, and buses that offer the Scandinavian visitor a variety of unique tours. For instance, "Norway in a Nutshell" is a daylong trip that covers two arms of Sognefjord, plus a swing into the Flam Valley. Additionally, SAS conducts overnight summer excursions into the Land of the Midnight Sun. There are



ships that make a 12-day round trip from Bergen to North Cape—the northernmost point in Europe—affording you a chance to sail along a good share of Norway's 1,700-mile coastline that's picturesquely fringed with islands. Or if you're a traveler with big-game aspirations, how about considering a polar bear shoot?

May is the month when Norway is reborn in a burst of green. September ushers in the autumn colors that signal the beginning of the end of another

year. Although we tend to associate Norway with snow and skiing, actually, because of the prevailing ocean currents, the Norwegian climate is, overall, mild and humid.

As for the Norwegians themselves, they've earned claim to the longest life expectancy of any people on earth. Medical authorities attribute Norwegian longevity to diet and exercise. I disagree; I'm sure it's because Norway is so beautiful that no one who lives there wants to leave. • •

## Youth Committee and Scouts Prepare Leaflet

It is generally agreed among Americans that the Boy Scouts of America is an organization that is a leader in character development and citizenship training for boys, to say nothing of the recreational value of its programs. And it is no secret that the B.P.O.E. is one of its staunchest supporters. Nearly half of all Elks lodges, in fact, sponsor Boy Scout troops.

Such sponsorship is a primary concern of the Grand Lodge Youth Activities Committee, whose Chairman is E. Gene Fournace. To stimulate further support of the Boy Scout program, a leaflet has been prepared for dissemination to all lodges, which describes the basic tenets of the Boy Scout movement and outlines the steps by which Elks lodges can organize sponsorship of local Scout troops.

As is usually the case with worthwhile projects, there is a certain amount of enlightened self-interest for Elks who become active supporters of Scouting. The

leaflet explains how closely the goals of Scouting and of Elksdom coincide, and points out that today's Boy Scouts are likely to become tomorrow's Elks.

For those who are interested in the support of Scouting, a new development is worthy of mention. Through the cooperation of the Library of Congress, the Cloverbook Press, and *Boys' Life* magazine, *Boys' Life* is now available in a Braille edition for blind boys. The magazine is aimed at all boys, featuring not only Scouting news and how-to material for Scouts but also wholesome articles and fiction for boys of eight to eighteen. More than 100,000 boys with handicaps are already in Scouting, and many of them are blind. Other blind boys might benefit immeasurably from a subscription to *Boys' Life*. The Braille edition is available from Cloverbook Press, 6990 Hamilton Ave., Cincinnati 31, Ohio. The subscription price is \$5 per year.

## GRAND EXALTED RULER DONALDSON AT SCOUT HEADQUARTERS



Visiting Boy Scout headquarters in New Brunswick, N. J., Grand Exalted Ruler Donaldson was given an official Scout statuette-memo holder in recognition of Elks support of Scouting. The presentation was made by Dr. A. E. Iverson of the Division of Civic Relationships (left). At right is P.G.E.R. William J. Jernick.

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# Elks National Service Commission



For 20 years, Emil B. Kroeger, Chairman of the White City Domiciliary Committee of the Oregon Elks Assn., has been working tirelessly for the servicemen there. He is pictured at left with the Domiciliary's Managing Director Henry Herzog. Seven years ago Emil Kroeger began a deer hide collection program which realized 17 hides; last year 13,164 hides found their way to the therapy departments. He also sees to it that at least one good entertainment program is provided each month.



New Mexico Elk officials see Gov. Edwin L. Mechem sign a proclamation declaring October 15th to November 15th as Elks Deer Hide Month in that State. At right is Elks National Service Commission representative H. N. Davis and at left is State Committee Chairman H. W. Nunez, both of Albuquerque, who expressed to the Governor the Order's gratification at his recognition of this important Elk project. The Governor urged hunters to cooperate with the lodges in the success of the program.



The Occupational Therapy Dept. of the VA Hospital in Dallas receives a gift of leather from the Elks. Left to right are Dallas, Tex., P.E.R.'s Tex Dudley and Henry Mitscher, a staff nurse, and I. Soblowich, Chairman of the lodge's Veterans Committee.



Chairman J. E. Stahl, P.D.D., of Newport, Ky., Lodge, third from left, presents leather to the Fort Thomas Hospital. With him are Voluntary Services Dir. D. W. Morgan, left, Hosp. Dir. L. H. Gunter, second from left, and veteran J. M. Duncan.

## Rod and Gun

(Continued from page 15)

speaking of a photograph of a truly wild creature, a creature which instinctively respects man as his most dangerous enemy. Even a trout will not jump in the foreground of a picture because the photographer is a man, and a man is to be avoided at all times, especially when in trouble. All such setups are lies, and those who use such crude inventions never seem to know their subject well enough to portray anything but a lie.

However, honest wildlife pictures can be taken, with luck and with perseverance. It is the most challenging, and therefore the most rewarding, of all forms of photography. It would be easier and far more certain to take a camera to a park or zoo, of course, or to take pictures of someone's pet fox, 'coon, badger, or whatnot. For instance, I have never taken a picture of a mountain lion. In fact, I have managed to see only one in my life. Yet I know a man in Florida who has some sleek tame ones in his animal farm which rub up against him and purr like out-sized pussy cats. As a friend, he would gladly take one of them—or any of his various other animals—into the Everglades for me to photograph, and for a price he would do the same for any cameraman who came along.

If I ever did such a thing, though, my reward would be gone forever. I would never again get the enormous satisfaction I receive from hunting and outwitting a wild creature and recording him on film. The few occasions when I have succeeded in getting a photograph such as the one which accompanies this article have been my most gratifying accomplishments. So I will let others fake all they please, if those are the results they wish, and I will continue to seek the occasional rare but honest wildlife photo. That's the result I want.

And I'm not alone. There are many others like me who will settle for the real thing or nothing. Ted Trueblood is one. The readers of this department have seen a couple hundred sporting and wildlife pictures taken by either Ted or me. A few have necessarily been poor, most have been fair, some have been good, and all have been honest. I say that with considerable pride.

I won't go into all the details of how a wildlife picture is obtained, but through 25 years of trying I can pass along a few thoughts. Good equipment helps, of course, but the better the equipment, often the more complex it becomes. Since I take pictures professionally, I use a large press-type

camera, and there are about a half-dozen settings which must be made on it before any one shot can be made. This takes time, so it eliminates photos of animals seen momentarily. Also, the larger the camera, the more difficult it becomes to use a telephoto lens—and a telephoto can be extremely valuable for certain pictures. To use a telephoto, my big camera must be mounted on a tripod, a move which requires considerable advance planning. On a small camera, however, such as a 35mm, a telephoto of considerable length can be hand-held.

Therefore, my advice to all amateurs is to stay in the small-camera field—to select a model which is easy to carry and convenient to operate, and then to familiarize themselves with that one outfit as thoroughly as possible by taking numerous pictures of pets, etc.

Then comes the big part, the opportunity. And in my experience opportunities are made; they don't just happen. Only one of my better wildlife pictures occurred unexpectedly, and by rare good fortune I saw the situation developing in time to go through the complexities of getting my camera into operation. All others have been a result of deliberate action on my part; that is, hunting a particular animal even more intently than I would with a gun and finally putting him on film. Needless to say, most often I fail.

The how of hunting with a camera is endless, but a brief description of taking the accompanying picture of a bugling bull elk will give a clue. Along with some trout fishing for diversion during the middle of each day, I devoted the better part of a month to this one photo, and the remarkable thing is that I actually did succeed.

First, of course, it is advisable to know something of the nature of your subject. That's why I fished in the middle of the day. Animals are prone to move about more toward evening, and when pressed too hard by man will even turn to a nocturnal existence. Next, it is necessary to consider the requirements of a photo and the limitations of a camera. Background is extremely important. It would have been useless to have taken this picture into the timber, for instance, even though that would be the most logical place to see elk. Against the confused background of trees and brush, the animals would not stand out sufficiently well for a suitable picture. Also, in this case I wanted a bull elk in hard antlers; therefore I was limited to the time of year after he had shed his velvet and before hunting season. I started out about the middle of September near

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That was the beginning. Then I asked questions and more questions about elk in that vicinity of people who should know, and I made many forays looking for signs. I sat it out until dark on a half-dozen meadows where elk might come down in the evening. Then I finally hit it! I could hear him bugling in the timber on the hill above me, and way off across the valley another bull was answering. Damn, what a penetrating, primitive, wild sound!

Of course, I was set up on the downwind side of the little meadow so that the slight breeze stirring wouldn't betray me; then all I could do was wait and hope. The sun dropped behind the hill and slowly left the meadow in evening shadow. Still he didn't appear. He continued to bugle, and he seemed to be getting closer, but my hopes were fading as rapidly as the light. Then a cow emerged from the woods, then another and another and another. Finally, his entire harem of eight cows appeared on the meadow, and a couple were feeding dangerously close to me. If they spooked, everything was lost. But I was well hidden in some small fir trees and standing as motionless as a rock. It is movement rather than shape or color which most often betrays a person.

Then out he came, in all his majesty.

I took one picture almost as soon as his head and forelegs were in the clear, but it isn't any good. Then I took some more for insurance as he strode out among the feeding cows, head high and proud, and these are good enough shots. I was using a telephoto on a tripod, of course, and by now I had adjusted the lens and shutter just about as far as practicable in order to get a good negative in the existing light. Then he lifted his head, let go with a shrill, challenging bugle, and the moisture from his lungs left a small cloud of vapor in the cool evening air. I snapped the shutter a final time, checked all my settings to make sure they had been correct, and hoped that I had taken one of my best wildlife pictures.

Well, spending three weeks hoping to get one photograph is hardly the way to get rich, financially at least, and this explains why so many resort to fakery. Nonetheless, I'm wealthier in spirit each and every time I succeed in taking such a picture. I also know that there are many people who have never had the privilege of witnessing such a scene, and it's both my responsibility and my pleasure to bring it to them when I can and as best I can. Although I may be able to accomplish this goal rarely, at least I know that what I do have to show is the truth. There's satisfaction in that, too.



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THE ELKS MAGAZINE



**FREEDOM'S FACTS**

**The Free World Eyes Russian-Sino Schism**

In an effort to keep members of the Order aware of developments in the global struggle between the forces of freedom and communism, each month THE ELKS MAGAZINE publishes excerpts from Freedom's Facts, the monthly publication of the All-American Conference to Combat Communism. Membership of the conference includes some 40 national organizations, including the B.P.O.E. Readers who wish to subscribe to Freedom's Facts may do so by writing to All-American Conference, 906 Edmonds Bldg., 917 15 St. N.W., Washington 5, D.C. The cost is \$3 per year. Please note your Elks membership.

ALMOST THE SAME DAY that Nikita Khrushchev agreed to pull his missiles out of Cuba, hostile mutterings began to be heard from the Red Chinese.

Khrushchev was called "traitor" by some. Others called him a "revisionist." There was evidence of a general feeling that Khrushchev had made himself vulnerable to attack for his apparently "soft" attitude toward capitalism.

The Red Chinese *People's Daily* (November 14) did not name Khrushchev, but he obviously was the man in mind when the paper warned against those who "bow down or beg for peace before imperialism."

*Red Flag*, the official bi-weekly publication of the Central Committee of the Communist Party of China, two days later blasted all comrades who supported Khrushchev's "soft" policy:

"If communists fail to recognize the outwardly strong but inwardly brittle nature of imperialism, are awed by the temporary power of the enemy, and overestimate the strength of the enemy, they will show vacillation in struggles and dare not win the victory that can be won. . . ."

*Mao's Attack*

To analysts of communist affairs, all this added up to a new try by Red Chinese to unseat Khrushchev and seize leadership of the world communist movement. Ever since the rise of Khrushchev in 1954, Red China's Mao Tse-tung has tried repeatedly to attain this goal.

His technique is to try to prove that he's a better Marxist-Leninist than Khrushchev and best knows how to conquer the Free World.

With a nation of some 650,000,000 people under his control, Mao remains a serious threat to Moscow rule. So Khrushchev takes challenges from Peiping seriously.

*Khrushchev's Answer*

Khrushchev answered the current attack from Red China by convening

Red leaders from Central and Eastern Europe. He obtained their pledges of support for his strategy of pushing ahead rapidly but avoiding risk of nuclear war. War with the U.S., Khrushchev believes, is too high a price to pay for a quick victory over the United States. Red Chinese think such a war is the key to victory.

Khrushchev strategy of two steps forward and one step back, however, has been paying off. His main aim is to build Red economic, military, and political power until it is so preponderant that the United States will be forced to surrender without a fight. Nuclear war over a Cuban outpost could undo all of his plans.

The struggle for power within the communist bloc between Red China, with its preponderance of population, and the Soviet Union, with its preponderance of industrial and military power, merits close watching. An opportunity may come for exploiting this struggle for our advantage. But that opportunity has not yet arrived.

The realistic picture of the battle between Red China and the Soviet Union today is that of two bandits arguing over how to yoke and rob the victim. In this argument, Moscow holds the dominant hand.

**RED FLASHES:**

*IN LINE* with the above, Pravda and other Soviet-Communist organs are saying that "the Method of Negotiation Has Gained The Upper Hand." Reds now want to work out "compromise settlements for ending nuclear tests, general and complete disarmament, relations between NATO and the Warsaw Pact countries, etc."

*WORLD COMMUNIST* party membership is now up to 41.6 million, a new high. A total of 75 of the Reds' 88 acknowledged parties are located in non-communist countries, with 2.5 million members in "advanced capitalist countries."

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**Your Own Shopper**  
Thousands of Elk families have learned the convenience and pleasure of shopping by mail through their ELKS FAMILY SHOPPER.  
Right now, why don't you turn to this month's SHOPPER pages 21 to 29 and see all the interesting, attractive and useful items offered—all under the guaranty of a refund if you are not satisfied with your purchase.

## ELKDOM'S 95TH ANNIVERSARY

When Grand Exalted Ruler Donaldson made his official visit to New York Lodge No. 1, he remarked that he was delighted to see that the members manifested in abundant measure that spirit of good fellowship that had brought together the men who founded the Order 95 years ago.

He added that he was impressed, too, by the evidence he saw that the spirit of benevolent service to their fellow men still burned strong among the Brothers of our founding lodge.

The Grand Exalted Ruler's observations point up a significant truth about Elkdom that goes far toward explaining its growth and its strong position in our society. The passage of time has not altered or diluted our faithfulness to the sound principles that give the Order of Elks its distinctive character and unique appeal to American men. On the contrary, down through the years, we have built upon those principles, and the result is that from one lodge of 15 members on February 16, 1868, the Order today is composed of 2,016 lodges with more than 1,300,000 members.

If good fellowship—the congenial association with others who share common values and who are dedicated to principles and purposes held in mutual esteem—was a constructive pursuit in 1868, how much more desirable it must be today amid the pressures, divisive influences, and discordant conflicts that assail us on all

sides. Let the Elks continue to promote the harmony of pleasant relationships that are conducive to understanding and relaxation and to the strengthening of the moral and spiritual bonds that unite us.

Men to whom good fellowship is important are the kind of men who like to do good things for their fellow men, things that need doing if we are going to have a better world. So it is that the Elks are doing these things, everywhere, in increasing measure year after year. The Order invests more than \$8,000,000 yearly in philanthropic programs that have enriched literally thousands of lives—young people helped through college with Elk scholarships, crippled children freed from a lifetime of dependency, boys and girls fighting their way out of the abyss of cerebral palsy, the youngsters influenced by our many fine youth programs, the disabled veterans whom we won't forget.

Elks are proud of the United States of America. We think that America is worth fighting for, and through our Americanism program we are pinpointing the good things about our country and endeavoring to help all citizens develop a strong pride in their country.

On this 95th anniversary, the Order of Elks can look with pride upon its past, with satisfaction upon its achievements, and to the future with confidence in the principles and purposes that have guided it so successfully for so long.

### Give to the Foundation

February brings us a large quota of anniversaries. In addition to our Order's anniversary, there are the birthdays of two great Americans, George Washington's on the 22nd and Abraham Lincoln's on the 12th. We salute their memories.

Then, on February 14th comes St. Valentine's Day. Send your sweetheart a Valentine, a courier of your tenderest feelings.

While moved by things of the heart, it would be a good time to make a gift to the Elks National Foundation, the Great Heart of Elkdom. With your help, the Foundation can do so much more to bring aid to handicapped children, to assist bright but needy youngsters get an education, and to help finance the major projects of our State Elks Associations.

In every lodge there is an Elks National Foundation Committee, whose members are working hard to encourage contributions to this most worthy program, our own benevolent fund. It will make their task easier if every Elk would voluntarily give the Committee a check for \$10 as first payment on a

Participating Membership in the Elks National Foundation, the Great Heart of Elkdom.

### Brotherhood—A Choice

The brotherhood of man in the Fatherhood of God is taught by all the great religions. The Order of Elks recognizes the rightness of this precept by making Brotherly Love a cardinal principle. It is embedded in our political institutions. Yet, despite this widespread acceptance of brotherhood as the right way of life, honesty compels the admission that it is honored far too much in the breach.

We are often reminded that fear and distrust of others, prejudice, bigotry, and intolerance are acquired. Men are not born with these attitudes, which are, on the other hand, developed and adopted as we go through life.

What is not emphasized, or at least not enough emphasis is placed on it, is that brotherhood also has to be acquired. We are not born with a love for our neighbors in our hearts. We must work at brotherhood, whereas it is easy to hate and otherwise deny brotherhood.

That is the reason for the sponsorship by the National Conference of Christians and Jews of Brotherhood Week, observed throughout the nation this year February 17-24. The purpose of Brotherhood Week is to encourage us to work harder at the application of the spirit of brotherhood in our daily lives, to make the right choice, between good and evil, in those situations that arise from day to day, choices that determine whether we are acquiring and promoting hatred and intolerance or acquiring and promoting brotherhood in obedience to the commandment—love thy neighbor.

It is a choice that all men have and all men must make. It is a choice that man has faced since he first walked this earth, and he will continue to face the choice until his last day on it. Choice involves more than mere passive acquiescence in the principle. To do no more than that is merely to give it lip service. The real choice is a positive affirmation of belief that brotherhood is the right way of life to which we give meaning and vitality by consciously striving for fair dealing, for justice, for understanding, for amity in our associations with our fellow men.

# MEET THE NEW LANDOWNERS

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**50,000 AMERICAN FAMILIES ARE BUYING NOW...FOR THE FUTURE!**  
The people pictured in this advertisement represent the 50,000 families who have already bought property in our Southwestern subdivisions. Some are buying land now, with plans to retire in the sunny Southwest... wisely assuming that if they wait until they retire... the land may well become far too costly! Far better to buy the land now... while the prices are still well within their budgets!! Agreeing with this concept... over 600 local residents of Belen and Albuquerque have bought this land! Others... are buying their land as a cherished investment. Not especially to "get rich"... or to "make a killing"... rather as a satisfying addition to their savings and holdings. Ownership of land brings with it one of the proudest and most satisfying feelings man can acquire.



"Simply wonderful country..."

We visited there last year and thought it was simply wonderful country to retire and live in at any time. The air and sunshine were marvelous, and the people in the city of Belen seemed so very friendly.

Mr. & Mrs. Isador S. Zastoupil  
13815 51st Avenue, S.  
Seattle 88, Washington



"More than satisfied..."

Mr. Northam and I have toured Rio Grande Estates and are more than satisfied with our purchase. The mountains are beautiful and we are looking forward to building in the not too distant future.

Mrs. Martin Northam  
14 Squaw Brook Road  
Stoney Creek, Conn.



"Great future..."

I feel this property has a great future and would not sell it. As a site for retirement it cannot be equalled, as a speculative proposition it is sound. I was very favorably impressed by Belen and Albuquerque when we visited there and the climate is ideal protection against the rigors of old age.

Harold K. Stein & Family  
Caro, Michigan

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