

THE

Elks

MAGAZINE

AUGUST 1963

E





B. J. BLAUSTEIN

If you're in debt and want to get out—I can show you 71 ingenious (but perfectly legal) ways to do it

I wrote this book for people who are in debt, for those who really need help. And they can get it, quicker and easier than they think.

There are dozens of legitimate ways (a full 71 in all) to delay your debt, and eventually get out of it, and I believe I know them all. It's a pity that more people don't.

I have been a bank credit officer for nearly thirty years. In this time, I have sat down with a quarter of a million people to help them solve their financial problems.

My new book, **HOW TO HAVE MORE MONEY TO SPEND**, demonstrates step by

step the many techniques that can take the strain out of paying your debts. With some thought and planning, you can change a recurring monthly headache into a relatively painless experience!

Time-tested methods

Did you know, for example, that you can *borrow yourself out of debt*? (The process involves a number of thoroughly tested steps—the first of which is to borrow about twice as much as you need.)

And here are a few other things I'd like to show you:

• *How to "freeze" your indebtedness indefinitely, pay-*

ing it off only when you're ready—a perfectly proper technique that works fine for the U.S. Government, and can work just as well for you.

• *How to get more credit—even when it seems you have reached your limit.*

• *How to avoid paying hidden charges when you buy on "time."* (In other words, how to reduce your debts even before you incur them.)

• *How to eliminate many needless, crippling expenses from your personal spending.*

• *How to deal with your financial problem as a whole—*

instead of wasting money attacking it piecemeal.

Which method—or combination of methods—should you use? As you read *How To Have More Money To Spend*, this question will answer itself. The book is filled with detailed case histories. At least one of them should be close enough to your own situation for all practical purposes.

Remember: none of this is theoretical or speculative. It has all been tried—it has all worked. Every course of action I recommend has helped real people find their way back to one of the happiest conditions known to man—complete solvency.

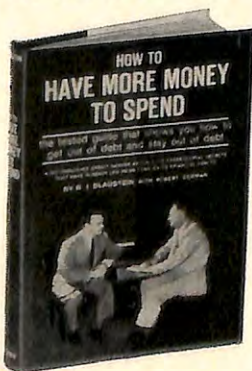
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What the Lenders Know About You
The Secrets of a Practical Budget
4 Ways to Save While You Spend
Money of Your Own: Where and How to Save It

WHY THE AUTHOR IS QUALIFIED TO HELP YOU!

B. J. Blaustein is a distinguished New York credit banker who has been associated with various banking and financial institutions for more than 30 years. He actually "grew up" with one of the pioneers of the installment way of life, and is a recognized specialist in credit, consumer finance and loans for both individuals and business firms.



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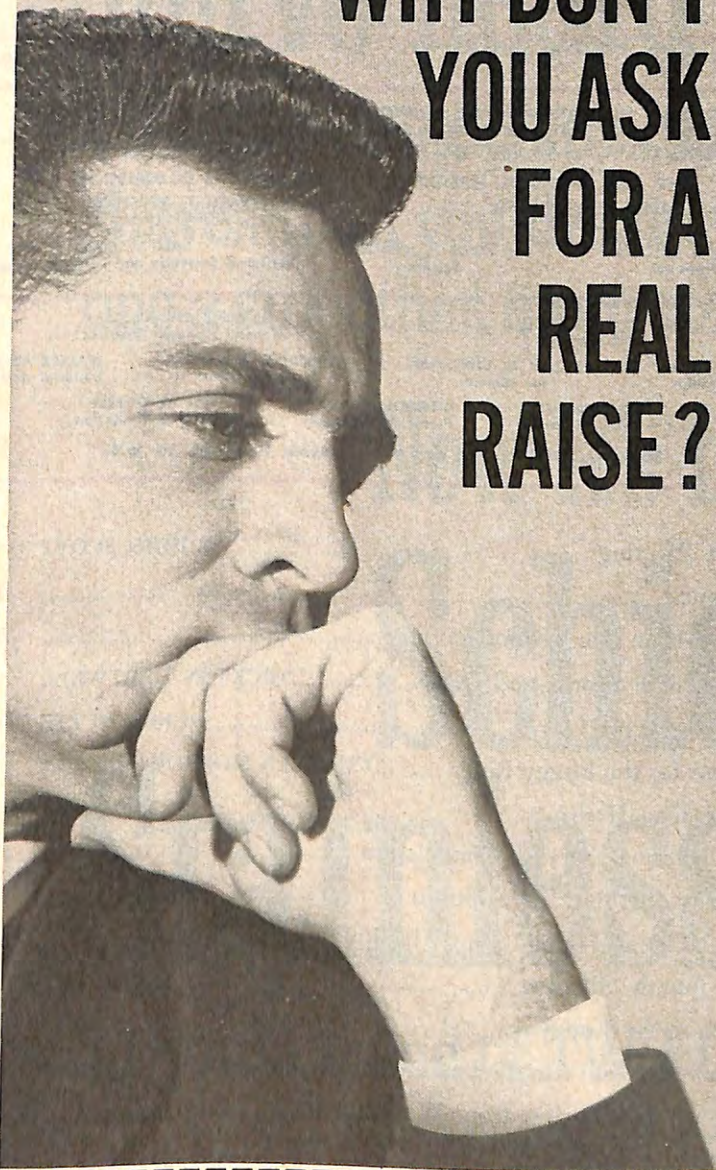
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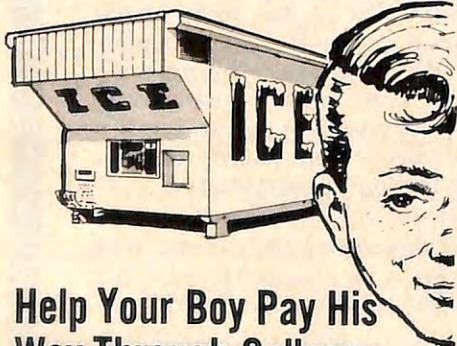
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VOL. 42 NO. 3

AUGUST 1963

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You've heard about it!

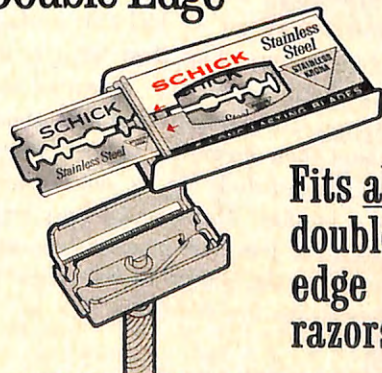
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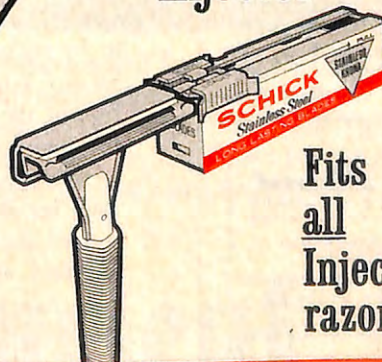
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Comment FROM THE EDITORS



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PUBLIC RELATIONS—the Madison Avenue variety—is itself a good-size business. The clients of the agencies are usually big companies, and the outpouring of material in behalf of those clients is enormous. If it weren't that the wastebasket is close at hand, our desk would be threatened with inundation. Yet, as readers may have noticed, we sometimes make use of material we receive. The fact is that editors like to see the material, even though only a fraction can be used. That's equally true of the local newspaper, and the releases he's likely to prefer are those with a local slant. In short, small businessmen should take note. For a thorough discussion of public relations for small business, and some good advice about advertising as well, see "Selling with Words and Deeds" (page 6).



Dickson Hartwell

Dickson Hartwell has been writing small business articles for us for a long time. He is not just a businessman with a flair for writing—he's written scores of articles on many subjects—but business, especially small business, is a specialty. The subject of public relations and advertising is one he is quite familiar with, since he has been editor and publisher of *The Arizonian*, a weekly newspaper published in Scottsdale, Ariz., for more than a year. At last report, the offset paper had increased its circulation some 40 per cent under his tutelage and has received kudos from professional and trade publications. Dick has also written syndicated newspaper columns on business. And his wife, Pat, is a journalist. She contributes to *The Arizonian* and is a former war correspondent. In New York, prior to the Hartwells' exodus to Scottsdale, she worked at the United Nations for UNICEF (United Nations Children's Fund), and among her duties was the selection and development of the famous-artists greeting cards that have been enormously successful in raising funds to help feed and care for some of the world's destitute children. The Hartwells are interested in art, among other things, and have (in Dick's own words) "a small clutch of boys—four, aged 6 to 15. Hellions."

A YEAR OR TWO ago we read a magazine article that reminisced about the after-school daytime serials of radio. (Which were popular before television, of course.) Jack Armstrong (remember Hudson High?), the Green Hornet, and all the rest. "Nostalgia," the piece was labeled. Well, it got to us, and we feel that nostalgia is a force to be reckoned with. For readers older than we are, we commented on our January cover, a skating scene that appeared to be a re-creation of the old days. It was gratifying to find that almost 80 readers felt inclined to write about their memories of such a scene. Thus, we were encouraged to publish an article that is more of an anachronism than ice skating beside a bonfire. Horse and buggy transport is rare indeed these days, what with jets, 400-plus horsepower cars, motor scooters, and all. "Thanks for the Buggy Ride" (page 10), however, describes how a few Americans are returning to a joy that was considered relegated to the past.

SHOULD any readers be interested in finding out more about the opportunities for senior volunteers in the Peace Corps (see page 40), they should write for information to: Peace Corps, Senior Manpower, Washington 25, D. C.

Letters

FROM OUR READERS

I was greatly flattered and honored to read of my winning the Elks National Youth Leadership first place award, girls' division (May issue). I wish to thank you for the recognition I was given, and the excellent story which was written about the award. Since I was notified that I had won, many news stories have been written about the award, but I feel that your feature is the one of which I am most proud.

MICHAELINE PEREIRA
FALL RIVER, MASS.

I have just read the June issue of THE ELKS MAGAZINE. How can you allow the article "What Social Security Does For You" to be included in the Magazine along with "The Communist Conspiracy, USA"? One is for the people and the other against them. Social security will only lead to medicare, socialized medicine, etc., turning our country into a complete welfare state. . . .

KENNETH G. BROWN
BEAVERTON, ORE.

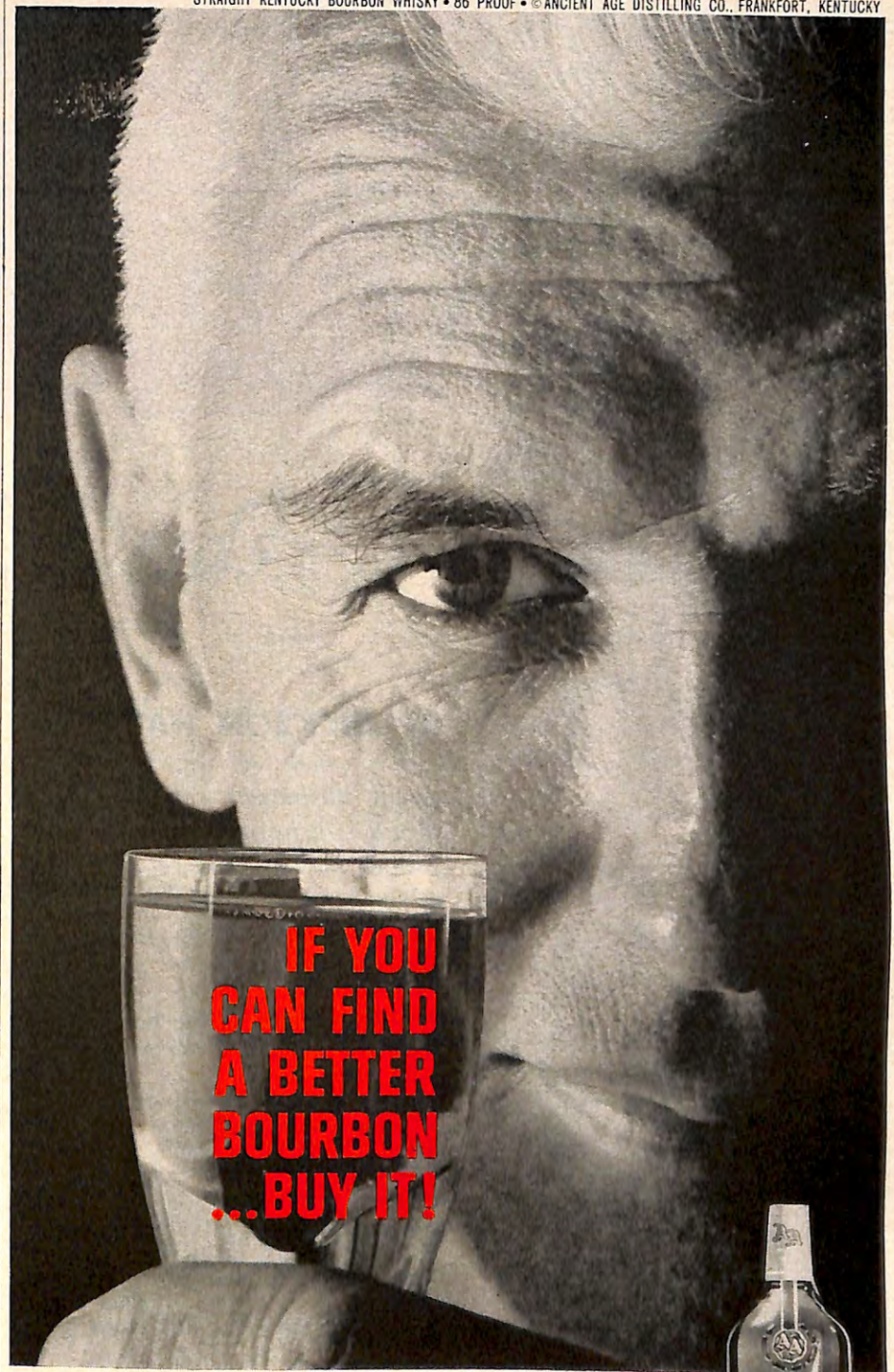
Congratulations on the very fine article you ran in June on communism. We need more like it.

HERBERT PASTEUR
MILWAUKEE, WIS.

In regard to "Where's The Biggest Trout" (April issue) by Dan Holland, I want to tell you that Dr. W. J. Cook *did* catch an Eastern brook trout that weighed 14½ pounds. I was there (on the Nipigon River, Ontario) and so was Jack Grows. We had been fishing in that country for some time, when Dr. Cook caught the trout, had it weighed and photographed. An account was in the local papers and was even reprinted in England.

JEAN C. VALLEAU
AVILA BEACH, CALIF.

Dan Holland replies: *You can't know how delighted I was to receive your letter. [Before I left in 1941], when we published the list of records in Field & Stream each year I was the one who had to answer questioning readers. Dr. Cook's record seemed to be the most common target of doubting fishermen, and I had very little to go on to verify the catch. The question has always plagued me. . . . I have prodded readers trying to come up with something concrete. You've finally done it, and I'm grateful to you. It has been a long search.*



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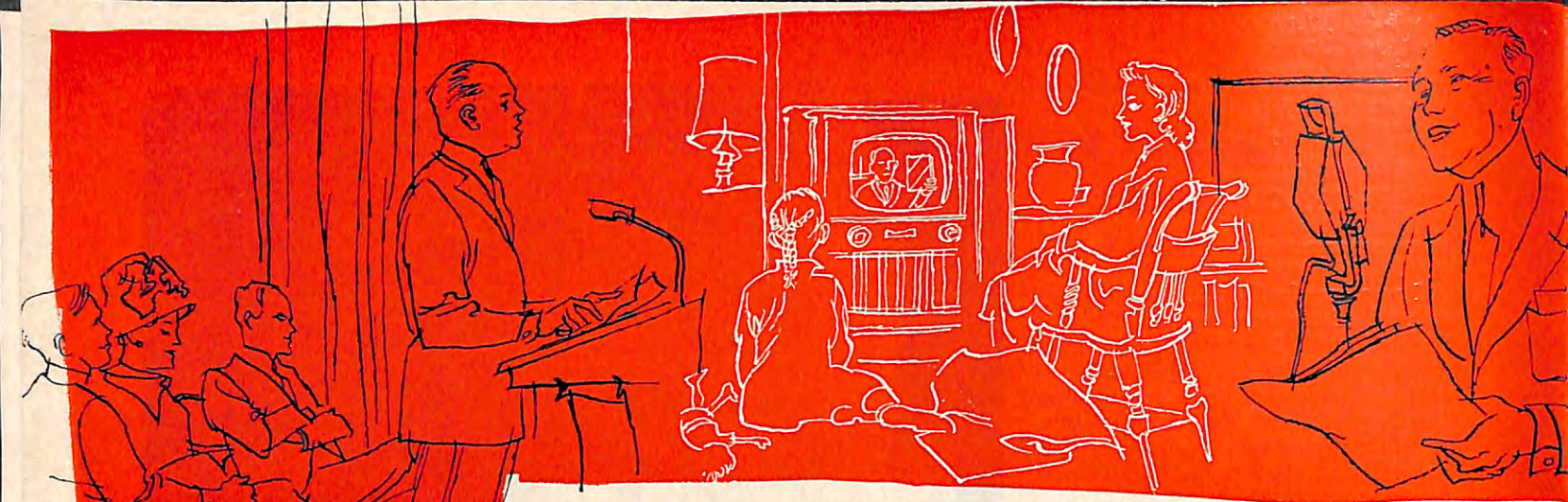
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Selling with

By **DICKSON HARTWELL**

Small businesses can benefit as much—perhaps more—from the proper use of public relations and advertising as do the well-heeled giants of the business community.

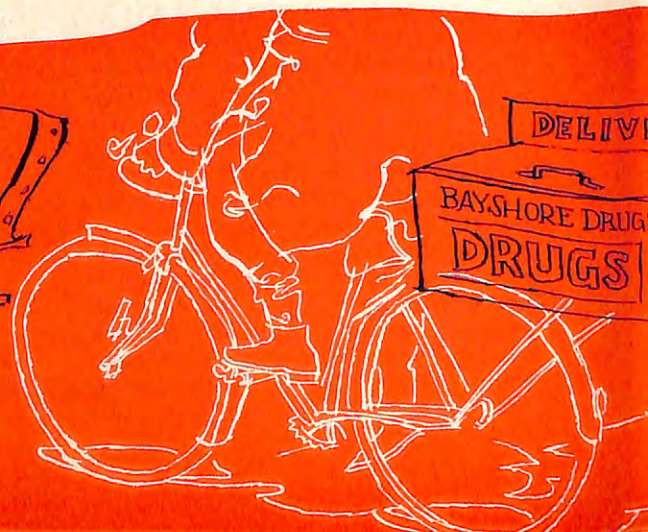
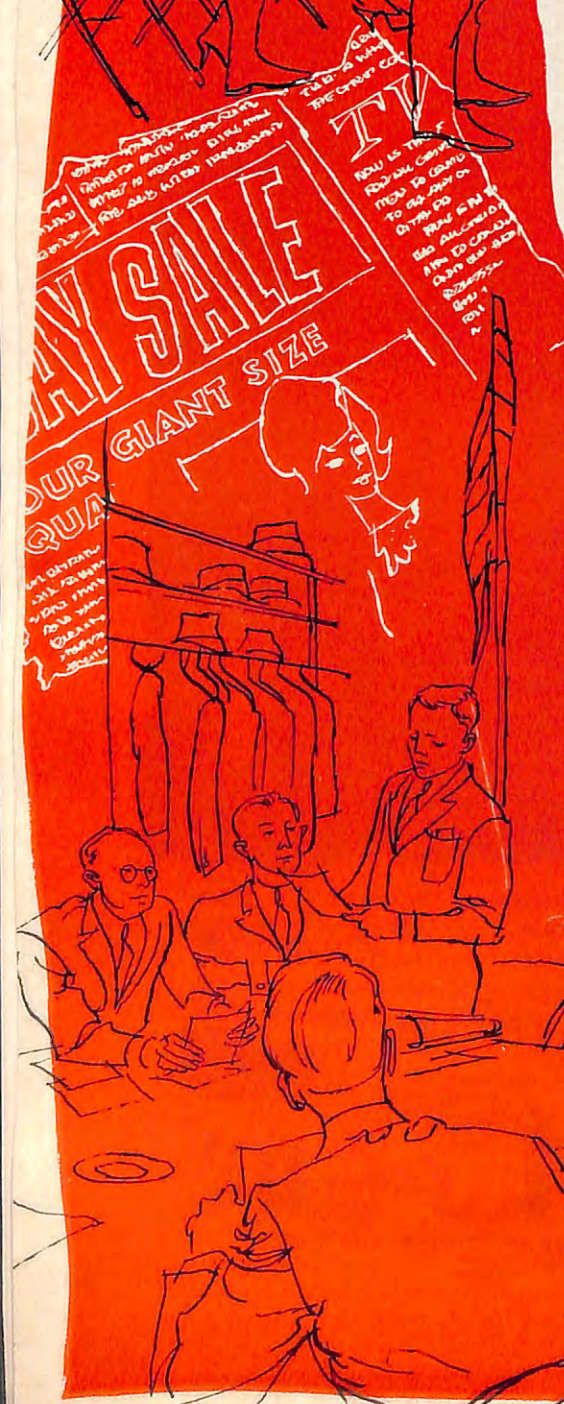
IT'S AN AXIOM in big business that you have public relations whether you want them or not. The question is whether those relations are favorable or unfavorable, and many companies spend a good bit of money in quest of the former.

Henry J. Kaiser Jr., son of the famed industrialist and developer, used to hand out printed cards with this oversimplification of the public relations concept: "Let your light so shine before men that they may see your good

works. Matthew 5:16." This good advice is no less valuable to the small businessman than to the giants of industry.

If public relations are inevitable, then they should be made to work for you. Public relations and advertising are the two means through which a business informs and deals with customers outside the store, and either or both can usually accelerate success. By the same token, the money and effort expended on either can be wasted, if certain fundamentals are not observed.

Of the two, public relations—the art of getting people to enjoy doing business with you—is less widely understood, so it shall get our attention first. The "public" of concern to the businessman actually consists of several segments, so he has in fact financial, community, employee, customer, and supplier relations. These are the most important from the standpoint of the small businessman.



Words and Deeds

ILLUSTRATED BY LOUIS S. GLANZMAN

In considering public relations (and publicity, which is a distinct aspect), the small businessman faces the same problems as his larger colleague, but he can solve them differently. His relations with the financial community, for instance, are largely personal, supplemented by his regular reporting. Advertising and publicity help, but only incidentally as they help him get business and thus improve his financial standing.

Community relations are of major importance. No small businessman can make a serious, continuing impact unless he participates in community affairs. This interest can't be faked, either. It must be genuine, although sometimes that takes practice. The best way to get experience is to jump into something with both feet. He should:

1. Participate in a service club and/or fraternal organization. They are motivated by sound ideals and worthy objectives. And generally their participat-

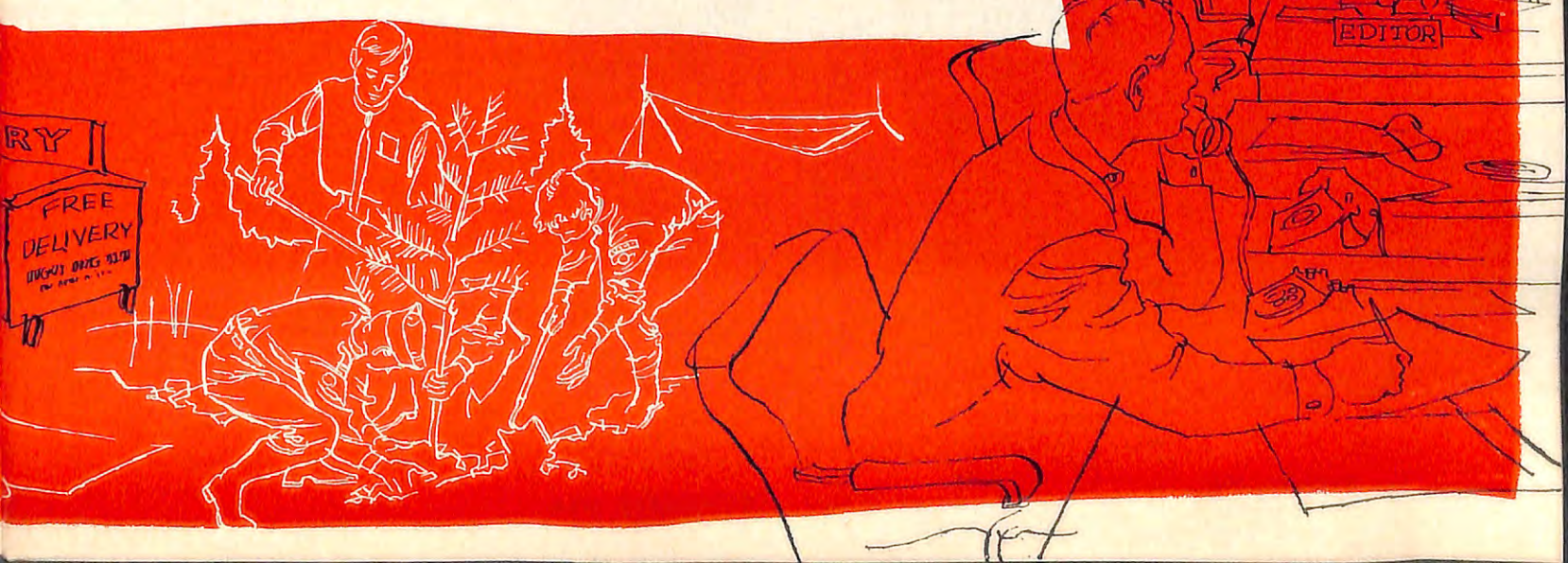
ing members are worth knowing.

2. Assume civic responsibility, but, by all means, specialize. It doesn't matter whether it's zoning, the library, taxes, schools, music, the arts, or municipal beautification. The most important thing is to do your homework and become an expert, so when you say something you speak authoritatively. That's the way to get public attention.

3. Become a leader in and spokesman for your own business. This aspect of community relations overlaps personal public relations, which we'll discuss later.

The employee relations of the small businessman should be a far simpler matter than that of big business. Because he has the opportunity for close contact with his staff, the smaller operator can cultivate his employees as individuals and learn to know them well. It is surprising, however, how few bosses do this, thereby missing a

(Continued on page 21)



The Towers Of London

By **JERRY HULSE**

London, one of the largest cities in the world, is still growing—upward. Surrounded by the squat old buildings and historic landmarks for which London is famous, the skyscrapers add a new dimension to traditional sightseeing



Guests leave Buckingham Palace to attend a garden party given by the Queen and Prince Philip—with a skyscraper looking on in the background and the London Hilton from the other side.



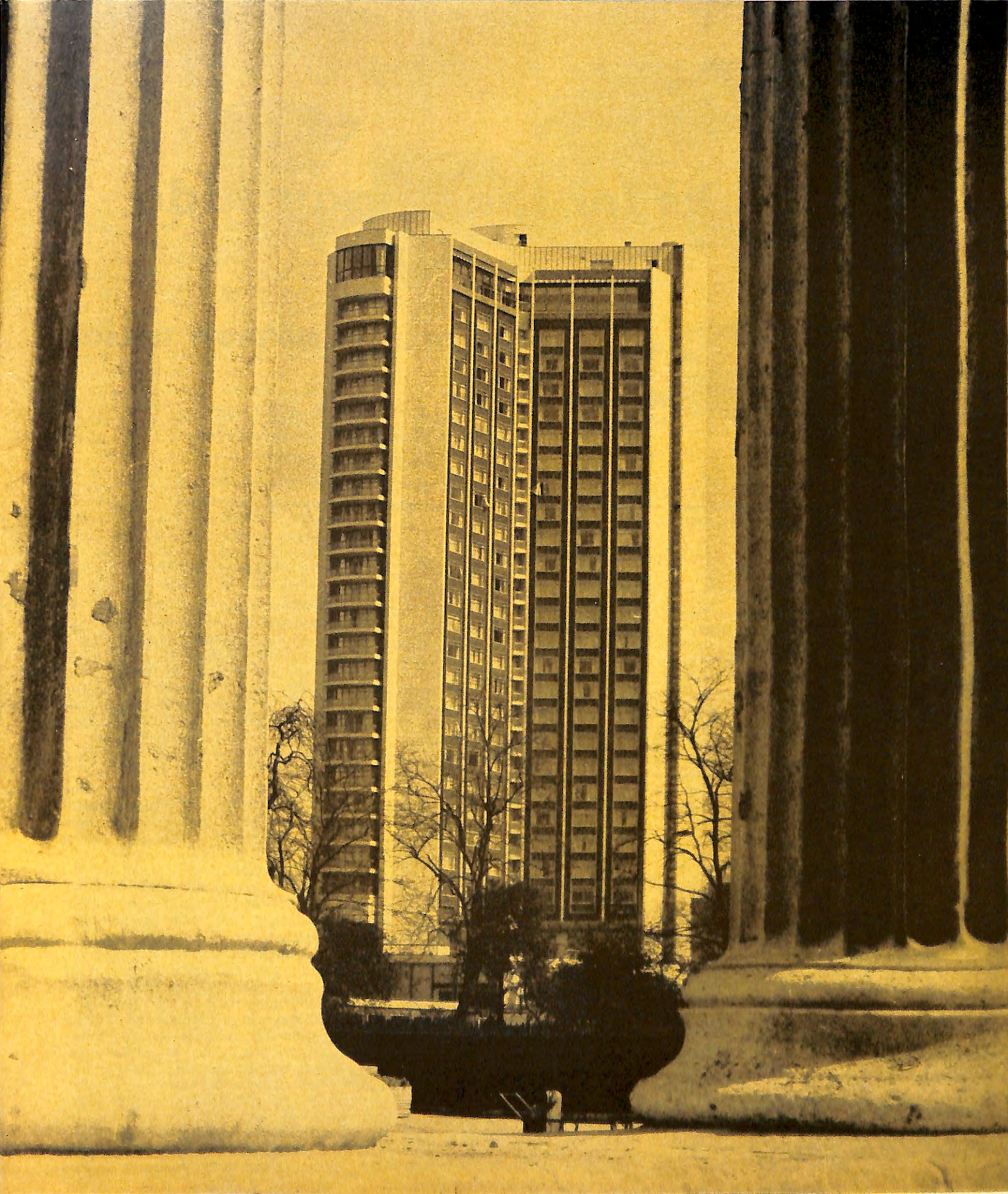
Standing before Woburn Abbey is the Duke of Bedford, who has made a tourist attraction of the ancient estate. The photo wasn't taken in August, but the snow has a certain appeal.

ONCE upon a time in Merrie Olde England there was only one Tower of London—that is, before the stormy, relatively recent, invasion by members of the Scoop & Shovel Brigade. Now Britishers can refer to the *towers* of London. They're popping up everywhere—modern, Manhattan-like skyscrapers that rise to dizzying heights and, in certain instances, are anchored in the most unlikely places. Even Her Majesty's Coldstream Guard is boxed neatly in a new fishbowl barracks.

In less than 10 years nearly 250 tall structures have risen, at least 40 of which stand 20 stories or higher. The old chimney-pot skyline is fast becoming cluttered by the addition of the sterile glass tubes. Tallest among them is the Vickers Millbank Tower, a handsome, \$43 million glass-and-concrete office building that rises 31 stories over the Thames and whose immediate neighbor happens to be the staid old Tate Gallery. Obviously, this is not the same London I used to know.

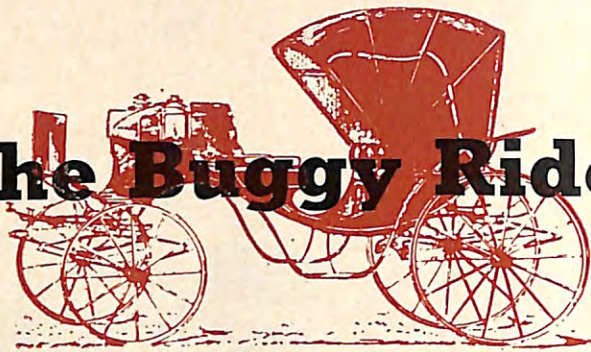
It was because of this heavenward growth of the city that I found myself there one recent evening—helping to celebrate the opening of the newest and tallest hotel in all of Britain, the 30-story London Hilton, whose builders sandwiched the place in amongst elegant old dwarfs in fashionable Mayfair. Fronting on snooty Park Lane, the London Hilton looks down on that pool of greenness, Hyde Park. If that were all it overlooked then we could wonder

(Continued on page 46)

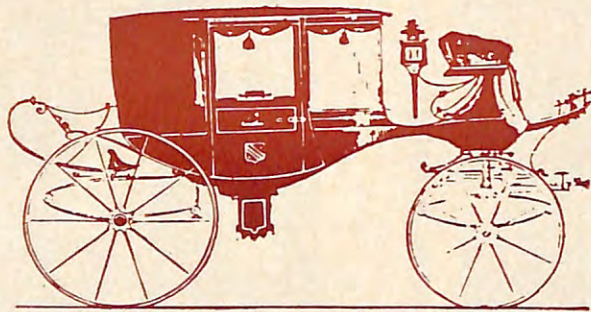


Fronting on posh Park Lane and overlooking Hyde Park, the 30-story London Hilton Hotel is one of the skyscrapers that's radically altered the traditional face of the English capital.

Thanks for the Buggy Ride



By **CHARLES MORROW WILSON**



If you think the horse and buggy is strictly a thing of the past, think again. In a small way, and at horse-and-buggy speed, this mode of transportation is making a comeback

IN THIS ERA of bumper-to-bumper congestion, choking exhaust fumes, and 70 m.p.h. turnpikes, there's a remarkable and charming movement afoot: to get horses and buggies together again. It isn't gaining momentum very rapidly, to be sure, but then the horse and buggy are accustomed to a leisurely pace.

By reliable census there are still about three million horses in the United States. By educated guess there are some eight million buggies or similar horsedrawn carriages. Most of the latter are collecting dust in old barns, sheds, corncribs, or even lofts, but some, alas, are quietly rusting and decaying in back lots or junk yards. Thousands are in antiques museums, and hundreds have been refurbished for use in movies or TV plays, especially Westerns. Those on display or in use are valuable, of course; those that have been abandoned are probably awaiting any offer, even the ridiculously low price of nothing for the person who will haul them away.

These unused buggies are often already in running condition. Others are readily repairable. And, though they're well scattered throughout the country, they are generally not far from available horses, the great majority of which are at least potentially buggy horses.

For a glimpse of the various facets of horse-and-buggy recreation, let's consider a family of experts—Mr. and Mrs. Robert Edwin McNair, their two young daughters, and their six-year-old

twin sons. Bob McNair is no farm boy, either. He's the son of a college professor and is well-known professionally as one of the American developers of the jet aircraft engine. Holding two degrees from Harvard, he is currently a turbine engineer and thermal research expert for Westinghouse. He became interested in horsedrawn vehicles because a vast amount of brilliant engineering and design work went into their manufacture. There were more than 100 distinct models of American made four-wheel carriages and more than 20 different models of two-wheelers. Many of their features remain useful and mechanically creative, indeed brilliant. Bob's wife, Edith, a graduate of the University of Pennsylvania and a descendent of some of its renowned founders and deans, teaches vocational education. In this connection she became interested in authentic restoration of old buggies and similar carriages. Along with great and varied inventive skills the industry and art of carriage building involved some of the finest American work in woodcarving and wood assembly and the use of leather, brass, upholstery, cane weaving, and color design.

The McNairs exploited their common interest by making a joint hobby of exploring for, viewing, buying, and restoring old carriages. Then, with their home workshop bulging with the trophies, they decided to learn more about the fine but fading art of buggy riding.

Obviously this required a horse. In the course of a vacation trip to Vermont, the McNairs dropped in on a countryside livestock auction and for a spontaneous bid of \$90 acquired Freddy, still their favorite buggy horse. Freddy is a medium-size, well-built brownish gelding, allegedly part Morgan, a Vermont-originated breed of light, sturdy utility horse. The price seemed fair. The U.S. Department of Agriculture estimates the average value of all horses on U.S. farms at \$83.70 per head, barely half that of 50 years ago. And Freddy, after all, is just a horse.

At the time of the auction he was about two years old. From available testimony he had never been hitched to a buggy and quite probably had never seen one. But the McNairs easily won Freddy's cooperation in demonstrating their conviction that practically any reasonably healthy horse is a potential buggy horse. Within three days, with the help of a long abandoned and considerably beat-up family buggy available locally and a partly improvised light harness, they "transformed" Freddy into a first-rate buggy puller. "It's a natural aptitude," explains Edith McNair, who speaks from experience. "A horse just naturally loves pulling a buggy like a little boy just naturally loves pulling a toy wagon or a little girl loves pulling or pushing a doll carriage."

Since their home is in Swarthmore, Pa., a rather swank suburb of Phila-

delphia, the McNairs decided to board Freddy at least temporarily with a kinsman on a farm in Vermont. They go there when schedules permit for a horse-and-buggy vacation on the ever-enticing backroads. During the past seven years they have located and buggy-toured many delightful itineraries in Vermont, New Hampshire, Upper New York State, and Pennsylvania, and they plan others still farther afield. But a first requirement is an attainable route which precludes, or at least is not habitually crowded with, auto and truck traffic.

There are such roads in every state, and in many states there still are substantial mileages of backroads, or whatever you'd call them. For mapping their buggy tours the McNairs prefer to use topographical maps of individual townships or counties. These are charted by the U.S. Coast and Geodetic Survey and now cover virtually every county in the United States. They frequently are purchasable at low cost at local book shops or law offices and sometimes from county clerks. Or they're available directly from the Government Printing Office in Washington, D.C. Frequently standard auto maps are also usable.

The topographical maps are especially helpful because even if long outdated in terms of "improvements," as



The McNairs' Glens Falls buckboard (and Freddy) pause to be photographed on the road to South Londonderry, Vermont. They also include sleigh riding as part of their unusual hobby.

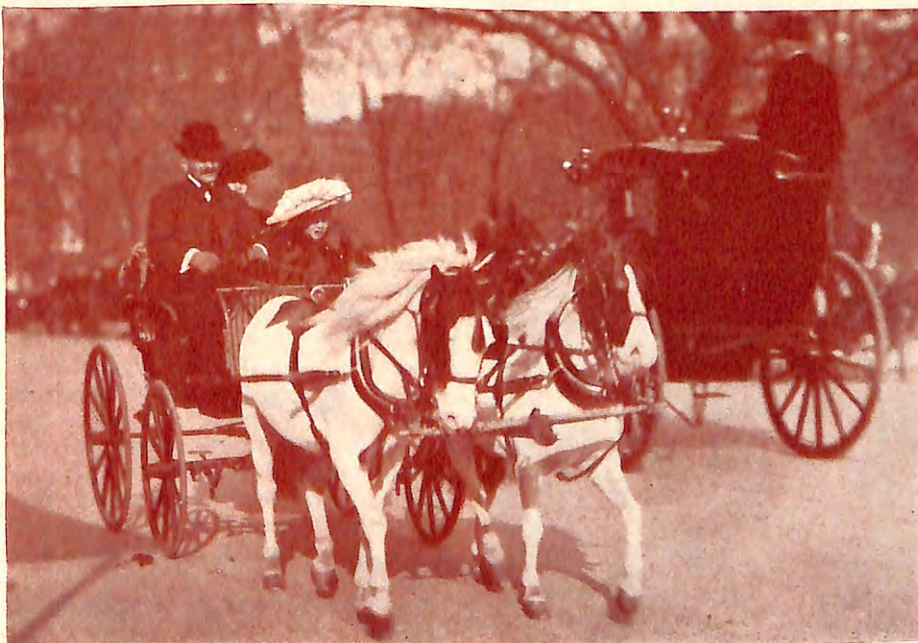
most of them are, they show elevations and contour lines, from which one can compute the steepness of the grades and the available streams, ponds, and other watering places. At least two waterings daily are essential for any sustained horse-and-buggy tour. Vermont is one of the comparatively few states where township selectmen and road overseers still provide public watering troughs in some towns at least.

Having readied their buggy, a typical one-seater which they bought for \$5 (the original price was probably between \$50 and \$75), and acquired a used but serviceable light harness for \$2.50, the McNairs mapped and, with Freddy, embarked on their first extensive tour of Vermont backroads. They have since revised the procedure. Now they have two horses and a restored two-seater buckboard (an ancestor of today's station wagon), and they have been able to take along as many as six children, their own included. But for the first backroad adventure, the couple and faithful Freddy constituted the entire personnel complement.

Quite wisely they minimize the gear they carry. The weight of a light buggy plus a maximum of, say, 350 pounds of load weight is the practical limit for one medium horse on a long journey. In order to minimize the load the couple bought light plastic air mattresses, sleeping bags, plastic rain gear, and a canvas grain bag (for Freddy) to latch onto the buggy's backrod. At an Army-Navy store the McNairs bought some rudimentary "field equipment" including mess kits, a knife-can-opener, and a one-burner gasoline stove weighing one pound overall. They resolved to buy supplies as they buggied along.

The first day on Vermont backroads provided several surprises for the McNairs. They drove more than two hours without meeting an auto. On arriving at the designated site of a village store

(Continued on page 16)



In the days before the automobile, this was a familiar scene. Nowadays you might see such a buggy on a Vermont backroad.

CULVER



"... Dog judging doesn't depend on a scoring system. Basically, a judge's decision reflects how well he thinks a particular dog conforms to its breed standard."

IN THE DOG HOUSE

Lets' Go To a Show

By **ED FAUST**

PHOTO BY WALTER CHANDOHA

BECAUSE THIS DEPARTMENT is primarily concerned with the average dog, the house pet, I seldom mention the matter of pedigree, except when I'm writing an article about a particular breed of dog. Reporting about the world of the blue bloods is the proper province of publications devoted entirely to dogdom that can fully discuss kennel news, show dogs, and dog shows. Every so often, however, a reader will write in asking me a question about pedigree or one touching on the subject of the purebred dog. I have even received letters inquiring about those chaotic canine clambakes—the shows. So despite my esteem for the plebian pooch, I'm going to make an exception this month and devote this column to one aspect of our aristocratic four-legged friend's world—the dog show.

But first a few general remarks about pedigree.

The pedigreed dog is so prevalent today that it may surprise you to learn
(Continued on page 38)

Elks
NATIONAL
SERVICE
COMMISSION



V. A. HOSPITAL
 REHABILITATION



NEWS ABOUT A
REMARKABLE
MONEY-BACK
Health Insurance
Plan

READ THE STORY ON
PAGE 42

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 are also furnishing cutting boards, and other tools,
 for an expanded wood-working program in therapy
 activities.



Thanks for the Buggy Ride

(Continued from page 11)

where they planned to buy provisions, they discovered that their topographical map, though generally quite accurate, was slightly out of date; the store had burned in 1912.

When the couple strolled into the general store at the next village, the telephone rang and the storekeeper called out to his unknown customers, "Local party figures he'd like to speak to you."

"But I don't know any local parties," Bob protested. "I was never here before."

"Pears like maybe he knows you," the storekeeper drawled.

At the wall telephone the newcomer listened to a curt but friendly voice: "I be Lymie Bills. See you drawin' up in a hoss-buggy. Wanted to ask that you and your lady spend the night at my place. Ain't been a buggy rig here

in fifty years. I got an empty hoss shed with plenty good water and grazin' nearby. Likewise a loftful of good loose mown hay for you and your lady to sleep on and feed your hoss with. . . ."

The McNairs happily accepted the invitation and began learning the special charm of sleeping in barns, using loose clean hay to mattress their sleeping bags. They now include barn lodging in the improvised routine of buggy touring, naturally on owner's invitation or permission. The invitations are frequent, and almost invariably permission is cordially granted.

The backroad buggy travelers gradually have learned to rely on horsey discretion, or as the saying goes, plain horse sense, while on the road. In this connection any reasonably whole and healthy horse is naturally blessed with a superior steering and braking system.

A Word about Buggies . . .

After the War of 1812 and throughout the remainder of the nineteenth century, carriage making was synonymous for American mechanical and manufacturing ingenuity. The year 1804 saw the perfection of the elliptic ("double-U") buggy spring and arched body construction, which provided wheel clearance in sharp turns. A generation later in New Hampshire, the concern of Abbot & Downing developed the nine-passenger Concord coach, which became ubiquitous out West as the "stage coach," in South Africa, parts of South America, even in Australia. The Concord coach is still regarded in many quarters as the greatest piece of joinery ever realized by man. Its lengthwise, leather strip braces foreshadowed the modern automobile's shock absorbers.

From the late 1860's through the early 1900's, the United States was carriage maker supreme, and American "horse drawns" brightened and eased life the world over. At the turn of the century, more than 20 million horse-drawn carriages were in everyday use in this country. Sears, Roebuck was selling up to a million buggies annually, and Studebaker alone was turning out a finished horse drawn each working minute. Incidentally, Studebaker made the Spider Surrey, immortalized by Rodgers and Hammerstein in *Oklahoma* as "the surrey with the fringe on top."

The Cadillac of its day was the Cortland phaeton, which retailed at more than \$5,000. The Vermont firm of French manufactured a courting buggy that featured such amenities for sparking as oil heat and curtains,

and the concern's "timber viewer," also appropriately called a "bottom squeezer," was so narrow that it was capable of maneuvering roughly blazed forest trails.

Although basic family buggies— one-, two-, and three-seaters, selling for about \$35, sold in the millions, many were built utilizing "knocked down" parts bought from regular manufacturers. Home assemblers individualized their buggies with elaborate hand carving, specially designed brakeblocks, and uniquely shaped hubs.

Just a brief look discloses that the carriage is bedrock Americana, since there was a carriage prototype for every modern automotive vehicle in use today. This fact is perhaps most graphically underscored by the road wagon. (The term *wagon* used to be a blanket term for any specially designed horsedrawn vehicle.) The common farm wagon was probably the least imaginative of at least 65 accredited entries. This list included specially designed ice, milk, bakers', grocery, butchers', dry goods, merchants', and lunch wagons. There were also asylum vans, police vans (the original Black Marias), depot vans, and a galaxy of hearses, including all-black ones for adults and all-whites for children.

But the era of the buggy hasn't passed—completely. The Amish religious sect, whose beliefs disallow use of the automobile, still manufacture a plain, unsprung, coop-topped buggy, which is used extensively in Lancaster County, Pa., and elsewhere.

—Charles Morrow Wilson

The McNairs shortly noted the advantages of letting Freddy do his own steering. A horse knows or very soon learns to select the best available course, to avoid bumps by deftly skirting to smoother roadsides, or taking advantage of welcome roadside shade, even if that includes some discreet swiping of free growing grass. A horse soon learns how to swing out for easing around sharp curves and to keep an alert, sometimes superhuman lookout for autos. In course of their backroad junkets, which cover some 22 to 27 miles per day, Freddy and his companions pass or are passed by an average of only one auto every two hours. Usually the horse senses the oncoming auto well in advance and makes way accordingly.

Most single horse buggies don't have brakes. Even the heavier two-horse rigs, including the beautifully built 1795-model peddler's wagon which ushered in the McNair carriage collection, have only block brakes which press or drag on the wheel rims. But the horse's body can be more uniformly effective than any mechanical brake yet invented. Freddy began demonstrating this fact during his very first day of backroad travel. He quickly learned to ease over hilltops and slow down for the descent.

Some of us can personally remember how even an hour or two of buggy riding along a little-used country road was more fun than a hatful of Grimes Golden apples, whether come by honestly or filched from the tree in the preacher's back yard. A summer late afternoon was a good time to begin the ride—after the wrath of the midday heat was quelled and a shade lengthened and a freshening breeze found its way into the valley.

You hitched up the horse, no special kind or gender, climbed to the seat, and very gently flapped the reins; it wasn't even necessary or necessarily advisable to yell "GEE-WALLLUP-HEE" as in TV Westerns. You knew and the horse knew that the enterprise should and would be one of mutual enjoyment. If you were in the mood for courting (or just recreational sparking) you had only to lure a reasonably appropriate subject into the seat beside you. Or if one elected amiable chit-chat with one's mother, or Aunt Truetta who was visiting from Des Moines, or college sister or kid brother, all one had to do was to take them along. Preferably one at a time since overloading always went cross furrows to happy buggy riding.

A buggyist with a fondness for trees or grass or wild flowers was and still is very specially favored, since country

roadsides are usually ideal locales for all of these. Depending on season and to some extent on place, the oldline hardies such as goldenrod, iron weeds, native daisies, and wild verbenas, which string out like wagon trains headed West; shade lovers like jack-in-the-pulpit, trillium, trailing arbutus, and moccasin flowers; petite beauties such as wild phlox, Dutchman's breeches, and bluets, all thrive on country roadsides. Any road comprises what naturalists call a "vegetative edge." Usually, air, soil, rain, and sun permitting, and auto traffic allowing, Mother Nature shows most brilliantly at the edges.

Generally the same goes for birdlife, from ground birds such as quail, grouse or partridge, and doves through the ranks of the bright colored warblers and miscellaneous songsters, including the sparrows. And there are the rabbits, squirrels, wood turtles, and other appealing creatures which are disposed to freeloard and flourish on or near the vegetative edges.

Though they rarely go in for nocturnal buggy riding, the McNairs heed lighting needs as a personal responsibility of the horse-and-buggy revival. In the course of finding and restoring old buggies, they have acquired a varied collection of carriage lights, for the most part kerosene burning. As a rule these work quite efficiently. There are also carbide lights which date back to the first dawn of the auto age and whale oil lamps which date back much further, too far for the contemporary fuel industry to accommodate. But with a little ingenuity and a few improvised parts the whale oil or candle burning carriage lights can be "converted" to kerosene burners. Old-fashioned kerosene lanterns are still buyable for attaching to backrods or tailgates, and, as with autos, a workable flashlight is highly recommended.

Like any horse lovers or carriage enthusiasts, the McNairs encounter and solve a number of specific problems. One of these is horse shoeing. Any horse requires and deserves hoof care, including a change of shoes provided by a competent blacksmith at least every second year. (There never was any serious doubt that horse shoes are still visible on the American scene. Horse-shoe pitching is still a favorite American game; each year there is a world championship horse-shoe pitching contest in Muncie, Indiana.)

Requiring horseshoes in connection with their own sport and hobby, the McNairs simply asked a local veterinarian to recommend a dependable blacksmith. It was an easy favor to grant in rural Vermont, as in most states and areas with a sizable horse population. In towns or cities one frequently finds metal craftsmen who double as horseshoeing blacksmiths. Among



DALLAS MORNING NEWS PHOTO

The Grand Lodge of the Order of Elks dedicated a handsome monument to the memory of Past Grand Exalted Ruler William Hawley Atwell at Hillcrest Memorial Park in Dallas, Texas, on May 25th. Past Grand Exalted Ruler Earl E. James, pictured at right in the above photograph, delivered the opening remarks, followed by a prayer by Past Exalted Ruler Joe Bailey Humphreys of Dallas Lodge and the posting of the colors by Dallas Elk officials. District Deputy Clarence Jones was the officer in charge of the Ritual of Dedication of the monument which was unveiled by Webster Atwell, center, son of the late Past Grand Exalted Ruler whose grandson, Anthony Atwell, appears at left.

A moving tribute to Judge Atwell was delivered by Alex A. McKnight,

another Dallas Elk who is a member of the Grand Lodge Committee on Lodge Activities. Several musical selections were rendered by Miss Virginia Hunt, accompanied by Robert Wortley, and the benediction was offered by Past Exalted Ruler Claude Phillips of Dallas.

Every district in the State was represented in the crowd of more than 150 persons who attended the ceremony. This photograph was taken immediately after the unveiling of the monument, which appears in the background.

Past Grand Exalted Ruler James and Mr. McKnight were two of the three members of the Atwell Memorial Committee. The third was Charles C. Bowie who passed away suddenly on May 11th.

professionals the fees for shodding are quite modest, rarely more than \$5, shoes included. Similarly, light harnesses can usually be obtained through secondhand shops and are still sold by several mail order houses.

As city folk, the McNairs elect to board their buggy horses on owner-operated farms where they can be fed and tended along with other livestock

and provided competent veterinary attention when and if required. To date none has. The cost of keeping two excellent buggy horses is close to that of membership for two in a fairly good country club. For their own reasons, which include wholesome and educational adventures for their children, the McNairs choose country bugging rather than country clubbing. • •

Cross Country Coverage



CALIFORNIA's State Trustees and Executive Convention Committeemen are pictured with, left to right, foreground, Pres. Paul Wemple, Past Grand Exalted Ruler Emmett T. Anderson, Grand Exalted Ruler L. A. Donaldson and Past Grand Exalted Rulers L. A. Lewis and Horace R. Wisely.

MICHIGAN. Following the Major Project Commission report and introduction of three children to Convention audience, E.R.'s and their ladies approached the rostrum to present nearly \$40,000 to the Commission for its new year's work. Left to right are Detroit Chairman Al Wauldron; Hoyt Pollard and his mother of Pontiac; Muskegon Commission Secy. Dr. M. J. Kennebeck; Pontiac Chairman George Reuter; Mrs. Van Sickle of Detroit, standing behind her daughter Kim and her husband; Joyce Prow (in wheelchair) who is entering Ill. Univ., and background, Mrs. Snider who has cared for her for some time, and Irvine J. Unger of Detroit, Commissioner of the Assn.'s Handicapped Children's Program.



MORE THAN 500 persons attended the President's Banquet and Ball which closed the highly successful three-day Convention of the Wyoming Elks Association at Sheridan.

Opening on May 9th with a public session during which the State's Youth Leaders, "Most Valuable Students" and Association scholarship winners were honored, the meeting progressed in well-paced fashion, pleasantly interrupted by several fine social events. The traditional Memorial Service had the Rev. Raymond H. Clark as speaker; the Ritualistic Contest found Casper's team topping Laramie in the finals, and Laramie was selected as host for the 1964 Convention.

During the session, it was the pleasure of the Association to present a station wagon to the Wyoming Society for Crippled Children and Adults for which the Elks of the State have done so much over the years.

New officers of the organization are President James Meyers, Laramie; Vice-Presidents Paul Child, Riverton, Dale Redfield, Jackson, and Francis Smith, Cody; Inner Guard Fritz Anderson, Rawlins; Sergeant-at-Arms Charles Redman, Torrington, and Chaplain Thomas Hubbard, Greybull. L. G. Mehse of Laramie was reelected Secretary of this Association, while its retiring President, Robert H. Morrow of Sheridan, and Frank Nelson of Thermopolis were named Trustees to serve with James T. Groves, Lusk, Arnold Veile, Worland, and Milton Nichols of Cheyenne.

MEETING in Chicago May 17th, 18th and 19th, the delegates to the Illinois State Elks Association Convention elected L. Bruce Richmond of Murphysboro as their new President. George A. Shields of Oglesby is Vice-President-at-Large; George T. Hickey of Chicago (North) Lodge, a member

of the Board of Grand Trustees, is second Vice-President. Jack Sullivan of Joliet is the new Secretary, taking over the duties of the organization's veteran Secretary, Albert W. Arnold, who died several months ago. Homer L. Fry of Aurora is Treasurer.

W. R. Marshall, President of the Virginia State Elks Association, was a special guest of the Convention during which an awards dinner and dance were held honoring 20 scholarship winners. Danville Lodge won the Ritualistic Contest.

PAST GRAND EXALTED RULER William A. Wall was the principal speaker at the opening session of the three-day Convention of the Florida Elks Association in Tampa May 23rd. More than 1,000 persons enjoyed the hospitality of the 57th Annual Convention Committee, Chairmanned by Carl O. Gabbert. Tampa Elk Julian Lane, Mayor of the



OREGON. Gov. Mark Hatfield and Past Grand Exalted Ruler Emmett Anderson, seated left and right foreground, are pictured with, left to right, background, Ashland E.R. Felix Windsor with Bob Bergman, a patient of the Elks' Eye Clinic; Lake Oswego E.R. Cal Wolfe with Clinic patient David Betten; Klamath Falls E.R. Robert Craig with patient Debra Freeman; Newport E.R. Wilber White with Clinic patient Paulette Stokes, and Enterprise E.R. Delbert Fordice with Clinic patient Mark Betten.



FLORIDA's State Secy. William Lieberman, left foreground, and new Pres. Thomas E. Mallem, right, meet with the organization's new Vice-Presidents, left to right, background, John R. Foltz, Howard E. Ripper, Joseph E. Bucks, Joe Cooke, R. Edward Royal, Grant Eighmey, Paul Smith and Thomas E. Cooper.

city, welcomed the delegates, and Robert G. Pruitt of the Grand Forum spoke briefly.

Reporting on the Harry-Anna Crippled Children's Home which these Elks have maintained for many years, and on the Home Therapy Service instituted two years ago, Managing Director George Carver revealed that \$306,105.44 had been spent during the past year on the rehabilitation of handicapped children. Seven mobile units are now in operation, and three more will be added shortly.

A fine report was delivered by Americanism Committee Chairman Otto Wettstein, III, who introduced Nancy Jo Handshaw of North Miami, winner of the Americanism Essay Contest. Florida's Elks National Foundation Chairman Richard H. Burkhart introduced State Youth Leaders David L. Wenner and Linda L. Hartley to the delegates, presenting to them their State

Association and Grand Lodge Awards.

The Association's Board of Directors made the sum of \$8,500 available to the University of Florida College of Physical Therapy to be allocated to students as grants-in-aid to further their studies. Miami Beach was chosen as the 1964 Convention site and Past Grand Exalted Ruler Wall installed the following officers: President Thomas E. Mallem, Jacksonville; Vice-Presidents Joe Cooke, Tallahassee, Grant W. Eighmey, Lake City, Thomas C. Cooper, Titusville, Paul Smith, Kissimmee, John R. Foltz, St. Petersburg, R. Edward Royal, Sarasota, Howard E. Ripper, Lake Worth, and Joseph E. Bucks, Key West. William Lieberman of Leesburg is Secretary; Frank J. Holt, Miami, Treasurer; George Clegg, Tallahassee, Historian; Leo Charles, Jacksonville, Tiler; Hon. Milton Feller, Miami Beach, Sergeant-at-Arms; E. J. Mahlmeister, Boynton Beach, Organist, and G. P.

LeMoyne, Fort Myers, Chaplain. Past President Wm. P. Mooty is a seven-year Trustee and former President George C. Nichols is a five-year Director. One-year Directors are Wm. F. Sykes, Warrington, Wm. J. McGrath, St. Augustine, C. N. Jones, Cocoa, Al Coe, Orlando, Paul Thompson, Holiday Isles, John Sheffield, Bradenton, Jack E. Carver, Delray Beach, and Norman P. O'Brien, South Miami.

Hon. Stephen C. O'Connell was the speaker at the Memorial Services at which Past President Cullen H. Talton eulogized Past President Ed R. Baker and Carl G. Rose, former Chairman of the Operating Committee.

HOPKINSVILLE LODGE'S Alfred A. Naff was elected President of the Kentucky Elks Association at the final session of the three-day Convention in Paducah which closed May 11th. Serving with him are Vice-Presidents Garlan Gilfoyle, Newport, James Davis, Henderson, and Charles Murray, Covington; Secretary-Treasurer Edward Meiers, Newport, and Trustees William T. Patterson, Madisonville, and Ernest J. DeSoto, Louisville.

Among the decisions made by the delegates was one authorizing the appointment of a committee empowered to draw a maximum of \$1,000 from the State Association fund, in addition to voluntary contributions from the State's 22 lodges, to develop the Elks' part of the Outwood Hospital program for the care of retarded children at Dawson Springs.

Peggy L. Weeks, Princeton, and Clarence Shanding, Cynthiana, received \$600 scholarships. Lathan E. Settle of Princeton received a State Youth Leadership Award as one of the top National Youth Leaders. The young man received his award from Chairman R. C. McGuire, Jr., of the State Youth Activities Committee.

EMMETT T. ANDERSON, Past Grand Exalted Ruler, accompanied by Grand Trustee Edwin J. Alexander, attended the Oregon State Elks Association Convention at Eugene May 23rd, 24th and 25th. All 52 of Oregon's lodges were represented in the total registration of 2,027, including 13 State officers, six Past Presidents and 24 dignitaries.

Of prime interest and importance to the delegates were the fine reports made by the Elks Eye Clinic Committee and the Youth Leadership, Youth Activities and Veterans Committees. During the open meeting when the Eye Clinic, Youth and Scholarship work of the Association were discussed, splendid addresses were made by Oregon's Governor Mark Hatfield and Past Grand Exalted Ruler Anderson.

James Trimble of LaGrande is the Association's 1963-64 President, with



NEBRASKA's new Elks Pres. Chester O. Marshall and his wife, left, are congratulated by Past Grand Exalted Ruler and Mrs. H. L. Blackledge. Looking are Chaplain Wayne McKinney, third from left, and Kearney Inner Guard and Mrs. Leo McCoy, right.

Frank Wheeler of Burns, William Warden, Lebanon, Al Beeler, McMinnville, and Robert Stolts, Roseburg, serving as Vice-Presidents. L. A. O'Neill of Portland is Secretary. The Convention closed with the decision to meet at LaGrande for the Midwinter Session, and at Salem next summer.

H. L. BLACKLEDGE, Past Grand Exalted Ruler, was the outstanding speaker at the business session of the 58th Annual Convention of the Iowa Elks Association at Burlington. About 400 persons attended this very successful conclave during which Iowa Falls Lodge won the Ritualistic title.

Highlight of the meeting was the purchase of a \$1,000 Elks National Foundation Certificate by the State organization in honor of Mr. Blackledge, as a token of appreciation for his counsel and guidance.

A Midwinter Meeting of this group

will be held at Davenport November 1st, 2nd and 3rd. Elected to office for the new year were President George Soumas, Perry; Vice-Presidents Wendell White, Muscatine, Joseph B. Wells, Boone, Joseph Garcia, Iowa Falls, and Robert Cobby, Des Moines. Long-time Secretary Sanford H. Schmalz, Muscatine, continues in that office, as does Treasurer A. P. Lee, Marshalltown. John McKeever of Dubuque was named four-year Trustee.

AMERICANISM was the theme of the four-day 48th Annual Convention of the California Elks Association, opened on May 22nd by President Paul T. Wemple. The principal speaker at the ceremony, held in the \$2,000,000 home of Long Beach Elksdom, was Gen. William Dean, U. S. Army (Ret.), whose talk was applauded by more than 1,100 guests who filled the room. The balance of the 15,824 persons registered

for the meeting heard the General over closed circuit TV.

Special guests of the delegates were Grand Exalted Ruler L. A. Donaldson and Past Grand Exalted Rulers Emmett T. Anderson, L. A. Lewis and Horace R. Wisely. All were accompanied by their wives.

After a morning devoted to well-attended clinics conducted for officers and committeemen, each of the 14 Vice-Presidents gave a capsule report, following which Chairman Donald K. Quayle of the Resolutions Committee read a resolution, previously circulated among California's 155 lodges, providing that the lodges of the State of Hawaii be made a part of the California State organization. The vote on this resolution was unanimous, and so California's Association now numbers 158 lodges.

Following his introduction by Past
(Continued on page 39)



INDIANA's annual generous gift to Cancer Research is presented at this year's Convention. Left to right are Dr. George Weber of Ind. Univ. Medical Center; Past State Pres. Thomas F. Burke, Chairman of the Assn.'s Permanent Activities Committee; Dr. Frederick Andrews of Purdue Univ., and Gerald L. Powell, retiring Pres.

MAINE Ritualistic Champions from Houlton are, left to right, foreground: Richard Hawkins, Loyal Knight; Raymond Nelson, Jr., Lead. Knight; Leighton Fortier, E.R.; Michael Clark, Lect. Knight; background: Cedric Been, Esq.; Albert Daniels, Jr., Chaplain; Frank Dunn, Inner Guard; P.E.R.'s David Dunn, Donald Edwards, Robert Goodwin, Coaches, and James McPartland, Candidate.



Selling with Words and Deeds

(Continued from page 7)

real opportunity to develop loyalty, pride in workmanship, and reliability in an emergency, and also reduce costly mistakes.

The second basic rule of employee relations is fairness. Although it isn't always easy, don't play favorites. Try to make sure that basic fringe benefits, such as hospitalization and group insurance, are provided for employees.

Customer relations, another aspect of public relations, are often neglected by businessmen who don't know the fundamentals of profit making. An amazing number of retailers still act—or permit their employees to do so—as if waiting on the customer were doing him a favor. It never is. Another widely neglected area is establishing a satisfactory exchange policy. Unsatisfactory merchandise must be exchanged or money refunded—without question and without delay. Period. If you aren't willing to make good on your merchandise, don't sell it. Or plainly label it—as is done in many sales—"no refunds and no exchanges." If you think a customer makes a habit of exchanging merchandise, just tell him pleasantly that you can't afford to do business with him. You aren't obligated to. But if you sell something, back up the product with no argument.

The one-price policy must be inviolate.

Offer every type of service you can afford. Free delivery, for example, is appreciated. One successful drugstore, serving a large area, has radio communication with its delivery truck. Equipped with a small stock of staples, the truck not only can make quick delivery of standard products, but also can quickly pick up prescriptions to be filled. In an emergency, this same store will fill a prescription at any hour of the night. Offering this service seriously inconveniences the proprietor perhaps ten times a year. But the availability of the service wins enormous good will.

Don't try to sell a man something he doesn't really want. Let him buy what he wants. A good salesman will try to induce a desire, of course, but he should really believe the product is something the customer should have.

Relations with suppliers seriously affect the course of big business. The rest of us can get the competitive edge by being receptive to new developments or products, prompt payment of bills, giving the longest practical lead time on orders, and getting to know suppliers and their products. The result will be more *buying* by you and less *selling* they will have to do. The man who requires an explanation of a new product, rather than a sales pitch, is the kind

who wins his suppliers' respect and gets their best service.

When many people think of public relations, they think of publicity—usually newspaper publicity. Favorable publicity can in fact be invaluable. Too many small businessmen, however, never make an effort to *create* favorable publicity. Grand openings and fancy promotions may bring the local reporter and photographer with nothing more than a routine release or a phone call. But it's also possible to get newspaper space with much simpler matters, although you'll probably have to be your own reporter.

Perhaps you'll plant a rose and a kiss on a 10-year secretary or give a dinner for the staff when the firm has an anniversary. Why not take pictures and send a release to the newspaper? Installing new equipment may prove of interest to the editor—if he learns about it. When you promote an employee, tell the town about it through a release to the paper. If you introduce a unique new product, write it up *on its own merits*. The editor may have thrown away a similar release from the manufacturer, but he'll look more closely at one from a local source. You should, of

course, state that you are a distributor of the product in the lead.

Editors are quick to throw out material that doesn't meet their needs. They receive a flood of material and have space for only a small portion of it. That which doesn't conform to editorial policy—which in a smaller city or town tends to mean that which isn't primarily a local story—is automatically discarded. A wealth of potentially good material goes to the wastebasket, however, simply because it is ineptly prepared. Editors want the material, but it must be in a usable form.

To win the editor's attention and respect, take care in the way you send him news material. Basics are:

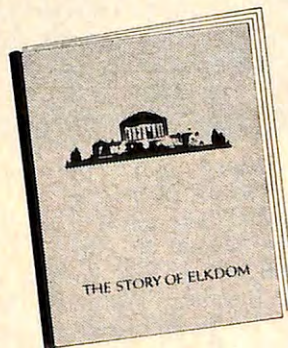
Always note on the release the date mailed. It may sit on his desk for a day or two, and he probably won't remember just how long. Into the wastebasket if he's not sure it's timely.

Mark the release for use either "on receipt" or on a specified date.

Give your name, address, and telephone number (home phone, too, if desirable) so that you can be reached for additional information. Letterhead stationery is a good idea, but expensive.

Type the release accurately, double

**LOOK
INTO
IT...
TODAY!**



Look into *The Story of Elkdom* . . . featuring a guided grand tour through the Elks National Memorial Building. Contains a wealth of black & white and *full color* reproductions of its magnificent art treasures—the *only published story* behind this elegant shrine, once compared in beauty to India's Taj Mahal. For only \$2.25 you get acquainted with the Memorial—plus the story of Elkdom. The utmost care and attention to detail have gone into producing this splendid volume, and no Elk or Elks Lodge library should be without it. For inspiration, *look into it. . .*

order yours now

HUBERT E. ALLEN, Elks Memorial Building
2750 Lakeview Avenue, Chicago 14, Illinois

Yes, send me "The Story of Elkdom" today. Payment is enclosed.

NAME

ADDRESS

CITY Z STATE

Make checks payable to B.P.O.E. USA

ONLY
\$2.25
complete

spaced. Sharp carbons are acceptable. Remember: neatness counts.

Be sure the release answers the basic questions: *who, what, when, where, why, and how.*

If the story is exclusive to one outlet, say so. If it is written especially for one, even though the same information is going to others, indicate that fact. Do not, however, try to dress up a story with florid but meaningless prose. The editor wants the facts; he's paid to re-write in newspaper style.

Try to give all pertinent details. Editors like to start with two or three times as much material as they'll finally use. Bear in mind that they're passing your story on to paying readers, and the readers tend to like human interest, colorful anecdotes, etc.—the unusual.

Remember that you may gain a lot by submitting a carbon of your release to the local radio or television station.

If you are in the circulation area of a metropolitan newspaper, find out who handles local news from your area. There may be a local-news section that is printed in several editions, and a release to the city desk might never reach the right editor. Regardless of what type of community you live in, don't overlook the weekly press. There's a weekly newspaper circulating just about anywhere in the country.

PHOTOGRAPHS should be fully captioned, giving positive identification of people and other basic details. If photos accompany a story, key them to the story and also note on the release that there are photos. Send glossy prints 4 x 5 inches or larger, not snapshots. If the quality is poor, don't send them, even if you're fond of them yourself.

By all means, get the material in early so that there's time to use it. Check with editors to learn their deadlines. Unless your story is really "hot," it has a much better chance if it's in well ahead of a deadline.

It might be added that your proficiency in preparing business news releases can have additional benefits. Local journalists will respect you, and they have a lot of influence. You may be called upon to do the same job for your lodge, club, or church, and doing a good job in those cases may well increase the warmth of the reception given your business releases.

Here's an example of how the use of one man's imagination produced publicity that was good for business—his own and his competitors' both—and ultimately was good for the community. He's a retail jeweler in a small city—we'll call him Sam Smith.

When Sam first opened his store in the city he made it a point to meet other jewelers and establish friendly relations with them. He invited several to dinner one evening to talk over

mutual problems. Although they were competitors, they quickly discovered that they did have similar problems. With Sam's prompting, it wasn't too difficult for them to talk about them.

They continued to meet, and soon they were exchanging credit information and discussing the difficulty they had with certain suppliers, who provided slow delivery and kept small inventories. The jewelers agreed to keep in touch and did. Then one day a new customer complained to Sam that she had been gypped on a watch repair by one of his colleague-competitors. "Never knew a watch repairman I could trust," the customer complained.

Sam asked to see the watch and quickly discovered and corrected a minor difficulty. Later he called his colleague and suggested that he give closer supervision to the repairs.

"It gives all jewelers a bad name," Sam said.

"But she would never have any trouble with her watch if she just took care of it," the colleague replied.

This remark gave Sam an idea. He got his group together to draw up a statement on the fundamentals of watch care. Just before graduation time, Sam took the brief statement "from a group of local jewelers," offering advice to new owners of watches on how to care for them, to the local newspaper. The editor grabbed it. Since no jeweler was mentioned, this release wasn't going to give free publicity to a particular individual. But it promised to be a real service to readers.

Before long, Sam's group became a local association, even though it only consisted of seven members. It began to issue regular statements, which the editor welcomed—and some of which he suggested—on jewelry for weddings, birthstones, superstitions about jewelry, appropriate jewelry for evening dress, jewelry for men, and jewelry customs in other countries. This led to feature stories on engagement rings, predictions of Christmas jewelry sales, and a succession of similarly interesting releases which helped make the community more conscious of jewelry.

What did Sam get out of this effort? First, he helped to correct a specific condition which was hurting all local jewelry business, including his own. Second, he participated in and benefited from the exchange of valuable trade information. Third, publicity helped create new business, of which he got his fair share.

But he got more than this out of it. He became known as the leading jeweler in the community—not the biggest in terms of business volume, but the most active and most knowing. All civic problems remotely involving his line of work were automatically referred to him. He became the jeweler member of

Rotary. He became the first representative of the jewelry business on the local chamber of commerce. He found himself elected an officer of the Boy's Club. Even though he still didn't do the largest volume, he was the most important man locally in his field and one of the most important in the business community.

After he told me his story, I asked Sam how much business all this had brought him. "I don't know exactly," he said. "But I'd guess that the top 20 per cent of my business comes from who I am rather than what I am."

It all started because Sam was smart enough to get to know his competitors and to carry the ball from there.

Is that public relations? Promotion? Is that publicity? It's all three and of the highest order. Sam took the long-range view. When he started, he knew where he wanted to go, but he didn't know what steps he'd have to take to get there. He simply took them one at a time and never stood still.

It's difficult to think of any retail business to which Sam's experience wouldn't directly apply. In essence, it's applicable to all business.

Sam's experience means more than this, however. It focuses attention on one of the important aspects of public relations—one that often presents a knotty problem. It's the eternal battle between the long view and the short-range goal. For example, a merchant overloaded with inventory isn't likely to regard enthusiastically a plan designed to build him into prominence five years hence. Like the fellow suddenly finding himself short of capital and forced to do some fast talking right now, he's faced with a serious condition that seems to warrant action, not theorizing. If he wants a publicity gimmick to get himself off the hook, he may find one by looking up his sleeve. But if he doesn't find one in his own merchandising experience, he would do well to start just where Sam did by cultivating the competition. Successful competitors are the ones most likely to have the know-how he so urgently needs.

WHEN I was starting out in business I joined a young man's political club because I was interested in politics and wanted to learn something about it. I soon found myself on the board of directors, working diligently at my committee assignments, when one day I suddenly realized that most of the club members seemed to have political ambitions, which I did not. They were using the club to advance themselves.

In my pristine indignation I resigned from the club—and consequently lost a once-in-a-lifetime opportunity for a close study of politics in the making. Today at least half of my fellow directors have been in topflight political positions—dis-

strict attorney, federal judgeships, national committeemen, congressmen and one a governor. Certainly they used the club; indeed, that's what it was there for, to give young men an opportunity to try out for a chance at the big time.

I ASK myself—and I have asked many executives—what is wrong with personal gain, if it is achieved by honorable methods? It is as true of profit making as of politics. In a Southwestern city, Phoenix, the community fund drive went over the top this year for the first time in 10 years. The chairman of the drive was a young developer and construction executive who worked literally day and night to achieve this distinction. Was it good for the city? Most certainly. Was it good for him? Emphatically it was. He will now unavoidably have more business than he ever had before because he showed himself to 500,000 people as a leader who didn't quit until he had won.

Effective community service—from working with Boy Scouts to serving on official city committees—is one of the most important means of publicizing a business and a businessman.

A common reaction to this suggestion is a pessimistic one. There are only so many civic jobs, so many memberships in service clubs, and so many posts on philanthropic boards. If these are already filled, what can the individual do?

The answer to this is that any group will welcome an individual with the capacity for energetic leadership, but this capacity has to be made known.

Now, a brief look at advertising.

The small businessman who looks at the advertising budget of General Motors' affiliates, say, or General Foods, is likely to be subject to dreams of grandeur. If only a bigger ad budget were available! The fact of the matter is, the advertising managers of outfits like Procter & Gamble and Gillette are envious of *him*. For they know that with a little thought and planning he can get far more from his ad dollar than they can. The small businessman's problem is to understand what advertising can do and what it cannot.

The other day the executive vice-president of a small bank took me to lunch. He wanted to know why his advertising wasn't getting results. I told him in four words: "It doesn't say anything." His bank had never advertised anything more than a statement of condition, which was done regularly in big ads that also listed its officers and directors. Every nickel spent on such advertising was wasted. His competitors are bigger than he is. Consequently, his financial statements are entirely unimpressive. The measure he has for gauging his success is his ability to attract depositors and borrowers. No potential depositor or borrower, I told him,

**ELKS
NATIONAL
FOUNDATION**



*"The Joy
of Giving"*

An Institute in Boston, A Tree in Etna



Boston University Pres. Harold Case, second from right, was recently presented with a \$1,500 check—from Past Grand Exalted Rulers and Elks National Foundation Trustees John E. Fenton, left, and Chairman John F. Malley—to help underwrite the 11th Annual Institute on Cerebral Palsy, co-

sponsored by B.U. and the Massachusetts State Elks Assn. in cooperation with the Children's Medical Center of Boston and conducted to keep teachers, nurses, and therapists abreast of new techniques for educating afflicted children. At right is Institute Director Prof. Arthur G. Miller.



Proving "Money does grow on trees," in 1962-63 Etna, Pa., Lodge raised Elks National Foundation funds by soliciting silver dollars for a "Money Tree." Donors each got a number. When the tree held \$100, a drawing determined who "won" a \$100 paid-up Foundation subscription. L. to r.: Etna Foundation Committee Chm. Alfred Ferla, winner Walter Domurot, E.R. Donald Miller, winner Howard Wierman, and present Etna Secy. Howard W. Schran.

At the Pennsylvania State Elks Convention in Pittsburgh in June, Etna Lodge—home lodge of then Grand Exalted Ruler Lee A. Donaldson—received two first-place awards for its fundraising efforts on behalf of the Elks National Foundation, 1962-63, in these categories: Total new participating Foundation subscriptions among the state's more than 130 lodges (56), and

total amount of money actually turned over to the Foundation during the year (nearly \$2,800). Additionally, fulfilling the point in Grand Exalted Ruler Donaldson's program relating to the Foundation, each of Etna Lodge's officers during the lodge year either took out a new Foundation subscription or made a payment on one previously subscribed for.

ELKS NATIONAL FOUNDATION

PAST GRAND EXALTED RULER JOHN F. MALLEY,
CHAIRMAN. 40 COURT ST., BOSTON 8, MASS.

where every dollar contributed becomes a source of
good work, untouched by expenditures of administration

is going to be persuaded by a tabulation of figures that his bank can do anything for them that a bigger bank can't do better.

In this day of insured deposits, what the small bank can effectively sell is personalized service. In such a bank, a borrower can talk to the top man and get a quick decision. He can be considered for a loan which the branch manager of a policy-ridden large bank would automatically have to turn down. The small banker has the advantages of flexibility, the climate to gain an intimate knowledge of his customers, and the authority to say *yes* or *no*. These qualities, plus competitive rates, are what the borrower is looking for. Furthermore, banks that make sound and attractive loans seldom have to worry about the number of their depositors.

What this bank needed, then, was to personalize its story and tell it continuously—in smaller space—via media that would reach people with money to deposit and those with recurrent borrowing needs.

Small businessmen must realize, however, that a careful analysis of their special qualities and needs is not going to answer the whole advertising question. Many small businessmen, and larger ones too, expect advertising to do something which it cannot. When they use it and it doesn't fulfill these unrealistic demands, they blame advertising, stop using it, thus losing out.

Advertising serves the retailer in several ways. First, it acquaints the buying public with his existence. Second, it identifies him as the dispenser of merchandise of a specific type or quality. Third, it tells buyers about the special features of the retailer's merchandise: price, style, usefulness, and so forth. Fourth, it tries to get the public to do business with the retailer right away.

Generally speaking, the most important of these four functions of retail advertising is the fourth—the creation of a desire to do business with a specific establishment. It's been proved that advertising can create this desire; it can get interested buyers into the store. But by and large, sales are made or lost inside the store, after advertising has brought in potential customers. Advertising, then, doesn't insure sales. This major limitation of advertising is one that advertisers all too often fail to appreciate.

The second common misbelief small business entertains in connection with advertising is that an occasional ad provides sufficient exposure. Obviously, no business should advertise unless it has something to say. But the reading and listening habits of people are such that a well-conceived small ad, used constantly, consistently produces better results than a larger one embodying the same basic message, appearing irregu-

larly and at wide intervals. (Moreover, regular advertising is available at substantially lower rates.)

The reason for the above is partly psychological and partly the result of human inattentiveness. The average small business advertisement—one not offering spectacular bargains—doesn't penetrate people's consciousness to any great degree the first few times it's seen or heard. After an awareness has been created, it is then necessary to overcome a natural human reaction: resistance to newness. Once an ad has been seen or heard a good number of times, however, an atmosphere of reliability is created, generating traffic.

For this reason, a publisher I know recently refused to accept an advertisement of a new store in his community. "Let's try it once and see what happens," said the retailer, who was opening a shoe business.

"Save your money. I'll tell you what will happen," the publisher said. "Nothing."

The publisher told me, "If I had taken that ad, he might have gotten a trickle of curious people. But it wouldn't have been enough, and he would have blamed my newspaper. When he agreed to run smaller ads for three months, we were glad to do business with him. Nobody should advertise unless they do it long enough to penetrate the market."

This is the soundest possible guidance. Equally sound is an accurate appraisal of the service rendered (or goods supplied) the community. In other words, you must know exactly why someone should do business with you, and this reason should be stated in your ads in a way that is provoca-

Barney W. Wentz

A heart attack claimed the life of Barney W. Wentz on May 25th. He was 62 years old.

Prominent in Elkdom throughout the State of Pennsylvania, Barney Wentz was a Past Exalted Ruler of Ashland Lodge No. 384 and had served on many local and State Elks Committees. He was a former President of the Pennsylvania State Elks Association, and had served on the Grand Lodge Credentials Committee from 1956 to 1958.

Born in Shenandoah, Mr. Wentz had a great many interests. At the time of his death he was president-elect of the Schuylkill County Chapter of the American Cancer Society. He had also been a Vice-President of the County Crippled Children's Society and of the county unit of the American Heart Association. He served as superintendent of the Ashland Hospital for 16 years, during which time he established a Heart Clinic which is still in operation.

He is survived by his wife, a daughter, three brothers, a sister and several nieces and nephews.

tive and factual. Although it's hard to be objective about your business, it's vital to successful advertising. There's a lot of talk these days about "building an image." If the "image" referred to is a false one, building it is tantamount to throwing away advertising dollars.

Accuracy is imperative, and many small businessmen fall down on that score. Such advertisers want their ads to be overly complimentary; they insist on superlatives. A restaurant that serves beef graded "good" and advertises the "finest" food would do well to consider making a price appeal instead. Recently a restaurant opened in a small but wealthy suburban city. It advertises "good food prepared with a special flair." Actually, the food is excellent and the prices are reasonable. The result has been that by understatement the proprietor has built up word-of-mouth enthusiasm that's the best possible supplement to his paid advertising.

Coincidentally, another restaurant opened within two weeks only a few miles away. Its ads stressed the excellent quality of its cuisine. The place did a terrific initial business, thanks to advertising in large part. But even though the food is very good, many people have expressed disappointment. The ads had led them to expect more than could possibly be delivered. The patrons never had the pleasure of discovering that the place offered even more than it claimed, as in the other instance.

The lesson is this: Understatement, at least when you have a discriminating audience, is often the most effective kind of advertising.

A common question is how much to budget for advertising. Well, anyone who can answer that one can also name his own salary. This story underscores the problem: George Washington Hill, one of the first big-spending cigarette advertisers, was told he was wasting half of what he spent on advertising. He quickly agreed. "Trouble is," he said, "I don't know which half."

Each small businessman must learn to analyze the market he wants to reach. Then, he must study the media and find out which reach those people. Even more important, he must find out which media *influence* the market. With this accomplished, he finally has to decide what he can afford.

Most media have salesmen who will assist a businessman in making his decisions. Unfortunately, their interest is often directly proportional to the amount of money being spent—a real problem for the small advertiser who could benefit considerably from their professional know-how. However, most businessmen can quickly determine which salesmen are genuinely interested and competent to help produce the best possible small ad, and which are hucksters. A good

salesman knows that a successful small ad will result in larger ads in the future.

When that kind of professional help isn't available, the proprietor must rely upon his own capabilities and try to improve them—just as in all other facets of his business—or else seek out a small advertising agency. Usually he'll have to pay a fee (if the total outlay is sufficient, agencies traditionally work for a 15 per cent commission) but usually it will be worth it.

The most common and basic mistake in placing advertising is really a compound one. Often the small businessman wants to be in the media that he most admires or thinks most prestigious—which are likely to be the biggest and most expensive around. Then, when he discovers the cost, he's likely to decide it's too much, and it probably is. Finally he'll probably give up the idea altogether. But he needn't. Nearly all communities offer some means for advertising that are feasible for every solvent business. It may be direct mail, billboards, radio or TV spots, or even clever classified ads. One new business drew 200 responses from 22 classifieds scattered under different headings in a daily paper.

Or it may be the community weekly newspaper—it's almost certain one will exist in any given area. The March, 1963, *Journal*, official organ of the Public Relations Society of America, commented on the changing importance of small vs. large publications, applicable both to advertising and publicity:

"The daily newspaper, with high production costs, large staffs, growing numbers of specialists, and region-wide circulation, is fast pricing itself out of the community relations market. . . . This leaves the local weekly . . . with its dedication to community rather than national or international news [with] the desire and the audience for true communication between a company and a community. . . ."

The moral is that the biggest may well not be the most useful; almost certainly it is the most costly.

The other facet of the common, compound mistake is the notion that large numbers spell advertising success. If a small businessman seeks a huge audience, he is almost certainly wasting some of his money. Here's an example: One relatively small but enterprising weekly newspaper, overshadowed in size by dailies with 50 times its circulation, constantly reminds its advertising salesmen that the two most successful weekly magazines—from the standpoint of the advertiser—(they each carry more advertising than *Life*, *Look*, *Time*, or *The Saturday Evening Post*) have less than 450,000 circulation each, as compared to the 2.5 to 6.5 million of the others. These two are *The New Yorker* and *Business Week*. They reward the

advertiser because people don't simply glance through them. Both magazines are carefully read, for editorial and advertising matter both.

Consequently, big circulation, which can be very costly to the advertiser, is rarely the standard by which media should be judged. The more carefully a potential buyer reads a publication, the more likely he is to see and be influenced by an ad. Moreover, in a big publication—and the same applies to TV and radio—a small-budget advertiser is likely to be overshadowed by big advertisers with the result that his ad gets "lost."

No doubt about it, media selection is important. But no less so is the means the advertiser employs to attract attention. The famous jewelry concern, Tiffany and Co., hasn't changed its advertising style in two generations, yet few readers of *The New York Times* or *Herald-Tribune* miss its conservative ads. Attention-getting devices and novelty don't insure readership.

Illustrations may be important, but often they are wasted. Quality is important here. For instance, "canned" or stock illustrations can cheapen a product. For a very small sum, a local artist or art student can often be found who can create a good, individual standing format (or several to give variety) which may be used for a period of time.

Even so, experimentation is desirable and worth the time and expense. Over a period of three months, one newspaper experimented with different approaches for an insurance man's advertising, ending up with four ads which, interchangeably, are being run once a week for a year. The paper's income from this business is only about \$300 for the year. But the paper has a very happy customer whose business is growing as a result of the campaign. Chances are, he'll repeat.

If accuracy is essential for sustaining your reputation for honesty, then simplicity and sincerity are the essentials for getting your advertising message across. A small business may prosper by thumping drums; however, loud noises, blatant commercials, sky-writing, and huge neon lights are primarily forms of showmanship. You can be sure that the buying public will ultimately decide whether they are simply cover-ups for lack of quality.

It's been said that the secret of good public relations, even good advertising, is simply common sense. This may be so, but I don't believe it. There are too many people with common sense who go broke. Common sense is an asset, certainly, but for business success it must be combined with hard study and hard work. Of these, diligent study is by far the more important in my book. And it is never too late to start. • •

THE LUCKIEST \$7 I EVER SPENT

By a Wall Street Journal
Subscriber

Not long ago I picked up my first copy of *The Wall Street Journal*. I expected dull reading. Imagine my surprise when I found some of the best articles I'd ever read!

I sent for a Trial Subscription. For the first time in my life I began to understand why some men get ahead while others stay behind. I read about new inventions, new industries and new ways of increasing my income. Also I got ideas on what to do to reduce living expenses and taxes. My Trial Subscription to *The Journal* cost me \$7. It was the luckiest \$7 I ever spent. It has put me hundreds of dollars ahead already.

This story is typical. The *Journal* is a wonderful aid to men making \$7,500 to \$30,000 a year. To assure speedy delivery to you anywhere in the U.S., *The Journal* is printed daily in seven cities from coast to coast.

The Wall Street Journal has the largest staff of writers on business and finance. It costs \$24 a year, but in order to acquaint you with *The Journal*, we make this offer: You can get a Trial Subscription for 3 months for \$7. Just send this ad with check for \$7. Or tell us to bill you. Address: *The Wall Street Journal*, 44 Broad St., New York 4, N. Y. EM-8

DON'T QUIT SMOKING before giving my pipe a 30 Day Trial

New principle that contradicts every idea you've ever had about pipe smoking. I guarantee it to smoke cool and mild hour after hour, day after day, without rest, without bite, bitterness or sludge. To prove it, I'll let you try a new Carey Pipe. Send your name and address today for my free complete trial offer. Write:



E. A. CAREY, 1920 Sunnyside Ave., Dept. 204-J, Chicago 40

FREE DIRECT PRICE CATALOG



Leader For
Over Half
A Century!

Monroe FOLDING TABLES

Over 65,000 churches, schools, clubs, lodges and other organizations save money for other needs by buying famous Monroe Folding Tables direct from our factory. 94 different models and sizes all designed for rugged institutional use. Also direct factory savings on folding chairs, table and chair storage trucks, portable room dividers, choral risers, stages, etc. New color catalog FREE. Send today!

Folding Chairs



TABLE AND CHAIR
STORAGE TRUCKS
• Sectional Buffet
Tables
• Room Dividers
• Platforms and
Stages

THE MONROE CO. 90 Church St. Colfax, Iowa

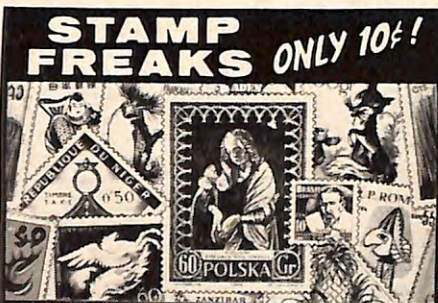


SHIPMATES SLIPOVERS

Sea-going style for the captain and his first mate—black cotton slipovers with embossed white lettering. Soft and comfortable and salty-looking. Wear them aboard with spinnaker flying. Wear them ashore for fun lounging. Fully washable; no ironing. Specify S, M, L for each. **\$6.98 PAIR** ppd.

GREENLAND STUDIOS

Dept. EK-8 Miami 47, Florida



To introduce you to the World's Largest Stamp Firm and America's Favorite Hobby. Four Spectacular Offers in One. Only **10¢** 115 dif. Genuine Foreign Postage Stamps in all:

1. One of world's largest & smallest stamps.
2. Fantastic collection of other stamp freaks — giants, midgets, weird designs, peculiar shapes, from strange remote corners of the world — Aden to Zanzibar!
3. Giant collection of all-different stamps from other distant parts of the globe.
4. Big Bargain Catalog; other exciting stamps for your inspection; Collectors Guide.

Send 10¢ for mailing expenses. ACT NOW. H. E. HARRIS & CO., DEPT. F-176, Boston 17, Mass.



OVER 5000 STYLES
\$50. TO \$100,000.
1 CARAT BRILLIANT WHITE DIAMOND

\$495.

Wear This DIAMOND Solitaire At Home—FREE—For 10 Days

One of America's Well Known Diamond Cutters dares to make this amazing offer! Order the diamond you want. We will mail it direct to your home without payment. If reference is given, for FREE 10 DAY INSPECTION! Wear it, examine it, have it appraised. If it isn't appraised for at least 50% more than the purchase price, we may when convinced. Our 25 years as diamond cutters and importers is behind this offer. This is your sure way to buy diamonds. Order now or send for catalog illustrating over 5000 styles from \$50 to \$100,000.

EMPIRE DIAMOND CORPORATION, Dept. 27X
Empire State Bldg., New York 1, N. Y.

Send FREE 72 Page Catalog

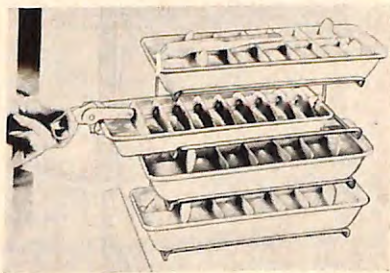
Name
Address



ZIG ZAG WEDGE is created for foot comfort. Soft glove leather mocs have a cushion sole and wedge heel. Choose white, saddle-tan, red, turquoise, beige or black. Sizes 4-10 Med., 5-10 Narrow. 1/2 sizes too. \$6.95. Higher wedge in white, beige, or turquoise, \$7.95. Add 50¢ post. pr. Old Pueblo Traders, 622-EZ-So. Country Club, Tucson, Ariz.



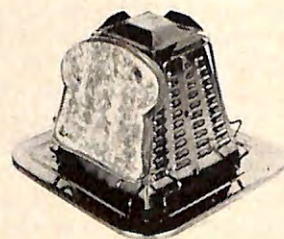
DRY CLEAN YOUR AUTO. Treat your car to a waterless washing with Auto Dry Cleaner. Long-handled cleaner is impregnated with silicone. As it lifts off and absorbs dirt, it polishes the finish. Instead of sponge, hose and bucket, a few quick strokes give you a sparkling clean car. \$1.98 ppd. Sunset House, 75 Sunset Bldg., Beverly Hills, Calif.



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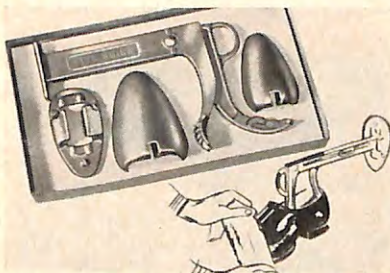
SCALE MODEL VOLKSWAGEN is an imported 4-inch beauty that actually goes 20 MPH on a straight-away. (In California, they even race them.) Beautifully detailed Volks has micro-sensitive adjustment and differential for precision steering, free-wheeling, crash absorber, rubber tires. \$3.95 ppd. Lee Products, Dept. EK-8, 103 Park Ave., N. Y. 17.



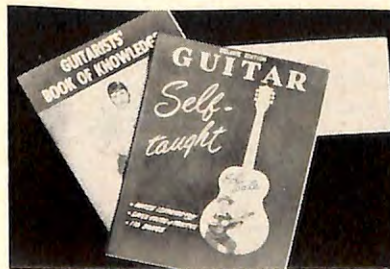
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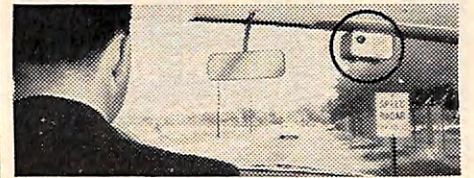
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Extra plugs @ \$1.95 Extra jacks @ \$1.95

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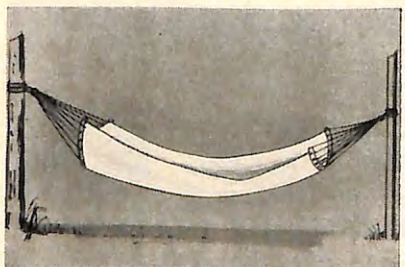
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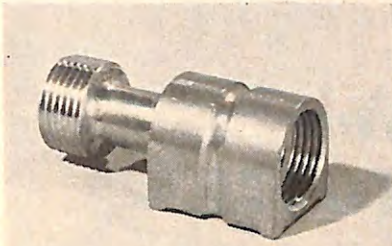
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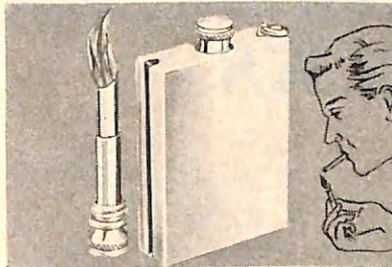
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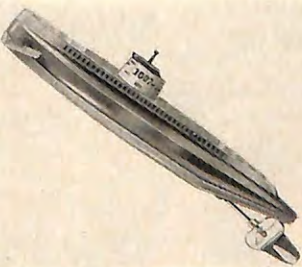
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WW II SCALE SUB. This new 14" working model of a WW II submarine actually dives, surfaces, runs at 5 knots, is detailed complete to adjustable diving planes, rudder, etc. Teaches basic engineering principles. Displayed or used, it's a remarkable model, the first of its kind. \$9.95 ppd. Davis Model, Dept. EK-8, 887 Second Ave., N. Y. 17.

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A gleaming brass door bell to match your home's personality. Decorator styled. Install it yourself in minutes — no wires or electricity. This Colonial door bell will delight you and your neighbors. Just turn the handle and the attached inside bell announces your arrival in a clear, straightforward manner. Easy to attach in minutes. (Screws supplied.) Equally at home on front or back door. Makes a nice gift, too. Fits all doors up to 3" thick. \$2.98 postpaid.

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***New
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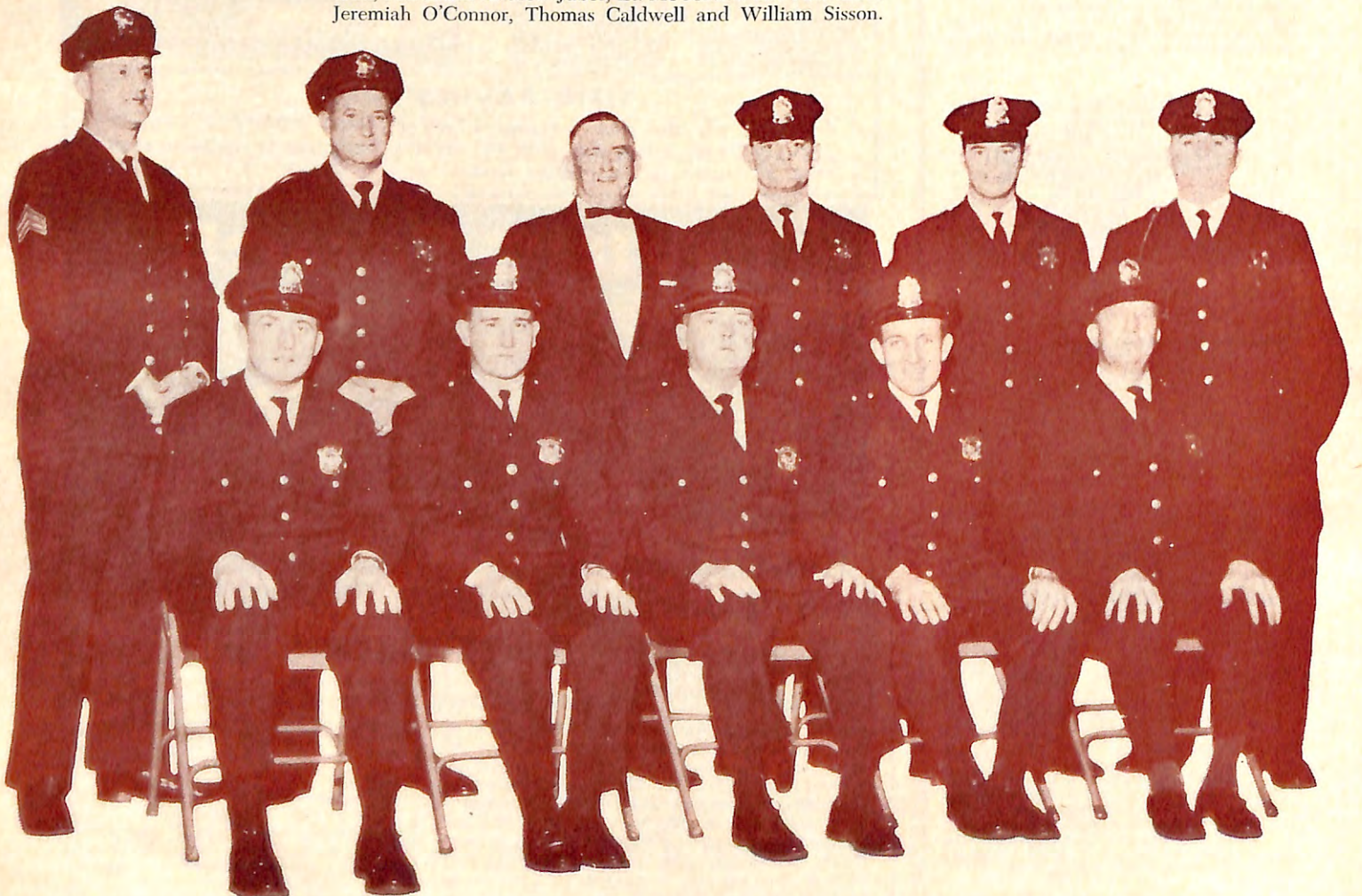
***New
LODGES***

***New
ELKS***



WARREN, Ohio, Elkdom's new home is opened by, left to right, foreground, D.D. Jack Yerian, State Pres. N. A. Bartram, Grand Exalted Ruler L. A. Donaldson, E.R. Nick Kovic and Bldg. Committee Chairman Cliff Boyd.

PAWTUCKET, Rhode Island, Lodge welcomed ten of that City's Finest as part of a class of 18 candidates. All ten were sponsored by Police Lt. John F. McConnon, lodge Trustees Chairman. In the lineup are, left to right, foreground: Patrolmen James E. Masterson, John Brown, Frederick Duff, Pierre Bergeron and William Delphia; background: Sgt. Kenneth Gendron, Patrolman Andrew Juber, Lt. McConnon and Patrolmen Jeremiah O'Connor, Thomas Caldwell and William Sisson.





WESTMINSTER, Maryland, Lodge's institution is commemorated in this official photograph which includes E.R. Donald L. Patrick and other Charter Officers and Trustees.

WESTMINSTER, MD., Lodge, No. 2277, came into existence in the presence of 124 visiting Elks led by Past Grand Exalted Ruler William J. Jernick who delivered a warm address of encouragement to this new branch of the Order.

There was a roster of 136 initiates, joined by nine on transfer dimit, to make up the Charter Membership.

The institution was conducted by District Deputy Bruce M. Mackey; officers of Frederick Lodge, under Exalted Ruler E. J. Daugherty, handled the initiation, and Past President E. Robert Bowlus of the Maryland, Delaware and D. C. Elks Association, served as installing officer. Other participating dignitaries included District Deputy Frank Sauter; Grand Tiler George Pahlman; Grand Lodge Auditing Committeeman Charles G. Motyka; Past Presidents Claude Martin, Charles Mobley and R. Edward



OAKLAND, California, Elks are proud of the magnificent bronze bust of the late Past Grand Exalted Ruler Henry A. Melvin which was the gift of San Francisco Lodge presented by Grand Esq. Henry J. Budde, left, with Oakland E.R. Dan L. Ferrari, center, and San Francisco E.R. Theo T. Mumby, at right. Mr. Melvin was a member of Oakland Lodge.



EAST CHICAGO, Indiana, E.R. Ronald Jaracz, second from left, presents a \$2,840 check for the Ind. Elks Cancer Fund to Pres. Gerald Powell as lodge Treas. J. L. J. Miller, left, and Secy. Stanley Kocur look on. This lodge's contribution to the Fund during the year surpassed those of all other lodges in the State.

Dove, Association Secretary; State Chaplain Arthur Kirby, and former Deputies Edgar De Moss, Ralph Bailey, Arthur Mason, Francis W. Taylor and Upton B. F. Edwards.

U. S. Rep. Charles Mathias presented to No. 2277 a flag which had flown over the Capitol and stated that there was, at that moment, another flag flying over the Capitol which would be preserved for the new lodge at a later date, a courtesy arranged by U. S. Sen. Daniel Brewster.

Association President Clarence M. Mullican, Jr., delivered a welcoming address to the members of the new lodge whose first official act was the purchase of a \$1,000 Elks National Foundation Certificate.

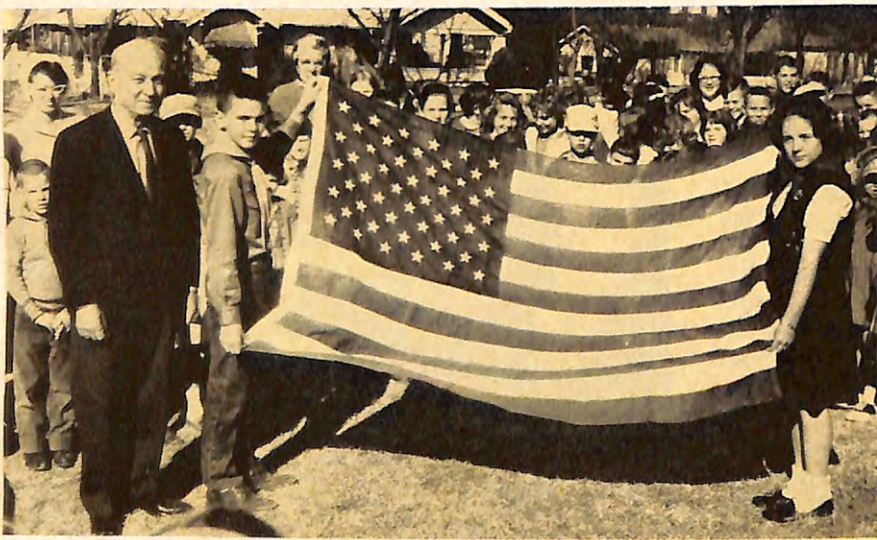
GRAND ISLAND was host to the 23rd Annual Nebraska Elks Bowling Tournament between April 29th and May 12th.

A tie developed for the team championship with the Don Wilson Motors Team of Grand Island and Pepsi Cola of Lincoln scoring 2997. The singles title went to W. A. Baehr of Aurora, with 693, while B. Campbell and O. Ham of Lincoln won the doubles with 1280. All Events winner was Dale Exstrum of Grand Island who bowled 1832.

News of the Lodges

CONTINUED

DAYTON, Ohio, Lodge's Founders Week opened with a reception for 150 city and county officials. Pictured, left to right, are Charter P.E.R. Arnold A. Fricke, Probate Court Justice Neal F. Zimmers, Mrs. Frank R. Somers and Mayor Somers, Sheriff Bernard L. Keiter and E.R. Donald Garling.



SAPULPA, Oklahoma, Elks Americanism Chairman Clarence Dietz presents one of many Flags given to all schools of the community by the Elks through the past 28 years. Bradd Bingman and Benita Knight represent Woodward School.



CHICAGO (NORTH), Illinois, Lodge honored Grand Trustee George T. Hickey, recipient of an Honorary Life Membership, at a dinner attended by more than 300 persons. Left to right are Grand Secy. Franklin J. Fitzpatrick, Past Grand Exalted Ruler Fred L. Bohn, E.R. Wayne Swonk, George Hickey, Grand Exalted Ruler L. A. Donaldson, P.E.R. Ken Batchelder, Chairman, and P.D.D. Alex Birren.

EASILY THE BIGGEST event in the recent history of Dayton, Ohio, Lodge, No. 58, was the celebration of its 25th Anniversary.

Proclaimed as "Elks Founders Week" by Mayor Frank R. Somers, the seven-day observance opened with a civic reception and closed with the Anniversary Banquet and Ball. No. 58's 22 surviving Charter Members were honored with the initiation of a class of 25 candidates by a corps of Past Exalted Rulers, and Arnold A. Fricke, Honorary Chairman for the celebration and the lodge's first Exalted Ruler, was the banquet speaker.

Past Exalted Ruler Edwin Turner served as Acting General Chairman, assisted by a capable group of fellow members who put a great deal of thought and effort into the outstanding program.

FLAGS ARE WAVING all over Sapulpa, Okla., thanks to the local lodge, one of the Order's most active in the promotion of Americanism.

Responsible for its fine record is Clarence H. Dietz who has been its Americanism Chairman for 26 years. He has also been Chairman of the State Committee for 17 years, and served on the first Grand Lodge Americanism Committee.

In 1938, there was only one flag pole in the entire city of Sapulpa. With the permission of the schools and other civic offices, Sapulpa Lodge No. 1118 began the practice of erecting a sturdy pole of from 25 to 35 feet in height, with a hoisting device, at some public spot each year. The first was at the public library and its dedication was a thrilling, patriotic public ceremony. Each year ever since, except for the



PEABODY, Massachusetts, Lodge chartered a bus for 30 of its members to visit the Elks National Home, an event which left them enthusiastically proud of the beautiful residence. The trip coincided with a visit to the Home made by Grand Trustee Edwin J. Alexander, pictured second from left.

war years when steel was unavailable, this program was continued, and when the Elks ran out of schools and other public sites, they presented large outdoor flags to the schools, and on each occasion Clarence Dietz carefully explains the history of the Flag to attentive, interested youngsters.

During the war, auditorium flags were presented, and then a gigantic flag and hoisting device were given to the city to be flown across the main street on all appropriate occasions.

Chairman Dietz had another excellent idea, back in 1937. It emphasized service—the offer to furnish speakers to all organizations in the community observing Americanism Week. The offer was repeated each year, and is now so well established that each group needs only to be reminded of the approaching Week, and so it's been kept alive ever since.

SPEAKING at the formal dedication of the magnificent \$250,000 home of Warren, Ohio, Lodge, No. 295, Grand Exalted Ruler L. A. Donaldson called on Elkdom to inculcate the spirit of patriotism and live by the American principles. The dedication was preceded by a ribbon-cutting ceremony when the Order's leader officially opened the home.

Past District Deputy F. Milo Hettish presided, receiving the keys to the edifice from Building Chairman Clifford Boyd. Recently elected Exalted Ruler Nick M. Kovic received congratulations for his lodge from State President N. A. Bartram and District Deputy John H. Yerian. Grand Trustee Nelson E. W. Stuart introduced Mr. Donaldson to the crowd of well-wishers, among them U. S. Congressman Oliver

P. Bolton who presented two flags to the Exalted Ruler, both of which had flown over the Capitol in Washington, D. C. The ceremony was followed by a buffet supper for 750 local and visiting Elks and guests.

TROPHIES were handed out to both senior and junior Elk bowling talent at two separate banquets sponsored by Winter Park, Fla., Lodge, No. 1830.

At the junior event, each League member was invited to bring one of his parents along to join the rest of the League members and their guests. After dinner, awards went to high series handicapper Mike Hatcherson, a member of the winning team, Baxter Clothes, captained by Pete Sankovich, Jr. Another Baxter Clotheser was Bob Huffine who rolled high average high scratch game and high scratch series. High handicap game winner was Rick Hazzard, of the Winter Park Estates Team, and an achievement award went to Byron Jenkins as the most outstanding player in attitude, personality, and so on, a member of Hiers Millwork Team.

Babe and Ronnie's Maitland Inn Team was second-half winner of the Elks' own Bowling League, and a playoff with the half-way point winners, Big Bundle Laundramat, gave Maitland the win with Laundramat in second place and Southeast Chemical in third. Emil Kunz who coaches the juniors is captain of the Maitland group.

Individual trophies went to Joe Hausler, high average; Phil Raggazino, high game scratch; Lyle Anderson, high series scratch; Charlie Shadix, high game handicap; Bill Scalise, high series handicap. The most improved bowler was John Bowen.



COLORADO ELKS, meeting at Gunnison, paid tribute to Chairman Jacob L. Sherman of the Board of Grand Trustees who has devoted 42 years to the service of Elkdom. He is pictured, right, as he was congratulated by State Pres. Richard L. Tatman.



HASTINGS, Nebraska, P.E.R. Ted Ochsner, right, presided during the initiation of a class which included his son Jack, on special leave from Navy duty and the recipient of an Elk's membership pin.



BERGENFIELD, New Jersey, Lodge officials honored Mrs. Ronald J. Mackenzie as Mother of the Year. Mother of two adopted toddlers, Mrs. Mackenzie is active in Scout activities and children's programs, finds time for charity work at a Home for Wayward Girls. Stricken with a heart attack and hospitalized shortly after his installation as E.R., her husband, through her assistance, was able to do an outstanding job with his membership drive, continue lodge activities and plans for a new lodge home.



WINTER PARK, Florida, Lodge's Community Blood Bank, Chairmanned by Elk Jack Jenkins, found Mrs. Charlotte McGranahan attending 38 donors, one of them the wife of Est. Lect. Knight Carl Rehffuss.

Lodge Notes

Jonesboro, Ark., Lodge recently sold the home which has been its headquarters since 1909. Located in the downtown business district of the community, the building will be razed to allow for further modernization of the area. Plans to build a new home are under way. The lodge has purchased a seven and one-half acre tract some distance outside of town, bordering on two and one-half acres of property owned by Marvin Melton who, with W. R. Weaver, purchased the site some time ago to hold it in trust for the lodge. Both are Elks.

Paterson, N. J., Lodge is mourning the death of Robert Worsley, a member since 1908. Mr. Worsley was installed as Secretary of Paterson Elkdom in 1917, and held that office with



WATERTOWN, Massachusetts, Lodge entertained over 300 members and guests at a gala Armenian Day party, complete with shish-kebab, oriental band and dancers, all under the Chairmanship of Kerry Minasian pictured with his committee and assistants. The affair took place at the lodge home which had a recent \$100,000 remodeling job.

MADISON, New Jersey, Lodge's 40th anniversary was celebrated by, left to right, D.D. Herbert O. Metzger, Grand Trustee Joseph Bader, Past Grand Exalted Ruler William Jernick, E.R. Edward Curran, Jr., State Vice-Pres. George Closser and P.D.D. Andrew Polite.



integrity and responsibility until his passing.

Webster, Mass., Lodge paid tribute to Past Exalted Ruler John D. Ahern at a dinner and entertainment program with Past Exalted Ruler Joseph Plutz as Toastmaster. This lodge's annual ball proved to be a great success. Nearly 250 couples enjoyed the music of the Glenn Miller Orchestra, directed by and featuring Ray McKinley.

On page 23 our June issue we carried a photograph covering the 1963 Illinois State Elks Billiard Tournament. Our caption for the picture mistakenly referred to the event as the Illinois-Iowa Tourney which was properly represented by a picture on page 23 of our July number.



CAMBRIDGE, Massachusetts, Mayor Edward Crane with Elk officials and one of four Mobilair fans they presented to two hospitals. Left to right: Welfare Committee Chairman J. H. Clinton, Mayor Crane, E.R. J. X. Shaughnessey and Committeeman C. R. Wright.



WEBSTER, Massachusetts, Lodge honored P.D.D. Wm. H. Evans, its Secy. for 21 years, at a dinner attended by 200 Elks. Left to right are Co-Chairman John D. Ahern, P.E.R., E.R. Stanley Kwasny, Mr. Evans and General Chairman Edward Papski.

HUNTINGTON PARK, California, E.R. Richard Carter, right, smiles his approval as P.E.R. F. L. Brown, center, presents the lodge's \$1,000 gift to March of Dimes representative Luke Evans.



RIVERSIDE, California, Lodge's officers initiated a class of candidates not long ago which included George W. Scott, born in Indiana 82 years ago. Left to right are E.R. James K. Duncan, Mr. Scott, P.D.D. Arthur W. Swarner, George W. Phillips who was Mr. Scott's sponsor, and Secy. W. F. Holmes.



CLIFTON FORGE, Virginia, P.E.R.'s C. W. Golladay, left, and F. L. May burn the mortgage on their lodge home at ceremonies followed by a buffet supper.



ANNAPOLIS, Maryland, Elks who celebrated birthdays in the same month are, left to right, foreground: Elmer Jackson, Mng. Editor of the *Evening Capital*; State Comptroller Louis Goldstein, and former State Sen. L. N. Phipps; background: E.R. L. G. Lyons of Prince Georges; host E.R. Jackson Grapes.

DALLAS, Texas. Eleven-year-old Cindy, a resident of Fowler Home, steals a nip of cotton candy from John Spence, ten, a resident of Dean Memorial Home, during this year's day at the zoo and amusement park which is sponsored annually by the Elks of Dallas. Nearly 2,000 youngsters enjoyed the outing, including 800 Negro children who attend each year.





MASSAPEQUA, New York



TRENTON, New Jersey

JACKSONVILLE, Florida

... These MASSAPEQUA, N. Y., Elks collected over \$3,000 for the March of Dimes. Left to right are Trustee John Musicaro, Est. Lead. Knight Thomas Eary, Chairman Monroe E. Lewis, Jr., Trustee Edward Turner, P.E.R., and E.R. Gilbert Lewis.

... Over 250 blind persons were guests at this year's party given annually for the Blind Assns. of six communities by TRENTON, N. J., Lodge under the Chairmanship of Herman Lavinson. Left to right are Trenton Assn. Pres. Robert Owens, So. Jersey Assn. Pres. Mrs. Elizabeth Griffiths, Middlesex Assn. Pres. Mrs. Mary Laslo and E.R. E. B. Kerekes.



... A record-player is presented by JACKSONVILLE, FLA., Lodge to the mental ward of Duval Medical Center. Left to right are Elk Trustee Leo Charles, Est. Lead. Knight C. C. Chaplin and Community Welfare Chairman James Jones; Racheal Gore, RN, Irene Turnbull, LPN, Irene Darnell, Virginia Workman, Daisy Paige, LPN, Vivian Graham and Moissant Smith.



ERIE, Pennsylvania

... E.R. Francis Golden of ERIE, PA., Lodge, right, presents Life Memberships to, left to right, C. C. Arnemann, 52 years an Elk; C. L. Blowers, 50; George Chacona, 63; W. H. Ohmer, 57, and Dr. M. L. Warner, 52. Not present was 50-year Life Member L. V. Stoeltzen.



WEST HAVEN, Connecticut

... Pres. E. Bruce Bard, of CHAMBERSBURG, PA., Lodge's P.E.R.'s Assn., right, presents a P.E.R.'s pin to his brother Bennett during whose term the lodge won top Flag Day honors.

... Lt. Col. Joseph E. Houley, left, is congratulated by his father, Brig. Gen. Joseph P. Houley (Ret.) on Irish Night, held in the Colonel's honor by WEST HAVEN, CONN., Lodge. Looking on is the youngest Joseph Houley.



PLYMOUTH, Massachusetts

... PLYMOUTH, MASS., Lodge's annual patriotic essay contest winner, Loyola M. McManus, accepts a \$100 U. S. Savings Bond from Est. Lead. Knight William Murphy, left. At right is E.R. Harold T. Braddock.

that there was a time when he was a rarity in many a community. And not too many years ago, either. And when that was true, a dog show was a very unusual occurrence. But those days are gone forever, along with nickel fares and dime sandwiches.

During 1962 nearly 500,000 pedigreed dogs were registered with the American Kennel Club, the governing body for purebred pups. No less than 2,252 formal exhibitions were held in which a total of 348,818 of these dogs competed. These exhibitions included all breed shows and obedience and field trials. What's more, there were 4,076 informal exhibitions—from Maine to Hawaii—"sanctioned" by the American Kennel Club and staged by individual kennel clubs. Just how much money the pedigreed dog is putting into circulation and how many people he keeps gainfully employed is anyone's guess. But you can be sure that the monetary total is well up in the hundreds of millions of dollars, and the employment roster is a very, very long one.

From his relative obscurity and "unimportance" of yesterday, the pedigreed dog has become a decided factor in our national economy, as well as the ignition spark for one of the nation's fastest growing sports—the showing of dogs. Uncle Ed wouldn't be surprised if a lot of you have never seen a dog show and don't know what goes on, so I've decided to act as guide at a hypothetical one—an all breed show.

The term *all breed* means just what it says—a show for all breeds of purebred dogs that are officially recognized by the American Kennel Club. Practically all formal dog shows in this country are held only after permission has been received from the Club. A.K.C. official recognition of a breed is easily explained. It merely involves denying recognition to those breeds that, in the Club's opinion, aren't well enough established or those that have been found wanting. But the recognition stipulation isn't as curtailing as it might sound, since the A.K.C. as of this writing recognizes no less than 116 breeds, ranging from the pocket-size Chihuahua to the giant wolfhound. Furthermore, the Club rules allow dogs to be entered in shows in a Miscellaneous class. This category is for recognized purebreds, but those that aren't well enough established to have been granted full recognition. A dog in this classification is disallowed from competing for Group Winner or Best-in-Show. In the Miscellaneous class, we find breeds that are new to this country or those not as yet widely bred. The colors of the ribbons (rose, 1st place; brown, 2nd; light green, 3rd; and grey, 4th) for winners in this class differ from those awarded winners in the regular classes.

Before I explain the judging itself,

In the Dog House

(Continued from page 12)

I'd like to tell you how the regular class entries are categorized for judging. First, there's the class for pups, limited to youngsters at least six months but not more than 12 months old. At one year of age in the show world, Fido automatically becomes an adult. Next is the Novice class, restricted to entries that have never won a 1st in a formal show, except in a Puppy or Novice class. Another class is the Bred by Exhibitor; this is open only to dogs owned by the breeder and shown only by the owner (or a member of his immediate family). Champion dogs can't compete in this class. The American Bred class is another that's not open to champions. It's been established for dogs that have been bred and whelped in the United States. Last is the Open class, which is open to all dogs, including champs.

Your show catalog may list yet another class—the Specials, which is restricted to champions. Dogs entered in this class don't compete against each other but only against the Best of Winners of their breed. Except for the Specials, all classes are generally divided by sex—all the males in each class competing with each other, the ladies against their counterparts. Further competition is afforded by matching the winners of each of the classes against each other. The male judged best is named Winners Dog, the female, Winners Bitch. Following this, the Winners Dog and the Winners Bitch are matched against each other to determine the Best of Winners. Whether male or female, the victor is matched against all the dogs in the Specials class; the winner of this matching is named Best of Breed.

The next to the last event, which is the judging of the best dog in the show, is selecting a winning dog out of each of six basic groups. These groups divide dogdom into strains with common characteristics. Under the A.K.C. structure, all recognized breeds belong to one of the following six groups:

- (1) Sporting Dogs—pointers, retrievers, setters, spaniels, Weimaraners;
- (2) the hounds;
- (3) Working Dogs, including boxers, collies, Doberman pinschers, shepherds, mastiffs;
- (4) the terrier group;
- (5) the toy group—Chihuahuas, toy spaniels, papillons, Pekingese, Pomeranians, Yorkshires;
- (6) Non-Sporting group—Boston terriers, bulldogs, chows, Dalmatians, Keeshonden, poodles.

The winning dog in each of these six groups is awarded a blue rosette or ribbon. Then comes the climactic event: Best-in-Show.

The group winners are lined up under the critical eye of a judge, whose only job at the show, sometimes, is to select the best dog in this elite canine sextet. The rosette for this honor is either red, white and blue or is comprised of the colors of the club giving the show. Along with the rosette, Best-in-Show walks away with an assortment of more substantial trophies—silver cups and bowls and other awards. The value of these prizes is usually dependent upon the size of the club and/or the generosity of the donor. In big-name shows, these trophies often represent a lot of folding money. But frequently there's a handsome cash prize as well. Winners in the lower classes usually get cash, too, depending upon the number of entries in the class. If it's a strong club that's blessed with a substantial membership, including a few people in the upper income brackets, the prizes may be numerous and even generous. Then, too, a specialty club may offer a trophy or cash prize to specified winners that further the interests of the breed—perhaps best American Bred dog in its class or best dog Bred by Exhibitor. I should explain that a specialty club is comprised of people intent upon promoting a particular breed. One example is the Welsh Terrier Club of America.

What about the judge, you ask.

Judging may be done by either a man or a woman; the female sex boasts some of the nation's outstanding canine authorities. What about qualifications? Any person who is in good standing with the A.K.C. may apply for a license to judge any breed of purebreds. The following, however, are disqualified: anyone who sells dog products, is employed at a kennel, buys or sells dogs as a livelihood, or is a professional dog handler. A probationary period is standard procedure before the full powers of judgeship are granted.

The person piloting the dog into the ring wears an armband with the entry's number on it.

In the ring, you'll notice there are just two people at the judge's table—the judge and his assistant. The assistant has nothing to say about the judging, so in no way influences the judge's decision. His sole duties are to see to it that all entries for the class to be judged are in the ring and ready when they should be and to assist the judge with clerical work. The assistant is even forbidden to mark down the judging results in the judge's book, which in effect is sacred. Only the judge may write in it.

You're probably wondering what influences the judge in making a decision.

Unlike some animal competitions, dog judging doesn't depend on a scoring system. Basically, a judge's de-

cision reflects how well he thinks a particular dog conforms to its breed standard. Inexperienced exhibitors are sometimes confused by what seems to them to be the arbitrary or inconsistent nature of judges' decisions. For instance, a dog that places first in its class at one show may be completely ignored at another show by another judge. Why does this happen? Well, it goes without saying that one judge, although guided by breed standards like his fellow judge, is going to be influenced by certain qualities and features that may not impress a confrere.

Thus, a decision does rest largely upon how a dog looks to a judge at a particular time. Then, too, even a dog that's primed for showing doesn't always look the same, show after show. At one he may be at his best, at the next go off form and strike the experienced eye of the judge as a mediocre specimen. Like the judges, dogs are human, too.

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 no medical questions, please. • •

News of the State Associations

(Continued from page 20)

Grand Exalted Ruler Lewis, L. A. Donaldson delivered an informative talk before a capacity crowd, after which Emmett Anderson, following his introduction by Mr. Wisely, made one of his always well-phrased, well-received addresses.

Officers elected for the year are President Vern R. Huck, Los Angeles; Vice-Presidents John F. Jordan, Pittsburg, Brooks Treece, Delano, A. J. McCourtney, Lancaster, E. F. Haven, Glendale, Jack Vanella, Chico, R. J. McGuire, Grass Valley, W. D. Abrahamson, Vallejo, R. E. Tanner, Santa Ana, George Constantino, Banning-Beaumont, F. A. Wilson, Bellflower, E. D. Ryan, Westchester, M. L. Stokes, Chula Vista, A. G. Osborne, Pomona, and M. G. Broderson, Gilroy. Trustees are Louis Narbares, Concord, and Paul Trapnell, El Centro. Edgar W. Dale of Richmond continues as Secretary, Robert E. Walker, Santa Ana, is Treasurer; Rt. Rev. Geo. M. Scott, San Pedro, is Chaplain; Robert Rich, San Rafael, Sergeant-at-Arms, and J. W. Hollifield, Monrovia, Tiler.

The first session closed with the presentation of a \$2,000 Association check to Mr. Lewis for the Elks National Foundation.

Panel discussions continued throughout the next day, with the afternoon devoted to the report made by Chairman Harry Larson of the Veterans Service Committee followed by the vitally important report of the State Elks tremendous Major Project. Chairman Gerald Strohm detailed the year's progress for this undertaking, revealing that over 1,100 children had been served by over 30 therapists at an expense of \$360,000. This figure brings the total cost of the program since its inception to \$2,860,000.

The seven-year-old O'Brien twins who have been under the Elks' therapists' care and stole the show at the last Convention were on hand again. The youngster who wore leg braces last year was without them this time

and wowed the crowd with his version of the Twist, executed with a charming young lady, also seven. The appearance of the O'Briens did much to prove the value of the famous Piggy Banks with which all California's lodges give voluntary additional financial assistance to the cause of their Major Project. Chairman Paul Haines told of the efforts of his group to raise extra funds for the program and closed his report with the "March of the Exalted Rulers" when he accepted over \$227,000 from the leaders of the State's lodges. This sum was realized in an eight-month period, \$280,000 having been received in a similar March last Fall.

Fresno Lodge won the Ritualistic competition held at nearby Compton Lodge with Grand Lodge Ritualistic Chairman John Frakes on hand.

CRIPPLED CHILDREN'S work and their Veterans Program are still tops with the Maine Elks. This fact was emphasized during the May 23rd, 24th and 25th Convention of the State Association at Waterville when Grand Esteemed Leading Knight Edward A. Spry and Special Deputy Harold J. Field of Massachusetts were guests.

In addition to their other fine community efforts, members and lodges donated \$3,028 to the Elks National Foundation during the year, and the Association is now sponsoring three student nurses, with two more nursing scholarships to be granted this year.

The 125 delegates to this meeting helped to celebrate Waterville's 75th Anniversary during their stay in that community, and made the decision to have Biddeford-Saco Lodge as host for the 1964 session. Gene A. Palmer of that lodge is the new President of the Association which elected Edward R. Twomey of Portland Secretary-Treasurer for his 36th term. Vice-Presidents are Robert C. Messier, Old Town, Joseph Winner, Lewiston, William A. Tippens, Millinocket, and Wm. P. Mennealy, Presque Isle. • •

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Seniors Add **SAVVY** to the Peace Corps

By **ROBERT G. DEINDORFER**

Youthful enthusiasm is fine. But the Peace Corps also relies on the experience and wisdom of its older volunteers—and wants more of them

ON THE EVE of his retirement not long ago, 64-year-old Chester Wiggins of suburban San Francisco got to brooding about what he would do to stay busy once his job as maintenance supervisor for United Air Lines came to an end.

"A man who's in good health can't just sit back," Wiggins told his wife. "I don't understand how I can go to bed one night with a useful job and next morning I'm not worth anything."

As Wiggins and his wife looked beyond his impending retirement, into the years ahead, they talked more and more of one particular cure. After a while they agreed that it was exactly what they wanted. Together, Chester

Wiggins the maintenance supervisor and Barbara Wiggins the part-time teacher signed on for a two-year hitch with the Peace Corps at an urban rehabilitation project in Arequipa, Peru.

"A man has to have something useful to do," Wiggins commented during their three-month training period. "Joining the Peace Corps is doing a job for somebody else."

Unique? At their ages Chester and Barbara Wiggins aren't exactly typical of some 5,000 Peace Corps volunteers toiling in 45 different countries around the world, of course, but they aren't really unique, either. More than 300 Americans in their fifties, sixties, and even seventies have enlisted in the Peace Corps to help other less fortunate people help themselves. They aren't doing it for personal gain, of course, but they aren't entirely altruistic either. Like the Wiggins, they've found something to do with their time, and their principal reward is self-satisfaction.

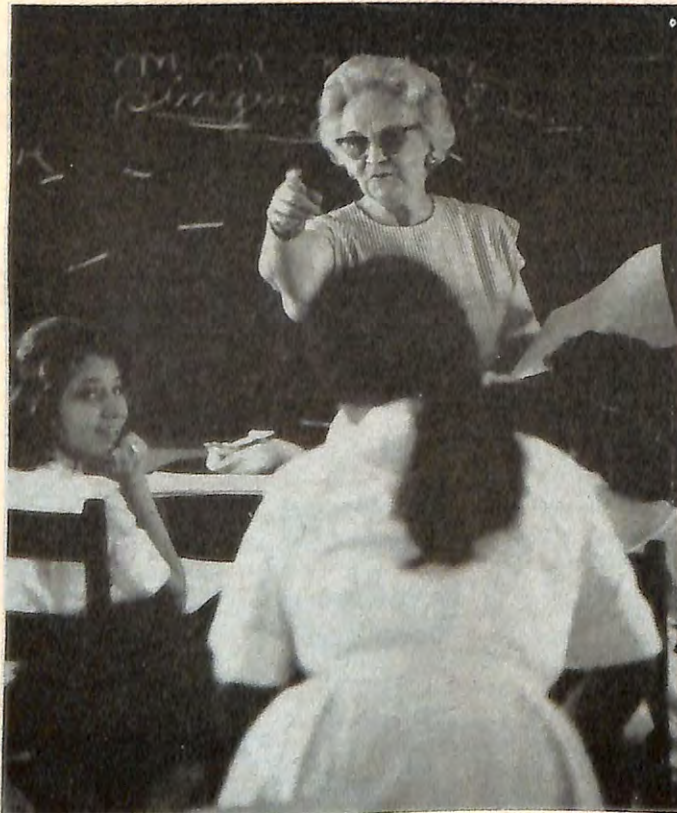
Working strictly as volunteers, at no salary except for expenses, a realistic cost-of-living allowance, and a mustering-out stake that accumulates at a rate

of \$75 for every month of service, these veterans are helping prove that America knows it belongs to a community of nations. During two-year tours abroad, they work directly with residents of those younger, newer nations trying to emerge from their "underdeveloped" status.

In the Philippines, for example, lean, 59-year-old John C. Kennedy and his wife Mirian, of Oberlin, Ohio, teach English and elementary science. In what little spare time they find, the Kennedys also help organize community discussions, give first aid courses, and occasionally even help coach school athletic teams.

Halfway around the world, in Tunisia, Virgil Moore, a retired construction worker from Aurora, Nebraska, helps build roads and low-cost housing. "I have a lot of life left in me," Moore says, "and I kind of want to pass on my experience to someone else."

High in the mountainous village of Ahuachapan in El Salvador, 64-year-old Ruth Burns of Lake Charles, Louisiana, teaches home economics and organizes 4-H groups. When she learned that



Widowed and pushing 70, June Reed of Portland, Ore., teaches English in British Honduras. Mrs. Reed is one of the more than 300 volunteer Americans abroad past the age of 50.



Charles H. Pell, 52, of Grand Rapids, Mich., is running a 4-H program in Venezuela—helping girls learn practical skills such as carpentry. Mr. Pell's wife is also there, teaching.

women in her classes badly needed money for sewing materials, Mrs. Burns drummed up contributions among local merchants and church groups back in the United States.

In East Pakistan, moving from one village to another, Ralph Cole, age 76, demonstrates the techniques of modern sanitation and irrigation to people who have been too busy simply trying to feed themselves to achieve any of the refinements of life.

All these individuals—and many more, besides—help dispel the common but erroneous image of the Peace Corps volunteer as a beardless crewcut just out of college. Although the minimum age requirement is 18, there is no upper age limit, which means that any qualified American able to meet the physical requirements can serve.

The more mature volunteers have already shown themselves to be especially effective out in the field in Africa and the Near East, in Asia and Latin America. They have experience behind them, and skills, and they have something more, too.

"The older person has excellence of judgment and a mellowness the years give," says Dr. John Noffsinger, who has handled some Peace Corps recruiting work. "And they're loved by the populations overseas. There is more respect for age than in this country."

"But perhaps I'm prejudiced," Hoff-singer added, a smile loosening his face. "I'm 76."

Yet the Peace Corps is not for everyone over the age of 60, or 50, or even 40. Often people in those age brackets have family ties they hesitate to break, along with some physical problems and/or psychological difficulty in adjusting easily to new situations in a foreign country. For many the act of learning another language—French, Spanish, Portuguese, even Twi, Urdu, or Swahili—is just too formidable.

At one of the Peace Corps field training camps high on a mountain in Puerto Rico, shimmering on the edge of a colorful rain forest, I spoke with a woman in her middle sixties who had volunteered for service with bubbling enthusiasm. After several weeks of training on a college campus and then in Puerto Rico, however, it was apparent to officials that, despite all her enthusiasm, she'd have to be let go.

The fact that the woman could not catch the speech rhythms of a language other volunteers had relatively little trouble learning was only part of the tragedy. What made it all the worse was her inability to adjust to others, including her fellow trainees, and to cope with a different environment, which set her nerves to jangling.

For those with the skills, the wisdom, the freedom, and the health to qualify, however, the Peace Corps of-

fers an opportunity to continue a career of service without even jeopardizing any retirement pay. Anyone enrolling as a senior volunteer may receive the full amount of any pension, and husbands and wives can serve together if they both happen to qualify.

At the moment, the Peace Corps needs engineers and teachers, nurses and agriculture experts, management supervisors and physical educators, public health officers, and technicians of many kinds. In the next few months almost 4,000 more volunteers will be recruited for service in some 44 foreign lands. Even more next year.

"It's a good thing, a very good thing," Oscar Haugen remarked before he left for his assignment in Tunisia. "The idea of helping others is a lift for them, I know—and at the age of 69 it's an even bigger lift for me."

In one way or another, individuals beyond any count share Oscar Haugen's evaluation of the Peace Corps nowadays. In little more than two years the bold and imaginative program has caught the public fancy both here and abroad like few other government innovations within memory.

Criticism is difficult to find even among those people who at first nourished honest doubts. "I certainly had my own reservations at the beginning," syndicated Washington columnist Roscoe Drummond wrote recently. "I thought the Peace Corps was a good idea likely to go wrong in operation. It has gone right."

Yet undoubtedly the most significant tribute of all comes not from Americans, who have at least an emotional stake in its success, but from evolving

lands where Peace Corpsmen are stationed. In each of those nations, for example, officials have asked our Government to send out twice, three times, and even four times the number of volunteers already on hand.

One aspect of the Peace Corps that has contributed to its popular appeal is a wonderful simplicity. Stripped of much of the normal bureaucratic red tape, offering neither large sums of money or shiploads of equipment, it consists almost entirely of vigorous, well-adjusted specialists willing to travel anywhere their particular skills are in demand. After they arrive, often days away from the bright lights, they live at approximately the same level as the people they happen to be assisting.

Officials in the Washington headquarters office are quick to admit that a few inevitable growing pains linger still. A booming demand for volunteers from countries abroad puts an occasional crimp in the immediate supply of particular specialists, such as commercial fishermen for Togo or athletic coaches for Indonesia. Language remains a problem for many volunteers.

But by and large, the Peace Corps is an enormous success, an infant program, but already big for its age, and growing bigger all the time. Young Americans and old have the chance, if they qualify, to learn what a 55-year-old Wisconsin contractor is learning each day in North Africa.

"This is the most exciting and satisfying period of my life," he said recently. "There's no such thing as retirement, not for me, and I'm ready to sign on for another two years right now." ● ●



THE ELKS MAGAZINE

"Has he told you about his terrible memory?"

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Tom Wrigley

WRITES FROM WASHINGTON

ELKS LEGION POSTS—that is, American Legion Posts composed entirely of Elks—are located in widely separated parts of the country. The latest to report to this column is the Elks American Legion Post #317 (it's official name), which is located in Cincinnati, Ohio. Adjutant Russell E. Ladley, who wrote me that the Post has member Elks in seven states, pointed out that these two great organizations complement each other perfectly, both espousing the principles of Americanism and love of God and Country.

WHO SAID THAT? A survey by the American Institute of Public Opinion of peoples' knowledge of the source of famous sayings came up with these results: "I have not yet begun to fight" (Jones), 14 per cent, and is fear

of the passenger miles flown. As for safety, the fatality rate last year was .27 per 100 million revenue passenger miles—a record, incidentally, about seven times better than for travel by private automobile. About 65 per cent of all air passengers go coach.

THE FEDERAL TRADE Commission has declared that the word "free" is misused extensively by advertisers to induce people to buy various articles of merchandise in order to obtain something else for nothing. The FTC says that the word is acceptable in advertising only if the come-on conditions are clearly stated in the copy so as not to mislead consumers.

THE CREW CUT is out and the Razor Cut is in, according to stylists at the recently held Barber Trade Show here. The Razor Cut gives men that

A HISTORIC BILL of Abraham Lincoln's was recently discovered at the Willard Hotel. The \$773.75 bill was for the nine days preceding his Inauguration and included charges for five people. Although rooms with meals were only \$2.75 a day then, Mr. Lin-



coln's charges were swollen by such extras as champagne, whiskey, brandy, and private dinners and breakfasts. Honest Abe paid the bill six weeks after taking office out of his first Presidential paycheck.

USE OF POLICE DOGS is on the increase in the U.S. Washington's K9

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at all the fuss that's being raised. It so happens, though, that the hotel also looks down on Buckingham Palace; guests, it is rumored, can spy on the Queen with the help of binoculars. Rumors also persist that the Queen is miffed and intends to move away from Buckingham—lock, stock, and crown. The rumors are just that, however; we have it on excellent authority that Her Majesty's not at all disturbed by her new neighbor. After all, nearly half a mile separates the hotel and the palace.

The Hilton has changed the appearance of Hyde Park corner. But for that matter, so has the new underpass funneling Piccadilly's traffic. Nevertheless, certain alarmists fear the day is fast approaching when London will be a top contender for the world's skyscraper crown. A good many subjects loathe the transition from genteel Georgian to genuine modern; they declare

For Elks Who Travel

(Continued from page 9)

that the city is losing all its character. An editorial in the *Daily Telegraph* complained recently about the demolition of a certain Elizabethan manor house and a row of 16th Century timbered cottages. Almost weekly, historical societies band together to snatch some landmark from the wrecker's hammer. Conversely, others—particularly the younger generation—seem to favor the skyscrapers' encroachment. A book passed out by the British Travel Association chatters on like a chamber of commerce commercial, declaring: "By a happy coincidence the skyscrapers with their severity of line offer the perfect foil to the elegance and eccentricities of the 17th and 18th Centuries."

Although certain sagging buildings

are toppled purposely, much of the demolition was achieved through the courtesy of Adolph Hitler, whose bombs, parachute mines, and buzz bombs leveled at least 80,000 buildings and damaged 700,000 others. The city is also getting crowded. Londoners had a choice: let the town spread still further out or else grow upward. They chose the latter. Now tall apartment buildings are drawing back those who'd become commuters like their cousins in far-off Suburbia, U.S.A.

The really tall buildings have appeared only during the last couple of years. First of these large structures was the immense \$92 million Shell Center. Standing 25 stories tall beside the Thames at Hungerford Bridge, it contains a restaurant, swimming pool, rifle range, and squash court for the pleasure of 5,000 office workers. Tourists get a spectacular view from a sight-



55 Years Ago in Elkdom



We are indebted to Past Grand Exalted Ruler Emmett T. Anderson of Tacoma, Wash., for this intriguing photograph he passed along to us from Vern Forslund of Auburn, Wash., Lodge. The legend it carries is "Elks Club Day, Nome, Alaska, Jan. 10th, 1908". Evidently, even in those days, the Elks got together any time they found a few of their Brothers around—no matter where it might have been, since there wasn't then, and isn't now, a lodge in Nome. The Elk costume seems to be a raccoon coat and light plug hat—to distinguish them from the natives; and the

animals aren't elk, they're reindeer. If you look closely, as we did, you can see that the reindeer's antlers are tagged with printed cards bearing a lodge number and the name of a city. For instance, we spotted the following—Ballard, Ellensville, Everett, Seattle and Tacoma, Wash. Then there are Oakland, Calif., Helena, Mont., Cripple Creek, Colo., Brainerd, Minn., Juneau, Alaska, and even Bellaire, Ohio. Wonder if any of our readers can enlighten us on the story behind all this—after all it was only 55 years ago!

STATE ASSOCIATION CONVENTIONS

STATE	PLACE	DATE
Virginia	Onancock	Aug. 10-11-12-13
West Virginia	Morgantown	Aug. 14-15-16-17
Md., Dela., D.C.	Easton, Md.	Aug. 22-23-24-25

seeing gallery at the top. From here on a clear day—after paying admission of 25 cents—one may see the Changing of the Guard across at Buckingham. Up until 10 years ago the river area near here was an unsightly jungle of wharves and warehouses. Then with the Festival of Britain, Londoners launched a multi-million dollar redevelopment program out of which Shell Center evolved.

Not even the postal authorities have escaped the skyscrapers' encroachment. The new postal building presently being riveted skyward not only will be London's tallest building—half again as high as its nearest rival—but promises to be a new tourist must as well. Visitors will go by high-speed elevator to a revolving restaurant at the 520-foot level, there to combine sightseeing with a plate of kidney pie. Cylindrical in shape, the building will be visible for miles and just may become a landmark every bit as familiar as the real Tower of London.

Finally, there is a plan afoot to redevelop Piccadilly Circus, that neon-lit parcel that surrounds a fountain containing a statue of Eros, the friendly god of love and charity. Eros will remain—as will his garish neon accouterments.

What with all the construction going on in London, one had best hurry before the old girl's face is completely lifted. Before that though, an estimated two million Americans will visit this year, and London awaits them with typical British hospitality and 30,000 hotel beds priced from about \$3.50 to \$22 a night. The leaders are Claridge's, Dorchester, Ritz, Grosvenor House, Connaught, Carlton Towers, Savoy, Berkeley, and the May Fair. And, of course, the Hilton, where rooms start at \$14 single and \$21 double. Stuffed between the lobby and a dazzling rooftop restaurant are 512 rooms, five bars, seven private dining rooms, a ballroom, and five restaurants, among them a Polynesian-like pub operated by one Trader Vic.

I have a tip for anyone planning a pilgrimage to Britain this year: Train travel throughout England, Scotland, and Wales costs as little as \$4.20 a day with a British Railways Guest Pass. Still another economy measure involves the British Railways Thrift Coupons. Issued in book form, the coupons are good in England, Scotland, Wales, Eire, and Northern Ireland. A book of second-class coupons costs only \$30 and pro-

vides up to 1,100 miles of travel. In Great Britain that's a lot of miles. (Children 3 to 14 go for half fare.) And there is the London Transport "Go-As-You-Please" ticket. It provides, at a cost of \$4.25, seven consecutive days of unlimited travel over London's marvelous bus and underground (subway) systems. Having toured London by both means I heartily recommend these travel buys. One thing you must remember: You must purchase the tickets *before* you leave the U.S.

London's leading sightseeing attractions are still the Tower of London, Westminster Abbey, St. Paul's Cathedral, Buckingham Palace, and nearby Windsor Castle. The Changing of the Guard occurs daily at 11:30 A.M., both at Buckingham and St. James Palaces. When in doubt about the activities on any given day, dial the letters A-S-K on your telephone. A pleasant female voice will supply the answers.

A favorite out-of-town tour of mine—you can be back in the city by nightfall—is of Woburn Abbey, an incongruous carnival run by a charming chap, the Duke of Bedford. It is about a two-hour coach ride from London and if one wishes one may live like a king at His Grace's shelter. The tab: \$150 a night! This includes dinner (with wine) and breakfast the following morning. Not to mention the companionship of His Grace and the Duchess during the evening meal and an after-dinner go at chess or squash. If the \$150 seems a little stiff, then the Duke generously condescends to take lunch with a guest for a mere \$30. He will even cut all formalities and take tea with any commoner at a pound a head (\$2.80). Now if \$2.80 seems a bit steep for a cup of tea, just think of the snob appeal back home when one remarks: "Jove, while I was in England I had tea with my old pal, the Duke of Bedford!"

The Duke, you will recall, inherited ancient Woburn Abbey—and with it \$13,500,000 in taxes due—several years ago. Being Britain's hardest working duke, he turned the place into a sort of royal Disneyland, which he calls Woburn Abbey and Zoo Park, a vast 10,000-acre spread over which the deer and the bison play. With 11 varieties of deer bounding across the grassy hillocks, His Grace lays boast to the largest herd in captivity. For 50 cents guests may drive or stroll among the wildlife along seven miles of private road lined with elm, cedar, and fir.

A sign beside the road (Walt Disney please note) declares: "The most to do, the most to see—for all ages and tastes."

All this has won for His Grace the title of the Showman Duke. So successful have been his endeavors that very nearly every shilling of his inheritance taxes has been paid. And this

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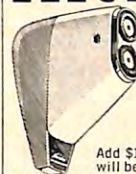
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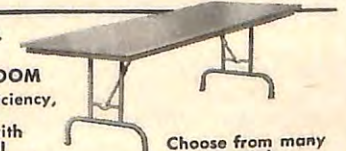
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"The High," as Oxford's famous High Street is known. At right: Queen's College.

hasn't been accomplished merely by renting rooms or taking tea with the guests. His Grace also sells souvenirs and ice cream, conducts tours through Woburn Abbey, and operates a restaurant, shooting gallery, bingo parlor ("the 50 cents from bingo is just as good as a souvenir sale"), fruit stand, flower stall, and a kiddy carnival complete with merry-go-round and miniature train. In the souvenir department one finds Woburn Abbey Soap, Woburn Abbey Drinking Glasses, beer mugs, tea towels, scarves—even ballpoint pens and college-type pennants that spell out

in bold letters **WOBURN ABBEY**.

Woburn Abbey stands on the site of an imposing monastery, its walls hung with the works of Holbein, Van Dyke, Rembrandt, Gainsborough, and others. As a sideline, His Grace and the Duchess make occasional pilgrimages to America and elsewhere to display the art treasures—for a price, of course. The Duke has never been known to turn away a wayfarer—one with money, that is. Not even a gathering of nudists. Unfortunately it rained during the two-week stay of such a group, and the poor things were forced to dress in rubber

boots and tote along umbrellas.

Another trip that can be made easily in one day from London is to Oxford, the world's most celebrated university town. After visiting there we came away convinced that Oxford's future may not lie so much in brains as in tourism. Learning has become almost a sideline, it would seem. We wouldn't wish to suggest that Oxford is getting commercial, but the gent down at Heraldic Craftsmen will readily paint one's family crest at the drop of a shilling. Other merchants delight in selling touristy trinkets that prove one has, in fact, been "through" Oxford.

Tourists enrolled in sightseeing courses prowl the souvenir shops along old High St., or else march in little groups across the grassy quads. Tradition lives on at Christ Church, founded by Henry VIII and the alma mater of 13 prime ministers. Each evening at 9 o'clock Great Tom, the Big Ben of Oxford, tolls the curfew hour—101 times for each of the original 101 students.

Situated on the main rail line from London—about two hours by train—Oxford offers temporary enrollment to tourists at a number of fine inns. Our favorite is the Mitre, an old coach stop where bed and breakfast comes to less than \$7 a day and the pub next door cranks out great tankards of ale 'twixt 6 P.M. and midnight.

With our glass of suds held forth, we bid you cheers, gentlemen. • •

ANNAPOLIS, capital of Maryland, in Anne Arundel County, has kept abreast of the times without sacrificing its charm of bygone times. Once a port of entry, today it's one of the leading yachting centers on the East Coast, and the home of the U.S. Naval Academy. Its picturesque architecture of the Colonial, Revolutionary, and Federal periods has been preserved through its 250 years as a chartered city. The two oldest public buildings in Maryland—both dating back to 1737—are in Annapolis: Reynold's Tavern and the Old Treasury Building. The State House (1772) is the oldest state capitol still in daily use and the only one in which Congress has met. George Washington resigned his commission as Commander-in-Chief of the Continental Army there in 1783, Annapolis being the nation's capitol in 1783-84.

THE PUBLIC HEALTH SERVICE has issued a series of health information leaflets that will be of interest to travelers to Europe, Latin America, Africa, and Asia. All four publications list required and recommended vaccinations, as well as such health protections as what to eat or drink—and what not to. The leaflets are a nickel apiece and

Travel Notes

can be ordered from the Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C.

INTERESTED in a black bear hunt? You can participate in a supervised one during September and October in North Florida. Comprised of 20 counties, this section of the state also has an abundance of deer, turkey, quail, dove, and waterfowl hunting. Fishing is excellent in the Apalachicola River and North Florida's hundreds of lakes and streams, with deep-sea fishing off the Gulf Coast. Camping sites and boat ramps are plentiful throughout the region.

MAYBE YOU NEVER KNEW that that mound of snowcapped serenity—Mt. Fuji—is actually a volcano. As a matter of fact, Japan's volcanos are among the earth's most active and most spectacular. In increasing numbers, tourists are being lured to Hokkaido Island, where steaming geysers and brimstones in the Valley of Hell (see photo) present a sharp contrast to the verdant valley below the rim of its crater—site



of one of Japan's loveliest hot springs resorts.

IN JUST A FEW HOURS, Air France will whisk you from Los Angeles to Tahiti, once one of the most inaccessible spots on earth. In this exotic locale you can rent a bungalow (or go native), fish, skin-dive, rent a yacht, mountain climb, water-ski, play tennis and golf, take in the horse races and cock fights, and, of course, enjoy the island's magnificent beaches. Bora-Bora and Moorea—two other chunks of enchantment—are nearby. The tropical paradise of Tahiti where tipping is unknown seems to have only one flaw: a shortage of bourbon. • •



FREEDOM'S FACTS

The Reds' No. 1 Goal —Political Conquest

IN THIS ERA of nuclear bombs and inter-continental missiles, the entire concept of conquest has changed. Once military forces were the main instrument of conquering and holding power. But today, the main instrument is politics.

Reds Put Politics First

So it is no surprise that *Kommunist*, the trade publication of the Communist Party of the Soviet Union, recently reasserted the prime importance of politics in achieving the communist goal of a world system of states—all run by communists and all governed by communist economic, social, cultural, and moral concepts.

Kommunist declared, "In the future when communism will finally triumph on a world scale and cease to be an object of struggle, economics will remain and politics will die out." Until world victory, say communist leaders, politics will rule. Now what do the communists mean by politics? They mean the political manipulation of people inside and outside the communist bloc. They mean the agitation of class warfare inside of non-communist countries. They mean the organization of political forces, in each country, powerful enough to advance communists peacefully or violently to supreme political power. They mean an approach which is based upon the premise that communists are better politicians than free men, i.e., communists can win control of the world by out-politicking the best politicians of the West.

The Reds' Main Lines

What are the communists' main political lines?

First: Embrace policies which they know have world-wide popular approval. Peace is such a policy.

Second: Cast the burden of world tensions, war preparation, and anti-peace upon the enemy—the U.S.

Third: Identify the attainment of peace with the attainment of communist

goals, especially the creation of socialist and, eventually, communist states.

Fourth: Work on every level of human activity—the factory, the club, the grassroots community, the church, the youth group. In each group embrace the policy which will gain the backing of non-communists.

Fifth: Use leadership thus gained to add popular support to attain other communist goals, whether these may be nationalization of an industry, the destruction of individualism, the extension of trade with communist countries, or—ultimately—communist seizure of political power.

Why Not Use Our Political Power?

Admittedly, this is a sketchy outline. Politics is complex. It deals with human emotions, hopes, fears, beliefs as to what is and what is not of value in human relations.

Here is the main point: communists state that politics is their primary means of conquest. It is time our politicians become more fully aware of what communists are doing and how they are going about it. It is time that our politicians start to use their own political know-how to defeat communist conquest.

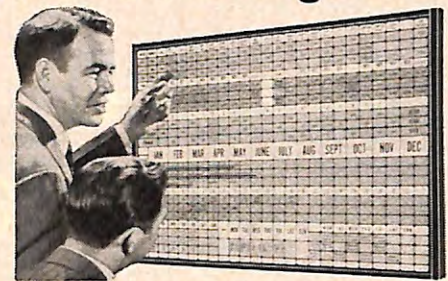
Straws in The Red Wind

HAITI: Troops from Guinea, Algeria, and Haiti are being trained in Cuba for an invasion of Haiti. Meantime, communists around President François Duvalier and in the towns and villages are setting the traps to overthrow President Duvalier and ride to power on a wave of mistaken popular support.

THE SOVIET UNION, Hungary, and Outer Mongolia are taking the lead in trying to increase trade between the U.S. and the communist-bloc countries. Such attempts are not new. During earlier Soviet periods of "thaw," the U.S. helped to permit Soviet expansion by "peaceful" political means.

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.

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Digest of ANNUAL REPORTS

Submitted to the Grand Lodge at San Francisco, July 1963



This section includes digests of the Annual Reports of the Grand Exalted Ruler, Board of Grand Trustees, Elks National Foundation, Elks National Memorial and Publication Commission, Elks National Service Commission, and Grand Secretary. Copies of the complete printed reports are available



LEE A. DONALDSON

Grand Exalted Ruler

In his Annual Report, the Grand Exalted Ruler stressed the progress that has been achieved during his administration, giving due credit to all those who had a part in making it a successful year for the Order.

GOLDEN ANTLER PROGRAM

His Golden Antler Program, he reported, was successful, helping produce a substantial gain in membership and the largest total of contributions for the Elks National Foundation (over three-fourths of a million dollars) for a single year. The program helped produce these results, but it also "was initiated to offer some token recognition to those lodges and Brothers who day in and day out carry on the work of Elkdom and to stimulate others to emulate the efforts of these volunteers. . . . I am happy to congratulate all the winners, particularly those Brothers acclaimed in their home lodges as "Elk of the Year."

EXALTED RULER KITS

At last year's Grand Lodge Convention, Brother Donaldson provided all

Exalted Rulers with a kit that included the Membership Control Manual, the Grand Exalted Ruler's program, and other informative booklets and material. A new publication called "Club Management Manual" was included, designed to provide a guide for better club management and improved internal financial control. "Where the kit has been used," he reported, "I feel it has been helpful, but I must concede that in some instances there is still a need for better lodge administration and club management. A failure to read and use the manuals and other important material furnished our lodges is evident in these cases."

APPRECIATION

The Grand Exalted Ruler expressed appreciation to the many in Elkdom who provided invaluable assistance and advice during his tenure. Heading the list were the Past Grand Exalted Rulers and the Grand Lodge officers. He also paid additional tribute to the Past Grand Exalted Rulers who make up the Elks National Memorial and Publi-

cation Commission, The Elks National Service Commission, and the Trustees of the Elks National Foundation. The report continues with expressions of appreciation to the Grand Lodge Committees, the District Deputies and Special Deputies, Grand Secretary Franklin J. Fitzpatrick and his staff, General Manager William H. Magrath and the staff of THE ELKS MAGAZINE, Public Relations Director Otho DeVilbiss, the Board of Grand Trustees, Superintendent and Mrs. Thomas J. Brady of the Elks National Home, and his own office staff, headed by his secretary, Lee A. Donaldson Jr.

NECROLOGY

The Grand Exalted Ruler reported that 962 members of the Grand Lodge died during the year, expressing his regrets and his sympathy to their survivors: "We all mourn the passing of these Brothers who served our Order so faithfully and extend our sincere sympathy to their friends and families. Their names have already been inscribed on the Memorial Tablets in their lodges and will also be reported in this publication and Annual Proceedings." Among those who died were Past Grand Exalted Ruler Edward Rightor and two members of the Grand Lodge Committee on Judiciary, Frank Linnell and Charles C. Bowie.

RECOMMENDATIONS

The Grand Exalted Ruler's recom-

mendations were "(1) That a token recognition program in certificate form or otherwise be used annually to recognize our members for outstanding service; (2) That consideration be given to increasing the per diem attendance expense allowance to more realistically meet present-day costs; (3) That the District Deputies be urged to place more emphasis on the use of the various manuals and other material furnished by the Grand Lodge, particularly the Secretary, Membership Control, and Club Management Manuals; (4) That an effort be made to accumulate and have available in the Grand Secretary's office copies of building plans, costs, etc., of new lodge homes."

CONCLUSION

In conclusion, Brother Donaldson acknowledged the warm friendship and hospitality accorded him and Mrs. Donaldson on their extensive travels throughout Elkdom. In referring to his slogan, "Go Forth to Serve America," he said it "is not a slogan for an address or a day or the tenure of a Grand Exalted Ruler. It is rather a synonym for this great patriotic fraternity, which in all its programs and principles epitomizes dedicated service to the nation whose flag stands beside our altar.

"This then is our heritage and our challenge—that we support our Order and thereby continue to Go Forth to Serve America."

dents, with 220 residing there when the report was prepared.

The Elks National Home is situated at the foothills of the Blue Ridge Mountains of Virginia, adjacent to Bedford, an attractive town of 6,000. The present Home was dedicated in 1916 and now represents an investment of \$3½ million.

All of the guests' needs are met with the myriad facilities at the Home. Rooms are tastefully furnished and may be decorated by the residents. A lovely dining room is the scene of pleasant gatherings for wholesome meals, carefully prepared in a spotless kitchen by expert chefs under the supervision of a professional dietitian. Much of the food is raised on the Home's own farmland, including milk from a fine dairy herd, meat, and produce.

Numerous recreation facilities are at guests' disposal: pool and card tables, a hobby shop, a pitch-and-putt golf course, television, a library, and others. A modern, fully equipped hospital serves the needs of all residents who fall ill.

Each year, as Christmas approaches, the grounds of the Home become a spectacular showplace of lighted displays and decorations, drawing thousands of visitors. The display, which grows in size and beauty each year, is a point of special pride with everyone at the Home.

The Board of Grand Trustees is fortunate in having as resident manager Superintendent Thomas J. Brady, assisted by his charming wife Rita and a capable staff. Brother Brady has served in that capacity for a decade, and his warm personal interest in the welfare and comfort of guests has made him exceptionally popular.

The Board cordially invites all Elks to visit the Home to see firsthand what a wonderful place it is for older, retired Brothers. They devoutly believe that no member could go away without having even greater pride in the Order.

Board of Grand Trustees



JACOB L. SHERMAN
Chairman

Following the close of the Grand Lodge Session and installation of officers in Chicago, Ill., July 12, 1962, the Board of Grand Trustees, which had been increased from five to eight, met and organized. Jacob L. Sherman was elected Chairman and Edwin J. Alexander Vice-Chairman; R. Leonard Bush was elected Approving Member; Edward W. McCabe was elected Home Member; Nelson E. W. Stuart and Joseph F. Bader were elected Building Applications Members; Arthur J. Roy was elected Secretary. The Grand Lodge had abolished the Pension Committee, and its functions were entrusted to the Grand Trustees; George T. Hickey was elected Pension Member.

In accordance with the direction of the Grand Lodge, the Board of Grand Trustees procured and presented suitable testimonials to retiring Grand Exalted Ruler William A. Wall and retiring Chairman of the Board of Grand Trustees Edward A. Spry.

MEETINGS

The Board held meetings during the year in Seattle, Wash. (September), New Orleans, La. (February), Bedford, Va. (May), and in July at the Grand Lodge Session in San Francisco, Calif.

The Board of Grand Trustees during the past fiscal year received and acted upon 209 applications for approval to purchase, sell, or construct buildings, to

make alterations or additions to buildings, and to install furnishings and equipment, in the amount of \$18,515,-425.59.

ELKS NATIONAL HOME

Quite naturally, the Elks National Home is of especial interest to the Board of Grand Trustees, which is responsible to the Grand Lodge for its maintenance and supervision. The Home is a matter of pride to virtually all Elks who are familiar with it. Thus, a description of the Home is a part of the Annual Report of the Board of Grand Trustees. During the year just ended, the Home had an average of 239 resi-



JOHN F. MALLEY
Chairman

Elks National Foundation

At the Grand Lodge Convention in San Francisco, the Elks National Foundation celebrated its 35th Anniversary.

It was initiated with an allocation of \$100,000 from the Grand Lodge, and every cent that has since been added

to the principal fund has come from contributions; there has never been an assessment.

CURRENT INCOME

The past year was the best ever in terms of total contributions to the Foundation. Receipts—not including unpaid pledges or bequests—were \$763,142.41, bringing the principal fund to a total of \$8,343,496.05. The fund is invested conservatively, but even so had a market value at latest appraisal of \$12,045,410—45 per cent more than book value.

The sources of receipts for the past year were as follows:

State Associations	\$ 14,923.05
Subordinate lodges	187,845.23
Individuals	417,258.67
Bequests	141,804.46
Miscellaneous	1,311.00

Income from Elks National Foundation funds last year amounted to approximately \$400,000. The Trustees wish to emphasize that this income is the only money that is disbursed—the principal cannot be touched. All administrative expenses are defrayed by an annual appropriation from the Grand Lodge General Fund.

DISTRIBUTIONS

Distributions for the year totaled \$370,882.26, as follows:

State Association Projects, \$82,050. Distributions are made to the several State Associations in furtherance of their Major Projects, which include cerebral palsy projects, educational programs, and many other vital endeavors.

Scholarships allocated to States, \$94,155. In addition to scholarships administered directly by the Foundation Trustees, this amount was allocated to State Associations for distribution as scholarships at that level.

“Most Valuable Student” Awards, \$92,360. Scholarships are awarded each year in a national contest to determine “Most Valuable Students,” with amounts both for boys and girls last year ranging from \$1,500 to \$700.

Grants for special training in treatment of cerebral palsy, \$52,117.26. The Foundation grants scholarships or other aid to qualified and properly endorsed applicants who specialize in treatment of cerebral palsy.

Youth Awards, \$10,200. Besides being interested in scholarships for needy and deserving students, the Foundation and the Grand Lodge are concerned with character building and youth lead-

ership. Thus, the Grand Lodge Youth Activities Committee awards prizes to winners of a national Youth Leadership Contest, using money provided by the Foundation for awards.

Emergency Educational Fund, \$40,000. This fund is used to help educate needy children of Elks who have lost their lives or become incapacitated.

In addition, the Foundation expended \$761 for vocational training from the proceeds of the T. L. Bear Fund and \$2,700 from the Nathan O. Noah Scholarship Trust Fund. Neither fund is part of the Foundation General Fund, but both have been entrusted to the Foundation Trustees for administration.

APPRECIATION

In their report, the Foundation Trustees expressed appreciation to Grand Exalted Ruler Donaldson, who “has

continued his promotional efforts by eloquent advocacy wherever he went and by the establishment of programs to alert the Grand Lodge committees, District Deputies, and State Associations throughout the nation to increase donations to the Foundation, large and small, by a system of awards for those who have carried on effective promotional efforts.” They also commended THE ELKS MAGAZINE for its editorial support and all the many officials, committeemen, and individuals who have worked to support the Foundation.

The Trustees of the Elks National Foundation are Past Grand Exalted Rulers John F. Malley (Chairman), L. A. Lewis (Vice-Chairman), Dr. Edward J. McCormick, Sam Stern, H. L. Blackledge (Treasurer), John E. Fenton (Secretary), and John L. Walker.



JOHN S. McCLELLAND
Chairman

**Elks National Memorial
and Publication Commission**

The Elks National Memorial and Publication Commission is charged with the responsibilities of publishing THE ELKS MAGAZINE, maintaining the Elks National Memorial Building in Chicago, and maintaining a Public Relations Department. It dates from 1931 when its predecessor, the National Memorial Headquarters Commission, rendered a final report and surrendered its duties to the new Commission.

MEMORIAL BUILDING

The Elks National Memorial Building was first dedicated in 1926 to the Elks who served in World War I, and especially those who gave their lives. Twenty years later, it was rededicated to Elks veterans, living and dead, of both World Wars.

During the fiscal year more than 27,000 people visited the Building, which is considered a Chicago landmark.

Memorial books are on sale at the building (or by mail) at \$2.25 per copy. About 50,000 have been printed, and some 7,500 copies are still avail-

able. The latest edition, titled *The Story of Elkdom*, documents highlights of the Order's history and also is a souvenir of the Building, with color photographs of its murals and other artistic embellishments.

THE ELKS MAGAZINE

During its 41st year of publication, the Magazine earned \$287,579.20, more than \$12,000 over the previous year's figure. Of the gross earnings of the Magazine, some \$464,000 represents income from advertising—an indication that advertising revenue alone makes it possible for the subscription price to remain at the low figure of \$1 per member. The cooperation of lodge officers and individual Elks in providing information when asked, information which is vital in selling space to advertisers, is earnestly requested so that the Magazine may continue to prosper and better serve its readers.

More than 16 million copies of the Magazine were printed during the year. A total of 696 pages (excluding busi-

ness inserts and including covers) were produced—an average of 58 per issue.

Opening the fiscal year, June 1962 issue was a special 64-page 40th Anniversary issue, featuring an article on the history of the Magazine in relation to world events, a short story by the famed writer P. G. Wodehouse (who first appeared in the Magazine in 1922), and additional authoritative articles. The cover contained the same painting that appeared on the first issue of the Magazine published 40 years before.

Throughout the year, the Magazine presented a balanced content of fraternal material, major articles, short articles, and fiction. The staff has sought to increase, as much as possible, interest to readers. Letters commenting on the contents of the Magazine are more than welcome.

OFFICIAL ELK JEWELRY

The Commission offers official Elk Jewelry, approved by the Grand Lodge, to members of the Order through THE ELKS MAGAZINE, which advertises it periodically. These lapel pins, which members may order for themselves or which frequently are used as gifts from lodges to Elk officials or Life Members (including Honorary), are manufactured by the L. G. Balfour Company, known nationally for the superb quality of its products. Sales of this jewelry during the fiscal year amounted to \$14,732.30.

PUBLIC RELATIONS

The Public Relations Department represents the Order to the press, and thus to the nation, but it does much more than that. Each lodge has its own avenues of publicity, and the Commission's Public Relations Department also serves to help them promote local public understanding and support. It also aids State Associations in promoting the Order. During the past year, public relations efforts of these several agencies achieved a total of at least 6,670 news stories and/or photos in the press, as indicated by the number of clippings received.

One of the principal efforts of the year was the Department's cooperation with the Grand Lodge Americanism Committee and Chairman Vincent H. Grocott in promoting the Committee's programs. Releases were submitted to lodges for local distribution on Know Your America Week in November and Freedom Week in January. In Octo-

ber, releases were submitted to the press containing Grand Exalted Ruler Donaldson's message to President Kennedy that affirmed agreement with his action in the Cuban crisis.

Press coverage of the Convention in Chicago was excellent. In addition, the various other Grand Lodge programs were subject to publicity releases for use by subordinate lodges.

DISPOSITION OF EARNINGS

During its 41 years of existence, the Magazine has earned an aggregate surplus of \$8,695,060.14. Most of this money has been turned over to the Grand Lodge, and it has been used for purposes such as building an addition to the Elks National Home, decorating the Memorial Building, and aiding the

Elks War Commission and Elks National Foundation. The Magazine is charged with the responsibility of financing maintenance of the Memorial Building, which last year cost nearly \$89,000. It contributes a substantial sum to the Grand Lodge each year, which has totaled nearly \$8 million. This year the Commission has turned over another \$100,000 to the Grand Lodge.

Members of the Elks National Memorial and Publication Commission are Past Grand Exalted Rulers John S. McClelland (Chairman), Emmett T. Anderson (Vice-Chairman), Wade H. Kepner (Secretary), James T. Hallinan (Treasurer), and Earl E. James (Asst. Secretary and Asst. Treasurer).



JAMES T. HALLINAN
Chairman

Elks National Service Commission

The Order of Elks has always been aware of the great debt of gratitude that our nation owes to its defenders. We have a long history of deep concern with the welfare of the members of our military in times of war and the veteran in times of peace. Our unsung and sometimes forgotten achievements in service to our Armed Forces and hospitalized war veterans is second to none in America. It is the fulfillment of a pledge undertaken by the Order following World War II: "So long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him."

ENTERTAINMENT

To relieve the boredom—sometimes the hopelessness—of prolonged hospitalization, Elks have undertaken to provide entertainment to disabled veterans. There are variety shows by professional entertainers, sports nights, ward shows (which bring the talent right to bedside), carnivals, clambakes, and cookouts. TV sets are donated. Baseball and football games are organized. Smokers with sports celebrities are al-

ways enthusiastically received. The limit of possibilities is reached only when the ingenuity of participating Elks has been taxed to the utmost.

The scope of the task facing Elks who aid veterans is indicated by the following fact: During the past fiscal year a daily average of 113,674 patients were cared for in Veterans Administration hospitals. Admissions slightly outnumbered discharges. Elks committees have performed admirably in the past; their work for the future is cut out for them as well.

OCCUPATIONAL THERAPY

As important as entertainment is, it is not enough. A sense of performing useful tasks and just keeping busy is of vital importance to patients. Thus, the Commission has for a number of years engaged in a program of processing leather hides for occupational therapy purposes. Although good leather is expensive, the gathering of hides during the hunting season has proven eminently satisfactory. A great deal of volunteer effort is involved, but the only monetary cost is tanning and shipping

the hides, which have been distributed to all the VA hospitals in the country processed into brilliantly colored leather for occupational therapy use. Other phases of occupational therapy assistance include collection of materials such as plastics, fabrics, lumber, clay, and old mechanical devices such as radios, TV sets, clocks, etc. These are distributed to hospitals for the use of patients in occupational therapy programs.

CIGARETTES TO KOREA

Although the bloody battles of Korea are all but forgotten, there still are thousands of U.S. troops on duty in that country. Morale is a serious problem in such a desolate place. From the time hostilities first broke out more than 11 years ago, the Commission has shipped 100,000 Camel cigarettes each month to those lonely G.I.s, each pack carrying a cheerful message from the Elks. Thousands of letters of gratitude have been received from appreciative troops.

COURTESY CARDS AND DURATION STICKERS

Blood relatives of Elks now serving in the Armed Forces, if under 21 at time of induction, may still be issued Courtesy Cards entitling them to hospitality at Elks lodges. Supplies are

available from the Commission (write in care of THE ELKS MAGAZINE).

Duration Stickers showing that an Elk in service has dues paid up for the duration are still available and should be honored when affixed to a membership card. The Commission has supplied these stickers since 1942.

CONCLUSION

In conclusion, the Commission commends those many Elks and their families who have unstintingly given of their time and their hearts to give invaluable assistance to our veterans. Their work reflects great credit not only upon themselves but upon the entire Order.

The Commission also expresses its deep gratitude to Grand Exalted Ruler Donaldson, Grand Secretary Fitzpatrick and his staff, the Past Grand Exalted Rulers and other Grand Lodge officials, THE ELKS MAGAZINE, and all those State and lodge committeemen who have contributed to the fulfillment of the Commission's task.

Members of the Elks National Service Commission are Past Grand Exalted Rulers James T. Hallinan (Chairman), George I. Hall (Vice-Chairman), William J. Jernick (Treasurer), Emmett T. Anderson, John L. Walker (Secretary), and Fred L. Bohn.

Yet, despite the fact that we continue to attract many fine new members, we also continue to lose others in alarming numbers through lapsation. In the year just past the lodges of the Order dropped, for non-payment of dues, members totaling in number more than half the number initiated during the period. Because the collection of dues is in many cases left entirely to the lodge Secretary, it is pertinent to point out that the Exalted Ruler also has a serious responsibility in this connection. It is his duty to appoint and work with an active Lapsation Committee in following the program outlined in the Membership Control Manual. By planning and concerted effort, it is possible to cut delinquency losses to a minimum. All lodges are urged to give this most important problem of dues collection the attention it deserves.

SECURITIES

The Grand Lodge holds in its various funds United States Government and other securities in the following amounts, at cost:

- General Fund\$398,896.70
- Reserve Fund 738,766.86
- Home Fund 167,785.00

GRAND LODGE FINANCES

Current assets of the Grand Lodge are \$2,552,631.39; fixed assets are \$1,210,260.83, making the total assets of Grand Lodge \$3,762,892.22.

At the Chicago Session of the Grand Lodge, the Elks National Memorial and Publication Commission turned over to the Grand Lodge, from surplus earnings of THE ELKS MAGAZINE, the sum of \$100,000, which was credited to the General Fund of Grand Lodge and was of material assistance to the Board of Grand Trustees in making up the final budget.

DISPENSATIONS

Granted by Grand Exalted Ruler William A. Wall

DISPENSATION GRANTED	NAME AND NUMBER OF LODGE	INSTITUTED
5-18-62	Williams, Ariz., No. 2264	6-2-62
6-4-62	Franklin Park, N. J., No. 2265	6-24-62
6-6-62	Glen Burnie, Md., No. 2266	7-1-62
7-7-62	Garfield, N. J., No. 2267	7-15-62
7-10-62	Virginia Beach, Va., No. 2268	8-9-62

Granted by Grand Exalted Ruler Lee A. Donaldson

8-3-62	Hereford, Texas, No. 2269	9-11-62
8-16-62	Waynesboro, Va., No. 2270	8-29-62
10-3-62	Tenaflly, N. J., No. 2271	11-4-62
11-26-62	Anoka-Coon Rapids, Minn., No. 2272	3-30-63
12-12-62	Plantation, Fla., No. 2273	2-23-63
1-2-63	Lompoc, Cal., No. 2274	1-27-63
1-11-63	Dunedin, Fla., No. 2275	3-9-63

Grand Secretary



FRANKLIN J. FITZPATRICK

The membership tables appended to this report cover the period from April 1, 1962 to March 31, 1963. The statements relative to Grand Lodge finances cover the period from June 1, 1962 to May 31, 1963.

MEMBERSHIP

During the past year, our subordinate lodges added 98,809 Brothers to their membership rolls by initiation, 16,270 by dimit, and 9,851 by reinstatement. In the same period 58,845 were dropped from the rolls for non-payment

of dues, 55 expelled, 25,783 granted dimits, and 19,832 lost by death. The total membership of the Order as of March 31, 1963: 1,315,319, a net increase of 20,715. The total number of lodges on March 31, 1963 was 2,022.

The Order enjoyed a year of splendid achievement under the inspired leadership of Grand Exalted Ruler Donaldson, and the stimulus of his Golden Antler Recognition Program undoubtedly was an important factor in bringing about our net gain in membership of 20,715.

FOREIGN JOBS

Foreign employment offers men and women choice of 19 countries — free transportation — special tax benefits — bonuses — liberal vacations — And a most unique way of life in government careers or with American companies, their subsidiaries. Over half a million Americans work and live exceptionally well outside the U.S.A. You can earn up to \$1,600 per month paid in U.S. currency. For complete information send \$2 to Foreign Projects, P. O. Box 1945, Beverly Hills, Calif.

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Thousands of new job openings now in Southern California in all fields. Permanent job security. Send \$2 for job information, names and addresses to California Jobs, P. O. Box 1944, Beverly Hills, Calif.

1-23-63	Mountain Home, Idaho, No. 2276	3-30-63
2-26-63	Westminster, Md., No. 2277	3-31-63
3-11-63	Arvada, Colo., No. 2278	3-31-63
3-25-63	New Braunfels, Texas, No. 2279	4-27-63
4- 5-63	Sherman, Texas, No. 2280	
4- 8-63	New Castle, Del., No. 2281	5-11-63
5- 9-63	Colonia, N. J., No. 2282	
5-21-63	Laurel Md., No. 2283	
5-21-63	New Port Richey, Fla., No. 2284	
5-27-63	Coventry-West Greenwich, R. I. No. 2285	
5-29-63	Glenwood Springs, Colo., No. 2286	
5-31-63	Worthington, Minn., No. 2287	
6- 5-63	Sussex, N. J., No. 2288	

Flag Day, Constitution Day, Fourth of July, etc.	227,184.09
Total	\$6,994,566.38

ACTIVITIES BY STATES

The following table shows the amount expended in Charitable and Welfare Work by each State and Special Jurisdiction, during the period from April 1, 1962 to March 31, 1963:

STATE	AMOUNT	STATE	AMOUNT
Alabama	\$ 65,559.18	Nevada	\$ 38,344.87
Alaska	57,046.28	New Hampshire ..	21,946.11
Arizona	133,610.52	New Jersey	422,558.21
Arkansas	33,395.97	New Mexico	76,586.46
California	1,096,927.34	New York	380,099.96
Canal Zone	7,972.13	North Carolina ..	103,104.31
Colorado	241,019.84	North Dakota	60,832.47
Connecticut	128,266.33	Ohio	168,159.08
Florida	243,955.34	Oklahoma	59,509.21
Georgia	209,197.35	Oregon	253,457.19
Guam	(No Record)	Pennsylvania	344,347.98
Hawaii	9,621.39	Philippine Islands	2,489.73
Idaho	93,114.62	Puerto Rico	860.05
Illinois	284,973.57	Rhode Island	38,557.82
Indiana	184,402.35	South Carolina	65,492.96
Iowa	74,479.54	South Dakota	55,219.28
Kansas	89,877.57	Tennessee	93,945.47
Kentucky	32,976.37	Texas	172,310.68
Louisiana	24,161.34	Utah	91,993.76
Maine	27,228.82	Vermont	45,751.67
Md., Del., D.C.	82,542.83	Virginia	63,163.56
Massachusetts	278,663.95	Washington	290,267.77
Michigan	170,547.74	West Virginia	94,743.21
Minnesota	71,808.18	Wisconsin	101,929.71
Mississippi	18,236.30	Wyoming	33,658.09
Missouri	60,923.92	Nebraska	94,487.07
Montana	100,240.93	Total	\$6,994,566.38

BENEVOLENT ACTIVITIES

Below is a list of Charitable, Welfare, and Patriotic activities in which subordinate lodges are engaged, together with total moneys expended for the same during the lodge year from April 1, 1962 through March 31, 1963:

ACTIVITIES	AMOUNT
Relief of Members, Widows, Orphans, Dependents, Burials, etc.	\$ 619,060.30
Summer Outings, Camps, and Health Resorts.....	306,190.60
Cerebral Palsy	669,335.48
Crippled Children	822,836.96
Medical Aid and Hospitals	393,162.06
Care of Needy Families, including Thanksgiving and Christmas Baskets	1,062,180.23
Elks National Foundation	313,194.72
Youth Work (except for scholarships, free textbooks, etc.)	1,115,600.82
Scholarships, Free Textbooks, etc.	431,095.46
Red Cross, Salvation Army, etc.	254,274.24
Veterans' Relief	159,809.34
Miscellaneous	620,642.08

Membership by States — 1963

State	Membership	State	Membership
Alabama	8,104	Montana	23,216
Alaska	7,823	Nebraska	22,180
Arizona	20,629	Nevada	6,578
Arkansas	3,808	New Hampshire	6,883
California	153,744	New Jersey	41,057
Canal Zone	1,258	New Mexico	9,571
Colorado	33,049	New York	77,120
Connecticut	23,622	North Carolina	13,396
Florida	37,098	North Dakota	17,250
Georgia	20,130	Ohio	55,805
Guam	282	Oklahoma	11,296
Hawaii	1,923	Oregon	56,241
Idaho	21,596	Pennsylvania	87,408
Illinois	67,332	Philippine Islands ..	338
Indiana	50,504	Puerto Rico	669
Iowa	32,826	Rhode Island	7,129
Kansas	26,337	South Carolina	9,288
Kentucky	7,258	South Dakota	11,977
Louisiana	3,168	Tennessee	12,580
Maine	5,652	Texas	23,428
Maryland, Delaware, Dist. of Columbia.....	11,999	Utah	6,818
Massachusetts	42,019	Vermont	6,602
Michigan	51,891	Virginia	12,580
Minnesota	15,975	Washington	73,472
Mississippi	3,769	West Virginia	20,685
Missouri	11,851	Wisconsin	25,740
		Wyoming	12,365
Total	1,315,319		

Membership Gains and Losses by States

Lodge Year Ended March 31, 1963					
State	Gain	Loss	State	Gain	Loss
Alabama	56		Montana	162	
Alaska	24		Nebraska	1,369	
Arizona	249		Nevada	268	
Arkansas	195		New Hampshire	304	
California	4,276		New Jersey	1,270	
Canal Zone	53		New Mexico	8	
Colorado	1,082		New York	1,075	
Connecticut	28		North Carolina	200	
Florida	707		North Dakota	531	
Georgia	40		Ohio	873	
Guam	44		Oklahoma	87	
Hawaii	95		Oregon	2,017	
Idaho	631		Pennsylvania	108	
Illinois	369		Philippine Islands ..	24	
Indiana	570		Puerto Rico	39	
Iowa	318		Rhode Island	105	
Kansas	825		South Carolina	391	
Kentucky	59		South Dakota	477	
Louisiana	170		Tennessee	301	
Maine	244		Texas	848	
Maryland, Delaware, Dist. of Columbia.....	505		Utah	248	
Massachusetts	865		Vermont	227	
Michigan	212		Virginia	374	
Minnesota	874		Washington	5,654	
Mississippi	346		West Virginia	415	
Missouri	229		Wisconsin	740	
			Wyoming	48	
Gain, 25,972		Loss, 5,257	Net Gain, 20,715		

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A SPLENDID RECORD

It is a great honor to be Grand Exalted Ruler of the Benevolent and Protective Order of Elks, which is not to say that it is an honorary position, if that term is taken to mean an absence of work and responsibility. On the contrary it is a demanding job, physically and mentally, and is becoming more so with the growth of the Order and expansion of its activities. It is an office that calls for strong, knowledgeable leadership, careful attention to a multitude of pressing details, and a willingness to work more hours than there are in a day. In all of these respects and more, Grand Exalted Ruler Lee A. Donaldson measured up to the tasks that this Order imposes upon its leader.

Brother Donaldson's administration was a stimulating one. His appeal "to go forth to serve America" has given all Elks a deeper understanding of their responsibilities, in a personal sense, to their country at this critical time, and a fresh incentive to take an active role in keeping America strong in the face of its enemies while strengthening the spirit of freedom among all citizens.

His Golden Antler program gave deserved recognition to the countless men who have served Elkdom faithfully for so long. These are the doers of Elkdom, men who have devoted untold hours of time and much effort to their lodges and to the Order year after year without thought of reward. They deserve this recognition, and Grand Exalted

Ruler Donaldson has performed a meritorious service that will make the Order of Elks vastly stronger by extending this recognition to the doers of Elkdom.

Because of his long and close acquaintance with Elkdom in all parts of the country, Grand Exalted Ruler Donaldson could be confident that he was acting in conformity with the sentiments of his Brothers when he dispatched a telegram to the President of the United States, immediately after the broadcast announcement of our action in the Cuban crisis last fall, assuring the President that the Order of Elks wholeheartedly supported the stand that our country had taken.

Under his leadership, this Order took a stand for America and against the voices of fear, defeat, and appeasement that counseled a policy of retreat in the face of naked communist aggression.

While attending meetings of about half of the State Associations and paying official visits to some 200 lodges in all sections of the country, Brother Donaldson applied himself diligently to the great mass of administrative detail that goes with his high office. In this, his long and varied experience with the affairs of subordinate lodges and the Grand Lodge proved most valuable.

Our Order has been well served and enriched by Grand Exalted Ruler Donaldson. When he retired at San Francisco, he could do so with a feeling that he had given his best at all times.

Russia's Brief Freedom

Since the death of Stalin in 1953, the comparative freedom of expression enjoyed by writers and artists in Soviet Russia has frequently been cited as evidence of a "liberalizing" tendency of the Khrushchev regime, suggesting a turn toward genuine democracy. How illusory those hopes actually were has been demonstrated in recent months by the communist dictatorship's crack-down on liberals in the arts and letters and a re-imposition of strict party discipline and accountability in cultural and intellectual activities.

With Khrushchev himself setting the tune as chief critic, the Communist Party has launched a determined and massive attack on artists, writers, and musicians who have strayed too far from communist realism into the real freedom of expression enjoyed by their colleagues in the West. One of the most prominent victims of the Party lash

is the young poet Yevtushenko. When his poem "Baba Yar," a denunciation of Stalinism and anti-semitism, was published in the Soviet Union to wide official acclaim a few years ago, it was hailed in the West as proof of the new freedom in Russia. Later, however, after the Red bosses had taken a second look at it, they ordered Yevtushenko to revise the poem to eliminate what the Party considered unflattering reflections on communism itself. The poet obediently complied, but he still had not seen the light. Earlier this year he was still so intoxicated with the new freedom that he published in a Paris newspaper, without consulting Soviet censors, his "autobiography" in which he voiced some unflattering opinions about the Bolshevik revolution and the oppressions visited on the Russian people.

It is unlikely though not impossible that Yevtushenko will meet the fate that would have befallen him had his crime occurred under Stalin. That the

regime means business with him and all others who do not heel to the Party line was made quite clear by this ominous warning on the Yevtushenko case published by the communist youth newspaper and quoted in *The New York Times*: "He must understand that he cannot keep falling continually, get up, shake himself, and act as if nothing happened. In the end he may hurt himself so badly that the bruise will remain an indelible birthmark forever."

What all this proves once again, of course, is that freedom and communism are simply incompatible, and the communist hierarchy is moving now to halt a trend before it can become dangerous to their dictatorial powers. Now Russia's brief hour of freedom, limited though it was, is ending. Or is it? Perhaps the Russian people, having once known a taste of freedom, will not submit so docilely to the spiritual and intellectual darkness that communism must have to stay in power.



Former President Dwight D. Eisenhower in his Gettysburg office with grandson David, son of Colonel John S. D. Eisenhower.

PHOTO BY MARK SHAW

This grandfather teaches his grandson about freedom. Who is teaching your children to speak up for freedom?

Where did *you* learn about freedom? In school, to be sure, you learned the dates and places and battles. Here and there, a great teacher brought them to life, made you see vividly what freedom means.

But didn't you learn most about freedom by living it from day to day in your own home? You saw your family make its own way. You heard your parents speak up freely. You saw them vote, act, work, quit, spend, save, move, stay, *freely*. And when your father told you *why* he chose to do as he did, deciding for himself the way to go, you understood *better* why other men took their weapons and walked to Lexington and Concord.

What have you to say to *your* children and grandchildren about the American Way? They'll be up to their necks in the fight for freedom soon; the Communists will see to that. Whether they win the fight depends upon how strongly they *want* to

win, upon how strongly they *believe* in freedom. And they must understand enough about freedom not to give it away piecemeal at home. Freedom can be taken away, as every Pole and Hungarian knows. Cubans know it can be lost in other ways.

Perhaps you've tried to share your thoughts about freedom, but find it hard to express them. Then join Freedoms Foundation. Learn how to think up, speak up and act up for freedom every day, in your own backyard.

Freedoms Foundation is a nonprofit, nonsectarian organization devoted solely to the preservation of the American Way. Dwight D. Eisenhower is Chairman. Your contribution of ten, five, even one dollar will help in the fight for freedom. It will bring you membership in Freedoms Foundation, and your copy of "Freedoms Handbook," a tool to help you work effectively for freedom.

The American Freedom Center

Freedoms Foundation at Valley Forge invites all Americans to visit the first unit of the American Freedom Center and the Freedom libraries displaying materials selected from the Foundation's annual National and School Awards programs. These materials form a great collection of contemporary expressions and activities relating to community, school and organization programs undergirding our American Heritage.



Other facilities of the Center include: The Sears Library on Free Enterprise; the Albert W. Hawkes Library on the Constitution; the J. Edgar Hoover Library on Communism; and the John Morton Cold War Briefing Room. Learn what you can do for freedom. Write to Freedoms Foundation at Valley Forge, Pennsylvania for a copy of Freedoms Handbook.



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