

THE
Elks

MAGAZINE
OCTOBER 1963

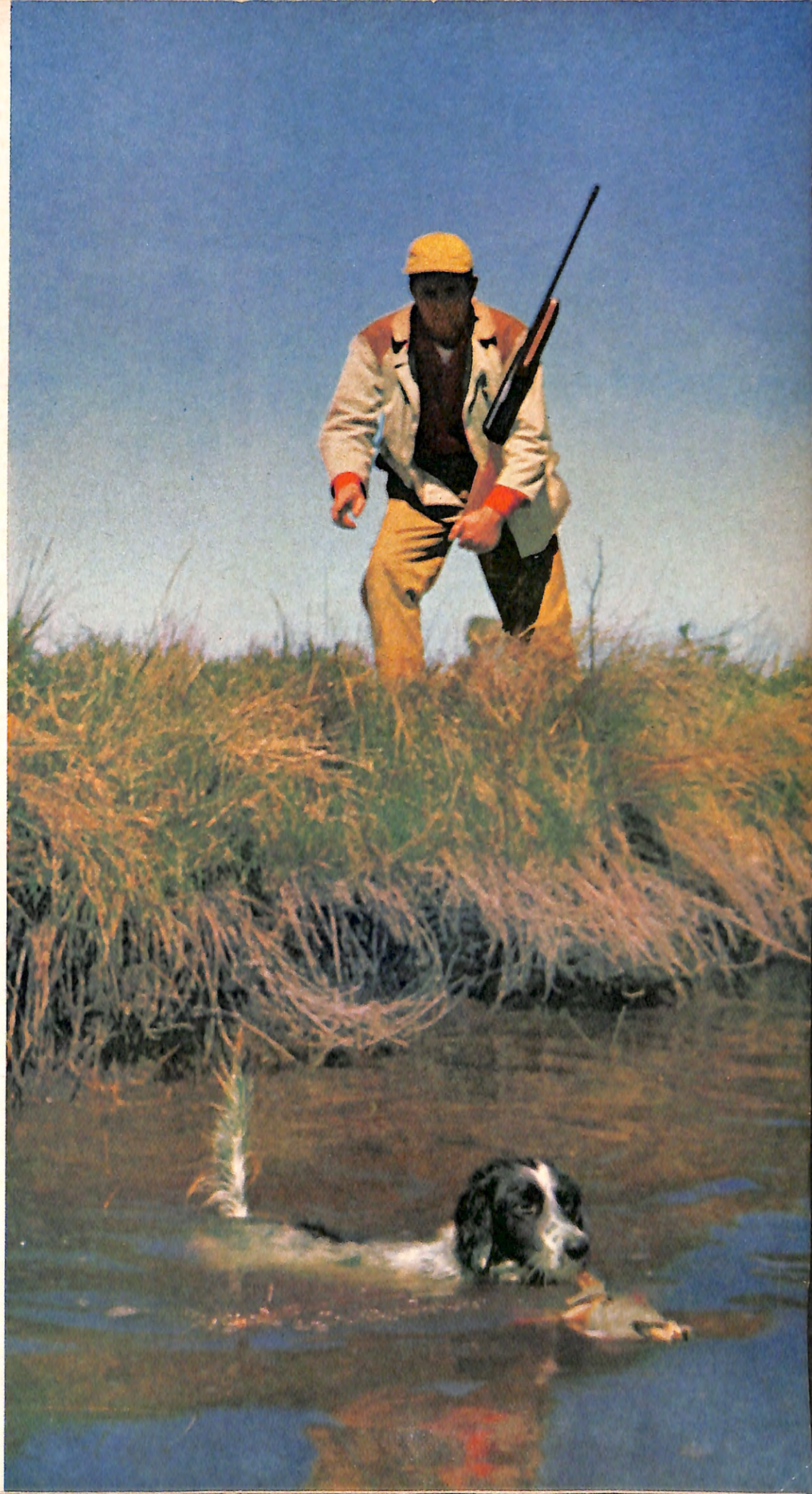
In this issue:

**“INSTANT
HUNTING”**

By RAY OVINGTON

**The Facts About
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By GEORGE J. JAFFE



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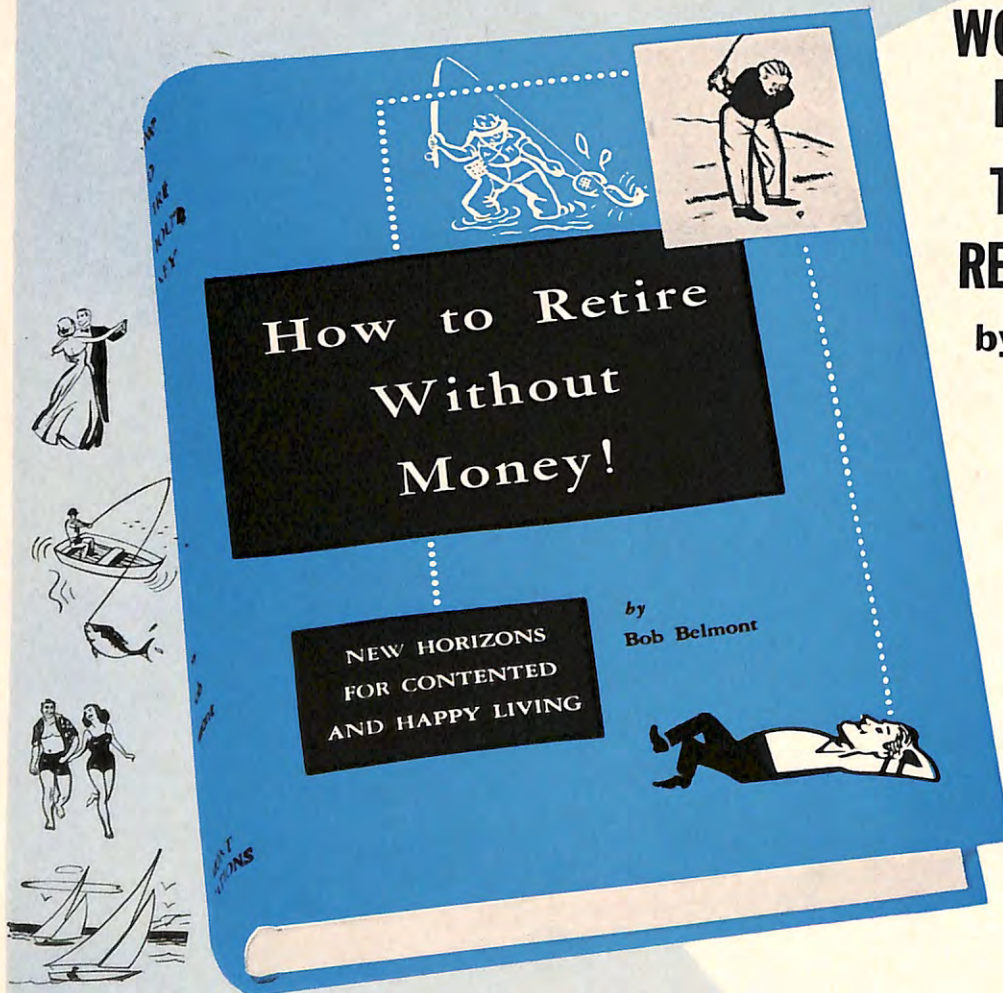
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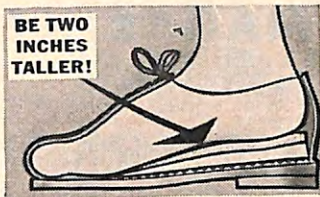
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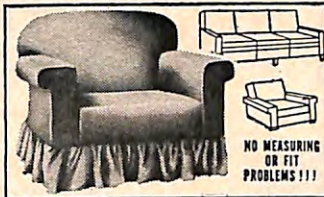
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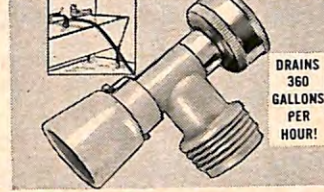


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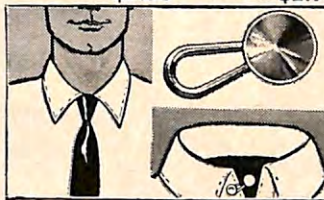
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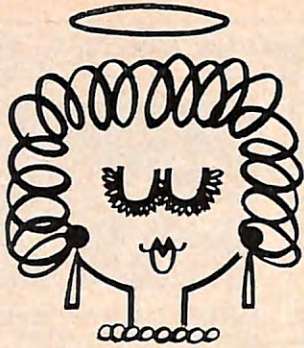
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THE **Elks** MAGAZINE

VOL. 42 NO. 5

OCTOBER 1963

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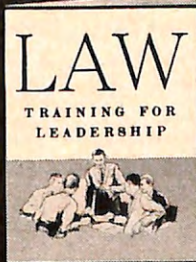
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I am going contrary to that philosophy and will be brash enough to say that I have had a chance to look over some of the material available in my year, and I can only prophesy a very successful season.

The prospect is pleasing even though I have had time to visit only a small percentage of our lodges and State Associations up to the writing of this message, but I have been inspired and made very confident by the opportunity to meet and greet the Elks of several states and to view their enthusiasm and dedication to our Order.

In the state of California, the devotion of our Brothers to the mobile cerebral palsy therapy program which is the Major Project of that state has already made an outstanding mark for the rest of the country to aim at. In the state of Montana I was privileged to hear about and study the reports of their mobile speech and hearing therapy project. In West Virginia our Brothers concentrate on three camps for crippled children. In Virginia the Elks are making a fine record with their splendid camp for underprivileged boys. The Elks of Maryland, Delaware, and Washington, D.C., known as the Tri-State Association, maintain an unusually fine youth camp as their major project.

It is worthwhile noting that in every one of the states I have visited to date, the Elks are concentrating on assistance to the youth of their areas, ap-

preciating fully how valuable it is to the future of our country that they give guidance and assistance to those who will be our leaders of tomorrow. Here we have concrete examples of that part of our program which calls for youth activities on the part of every lodge and State Association.

The only criticism that a Grand Exalted Ruler making these visits could possibly have is the over-enthusiasm of each host. They are all so desirous of making the Grand Exalted Ruler acquainted with outstanding points of interest and with their projects that it has been necessary for me to wear a pair of elastic stockings donated by a good California Elk, to make sure that the Grand Exalted Ruler would still have his pedal extremities functioning in good order.

I had anticipated that the traveling and attendance at these various functions would tire my wife Helen, but I found out that she thrives and blooms on it and that the concern should be not for the distaff side of the family, but rather for the suddenly aging Grand Exalted Ruler.

All in all, it has been a thrilling experience to have a visit with my Brother Elks in their states and to enjoy their hospitality, because each of their groups in every place visited has given unstintingly of their time and has spared no expense to make sure that the Grand Exalted Ruler, as a leader of their fraternity, should know that he was welcome and should experience every possible comfort and enjoyment.

I am looking forward to a continuation of these visits and the opportunity of learning first-hand of other wonderful Elk projects, and meeting and greeting the outstanding men who belong to this fraternity and who are devoting their time and efforts to Elksdom's major objectives.

RONALD J. DUNN, *Grand Exalted Ruler*

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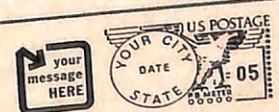
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ROUND GAME TABLES



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They Let Freedom Ring

Elks promoted the ringing of bells in their communities as a Salute to Freedom on July 4th. This selection of pictures represents a few of those which cooperated in this patriotic effort.



Florence, S. C., Lodge's July 4th bell-ringing ceremony took place on the grounds of the lodge home with a large turnout of members and their families. The club sponsored the bell-ringing on a city-wide basis, with full radio, TV and newspaper coverage. Pictured, left to right with children of lodge members, are E.R. and Mrs. M. A. Barody and Est. Loyal Knight Ed Holman.



Fulton, N. Y., Lodge's Americanism Committee sponsored the ringing of bells on Independence Day. Here, P.D.D. James B. Hanlon, left, and Americanism Chairman Nicholas Hopman, P.E.R., begin four minutes of jubilant sound.



Belmar, N. J., Lodge's Americanism Committeemen were photographed as they tolled the huge old school bell in their community, as part of the observance of our Independence Day, a ceremony attended by many Elks and other residents. Left to right are Joseph Conway, Martin Laden, Robert Ricca and Chairman James Faraher.



Bells rang in Moscow, Idaho, thanks to the local Elks who received fine cooperation, particularly from radio station KRPL and the Chamber of Commerce. Elks' Freedom Chairman Donald Ward is pictured at right, painting a red, white and blue block at a busy Main Street corner. Looking on are Chamber of Commerce Pres. Elmer Nelson, left, and Freedom Drive Chairman M. A. Peterson. In the background are young William Bode and Marty Ward.



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The policy provides a full 31 day grace period. You may renew this policy to age 75 with the consent of the company. **THESE ARE THE ONLY EXCLUSIONS:** The policy does not cover suicide, venereal disease, intoxication, criminal acts, military risks, mental disorders, dental treatment (unless for fractured jaw), maternity (except by Maternity Rider at small extra cost) and rest cures.

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Because we employ no salesmen and pay no commissions, we use this means to acquaint you with the tremendous premium savings you get with this policy. It costs a great deal more than \$1.00 to issue this SPECIAL GET-ACQUAINTED POLICY, but we're willing to risk this initial expense to put the policy in your hands so you can see for yourself how good it is and that you will want to keep it in force.

WHY THESE PREMIUMS ARE SO LOW

Because you deal direct with us we eliminate high selling costs. We employ no salesmen and pay no commissions. Costs are reduced to a minimum and savings of 25% to 45% are passed on to you in the form of lower premiums.

WHY CLAIMS ARE PAID FAST

Because you deal direct, your claims are processed fast.

There are no adjusters or district offices for claims to pass through, which could result in loss of time . . . *just when you need extra money the most, and fast.* To file a claim, just notify us in writing and claim blanks are sent by return mail, with easy-to-fill instructions. Thus you can get fast action no matter where you live!

SPECIAL COVERAGES MAY BE ADDED

Your basic policy pays for hospital room, board and general care for covered sickness or accident. At small extra cost, you can add surgical or medical benefits, or maternity benefits to cover pregnancy or its complications, at home, in the doctor's office or in the hospital. Loss of Wages Benefits up to \$300 per month are also available at low cost. For information on each, check application blank below when sending your \$1.00 for our Special Offer.

OVER \$18,500,000 IN CLAIMS PAID

Since 1923, policyholders and beneficiaries have benefited from Service Life Insurance Company. Domiciled in Nebraska as a legal reserve company, more than \$18,500,000 on all forms of coverages in all states have been paid.

FILL IN AND MAIL TODAY! Takes only a minute to complete for family protection! Do it now!

THE SERVICE LIFE INSURANCE COMPANY OF OMAHA - DEPT. E-294, 1904 FARNAM ST., OMAHA 2, NEBRASKA

Gentlemen — I am enclosing \$1.00 in payment for two (2) months' insurance and I hereby apply to The Service Life Insurance Company of Omaha, for a Family Hospitalization policy for myself and for my dependents, if any, whose names appear below:

Full Name of Applicant _____ Sex _____
 Address _____ Date of Birth _____
 City _____ Zone _____ State _____
 Occupation _____ Height _____ Weight _____

ONE POLICY MAY INCLUDE AS MANY AS ARE IN THE FAMILY (Applications for 1 person may be issued to adults only). (Please print full names of members whom you wish included in this policy)

	FIRST NAME • MIDDLE NAME • LAST NAME			DATE OF BIRTH			HEIGHT	WEIGHT	SEX
				MO.	DAY	YR.			
1.									
2.									
3.									
4.									
5.									

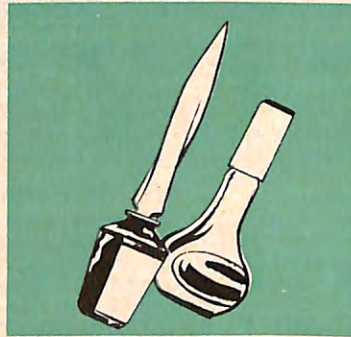
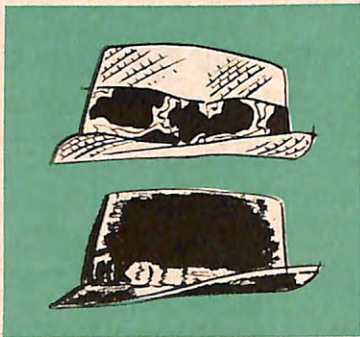
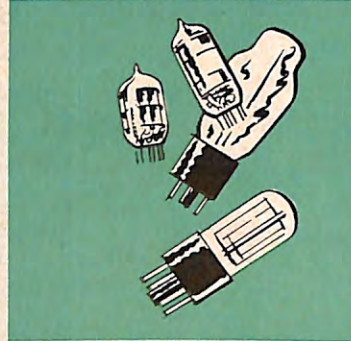
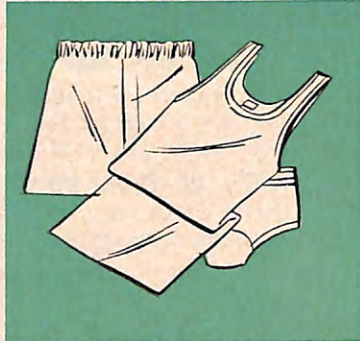
- Are you and all persons named herein now in good health and free from any physical defects or deformities to the best of your knowledge?
- Have you or any other person named herein during the last five years had any medical or surgical advice or treatment or any other departure from good health? Yes _____ No _____
If the answer is yes, please give details _____

I have read the foregoing questions and I represent and affirm each answer to be true. I agree to accept the policy that may be issued upon this application. I also agree that the company shall not be liable for payment of any benefits upon sickness, disease, or injury, arising prior to the date of acceptance of this application. I reserve the right to return the policy within 10 days and receive my money back if I should decide not to continue it. Dated this _____ Day of _____ 19 _____

SIGNATURE _____
 (Applicant) Head of the Family or Individual Applying Be Sure to Sign
 WRITE—DO NOT PRINT

Please send information about your—
 Surgical/Medical Expense Rider Maternity Benefit Rider
 Loss of Wages Rider

What's in a name? Brand names are supposed to protect manufacturer, merchant, and consumer alike. But . . .



But IT LOOKS LIKE THE REAL THING

By **GEORGE J. JAFFE**

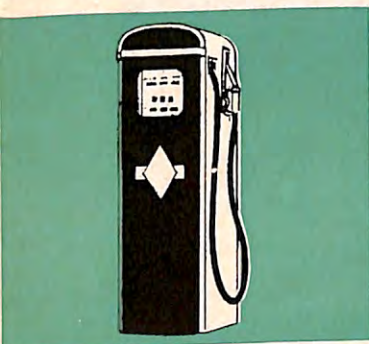
COUNTERFEITING: To most of us the term automatically conjures up the image of a printer furtively turning out specious greenbacks. This is a natural reaction, considering the play currency counterfeiters have received in fiction and from scriptwriters. But there's an equally insidious though less publicized form of counterfeiting that affects you—the American businessman and consumer. Namely, product counterfeiting.

Product counterfeiting operations, originating both here and abroad, hit the U. S. marketplace where it hurts most—the cash register, mulcting our economy of untold billions annually. In case you doubt the serious extent of this problem, here are some eye-opening statements from the victimized and other authoritative sources:

Dr. Stephen Ladas, of Langner, Parry, Card & Langer, a prominent trademark and patent law firm, has predicted: "Millions of dollars' worth of counterfeit brand-name goods will be sold in the United States this year, as well as around the world. No one could begin to estimate the true extent of damage, to consumer and legitimate retailer alike, perpetrated by 'product pirates.'"

The Ford Motor Company has estimated that "more than \$500 million worth of bogus automobile parts and accessories are sold annually—roughly 20 per cent of the market's total volume."

A number of drug industry executives contend that the sale of fake drugs totals more than \$120 million annually; they include G. Wayne Bye, western sales manager for Merck, Sharp & Dohme, who said in an address before the



... scores of trademarked products—including those pictured and many others—are being counterfeited today

DRAWINGS BY GEORGE WILSON

Nevada State Pharmaceutical Association: "There [is] counterfeit drug merchandising to some degree in practically every large city in the country." He went on to say that this situation potentially "could undermine public confidence in the integrity of the profession of pharmacy."

Of course, the threat of the public's confidence being undermined is the prime danger brand-name manufacturers face from product counterfeiters. The secondary danger is the resultant loss of profit by manufacturers, distributors, and retailers. Finally, the consumer doesn't get his money's worth, else counterfeiting would not be so profitable.

For example, in the last couple of years the phonograph record business has been so badly attacked by the onslaught of phony operators that the situation warranted mention in Congress. New York Representative Emanuel Celler, head of the Federal House Judiciary Committee, wasn't just trying to be funny when he declared: "Counterfeiters of phonograph records are cleaning up to the tune of at least \$20 million a year."

The Bureau of Ethical Security, a private detective agency specializing exclusively in the perfume field, claims that practically every fine, high-priced fragrance on the market has been sold over retail counters, either in outright imitations or in adulterated forms.

Simply listing the authorities who could be cited on the vast scope of product counterfeiting in today's market would take many times the length of this article. A briefer, more effective way of making the point is probably to list

some of the familiar items that have been counterfeited since World War II. The list includes: Bulova, Longines, and Hamilton watches, Singer sewing machines, Coca-Cola, Chanel and Lanvin perfumes, RCA Victor records, Revlon nail polish, Lewyt vacuum cleaner parts, all of the top-name TV and radio tubes. Also, Swift's margarine, White Rock soda, Dobbs and Knox hats, Leica cameras, BVD underwear, Pepperell bed sheets, Good Humor ice cream, and every brand of gasoline on the market. And more.

What's more, when the United States Trademark Association—the only non-profit organization dealing exclusively with trademark matters—recently polled its more than 200 members, which include the nation's leading trademark owners and manufacturers, the majority reported that they were constantly being plagued by product counterfeiters.

Advertising Age magazine reported that national manufacturers spent \$12.5 billion in advertising last year. But no amount of advertising can undo the harm done to a product's reputation once a customer has purchased an inferior imitation.

You may wonder why brand-name owners haven't done something to squelch counterfeiting operations. Actually, they have done and are doing all in their power to combat the problem, but it's an enormous undertaking. For one thing, product counterfeiting is worldwide in scope. In addition to the homegrown varieties, specious goods emanate from places like Thailand, Indonesia, Hong Kong, and South America. To detect, catch, and prosecute foreign operators is, of course, appallingly *(Continued on page 46)*

Instant Hunting

By RAY OVINGTON

Good hunting with guaranteed game is largely replacing "natural hunting" via the commercial shooting preserve. The cover photo depicts duck hunting at a preserve



Bobwhite quail are flushed for a husband-and-wife hunting team.

ZING, WHAM, BOOOOM! Three birds—all prime cocks with long pointed tails—whirred up from the brush. Falk twisted around and nailed two of them. Had he had my three-shot pump instead of a double barrel, chances are he might have downed all three.

"How do you like that?" Henry asked me.

"Like shooting fish in a barrel!" I exclaimed. I could hardly believe it. Here it was 1963—many years since we had hunted here as boys, and there was plenty of game.

It was good to be out bird hunting again; it had been a long wait since the end of last season. John Falk and I had both been eager to get going as we got out of the car. We quickly collected the shotguns and let the two English set-

ters out of their cages in the rear of the Land Rover; this would be their first outing after game. We had parked under an elm in front of the old farmhouse that was near the fields which had been the first hunting grounds for each of us.

Over the years, the pheasant population in this area had steadily declined because of the heavy shooting pressure and the rise of a housing development nearby, to say nothing of the general decline in hunting conditions as natural cover became scarcer and scarcer. Ironically, as the supply of game dwindled, the number of hunters steadily increased.

But recently the farm had been taken over by a mutual friend, who had turned it into a commercial pheasant

and duck hunting preserve where, for a per-bird fee, anyone would be able to hunt by appointment.

As this was his first season, we felt somewhat apprehensive, wondering if the artificial, plant-and-shoot conditions could possibly provide as good results and as much fun as we had had there years before.

In fact, our friend Henry Bransford, proprietor of the new "Pheasant Haven Preserve," had informed us we were to be his first customers. When we hit his frontyard, Henry hurried out of the house, greeting us heartily.

As we walked to the barns, he discussed "building" the preserve, conveying his excitement over launching this new venture. At one point, he was interrupted by the familiar *erk, erk* of a

cock pheasant; the sound wafted across the field from down in the valley. Our steps quickened. John's two setters became more alert. Henry led us to his kennels, where several pointers and setters were restive, barking their desire to hunt with us. Henry selected two pointers, and we were soon on our way to the hunting grounds, which actually bordered the shadow of the barn.

The general layout of the hunting territory of the farm was cupped in a gentle valley. A small creek twisted its brush-choked way through the broken cover and irregularly planted fields, providing ideal concealment and food sources for the birds.

The four dogs ranged in front, then circled the first bit of cover. One of Henry's dogs skidded to the point. John's two setters quickly came to point to honor the first dog's discovery. Henry's other pointer merely looked in the general direction, being too far away to catch the scent. John walked up to within about 50 feet of the pointer and waited.

"Funny," Henry said to me. "There wasn't a bird this close in to the barns this morning. It must be one of the birds I released last week while I was training the dogs."

Seconds later John had downed the two birds, which had prompted me to make that remark about shooting fish in a barrel. Henry didn't let that one pass.

"Wait a while, Ray," he rejoined. "Things will get tougher. I released 20 birds for you down by the brook yesterday. They'll show you some tough shooting."

How right he was became an embarrassing fact after two hours of scouring the brook and adjacent fields. We found birds, plenty of them, but they

were such tricky fliers that each of us shot up a box of shells with only two birds apiece to show for our efforts. Like shooting fish in a barrel, eh? Not by a long shot.

Pen-raised birds instinctively know how to dodge and fly a tricky path, even though, in the main, they're first-year birds and haven't been hunted before. If anything, these were even more unpredictable than those we'd hunted in the same cover years before—birds that had been born and bred here without human assistance. The diet provided by Henry probably accounts for the pheasants' extra vim and vigor, for the food is far superior to that which the birds would have been able to find by fending for themselves.

By the time it had grown too dark to shoot, John and I had come to realize that Henry's commercial techniques would produce hunting far superior to the natural type we'd enjoyed in the best years long gone.

Pheasant Haven Preserve isn't unique. Commercial shooting preserves of this type gain popularity each year—for a variety of sound reasons. One is accessibility. Conveniently located at this writing in 44 states, preserves offer excellent hunting on well-stocked, privately owned farms. America's most popular game bird is the pheasant, and since the pheasant naturally inhabits farm land, a great many hunters have never had it so good.

How about waterfowl? The mallard is our number-one game duck, even though its natural distribution during the hunting season migration has dwindled over the last years in many areas of the country. However, mallard shooting is available at many of the commercial shooting preserves. The great majority of America's 20 million hunters

prefer these two birds—the mallard and the pheasant—over all others. Both can thrive in semi-civilized areas. Not only this, they can be easily pen-raised, whereas doves, grouse, and many types of ducks are difficult to raise under these conditions.

For many years, free-access and public-hunting areas for these two popular game birds were more available than they are now. As cities expand and suburban and exurban areas with them, upland farms and open spaces, which have been suitable habitat for game birds, are being invaded by home builders. This means that there are now fewer game-bird areas within easy distance of our population centers. Also, many farms that are farther out have been posted against hunting, turned into clubs, or for some other reason are closed to the public. With the diminution of small farms, plus the modern farmer's more efficient utilization of every inch of arable soil on his land, the hedgerow areas along farm borders, where game birds used to nest and feed, are now largely nonexistent.

In states with still a lot of farm and semiurban areas, there's still some prime open hunting land, of course, but even most of these sections have been overhunted, so that bird limits have had to be set low.

The mallard decline has been caused by some additional factors. It's a puddle duck; that is, it feeds in shallow water. Since it's not a diving or fish-eating duck, the mallard is most at home in a lake pothole or a pond, particularly if it's near corn fields or brushy areas, where broods can be raised in comparative safety from predators and the intrusion of man.

However, more and more of our lakes
(Continued on page 38)



A preserve operator catches pheasants to be released in cultivated cover that simulates the best of natural conditions.



Preserve hunters may ride or walk as they choose. This permits elderly persons and sometimes even invalids to hunt.

Tom Wrigley

WRITES FROM WASHINGTON



MEMORY COURSE offered State Department and U.S. Information Agency workers has an unusual lesson: You



memorize the order of a full deck of shuffled playing cards by dealing thru it only once.

MORE THAN A MILLION Smiths, 1.3 million to be exact, are recorded as dividend-receiving stockholders by the new machines in the Internal Revenue Service offices. There are also 900,000 Johnsons, 750,000 Williamses, 650,000 Browns, 550,000 Millers. Many of these stockholders have the same first names or initials, but the machines somehow keep them all separated.

THE PENTAGON finally, after many years, has an identifying sign. It reads: "The Department of Defense." Until recently the only sign on the huge building was one which said: "Pentagon Trash Pickup, Gate Three." The Pentagon is 20 years old.

HUGE TOURIST CENTER costing \$25 million, to be built near Union Station, is proposed by Washington businessmen. It would be a center of information for the millions of visitors who come to the nation's Capital each year. The Government would pick up the tab, which would include \$12 million to build the Center and \$13 million for a 4,000-auto parking lot. The Center would be expected to handle some 50,000 visitors a day by 1980.

QUACK CANCER BOX is being exhibited by the Food and Drug Administration in the lobby of a federal office

building. After a ten-year battle, the FDA finally outlawed the contraption. It's made of plywood and metal and lined with steel wool. Patients were told they could be cured of cancer by sitting inside the box for specified periods.

THE PRESIDENT got his tie clasp back and Bowo Soerjosoedarmo, the Indonesian student who took it, has one in return. The tie clasp was grabbed when 2,500 American Field Service foreign exchange students mobbed the President at a reception. When the boy brought it back, Mr. Kennedy gave him a boat-shaped gold tie clasp. The boat? PT-109.

ZIP CODE for Santa, dear children, is North Pole, 99701. Meanwhile, a new Christmas stamp already has been produced for the 1963 holiday season, and the National Tuberculosis Association has established the design of its Christmas Seal. The Post Office and Tuberculosis Association will put on a



joint campaign with signs on 45,000 postal vehicles to mail early with Christmas stamps and seals. The Christmas stamp depicts a Christmas tree with the White House in the background. Two billion stamps go on sale November 1.

CLOSED-DOOR HEARINGS utilize a gimmick to keep the press from getting the lowdown. Testimony is "sanitized" by experts, who mark all words and phrases to be deleted for the public version. Then a special knife is used to shave off the words. It does

such a beautiful job that even a microscope can't detect what was deleted, and the paper is not damaged. The testimony is then mimeographed for release to the press.

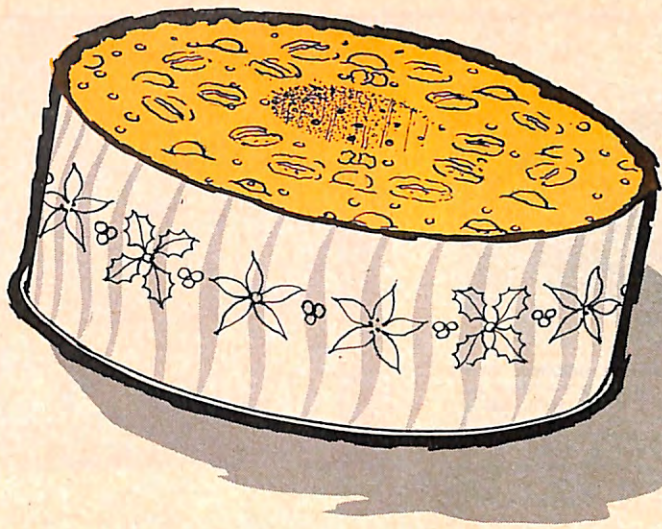
SERIOUS COIN SHORTAGE is sweeping the nation, and Treasury appeals have gone out not to hoard coins. The U.S. Mint cannot turn out enough hard money, especially nickels, dimes, and quarters, to meet demand. Some



banks are rationing supplies of coins to supermarkets and other places. The Federal Reserve Bank believes vending machines, phones, parking meters, and other coin-operated services are responsible.

ARMED FORCES RECRUITING competition has attracted the scrutiny of Senator Young of Ohio. He said the military services have 23 recruiting stations in Cleveland but only 19 in New York City. Other cities have varying numbers. The senator suggests that consolidation would save taxpayers' money.

FALL FILLERS. . . Food companies are test-marketing instant coffee in individual bags, like tea. . . "Howlers" (large electric horns) on fire alarm boxes have cut false alarms 10 per cent here. . . Alcoholism is now the No. 3 public health problem, reports the Washington Institute of Scientific Studies for the Prevention of Alcoholism. . . The Government is spending \$21,000 to learn more about toads, and some congressmen are all hopped up about it.



It's Fruit Cake time!

**Famous Continental Fruit Cakes
Offer You Two Great Holiday Opportunities!**

- 1** GIVE THEM AS GIFTS TO EMPLOYEES, FRIENDS, CLIENTS, BUSINESS ASSOCIATES! THIS IS A FRUIT CAKE YOU COULDN'T BUY ELSEWHERE AT THIS VERY SPECIAL PRICE!
- 2** USE THEM AS FUND-RAISERS FOR YOUR ORGANIZATION!

Either way you'll be handling a quality fruit cake, complete with keepsake tin, that you'll be proud to be associated with.

*Make it
a holiday
to remember*

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Harrison, New York

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Name _____ Tel. No. _____
(PLEASE PRINT)

Address _____

City _____ Zone _____ State _____



**CHILD'S
SIT 'N STAND
AUTO
SAFETY BELT**

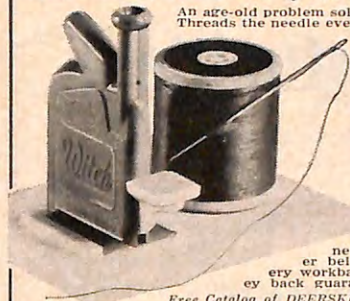
Children ride in the front seat in perfect safety while you drive relaxed. Amazing auto safety belt helps reduce injuries during sudden stops, opened doors and other dangers. 2-piece heavy gray woven canvas belt with safety buckles has 475-lb. minimum breaking strength . . . permits child to stand, sit or lie down. One belt adjusts around child . . . other belt adjusts over seat and need not be removed. Adds greater safety and peace of mind. Order several for yourself and as gifts. Free catalog of unique gifts.

2 Sets \$3.98
for
1 Set for \$2.50

Send check or money order. Satisfaction guaranteed. Immediate shipment.

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NEEDLE THREADER \$1.00 ppd.



An age-old problem solved forever! Threads the needle every time with just a flick of the finger. No squinting, no straining . . . This remarkable import from Germany saves time and trouble, frees the seamstress to concentrate on her needle-work. This needle threader belongs in every workbasket. Money back guarantee.

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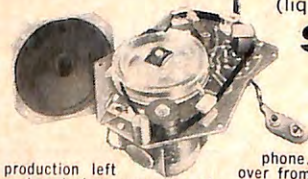
Time-proven Top Secret has been used by famous personalities for years.

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PERSONALIZED PENS IN 5 COLORS. Write with the color ink you fancy—blue, red, green, gold, black. Each long-lasting ball point pen in this set uses a different ink and each is engraved with the owner's name in gold. Set is \$1.19; Deluxe set with handy plastic holder to fit pocket, \$1.39. Ppd. Alexander Sales, Dept. EL, 140 Marbledale Rd., Tuckahoe, N.Y.



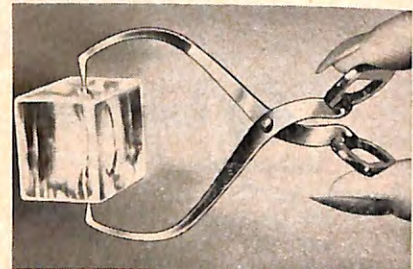
STORMY WEATHER OR BLUE SKIES? This handsome, hand-blown swan tells you which to expect. Liquid rises up his long, graceful neck for stormy skies, stops midway when a change is due, and returns to level for clear weather. Uses water (color as desired). Approx. 4" high on 3" x 2" base. \$1.69 ppd. Spencer Gifts, 614 Spencer Bldg., Atlantic City, N. J.



JIFFY JIG-SAW fits any electric drill. It does the work of jig, keyhole, coping, rip, crosscut, band and hacksaw—cuts patterns in wood, plastics, metals—even cuts 2x4's and makes own starting hole. Air Jet blows away sawdust. 1-yr. guarantee. \$9.95 list. Special price \$5.88 ppd. with blade. Shop-King, Inc., Dept. EL-10P, 425 W. 203 St., New York 34, N.Y.



ONE-MAN COMBO. The kazoo horn toots, the drum beats, and the cymbals clash—bang—all played simultaneously by one little performer when he blows this amazing instrument. A pull-cord lets him play rhythm accompaniment. His first name is inscribed on the drum-head. \$1.29 ppd. One-Man Band, Box 1561, Dept. E-75, Beverly Hills, Calif.



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Merchandise shown on these pages can be ordered direct from the companies listed. Enclose a check or money order. Except for personalized items, there is a guaranteed refund on all merchandise returned in good condition within 7 days.



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SHIRTS WITH YOUR
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1" PRAYING HANDS CHARM



with your choice of Bracelet, Necklace or Keychain in antique silver finish—75¢ complete. 14K Gold \$23.50. Sterling Silver \$3.00. Key-chain, Necklace or Bracelet in Sterling add \$2. ea. In Gold add \$12. ea.

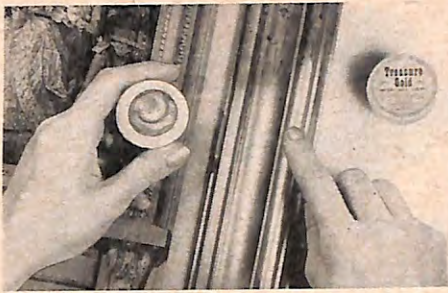
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PUTTING ON THE DOG or Cat or Bird Charm will make any pet owner proud. All breeds of dogs; Parakeet, Canary and Finch; Tabby, Siamese, Angora and Persian cats. Pet's name engraved free on back. In Sterling \$3.00. 14K Gold \$4.00. Sterling Silver \$3.00. 1" \$3.50. Cufflinks 14K Gold \$30; Sterling \$25.00. Tie-tack 14K Gold \$8; Sterling \$4. Necklace, keychain, bracelet see above. Prompt delivery.

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SHOE AWAY FOOT MISERY!

Helps healthy as well as
"ACHING" FEET



NEW IMPORTED 'PEDI-MOLD' ARCH-SUPPORTING INSOLE

Your FIRST STEP with PEDI-MOLD will be your LAST STEP with FATIGUE and ACHING FEET! Expertly modeled to shape of foot. PEDI-MOLD's exclusive construction adds spring to each step, for TOES MOVE FREELY at last. Circulation is increased, muscles strengthened. Bunion discomfort disappears due to PEDI-MOLD's recessed ball area and cushioned metatarsals. Flexible arch, cupped out heel for maximum comfort, correct heel position. Soft foam rubber won't flatten out.

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\$3.00 pair
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Looks like a book—Serves as a SAFE! Protect valuable papers, jewels, documents and cash from theft. Book Safe looks like a standard leather-covered volume with appropriate gold-stamped title. No one would suspect that inside is a safety compartment with a combination lock that you can change to your own liking. Insert slot for coins and currency. Add 35c pp.

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Now you can keep your bag and clubs like new — year 'round. Coverall stores easily in bag pocket, handy for quick use if it rains. Perfect for travel or end-of-season storage. Will guard against mildew, rust, dirt and damage. Made of an extra heavy gauge vinyl, with non-snap brass full zipper front, gusseted sides. 50" x 18", fits all bags — #91405. **\$2.95** ppd.



BRECK'S, S-43, Breck Bldg., Boston 10, Mass.



If Your Child is a Poor Reader

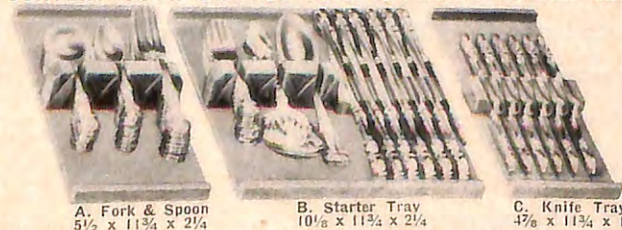
See how The Sound Way to Easy Reading can help him to read and spell better in a few weeks. New home-tutoring course *drills* your child in phonics with records and cards. Easy to use. University tests and parents' reports show children gain up to *full year's grade* in reading skill in 6 weeks. Write for free illustrated folder and low price. **Bremner-Davis Phonics, Dept. O-19, Wilmette, Ill.**

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YOU CAN'T BITE your nails when you coat them with "Kant-Bite." One brushing of this completely safe scientific formula forms a diamond-hard coat that cannot be bitten. It also prevents annoying splitting, chipping and breaking of nails. At work or play, you'll keep your nails long and beautiful. \$1.50 ppd. **GUARANTEED!** Kant-Bite Co., Dept. E-18, Box 98, Cedarhurst, N.Y.

CONVERT YOUR DRAWER INTO A PACIFIC SILVER CLOTH-LINED SILVER CHEST



A. Fork & Spoon
5 1/2 x 11 3/4 x 2 1/4

B. Starter Tray
10 1/2 x 11 3/4 x 2 1/4

C. Knife Tray
4 7/8 x 11 3/4 x 1

Our sectional trays can be fitted into any drawer, can be removed at will for place setting or silverware cleaning. No need to line the drawer itself. Trays are covered with "Pacific" cloth which prevents tarnishing. Maximum tray height 2 1/4".

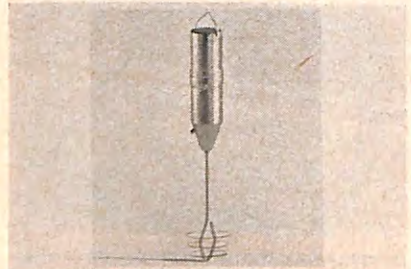
A—Fork and Spoon Tray—holds 36 pieces.....2.25
B—Starter Tray—holds 48 pieces including 12 knives.....3.75
C—Knife Tray—holds 12 knives.....2.25
Weighted Pacific Cloth Blanket—18" x 27".....2.50
(Add 55c for postage and handling per order)

HERE'S HOW CO. INC., E-32, 15 WEST 26 St., New York, N.Y. 10010

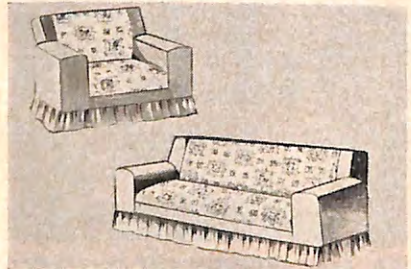
ELKS FAMILY SHOPPER



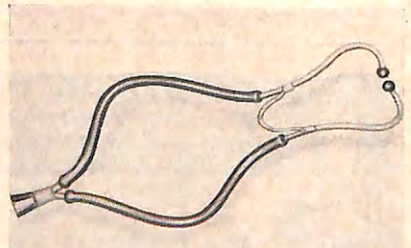
TAKE YOUR OLD FUR OUT OF MOTHBALLS—it can be made into a glamorous stole, cape or jacket like the above through the magic of Morton's furriers. Morton's will send you a photo brochure presenting 40 beautiful styles, all only \$24.95. You select the style you want and send them your old fur. Morton's, Dept. J-45, 312 Seventh St. N.W., Washington 4, D.C.



JIFFY POWER MIXER. Whip up a smooth, cool drink, a tasty milk shake, a delicious omelet, gravies, salad dressings, with this mighty mixer. It's battery-operated and starts with a touch of the finger. Chrome finish cleans easily. With a battery and extra stem, Mixer is only \$2.00 ppd. **Whirlee, Inc., Dept. EM1, 31-01 Steinway St., Long Island City 3, N. Y.**



SLIP COVERS THAT S-T-R-E-T-C-H to fit any size, style and shape sofa or chair pose no fitting problems, require no measuring. Heavy-weight cotton sharkskin upholstery fabric won't wrinkle, is never too tight. In a smart print. Choose beige or green. Sofa, \$11.98. Chair, \$5.98 ppd. **Nancy Ellen, 614 Spencer Bldg., Atlantic City, N. J.**

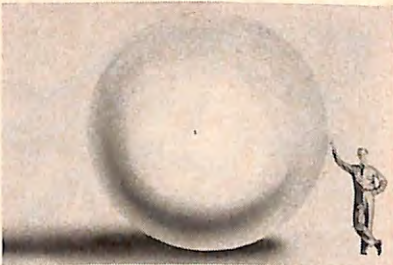


U.S. MEDICAL CORPS STETHOSCOPE. Anyone who's ever tried buying one of these will recognize this *brand new* U.S. Medical Corps Stethoscope as a real "find". Ideal for doctors, engineers and mechanics (to spot motor troubles etc.), educational and fun for children and adults. Good value for \$2.95 ppd. **Banner Supply, Dept. EK-10, 125 East 41st St., New York 17.**

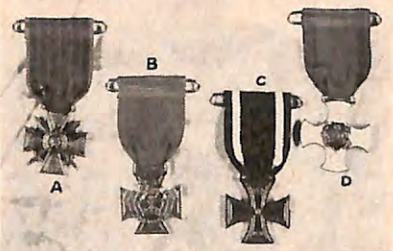
ELKS FAMILY SHOPPER



CALENDAR JEWELRY celebrates a memorable occasion in your life. A semi-precious stone is hand set to mark any date from 1800. In 14 kt. gold, charm is \$15; tie clasp, \$22.50; cuff links, \$30. In sterling: \$6, \$9.50, \$10 respectively. For a genuine diamond in gold only, add \$5 per diamond. Jamaica Silversmith, Dept. E, 50 Delancey St., New York 2, N. Y.



GIANT 12-FOOT METEOROLOGICAL BALLOONS are great fun to play with and perfect for use as an advertisement to attract attention at openings, fairs, sports events, etc. Long-lasting neoprene rubber; inflate with gas or air to a giant 12-18 feet high. New surplus, \$2.50 ppd. Davis Co., Dept. EK-10, 122 East 42nd St., New York 17, N. Y.



WORLD-FAMOUS MILITARY MEDALS are authentic reproductions of treasured military decorations—exact in every detail, perfectly colored, with woven ribbons. Choose: A. Croix de Guerre (France); B. Victoria Cross (England); C. Iron Cross (Germany) D. Order of the Crown (Italy). \$1.00 ea. ppd. Mimi's Gift Shop, 614 Spencer Bldg., Atlantic City, N. J.



EMBOSS YOUR OWN STATIONERY. You can create personalized, expensive-looking stationery with this new easy-grip Hand-Embosser. It has a reversible name-plate that makes a raised letter impression of your name and address (3 lines). Excellent for clubs, businesses. Print name, etc. \$5.98 ppd. Gifts Galore, Box 272, Dept. G-18, Culver City, Calif.

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Windproof
Waterproof
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Non Toxic
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ALSO AVAILABLE: BOAT HEAT-PAL—Heavy-gauge aluminum with all working parts of brass or stainless steel. Can't rust—ever. Enameled in Boat Blue. Otherwise same specifications as Heat-Pal—\$24.95 plus \$1 pp & hdg. New HEAT-PAL 5000. Built to same exacting specifications as the Heat-Pal but larger—delivers more heat—app. 5,000 BTU's per hr. \$27.95 plus \$1 pp & hdg.

Delivers Up to 3600 BTU's Per Hour

HEAT-PAL gives you the heat you want almost INSTANTLY—anywhere you need it—doubles as a top-quality cook stove. You adjust the handy outside volume control to get complete range from low-low to intense high heat.

HEAT-PAL is a scientifically-designed, sturdy steel and aluminum unit—a product of Swedish precision engineering. (Over-all size: 9" x 11 1/2" x 9"). Guaranteed to give a full lifetime of service with perfect safety. Steel fuel container is crammed full of non-inflammable absorbent that "soaks up" alcohol, then releases it in a series of "gas-like" flames. It burns generated fumes, not raw fuel—safest method known. Bottom air-intake keeps base of unit cool—SAFE TO PLACE ON ANY SURFACE.

Steel body has red lacquered finish with upper portion made of heavy-duty spun aluminum. Special vents release maximum heat. For cooking you get special holders for frying pans—deeper pots fit right into stove.

Uses inexpensive denatured alcohol or alcohol solvent. Gives up to 20 hours of heat with 1 1/2 pints of fuel. Can be used anywhere—in boats, in trucks or trailers—in tents, cabins, garages—even on dry grass! Will give you a lifetime of wonderful, dependable service. Completely guaranteed. Order today. Keep warm \$19.95 all winter long—every year—anywhere. Plus \$1 PP

RESERVE FUEL CONTAINER for carrying extra alcohol. 2-pint capacity \$2.25



Cooks Complete Meals—You can't cook better at home. Heat-Pal gives steady, regulated heat.



For Ice-Fishing—Duck Blinds—Heat-Pal provides instant, safe heat, no matter how cold the weather.



Take Heat-Pal Anywhere—Always handy—easy to carry. Use it in boats, tents, camps, trailers, trucks, etc.

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... at a special money-saving rate! Let us send you information about how to apply for this \$2000 old line legal reserve policy by return mail.

There is no obligation and no one will call on you at any time. You can handle the entire transaction by mail direct with Old American of Kansas City.

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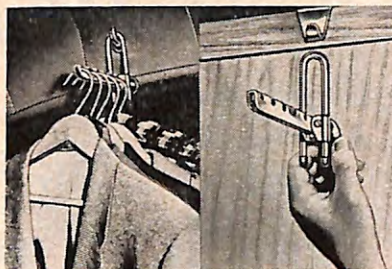


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ELKS FAMILY SHOPPER



CAR HOOK HANGER keeps clothes wrinkle-free during traveling and can be carried intact to your room to hang in a closet. It attaches instantly and securely to the car hook to hold 10 garments without obscuring the driver's rear vision. Attachment included slips over top of any room door. \$1.00 p.p.d. Jane Reef, Box 1561, Dept. R-75, Beverly Hills, Calif.



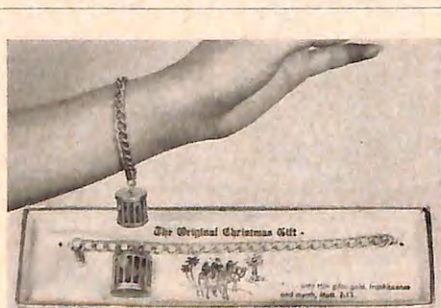
MODEL STEAM ENGINE—Precision-made live-steam engine adds realistic power to any operating model. Develops 1/30th h.p. at 1800 r.p.m., has brass boiler, hand-throttle, steam whistle, grooved pulley wheel. Operates off safe dry fuel, stands 10". Made in Europe. \$8.95 p.p.d. Extra fuel, \$2. William Products, Dept. EK-10, 10 East 81st, N. Y. 28.



BACK-EZE. Counter-balanced to stay put where you want it. Back-Eze is specially scaled down to 14" x 7 1/2" to firmly support the small of your back with a minimum pressure on the spine. Use in chair or car or as a head rest on high-back chairs. \$2.89. With washable cotton cover in tan stripes, \$3.49. Ppd. Better Sleep Inc., Dept. E-10, New Providence, N. J.

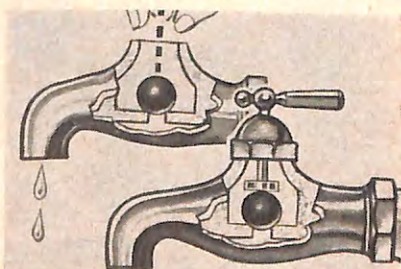


STOP EYEGLASSES FROM SLIPPING with Ear-Loks. No adhesive is needed to attach these soft elastic tabs on your glasses. They stretch to fit over the ear piece and prevent glasses from sliding. Invisible and comfortable. For men, women and children's glasses, 59¢ a pr.; 2 prs. for \$1.00. Ppd. Dorsay Products, Dept. EK4, 200 W. 57th St., N. Y. 19.



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A Gold Plated Bracelet with a charm containing authentic frankincense and myrrh. An ideal gift for the coming Christmas season. Will be treasured by those receiving such a unique gift. \$1.75 each or six (6) for \$10.00. Limited supply for 1963. **THE MILTON Company, 313 N. Morton, Okmulgee, Oklahoma.**



END FAUCET DRIP just by dropping a Ball Sealer into the faucet. It stops the leak instantly. Neoprene sealers last longer, are not affected by hot or cold water. They come in assorted sizes to fit standard faucets. Use in kitchen, bath, on outdoor spigots. 12 Sealers, 59¢ p.p.d. Albany House, Dept. 614, 1601 Albany Ave, Blvd., Atlantic City, N. J.

QUALITY CANDY AT IT'S BEST! from the originators of the GIANT CANDY CANE. For all ages... shut ins love it.

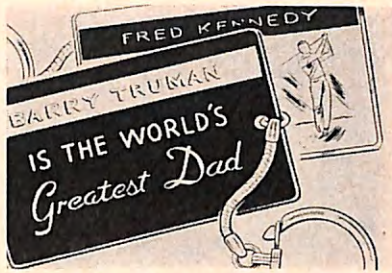
AN IDEAL GIFT PACKAGE FOR ANY OCCASION. 3/4 lbs. of old fashioned peppermint hard candy. It melts in your mouth! 3/4 lbs. fresh tasty peanut brittle... loaded with nuts! Both packages for only \$2.00, shipped anywhere in the U.S. We pay the postage. **ORDER NOW FOR XMAS.** Satisfaction guaranteed or money back. Washington residents add 8c sales tax. **STONE CANDY CO.** Box 34, Olympia, Washington

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New remote control cuts commercials ALL the way off—leaves picture unchanged. Exclusive 3-wire circuit **CANNOT HARM YOUR SET** like 2-wire imitations! 25 ft. special cable fits any normal room—complete instructions make installing easy. **IDEAL GIFT for Do-It-Yourselfers!** Order "SOUND-OFF!" Today—\$3.95 Post Paid, or 3 for \$10.95.

DAVCO SPECIALTIES, DEPT E-1, Box 2253 Pio Nono Stn., Macon, Ga.

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"WORLD'S GREATEST" KEY CHAINS lightly tell him how high he rates with you and family. You can choose "World's Greatest Dad" in black, "Golfer" in white, or "Bowler" in white—imprinted with his full name. Made of high impact plastic with gold-plated self-locking key chain. 1 1/4" x 2 1/4". \$1.00 plus 10¢ post. Breck's, T-70 Breck Bldg., Boston 10, Mass.



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AMPLIFIES SOUND
1,000,000 TIMES

THE SNOOPER

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PRIVATE LISTENING
DEVICE



Aim it at
friends a
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and hear
every
word!

This is literally an electronic marvel that's a direct result of the space age. Incredible as it may seem, it does amplify sound 1,000,000 times. Sensitive 18" disk reflector will pick up normal conversations at a distance (500 ft.) where you can't even see lips moving. Just think of the ways you can use this. Portable, complete with tripod and stethoscopic earphones. The best part—a regular tape recorder can be plugged into the back to take everything down. Transistorized, weighs 4 lbs. Have fun! \$18.95 ppd.

LINCOLN CO., Dept. EK-10, 122 East 42nd St., N.Y. 17



STOP DRIVING BLIND. All-View Auto Wing Mirror eliminates blind spots to the left and right so you can pass and park safely. See behind on winding roads, make a safe parkway approach. Fully adjustable mirror attaches easily to any size or shape standard rear-view mirror. \$2.98 ppd. Stadri Prod., Dept. E, 147-47 Sixth Ave., Whitestone 57, L. I., N. Y.



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The new—the different—imported footwear, in a handsome variety for street, dress, casual wear. Sizes 5 to 13; A to EEE. From \$12.95 to \$19.95.

#2001 Demi-boot slip on, the smart new ankle height.

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MELODY!

\$595
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Press, it lights up and concealed music box plays loudly, clearly. Choose from Anniversary Waltz, Smoke Gets in Your Eyes, Some Enchanted Evening, I Could Have Danced All Night, La Vie En Rose, Moulin Rouge. Give 1st and 2nd choice. Fine imported movement, stylish golden metal case, gift boxed—fits smallest purse or pocket! A fascinating gift any smoker will love! Guaranteed. PAUL BROWN CO., Dept. M-18, 16 CLAPP ST., DORCHESTER 25, MASS.



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500 LABELS — 50¢
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Walter Drake

Send for free catalog.
2310-19 Drake Bldg.
Colorado Springs, Colorado

20 SHAVES & MORE

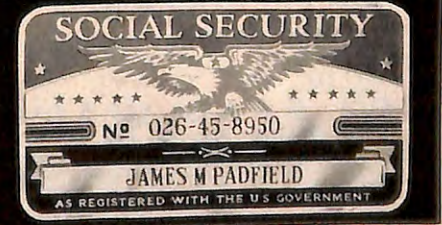
From Famous Double Edge

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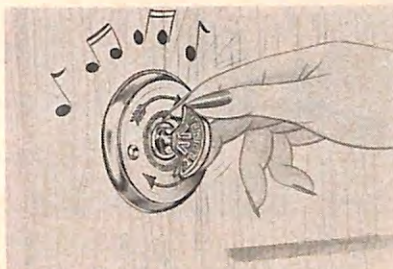
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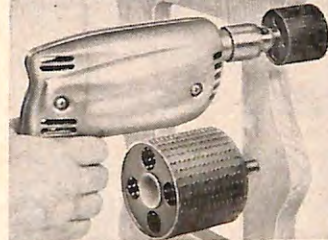


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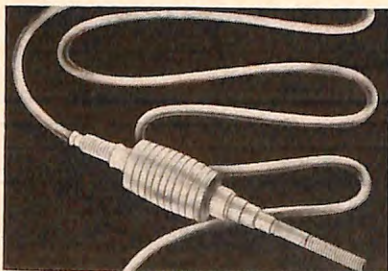
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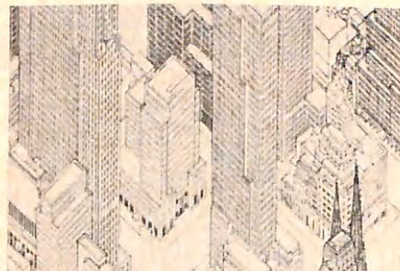
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For Elks Who Travel

An American In Athens

By JERRY HULSE

PHOTOS BY J. ALLAN CASH from RAPHO GUILLUMETTE

I RECENTLY visited an ancient city that is also relatively new—from the standpoint of tourism, that is. In by-gone days, when tourists vibrated about in propeller-driven airplanes, one did well if he got to all three of Europe's glamour capitals during a short vacation: London, Paris, Rome. But then, a few years ago, along came the jet, changing all this—abruptly. Now if one returns home without claiming Athens as well, his friends are apt to shun him as one of the uncultured.



"Truly de luxe" is the way our American in Athens characterized the Hotel Grand Bretagne, overlooking Constitution Square which contains Greece's Tomb of the Unknown Soldier.

This Corinthian-style temple was built in Athens in honor of Zeus—top dog among gods in Greek mythology. The promontory in the background is, of course, the renowned Acropolis.

For the jet has done for Athens what no campaign by its Greek National Tourist Organization ever succeeded in doing (and believe me, they tried). Namely, to bring this city of ancient splendor and land of oracles within the reach of untold thousands of new visitors. Even the most breathless and time-conscious of travelers now is willing to budget a few days of his precious vacation to include Athens. (Flying time, Paris to Athens: about three hours.)

In addition to the jet, tourists are drawn by memories of that delightful cinematic spoof *Never on Sunday*, starring a contemporary Greek goddess by the name of Melina Mercouri. Like the American tourist in the film, the actual tourist is now bent on running about smashing glasses to show what a helluva fine time he's having. That's just fine with the Greeks. But please remember, you'll be charged for every glass you break.

At any rate, a land long plagued by a succession of conquerors is under siege again. In earlier times the natives all hotfooted it up to the safety of the Acropolis whenever an invader appeared. But now they merely stand happily by, delirious in the knowledge that they frequently face a barrage of cold cash sprinkled along the trail as the tourists, not themselves, struggle up the Acropolis to look at the ruins. One of the worries plaguing Athenians is that tourists will cart off the Parthenon, piece by piece. Everybody wants a chip as a souvenir. So serious has the threat become that a pebble-spotter

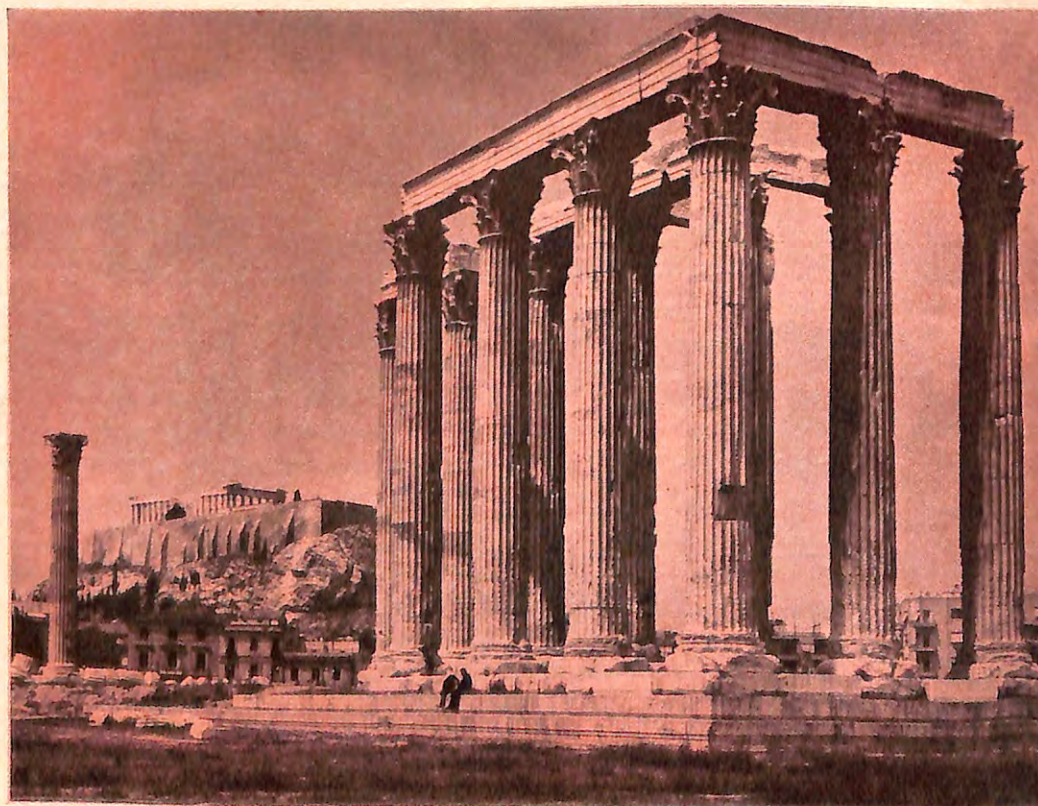
brigade was formed recently. Now, anyone caught carrying off so much as an ordinary stone is likely to get stoned himself.

Last year upwards of 600,000 visitors descended on Athens, the most numerous being the peripatetic Yankees. The tourist tidal wave breaking on the Aegean coast grows greater as the months slip by, with totals tripling since just 1955. (This year they expect 750,000 visitors, and by 1968 the total will double, according to government estimates.)

Why the sudden popularity? It's not just the jets or *Never on Sunday* fame—not altogether. For here is a city still unspoiled, still relatively inexpensive, beautiful; and also hospitable. Even the cops are friendly. You can spot them by their khaki uniforms with the flag of the country whose language they also speak sewn on the breast pocket.

Just how long Athens will remain at the top of the popularity poll is anybody's guess. But, just between us, the Greeks already loathe the theme song "Never on Sunday." It's been played to death, as "Beyond the Reef" has in Hawaii. Nevertheless, play it they do in the belief that the American tourist wants to hear it in the original setting.

To accommodate the growing tourist assault, Greece is responding with an offensive aimed at supplying some needed new hotels and new roads. During 1963 alone, 3,000 additional beds will be placed on the market in Athens and a like number elsewhere in



Greece. Foremost among them is Mr. Hilton's latest temple to tourism, the Athens Hilton. Except for the Parthenon, it is the most magnificent stone pile in Athens. (I am speaking of its bigness.) Rising a lofty 12 stories and holding 480 guest rooms (doubles start at \$10), the Hilton also offers a supper club, two ballrooms, a taverna, and a rooftop bar where one may stare off at the moonlit Aegean or the floodlit Parthenon. The other truly de luxe hotel in Athens is the Grand Bretagne.

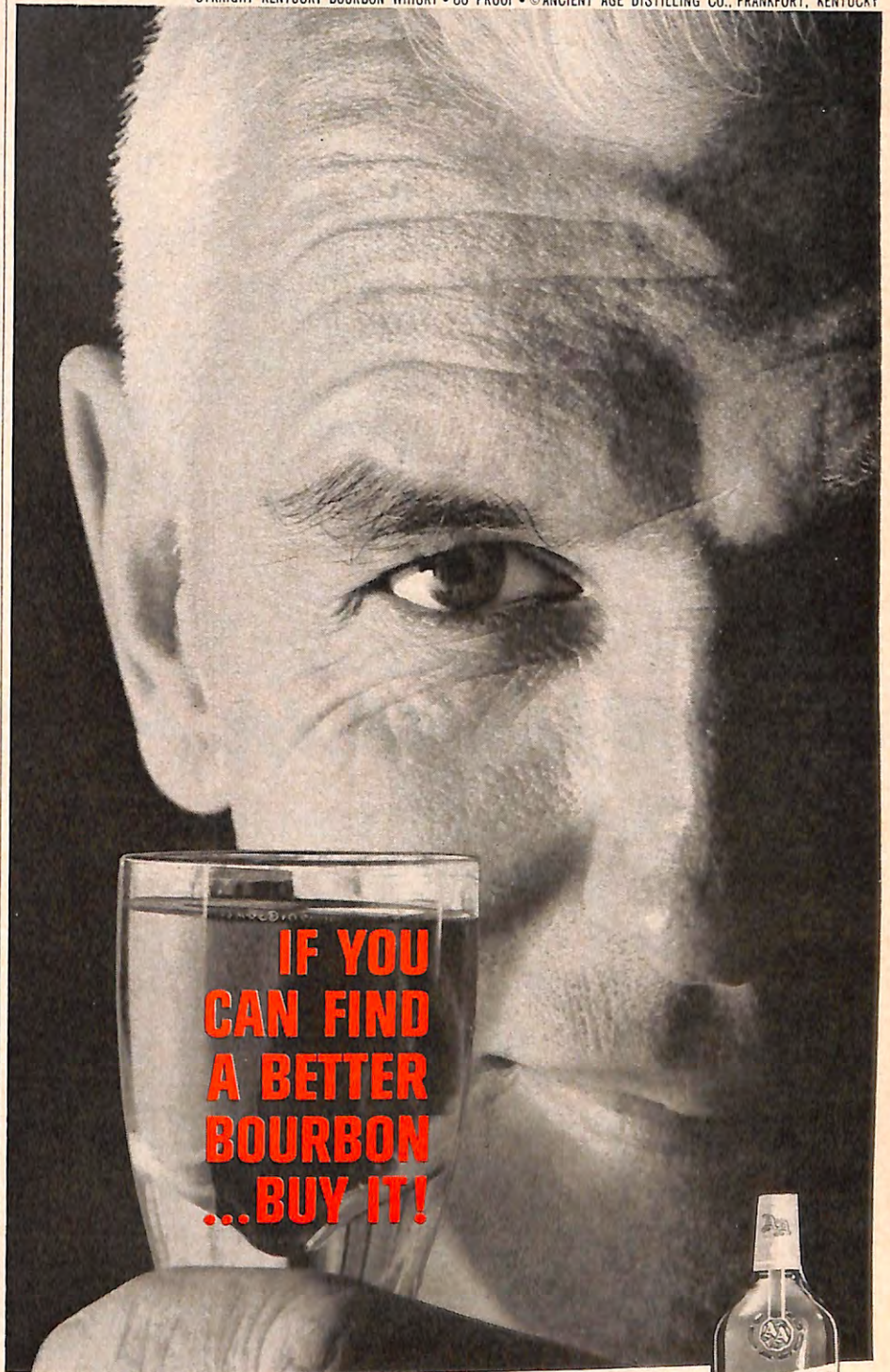
Because marble is cheaper than wood in Athens, the Hilton was constructed largely of marble. When the builders ran short they bought up an entire quarry on Salamis, the island where Themistocles defeated the fleet of the Persian King Xerxes nearly 2,500 years ago. Other marble was hauled from Arta in northwestern Greece, Tinos in Cyclades, Lefkas in the Ionian Sea, Doirani in Macedonia, and even Penteli Mountain, which supplied the marble for the 2,376-year-old Parthenon.

From my window I gazed one recent night at the Parthenon, which stood bathed in moonlight and floodlight. It was like turning the page of a book and seeing history spring to life. I am disturbed, though; the Greeks have opened a new restaurant at the foot of the Acropolis. Still, it is tastefully done and perhaps will not offend the gods who gaze down from the hill. It is the only snack bar I know of, outside of Le Drug Store in Paris, where one may order such diverse drinks as a chocolate malted milk and a dry martini.

(Continued on page 37)



The Greeks had a word for it: amphitheater. This magnificent, acoustically perfect one was erected in the 4th Century B.C. at Epidauros. It holds 14,000 people for performances of ancient Greek tragedies.



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News of the Lodges



CORVALLIS, Oregon, Elks have always been generous to the Camp Fire Girls, recently gave them 37 acres of wilderness area. In the foreground are, left to right, Est. Loyal Knight Chuck Skinner, E.R. Worth Blacker, P.E.R. Wm. F. Raw who originated the program 25 years ago, Special Deputy Frank Hise and Youth Chairman Roger Anderson. In the background is former Youth Chairman C. W. Fruitt.

Summertime in Pictures



NEWPORT NEWS, Virginia, Lodge has sponsored a Sea Scout Ship for 21 years. This photograph was taken on the occasion of the christening of the remodeled ship when Asst. Dist. Commissioner of the Boy Scouts, L. S. Schultz, right, presented the charter to E.R. L. J. Richman, center. At left is the ship's skipper, Frank Reisner.



LEVITTOWN - HICKSVILLE, New York, Youth Chairman Robert Callahan, second from left, and E.R. Arthur Sobecki present a fine new tent to Brownie Troop #548, represented by area Chairlady Mrs. William Aronoff. Looking on are Brownies Phyllis Berg and Lori Kauffman.



TWIN FALLS, Idaho, Lodge entertained over 1,500 at its family picnic when a complete turkey dinner was served to the crowd in less than four hours. In addition to 1,000 pounds of gobbler, there were hundreds of hamburgers served, with ice cream, soda, and so on. The lodge's most successful affair, it's been going on for 17 years.



MIAMI, Florida, Lodge's annual picnic attracted over 500 Elk families who obviously had a ball—with pony rides, races and prizes and the lodge's Teenagers' Band.



SOMERVILLE, New Jersey, Lodge's 6th annual Golf and Dinner Outing had 160 golfers participating. Left to right are J. B. Riddlemoser, E.R. C. A. Khoury, State Amateur Golf Champion Wm. W. Anderson, P.E.R. E. J. Oliver, Tournament Chairman, and Anthony Del Rocco.



RED OAK, Iowa, Lodge's 50th Anniversary honored 50-Year Members M. H. Wambaugh, Dr. B. F. Spicer and John L. Evans, left to right center, with E.R. Robert Malick, left, and State Pres. George Soumas, right. Charter Member Charles D. Finley was also honored on this occasion.



NEWTON, New Jersey, Lodge's hard-working Youth Chairman Joseph Bigg, second from left, looks on as Elks' Wrestling Coach John Davis, second from right, presents N. J. AAU Wrestling Championship Trophy to P.E.R. John Benne, center. Others are 136-lb. champ Lou Terranova and 165-lb. champion Mike Perona, right, both Elk-sponsored.



NEW HYDE PARK, New York, P.E.R. Frank X. Murray was honored at a testimonial dinner. Photographed at the affair were, left to right, P.D.D. John L. Frank, former Grand Lodge Committeeman John F. Scileppi, Mr. Murray, former State Vice-Pres. Bill Steinbrecher and Est. Lead. Knight Joseph Waldinger.



WEBSTER, Massachusetts, Lodge honored Leon Makarewicz, its long-time Steward and Golden Antler Award winner, with a supper attended by 100 persons. Left to right are P.D.D. Alfred J. Mattei, Mr. Makarewicz, E.R. Stanley J. Kwasny and State Trustee Francis W. Ostrowski, P.E.R.

BELLOWS FALLS, Vermont, Lodge observed Golden Antler Night with the initiation of 43 candidates in honor of Henry Willette, eighth from left foreground, between E.R. E. J. Aumand, Jr., and Secy. J. M. Tolaro who spearheaded the membership drive with P.E.R. Donald Roach and Patrick Bowen. Golden Antler award recipients and the new Elks enjoyed a banquet at the Indocrination Party.





OLD TOWN, Maine, Lodge's 50th Anniversary celebration was highlighted by the presentation of a \$200 Award to State Youth Leader Judith Hill, pictured with her parents as she received the prize from State Vice-Pres. R. C. Messier.

SAMUEL CUTLER, Charter Member of Old Town, Me., Lodge, No. 1287, was the recipient of a 50-year membership pin presented by former District Deputy Howard Ragsdale during the 50th Anniversary banquet of the lodge. Over 130 Elks and their guests enjoyed the banquet at which City Manager LeRoy Picard was the speaker, citing the Elks of Old Town for their many fine activities, particularly those in which the youth of the community benefit.

Robert Messier, Vice-President of the Maine Elks Assn., presented a \$200 State Youth Leadership Award to Judith Hill, and it was announced that a Life Membership had been awarded to Gerald Beaulieu.

The three-day celebration was well attended. In addition to 16 Past Exalted Rulers and current lodge officers, State Association Trustees Robert Bell and Dennis de Marco were participants.

BUSY POINT PLEASANT, N. J., Lodge, No. 1698, is still talking about the annual family picnic which drew 700 Elks, their families and guests to a full afternoon on the clubhouse grounds. Stanley Grabaz and the House Committee handled the arrangements.

No. 1698 is considering applications for college assistance loans on a plan perpetuated under the Past Exalted Ruler Dave Doran Loan Fund administered by the lodge's Social and Community Welfare Committee.

This lodge is going in heavily for football, participating in sponsoring the highly successful State Association's first annual Pro-Exhibition Football Game between the New York Jets and the Boston Patriots last month for the benefit of the Crippled Children's Committee. Point Pleasant's Elks are again sponsoring a Pop Warner Football Team this season, with Perce Arnone continuing as head coach.

THE LATEST project put on by Bill Vose, Jr., and his Youth Activities Committee of Laconia, N. H., Lodge, No. 876, was an unqualified success.

The event was the first annual Elks Pet Show held at the parking lot of the lodge home, when nearly 50 children, ranging in age from four years to 15, paraded their pets before 200 spectators, including the parents and summer visitors. Extensive radio and newspaper coverage was given the show, in

which over 50 entries were divided into 23 categories, taking care of everything from the usual dogs and cats, to horned toads, ducks and chameleons.

State Veterinarian Dr. Robinson W. Smith handled the judging, assisted by Bill Vose and Past Exalted Ruler Bernard Cashin. Gold, silver and bronze medals with ribbons were awarded to all winners a week later at a special ceremony that included the showing of a film from the SPCA on the care and handling of animals. A Best in Show trophy went to nine-year-old Susan Harper for her 15-month-old miniature poodle. Two national pet companies, Calo and Happy Pet Products, contributed additional prizes, so that every child went home a winner. Everyone enjoyed free ice cream and coke.

THE ELKS of Atlantic City, N. J., Lodge, No. 276, have chosen an exemplary means of honoring the memory of the late Dr. George Saseen, whose death shocked his fellow Elks last April. It occurred in Fort Lauderdale, Fla., following a heart attack.

George Saseen was initiated into the Order in 1938, served as its Exalted Ruler in 1957-58. He was elected to head his lodge again last spring, but death took him before he had the opportunity to take office.

As a memorial, his fellow Elks set up a George Saseen Foundation, and that Committee recently presented a \$5,000 check to the Atlantic City Hospital where a new wing will be dedicated in his memory. In addition, the Committee is completing arrangements for the installation of a plaque at the Betty Bacharach Home for Crippled Children in Atlantic City to which a donation

will be made as a tribute to Dr. Saseen.

A devoted Elk for 25 years, George Saseen was deeply interested in the Boy Scouts, was the originator of the Merit Badge Workshop for Scouts for which he received Grand Lodge recognition. His efforts in behalf of the crippled children of his State will be well remembered.

A TWO-DAY observance marked the Golden Jubilee of Red Oak, Iowa, Lodge, No. 1304, when a class of 50, the second largest in lodge history, was initiated. Addressing the initiates was President George Soumas of the Iowa Elks Association.

Another feature of the celebration was the presentation of awards to the four 50-year members of the lodge. Awards were also made to 20 members of 40 years' affiliation by Past District Deputy M. P. Herkenrath.

A dinner-dance was the closing event of the program.

NOT ONLY do the Elks hold a deep interest in the Scouts, the Camp Fire Girls are under the Elk wing in many areas, too—particularly in Oregon.

Not long ago Corvallis, Ore., Lodge, No. 1413, received special recognition from campers and staff at Camp Kilowan, one of the Camp Fire Girls sites, for its generous contribution of \$3,000. This gift made possible the purchase of 37 additional acres of property, allowing the camp to expand its facilities for the more than 800 girls who attend each summer. The Elks were represented by a delegation of lodge officials and members who have been active in the lodge's Campfire Girls program over the years.

LODGE



ARLINGTON-FAIRFAX, Virginia, Lodge sent this contingent of 15 youngsters to the State Elks Boys Camp, five of them winners of "outstanding camper" awards. In the background are, left to right, Charles Walker, E.R. Harry F. Lewis, Secy. Ed Marcey, Camp Director Buddy Hackman and Tiler Paul O'Dell. P.E.R. Herman Anderson and Est. Lead. Knight Neil Cahill head the local program. The Camp recently had a full-page illustrated story in the *Northern Virginia SUN*.



BOWLING GREEN, Kentucky, Lodge's Federal League Pelicans won both halves of a split season in their Little League, were entertained by the lodge at a local amusement park. Left background, Mgr. William Jackson; at right, Coach Larry Netherton.

Two \$2,200 scholarships were awarded this year by Webster, Mass., Lodge. One went to Roger Roy in June, the second to Edmund Ryan a month later. Both young men will attend Nichols College for the next four years. Esteemed Leading Knight George Bruso made the presentation to Mr. Ryan at ceremonies attended by District Deputy Alfred J. Mattei, State Trustee Francis W. Ostrowski and Past District Deputy Wm. H. Evans.

William A. Heinl, a Past Exalted Ruler of Englewood, N. J., Lodge, died recently at the age of 68. He is survived by his wife, one son and a daughter, and by his brother, three sisters and four grandchildren.

One of the winter projects undertaken by Rochester, Minn., Lodge was the raising of money to buy a canoe for the youngsters attending the State Elks Youth Camp this summer. Not only did the lodge accomplish this, its members sent 12 underprivileged boys of the area to the camp for a two-week stay. On hand when the canoe was presented were Youth Chairman George Klaus, State President M. J. Haack, Youth Camp Chairman Obert



ESCONDIDO, California, Lodge's Little Leaguers streaked ahead to take the city National League crown and bring pride to its sponsors. In the background are Mgr. Bob Warren, left, and Coach Mel Hogan, right.

TYLER, Texas, Lodge is accepting congratulations on the triumph of its Pony Leaguers. With the capable assistance of pitchers Lee Burch and Pat Baldwin, and the fine playing of first baseman Thomas Clyde, the errorless team led the League with a 7-3 record.



NOTES

Benson, and State Vice-Presidents L. E. Moening and W. Howard Comstock.

Past Grand Exalted Ruler Fred L. Bohn offers an interesting piece of news about the membership of New Philadelphia, Ohio, Lodge. Of its 852 members (in a community of approximately 13,000 people), 700 reside in that city. In checking the birthplaces of that 700, it was found that 47 of the State's counties were represented in the list as well as 20 other States, and six areas outside the continental United States—Italy, Germany, Switzerland, Canada, Korea and Puerto Rico.

Elk Raymond A. Brown tells us the 9th annual Reunion of the *USS West Virginia*, B.B. 48, will be held December 7th at the VFW Hall, 1822-162nd Street in Gardena, Calif. For reservations, contact Brother Brown at 1733-247th Street, Lomita, Calif.

John C. McMichael, a member of Los Angeles, Calif., Lodge, is a resident of the Elks National Home in Bedford, Va., who likes to keep busy. He has a "hobby shop" set up at the home where he does lapidary work, cutting and polishing semi-precious gems. He informs us that he

has stones from several countries in his possession.

New York, N. Y., Lodge is proud of fellow Elk Harry Wm. McHose who has just received the Sprague Award, the highest honor the National Press Photographers Assn. can bestow.

Middlesboro, Ky., Lodge offers a challenge. It claims to have the youngest Exalted Ruler, 25-year-old Richard Bisceglia, and the oldest Secretary, 72-year-old Foster C. Hatfield, combination.

Laurance Hart, a devoted member of Metuchen, N. J., Lodge and an authority on George Washington, has been publishing the Hart Chart, a comparison of encyclopedias, since 1929. The current

edition is his 67th. His comparisons of dictionaries, which has raised blood pressure in some areas, was begun in 1947, is now in its 17th edition.

For the first time, Milford, Conn., Lodge is introducing Pop Warner Football to the youth of the community. This will make continuous sponsored recreation activities available throughout the year. The Elks' team is competing in the Fairfield County Midget Football Conference.

A large crowd of well-wishers attended the dinner honoring Past Exalted Ruler and Mrs. Stewart A. Cox of Euclid, Ohio, Lodge. Mr. Cox will assume the duties as assistant secretary of the Ohio School Employees' Retirement System in Columbus where they will reside.



BELLAIRE, Ohio, Lodge presents a movie projector and a year's supply of film to the Belmont County Children's Home, its favorite project for 15 years. Left to right are P.E.R. Dom Presutti, Jr., Home Supt. William Diab, Trustee Robert Smith, E.R. Joseph Booth, P.E.R. W. R. Lewis, Trustee, and Tiler Gene Marinacci.



FAIRLESS HILLS, Pennsylvania, Lodge's P.E.R.'s Class included Tom Wilson whose father, P.E.R. Warren Wilson, presented to young man his grandfather's Life Membership Card as a memento. Left to right are P.E.R.'s Harry Rue of Donora and George Hughes, Ellwood City; candidate Tom Wilson, and Fairless Hills P.E.R.'s Merrill Newman, Warren Wilson and M. D. Tillia.



ERIE, Pennsylvania, E.R. F. L. Golden, left, presents his lodge's \$300 scholarship to Joyce Shannon as Elks Memorial Scholarship Fund Chairman G. E. Goodill, P.D.D., right, presents another to Suzanne Swabb. At center is \$600 Elks National Foundation scholar Jay Hebert. A \$300 prize also went to John Thompson.



OHIO ELKDOM'S Cerebral Palsy Training Board Members present a new Buick station wagon to the Society for Crippled Children, through the generosity of the Ohio Northeast (North) Dist. Elks. Left to right are H. M. Watkins, P.D.D. James A. Ryan, D.D. Charles Campbell and State Vice-Pres. George Walker. Young Johnny Pantus accepts the keys.



HILLSBORO, Oregon



SANTA CRUZ, California



FRESNO, California



WHITTIER, California



BARSTOW, California



SHERIDAN, Wyoming

... U. S. Rep. Wm. Henry Harrison, left, receives a Life Membership pin from his son, E.R. W. H. Harrison, Jr., of SHERIDAN, WYO., Lodge during a recent recess of Congress.

... E.R. LeRoy Thompson of HILLSBORO, ORE., Lodge, center, presents an \$839 Isolet incubator to Forest Grove Community Hospital, accepted by Drs. John Woods, left, and Fred Richards, right center foreground. The Elks gave another Isolet to Tuality Hospital several years ago.

... This photograph commemorates the 93rd birthday luncheon honoring SANTA CRUZ, CALIF., Lodge's sole surviving Charter Member Charles Klein, center foreground.

... While in FRESNO, CALIF., to inspect the new \$85,000 gymnasium the lodge added to its \$350,000 home, 1962-63 Grand Exalted Ruler L. A. Donaldson granted three TV interviews. He is pictured, center, during one of them, with Past Grand Exalted Ruler Horace R. Wisely, right, and E.R. Donald F. Manfredo, left.

... E.R. C. A. Booth of WHITTIER, CALIF., Lodge holds one of the awards received by fellow Elk Ralph E. Rowe, center, who recently made two National Civilian Pistol Records. At left is Theodore Kaufman, a member of the lodge's Pistol Team.

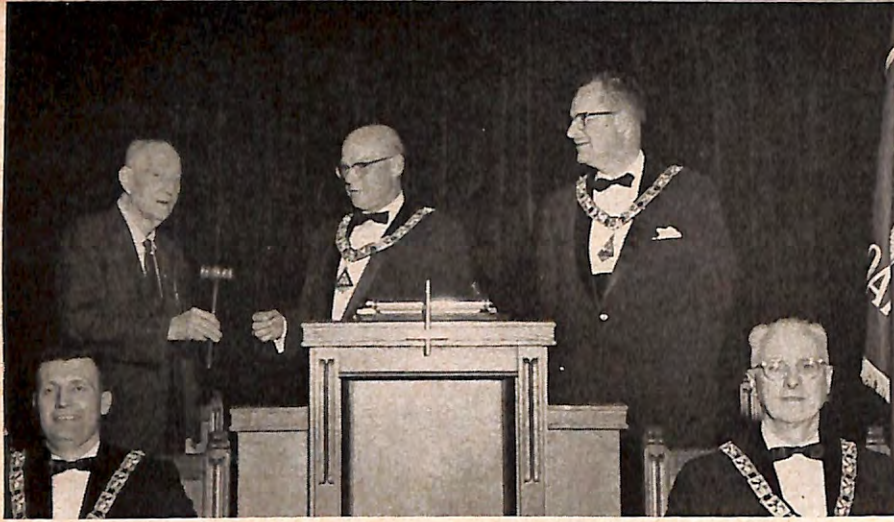
... Jack Hosfield, center, 40-year Secy. of San Bernardino, Calif., Lodge, was honored by BARSTOW, CALIF., Lodge on his retirement. Pictured with him are local Secy. K. F. Born, P.D.D.'s G. O. Robertson and Ray Merrill, P.E.R. M. L. Human, Past State Vice-Pres. Bob Angel, San Bernardino E.R. Jack Sowers, Barstow E.R. C. S. Ward and Past Vice-Pres. J. J. Sousa.



'My Whiskey'



Two words that reflect the warm, personal pride a man has in a brand that's true to his trust.
Say Seagram's and be Sure



The first full-term E.R. of Royal Oak, Mich., Lodge, 95-year-old George J. Scott, Sr., left background, presents the gavel to his son, G. Jason Scott, Jr., center, on his installation as E.R. Looking on at right is Est. Lead. Knight Robert B. Thomas. In the foreground are Esq. Ron Hill, left, and Chaplain Edward Barnhart. George Scott, Sr., has another son who is an active Elk, and two grandsons who will be initiated this year.

Family Affair— 1963



Pictured at the installation of Nicholas Leone as E.R. of Huntington, N. Y., Lodge were, left to right, Quentin Leone of Levittown-Hicksville Lodge, and Huntington Elks Sam Leone, Trustee Bruno Leone, E.R. Leone, and Nat and Anthony Leone, all brothers. In addition, Bruno Leone's son Camillo was installed as Inner Guard. E.R. Leone's son, an Air Force Captain, is also an Elk, as are Bruno Leone, Jr., and three cousins.



At the Webster City, Iowa, ceremony, Robert Clelland, a P.E.R. of Fort Dodge Lodge, served as installing officer for his nephew, E.R. Robert Ostlund whose brother John, a Webster City P.E.R., served as Grand Esquire. In the foreground, left to right, are E.R. Ostlund, Mr. Clelland, John Ostlund and retiring E.R. John Hunter. In the background are P.E.R.'s Whit Hemingway, W. N. Primrose, D.D. Douglas Long, Robert Long, A. W. Van Diest and Joe Katzer.



Arthur J. Britton, a P.E.R. of Holyoke, Mass., Lodge, left, presented the gavel of office to his son, E.R. James A. Britton, third from left, the new E.R. of West Springfield-Agawam, Mass., Lodge. P.D.D. Raymond Goddu of Holyoke Lodge looks on at right. Second from left is junior P.E.R. J. J. Morrissey. The elder Mr. Britton is a Life Member, an Elk for 56 years.



Flint, Mich., Lodge's installation ceremony found three P.E.R.'s installing their sons as officers. They are, left to right background, P.E.R.'s Herbert E. Heath, Sherman M. Bean and P.D.D. Karl M. Smith, Sr. In the foreground are Esq. G. Terry Heath, E.R. Wm. M. Bean and five-year Trustee Karl M. Smith, Jr., P.E.R.



P.D.D. Bruce H. Marsh, at left, installed his son F. D. Marsh as E.R. of Inglewood, Calif., Lodge.

Family Participation in Elldom is not only something enjoyed by members of the same family; it is something in which blood relatives feel deep responsibility.



A fine father-son relationship exists among the officials of Gardena, Calif., Lodge. Clark L. Sanders, pictured at left, is Exalted Ruler; his father, right, is Secretary.



P.E.R. Thomas B. Jones, Sr., congratulated his son Thomas, Jr., immediately after installing him as the new Exalted Ruler of North Little Rock, Ark., Lodge.



P.E.R. Carlo F. Perantoni, right, had the pleasure of installing his brother, Elmer G. Perantoni, as the 1963-64 Exalted Ruler of Princeton, N. J., Lodge.



Quincy, Mass., Lodge's first father-son officer combination in its 58-year history are P.E.R. Edward A. Densmore, current lodge Secretary, left, and his son, 25-year-old Exalted Ruler Robert W. Densmore.



Stanley J. Tarala, and Elk for 15 years, right, presented an Elk's ring to his son, 27-year-old Robert R. Tarala, when the young man took office as Exalted Ruler of West Hartford, Conn., Elldom.

For Elks Who Travel

(Continued from page 27)

Life in Athens ebbs to a standstill each day between 1 and 5 P.M. Then at 8 o'clock, all businesses close and the rush hour begins. Along about 10 P.M. an urge for food becomes noticeable. Small tavernas and restaurants begin filling up. First just a trickle; then by 11 o'clock they're packed. The Greeks live mostly on fish and vegetables and fruit, although sometimes they eat meat. You might wish to avoid one of the dishes they consider a delicacy—*cocoretzi*, or intestines.

When you eat in a Greek taverna, it is the custom to go to the kitchen and select your food. The fish and vegetables are most always all right. Our guide in Athens gave us this bit of advice: Dine where you see the most cats. There are many cats in Athens, and they choose only the very best restaurants. Beware if you go to a restaurant and find no cats. Strangely, we found this to be generally true.

Tourists in Athens may choose from among 75 different sightseeing trips. Greece's largest port—Piraeus—is just a few minutes by bus or car, and from Athens it takes only about four hours to reach Delphi on the Gulf of Corinth. Here the temple of Apollo stands in glorious ruin. You pass an intersection where Oedipus is reputed to have slain his father.

At Corinth we walked along the old Roman road and stood on the steps where St. Paul once stood. Nearing the end of a spectacular drive from Olympia to Nauplia, we looked down upon the plains of Argos, a site of civilization some 5,000 years ago. And there were other breathtaking drives into the Greek countryside.

Island hopping, though, is the big attraction now. To accommodate tourists, a fleet of cruise ships has been pressed into service. Others operating as inter-island ferries carry cars as well as passengers. Cruise ships plying the Dodecanese, Cyclades, and Sporades archipelagos charge as little as \$50 for five days—meals included. It is a marvelous way to escape the modern civilization for which the Greeks laid the cornerstone. One may explore ancient ruins on the islands or simply soak in the sun as the ship slips blissfully through peaceful waters.

Of all the Greek islands, the most popular nowadays is Hydra, where *Boy on a Dolphin*, starring Sophia Loren, was filmed. It takes three hours to get there by regular boat or 1½ hours by fast hydrofoil. Either way, the roundtrip tab is \$7. A sign on the rickety pier at Hydra says simply: "Welcome To The Island Of Joy." We thought we'd found our paradises in

places like Bora Bora and Kauai, but then we found Hydra, rising sun-soaked and rocky out of the Aegean.

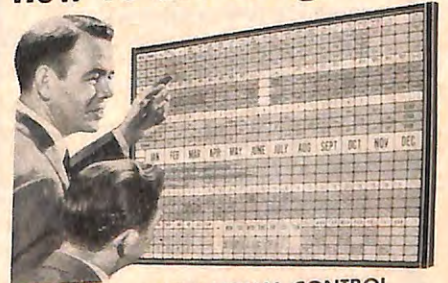
This is an island inhabited but uninhibited. It is a refuge for writers and painters, or anyone seeking escape from a burdensome world. On Hydra there's not a single car, not even a bicycle. If one chooses to ride, then one rides a donkey. It's either that or walk. Hydra's single harbor—and its only real civilization—reminds me of an unspoiled S. Tropez, small and crescent-shaped and, on the day we went ashore, pleasantly warm. Small fishing boats rocked on the gentle waters. And beside a sea wall, children squatted, watching fishermen repairing their nets.

Bordering the harbor—it takes only five minutes to walk from one end to the other—are little sidewalk cafes, tavernas, a bakery, a tobacco shop, and an outdoor barber shop where one may sunbathe while getting clipped. Later, as day ends and the sea turns a silvery blue, visitors sit and sip *retsina* by candlelight and listen to the melody of a single violin. Like Byron, they have discovered the magic of the Greek islands.

As total darkness crowds out the dusk, the tavernas on the waterfront glow with the light of many candles burning in old brandy jugs and of ship lanterns. At the Porto Fino, someone slips a disc on a record player and the room fills with dancers. The melody? What else? "Never On Sunday."

Next door at the Marina Club, four lifesize fishing boats hang from the ceiling. The visitors sing and dance 'til night is gone. It is this way in all the tavernas of Hydra. With the dawn they shuffle sleepily outside, slip off

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their shoes—if indeed they wear shoes—and dive into the inviting waters of the sea.

A maze of sidewalks and stairways runs steeply above the harbor. They cross cobbled paths, and red poppies grow in the cracks. In Hydra one can find lodging for as little as \$1 a night, either in a private home of a small hotel up on the hill. Once mostly uninhabited, Hydra became wealthy when Napoleon began his trade war with the British. The ship captains of Hydra made fortunes running the blockades of the British navy. But the wealth of Hydra is no more; it vanished in the costly war with the Turks in 1821. Yet the mansions built with the old wealth still stand, jutting proudly above the necklace of shops along the harbor far below.

Artists come from all over the world to paint the peaceful panorama. The inhabitants, like their forebears, still look to the sea for their living. They fish or serve in the merchant fleet, or they gather sponges along the coast of Africa. They go to sea young and come home old to live out their lives in the pleasant warm sunshine. They sip *retsina* and doze at tables along the waterfront.

The social life of Hydra revolves around this harbor. In the morning the cathedral bell tolls loudly, and it is heard again in the evening. And there is happiness reflected in the faces of the guests at the sidewalk cafes. They sit quietly, gazing out across the Aegean. Maybe the wealth will return to Hydra, because so many tourists are discovering it. If so, it will be sad. Its quiet naturalness is

Travel Notes

MINNESOTA: Although Ray Ovington's article in this issue talks up commercial hunting on shooting preserves, there's still plenty of the old-fashioned variety in Minnesota. Statewide, pheasant and Hungarian partridge season opens Oct. 26, to be followed on Nov. 9 by the opening of deer season.

ARGENTINA: San Carlos de Bariloche, the world-famous resort town in the Argentine lake region, where former President Eisenhower took time off to go fishing during a trip around South America, will hold its Fifth Annual Fishing Contest Nov. 30 through Dec. 9. Traveling anglers will be rewarded by fast and furious action, since Argentina's rainbow and brown trout and landlocked salmon are as scrappy as those found anywhere. Prizes and trophies to be awarded.

PORTUGAL: Not to be overshadowed by its big neighbor, Spain, Portugal boasts its own version of the bullfight. Colorful, exciting, and sometimes comic, the Portuguese bullfight combines all the elements of the classic Spanish—except that the sword isn't used at the "moment of truth." Killing bulls in the ring is illegal in Portugal.

the island's special charm. Already, though, a change is taking place. Only 22,000 visitors came in 1958. Last year there were more than 78,000. Now Onassis, the ship builder, plans a luxury hotel for Hydra.

But that is tomorrow. Tonight there is a moon, and Hydra is singing. • •

Instant Hunting

(Continued from page 11)

near population centers are being turned into resort areas. This means shorelines devoid of feed and cover. Furthermore, water pollution is increasing. As a result, the mallard and other ducks are finding fewer and fewer places to touch down during the migration season, which in most sections is late fall. And although sanctuaries have been established, there aren't enough to accommodate all of the migrants. Of course, except under specific and limited conditions, hunting is disallowed in these havens.

This then is the picture today presented to the hunter of our two most popular game birds. For over 50 years the situation has warranted counteraction, if such hunting is to continue to be feasible for the average man, who is usually unable to travel great distances to hunt or bear the expense of joining an exclusive club.

Private shooting preserves and clubs,

however, have been very successful in providing members with excellent sport for some years now. Although the clubs cater only to a limited number of persons, their operational practices have in large measure been used as a guide for techniques used today by the new crop of commercial operators.

Another aspect of modern life has contributed to the rise of the game preserve's popularity. For those living in large cities, time for outdoor recreation, paradoxically, can only be enjoyed in quick and small doses. Despite shorter working hours and consequently more leisure, as well as higher income, the average person still cannot afford the time and money to drive the required greater distance from his home that is necessary to reach suitable hunting areas. Twenty-five years ago, a person might be able to take time off from his job to go hunting, but few can do so today. Thus, today the urban dweller

in great part has to forego hunting other than as a vacation, unless it's available relatively close by. In effect, what's wanted is "instant hunting." And that's what the commercial shooting preserve offers.

Near New York City, for instance, there are preserves only an hour or two away, guaranteeing birds that are fast, healthy, and smart. The hunter who can't afford to "waste" several hours hunting coverts in the vague hope of getting in a few shots at wild birds or even state-stocked birds is the man who is attracted to the preserve. He knows that birds will be there for him. Judging from available statistics, there are a great many men and women for whom the preserve is the only hunting answer. Furthermore, it's anticipated that their number will continue to rise in the coming years.

Suppose you wanted to try your luck at a commercial shooting preserve. How does it work? What can you expect?

Let's suppose you live in a big city, say Boston or Chicago. You'd like to get in a few hours of bird hunting; you want to see lots of birds, plenty of action. You don't have a gun dog or any idea where there's good open hunting. And you aren't a member of a private club. Furthermore, friends are coming for dinner some night soon, and your wife has hinted broadly that she'd like to serve something special: pheasant or wild duck.

The first thing to do is to find the name and address of the nearest commercial shooting preserve—in the phone book, in a promotion folder (obtainable at your local sporting goods store), or from a member of a local rod and gun club. Then phone the owner and tell him the number that will be in your party and how many birds you'll want released into the coverts of his farm prior to your arrival.

The cost of preserve hunting is based on the number of birds you order released. Most preserves set a minimum, perhaps five birds, and the cost per bird will be about \$5 to \$10. Don't forget that you need a hunting license.

While making your reservation, tell the operator if you don't have a dog; he'll plan to supply one (or more) for you. The owner will personally accompany you, or he'll have one of his guides work the dogs and generally supervise the hunt.

If your hunting partners are new at the game, the preserve usually has a practice trap for shooting instruction. If you have a young dog that you'd like to work with an old pro at the pointing and fetching game, explain this to the preserve manager. He'll make one of his older, more experienced dogs available to you so that your pup gets some field training under actual hunting conditions. If you're a begin-

ner, the birds will be planted minutes before you arrive. For real old-fashioned hunting, they can be released a good bit earlier.

Out you go into the first covert. The dog quarters the area, then comes to a point. You walk up carefully, expectantly, gun at the ready, waiting for a flurry of feathers. The bird rises, and you fire away (or your partner does).

If your aim is accurate—and preferably blessed with luck—the bird falls, to be retrieved by the dog. Otherwise, it's onward to flush another.

For the absolute beginner (or someone who's training a dog), birds are planted in a specific covert after having been "stoned," as the gamekeepers call it. This process involves stunning a bird by temporarily making it dizzy. The man who plants the bird in the coverts holds the bird, its head tucked under a wing, extended from his body. He rotates it to make it dizzy; then the bird is gently placed in thick cover, where it gradually recovers its equilibrium and begins to walk around and feed.

This controlled hunting situation affords beginning hunters and/or first-time field dogs the chance to get the very best of instruction, which will later be of help under more difficult hunting conditions.

If you enjoy the sport more than the

kill, you may instruct the operator to release the birds at various points around the farm. There is no way then to control where they'll set down. So, in effect, this system is a way of simulating the best of natural hunting conditions. The only difference, really, is that you know you're not wasting your time; you know there's a certain amount of game around.

Under natural field conditions, it could well take a full day to find and bag a specific number of birds. But if you've been at a preserve, when you return to your car at the end of a day, chances are you'll have experienced hunting and shooting that surpasses anything your father or his father ever knew in the "good old days" of hunting in "natural" surroundings.

What about the preserve itself and its operator? In order to provide top quality game shooting, a preserve operator must know his hunters, game birds, and dogs. He must have the facilities and knowledge to raise pheasant from the egg or chick stage in large well-built pens, located away from the hunting territory itself and, certainly, well away from the kennels.

A successful preserve operator is a combination naturalist and game warden. In addition, he has to know how to instruct hunting and shooting novices. Sometimes this requires the patience of

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Job, especially if he's dealing with a customer who's holding a shotgun in his hands for the first time or who has no idea of what bird hunting is all about.

The preserve is laid out somewhat like a golf course. Suitable food-bearing plants, bushes, and crops are planted in the "fairways" and cover is allowed to grow along the edges. Such an arrangement demands that the preserve operator be an expert farmer and have enough farm equipment. A lack of suitable cover would provoke the birds to fly elsewhere after being planted, especially after being shot at. It often happens that the total number of birds released for a customer will not be killed, so that there are some birds "left over," as it were, which means a potential bonus for the next hunter who comes along.

The techniques for planting and holding pheasant are also used for quail. On preserves, quail usually are released before the gunner in coveys of six or more birds, so that the gunner has approximately the same number of birds rise to the dog as he would find on the best-stocked Southern hunting farms. In the North, however, it's rare indeed to find quail in any numbers, so that the commercial shooting preserve in this area provides game that a hunter would ordinarily have to travel hundreds of miles for.

Ducks are a special case. They require ponds, and not every preserve has one. Furthermore, the ducks must be trained to fly to "their" pond and return home to their pens. Otherwise, when released they'd just head out as any wild duck would do.

To insure the correct flight pattern, the ducks are fed at in cages which are located at the release point. Then they're walked to the pond for their drink of water and their paddling. Thus, they learn to associate leaving the release point with going to the pond. A duckwalk—usually fenced in to keep the strays in line, is erected in the spring and used until the ducklings are able to fly. By the time they take wing, the habit pattern of moving from release point to pond has been established. From then on, during the summer, they're released once, sometimes twice a day to insure that the habit is retained.

During shooting season, the ducks are released according to the hunter's order. He sits in a blind, awaiting their flight to the pond. Although the hunter is situated in direct line with the flight, this isn't as easy shooting as it might seem.

These ducks make their flight to the pond because they know that they'll be rewarded there—they needn't do any searching. As a result their flight is usually more rapid than the hunter expects. There are other factors that can

make this tricky. Quite often wild ducks will migrate to a preserve because of its feeding grounds; since they're untrained, they don't fly quite so straight or so fast as the preserve's birds.

I know. I've experienced many misses on pen-raised mallards because I misjudged their flight speed. I know more than one expert who's been highly embarrassed by the number of misses on these trained birds, even though they knew the mallards were coming over the blind and where they were heading. Embarrassed, but not discouraged; the preserve offers too many inducements:

Since the legal open season on ducks varies through the country, the generally longer preserve season offers more opportunities for the duck hunter to enjoy his sport. Also the bag limit is limited only by the size of the hunter's pocketbook.

In addition to those I've already mentioned, other species of game birds are enjoying popularity with the hunters and commercial preserve operators. Chukar partridge and Hungarian partridge have been used successfully in both the East and Far West. And in the Western states, California valley quail and doves have been added to the list. Although several varieties of ducks have been tried, the mallard remains the favorite; it's the easiest to raise and train. Some operators are also raising wild turkey.

It's surprising the number of commercial shooting preserves that are located in states which have an abundance of natural, open-land bird shooting. For instance, New York has more than 50 preserves, and Pennsylvania has more than 25, although both are good "natural" duck and pheasant states. Michigan has more than 40 commercial preserves, while being well known for its large natural pheasant population and endless miles of suitable farms. A top pheasant state and duck state, Illinois lists over 60 commercial preserves, while Florida and California each boast about 20.

The provinces of Ontario and Quebec have a good number of commercial preserves, catering to both Canadian and American hunters. You can obtain a complete listing of the American and Canadian game preserves by writing to Sportsman's Service Bureau, 420 Lexington Ave., New York, N.Y. (10017). The listing tells what varieties are available at a preserve, the phone number, mailing address, and the nearest town to it.

So, while "commercialism" is the bane of many a man's existence, as far as his personal philosophy goes, it has worked out well in the hunting of this day and age. Instant hunting, to me, suits a man's tastes more than, say, instant coffee.

In the Dog House

(Continued from page 13)

about where she wants to welcome her puppies, and she's likely to choose a most inappropriate place—your favorite armchair, a bed, the linen closet, under the porch—literally any place she fancies. Although this may strike you as daffy, actually she's simply looking for a nest, and any place she thinks will serve as a nest will be just that to her.

But the wise owner will gently, albeit firmly, lead her to the place *he's* selected, preferably a whelping box, and see that she stays there until the Big Moment arrives, even if he has to keep her tied there. When the time comes for her to deliver her pups, there shouldn't be anybody around to disturb her, particularly strangers. As previously mentioned, if she seems to know what to do, she should be left strictly alone to finish the job. Even so, you want to check up on her every so often to make sure everything's going well.

Likely as not she'll lie on her side, panting heavily at intervals during delivery. She will continue panting and straining intermittently as each pup arrives. Normally, a puppy is born encased in a fluid-filled sac, which the mother will break with her teeth. The first pup should come along about two hours after contractions begin. If three hours should go by and nothing has happened, then the veterinarian should take over as soon as possible. If the mother doesn't break the birth sac, then whoever is supervising the event should gently pick up the sac and stretch it apart so the pup can emerge.

It's usual for the pup to be cleaned by the mother, but if she doesn't, this is when the previously provided cloths are put to work. The supervisor should rub the youngster vigorously to dry him and stimulate his circulation. The little one needs air quickly, and if his mouth should be clogged with mucus, this can be drawn out with an eye-dropper. If this doesn't work, however, then hold the puppy firmly out in front of you and swing it in a circle, stopping abruptly. The jolt should force the fluid out of the pup's mouth and nose.

Normally, the mother will sever the natal cord by biting it. If she neglects to, the cord should be cut at a point about an inch from the puppy's body. A few dabs of iodine will sterilize this. The afterbirth or placenta—the tissue that has sustained the pup before it came into this wicked old world—will be eaten by the mother. Some people regard this as gruesome, but it's just part of the process; some believe it's beneficial to the mother.

After each pup is dried, it should be

placed where it can reach its normal milk supply from the mother. Puppies are born blind and remain so for about 10 days. You should never attempt to force open a pup's eyelids during this period. During the week following the arrival of the little family, strangers and children shouldn't be permitted to come too close to the whelping box. Occasionally a mother dog, especially one new to the role, will become very temperamental while she's raising her family and evidence nervous concern about her pups. Resentment of strangers, undue noise, and handling of puppies has been known to move mother dogs to desert her pups, refuse to nurse them, try to hide them—even destroy them. So privacy is in order.

A day or so after delivery, it's wise to call in the vet and have him give the mother and her family a check-up.

At this time, he may also advise about future care. For about a month after birth, puppies nurse. Because of this, the mother needs more food than usual. During this time her diet should include plenty of milk, the yolk of a raw egg once a day, and as much vegetable juice over her cereal foods as she'll take. And she may relish a shredded-wheat biscuit liberally doused with orange juice. Highly seasoned and spiced foods should be avoided, and her diet should include raw (or cooked) beef, plus any other cooked meats, except pork. She'll set up her own exercise routine, and it's a good idea for you to respect it.

After four or five weeks, the lady will remember that there's a big world outside of the whelping pen. She'll begin to wean the pups, leaving them on their own for successively longer periods each day. And when she begins to treat them like strangers, you can be sure mamma has decided that they're on their own. • •

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News of the State Associations

THE FIRST OFFICIAL State visit of the new Grand Exalted Ruler Ronald J. Dunn was to Livingston, Mont., where the Montana State Elks Association was holding its 61st Annual Convention July 24th through the 27th. His inspiring address was well received by the 1,300 delegates and their wives.

Past Grand Exalted Ruler William S. Hawkins was also a guest, speaking on the Association's Major Project, the Mobile Speech and Hearing Therapy Program for handicapped children on which approximately \$30,000 was expended during the past year.

Retiring President John J. Cunningham announced an increase in membership, with the total for the State set at 23,216. A class of 140 candidates was initiated the opening night of the Convention by Missoula (Hellgate) Lodge's State Championship Ritualistic Team. State Chairman Gilbert A. Lemelin presented several Elks National Foundation Scholarships to winning students, and Past District Deputy Arnold Huppert, Sr., conducted the Memorial Service and delivered the eulogy. Chairman Clarence Mieyr announced that 7,150 hides had been collected and shipped for tanning, in the Hides for Veterans program, giving the State top place nationally in this project. Another report revealed that Montana's lodges had contributed \$15,250 to child welfare during the year, with an additional \$35,000 spent on Youth Activities.

Social highlights of the Convention for which Arnold Pavey was General Chairman included luncheons, boating and fishing, a street parade and dancing, with musical units from Great Falls, Billings, Havre, Butte and Livingston entertaining.

The January 25th-26th Meeting of this organization will be held at Red Lodge "Beartooth," and Missoula Elkdom will be host to the annual meeting July 22nd to the 25th, 1964. New officers are President Lucian B. Smith, Billings; Vice-Presidents Phil Johnson, Kalispell, and William Flink, Deer Lodge; Secretary-Treasurer Ray Kelly, Polson, and Trustees Richard Gilder, Red Lodge, Leroy G. Seymour, Great Falls, and August Vidro, Anaconda.



Attending the Montana State Convention at Livingston were, left to right, retiring Pres. John J. Cunningham, Grand Exalted Ruler Ronald J. Dunn, Past Grand Exalted Ruler William S. Hawkins and incoming Pres. Lucian B. Smith.



Hugh Hartley, Chairman of the Michigan Elks Handicapped Children's Committee, center, accepts \$1,154 from E.R. Barney Jarskey of Plymouth Lodge, and \$300 from Mrs. Shirley Swadling, representing the ladies of Plymouth Lodge. At the right of the picture is retiring State Pres. Don Frisinger.

Montana Welcomes Ronald J. Dunn



Nebraska State Ritualistic Champions from Kearney included six All-State winners of the possible seven. They are, left to right, foreground, All-State Esq. James Knapp, All-State Lect. Knight Ken Purdy, All-State E.R. Justus Dobesh holding the H. L. Blackledge Trophy, Chaplain James Anderson and All-State Lead, Knight William Lechner; background: All-State Inner Guard Wayne McKinney, Candidate Leo McCoy, All-State Loyal Knight Marlowe Rogers and Team Coach Wm. E. Nutzman, P.E.R.



Ohio's Ritualistic Champions from Troy are, left to right, foreground, Est. Loyal Knight Ned Elleman, Lead. Knight Thomas Hennessey, Jr., E.R. George R. Schnell and Lect. Knight Art Reid, Jr.; background: Inner Guard Sam F. Kramer, Chaplain H. H. Spillman, Esq. Lewis Kilpatrick and Coach Willard Miller.



Dignitaries at the Maine Meeting included, left to right, foreground, Vice-Pres. William Mennealy, Pres. Gene A. Palmer and Vice-Pres. R. C. Messier; background: Secy.-Treas. Edward R. Twomey, former Grand Est. Lead. Knight Edward A. Spry and Special Deputy Harold J. Field.

WITH 400 ELKS and ladies in attendance, and all 12 lodges represented, the annual Convention of the Utah Elks Association at Ogden was an unqualified success. Opening June 13th, the three-day session was highlighted by an outdoor Flag Day program in which all lodges participated. Rev. C. S. Logan, an Ogden Elk, presided at the Memorial Services, and Provo Lodge won the State Ritualistic Contest.

Distinguished guests of the Convention included Past Grand Exalted Ruler Wm. S. Hawkins, Grand Lodge Committeemen John C. Green, Jr., and John D. Frakes, former Grand Tiler Seth Billings, former Grand Trustee Douglas E. Lambourne, District Deputies Hamilton Laird and James Burton, and three visitors from Colorado—Past State President Miland Dunivent, former District Deputy Wayne Patterson and Glenn Dollar.

Reports revealed that \$2,110.90 had been expended on the Association's Major Project, the care of the crippled and handicapped, and that the Association had completed payment on its second Permanent Benefactor's Certificate in the Elks National Foundation, with the donations to that body for the year totaling \$5,580. In addition to \$2,387.10 spent on the work of the Veterans Committee, the Association's Hides for Veterans Program had produced 900 deer hides.

The 1963-64 officers of this State Elks group are President Alton J. Thompson, Salt Lake City; Vice-Presidents Edwin Soles, Provo, and J. V. Smith, Cedar City; Treasurer Frank J. Nelson, Salt Lake City; Secretary Mont A. Gowers, also of Salt Lake; Sergeant-at-Arms John Paulos, Tooele; Chaplain Carl M. Fannesbeck, Logan; Organist Bud Workman, Ogden; Inner Guard T. J. Burkhart, Brigham City, and Tiler Ed Tomsic, Moab. Trustees are Reid Allred, Price; Howard Berry, Park City; Robert Thomas, Eureka; Wayne Garrett, Logan, Keith Wangsgard, Ogden.

MORE THAN 1,000 Elks and their ladies from the 70 lodges of the Michigan Elks Association registered for the 59th Annual Convention of this group at Pontiac. Guests included such luminaries as retiring Grand Exalted Ruler L. A. Donaldson, Past Grand Exalted

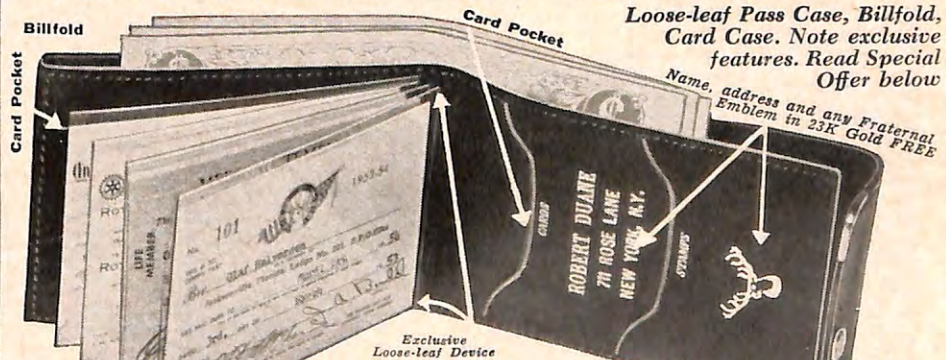
Ruler Fred L. Bohn, Benjamin F. Watson of the Grand Forum, and Special Deputy Irvine J. Unger. Mr. Donaldson was the principal speaker at the President's Banquet before a capacity crowd of 600.

Highlight of the meeting was the presentation of \$40,000 to Chairman Hugh Hartley of the State's Major Project Commission for its handicapped children's program.

Jackson Lodge was selected as host for the annual Convention next year with Benton Harbor the site of the fall meeting. Officers installed at Pontiac were President Carl Fernstrum, Menominee; Vice-President-at-Large Milton D. McKay, Albion; Secretary Leland L. Hamilton, Niles, and Treasurer S. Glen Converse, Lansing. District Vice-Presidents are A. F. First, Dowagiac; R. V. Playford, Jr., Hillsdale; R. B. Helm, Detroit; H. B. McCara, Flint; Richard Center, Ludington; Walter Anderson, Sault Ste. Marie, and A. J. Wickley, Hancock. Trustees are Chairman O. J. Collins, Iron River; F. E. Gilbert, Ludington; Ralph Sulters, Battle Creek; J. F. Slinger, Sault Ste. Marie; Grant Barkley, Kalamazoo, Ray Creith, Plymouth, and Harrison Orwig, Alma.

St. Joseph Lodge took top honors in the Ritualistic Contest, with first place in the Drill Team competition going to Muskegon.

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<input type="checkbox"/> 4 fold (8 pass)	<input type="checkbox"/> 8 fold (16 pass)
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Elks Asked to Continue Used Playing Card Collections for Hospitalized Veterans

Our much publicized, and successful, drive for the collection of used playing cards has evidently established a nationwide reputation for the Order of Elks, judging by recent requests for assistance in this area.

It will be recalled that when the program was first instituted it was in answer to needs in a number of Veterans Administration hospitals. Within a matter of months, it was discovered that city, county and state hospitals, especially those treating long-term patients, also welcomed used playing cards for "Companionship Therapy" purposes.

The cards donated by our lodges were particularly welcome because they were carefully examined and screened to insure that the decks were complete, clean and usable before they were shipped out. Newer decks were Brailled for the blind. All things considered, the program proved to be a worthwhile, well-supported community service.

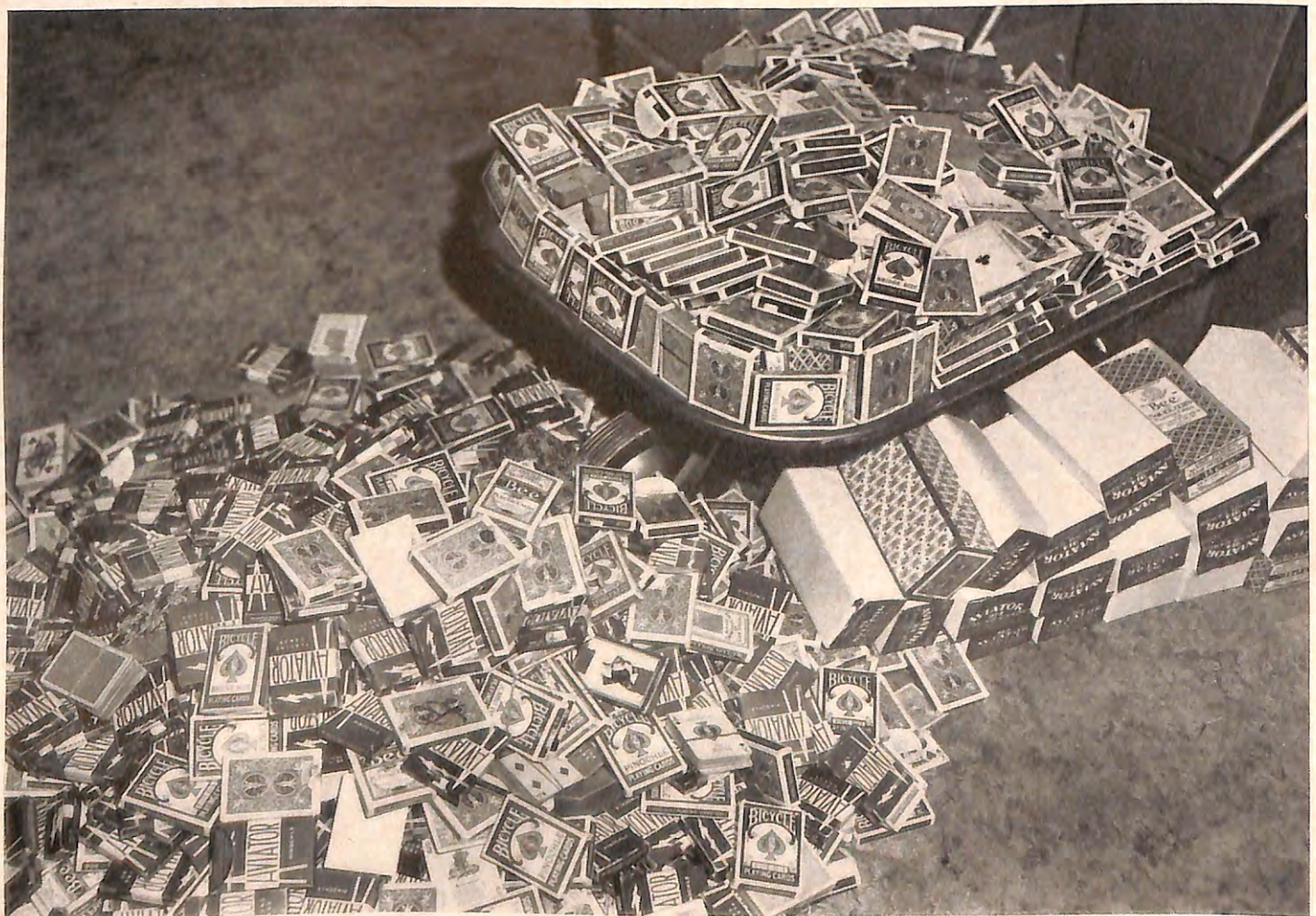
Requests continue to come in to the Elks National Service Commission. The latest is from the State Department in Washington, D. C. The United States Information Agency

has brought to our attention requests from Peace Corps workers establishing recreation centers in newly developing countries where efforts to inculcate democratic principles through recreational projects have shown that cards, and other games, furnish a means to break through language barriers, and to bring people together.

In launching our new drive, lodges will be requested to fill local needs first, and then ship excess cards to a central collection point where they will be kept on inventory to meet requests received during the year. Instructions and guides to assist in publicizing the program locally will be sent to each Exalted Ruler.

It is expected that the drive will provide another medium to call public attention to the willingness of all Elks and their friends to respond to a call for assistance in any worthy cause.

Future issues of *The Elks Magazine*, lodge bulletins, local newspapers, radio and TV stations will give detailed instruction to all who are interested in co-operating.



ELKS NATIONAL FOUNDATION

"The Joy of Giving"



Two Outstanding Lodges



Toward the end of his term as Grand Exalted Ruler, Lee A. Donaldson presented Latrobe, Pa., E.R. Joseph Roman with an Elks National Foundation certificate, which cited the Lodge for its \$8,000 in contribu-

tions. Others shown observing the presentation: Grand Lodge Youth Activities Committeeman J. P. Ebersberger, Foundation Committeemen J. L. McAtee and Ronald Arbuckle, and Secy. Alex J. Gareis.



Commending Dearborn, Mich., Lodge for its outstanding work on behalf of the Elks National Foundation during the past lodge year, State Foundation Coordinator Ray Creith, right, presented a plaque to Dearborn E.R. Duane Dunick during the Michigan State Association convention in Pontiac. Looking on: Dearborn Lodge Foundation Chairman Boyd Holmes.

Dearborn, Mich., Lodge received honors from the Michigan State Elks Association for its outstanding efforts in obtaining new Elks National Foundation subscriptions for the lodge year, 1962-63. A plaque award was presented to the Lodge last spring in Pontiac, Mich., at the State Association Convention, at which then Grand Exalted Ruler Lee A. Donaldson and Past Grand Exalted Ruler Fred H. Bohn were present. In his presentation, Michigan

State Foundation Coordinator Ray Creith congratulated Dearborn Exalted Ruler Duane Dunick and his Foundation Chairman Boyd Holmes for obtaining 106 new subscriptions (others have subsequently been received), which brought the lodge's membership participation in the Foundation up to more than 50 per cent. Additionally, he noted that paid-up contributions for the year from the lodge totaled \$1,640, while pledges of \$10,600 were subscribed.

ELKS NATIONAL FOUNDATION

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But It Looks Like the Real Thing

(Continued from page 9)

expensive as well as time-consuming. However, just halting American-based counterfeiting is not much easier, although it doesn't involve such huge cash outlays. The trouble lies largely in the fact that once a trademark owner has caught a counterfeiter, he finds himself thwarted in properly prosecuting the culprit because of ineffectual laws. Lawyer Sherwood S. Silliman, former U. S. Trademark Association president, pinpointed the situation when he explained:

"In the United States, due to dual sovereignty between the federal and state governments, the criminal statutes governing product counterfeiting offenses are a hodge-podge. In the first place, there is no federal statute providing a criminal remedy against counterfeiting of trademarks and labels. As for state laws, they offer rather little, ineffective remedies."

Phony operators know only too well the trouble and difficulty involved in bringing them to justice. Take the case of Charles W. Kile, probably the most "successful" counterfeiter of auto parts on record. When he was stopped a few years back and handed a ridiculously mild one-year jail sentence, New York County District Attorney Frank S. Hogan estimated Kile had sold five million forged Auto-Lite, Ford, and Delco-Remy parts in a four-year period, during which he cleared more than half a million dollars. In order to stop Kile, the Ford and Auto-Lite companies report they spent \$50,000.

But, actually it's the smaller operators with their gimmicks and schemes who turn trademark owners into insomniacs.

In April, 1962, a counterfeiter named Francis Anthony Agresti, of Silver Spring, Maryland, was fined \$2,500 and given a short jail sentence when it was proved he's unloaded more than 20 thousand cases of adulterated Vitalis hair tonic. Agresti watered down the tonic, rebottled and relabeled it, and then sold it as the genuine item to such reputable firms as Korvette, Klein's department store, the Drug Guild Cooperative, the Food Fair supermarket chain, and others. Agresti made about \$30 thousand before he was caught by Francis X. Connors, a New York City attorney-at-large and specialist in trademark cases. The most startling aspect of the case was that Agresti was brought to justice only by accident. He was apprehended initially by the FBI on the charge of faking dollar bills. Operation Vitalis had been just a slick sideline!

Devious though they are, men like Agresti are finding it increasingly diffi-

cult to operate without detection. Brand-name owners are beginning to watch their sales charts more closely than ever for sudden sectional sales drops, which often are tip-offs to counterfeiting. Once this suspicion arises, stated a Midwest vice-president, "My company leaves no stone unturned. We're out to protect our retailers. I can name a number of instances when we've hired a crew of investigators to track down trouble, just because of one store owner's suspicion.

"And this can be costly. A half dozen private investigators, each costing twenty to fifty dollars a day, must be assigned to a case for several weeks, often much longer. Legal fees for bringing even a fly-by-nighter to trial can run \$25,000, upwards.

"In comparison," this executive pointed out, "starting a shady operation takes much less of an investment: about \$1,000 for prints and labels."

A counterfeiter can even get around this basic expenditure—if his gimmick is clever enough. Witness the case of the operator who, until recently, plagued Johnson & Johnson, manufacturers of first-aid products and proprietary drugs. It took investigators over a year to catch up with this sharpie whose operation resulted in J & J receiving complaints from retail druggists up and down the West Coast.

This is the way he worked: He'd choose a medium-size town, drive through the main business street in his flashy convertible, singling out the drugstore that looked most prosperous. His wife, a stunning blonde, and a handsome Dalmatian hound were always in the car with him.

Entering the establishment he'd picked out, the faker would busy himself rearranging the Johnson & Johnson display in the window or on the floor. Naturally, the manager or owner assumed the man was an authorized J & J salesman. Before long, the two men would be talking "shop."

As soon as he sensed the proper rapport had been established, this slick operator moved in with his pitch.

Reaching into his samples bag, he'd bring out a tin of green tablets. These pills were a harmless concoction that had been colored green with vegetable dye. In a tone that implied the druggist was being singled out for a good thing, the phony salesman explained that the tablets were a new product "his company" wanted to introduce. The druggist was told that his store had been chosen as an ideal test outlet for the new product, which he alleged was good for everything from eliminating body odor to alleviating nasal

congestion. Even this sweeping claim didn't arouse the suspicion of any of his victims.

As a clincher, the salesman promised that his company would fully credit the store for all unsold quantities of the new product. With so little risk involved, plus the assumption that it was a J & J product, the druggist was ready to buy. Being really shrewd, this faker never sold a storekeeper more than \$30 worth of pills. With good reason. In the states in which he was plying his con game, an illegal operation has to involve more than \$50 in order to be classed as a felony. Thus, by hitting 10 different towns a day, he was clearing \$300 daily while not doing anything "seriously" illegal. Pulling this stunt all the way up the coast from California through Oregon to Washington and back, he was stopped only after J & J was able to alert druggists along the route of the man's *modus operandi*.

Unfortunately for the purposes of detection, not many counterfeit operations involve such a simple plan or means of execution. When it comes to items like radio and TV tubes, the ruses employed become quite sophisticated. Philco Corporation estimates that counterfeiters bilk legitimate manufacturers of these items to the tune of about \$100 million annually.

One of the most flagrant cases of tube counterfeiting came to light a few years ago when the Barracks Electronic Corporation, a Brooklyn, N. Y., outfit, was grossing about \$250,000 before being put out of business by the Kings County (N. Y.) racket squad. Since the scheme employed was not unlike others executed against electronic manufactures, it's worth seeing what *Business Week* had to say about it:

"In a trim shop in Brooklyn, the women worked busily. One sat at a testing device, checking the radio and television tubes that had come into the shop that day. The tubes were not brand-new, but many still had a glimmer of life.

"These were sent on to a chemical bath, where a second woman cleaned off the markings on the glass. At a third station, a woman buffed each tube at its plastic base, removed the manufacturer's trademark.

"In a small backroom, another woman worked at a marking machine. She put a new trademark on each tube base, new code numbers on its glass dome. Sometimes she marked the tubes with the trademark of Sylvania Electric Products, Inc., sometimes General Electric Company, sometimes Radio Corporation of America.

"Then the spruced-up tubes were put into cartons and sold to radio and television suppliers."

The extent of the Barracks' racket

was brought to light after one manufacturer was besieged by dealers for credit on more than 18,000 defective tubes within a single month.

It's worth noting that the manufacturers don't take the threat lightly. In fact, about the only bright spot in the ugly fake-product picture is the way brand-name owners rise to protect their retail outlets.

For example, after Barracks was stopped, Sylvania Electric Products, Inc. instituted a standing reward of \$1,000 to anyone furnishing "information that will make possible the legal punishment of an individual or company fraudulently affixing its name to used tubes."

Philco Corporation went even further: To keep falsely stamped tubes from circulation, it initiated a policy of crediting 5¢ for each used tube turned into them by radio and TV servicemen, technicians, and storekeepers. These tubes are smashed in the presence of those who hand them over.

To protect retail outlets, other industries that have been attacked by counterfeiters have devised a variety of approaches to the problem.

As noted, the perfume industry is one of the hardest hit by phony purveyors. In recent years, perfumes that have been faked or adulterated include such luxury fragrances as "White Shoulders," "My Sin," "Arpege," "Intoxication," "Chanel No. 5," and, ironically, "Shocking."

The perfumers' biggest headache is the rebottling or *divergence*, in trade parlance, of name-brand eau de cologne in smaller perfume bottles that are palmed off as the more expensive stuff. In an attempt to combat this practice, perfume companies, led by Lanvin Parfums, several years ago organized the Bureau of Ethical Security, the main purpose of which is to investigate complaints of divergence.

When I interviewed the Bureau's director, John Daley, for THE ELKS MAGAZINE, he stated: "Millions of dollars in profits are lost each year by perfume firms and their legitimate dealers because of hard-to-catch rebottlers. Though we're doing our best to stop this activity, it's a constant fight."

To illustrate the struggle, Mr. Daley told me about a fairly typical divergence operation that was uncovered during the 1962 Christmas shopping season.

"When Lanvin Parfums, makers of Arpege, were tipped off that many discount outlets in the Niles, Ohio, area were selling Arpege at ridiculously low retail prices, they asked us to look into the matter," Mr. Daley related. "After a couple of weeks of investigation, we found our man who'd come up with a new wrinkle in counterfeiting. The supposed Arpege perfume the character

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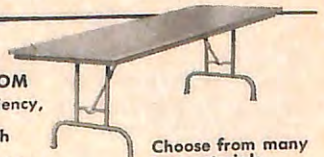
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(name withheld by request) was taken by a gang that printed phony coupons over a two-year period. Superficially, counterfeiting discount coupons seems like a small-peanuts operation, but this counterfeiting gang redeemed more than \$1 million worth of their false coupons before being found out.

The liquor industry also hasn't been spared. A short time ago, the bottlers of Canadian Club whisky were so eager to help liquor store owners fight counterfeiters of their product that they conducted a national advertising campaign to educate consumers. The ad series featured the picture caption: "Why did all these whiskies (65 of them!) try to imitate Canadian Club?" Above the caption was a picture of 65 bottles that looked like Canadian Club—but weren't.

By and large, trademark owners maintain a vigilant attitude toward protecting themselves against product piracy. At the slightest suspicion of wrongdoing, the majority of them enlist the services of investigators to see what's up. "It's a darn good thing they do!" one storekeeper remarked to me. "I'd hate to think even one of my customers could get stuck with inferior merchandise from my stores."

To lessen the chances of fake goods being exported from foreign countries, a number of companies (Eveready Batteries, Ray-O-Vac, Terylene, the Swiss Watch Manufacturers, etc.) now enlist a watchdog service, such as Fidelity Inspection Service. Based in Hong Kong, Fidelity is in a good position to keep an eagle eye on Asian operations that might prove troublesome to clients.

There's another form of protection for American businessmen that manufacturers have had to resort to, in some cases. For example, in 1961 the Ford Motor Company discovered that the trademark for its replacement parts—FoMoCo—was being counterfeited in Japan under the name FuMoCo. Some of these phony parts were turning up in the States. Ford clamped down on this operation at its source. Then, as an added safeguard, it redesigned its FoMoCo containers. One of its distributor arms used to be packaged in an ordinary cardboard box with tuck-in flaps. Now it comes in a box that's open on one side and covered with transparent plastic. This design change was effected because the plastic would be too expensive for a counterfeiter to duplicate. Of course this protection is an extra expense for Ford.

Incidentally, Japan was once one of the most active counterfeit centers in the world. A town there was even named Usa so imitations of American products could be stamped truthfully "MADE IN USA." Although counterfeiting still goes on in Japan, it's been sig-

nificantly curtailed. Apropos, the Japan Machinery Exporters Association recently drew up a program to help prevent the export of items with pirated trademarks. Dorothy Fey, executive director of the U. S. Trademark Association, pointed out to me that her organization works closely with the Trade Mark Owners Association of Japan, both organizations having a mutual goal.

As we've seen, it's the manufacturer who bears the brunt of the fight against illegal operations, while the Main Street shopkeeper shares in the benefits, whether the battle is waged here or abroad, in the form of protection. That's why some observers close to the scene express concern about what they consider somewhat lenient state and/or federal laws governing product fakery.

One executive states, "There's little that will stop a counterfeiter from plying his trickery in new territory immediately after a conviction which resulted in his getting a nominal fine and a suspended sentence. Of course, I don't advocate death as a punishment—an extreme measure prevalent in 16th Century France for counterfeiting goods—but I do feel our laws should be strengthened to at least discourage product piracy."

There have been some indications that federal lawmakers are beginning to recognize the need for stiffer legislation. For example, last May a House Judiciary Subcommittee (on patents, copyright, and trademarks) passed a counterfeit phonograph record bill that, when passed, will make anyone found guilty of dealing in falsely labeled records—on an interstate basis—subject to a \$10,000 fine or 10 years imprisonment, or both.

Similar laws-with-teeth are needed to protect each industry that's troubled by illegitimate operators. Until such legislation is passed, how can a store owner best protect his customers and himself?

One rule to follow is to alert the appropriate manufacturer of any suspicious merchandise that's presented to you.

Another is to heed the suggestions of trademark specialist Francis X. Connors, who warns to be on guard against "(1) offerings of unusually large quantities of hard-to-get items from unknown sources, or items not obtainable through normal channels, or (2) when payment for merchandise is strictly cash-on-delivery, rather than through billing and payment by check."

Even though you can take comfort in the knowledge that most trademark owners today are doing all they can to stamp out product counterfeiters, there's also the sound advice first expressed centuries ago by Roman business leaders: *Caveat emptor*—let the buyer beware! ● ●

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Flag Day 1963 THE WINNERS

AT THE ELKS National Convention in San Francisco in July, the Grand Lodge Americanism Committee—of which Vincent H. Grocott is Chairman—named Massapequa, N.Y., and Scottsdale, Pa., Lodges winners of the Order's annual June 14 Flag Day observance. For over a half century now, the B.P.O.E. has promoted homage to the American flag through observances intended to familiarize the public with the flag—its history, proper display, and symbolic significance.

A full year in planning, Massapequa's observance featured a parade that included 25 band units alone, among many others. Scottsdale Lodge's week-long observance was highlighted by a parade of 7,500 participants, ranging from Little Leaguers to members of other fraternal organizations. Gilbert A. Lewis and Roy Tallman, Exalted Rulers of Massapequa and Scottsdale Lodges, respectively, were present at San Francisco to accept their Lodges' awards—a plaque and an American flag. The two flags were those that flanked the platform steps during the Convention proceedings.

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- Boise, Idaho
- Phoenix, Ariz.
- Yuma, Ariz.
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- Woonsocket, R. I.
- Alameda, Calif.
- Norwich, N. Y.
- New Hyde Park, N. Y.

750 Members or Less

Scottsdale, Pa.

Honorable Mention

- Waterville, Maine
- Dunkirk, N. Y.
- Rocky Mount, N. C.
- Las Cruces, N. M.
- Princeton, W. Va.
- Hempstead, N. Y.
- Oak Ridge, Tenn.
- Midwest City, Okla.
- Montebello, Calif.
- Lompoc, Calif.



Announcing trophy winners following the Flag Day parade in Massapequa is E.R. Gilbert A. Lewis (right). Others on the platform are, l. to r., P.E.R. Edward Turner, Trustee Monroe E. Lewis (then District Deputy), and Philip Moromarco.

Scottsdale's Little League district cooperated with the lodge in staging the Flag Day observance. Here the Scottsdale Lodge float and some Little Leaguers wait for the parade to get underway.



Gray Flannel Reds— Their Means & Goals



THE OLD IMAGE of the bewhiskered, conspiratorial, bomb-throwing Bolshevik has given way to the clean-shaven, well-dressed, and fast-talking Party organization man.

Political leadership and organization management is what top-level U.S. Reds are selling today. They are looking for buyers among leaders of the popular mass movements.

The Worker of June 23 contained a strong sales pitch aimed at the "Left forces whose effectiveness is determined by relationship to the working class, the Negro voter, and popular movements."

What these forces have, the piece declares, is the ability to seek new solutions to political problems and, in the process, to create political upheavals. What these forces need, the piece continues, is the "aid of those who can help chart a course which will aid in winning their struggle."

What He Claims

Here is where the new communist political management expert comes in. He has the know-how to coordinate activities of popular movements, to build solidarity around key issues, to extend the effective relationships to embrace other broad popular movements.

While unifying the popular movements, the Red political manager has the added ability to "take advantage of . . . even the most temporary differences in the capitalist class or within the Democratic Party or the Kennedy Administration."

The target, of course, is "the major electoral battles of 1964." Are there any buyers for such exceptional political talents?

Leaders on all levels in both major political parties should have their eyes out for such professionals. Their ultimate aim is U.S. surrender to communist rule. They should be blocked from any leadership position, no matter what temporary advantage they may claim to offer.

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.

Red Rioters' Amazing Schools

In troubled Northeast Brazil recently, more than 2,000 students and student leaders gathered for what appeared to be a harmless "student seminar." Among the group were students from Africa and Europe. Also there was a delegation of Red Chinese "educational workers," led by a man named Fang Ming.

For a week or more the students examined such revolutionary subjects as "students and the struggle for national liberation" . . . "the university and the development of university reform" . . . and "the underdeveloped world and peace."

Behind the seminars and study sessions was the shadow of the Czechoslovakian-based International Union of Students. Its purpose here, as everywhere: Training selected students in the ungentle arts of street demonstrations; turning agitation for university reform into an attack on the country's social, economic, and political rule; conducting guerrilla warfare; and identifying the struggle for peace with the struggle for communist victory.

One Lone Protest

While over 2,000 future crisis-makers studied under top communist "educators" in Northeast Brazil, a lone voice was raised in protest and warning.

The Secretary General of the Brazilian Democratic Alliance warned that the aim of the seminar and those behind it was "deceiving young people ideologically and turning them against their own countries."

You can remember this seminar in a few months (12 at the outside), when demonstrations, riots, demands for university reform, crises, chaos, and guerrilla warfare break out in Brazil.

Such attacks do not take place spontaneously. They are not led by amateurs. Behind them are weeks and months of hard training in the art of Red revolution.

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IS YOUR LODGE PROPERLY AUDITED?

In recent years THE ELKS MAGAZINE has published a series of articles dealing with the problems faced by small businesses and offering expert advice on how to cope with them. One of the most informative and valuable of these articles covered the subject of maintaining sound auditing and accounting practices and controls. Its central point was that the businessman who ignored them was headed for certain trouble, and it cited bankruptcy records to prove the point. What is true of business is equally true of Elks lodges. Sound accounting and audit controls are indispensable for their financial health, and a lodge that is unhealthy financially is already in serious trouble.

Thus, amendments adopted in 1960 required subordinate lodge Auditing Committees to engage "a qualified public accountant" to do a complete audit of all books and records of the lodge.

Furthermore, each subordinate lodge was required to file copies of its annual audit with the Grand Secretary, for review by the Grand Lodge Auditing and Accounting Committee, thus providing a further, important check against unsound practices.

The results of this new legislation, in its first two full years of operation, have been highly satisfactory. Robert E. Walker of Santa Ana, California, Chairman of the Grand Lodge Auditing and Accounting Committee, told the Grand Lodge Conven-

tion in San Francisco that compliance with the statutes has improved greatly. More importantly, the quality of the audits has shown a tremendous gain over those of previous years. Nevertheless, his Committee has noted widespread deficiencies that foreshadow difficulties unless speedily corrected.

"A small percentage of subordinate lodges are in financial difficulties, and more are going to be unless corrective steps are taken," he warned. "Management cannot intelligently direct the activities of a lodge without the information compiled from a complete and accurate accounting system." Furthermore, the Committee reported, some lodges fail to act on suggestions and recommendations made by qualified accountants.

Lodge officers, who are in positions of responsibility, should take heed of these warnings and insist that their lodge comply fully with the provisions of Sec. 132 of the Grand Lodge Statutes providing for lodge audits by qualified accountants. They then should make sure that, instead of ignoring the audit report and its recommendations for more efficient operation of the lodge's financial affairs, the lodge gets its money's worth by putting these recommendations into effect. Not only the officers but members generally, in the best interests of their lodge, should let it be known that they want their lodge to have the protection of sound auditing and accounting.

Behind the Sino-Soviet Quarrel

One of the most effective propaganda tools employed by communists is anti-colonialism. The Kremlin has used it with great success against Western nations in its drive to establish communist domination of the world. That Russia has succeeded in creating for itself the image of the white knight that will slay the dragon of imperialism is the more remarkable in view of Russia's long history of imperialist conquest. Not everyone is deceived by this pose, however—especially those who have been the victims of Russian expansion. Among those who have not forgotten are the Chinese, and it is this recollection of past wrongs that may well be at the root of the quarrel between Peking and Moscow rather than the ideological differences around which the struggle is being fought on the surface.

It was just 400 years ago that the Russians began their penetration of Siberia from their frontier on the Urals.

By 1639, the Russians had established a settlement on the Sea of Okhotsk. En route, the Russians collided with the Chinese Empire at several points. In 1689, the two giants signed a treaty in which the Russians gave up any claims to the Amur River. Just over a hundred years ago, however, the Russians forced China to cede a large area north and east of the Amur. In this area are such important Russian cities as Khabarovsk and Vladivostok.

In addition, Russia compelled China to grant trading rights in various cities in remote frontier areas, including the city that is now Ulan Bator, the capital of Outer Mongolia, thus paving the way for the later extension of Russian influence in that strategic buffer state and the ousting of the Chinese. As of now, Russia has emerged the victor in this contest.

Although the Chinese communists now in power in Peking were the beneficiaries of Russian aid, they have not forgotten, and have not forgiven, Russia's expansion at the expense of China.

This was made clear by Peking in the aftermath of the Kremlin's backdown in Cuba, when the Red Chinese leaders seized the opportunity to intensify their ideological attack on Khrushchev. Stung by Peking's taunts, Khrushchev was so unwise as to retort that China had no room for criticism, for hasn't she allowed the British imperialists to remain in possession of Hong Kong instead of liberating that part of the homeland? Peking's reply was cold and ominous: It was, said Mao Tse-tung, stupid of Moscow to bring up the question of Hong Kong when Russia holds so much land that she stole from China.


Moscow is not the only expansionist communist power. So, too, is Red China. While Peking is not strong enough at the moment to press territorial claims on Moscow, the question for the Reds in the Kremlin is what the Reds in Peking will do when they have developed a nuclear capacity and the ability to deliver it atop their almost unlimited manpower. That is cause for concern indeed of the whole world, but it must be a nightmare to Khrushchev.



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