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Elks

MAGAZINE
AUGUST 1964



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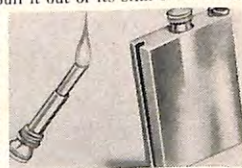
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Tom Wrigley



AUGUST 27 will be memorable, most likely, for a prominent man in Washington. LBJ will celebrate his 56th birthday, and there's little doubt that he'll also be named that day as Democratic nominee for reelection.

JUNE GRADUATES have been sharing in our prosperity with higher-paying jobs than last year, according to the U.S. Office of Education. There were 447,000 bachelor and 44,000 professional degrees conferred, almost 50,000 more than a year ago. Among the latter, 7,300 were doctors and 3,300 were dentists—not enough to meet demand.



A ROSE IS A ROSE . . . but should it be our national flower? The dispute about naming one is still with us, resolutions to that effect having bloomed perennially for a long time. Others that have been championed are the carnation, sunflower, corn tassel, marigold, daisy, and poinsettia. No dandelion?

CAN YOU IMAGINE a cargo plane that carries 50 tons, flies 10,000 miles without refueling, and unloads while hovering above the ground? If you can, and can also design it, contact the Air Force—they're looking for just such a plane.

PROSPERITY or changing fashion? Government experts credit the former for an increase in sales of men's shoes. Normally, they contend, dad buys a new pair only after his wife and kids are well shod, and everyone knows how expensive *that* is.

WINDOWLESS SCHOOLS are in the offing for the District. Two are currently being considered, in both cases because classroom windows would be disadvantageous because of the chosen sites. Assistant Superintendent Granville W. Woodson says that the pupils won't suffer from lack of a view of



natural surroundings. Time was when trees and grass made some of us gaze out the window and daydream, but today the distractions are too often of a different nature.

THE NATION'S "POOR" include some servicemen, according to a survey made public by the *Air Force Times*. About 5,000 airmen receive some sort of state or local relief benefits because they are paid less than the \$3,000 minimum established by the President's Council of Economic Advisors as adequate for a family of four. Some 70,000, plus about 1,000 officers, are also reported to be doing part-time work to supplement their incomes.



IS THE WHITE HOUSE white enough? There's still more than six months to go before the Executive Mansion is due for its quadrennial outside paint job, but some areas look a mite shabby. Tourists are surprised to see stains, scaling, and cracks in the paint in some places. Some say that Congress is likely to approve repainting or at least a touch-up every two years.

PRESIDENT JOHNSON and Lady Bird are now immortalized in Washington's Wax Museum. They're the latest First Family to be added, but the figures of the late John F. Kennedy and his wife Jacqueline receive a great deal of attention as well.

WRITES FROM WASHINGTON



PICKLES ARE POPULAR in the Capitol. J. B. Pickle, 88-year-old father of Representative J. J. Pickle of Texas, took his first plane ride with the President. And Jane Phillips was brought to Washington with the alluring beauty-queen title of "Miss Pickle," representing Pickle Packers International, Inc.

NONSTOP FLIGHTS to Europe from Washington's Dulles International Airport—via TWA to London and on to Frankfurt—have been a big success. In contrast, Pan-Am offers flights permitting breakfast in D.C., lunch in San Francisco, and dinner in Tahiti—13½ hours in all. Take your pick.



A PACKAGE addressed to the White House—a heavy, bulky one—caused brief concern among Secret Servicemen, but it turned out to contain two large harmless rocks from the LBJ Ranch. They were intended for the "Altar of the Nations" in New Hampshire, which contains stones from the properties of world leaders. Among rocks already installed are some from the Eisenhower farm at Gettysburg and the Kennedy property in Massachusetts.

AUGUST ANECDOTES . . . When the National Press Club sends important notices to members, they stamp the envelope: "Open Now. This is not a bill." . . . The high price of curbing school dropouts: A campaign here was successful enough to create a need for 70 more high school teachers in September. . . . Sneeze-proof grass is now available for golf greens—a boon for hay-fever sufferers. It doesn't produce seeds. . . . Beer rinses are getting more popular here among ladies who shampoo their own hair. It's said to give added body, but somehow it seems a waste. . . . Lynda Bird Johnson, 20, received an A in American Government at George Washington U. Someone helping her with her homework?

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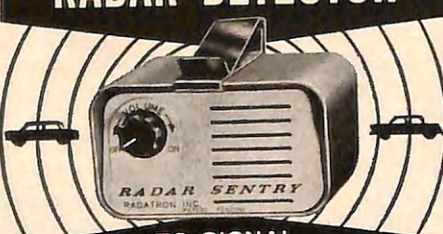
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I'LL MAKE YOU A MENTAL WIZARD IN ONE EVENING!

Yes! Here at last is your chance to gain the **THINKING-MACHINE MIND** you've always dreamed about . . . so easily and quickly that you'll be astounded . . . and actually do it without risking a penny!

By **HARRY LORAYNE**

Let me explain! I don't care how poorly organized your mental powers are today — how difficult it is for you to concentrate . . . how bad your memory may be . . . how much a prisoner you are of crippling mental habits . . . how long it takes you each morning to get your mind going with adding-machine speed and certainty! **I BELIEVE THAT YOUR MIND IS WORKING TODAY AT ONLY 5% TO 10% OF ITS TRUE POWER — SIMPLY BECAUSE YOU DON'T KNOW THE RIGHT WAY TO FEED IT DIRECTIONS!**

Simply because you don't know the right way to feed your mind problems — so clearly and logically that those problems half-solve themselves before you even touch them!

Simply because you don't know the right way to feed your mind figures, names and faces — so they burn themselves into that mind in such picture-form that you remember them forever!

Simply because you don't know the right way to feed your mind a **FULL CHARGE OF ENTHUSIASM** — so that it revs up instantly every morning . . . so that it operates at full power, not for just a few brief minutes each day. **BUT FOR AS MUCH AS 8 TO 10 FULL HOURS AT A STRETCH!**

Mind Power Is A Trick! I'll Teach It To You In One Weekend!

Yes! Problem-solving is a trick! Concentration is a trick! Memory is a trick! Habit-breaking is a trick! And, above all, generating the will power that means success IS A TRICK! Mind power can be made to order — you don't have to be born with it! The secret of a fast-acting, full-power, **THINKING MACHINE MIND** is as simple as tying your shoelace! And I'm willing to prove it to you without your risking a penny! Here's how!

All I ask from you is this. Let me send you — at my risk — one of the most fascinating books you have ever read. When this book arrives, set aside a few moments each day from the following weekend. Glance through just one chapter. And get ready for one of the most thrilling weekends of accomplishment in your entire life!

The Very First Hour After You Pick Up This Book, You Will Perform A Feat Of Mind Power That Will Astound Your Friends!

What you are going to do in that very first hour you receive the book, is this. Turn to page 144. Read three short pages — no more! And then, put down the book. Review in your own mind the one simple secret I've shown you — how to feed facts into your mind so that they stay there — permanently — as long as you wish!

Then put this simple trick to work for you — that very same hour!

Call in your family or friends. Ask them to make a list of any **TWELVE** facts, names or objects they wish, as fast as they wish. Have them write down the list so they won't forget it! But, as they give you each fact, **YOU** are going to perform a simple mental trick on that fact, that will burn it into your mind, **IN PERFECT ORDER**, as long as you wish!

And then — **INSTANTLY AND AUTOMATICALLY** — you are going to repeat that list, backwards and forwards, in perfect order, exactly as if you were reading that list in your friend's hand! And you are going to have one of the most exciting moments of your life, as you watch the expression on those people's faces as you reel off those facts as though they were flashing on a screen on the inside of your memory!

Thrilling? Yes! But also one of the most profitable secrets you will ever learn. For that list of twelve facts can just as easily be an appointment schedule — with each appointment flashing automatically into your mind at just the right time and place that you need it! Or a shopping list — or the outline of a speech — or a sales presentation — or the highlights of an important article — or a list of things that have to be done in perfect order!

Any one of them — they flash into your mind automatically, as though you pressed a button! And this astonishing mental gift — which will serve you every day for the rest of your life — is yours from the very first hour that you pick up this book!

And yet it's only the beginning!

Which Areas Of Your Mind Do You Want To Strengthen In A Single Weekend? Concentration, Will-Power, Self-Confidence, Habit-Breaking!

Yes! From this moment on, in less than one thrilling hour a day, you begin testing the wonder-working techniques of Automatic Organization on every untrained corner of your mind! You begin breaking through mental barriers — mental limitations that have been blocking you for years!

You begin tapping the buried powers of your own mind . . . powers that you have glimpsed before in brief flashes . . . now brought to the surface — organized with simple formulas to double their potency — and placed forever at your beck and call, ready to go to work for you at the blink of an eyelash!

For example — **DO YOU WANT TO DEVELOP "STEEL-SHUTTER CONCENTRATION" — OVERNIGHT?**

Then turn to page 85 . . . master one simple exercise . . . and thrill to your ability to absorb huge amounts of information — easily and swiftly — even in a room filled with half a dozen howling children!

DO YOU WANT TO DEVELOP "X-RAY EYES" — POWERS OF OBSERVATION THAT AMAZE YOUR FRIENDS?

Then turn to page 136 . . . play three fascinating games . . . and then startle your friends, time and time again, by your ability to spot revealing details — put together hidden pieces of evidence — that they never even dreamed were there at all!

DO YOU WANT TO SEE HOW EASY IT IS TO REPLACE BAD HABITS WITH HABITS YOU CAN BE PROUD OF?

Then get ready for the revelation of your life on page 103 . . . that replaces agony with fun . . . that actually lets your bad habits break themselves without your hardly touching your will power.

YES! AND DO YOU WANT TO GENERATE ENTHUSIASM . . . FRIENDLINESS . . . PERSONALITY AT AN INSTANT COMMAND?

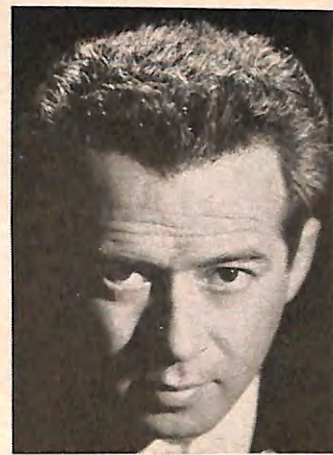
Then read every word starting on page 165! Learn how to overcome shyness and fear, automatically . . . make anyone like you . . . dissolve opposition with as little as a single word . . . earn both trust and respect from everyone you meet — and keep them — for good!

Read It For Ten Days — Entirely At Our Risk!

And this still is just the beginning! What Harry Lorayne has described to you on this page is just a small sampling of the information packed into his amazing new book, **SECRETS OF MIND POWER** — now available only through this article!

Here at last is a practical, fascinating, easy-to-read book on improving the powers of your mind that really works! Its author, Harry Lorayne, has been called by experts "the man with the most phenomenal memory in the world!" He has already shown over 250,000 men and women, all over America, how they can achieve startling improvements in their memories overnight, with just a few minutes work!

But this fabulous Push-Button Memory Technique is only one small part of Harry Lorayne's great new book! Here — in addition to Memory — are complete "Push-Button Sections" on Observation, Concentration, Enthusiasm, Will-Power, Idea-Creating, Rapid-Learning, Time-Saving,



Clear-Thinking, Personality, Friend-Making, Public-Speaking, Worry-Control, Conquest of Fear, and many more!

Yes! Here are dozens of simple techniques that enable you to overcome crippling emotions, and keep your thoughts headed straight for each goal! Showing you how to think clearly and effectively in any situation — make decisions without agonizing delays — learn vital facts and figures at a glance — work at full mental power, all day long, for weeks and even months on end!

Here are tested, and proven "Thought-Stimulators!" that streamline your mind — develop your creative imagination — increase your daily output — help you make time for everything you have to do!

Here are "Confidence-Generators," that let you laugh off worries and fears — make your own good luck — keep other people from taking advantage of you — turn bad breaks into opportunities — yes, even sharpen your sense of humor and improve your ability to speak well, whether in private conversation or before a crowd of hundreds!

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How to Launch a Small

Before obeying the urge to start or buy your own small business, you should be sure you're ready and able

THE FINDINGS of one of Dr. George Gallup's polls didn't surprise him. It revealed that 68 percent of those asked would like to be in business for themselves.

Since Dr. Gallup once started a small business of his own and has seen it flourish, he knows firsthand the rewards and allure of owning one's own business: financial gain, the promise of future security, the power to make decisions, and community respect. This commendable desire for independence is acted upon to the extent that some 400,000 new businesses are established each year.

Yet the pressures and problems of operating one's own business cause about 350,000 to go under each year. Many of the failures could be averted. Many of the ventures should never have been started in the first place.

It's relatively easy to start your own business. But to maintain it takes objective study translated into an operational plan. Much of the planning can and should be done before subjecting your savings, reputation, time, and family's security to risk.

It's amazing how many ill-equipped people start their own business. One of the most thorough studies of small-business patterns was recently conducted by William S. Peters of Arizona State University's Bureau of Business Services. To determine the success potential of 435 small-business firms in the state, Peters interviewed the owners of scores of groceries, gift shops, laundromats, appliance repair shops, restaurants, mobile-home parks, and machine shops, rating the proprietors on their personal capabilities and the attractiveness of their business places.

This study revealed that only a few of the food-store operators had any previous managerial experience, and that 35 percent had no food-store experience. Half of the new restaurateurs were completely new in the restaurant field, and the same was true of the service-station operators. Less than one-fourth of the gift-shop proprietors had previously managed such a business. Only about a quarter of the mobile-home park operators had ever been in that business—in any capacity. As for the electrical repairmen, only one of the 16 shop owners interviewed had previous managerial experience in that line.

Unlike Dr. Gallup's, these findings were startling. They indicated an almost flagrant disregard for a cardinal pre-

cept governing business success—experience. When interviewed on the subject, 62 of 64 bank officers stressed the importance of experience when going into business, and more than half said previous managerial experience was even more important than operating experience. Forty percent said both were needed.

Equally startling was the fact that the same businessmen neglected in good part to take advantage of the experience of others. For instance, most of them hadn't consulted anyone before deciding on a business location; many weren't even trade-publication subscribers.

The survey also demonstrated that many business places were substandard in appearance (gift shops came out best). Accounting records were in many cases inadequate. Furthermore, the bankers stated that these owners often grossly misjudged the function and limitations of lending agencies. Many small businessmen seemed to expect a lender to assume a greater financial stake in a business than themselves.

Another result of this excellent study bears noting. Small-business owners tended to cite their competitors' specific advantages—size, stock, prices, location, advertising, and so forth—while tending to cite their own in intangible terms—better service and quality.

This study indicates a subtle but serious human failing—the inability to see oneself objectively. A subconsciously dishonest self-appraisal is an important handicap in starting and operating a new business. We can assume that a man who wants his own business believes himself competent to run it. He's confident that he will initiate new and workable ideas, improve old practices, work harder than the other fellow, and attract business with his infectious optimism and faith.

This is the way a man may see himself. But how accurate is it? What's needed is an objective inventory—a difficult job for anyone. A good way to insure objectivity is to list the main elements that spell the difference between success and failure. Rate yourself—poor to excellent—on the basis of *proved* capabilities.

For instance, if this business is going to involve extensive figuring, as in contracting, how good is your math? If you have to line up customers for your product or service, what's your past sales record? If you're going into the retail field,



DENVER GILLEN

Business

By **DICKSON HARTWELL**

as well as willing. Certain basic requirements must be met if you want to maximize your chances for success

what special promotion and advertising qualifications have you demonstrated? How good is your health? Have you demonstrated perseverance?

To get accurate answers to such questions, the human ego and one's natural inclination to be optimistic make outside consultation imperative. Usually, this means *not* consulting a close friend or relative, who ten to one will be prejudiced in your favor.

A good idea is to seek out a personal appraisal from several sources to allow cross-checking. When the results show two or three concurring opinions, you're pretty safe in considering them valid. It's wise to remember, however, that in choosing your evaluators, the natural tendency is to select sympathetic types in order to elicit the type of reactions you want.

But an objective personal appraisal is only a part of the evaluative process. Just as important is an overall evaluation of the business you want to purchase or start from scratch. Although it decidedly presents complications, in many ways, buying an existing business is the easier procedure, because it's appraisable. Present operations can be studied and the opportunities for improvement analyzed—all before you invest a cent.

While a buyer who's just shopping around is entitled only to sketchy details, the serious buyer of an existing business is entitled to be told all about it—before putting any money on the line. You can get a banker or an attorney to vouch for the seriousness of your intentions. After having done so, a seller is expected to answer any questions you ask. His frankness and total honesty, however, may depend on how the questions are phrased. You have to know what questions to ask to get complete, satisfactory answers.

As every horse trader knows, a seller doesn't have to tell the age of his horse unless he's asked; even then, he might weasel around it without actually lying. And weasel he often will, if the buyer is ignorant, anxious, or both. What a buyer has to know can be divided into tangible and intangible information.

What are the assets—current and long-term? What are the liabilities—also current and long-term? How long are the leases? What's the business' credit standing and its reputation with suppliers and customers? How accurate and how

current are company records? Are all patents, copyrights, business names, and trademarks currently valid? Are key employees loyal? Are they under contract?

Then too: Are taxes paid up? Are all required special licenses in order? (Not long ago, a man bought a small club only to discover that the liquor license was nontransferable and a new one couldn't be issued for a year.) Are there any chattel mortgages or liens (sometimes they don't show)? Are any key contracts nearing expiration date or being threatened with cancellation? Will the seller agree not to enter into competition for a specific period? Incidentally, the value of this restriction should be stated in a sales contract; it's a depreciable item on a buyer's personal income tax.

Special care is a must in appraising the value of leases and franchises, particularly the determination of whether or not they're subject to a time or transfer limit. If you haven't the patience or background to understand the fine print, don't proceed without seeking help from a reliable outside source; and perhaps you should reconsider your notion of going into business.

The answers to these tangibles are relatively simple to determine. Far more difficult to determine, however, is the amount of working capital that'll be needed during the first year or two of operation—the critical period. Before purchasing a business, you must draw up a realistic working budget that reflects the financing costs as candidly as it does such obvious charges as rent.

After you're gathered all the facts and figures and evaluated them, there remains the ticklish business of setting a fair price. For instance, how much are the name, goodwill, customer and supplier lists, contacts, and contracts worth? While the seller looks at his business on the basis of the money and effort he's put into it, the buyer is—or should be—mainly concerned with its earning potential—the income and capital gain it will provide.

Many professional counselors of business purchasers recommend that goodwill be measured only by the profit and earnings potential. This isn't very satisfactory, since future earnings, particularly those of a small business, resist accurate forecasting.

A more satisfactory approach is (Continued on page 40)

Report from

SOUTH VIETNAM

FOR FOUR YEARS the captain attended majestic West Point on the banks of the Hudson River, where he was taught that the U.S. Army expected him to keep his shoes shining, every button brightly polished, the creases in his starched uniforms razor sharp.

But ten years after his graduation, the captain goes about his work in a set of sun-bleached, tattered fatigues. A grimy Army sweater, its left sleeve torn, is visible underneath. The combat boots are caked in mud. And the captain is about twenty pounds lighter—and looks ten years older—than when he landed in South Vietnam a year ago. Army spit and polish just doesn't fit into this jungle war—even for a ramrod-straight West Pointer.

The captain's ripped uniform carries on its left shoulder the golden-sword-and-three-lightning-bolt emblem of the Special Forces. It means the captain is a trained parachutist and a member of the elite, highly trained group of U.S. soldiers who in an ordinary war would be guerrillas behind enemy lines, and who—in this very unconventional Vietnamese war—are being used to train counter-insurgents deep in the heart of guerrilla country.

Not too long ago, the captain led his hand-picked 12-man team of intelligence, weapons, demolition, medical, and communications people deep into the Vietnamese jungles to a tiny *montagnard* ("mountaineer") town. With communist-led Vietcong guerrillas skulking all around, they began training some 300 Vietnamese civilians to defend themselves and built a base composed of a rude perimeter of trenches, barbed wire, and a couple of mortar emplacements around the crude native huts in

which they live. The camp was strategically situated next to several Vietcong supply routes from the enemy infested Laotian and Cambodian jungle frontiers.

Their dozen dirt-floored, rice-straw shacks roofed with corrugated steel are a two-day walk—or half-hour helicopter ride—from civilization. Scattered down the valley outside the bamboo fence of the camp are the dismal shacks of the "brown buggers," the trainees' dependents, and an open shed for the bartering of rice, salt, and ducks. During the rainy season, with its almost continuous downpour and thick clouds, the small outpost is "souped in" for weeks at a time, making impossible the "Stink-o Special"—flights for airdropping or helicoptering in live pigs, ducks, and chickens caged in wicker baskets, designed for the troops' mess.

The captain, now jokingly calling himself a "rice paddy daddy," has learned to adjust quickly to the Oriental way of village life. His normal breakfast is rice and hot coffee when the pancake flour and bacon run out. He joins the *montagnards* for a lunch of rice, dried fish, and delicacies of stewed grubs, termites, or toasted rats. Like the tribesmen, his laundromat and shower room is a lashing cold stream near the camp. Recently he was presented with a steel wristlet—a *montagnard* status symbol—making him a "warrior" in a nearby village.

The captain's job is to woo the local villagers away from the VC, dispensing medical treatment and protecting them from Vietcong intimidation.

The most influential members of his Special Forces team are the two medics. They treat 40 or 50 *montagnards* a day

and give medical training to two native cadre. The health program at a typical Special Forces camp includes passing out thousands of iron pills, vitamin capsules, and bars of soap to cleanse the *montagnards'* scaly, infected skin. The Special Forces team quickly cut the death rate in neighboring villages from four a day to four in ten weeks. "These Special Forces medics are the key to the whole team," one high-ranking American officer explained. "They go into a strange area to meet strange people to whom a pill for pain is a miracle."

Similar to the American Indians of 300 or 400 years ago, the *montagnards* have never used pills or benefited from electricity, are terrified to ride in a helicopter, brush their gleaming white teeth with mud, and are just now learning to eat with spoons instead of their fingers. Few have ever seen "the magic lantern"—a movie. In the 1800's, the French colonialists regarded the *montagnards* as animals and commonly believed they had tails. One Frenchman even organized an expedition to try to capture one of them for a Paris zoo.

Not every luxury that the GIs pass out is successful. "We tried giving bubble gum to the kids," the captain reports, "but that didn't work out too well. They swallowed it. We know that if we can get a Polaroid camera up here we'll throw these people into a tizzy. They are fascinated enough with a mirror; a photograph will absolutely make them flip their lids.

"And, of course, we've learned not to sell them short in a lot of respects. For instance, once they learn something, they never forget it. They rely on memory like we rely on pencil and

By ARTURO F. GONZALEZ JR.

Several months ago, the writer spent some time in South Vietnam, reporting on the strange but savage guerrilla war there. Although the news media provide daily headlines about battles and American deaths, they seldom relate the behind-the-scenes, day-by-day lives of our Special Forces officers and men. In this delayed account, writer Gonzalez tells about the lives of one small group of Americans in a remote part of the country—and about the enemies they face

paper. Some of them can even count now from one to one hundred in English," he concluded. "This is important for accurate military information. Before, when we asked them how deep a stream was, they'd answer 'two elephants deep.'" Then the captain added that the *montagnards* are "dead shots with a carbine and can hear a tree leaf snap before I even see anything in the woods. I don't hesitate a minute to go out of this campground with them. They can handle any trouble we get into."

The "trouble" in this savage Vietnamese war, which the captain, his men, and other U.S. units like them

must endure, is best described, not in the communiqués of major battles, but in countless personal reminiscences—too small and insignificant to get them into official print but revealing, nevertheless, as to the stealth, ingenuity, and brutality with which this struggle is being waged on both sides.

Take the case of the village and the flag. For a number of weeks, villagers in a plateau province had awakened to find a Vietcong-raised flag. Impudently put up by tree-climbing guerrillas each night, it was dutifully hauled down each day by American advisors. Finally, a resourceful American sergeant cleverly stripped a piece of bamboo, filled it

with plastic explosive, attached a detonator and trip wires, and wove the bamboo secretly to the tree's upper branches. Late that night the village echoed to an explosion, and the townspeople ultimately found a few limbs and a VC hand clutching a piece of cloth—little more. The only flag flying over the town afterwards was the gold-and-red-striped flag of South Vietnam.

The Vietcong have taken to leaving a few of their grenades on the field after a retreat. The captured weapons are usually assembled later at a firing range where experts can examine and explode them. A number of the grenades, however, have been booby trapped so that they explode when the pin is pulled instead of several seconds later as in the ordinary grenade. Several men have been killed in recent accidents with these so-called spoils of war. That's just one type of booby trap; there are others.

The communists have taken to using capitalistic incentives in the Vietnamese war. Cash bonuses are now being offered to Vietcong troops for each US or South Vietnamese regular they kill. Top prize of two thousand *piastres* (around \$250) is paid for the death of an American advisor, about 600 *piastres* for a Vietnamese Army Ranger, down to about 200 *piastres* for a Civil Guard or member of the neighborhood Self-Defense Forces. No scalps are taken, but virtually the same thing happens—the VC marksman must bring in the hats of his victims to pick up his cash prizes. (Continued on page 32)

With an American gunner looking on, Vietnamese soldiers receive fresh supplies from a U.S. helicopter.



ROME

By JERRY HULSE

*Some aspects of the
Eternal City that
might otherwise escape
the average tourist*



Glamour, for one thing, is what the Via Veneto is famous for. At dusk, it seems that all Rome is congregated there, either sipping drinks at sidewalk tables or ambling slowly along.

AS YOU READ THIS, Rome will be under siege again, its ancient cobblestone streets echoing invaders' footsteps. But these are invaders welcomed by all of Rome.

No doubt you've already guessed I'm speaking of tourists—especially American travelers, who, in increasing numbers, put Rome at the top of their itinerary.

The first time I was there was shortly after World War II. Their recent hurt and privation was expressed in the lusterless eyes of the hungry, ill-clothed, and jobless Romans. But ensuing prosperity has brought back laughter and sparkle to the eyes of the Eternal City's two million plus.

Just this spring I was standing on one of Rome's seven hills, as the pink light of dusk bathed its magnificent old buildings and splashing fountains. I remembered this view from my initial encounter with Rome.

When in Rome, you must linger awhile, as I later did, at a sidewalk cafe in the Piazza Navona—a 17th-century square that still draws Romans to breathe of its elegance. The splashing of three fountains is soothing background music for your thoughts.

I was reflecting that I'm more than ten years older now than I was when I first saw Rome. Not that that makes any difference; the city isn't one for youth alone. Admittedly, you do see a great deal of young romance in this old, old city. But you see other things, too: old men sunning themselves on benches, while graying women knit

and undoubtedly recall the not-so-distant days when they were young.

Like Paris, though, Rome does draw to it many youthful dreamers: aspiring artists, writers, and painters, who subsist on the hope of future success. I've studied their faces before, and they're always the same. In fact, if you returned here a century from now, I'm sure you'd think you were seeing the same confident, determined, yet reflective countenances.

While I lingered over a Vermouth Cassis in the Piazza, an old woman flower peddler passed by, her wares injecting a sweet fragrance into the evening air. A boy at the next table beckoned to her, provoking a radiant smile from the girl with him. Of course, the couple was holding hands—a universal gesture here.

I enjoyed the scene, for it told me that—without a doubt—the romance of Rome has returned, which is why, I suppose, so many Americans, no matter what the thermometer reads, are in the ranks of the annual summertime invasion.

Actually, from a weather standpoint, the best months to savor Rome are April, May, June, and early October. During December, January, and February, it's rainy and cold. Even though the city sizzles in the summer, that's when the city welcomes its most visitors.

So much has been written about Rome, and the city has been photographed so often, that it seems somewhat repetitious to recap its historic

and cultural treasures such as St. Peter's, the Colosseum and Forum, and Hadrian's Tomb.

Instead, I'll talk about having fun in Rome. A large part of that is eating

★ Rome

well, having comfortable accommodations, and getting around.

So first of all, I want to steer you to Da Pancrazio—one of my favorite restaurants. I know you'll like it, too. The address is Piazza del Biscione, 93. Tell the driver it's near Campo de' Fiori.

At Da Pancrazio you can dine by candlelight with the ghost of Julius Caesar, although it's really not at all ghoulish. Let me explain: About 18 years ago, proprietor Pietro Macchione accidentally discovered a series of ancient vaulted rooms 20 feet below the restaurant, which archeologists have determined were used by Roman Senators in the days of Caesar.

Today, however, the impassioned shouts of those long-gone legislators have been replaced by those of Signore Macchione's waiters, rushing madly about with trays laden with culinary delights. The chefs at Da Pancrazio do some wonderful things, for instance, with seafood.

I recommend you follow your meal here with cheese and a potent potion with the name of *sambuca con la*



You'll probably want to see the Colosseum, and if you do you'll find a modern snack bar there, surrounded by ancient walls.

mosca. Translated literally, that comes out "liquor with mosquitoes," but there aren't any mosquitoes—just little black beans with a licorice taste. Be that as it may, after two mosquito bites, you may get the itch to sing along with the restaurant's strolling musicians.

Da Pancrazio is one of those places that is so atmospheric that you wish time would stop—at least for a little while. And unlike some places long on atmosphere, the food here is really excellent.

For more atmosphere, have dinner at Sciarra in the Piazza dell' Oratorio on a Wednesday evening. The Latin menus then are printed in gold on parchment, and the proprietor claims each dish is prepared according to recipes that date back centuries.

A similar idea is carried out at another restaurant—the Villa dei Cesari (Via Sette Chiese, 2), where proprietor, waitresses, and hostess alike wear Imperial Roman costumes.

For an evening of madness, I suggest Remington Olmstead's Da Meo Patacca. It's a 19th-century tavern in the popular ancient quarter of Trastevere. Now, the name Remington Olmstead doesn't sound very Italian, so you probably won't be too surprised to learn he's an American. Olmstead dearly wanted to be an actor but failed, so instead he transported to Rome some

Hollywood production know-how. Ever since, he's been raking in *lira* with the sure hand of a Cannes croupier.

You'll see what I mean about Hollywood when I tell you that you'll be greeted by a *maitre d'*—on horseback! Wagon wheels hang from the restaurant's ceiling, and you fool around with gas-filled balloons that you'll eventually turn loose to waft off into the Roman night.

The menu lists such authentic Roman dishes as corn-on-the-cob and Texas-size steaks. It's a popular place with Italians. They come to watch the crazy Americans. Americans come to watch the crazy Italians.

Waiters wear red-sashed, striped T-

shirts and green neckerchiefs. Sometimes they'll proffer a romantic ballad, but most of the time they sound more like a bunch of sailors on leave.

Possibly the most elegant restaurant in all Rome is *Hostaria dell' Orso*. The service is impeccable, the food superb. Overlooking the Tiber on Via Monte Brianzo in Old Rome, this restaurant is a favorite with the elite of Roman society. It is expensive, but you're probably planning to splurge at least once while in Rome.

The restaurant's smart Cabala nightclub is carpeted wall-to-wall, and its ceiling is draped in pleated silk. A far cry from yesteryear, when the building was a simple lodging house. That was more than 600 years ago, and Dante is reputed to have stayed here. Later, it was another kind of house.

No one should miss at least an afternoon or evening on the street where so much of *La Dolce Vita* was filmed: the Via Veneto. As fashionable as Paris' Champs Elysées, this tree-and-table-lined boulevard is headquarters for celebrities, semi-celebrities and hopefuls, aristocrats, *paparazzi*, tourists, and handsome young Romans there to eye the voluptuous females. Girl-watching is the order of the day—and night—on the Via Veneto. Beautiful would-be movie stars stroll along in the hope of being discovered. The already-discovered relax at tables, enjoying their adulation.

The Via Veneto game is simple: either you sit and stare or else you walk and stare.

Facing one another on the Via Veneto are the Café de Paris and a place called Doney's. Romans enjoy the Café de Paris because, despite its French name, it has an American snack bar. On the other hand, Doney's, European in tone, is mobbed by Americans. Confusing? Anywhere else it might be, but not on the Via Veneto.

(Continued on page 34)



On the Via Veneto, the Café de Paris combines a French name, an American atmosphere, and a Roman clientele.

Pickereel Point Revisited

By VIC WHITMAN

*A fisherman returns to
the scene of past triumphs and
rediscovers the pleasure of practicing
a simple, old-fashioned skill*

TO A FISHERMAN, the most exciting sound in the world is the whopping splash that comes from a big fish jumping. So when that heavy *kerslosh* shattered the early morning stillness of the large, weed-bottomed cove at the head of Maine's Norway Lake, I jerked my head around to stare at the widening ripples. It was just off the brush-covered, hummocky finger of land that jutted into the cove and was known from the number of its underwater inhabitants as Pickereel Point.

My old-time fishing companion Reg Dinsmore whistled softly.

"He's a rauncher," he added unnecessarily.

I reached for the bait box. "Him I want," I said, glad to be back on the familiar fishing grounds after years of living in a state where there was no pickereel fishing. I had returned to Norway for only a day or so to settle a matter of family business, and I intended to make the most of this chance to relive my fishing expeditions to the head of this six-mile-long lake.

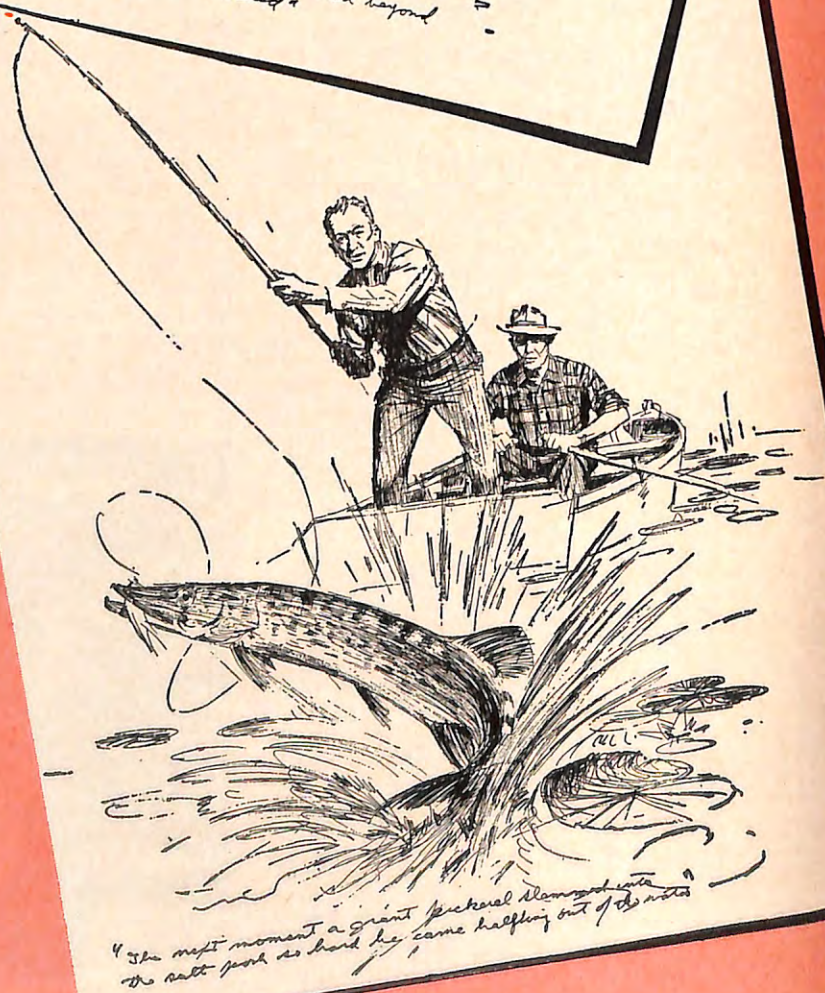
It was one of those beautiful, cloudless July days, with the sky a deep blue and the sun already nice and warm. Off in the pine woods towards Patch Mountain a convention of crows was vehemently passing judgment on something or other, and from the direction of Swift's Corner came the sound of a truck grinding up the steep hill in low gear. I had the feeling that I had experienced the exact scene before.

Still under the spell of that heart-stirring splash, I caught up the 12-foot, rough-bamboo pole used for this type of skip-fishing for pickereel while Reg eased his 14-foot rowboat toward the field of lily pads that bordered the point. A confirmed dry-fly trout man, Reg said he didn't care to fish, but he'd act as a guide.

Right here I (Continued on page 35)



*"Rowing the pole and dropped the bait well beyond
where I figured the fish lurked"*



*"The next moment a giant pickereel leaped into
the water as hard he came halping out of the water"*

ELKS NATIONAL SERVICE COMMISSION



Photographed prior to the Service were, left to right, P.D.D. Leslie A. Bellows of Staten Island Lodge, Co-Chairman for the Program, Grand Exalted Ruler Ronald J. Dunn, P.D.D. Gordon H. Meyer of Freeport Lodge, Co-Chairman, and P.D.D. George Olsen of Lynbrook Lodge.



ELKS FLAG DAY at the WORLD'S FAIR

Between 2,500 and 3,000 Elks and their ladies from 24 lodges of the Southeast and East Districts of New York State converged upon Flushing Meadows, Sunday, June 14th, to participate in the first mass Elk observance of Flag Day at a World's Fair. The shell of the Tiparillo Band Pavilion was the backdrop for the colorful and moving Flag Day Service in which officials of all participating lodges played important roles. Grand Exalted Ruler Ronald J. Dunn was

the inspired principal speaker at the program witnessed by large numbers of deeply impressed World's Fair visitors. Among the Grand Lodge officials on hand for this salute to Old Glory and to the men, both living and dead, who fought to preserve the Government it represents, was Past Grand Exalted Ruler James T. Hallinan, Chairman of the Elks National Service Commission. Bryan J. McKeogh, Service Commission Director, was Coordinator of the Program.



A view of the bandstand and the Elk dignitaries gathered for the Service with, foreground, part of the large audience.

Confessions of a Rookie Umpire

By **BILL STOLLENWERK**

As Told to **JIMMY BANKS**



The life of a minor-league umpire is not an easy one. Calling the plays requires hard work and teamwork—especially since there are only two of you. And that's only half the hardship. But the rewards include being close to professional baseball and the chance of making the big time—the majors

NOW THAT it's history, I don't mind admitting that I was having a bad night calling balls and strikes, although I wouldn't have dared admit it at the time. I had been a professional baseball umpire only two weeks, and it took me much longer than that to realize that such confessions can sometimes be good for the soul—and even disarm your most severe critics. But the massive rhu-barb that night two years ago, climaxed by an 80-year-old spectator's uppercut to my jaw, impressed indelibly on me something which few fans ever realize: that umpiring, whether with two men in the minor leagues or four in the majors, requires tremendous teamwork.

From the start of that game in the Class A California League, it seemed obvious that the manager of the Visalia team was running a test on me—to find out just how far he could push this rookie ump. It was something I expected from every manager in the circuit. After an extended debate at home plate in the 12th inning, with the score tied 3-3, I felt this one had pushed me far enough.

"Okay, that's enough," I said bravely. "Go sit down!"

Quite firmly, and not the least bit politely, he retorted that he would sit down when he got good and ready. That did it. I threw him out of the game.

He took off his cap, danced a jig back to the dugout, and put on quite a show. During the process, he apparently told his players on the bench to get on me. They did—to such an extent that I finally walked over and told them: "All right, let's play follow the leader! Get out of here, all of you!"

It stunned them. They didn't move for what seemed ages—and, frankly, I didn't know what to do about it. I was beginning to feel like a captive tied to a stake, ordering the cannibals to quit heating that pot of water. Then my partner, who had been umpiring about 12 years, came to the rescue. He asked if I had chased everyone on the bench. When I told him I had, he whipped out pencil and paper and began writing down their uniform numbers.

Then he told them: "Okay, it's going to cost each of you \$5 for each half inning you hang around."

They left—and I felt my partner had saved my life, which perhaps he had. After all, the mass exodus did not keep a kindly looking but, fortunately, rather frail old man from coming down and popping me in the jaw; but the punch made much less of an impression on me than did my dramatic rescue by the other umpire.

Since that time, I have been rescued far less dramatically—and, I trust, much less conspicuously—by my umpiring partners many times. I have reciprocated. I know of no other way that anyone can survive as an umpire for, contrary to the popular belief that we should be perfect, umpires are human beings. They aren't necessarily at their best after living on liverwurst sandwiches for four days, driving a car for 10 hours through the desert, or worrying about the paycheck that's a few days late or the baby who is sick at home.

There are times when you can't help but blink as the batter starts to swing that bat within a foot or so of your head. Suddenly, you hear the ball plop

(Continued on page 38)

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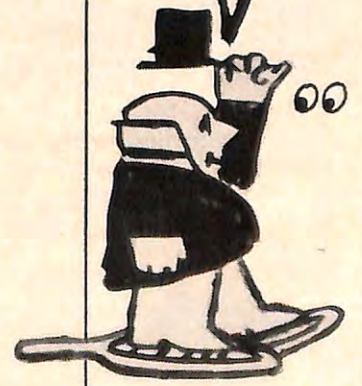
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News of the State Associations

Swinging into Session

Dignitaries arrive in Wichita for the Kansas Convention. Left to right are retiring Pres. John T. Kirkwood, Past Grand Exalted Ruler H. L. Blackledge, Grand Exalted Ruler Ronald J. Dunn, and Grand Lodge Committeemen Millard E. Pike and Lloyd Chapman.

HARTFORD Elkdom took home the Ritualistic Title as well as the Bowling and Cribbage Championships won during the three-day Vermont Elks Association Convention which opened at Burlington May 22nd. Past Grand Exalted Ruler John E. Fenton was guest speaker at the annual State Banquet which was followed by the annual ball. Barrè Lodge won the Membership Award, and a plaque was presented to Mahlon Corker of Montpelier for his outstanding service as Chairman of the Silver Towers Camp Committee, a post he has held since the program was originated. More than \$29,000 was raised for the Camp, the Association's major charitable project.

The 38th Annual Meeting will be held at Hartford next May, with the following holding office until that time: President Frederick M. Gobeille, Hartford, Vice-Presidents Armand Beltrami, Barre, Leo F. Keefe, Rutland, and James M. Tolaro, Bellows Falls. Robert J. Sheridan of Montpelier and R. Newton Owens of Rutland continue as Secretary and Treasurer, respectively, and Azro Brown of Hartford is Tiler. Rev. Forrest Rouelle, Windsor, is Chaplain, and R. L. Fisher of Hartford is Sergeant-at-Arms. Trustees are M. J. Faher, Jr., Bennington, S. C. Nelson, Montpelier, D. C. Brooks, Springfield, R. N. Lampman, St. Albans, and E. J.

Cloutier, Bellows Falls. Past President Raymond J. Quesnel, a member of the Grand Lodge Ritualistic Committee, was the installing officer.

HAROLD M. CANAAN of Platteville was elected President of the Wisconsin Elks Association at the 62nd annual Convention in Racine. About 550 delegates and their wives attended the May 15th, 16th and 17th meeting during which the following were elected to serve with Mr. Canaan: President-elect John H. Robinson, Kenosha; Vice-Presidents James F. Hendricks, Manitowoc, Donald Folz, Superior, D. H. Everman, Beaver Dam, and George Falor, Janesville; Secretary Vernon Hopf, Kenosha; Treasurer William Hermann, Manitowoc; Tiler H. L. Bleier, Hudson; Inner Guard G. C. Korotev, Menasha; Chaplain Eugene Scherwenka, Milwaukee; Sergeant-at-Arms Maurice Huddart, Menasha, and Trustees J. R. Casanova, Watertown, and M. C. Weinkauff, Rice Lake.

Grand Exalted Ruler and Mrs. Ronald Dunn were special guests, together with Past Grand Exalted Ruler and Mrs. Fred L. Bohn. The Duns were greeted by the Racine Elks' National Championship Youth Band, followed by a reception and dinner at the lodge home at which Alfred E. LaFrance, a member of the Grand Lodge Judiciary

Committee, was one of the host Elks.

A feature of the Convention was the presentation of the State's "Most Valuable Student" award to Sharen Wikoff of Madison who accepted the scholarship from State Chairman Wilbur Newton.

This Association will meet in Fond du Lac next May, with a September meeting in Manitowoc.

DURING A FIVE-DAY visit to Arkansas, Past Grand Exalted Ruler and Mrs. George I. Hall attended the semi-annual Convention of the Arkansas State Elks Association at Fort Smith. The session, attended by more than 250 members of the State's 12 lodges, and their wives, was highlighted by the installation of the Association's new officers headed by R. E. Johnson of Jonesboro who succeeded James M. Vaughan as President. The other State leaders include Vice-Presidents H. M. White, Rogers, and J. D. Hearne, Texarkana, and Secretary-Treasurer Gerald Kirkpatrick of Jonesboro. Dr. Ben Saltzman, a member of the Grand Lodge Youth Activities Committee, was the installing officer.

As the guest of Exalted Ruler Joe Tillman, Past Grand Exalted Ruler Hall visited the site of Hot Springs lodge's proposed suburban home, accompanied by the Building Committee

Co-Chairmen Wm. C. Mears and Earl Robbins. A social feature of the visit was a dinner given in the Halls' honor by lodge Secretary H. G. Gasbarre, Trustee Freeman Baldwin, and State Publicity Chairman Vincent Gage. Mr. and Mrs. L. G. Burrell entertained the visitors prior to the dinner.

NEBRASKA'S 25 lodges sent over 700 members and guests to Scottsbluff for the 52nd annual Convention of the State Elks Association May 15th, 16th and 17th. Kearney Lodge, the home lodge of Past Grand Exalted Ruler H. L. Blackledge, won the State Ritualistic Trophy for the third consecutive year to retire the Blackledge Trophy in a contest in which 21 lodges competed. The Crippled Children's Committee reported on another successful year of operation as did the Veterans Service, Scholarship, Youth Leadership and Elks National Foundation Committees. The Membership Committee report revealed a gain of over 1,200 members for the State.

A popular event held during this session was a T-bone steak dinner at which more than 1,000 steaks were served in the dining room of Scottsbluff Lodge's home.

The 1964-65 officers of the Association are President Wm. M. Dunn, Ogallala; Vice-Presidents George B. Klein, Lincoln, John R. Brainard, Broken Bow, and C. A. Thomas, Scottsbluff; Secretary W. K. Swanson, McCook; Treasurer Elmer L. Bradley, Columbus, and Trustees Bernard Dougherty, Chairman, Scottsbluff, Bernard DeLay, Norfolk, Lyle Law, Falls City, Marvin Dannehl, Holdrege, and Robert Bunstock, McCook.

A Fall Conference will take place at Kearney September 12th and 13th, and North Platte will be host to the 1965 Convention.

WILLIAM A. WALL, Past Grand Exalted Ruler, was the principal speaker at the Florida Elks Association's opening session May 21st at Miami Beach

where a welcome was extended by Mayor Melvin Richard, and by Dade County Mayor Charles Hall, a member of the host lodge.

Reporting on the Harry-Anna Crippled Children's Hospital where over 4,000 children have received care since 1933, Managing Director George Carver revealed that \$367,006 had been expended during the past year for the Hospital's operation and the Home Therapy Treatment Program instituted in 1961. Dr. Frank L. Fort, State Crippled Children's Commission Director, addressed the delegates.

The Association's Board of Directors announced the continuation of an \$8,500 grant to the University of Florida College of Physical Therapy, and that St. Augustine, celebrating its 400th Anniversary next year, would be host to the 1965 Convention.

George Carver delivered the Memo-

rial Address with Past President Victor O. Wehle delivering the Eulogy. Chairman Roy Strickland announced the winners of the Essay Contest conducted by his Americanism Committee, and Chairman James McIver introduced Miss Linda Barger, one of the State's "Most Valuable Students." Ritualistic Chairman D. C. Jordan announced that Tallahassee Lodge had won the Ritualistic Competition.

At the annual Exalted Rulers' and Secretaries' Luncheon, Willis C. McDonald, a member of the Grand Lodge Judiciary Committee from New Orleans, was the principal speaker.

The meeting closed with the following elected to office: President Russell L. Saxon, New Smyrna Beach; Vice-Presidents Milton Cave, Madison, A. R. Mangels, Palatka, R. O. Hardie, Ormond Beach, J. C. McIver, Winter

(Continued on page 32)



Grand Exalted Ruler and Mrs. Dunn were pictured in rear seat of a car driven by Tiler John Winters, with Mrs. Alfred LaFrance seated next to him, at Milwaukee Airport for drive to Racine for the Wisconsin Meeting. Standing are, left to right, Mrs. Paul Fischl, retiring State Pres. Fischl, Racine E.R. W. R. Gerler, Grand Lodge Committeemen LaFrance, J. R. Casanova and M. J. Junion, Past Grand Exalted Ruler Fred L. Bohn and Convention Chairman H. A. Linsey.



Attending the Arkansas Convention were, left to right, State Rep. Milton Earnhart, a Fort Smith Elk who gave the address of welcome, host E.R. W. D. Stanley, Past Grand Exalted Ruler George I. Hall and Special Deputy Charles F. Lilly.



At the Florida Meeting were, left to right, foreground, Vice-Pres. Henry Poage, Pres. Russell Saxon, Vice-Pres. Milton Cave. Background: Vice-Presidents Thomas Wrede, T. F. Smith, James McIver and Adolph Mangels, and retiring Pres. T. E. Mallem.

Some Old, Some New

THE HISTORIC COMMUNITY of Williamsburg, Va., now boasts a branch of Elkdom. Past Grand Exalted Ruler John L. Walker conducted the institution of Williamsburg Lodge No. 2302 which came into being primarily through the efforts of District Deputy M. J. Brennan, General Chairman for the program, and Co-Chairman H. S. Moffett of Newport News Lodge, Chairman of the District New Lodge Committee.

Mr. Walker was assisted by State President Alex M. Harman, former Grand Lodge Committeeman M. B. Wagenheim, Past District Deputy Edward L. Curtin, Past Grand Inner Guard Charles D. Fox, Jr., Bishop Wm. A. Brown, a former Grand Chaplain, Past State President Francis J. Howard, and several other Virginia Elk leaders. An All-State Ritualistic Team led by Suffolk Past Exalted Ruler Paul L. Haynes initiated the 71 Charter Members whose officers were installed by a group headed by District Deputy Brennan, Mr. Moffett and a number of former State Presidents. Another nine members were accepted on transfer dimit, and a great many are awaiting initiation.

The first official act of the new lodge was to become a \$1,000 Honorary Founder of the Elks National Foundation, making its initial \$100 contribution immediately. Prior to the institution, a Dutch Treat dinner was served.

HUNDREDS OF ELKS and their friends observed the 75th Anniversary of Fall River, Mass., Lodge, No. 118, marked by a banquet and dance. Principal speaker was Kevin White, Massachusetts' Secretary of State, who pointed to Elkdom as being typical of those groups "which have, and are promoting, civic pride."

Past Grand Exalted Ruler John F. Malley accepted checks from Fall River Exalted Ruler John R. Gettings for the Elks National Foundation of which he is Chairman, and for the State Elks



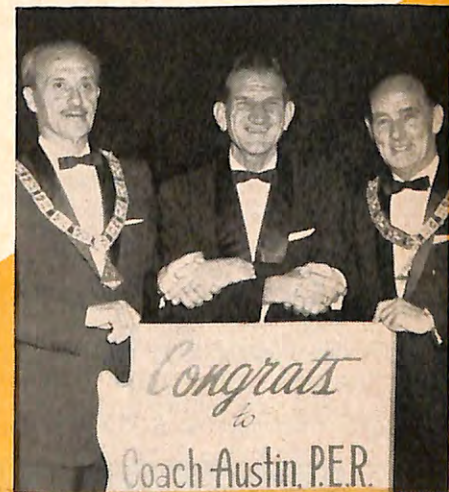
FALL RIVER, Massachusetts, Lodge's 75th Anniversary Banquet found these officials at the speakers' table. Left to right foreground: E.R. J. R. Gettings, Rt. Rev. Msgr. Anthony Gomes, Secy. of the State Kevin White, Past Grand Exalted Ruler John F. Malley, Rev. J. Dahlstand, Pastor of Union Methodist Church; background: P.E.R. Leo Gaffney, General Chairman W. J. Harmon, State Pres. I. F. Dowd, Special Deputy Edward Spry, Est. Loyal Knight J. P. McKnight, MC, and P.E.R. J. J. Gallagher.



WILLIAMSBURG, Virginia, Lodge institution participants were, left to right, Co-Chairman H. S. Moffett, Charter E.R. W. J. Miller, Past Grand Exalted Ruler Walker, Chairman M. J. Brennan and State Pres. Alex. M. Harman, Jr.

PHOENIX, Arizona, Lodge honored P.D.D. and Past State Pres. L. Cedric Austin, center, with the initiation of a large class. Mr. Austin, a Phoenix P.E.R., has served as its Ritualistic Coach for 11 years during which period the lodge won one National, four State Championships. With him are jr. P.E.R. Harry E. Horn, left, and E.R. Thomas F. Pavay.

KEARNEY, Nebraska, ritualists were Western Division Champions at the 1963 Grand Lodge Convention, won the State title for the third consecutive year in 1964, retiring the H. L. Blackledge Trophy to the Past Grand Exalted Ruler's home lodge, twice won six of a possible seven All-State Awards. Left to right, foreground: All-Staters Esq. James Anderson, Est. Loyal Knight Kenneth Purdy, E.R. Wm. Lechner, Lead. Knight Mike Rogers, Inner Guard Leo McCoy; background: Candidate Keith Cottrell, All-State Lect. Knight James Knapp, Chaplain Wayne McKinney, Coach W. E. Nutzman, P.E.R.



Scholarship Fund. He was also the recipient of a crayon portrait of the late President John F. Kennedy.

U. S. Representative Joseph W. Martin, Jr., was another honored guest, receiving a 50-year Elks' membership pin from Exalted Ruler Thomas Read of his own lodge, North Attleboro. A check for the Rose Hawthorne Home was also presented to Rt. Rev. Monsignor Anthony Gomes by State President Thomas Dowd.

Mayor R. G. Desmarais, a member of the lodge, extended his official greetings to the guests who included such dignitaries as Grand Lodge State Associations Committee Chairman Joseph Brett, Michael J. McNamara of the Grand Lodge Youth Activities Committee, Special Deputies Edward A. Spry and William Maguire, District Deputy Henry Buckley, former Grand Lodge Committeeman Arthur Kochakian, State Veterans Committee Chairman Al Gross, and many others.



SAYRE, Pennsylvania, Lodge entertained the Seniors of Sayre, Waverly, Athens and S.R.U. High Schools at a Spring Dance. Photographed as they conversed with several young guests were E.R. R. A. Watkins, left, and Committeeman James Smith, right.



BURBANK, California, Elks Scholarship Chairman R. G. Taylor, left, and D.D. G. Ray Sherwood, right, look on as E.R. Edward B. Sens presents a scholarship for a teachers' summer course at Los Angeles State College to Miss Rosemary Hughes who plans to further her education in the teaching of exceptional children. The award was made by the Calif. Elks Major Project Trustees.



FLEMINGTON, New Jersey, Lodge's Tenth Anniversary was publicized with a Press Party early in April, promoting the festivities which opened on April 22nd when the lodge was host to the Hunterdon County Freeholders, civic officials and members of the Bar Assn. A program for service, veteran and fraternal organizations, as well as firemen and rescue squad members, followed, then the State's Tercentenary year was saluted, with members of industry, and professional and school personnel as guests. A buffet supper dance for Elks and their wives preceded the final event, the dedication of the lodge's new home at which Grand Trustee Joseph Bader was the speaker. Pictured are, left to right, foreground: E.R. John Wilson, dedicating officers Anthony DePhillips, P.D.D. Louis Spine, A. J. Orlando, John Sutton, H. T. Giamella and Grand Trustee Bader; background: Andrew Mullen, Raymond Bright, Arthur Ballentine, Robert Taylor and Anthony Jannone.



FORT WAYNE, Indiana, Lodge is in the process of building a \$250,000 home on the grounds of its golf course. Ground was broken by E.R. F. Frank Franze, left, and Trustees Chairman Ray Hostler. Other officers appear in the background with Trustee Donald Christie at the lectern. Present were Mayor Harold Zeis, State Pres. Arnold Fitzgerald, State Vice-Pres. Roy Rogers, Jr., Past Pres. Charles Bender, Special Deputy Robert L. DeHority and D.D. Warren John.

TOLEDO, Ohio, Youth Chairman Est. Lect. Knight Roy Toeppe, E.R. Irwin Cohen and Coach Bill Gerken pose, left to right background, with their Little Leaguers.





CHICAGO (North), Illinois, Elk Art Dittmer has been donning a special Bunny outfit each Easter for nine years, for his visit to present gifts and candy to hospitalized children. Ten hospitals and a school for exceptional children were included in 1964. Art Dittmer is pictured, in costume, with, left to right, fellow Elks Dave Brown, Grand Secy. Franklin J. Fitzpatrick, Chuck Wagner, E.R. C. K. Barrett, Bob Dreis, Joe Streich, former Grand Trustee George Hickey and Harold Howard.

A Medal for a Namesake

In behalf of Muskegon Lodge, Michigan Elksdom sponsored a youth of that community for a Carnegie Medal. Through the cooperation of State President Carl Fernstrum, the presentation took place at the 1964 Michigan Convention, with Grand Exalted Ruler Ronald J. Dunn officiating. Eighteen years ago, Mr. Dunn's daughter had fallen into a well. A young girl jumped in after her and saved the child's life. For her heroism she received a Carnegie Medal, and so the occasion had a happy personal meaning for Ronald Dunn.

This story is about another Ronald, 13, the third of the six Stafford children, whose two oldest sisters were afflicted with infantile paralysis in infancy—one has undergone seven operations, must wear supporting braces on her spine; the other has had five operations, is still receiving treatment.

Ronald is a slight boy, five feet two inches tall. He lives near a lake and a channel where he taught himself to swim two years ago. In January, 1962, he was at home piling firewood, heavily dressed against the cold, and wearing his father's heavy boots. He saw three tiny youngsters walking on the ice in the nearby channel, but on the opposite side. Looking up later, and seeing only one child, Ronald called to his mother to alert her, and then ran around to where the children were, a distance of 460 yards. On his way he paused at a neighbor's home, the nearest telephone, to have police summoned.

The youngsters involved were a three-year-old who was safely on shore, a four-year-old girl standing in shallow water now, and a four-year-old boy, heavily dressed, caught beneath the surface 45 feet from shore, where the channel is swift and reaches a depth of ten feet. Ronald removed only his cap and jacket before he jumped in. He reached the child, swam to shore, and on firm ground with the unconscious youngster, began mouth-to-mouth resuscitation until help arrived.

This act of courage, resourcefulness and, clear thinking won Ronald the Carnegie Medal, \$500 toward his education, and an engraved watch from Michigan's Elks.



HARVEY, Illinois, Youth Chairman Frank Moran, left, and E.R. Joseph Leo, right, award \$100 Bonds to Elks National Foundation scholars Laurel Rasplica who also won a \$600 State Scholarship, and Ann Kirkeeng, a \$500 State Scholarship winner.

KANKAKEE, Illinois, P.E.R. Joseph L. Green, left, initiates his sons David J., center, and Donald E., right, into the Order.





LANSING, Michigan, Lodge's "Man of the Year" award was presented to Clarence L. Munn, director of Athletics at Michigan State Univ., right, by E.R. R. C. Hughes.



BROOKINGS, South Dakota, Elks National Foundation Co-Chairman Leo Funk, P.E.R., accepts a \$100 Elks National Foundation subscription from LeRoy Suurmeyer, as Co-Chairman and P.E.R. Mel Potthast, right, receives a similar check from Wesley Brown. This lodge will show a 207 percent increase in Foundation subscribers this year.



GRAND FORKS, North Dakota, Lodge's magnificent new \$750,000 building was opened with a three-day program at which Past Grand Exalted Ruler Sam Stern and Grand Trustee Ray C. Dobson were honored guests. This photograph of a class of 319, initiated to mark the opening, gives an idea of the size of the spacious lodge room.



Old Timers TABLE 1964



BILOXI, Mississippi, Lodge welcomed a large class of candidates not long ago, among them the Duffie Family. Pictured here with E.R. B. Hazlitt, right, they are, left to right, Charles E., Joseph Sr., and Joseph Duffie, Jr.

DECATUR, Illinois, Lodge's E.R. John Rainwater was photographed with the large crowd of Elks of 40 or more years' standing who attended the lodge's successful Old Timers Night recently.



WILLISTON, North Dakota, Lodge, which won the State's Youth Activities Award for the past year, welcomed this class of candidates recently when they were pictured with the lodge officers led by E.R. Verdine Rice, in white jacket, background. One initiate, Ray McBride, is the son of P.E.R. Andrew McBride and grandson of the late P.D.D. W. A. Brodrick; another, Richard C. Peyton, is the grandson of a deceased Charter Member.



MARTINSVILLE, Virginia, Lodge broke ground for its new \$125,000 home, with a group of Elk dignitaries on hand to do the honors. Left to right are P.E.R. Ralph Ferguson, former Grand Tiler Charles D. Fox, Jr., E.R. Peter J. Classen, Past Grand Exalted Ruler John L. Walker, retiring D.D. Doral Irvin, Past State Pres. Paul S. Johnson, junior P.E.R. Henry Self and 1964-65 D.D. Mack Taylor.

News of the Lodges CONTINUED

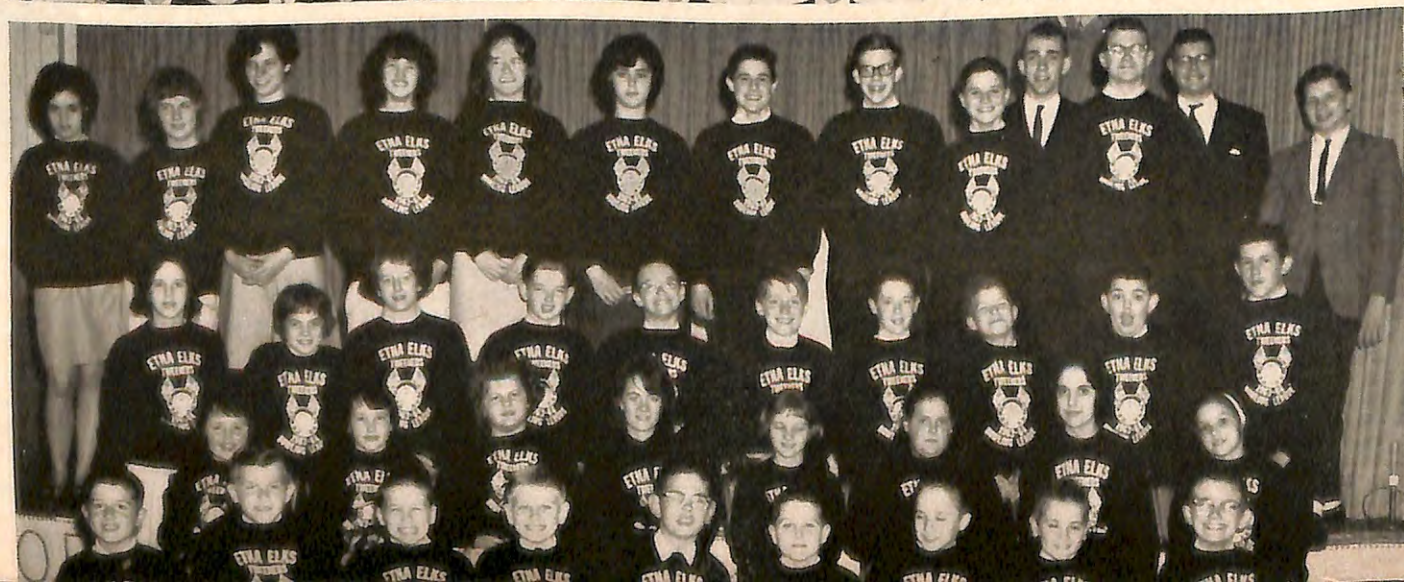
NOT LONG AGO, at the instigation of Alfred S. Fonda, Elmira, N. Y., Lodge, No. 62, sponsored a contest in which Scouts of the entire county were invited to participate. Alfred Fonda is an ardent supporter of the Boy Scouts and a member of the lodge's Youth Activities Committee which gave him complete cooperation in this effort.

To be eligible for the \$100 prize, 75 percent of a Troop's members had to compete. The contest included true-or-false answers to 50



LAMAR, Colorado, Lodge's 46th anniversary was celebrated with the initiation of 17 candidates, photographed here with lodge officers. E.R. Wallace Repphun appears at right, second row.

ETNA, Pennsylvania, Lodge has sponsored a Teen-Age Bowling League for the past four years. In 1963, 41 youngsters, between the ages of 9 and 16, participated. At the close of the season, the Tweeners were honored at a banquet when each received a jersey sporting the Elks' insignia.





ARLINGTON HEIGHTS, Illinois, Lodge dedicated its new home at ceremonies in which a host of dignitaries took part. In the foreground are, left to right, Committee Chairman P.E.R. H. V. Moore, former Grand Trustee George Hickey, Grand Secretary Franklin Fitzpatrick, Past Grand Exalted Ruler L. A. Donaldson, Grand Exalted Ruler Ronald J. Dunn, the principal speaker, E.R. J. J. Kelly, D.D. R. J. Sabin who headed the dedicatory team, D.D. Robert Maybee and P.D.D. Frank Wollheber. Others pictured are assisting P.D.D.'s, second row, and other officers of the host lodge, background. Among the P.D.D.'s are Charles Mason, Richard Baudin, Bede Armstrong, O. A. Andres, Franz Koehler, Ray Sheahan, Alex Birren, Jack Cross and Frank Schollian.

questions taken from the Scouting manual, and a short story or letter to be written on "What Scouting Means to Me."

With the support of the entire lodge, the contest was a tremendous success, had 300 Scouts contending. Members of Troop No. 6, under Scoutmaster William Harvey, won the award through the outstanding effort of Scout Martin Jacobson. The entire Troop was treated to hot dogs and soda following the ceremonies at the lodge home.



LARAMIE, Wyoming, E.R. Charles Cummins proudly accepts the charter for Boy Scout Troop No. 139 from Scout Representative Richard Jiacoletti, right. This is the first Troop in the area devoted specifically to retarded youngsters. Looking on, left to right, are Scout Reps. Alan Beetle, John Walker and Roger Hornby, and P.E.R. Carl Eberhart, Institutional Representative for the Troop.



WHITEHALL, New York, Lodge's E.R. Leo Boss and his officers are pictured with Grand Exalted Ruler Ronald Dunn on the homecoming of 1963-64 State Pres. John J. O'Brien, an event attended by Past Grand Exalted Ruler James T. Hallinan.



GREENWICH, New York, Lodge presents its entry in the local baseball league of youngsters in the 9-to-13 age bracket, proudly wearing their Elk uniforms for the first time. In the background are, left to right, Trustee and Team Mgr. William Peltier, Sr., Coach George Kelly and Chaplain Walt Fitzpatrick, League Pres.



JERSEY CITY, New Jersey, Lodge's Little League team was photographed at a party in their honor with, left to right background, Youth Chairman J. P. Curtin, James E. McCloskey, former Boston Red Sox pitching star, Mayor T. J. Whalen, Co-Chairman W. J. Wolfe and P.E.R. J. R. Donahue, all Elks.



WOLCOTT, New York, Lodge's Est. Lead. Knight D. A. Douglas, left, presents the Elk of the Year award to Treas. Robert Topping. Looking on are P.E.R.'s Edwin McQueen and Richard Himes.



WEST ORANGE, New Jersey, Est. Loyal Knight D. B. McConnell, Lead. Knight William Danisi and E.R. R. J. Wolf hold the Flag presented to the lodge by U.S. Congressman Joseph Minish, left center, as other officers and Trustees look on. The banner is one which has flown over our Capitol.



SUNNYVALE, California, Lodge's Senior High School Recognition Night found E.R. Lee A. Boyd pictured at left with Miss Pandora Clark, recipient of the lodge's \$500 annual scholarship. Also pictured are Committee Co-Chairmen Phil Bettencourt and Pete Sanchez, right.



STATE COLLEGE, Pennsylvania, Lodge's 27-man P.E.R.'s Class appears with State Pres. H. B. Charmbury, center foreground, with E.R. D. C. Meyer on his left and State Membership Chairman R. H. McCormick on his right. Over 1,300 were initiated by the State's 133 lodges as the result of this program, instigated by Mr. McCormick.



BISMARCK, North Dakota, Lodge's Purple and White Band recently established a Curt Dirlam Memorial Fund, honoring the memory of its long-time director, which will furnish six scholarships to the International Music Camp at the Peace Gardens each year. This year, scholarships were awarded to three students of St. Mary's Central High, and three from Bismarck High School by Band Pres. Fran Ely, right. The students are, left to right, James Zarr, Jerry Prouty, Gerald Zentner, Jacque Dawson and Jackie Essinger. Another recipient who was not on hand is Linda Bahr.



DOWNEY, California, Lodge receives a Flag which has flown over the Capitol in Washington from Tom Bauer, aide to U.S. Congressman Delwin Clawson. Representing the lodge is State Pres. Vern R. Huck, second from left, with Trustee Al Moyer, Americanism Chairman Dr. H. Isabelle and E.R. P. J. Riccobon.

Lodge Notes

The rare Silver Buffalo Award for distinguished service to boyhood was presented by the Boy Scouts of America at the annual meeting of the National Council in Cleveland, Ohio, to A. Frank Bray, a member of Richmond, Calif., Lodge. Justice Bray wrote a report on the "Basic Cause of Delinquency" that had national distribution. A former Chief Justice of the Grand Forum, Justice Bray had also served on the Grand Lodge Youth Activities Committee and on the Judiciary Committee of the Grand Lodge. This award was presented to only seven other civic leaders this year.

Miami, Fla., Lodge's second largest class of the new term was the 36-man Wm. P. Mooty Class who were joined by ten other members accepted on transfer dimit.

Exalted Ruler James J. Kelly of Arlington Heights, Ill., Lodge has sent a special letter to the Exalted Rulers of more than 550 lodges in a ten-State area, inviting them, their fellow members and guests to visit the home of Arlington Heights Elksdom and enjoy its facilities during the racing season. The building is located two miles, or five minutes, from Arlington Park Racetrack, one of the country's fine thoroughbred courses.

Exalted Ruler C. M. McKee and his fellow officers initiated 21 candidates into Quincy, Mass., Lodge recently. Five of the initiates were sponsored by their Elk fathers, each of whom presented a membership pin to his son.

Another lodge which is located near a racetrack is Derry-Salem, N. H. Its members invite anyone planning to attend the New Hampshire Sweepstakes at the Rockingham Racetrack in Salem to pay the lodge a visit. Its home is located just north of the track on Route 28.

In order to become eligible for his Railroad Retirement Pension, James E. Yarnall was forced to resign as Secretary of Cumberland, Md., Lodge, No. 63, after serving in that office for 30 years. Proof of that service is in the license number of his car—"30-63."

Secretary Leroy J. Bailey of St. George, "Dixie," Utah, Lodge patriotically suggests that Elk correspondence carry the American Flag-White House regular issue stamp.

Another patriotic idea adopted by Idaho Springs, Colo., was suggested by its Americanism Chairman P.E.R. K. K. Inman. Every child born within the two counties under the lodge jurisdiction, whether or not his father is an Elk, receives a 12" by 18" silk American Flag, with a letter to the parents, signed by the current Exalted

Ruler and Committee Chairman, including the Elks' stirring tribute to our Flag. The program has met with a great deal of enthusiastic commendation.

Point Pleasant, N. J., Lodge informs us that Mr. Moran's fifth grade class of the Point Pleasant Ocean Road School voted unanimously to donate its winning attendance award to the Elks' Crippled Children's Fund. Incidentally, this lodge's Youth Activities Committee joined the Garnet Gull Boosters to honor Point Pleasant Beach High School's track, baseball and golf teams at a clubhouse dinner. Special honors went to the Gulls' track team which won the State Group II title.

A \$730 check was presented to the Florence Crittenton Home by the Elks of Indiana to support the Home's humanitarian service. State President Arnold Fitzgerald and State Secretary C. L. Shideler, a Grand Lodge Committeeman, made the presentation.

Cullman, Ala., Lodge has put a number of former officials back in harness by having its 1964-65 panel of officers composed of Past Exalted Rulers.

Congratulations to Past Grand Exalted Ruler and Mrs. L. A. Lewis, and to former Grand Tiler Sidney A. Freudenstein and his wife. Both couples celebrated their 50th wedding anniversaries in June.

RAPID CITY, South Dakota, Lodge's Bowling League has grown from eight teams in 1959 to a 12-team men's league and an eight-team mixed doubles league. A bowling banquet is held annually, and each player wears a handsome Elks' bowling jacket, as is evident in the photograph below. The coming season will find 16 men's teams competing and two eight-team mixed doubles, with P.E.R. William F. Brady deserving the credit for most of this increase in interest.



THE SMALL SKIFF crunched onto the beach. A scuba diver leaped agilely to the sand, and, as he strode toward his parked car, he was hailed by a state game warden: "How's the diving today?"

"Pretty good. Got a few 'bugs.'" Grinning, the satisfied diver obligingly opened his sack.

Pawing the catch, the warden selected a lobster at random and held it beneath a small light. What he saw caused his lips to tighten. "Looks like I'm taking you in. You're under arrest

for stealing from a commercial trap."

The stunned diver went along without protest.

Detecting the seemingly undetectable crimes perpetrated underwater is the day-to-day job of California's new breed of game wardens gone amphibious.

In this case, decoy lobsters daubed with a dye invisible to the naked eye had been placed in commercial traps by two diving officers earlier that day. It was the scuba diver's misfortune to have raided them. Needless to say,

the commercial lobsterman who had previously been mystified by traps empty of both a catch and bait was gratified by the quick action resulting from his complaint.

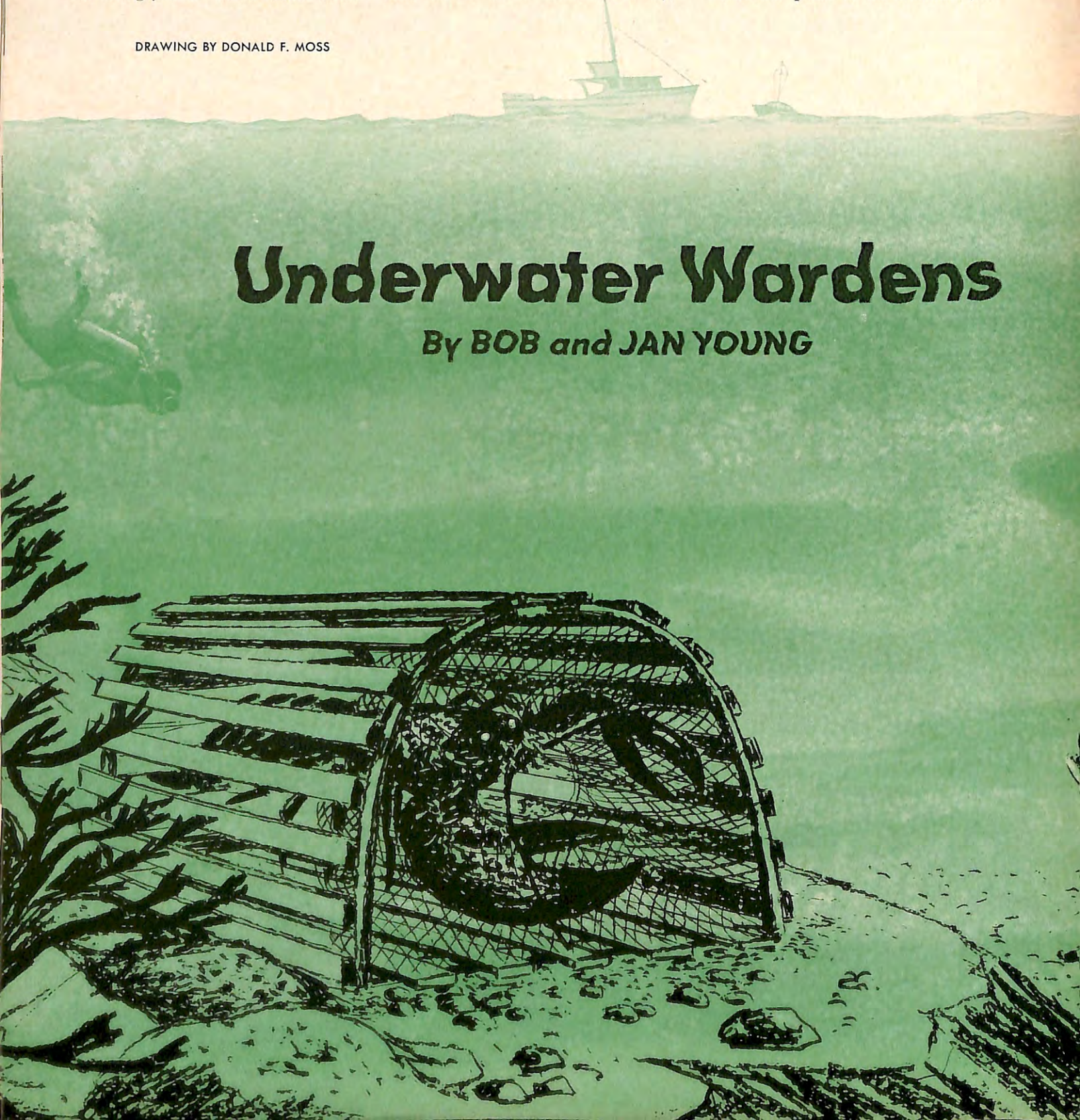
Game law violators have always suffered from anxiety, knowing that their illegal endeavors might be seen from land, sea, or even the air. Now they've lost their last refuge from the prying eye of the law—at least in California—where submerged surveillance has become commonplace.

This new phase of the warden's job

DRAWING BY DONALD F. MOSS

Underwater Wardens

By BOB and JAN YOUNG



has been dictated in part by the fantastic growth of scuba and skin diving during the last decade and the commercial boats engaged in catering to these sportsmen.

Of course, the bulk of underwater hunters are sportsmen in the best sense of the word, but there are always a few, it seems, who, carried away by the seeming secrecy of their watery world, turn poacher. Maybe it's a "narcosis of the deep" that makes a man who would be horrified at the thought of stealing from another man's

house loot an underwater trap or trammel net.

While both hard-hat and skin divers have been used in California's Department of Fish and Game since the 1950s for a wide variety of biological studies, it wasn't until two years ago that classes were organized to train wardens for underwater law enforcement.

Marine biologist Charles H. Turner, who's as adept in the water as a porpoise, was named chief diving officer. Under the rigid qualifications that were

established, 15 men—14 wardens and a patrol boat crewman—initially met the grade. Subsequently the diving force grew to 24 men.

Even with this relatively slim staff, tax dollar savings have been impressive. Commercial divers formerly had to be hired to retrieve evidence or verify contamination complaints, and it wasn't unusual for a fee of \$100—plus hourly wages—to be charged. Then, too, the divers weren't always available when wanted. But the savings being achieved from the sub-surface service are growing all the time.

Even more interesting than the financial story are the methods being employed. The diving wardens were quickly able to overcome one problem which has been plaguing patrol officers for years.

Formerly, if illegal activities were suspected, patrol-boat wardens would often roar to the scene only to see the lawbreakers casually jettison incriminating evidence. Sometimes, with marker buoys and the assistance of a professional diver, such evidence was recovered.

Sometimes. But frequently the delay in securing a diver caused the deep-sea fish or illegal gear to be carried away by vagrant tides. Even when the evidence was located, the lawbreaker would loudly protest that the evidence, which should have been damning, had been current-swept in from somewhere else, and no one could say him nay. Now, diving wardens slip overboard immediately to recover incriminating evidence.

The mere sight of a warden with diving gear seems to have a psychological effect on wrongdoers. There've been a lot of instances when offenders, who had stoutly protested their innocence, have meekly dropped over the side to retrieve evidence themselves upon seeing a warden readying himself for an underwater search. Even rumors that underwater wardens are patrolling the ocean or inland waters are known to have diverted divers from extra-legal activities.

The layman is inclined to think of the game warden as being essentially concerned with the individual violator who fishes in closed waters, uses illegal methods, or hogs over-limit game merely to impress friends. Actually, supervising commercial marine fishing is of even greater concern, for unlike the Sunday poacher, the violator out for profit frequently exercises professional wiles. And the stakes are bigger.

Naturally, all branches of the Fish and Game Department work together to curb poaching. (The Department also works in close concert with other law enforcement agencies, ranging from a local sheriff to the Coast Guard.)

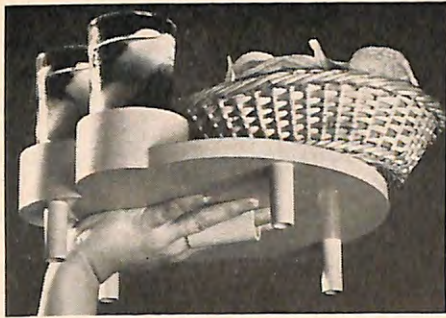
(Continued on page 36)



CALIFORNIA DEPT. OF FISH AND GAME

A game warden, suited for underwater reconnoitering, brings up evidence showing that a poacher has been at work and has thrown his "catch" overboard.





BONNIE SERVER TRAY

is virtually spill-proof because of finger-slot on the back! Holds 6 or 8 large glasses, has large tray area for snacks. 11" diam.; strong cyclolac plastic won't break, chip with ordinary use indoors or out. 5 decorator colors: Chinese Red, Turquoise, Yellow, Beige or Black. \$5.95 ppd.

MOORE-WYATT PLASTICS

Dept. E8, Box 995, Redwood City, Calif.

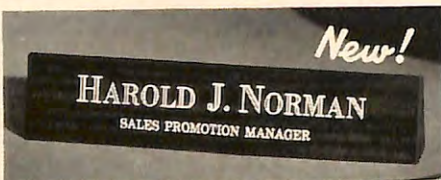
PORTABLE LINGERIE DRIER



Perfect gift for wife or daughter, Tidie Drier is guaranteed safe for even the most delicate synthetic. Quick dries hose, bras, panties, gloves, all small washables. 110 volt. Select from decorator colors of Frost White, Mist Blue, Petal Pink. Complete in durable, stylish carrying case.

\$19.95 ppd.

Sharlene's Gifts, P.O. Box 11, Claremore, Okla.

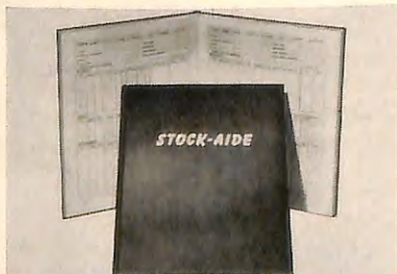


Engraved Walnut Desk Marker \$1.95

THE PERFECT PERSONAL GIFT

Satisfaction Guaranteed or Your Money Back!

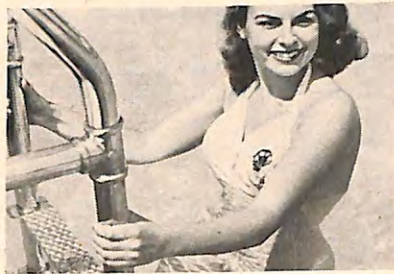
We ship within 48 hours! Impressive gold letters custom-engraved in solid gunstock walnut. Glowing, Danish hand-rubbed oil finish and felt-padded base. 8 1/2" long; 2" high. The perfect gift for anyone with a desk! Any wording, up to 20 letters on name-line; 30 on title-line. One-line style, \$1.95 postpaid; two lines (as shown) \$2.45. Spear Engineering Co., 484-7 Spear Bldg., Colorado Springs, Col. 80907



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In the market for one place to keep records of stock purchases, sales, dividends, quotations? In Deluxe Stock-Aide, each page holds ten-year activity of one stock. Black cloth-bound book has room for all your stocks, mutual funds, bonds, dividend records. 8 1/2" x 11". \$3.98 ppd.

Deer Hill Co., Dept. L84, Flushing 52, N.Y.



SWIM WITHOUT FEAR of drowning, protected by invisible "Swim-Ezy." Just 1/32" thin, weighing 4 oz., and worn under bathing suit or swim trunks, it makes you unsinkable. You swim, float, enjoy the water. State waist size, sex. \$7.95 ppd. Air mail, add 12¢ (Calif. res. 32¢ tax). Swim-Ezy Mfr., Dept. K-508, 2245 North Lake Ave., Altadena, Calif.

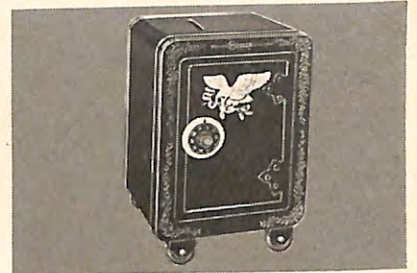


"SWINGIN'" **NON-SPILL TRAY.** Swing it 'round and see how the liquid remains level in a glass. You won't waste a drop of the beverage you carry on the Aristocrat Tray—and you need only one hand to carry it. The other is free to open doors or tote other treats. \$9.95 plus 50¢ shpg. Alexander Sales, Dept. EL, 140 Marbledale Rd., Tuckahoe, New York.



EXPERIMENT WITH SHAPETTES to find the best line for your eyebrows and lips. There are 10 plastic cutouts—5 eyebrow and 5 lip shapes. All you do is fill in the outline and then choose the shape that suits you. A free booklet on good grooming and make-up is included. \$1.00 ppd. Charles of 5th Ave., Dept. ESH, P.O. Box 98, Cedarhurst, N. Y.

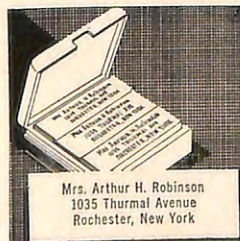
ELKS FAMILY SHOPPER



\$1,000 BANK ON WHEELS is a marvelous new copy of the massive Mosler safes our grandfathers used. This all-steel black one has authentic colorful eagle and gold leaf designs, a combination lock, is big enough (6"x7"x9") to hold \$1,000 in change! For young and old to save, \$5.95 ppd. Antique Toy, Dept. EK-8, 380 Lexington Ave., N.Y. 17.



MARK-A-BALL—the golf ball marker with a message! Unique, colorful markers (the only kind that fit below the surface of the grass and do not interfere with other putts) carry your company name, club motto, advertising slogan, etc. A perfect promotion piece. Send for samples and prices. Mark-A-Ball, Box E, P.O. Box 5844, Portland 22, Ore.



Mrs. Arthur H. Robinson
1035 Thurmal Avenue
Rochester, New York

1000

Name & Address Labels \$1

ANY 3 DIFFERENT ORDERS \$2 ppd.

SAVE! SPECIAL OFFER!

Sensational bargain! Your name and address hand-somely printed on 1000 finest quality gummed labels. Padded. Packed with FREE, useful plastic GIFT BOX. Use them on stationery, checks, books, cards, records, etc. Beautifully printed on finest quality gummed paper—1000 only \$1. SPECIAL—SAVE MONEY! ANY 3 DIFFERENT ORDERS \$2. Makes an ideal gift. If you don't agree this is the buy of the year, we'll refund your money in full. **HANDY LABELS.** 806 Jasperson Bldg., Culver City 1, California.



GOLFERS! Lifetime Nickel-plated steel **PANTS-CADDIE** safely stores golf trousers and shorts in locker. Pants won't wrinkle or be stained by rust from ordinary metal hangers. Each loop holds two pairs of pants. Clips on louver of steel locker door, also mounts on wood doors. Fine for ties and belts too. \$2.95; 2 for \$4.95 ppd. Golf Products Division, Greenlawn Aerators, Inc., Dept. E, Box 229, Greenville, Pennsylvania, 16125.

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.



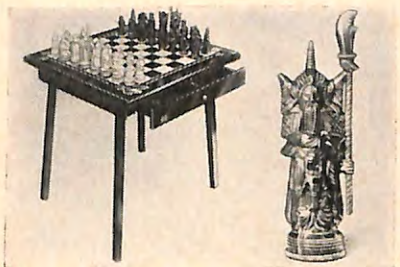
EXTRA-LONG SPORT SHIRT. 100% combed, preshrunk cotton shirt is longer in sleeves and body to comfortably fit tall or big men. Muted blue or cranberry stripes against a background of soft off-white. Sizes M, L, XL, XXL. \$4.95 ppd. (2 for \$9.75) Send for free shoe and apparel catalog for big men, King-Size, 6914 Forest St., Brockton, Mass.



14TH CENTURY SAINTS PITCHER is deeply etched with detailed images of seven standing religious figures. A beautiful replica of a Renaissance work, this classic pitcher of white glazed ceramic stands 8" high on an octagonal base. A lovely server for syrup, gravy, cream, etc. \$2.98 ppd. Nancy Ellen, 614 Spencer Bldg., Atlantic City, N.J.



KEEP PHYSICALLY FIT by exercising on Home Rower. Rowing motion helps trim inches from the difficult "Middle Area" (waist, hips and thighs) and physically firms up your body so you feel healthy and vigorous. Chrome plated steel Rower adjusts for use by entire family. \$12.98 plus \$2.00 shpg. Empire Dept. EL, 140 Marbledale Rd., Tuckahoe, N.Y.



MANDARIN CHESS & TABLE SET—a faithful replica of a centuries-old museum set from the Orient. Mandarin pieces are molded in antique ivory and jade colors. Table (18 x 18 x 18 1/4) has hand-rubbed black lacquered finish, hand-screened ivory squares, velour-lined divided drawer. \$19.95 ppd. Park Galleries, Dept. EK-8, 103 Park Ave., N.Y. 17.



IRON-ON NAME TAPES. Off on a trip? Youngsters bound for school? Lessen the chances of losing clothes and possessions by pressing on handy name tapes (sew on socks). Useful too to identify towels, sheets, etc. for the laundry. Box of 50 Tapes, same name on each. \$1.25 ppd. Old Pueblo Traders, 622-ET8-S. Country Club, Tucson, Arizona.

KENNEDY MEMORIAL 1st Day Cover

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"TOP SECRET makes my hair look as it did years ago!" says famous dance band leader Jan Garber. "I noticed results after just a few applications. And TOP SECRET is easy to use—doesn't stain hands or scalp. TOP SECRET is the only hair dressing I use."



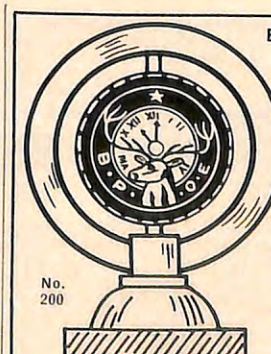
A FAVORITE OF THE STARS

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Hand-painted in gold, white and black on BOTH sides of a rotating glass ball. Emblem is set in a brass finished frame with magnetic base. Used for desk tops, car dashboards, etc. Actual size—1 3/4" high. **PRICE \$1.25**, postpaid.

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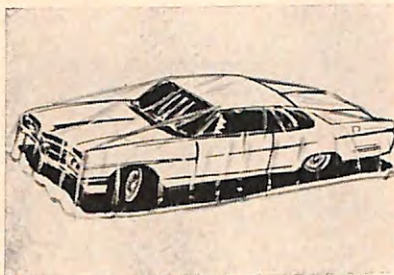
I enclose \$1.00, send me 25 cigars described above on your Money Back Guarantee (in U.S.A. only). Please print name and address below.



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SHORT FUR JACKET, cuffless; bracelet length sleeve, bolster collar, 20-23" length—all for only \$34.95 when remodelled from your old fur coat by I.R. Fox's master furriers. Remodelling includes cleaning, glazing, new lining, interlining, monogramming. Other styles at \$24.95. Send for Free Style Book, I. R. Fox, Dept. E, 146 W. 29 St., N.Y. 1.



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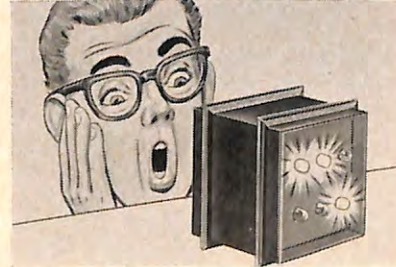
100 DOLLS TO DELIGHT A CHILD. What wonderful games of "make-believe" can be played with these little dolls of styrene plastic and hard synthetic rubber. Set includes baby dolls, nurse dolls, cowboy dolls, dancing dolls, clown dolls, foreign dolls, bride dolls, many others. 1 1/2" high. \$1.00 plus 25¢ post. 100 Dolls Co., Dept. 99, 285 Market St., Newark, N.J.



NEED EXTRA ELECTRICAL OUTLETS in kitchen, garage, workshop? Extend-O-Let gives you extra plug outlets so as many as 5 appliances can be kept plugged in, ready to use. Eliminates dangerous long wires. Simple to install. AC/DC. With heavy duty line cord, \$1.98 ppd. Depot Sales, Dept. EL, 140 Marbledale Rd., Tuckahoe, N.Y.



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Walter Drake



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THE Elks MAGAZINE
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ELKS FAMILY SHOPPER



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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. Great at the beach. 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-8, 122 East 42nd St., N.Y. 17.



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Outwear 14 Pairs of Ordinary Stockings



Interested in saving money on stockings? "SUPERWEAR NYLONS" are made by a new process... of 100% stretched nylon (not mesh)... treated for permanent resiliency... gently expand to your size for perfect fit. DAYTIME SHEER... give gentle support, so restful to tired legs. \$2.95 a pair, but well worth it! Ideal for the working woman, nurses and nuns. Come in Blush, Beige, Black and White. Seamless or with seams. Three sizes that fit all. Small, Medium, Extra Large.

\$2.95 a pair

"CORE-OUT" FRUIT CORER

No Waste. No Mess!

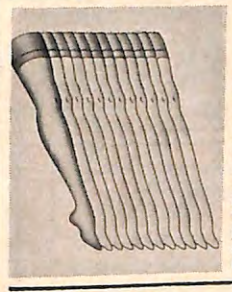
New CORE-OUT... cores fruit in just seconds... quickly and simply... just push CORE-OUT through fruit... push whole core out with wooden dowel and it's ready!... for eating... slicing... baking... salads... or canning! Made of strong tubular aluminum, 7 inches long, with durable hardwood dowel to eject cores from cutting tube... easy to clean... lasts a lifetime! Guaranteed!



\$1.49 ppd.

6 PAIRS NYLONS

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Guaranteed 100% first quality DuPont Seamless Nylon Hose! You get better wear from 12 perfectly matched stockings! Alternate several pairs of the same shade and construction. "Resting" makes stockings wear longer. Sizes 8½ to 11. Colors: Beige, Blush, Spice. This offer good for 6 pairs of one size, one color only. Add 14¢ postage for each set of 6 pair.

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Stilts Are Fun!

STEP ON STILTS are fun... easy to walk on... safe... strong! Made of tubular steel with adjustable cast aluminum feet... Come in two sizes: 30" or 40" high. Tested to 500 pounds stress... Guaranteed!



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THE ROCKWELLS-917



DAY-n-NIGHT MARKER \$1.95. Money Back Guarantee! We ship in 48 hrs. Your name is you—to friends—to yourself! Any wording; embossed white letters, reflector-beaded and carlight bright—both sides. Free color choice: Antique Copper, Red, Green, Black. Baked enamel on durable aluminum plates—easy to install. The perfect personal gift, shipped with gift card! COD ok. \$1.95 postpaid. Spear Engineering Co., 484-8 Spear Bldg., Colorado Springs, Col. 80907

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SLI-CLO, Division of McGraw Mfg. & Distributing Co. 1489 S. Broadway, Denver, Colorado...Phone 744-0098

STOP-TIMER SPORTS WATCH



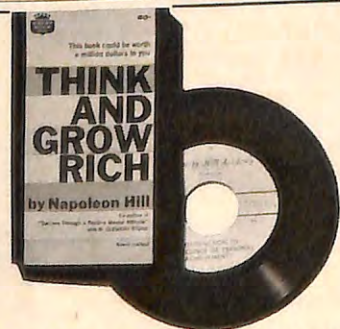
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★ 4 Separate Dials
★ Sturdy SWISS Movement

Amazing anti-magnetic wrist watch has built-in stop timers to clock races, distances, dozens of time action activities. Keeps standard time plus 60-second, 45 min. and 6 hr. intervals. Combines telemeter, tachometer & watch. Radium dial, stainless steel case, strap. Mfr. warranty plus 10-day MONEY BACK GUARANTEE. Send \$12.95 to GREENLAND STUDIOS Dept. EK-8 Miami 47, Fla.

FOR FASTER SERVICE

1. Print Name and Address Clearly.
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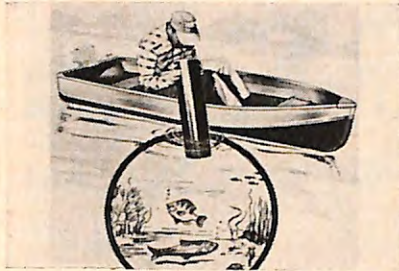
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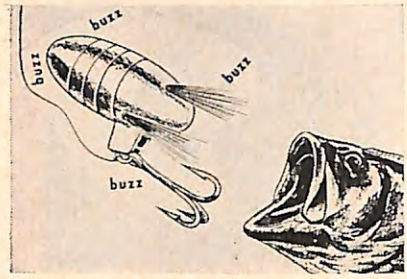


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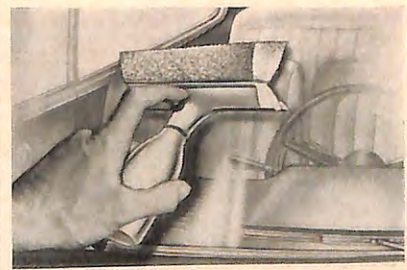
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News of the State Associations

(Continued from page 15)

Haven, Henry Poage, Plant City, Thomas Wrede, Venice-Nokomis, Robert Grafton, Riviera Beach, and T. F. Smith, Miami Beach. William Lieberman of Leesburg will remain as Secretary, as will Treasurer Frank J. Holt of Miami. L. M. Strickland, Jr., Tallahassee, is Historian; Eric Watson, New Smyrna Beach, Tiler; P. G. LeMoyne, Fort Myers, Chaplain; Eugene Mahlmeister, Boynton Beach, Organist, and Charles Usina, St. Augustine, Sergeant-at-Arms.

The Home's Directors are Cullen H. Talton, Daytona Beach, Wm. F. Sykes, Warrington, J. A. Budd, Sr., Jacksonville, R. L. Johnston, Vero Beach, J. A. Morris, Winter Park, Marcus Fields, Pinellas Park, R. A. Robinson, Sebring, Herbert Payne, Pompano Beach, and G. K. Roller, Jr., Miami. J. G. Richardson was named seven-year Trustee of the Harry-Anna Trust Fund.

Report from Vietnam

(Continued from page 7)

Interrogation of an 18-year-old VC prisoner has given troops some insight into how Vietcong patrols recognize one another and differentiate themselves from local villagers—no easy task since all wear the same type of peasant clothes. A set series of VC recognition signals exists—a different one for each day. One day, all coolie hats are worn on the back of the head; the next day, a kerchief is knotted around the neck. The cracking of this code, if even temporarily, has been some help to local forces. Up until this time, the only way to tell a VC from a peasant, the saying went, was that the VC was the one who shot at you.

Another note on this strange war. A U.S. Army troop-carrying helicopter returned from a mission with its fuselage punctured—not with an anti-aircraft bullet but the arrow from a hostile *montagnard* crossbow. The feathered projectile came to earth still quiveringly embedded in the metal bird's hide.

The captain's deadly enemy in the highlands is a shadowy, mysterious Vietcong leader known only as "Mr. Ak". Mr. Ak is apparently a small Vietnamese, Hanoi-trained. He has one obvious advantage over the captain; he's an Asian. He can move from village to village undetected. He has married into the ruling families of several separate towns to ally the people to the Vietcong. On occasions he has even walked to the barbed wire fence of the captain's encampment to pass along in-

"THE JOY OF GIVING"

Students Score Again

The Elks National Foundation headquarters has been advised that two more former "Most Valuable Student" scholarship grantees have been awarded Woodrow Wilson Fellowships, which are awarded annually to hundreds of college seniors in the U.S. and Canada for graduate study by the Woodrow Wilson National Fellowship Foundation.

Both former "Most Valuable Students" won \$700 Foundation scholarships in 1960. Juliet Flower, of San Pablo, Calif., majored in English and minored in modern languages. Her high grades in Spanish, Russian, and French made it possible for her to participate in the University of California's Education Abroad program, under which Juliet spent her senior year in France at the University of Bordeaux. Since completing her work there, she has been traveling on the Continent. Then on returning to the United States, she is scheduled to begin two years of graduate study at Cornell University. In addition to her linguistic interest, while at the University of California, Juliet showed a flair for dramatics, modern dance, and art.

Charles J. Chotvacs of Pueblo, Colo., graduated last spring *cum laude* from the University of Colorado. Aided by a Naval R.O.T.C. appointment in addition to his Elk scholarship, he is now about to embark on a four-year career as a Navy officer. Following a summer session with the Naval R.O.T.C. as an ensign, he will receive training in nuclear reactor power and then will be assigned to a nuclear submarine.

Ensign Chotvacs' Woodrow Wilson



Juliet Flower

Fellowship is being held for him until completion of his tour of duty. Then he plans to do graduate work in chemistry at either the University of California or Indiana University. His ultimate goal is teaching combined with research.

Charles received many honors and held many extra-curricular offices in school, among which the most prized was initiation into Phi Beta Kappa, the national scholastic honorary. This summer, he not only continued his studies but also continued work on a chemistry research project he began during the regular school year.

It is gratifying to the Trustees of the Elks National Foundation, as it must be to all Elks, to have these reminders that money distributed as scholarships is proving to be so well invested. Elks' contributions to the Foundation, which in turn produce interest and dividends for such distribution, are in a very real sense helping to build a better nation and a greater future for us all through these young people.

Next month "The Joy of Giving" will announce the 1964 winners in the national "Most Valuable Students" contest.



Charles J. Chotvacs

ELKS NATIONAL FOUNDATION

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Where every dollar contributed becomes a source of
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structions to agents he secretly placed inside.

The average VC soldier whom Mr. Ak leads is small, frail, virtually untrained. Afraid to resist the VC recruiters, having no loyalty to any formal government, and having seen his country constantly at war for the past 23 years, he accepts service in the VC without a murmur. His training is simple. He's given a weapon, often a U.S.-made captured one or a Czech, Russian, or Chinese gun, and is shown how to field-strip, assemble, and take care of it. Now he's ready for the field.

He pads along behind his more trained buddies on several ambushes of government patrols. After he has watched a few butcherings, he's given some bullets to shoot, too. Now he's combat ready, and his enlistment will be over either when communism is victorious in Vietnam or when he's killed by the Vietnamese from the ground or from planes above.

He lives like an animal, foraging off the countryside, moving at night and resting by day. His uniform is seldom more than the native *calico noir* pants and shirt with a colored belt or arm-

band to indicate unit. Discarding the latter, he looks just like the peasant in the rice fields through which he moves. Cloth and rubber sneakers, a floppy French jungle hat, a nylon sheet, mosquito net, and rope complete his equipment.

Occasionally he allows himself to be recruited into a Vietnamese armed unit such as the one the U.S. Army captain leads, becoming an underground agent. Then one night while the rest of the Vietnamese sleep, he goes on guard—and in the morning there are more headlines about another village being overrun and its defenders slaughtered.

In the so-called VC "safe" areas where his guerrilla unit regroups for resupply, relatively free from an occasional bombing or napalm attack, he receives a certain amount of political indoctrination from cadres sent down from Hanoi. Whether he believes them is hard to say. In all probability, he doesn't understand Marxism or his relationship to Moscow and Peking. He only knows that somehow Saigon is the enemy—just as it was when the French colonialists were there—and that for some reason he has to keep fighting. Every night he listens to Radio Hanoi as it explains that the American "colonial warmongers" must be driven from Vietnam and the government replaced by a "people's democracy" linked with the Vietnam of the north.

And then his unit moves out again—ambushing food convoys, blowing up trains, moving into undefended villages, killing government leaders and intimidating the citizens, levying taxes in the provinces, requisitioning rice, and conscripting new recruits. Brave, resourceful, expert jungle fighters who battle only when the odds are favorable, they value weapons over life itself. Some VC troops go into battle unarmed, determined to strip a gun from a fallen foe during the melee.

Finding Mr. Ak and taking away his initiative as the attacker are important goals for the captain. Each night, ambush parties go out on patrol of the VC trails in hopes of finding the enemy, surrounding them, and wiping them out with automatic weapons fire. Bases deep back in the woods are raided by Special Forces-led parties who destroy food and ammunition and recapture stolen weapons. Sniping from both sides is common. "You try not to hit the dirt in front of the Vietnamese unless you have to," one advisor admits, "because all work stops for hours if you do. If you ignore the stray shot, the Vietnamese do too, and you can get on with the positions you're building or the training you're finishing."

In the battle between the captain and Mr. Ak, the captain appears to be winning. Proof came finally when Mr. Ak sent a full battalion of his best

Which came first: the golf ball or Gordon's Gin?

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troops to stage a night assault. VC strategy clearly prohibits such attacks unless an overwhelming victory is certain. The strategy is violated only when the VC's are so desperate for food, weapons, or psychological victory that they feel they must risk a pitched battle.

And so the village was hit. The captain and 150 of his Vietnamese men were on a raiding party miles away when the VCs struck. The garrison, sparked by the five remaining Americans, fought from 1:30 in the morning to just before dawn without a letup. Only the longer grenade tossing ability of the Americans and their heavier grenades kept the VC at bay as explosives and automatic weapons fire were exchanged at point-blank range. The arrival of a plane that dropped flares, exposing the VC troops, finally ended the battle.

The Special Forces may not as yet know who Mr. Ak actually is. But it's quite obvious that Mr. Ak now knows who the captain and his 11 other American Special Forces advisors are. And he won't forget it for some time to come. Whether this particular captain, together with the other Special Forces men and the South Vietnamese troops, can ultimately rout the Vietcong remains to be seen. In this strange war—this twilight war—a conventional military victory may be impossible. But brave men are doing their utmost to give needed leverage to the forces of freedom. Time will tell if their efforts are bearing fruit. ••

For Elks Who Travel

(Continued from page 9)

A little more about that snack bar business. It began in Rome with ex-U.S. Army Major Fred Annunziatta, who decided that it wasn't really necessary to "when in Rome, do as the Romans do." He was right, and has become rich selling hot dogs, hamburgers, and "Mrs. Wagner's Apple Pie" from his Carpano's Tavern (Via Veneto, 118) and Colony Luncheonette (Via Aurora, 27).

Initially his idea was to attract Americans in Rome who were up to here with spaghetti. But the idea appealed to Romans as well. There are now snack bars all up and down the Via Veneto. Even Eugenio Signorini's fashionable Hotel Flora offers 'burgers, franks, soda pop, hot fudge sundaes—even Metrecal—in its snack bar.

Aside from its snack bar, the Flora is one of several deluxe hotels catering to tourists. Others include the new Cavaliere Hilton, Bernini, Grand, and Mediterraneo.

In Rome, however, it's not necessary to pay deluxe prices for comfortable

lodging. (It's just my opinion, but, unless pampering is important to you, I think there are many more meaningful ways of spending your travel dollars.) Smaller hotels and pleasant little *pensionones* (rooming houses) abound, offering clean quarters at prices that won't upset anyone's budget or digestion.

For example, there are a number of unpretentious hotels where you can put up for less than \$2 a night. And remember, rooms without baths run about a third less than those with.

Not far off the Via Veneto is a small, interesting hotel—the Dinesen—which occupies what used to be the monastery of a Syrian religious order. The former cloister is now used as the dining room. The all-inclusive price for a double with bath here is less than \$10.

Also near the Veneto is the Victoria, which charges about \$2 more for comparable accommodations. Besides being near the Via Veneto, the Victoria is within minutes walking distance of the Villa Borghese and its immense park.

Even closer to the Borghese Gardens is the Roxy—a rather uninspired name perhaps, but an inexpensive and comfortable hotel nevertheless. The Roxy is classified as a *pensione*. For about

\$10 you can purchase a double room with two dinners and breakfasts.

The Via Veneto winds down the Pincian Hill and on its flank are a couple of rooftop *pensionones*—the Suisse on Via Gregoriana and the Pensione Riviera above Via Due Macelli. Bed and breakfast at the Suisse runs about \$5, while the tab at Pensione Riviera—each room has its own terrace—is only slightly higher.

Then at the Madrid (Via Mario de' Fiori, 93), a double with bath is \$7.50. That includes breakfast served on a rooftop patio overlooking the city. What a pleasant way to start off a day of sightseeing.

There are many other reasonable places to stay, proving that Rome needn't be as expensive as you may have been led to believe.

Once embarked on your sightseeing, you'll quickly observe that Rome's streets teem with pushcarts, motorcycles, scooters, trucks, bicycles, and buses—not to mention the ubiquitous automobile, reflecting Italy's postwar prosperity.

Well and good, but the traffic situation, until recently, was just about out of hand. As a result, attempting to check the chaos, the city fathers im-



"You hold a \$100-a-plate dinner in my honor, and then I'll hold one for you."

posed a one-hour parking limit within the city limits, as well as a total parking ban on 57 thoroughfares. It's proved to be the biggest correctional traffic move since Caesar lowered a downtown boom on chariots.

Today only cars with foreign license plates escape illegal-parking fines. It's an unwritten law not to tag foreign cars, reflecting innate Italian politeness and hospitableness, along with the desire to maintain tourists' goodwill. (Incidentally if you haven't a car and dislike taxis, try the subway. A six-cent fare gets you clear across town.)

One of the city's most helpful tourist offices is operated by nuns of the Order of Bethany. Dedicated to promoting better understanding among Catholics and members of other faiths and fostering Christian unity, these female religious wear ordinary attire. Their guesthouse, which overlooks the Piazza Navona, welcomes any traveler and provides room and breakfast for under \$3.

Pickeral Point Revisited

(Continued from page 10)

had better explain skip-fishing for those who have never tried it—and might have a lot of inexpensive sport if they did. The pole should be 10 to 12 feet long. It can be bamboo, or even a straight branch cut from a tree, if it's the right length and isn't too cumbersome. The line should be about the same length as the pole and is tied to its tip. I use a 15-pound test line and a size 1/0 hook, either snelled or plain shank. That's all there is to it. Find a place where pickeral hang out and you're in business.

You can bait with live frogs — an excellent pickeral bait — or worms or almost anything that you can make skitter across the top of the water like something swimming frantically to get to safety. Having a personal squeamishness about hooking live frogs, I have always used worms or salt pork or, upon occasion, when no better bait was available, a strip of dried beef—with about equal success in each case.

Of course, you can fly-fish for pickeral. I have tried it a number of times and found that once in awhile a pickeral will take a fly, especially a streamer. But once hooked he has a tendency to go down among the bottom weeds and stay there. Furthermore, he doesn't hit a fly the way he whams hellbent into your skip-fishing bait which, to me, is the real kick in skip-fishing—his all-out manner of hitting the bait. Those dog-gone fish are explosive; they're born killers.

Incidentally, I've caught bass by the skip-fishing method, caught them in the full heat of summer when they spurned plugs, spinners, streamers,

Addressed as "Miss" rather than "Sister," these nuns, acting as guides, will show you pagan ruins along with Catholic monuments. They're fluent in English, French, German, and Italian.

On my final night in the Eternal City this spring, I took a taxi to the renowned Fountain of Trevi.

You know the legend: You'll return to Rome if you drop a coin into its waters. But I'll bet not many know the prescribed ritual:

Whosoever will go to the great fountain when the moon rays dance upon the rippling water, and drink, and toss a coin far out into the middle, over the left shoulder, backward, shall in offering to the secret spirit of the place, surely come back to Rome again some day.

After tossing mine, I turned and watched it sink to the bottom; then, ambling off down a moonlit cobbled alley toward my hotel, said to myself: *Ciau, Roma!*

and worms still-fished. I don't recommend the method, however. The bass is a surface fighting fish and it's a lot more sport to take him with light tackle. So, as far as I'm concerned the long pole, which came into use many, many years before reels were developed, is primarily for pickeral. According to fishermen with whom I've talked, skip-fishing is done quite extensively, especially by older men, in New England and some of the eastern states, the South, and some parts of the Midwest. And I'd make a bet that if pickeral ever become common in the Western states a lot of fishermen out there would go for the long pole, once they found out how much fun it can be.

Now, having put on a pork bait, because that early in the day it would show up in the water better than worms, I stood up in the boat to make the underhand toss required with such a rig. The rippled water had calmed, and as I looked down into it I saw a small perch, perhaps four inches in length, rise towards the surface to investigate a fluttering moth. He didn't investigate long. Out from under the lily pads flashed a torpedo-shaped, green-spotted fish of tremendous size. The perch never knew what hit him. One moment he was there, the next he was gone and the pickeral was back in the shadow of the pads.

"Brother!" I gasped. Did you see that!"

Reg grinned and nodded. "You'll need plenty of leverage to derrick that baby in."

"Here goes."



How Lucas Ray built himself a lake with U.S. Savings Bonds

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I swung the pole and dropped the bait well beyond where I figured the fish lurked, then jiggled the pole to make the strip of pork skip along the top of the water. Split down the middle as it was, to give the effect of kicking legs, it was a live-appearing, swimming-for-life bait.

All in an instant, with the rank smell of rotting vegetation stirring memories of many a boyhood trip to this cove, I realized how much I had missed this sport over the years, and then and there made a silent vow to come back each season. All in an instant, too, I felt the same old suspense, then downright excitement as the water boiled up behind the bait. The next moment a giant pickerel slammed into that salt pork so hard he came halfway out of the water.

"Yeowww!" yelled Reg.

I let the fish have the bait. Reg said urgently, "Better take him right now."

Gripping the pole till my knuckles were white, I braced myself and strained back mightily to lever the pickerel into the boat. But even as I gave the pole all I had, the line went slack, and I nearly tumbled backwards into the lake.

"Maybe you let him have it a mite too long," Reg said consolingly, seeing the disappointment on my face. "With worms you can usually take your time; with pork, no. But if he spit it out before the hook pricked him he may hit again. We'll come back after he's had time to forget it."

For the next hour I fished around the cove, using both worms and pork by turns and taking medium sized pickerel from spots that had yielded fish in other years. If anything, these spots were more productive now. When I wondered aloud how that could be with so many more fishermen nowadays than formerly, Reg said, "Mostly now it's trout and landlocked salmon and sometimes bass. Not many of the younger boys fish for pickerel, except through the ice in winter." He squinted up at the sun. "That big boy should be about ready by now. And this time I'd try him with worms."

"Worms it is," I said.

A slight breeze had come up, ruffling the water. Recalling that my most successful fishing had been done in dead calm water, I crossed my fingers as I put on a squirming bait of big night crawlers. This season at least, it would be my last crack at Norway Lake's big pickerel; tomorrow I'd be on my way home. Accommodatingly, in the few minutes it took us to get back to Pickerel Point, the breeze died down and the water became like a mirror again.

Tossing the bait to the spot where the huge pickerel had hit before, I

jiggled it as enticingly as I knew how. Nothing happened. I swung the pole and tossed the bait out again. A small flatfish, known in other locales as sunfish or kivié, came inquisitively up and tried to suck in that large gob of worms. I lifted the bait away from him, and he sank down into the murk unmolested, although I half expected he'd be taken the way the perch was taken. For the next 20 minutes I tried to interest the old lunker in my bait. He couldn't have cared less for it.

"Anyway, you've caught a good mess of fish," Reg said.

"Yes, but I still want *him*," I said. On a hunch I added, "I'm going to try that pork bait again."

"What can you lose?" Reg said. "He might take it. Pickerel are unpredictable."

I stripped the worms from the hook and tossed them into the water, and the little flatfish came up and had a feast. On my very first cast with the pork bait that familiar boil rose behind it, and then something big smashed into the pork as if he meant to knock it clear over the boat.

Reg's eyes gleamed. "Take him!" he shouted.

This time I didn't wait. But the resistance was about the same as if I'd hooked onto an underwater log.

"Bear down, son!" yelled the trout purist. "Get him in here!"

I put everything I had into a backward derricking, taking a chance on the hook tearing out. Like a rocket blasting off, the great pickerel came out of the water and sailed straight into the waiting arms of Reg, who took him like a halfback taking a punt. In the bottom of the boat that fish made the others look like minnows. Eight pounds and a quarter he went when we weighed him later, a big fish even by Pickerel Point standards.

I felt a glow of great satisfaction. But I got an equal bang out of Reg. He lifted his eyes from that monster fish, and I saw they were shining with eagerness.

"I'd forgot how much fun this skip-fishing can be!" he exclaimed, and reached for the pole. "Here, gimme that! It's my turn now!" ••

Underwater Wardens

(Continued from page 25)

For instance, biologists engaged in independent projects often sight illicit nets and traps. Department policy is to try to apprehend the culprits, but when this proves impossible the traps or gill and trammel nets are confiscated. An enormous amount of this illegal equipment is destroyed annually; the financial setback of losing his trade tools will beach many a poacher.

Because of the premium prices they bring, lobsters and abalones tempt a lot of game-law gangsters. To crack this operation, wardens rely initially on complaints, tips, just plain legwork, and keeping their eyes open. Fish markets are checked regularly as well as establishments that offer the delicacies at suspiciously low prices.

For example: It became known that Nevada gaming casinos were serving illegal baby-sized lobster tails as midnight snacks. California was thought to be the source of this illegal traffic. Acting on a tip, department patrol boats began watching an area near one of its offshore islands. A particular boat was suspected; however, checks of its take didn't indicate anything out of the ordinary.

Something out of the ordinary was going on, but this wasn't determined until a secret observation post was established on the craggy island. Department divers discovered that while the fisherman were conducting their legal operation, they were also collecting undersized crustaceans that were cached in an underwater receiver resembling an oversized bait tank.

After the lobster boat had left the area, a pleasure craft—innocent enough looking—would arrive on the scene and drop divers who hoisted up the illegal catch, which was rushed to shore, trucked to a waiting plane, and flown to Nevada to be sold at a premium price. In fact, until the operation was broken up, the fish-filching syndicate, was estimated to have been netting \$100,000 a year.

Although free-lance divers may take abalone at any depth, commercial fishermen are required to ply waters at least 20 feet deep. Before wardens began working underwater, commercial boats sometimes deliberately drifted into illegal-depth waters. Because the ocean floor is uneven, divers working from these boats often would assert that though the water seemed shallow, they were actually working in an underwater cave or pocket that was the legal depth. However dubious it might sound, such a statement was difficult to disprove.

But now it can be tested. When in doubt, diving wardens, armed with wrist depth gauges, accompany the commercial divers down to see the pockets for themselves. If considerable meandering about the area fails to produce any legal-depth hunting ground, the wardens have the makings of a case. In the case of repeated infractions, aerial photos may also be taken for evidence. Triangulation and identifying landmarks are recorded to pinpoint the boat's exact anchorage. Maps and oceanographic charts may be also be employed as state's evidence.

In one instance, a commercial boat

anchored in illegal-depth waters tried to elude the law by dumping its catch overboard. But in addition to depth gauges, wardens are equipped with cameras. In this case, a rather startling picture was taken of a whole colony of crustaceans, which normally hug rocks, dawdling about on a bed of pure white sand. The judge got the picture.

In addition to combating illegality, the diving wardens have made an enviable record in helping to curb pollution. Trained to sample and test water in suspected areas, these underwater wardens take pictures of killed fish and estimate their number. Until recent times, polluters could claim that any dead fish were killed on the surface from reasons other than pollution, but today California's diving wardens can prove otherwise—through photography and underwater examinations that determine sources of contamination. Confronted with overwhelming evidence of this sort, violators are usually glad to correct the conditions.

Along the California coast there are a number of enterprises with "party boats" that take scuba divers out for a day's fishing. Most of them are reliable, honest enterprises, but a few—perhaps tempted by fierce competition—step outside the law by boasting that their passengers never come back with empty sacks. They have a reason.

Failing to find productive legal hunting grounds, the boat captains chum toward areas dotted with the floats of commercial fishermen's lobster traps. Hinting broadly that there's good hunting below, the captain simply plies on human weakness: If wrongdoing results, it's because of the larceny in the customer's heart.

Since local wardens are generally well known to these boat operators, the only way to collect on-the-spot evidence is to import wardens from other districts. Posing as customers, they book passage on the boats and secure evidence that has resulted in mass arrests.

While most departmental activity is directed toward infractions perpetrated off the coast, increasing patrols are being made in inland waters, where scuba divers are prohibited from spearing anything but "rough" fish—non-game and, usually, non-edible fish, such as carp, suckers, hard-heads, and squaw fish.

In a recent case, two young men were observed diving in a Sierra Nevada lake. From all appearances, they were simply enjoying the underwater sights. And, on their return to the dock, it was observed that they weren't carrying spearguns. Later in the day, however, they returned from shore fishing with several exceptionally large trout.

Suspicious wardens rowed to the

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spot where the young men had been anchored. Upon diving, they located the evidence they were seeking. The next day they were waiting to make the arrests when the culprits returned for another round of illegality.

Here's what the divers had done: First they made a trip out to the spot where they would later anchor and dropped a speargun overboard. Then, returning later and clad in diving gear, they retrieved and used it to skewer several trout, leaving the stringer with their "catch" under a partly submerged rock, where it could be picked up later after they had supposedly fished the shoreline. Pretty clever—while it lasted.

Aside from the excitement inherent in apprehending violators, the underwater wardens perform other services

which in time will prove of immense value to sportsmen. These include mapping, depth charting, and tagging migratory fish so that their travels and habits may be observed.

In the last-named endeavor, a special plastic and stainless steel speargun is used. A compression spring drives a needle-sharp dart tag, which marks the fish so painlessly they seldom are aware that they have even been surveyed.

Whatever the scope of their assignments achieve in the future, California's underwater wardens to date have certainly added a new dimension to conservation—and as for combating submerged skullduggery, you can be sure that they'll be on the scene to clip the culprits' fins. • •

Confessions of a Rookie Umpire

(Continued from page 12)

into the catcher's mitt—and realize you don't know whether the bat entered the strike zone or whether the batter checked his swing in time.

Whether to call the half-swing a strike or a ball is the toughest decision in baseball for an umpire to make, even with his eyes open. When his eyes are closed, it's impossible—without teamwork.

A pre-arranged signal with the base umpire, in a situation like this, can save the day. The plate umpire may ask the question merely by looking at the base umpire; the base ump answers immediately, perhaps merely by tugging on the bill of his cap. As a result, the plate umpire calls either a strike or a ball with great confidence.

Sometimes, of course, it takes more help than your umpiring partner alone can provide. After a 12th inning home run gave Santa Barbara a 6-3 victory in that game at Visalia, the police had to escort me and my partner to our locker room, stand guard while we showered and changed, and then convey us through a group of irate fans who were still milling around.

Fortunately, it was the last game of a series in Visalia, and the gendarmes—their teamwork was a Godsend—were kind enough to escort us all the way to the city limits. Safely on the highway and headed toward the next town, I suddenly asked my experienced partner: "What am I doing here, anyway? I gave up a good job to become an umpire. I make less money, I'm away from my family, and I have to put up with abuse like that. It doesn't make sense!"

Unperturbed by our narrow escape, my partner refreshed my memory on some of the reasons I had become an umpire in the first place.

Not the least of these is the pay of

major league umpires, which can range from \$12,000 to over \$20,000 for seven months' work. I realize full well, and so do hundreds of other young men like me throughout the country, that it is a long and precarious journey to the pinnacle of the umpiring business—to the majors.

We know that only a handful of us can ever reach the top, but each of us, in effect, is betting on himself to be one of the lucky ones and beat the odds.

If I do reach the major leagues, I will know that I couldn't have done so without the help of other umpires who are competing with me at the same time they are helping me. "Team effort" is a phrase the football coaches seem to be monopolizing these days, but it could well have been invented to describe the umpiring in a well-worked game.

For economic reasons, the two-man umpiring system is the one generally used in the minor leagues. Unfortunately for young umpires with major league ambitions, it is the weakest, since no two men can see everything at once. Many possible situations simply cannot be covered properly by only two umpires (and besides, it's twice as easy to lynch two umps as four). This is one of the reasons that a genuine, solid-gold rhubarb in the minor leagues frequently resembles the start of World War III more nearly than does a full-fledged debate in the majors.

For instance, let's say the bases are loaded and the batter hits a long fly down the first base line. Can two men be expected to cover completely all the possibilities? They must decide whether the ball was fair when it hit the ground or when it left the park, or whether it was caught fairly and not trapped. If it was caught, did the runners tag up and leave their bases properly after the catch? Did any runner pass another on

the base path? Were all bases touched by each runner? Was there any interference or obstruction?

Or take a situation where the base umpire is on the third base side of second, with runners on first and second. The catcher makes a pick-off attempt at first and the runner dives back, knocking the ball out of the first baseman's hand. That's a long call for the base umpire; and while he's making it, let's say the first baseman recovers and throws to third, trying to catch the runner who has broken from second. As the base umpire makes the call at third, the runner on first steams into second—producing another possibility for umpiricide, even if the umpiring team is enjoying one of its better days and the plate ump has taken on the chore of making that important call at third. Some long calls in rapid succession still are required.

One of the worst mistakes an umpire can make, however, is to be overzealous in trying to get as close as possible to all these plays. With only two men working the game, obviously it is impossible for either to be as close as he should be on all plays. A good umpire learns early in life that no matter how far away he is, he can call a play better while standing still than he can while in motion. Timing is one of the most important factors in umpiring—and one of the most important timing factors is a matter of deciding how close you can get to a play before stopping and getting set to call it. You can do a better job from 30 feet away standing still than you can from 10 feet away if you're running.

STATE ASSOCIATION CONVENTIONS

STATE	PLACE	DATE
Virginia	Roanoke	August 15-16-17-18
West Virginia	Huntington	August 19-20-21-22
Md., Dela., D.C.	Annapolis	August 20-21-22-23

Then, too, if the base umpire comes roaring over to third base just as a runner slides in and makes his call on the run, he has to make it without any help from the plate umpire—who may have been able to see it better. Anytime an umpire isn't certain of his decision, he should be able to tell by a quick glance at his partner whether *he* saw the play—and if so, how he believes it should be called.

There are times when the players even "steal" the umpires' signals and delight in ribbing them about their cooperation with each other—or in raising the roof if they detect disagreement between the two umpires on a certain play. The average fan, of course, never notices the umpires' inconspicuous signals. He also fails to realize that the umpire's judgment and perception, like

anyone else's, may depend largely on how he slept the night before or what he had for breakfast or how things are going at home.

Obviously, if the umpire slept in his car and had liverwurst sandwiches for breakfast, he isn't likely to astonish anyone with his perception or his anything else, except possibly his breath. In fact, fatigue and a diet of liverwurst sandwiches three times a day might well be taken for blindness and stupidity by the well-fed baseball fan who wouldn't even consider going to his own job under similar circumstances.

Why do I keep specifying liverwurst? I laugh now when I recall working a series in Fresno, when both my partner and I were running short on expense money. We decided to eat in our room, so we went to a supermarket and happened to encounter a sale on liverwurst. We bought what later loomed as the biggest link of liverwurst ever made. Our first liverwurst sandwiches were wonderful, but after about three days it seemed that the liverwurst was growing each night in the refrigerator.

It got to the point where, during a game, one of us would tell the other to speed up the game, that the liverwurst was acting up. Batters came up with bats that looked for all the world like big links of liverwurst.

When our paychecks finally caught up with us, we went to a restaurant and, about the time the waitress handed us the menus, my partner told her: "Two liverwurst sandwiches, please." Had he not rescinded that order quickly, I don't believe any jury in the world would have convicted me for carrying out the old threat: "Kill the umpire!"

I remember well a week in Santa Barbara when a similar shortage of funds prompted my partner and I to stay in the umpires' dressing room at the ball park. Here again, teamwork was an important factor. The dressing room was a small one, with one cot in it. One of us would take the cot while the other slept in the car. The first play we had to call there, obviously, was which slept in the car and which in the cot. We worked it out amicably, with teamwork and on the basis we felt best for the national pastime: We figured the man who was to call balls and strikes needed the most rest, so the one scheduled to work behind the plate the next night (we alternated daily) got the bed.

Similar reasoning led us to elect the base umpire to "rub up" the new baseballs before each game. For some inexplicable reason, new baseballs come with a slick finish on them.

The balls must be roughed up—preferably with sand as well as hand—in order to give the pitchers a firm grip and more control. I always carry a coffee can full of sand with me. Before each game in which I am to work the

bases, I get about a dozen and a half new balls, moisten them, and rub them with the sand. This gives me sizable calluses on my hands, but it also gives the pitchers much better dispositions—and I consider this a fair trade.

After all, it's quite easy for me to understand how a slick ball—in fact, even one which has been rubbed expertly—can slip out of a pitcher's hand. I know from experience that even a well-rubbed and sanded ball can slip out of an umpire's hand.

At a game in Stockton, while I was working behind the plate, the visiting team had runners on second and third. After a foul tip, I threw out a new ball—and suddenly discovered I had one of the strongest arms in baseball. The ball went over the pitcher's head, past second base and deep into center field. Both runners came tearing across home plate and, naturally, I sent them back.

Their manager, who had not seen what happened, came rushing out and challenged me, asking why they couldn't score on a bad throw by the catcher.

"They can," I had to tell him, "but not on a bad throw by me—and I made it, not the catcher."

I have also been the *victim* of bad throws, as all umpires have. One of these came from the Dodgers' \$100,000 bonus rookie, Pitcher Paul Spekenbauch. It hit in front of the plate, bounced past the catcher and hit my throat, lodging in my chest protector. They had the hit-and-run on at the time so I had to recall a runner who had been on first and gone all the way to third while the catcher was frisking me for the ball. I sent the runner back to second—which wasn't at all easy, since I was speechless.

Umpires try to take precautions, of course, to keep such things from happening. You must study the mannerisms of the catchers, including their footwork, for instance, in order to keep your corns from getting spiked.

The effectiveness of some precautions seems amazing to me. After I got hit in the same spot on the shin by foul tips on four successive plate jobs and developed a bone bruise, I devised an aluminum shield, about four inches by five, for the bottom of my shin guard. I haven't been hit in that spot—which the special shield protects—since.

Getting hit by a foul tip, of course, can certainly discourage a young umpire. I didn't even have a mask when I worked my first game, in an industrial league back in 1955. As a result, I came away with a fat lip, from catching a pitch with my mouth, along with my \$2 fee.

It was almost enough to cure my umpiring ambitions, but I collected more than the fat lip and the \$2. I also gained the knowledge that this was a way to remain close to baseball, which



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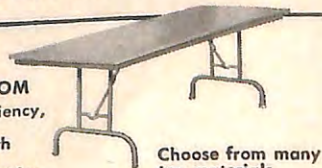


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I love, even if I couldn't play. I realized, too, that an umpire is in the game even more than the players are—and must be in good physical condition. The players can sit down for half of each inning, except when they are at bat or on base; the ump must stand up throughout the game—and be on his toes as well as his feet.

It seems ironic that an umpire has more partners to help him in the major leagues, where four men instead of two work each game, than in the minors, where he still has so much to learn and where the umpires as well as the players are seeking promotions.

I thought of this last season while enjoying the honor of being allowed to visit the umpires' dressing room at Candlestick Park—where I met such great umpires as Frank Secory, Augie Donatelli, Tony Venzon, and Paul Pryor.

Gosh, I thought as I looked around their dressing room, this is big enough for all four umpires to sleep in—but when you get this far, you're making enough money that you never have to sleep in the dressing room.

However, I know that a major league umpire must utilize the same type of teamwork that is the lifeblood of minor league umpires; in fact, he must be able to work smoothly with three colleagues instead of one. And, as in the minor leagues, he must be willing to trust his

colleagues—but be wary of managers, for they're a cunning lot. The fallacy of trusting even managers with the best of intentions is one of the most important lessons I've learned in the California League.

As we gathered for our usually humorous session at home plate just before one game to go over the ground rules everyone knew, the home team manager complained about the small crowd and asked that I, as the plate umpire, do him a favor.

"Look," he said, "this is a pitiful crowd and we're hurting financially. I've got to do something to get more people out here. I've just got to liven things up. So on a close call, I'll come storming out of the dugout and jump on you, raisin' hell. But just remember I'm kidding, will ya, and don't get sore. And tomorrow night, we'll draw a bigger crowd."

Sure enough, in the fourth inning, we had a close play and the decision went against the home team. The manager stormed out of the dugout, just as he had said he would, and began giving me a bad time. I really didn't mind at first. But after several minutes, I told him: "Okay, that's enough of your kidding. Now go back to the dugout so we can get on with the game."

"Kidding, hell!" he raged. "I thought you blew the call!"

How to Launch a Small Business

(Continued from page 5)

to estimate what it would have cost you to have started a particular business and brought it to its present state of development. By realistically adding the value of your time, you should arrive at a figure of what the business is worth to you. This procedure sometimes has a salutary effect, because it may reveal that the enterprise is greatly undervalued. Or, it may suggest that the opportunities for growth are less than anticipated.

Many business brokers specialize, so that it's quite possible to find one to match your needs. The good ones are well known and worth their consultation fees. Trade associations, trade publications, and other references should be carefully checked for their recommendations of consultants.

The small-business articles in THE ELKS MAGAZINE have always underscored the point that the three most important advisors of a small businessman are his banker, lawyer, and accountant. Your reliance on them is crucial should you decide to buy or establish your own business.

Your banker will advise or steer you to authoritative information about your competition and future prospects for borrowing money for the type of busi-

ness you're considering. Your lawyer knows how to ferret out weaknesses in contracts and other commitments. And your accountant knows how to set up a realistic budget and a simple, informative record-keeping system.

Most salaried people aren't aware of the resources that a bank is glad to make available to prospective small businessmen. A commercial banker, for instance, is usually well informed on the state of neighborhood or community business and very likely to know the general reputation and credit standing of most businesses in the area. It's his business to know whether a particular line of business is prospering or suffering from too much competition. Most important, he can determine what assets of any type of business are bankable; that is, useful as security for temporary loans.

The importance of this last piece of information is illustrated by the following example: One neophyte businessman had learned in a college course that banks customarily make loans on inventory. Thus, he went along under the assumption that if he ever needed financing, he'd be able to pledge the stock of his book and record shop. When he found his capital dwindling

and went to get a loan, he unhappily discovered that loans on stock are usually made on the basis of wholesale rather than retail value. In his case, 40 to 50 percent less. Since the loan he obtained wasn't enough to carry him over a slack period, he was forced out of business.

The small businessman often gets into legal entanglements because of his outdated concept of his lawyer's function. He's apt to think that he's saving money by not consulting a lawyer before taking an important step. So, he proceeds on his own, thinking that the attorney's function is to get him out of trouble, not collect fees before problems arise. Of course, lawyers do their best to get clients out of trouble, but sometimes it's too late.

Take this situation: A Californian who wanted to buy a small advertising and public-relations business found that he didn't have enough money to swing the deal. So the owner suggested an alternative proposition: purchasing a half interest. The buyer thought it was a wonderful idea and went ahead, only to discover, when the partnership was announced, that he was overwhelmed by creditors that he didn't know existed.

If he had consulted an attorney, he would have been told that the terms of a partnership automatically make him liable for any and all debts. Disillusioned, the man sold his interest back for what he could salvage.

A short time ago, I asked a brilliant trade-association executive if many people approached him for advice before entering a business. "Not often," he said. "Usually people will come to me only after they have committed their capital and are headed for serious trouble. They are looking for a magic formula to save themselves."

Similarly, a marketing executive of an oil company related, "Men like to get into the service station business because they think it doesn't take any experience to pump gasoline. Well, it doesn't. But it takes a lot of something to make a customer want to drive into your station, rather than the one across the street. And it takes even more to work a 12-hour day, day in and day out. In this business, the least you can have is a bright disposition and strong legs."

"When a man starts looking for a business that doesn't require much experience," a business broker told me, "he's headed for trouble. There are lots of people with a little bit of cash and a lot less know-how. They will buy a business, and a year or two later they're forced to sell out. Meanwhile, they make competition for the fellow who knows his business and cut into his profits."

Today's small businessman faces—in increasing numbers—a new type of competitor. This is the man (or couple)

who has retired on a pension and is merely trying to add a little to his regular income by operating a business that wouldn't support an ordinary family. These pensioner-operated businesses are a constant threat, because they don't provide "normal" competition.

They proliferate especially in the areas where the climate is beneficent, such as the southwest and southeast: Arizona, California, and Florida. It's the worm in the apple for those who are trying to make a living—via small business—in regions where the population is exploding.

The Bank of America—the world's largest banker—covers and protects small business in California like an eiderdown quilt; the bank has pointed out that this kind of competition quickly separates the men from the boys—particularly in the retail field.

"For some inexplicable reason," a chain operator stated, "nearly everybody thinks he can run a store and make it pay so long as there isn't another exactly like it within a block or two."

Anyone who selects a fast-growing area to operate a retail business should remember that the biggest operators in the country are drawn to just such places. As the Bank of America points out, these are big-league areas, attracting the best national talent, and the bush-league player who tries to score in one of them may be headed for disappointment. But if you've got what it takes, such areas can pay off. Yet you must be able to beat the competition every day of the week; it'll always be there.

There's another irony to be aware of. Business brokers warn that the easier a business may sound to operate and realize a profit from, the greater the reason to be wary. Laundromats, hardware, liquor and food, taverns and cafes, beauty parlors, vending machines, and similar operations tend to attract a floating population of buyers who often find themselves working harder than they ever did in their life—just to stay above water. There's money to be earned in these fields, but if one of these businesses is represented as an easy road to success, it's probably being misrepresented. No business is easy these days.

Opportunities for going into business for yourself are all around. Every large city has brokers with lengthy lists of businesses for sale. Nearly every metropolitan newspaper carries business opportunities in its classified columns. Some of them are real opportunities; others even J. P. Morgan couldn't get off the ground.

It doesn't do any harm to read the classifieds, but acting on an impulse aroused by an appealing ad isn't a safe way to handle your future.

In deciding whether to buy a business

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or start from scratch, here's a rule of thumb: The less experience you have, the better off you're likely to be with a going business. The more experience, the less risk in starting one.

The difference between buying a business and starting one from scratch is much the same as that between buying a new house and building one. The former's advantages and disadvantages are likely to be apparent. The other structure, of course, has yet to be realized. It can take the shape you want—but, once it's started, changes in construction plans can prove costly.

When the house is completed, it's all yours, for better or worse. When you build a house, you can rely on an architect or the contractor to confirm that your ideas are sound. Although no professional counsel is set up expressly to help you start a business, you should seek professional guidance (as noted earlier).

Suppose you lack experience and there's no available established business that suits you. A means of reducing risk is to buy a franchise. The list of franchise successes is a long one. However, heed this solemn warning: Investigate franchising opportunities very carefully. Many franchises offered today are in themselves merchandising plans, designed to create a market for a product, i.e. vending machines, automatic washers and driers, and so forth.

A franchise involves the exclusive right to produce and/or sell a product or service in a specified, protected territory. A franchise has value, usually, because it's backed by national or regional promotion, includes experienced management advice and guidance, and comes complete with sales, housekeeping, and accounting systems. These services cost money, but they're worth it, if conscientiously and competently rendered. If made available for nothing, or at an absurdly low cost, be suspicious.

A reliable franchiser is going to be just as careful in selecting you as you should be in selecting him. A reputable franchiser will never pressure you to sign up. Never sign a franchise agreement that hasn't been checked by a banker, an attorney, and the Better Business Bureau. Remember, too, that no verbal promise is worth the paper it isn't written on.

What further safeguards can you take to insure business success? Although no check list could cover every contingency for every type of business, the following points are the ones that lawyers, bankers, and successful owners cite as fundamental requirements:

Make a business personality profile, listing your personal characteristics, evaluating each as to whether it'll be an advantage or disadvantage in running your own business.

Pinpoint what you expect to do dif-

ferently from your competitors—the goods or services that will make your business distinctive.

Write out what you've done to determine the extent of the market you'll be serving.

Make an honest appraisal of your experience and training for operating a particular type of business and then have it checked for adequacy by someone familiar with that type of business.

List the pros and cons of the location you've chosen for your business.

With the help of an accountant, draw up a budget for the first year of operations. Total up your cash and other usable assets and show the list to your banker. Ask him what, if any, funds he can lend you during the year.

If you'll be depending on one or two major suppliers, have them check your budget. Ask them to what extent they're prepared to extend credit.

Before signing, show your attorney all contracts, leases, franchises, or other agreements and get his approval.

Check with the municipal license bureau and/or building inspector to determine if any special permits are required or if any restrictions exist.

Map out an advertising and promotion campaign, and don't forget to include its cost in your budget.

Determine the number of employees you're going to need, and write out a job description for each position.

Calculate not only your employees' wages but the additional costs as well for social security, unemployment insurance, workmen's compensation, hospitalizations, vacations, other benefits.

Consult the local employment agencies to determine if the required skills are available at the wages you're prepared to pay.

Make a list of essential insurance coverage. *Essential* should be defined as any reasonable loss you cannot afford to sustain.

Answer honestly what would happen to the business and your family if you were to become incapacitated for a protracted period.

Accurate and honest responses to these points aren't a guarantee that you're going to succeed in your new role, but they'll make you think in an orderly fashion about the undertaking. Most businesses that fail in their first year or two weren't subjected to a thorough analysis of this sort. If they had been, many wouldn't have started at all; others would have been organized differently.

However, if you survive this kind of analysis, you can launch yourself in your own business with a reasonable sense of security that you'll succeed—if you can claim one more essential ingredient: desire. And if you've gone this far, you probably have it. May it never wane.

Digest of Annual Reports

Submitted to the Grand Lodge at New York, July 1964



This Digest consists of excerpts and summaries of the Annual Reports of the Grand Exalted Ruler, the Board of Grand Trustees, the Elks National Foundation, the Elks National Memorial and Publication Commission, the Elks National Service Commission, and the Grand Secretary



RONALD J. DUNN

Grand Exalted Ruler

Reporting on his year as Grand Exalted Ruler, Ronald J. Dunn emphasized the assistance and cooperation he received from all quarters to make his administration a successful one. At the top of the list he placed the Past Grand Exalted Rulers: "I am deeply appreciative of their assistance, and realize that only because of their supervision and willingness to give unselfishly of their time, advice, and counsel has our Order reached its present heights."

He also paid tribute to the work of the Grand Lodge officers and committeemen for "the splendid way in which they have each assumed and carried out their responsibilities." His District Deputies were extended appreciation, Brother Dunn pointing out that "they have accepted and carried out the duties of their office with courage and good judgment."

Among those singled out for a special word of appreciation was Grand Secretary Franklin J. Fitzpatrick: "He has been a tower of strength and support to me, and I am happy to acknowledge how much his assistance and cheerful help has meant to me." Others who received accolades were General Manager William H. Magrath and the staff of THE ELKS MAGAZINE, Grand Lodge Public Relations Director Otho DeVilbiss, the Board of Grand Trustees, Superintendent and Mrs. Thomas J. Brady of the Elks National Home, and

the Chairmen and members of the Elks National Foundation Trustees, Elks National Memorial and Publication Commission, and Elks National Service Commission. He also paid tribute to his capable office staff, his secretary Harry J. Bird in particular.

The Grand Exalted Ruler reported on the creation of the Elks Disaster Fund following the tragic earthquake in Alaska. An appeal was made at the time for substantially more than would be needed in Alaska so that the Fund could be permanent, to be held in readiness in case of future catastrophe. By the end of May, the Fund had received about \$113,836, and Brother Dunn expressed hope that lodges and State Associations would continue to respond generously. In addition, he reported making \$1,500 available from the Emergency Fund to Crescent City, Calif., Lodge for assistance needed in the wake of the tidal wave there.

Most of the facts and figures cited in the Grand Exalted Ruler's report appear elsewhere in this Digest. One that does not is the Necrology: 1,026 members of the Grand Lodge died during the year.

The Grand Exalted Ruler's recommendations are as follows: "I strongly urge that the abilities of our chair officers in the Grand Lodge be utilized. These capable men, carefully selected, can make visitations and carry the program of the Grand Exalted Ruler to

many lodges and states when it is physically impossible for the Grand Exalted Ruler to be present.

"That special attention be given to the work of the New Lodge Committee. The work of this group should be expanded and given more financial assistance. The importance of their work cannot be too strongly emphasized.

"That the use of the Membership Control and Club Management Manuals be given a place of vital importance in the clinics of all District Deputies.

"That plans and specifications for all new lodge buildings be filed with the Grand Secretary and be available for inspection and study by building committees planning new homes.

"That our lodges appraise their buildings and properties that they may meet the need today for family participation, so vital to our success.

"That the importance of pre-initiation indoctrination be stressed by our District Deputies.

"Youth Activities should be stressed, for the valuable assistance we give to our young people and the reward of aiding our country by showing our appreciation of their value to us and developing the leaders of tomorrow.

"Contributions to the Elks National Foundation should be encouraged on a broader basis, so that every member can feel that he is a part of this great program of which we are so proud."



JOHN S. McCLELLAND
Chairman

Elks National Memorial and Publication Commission

The Elks National Memorial Building, a superb edifice located in Chicago, Ill., was first dedicated in July, 1926, as a memorial to the Elks who served in World War I, and particularly to those who made the supreme sacrifice in that conflict. Twenty years later it was rededicated to include also those who served, and especially those who died, in World War II.

The Memorial Building is an architectural masterpiece, and it is filled with murals and other artistic embellishments that have drawn widespread praise. It is open to the public, and during the past year more than 26,000 people visited the Building. It has received 2,530,417 visitors since it was erected. Maintenance of the Building, which now costs more than \$80,000 annually, is paid for from the earnings of THE ELKS MAGAZINE.

Some 50,000 Memorial books have been printed, and about 7,000 copies of the latest edition—*The Story of Elkdom*—are still available at \$2.25 per copy. In addition to its historical narrative, the book contains beautiful color pictures of the Building's outstanding features.

THE ELKS MAGAZINE

The biggest job of the Commission is, of course, publishing this Magazine. During the past fiscal year, 16,490,816 copies were printed. Earnings for the year totaled \$331,491.90, nearly \$5,000 more than in the preceding year. Advertising produced \$489,515 of the gross revenue, indicating that it is advertising that makes possible the low subscription price of \$1, while also earning a surplus. The Magazine, in its constant efforts to service advertisers with information as to the market characteristics of our membership, frequently calls on the officers and members of subordinate lodges to supply such information. Their cooperation is earnestly solicited and sincerely appreciated.

In the pages of THE ELKS MAGAZINE, the Commission offers official Elk jewelry, with designs and specifications that are approved by the Grand Lodge. The acceptance of these lapel pins by individuals and by lodges, which frequently confer them as gifts, is testified to by the fact that total net sales for the year amounted to more than \$16,000.

PUBLIC RELATIONS

The public relations program of the Grand Lodge is administered by the Commission. The effort is two-fold: First, and perhaps foremost, is the aid given to the Grand Lodge Committees, State Associations, and subordinate lodges in doing a professional job of publicizing their efforts. The goal, of course, is not publicity à la Hollywood but public support for the Order's programs. This work is also, it is hoped, likely to help with membership recruitment. Secondly, the Public Relations Department is charged with the responsibility of assisting the Grand Exalted Ruler and other Grand Lodge officials in promoting the Benevolent and Protective Order of Elks on a nationwide basis—with essentially the same goals as on the local level.

Toward these ends, the department worked at all levels: Campaigns were planned and publicity was solicited nationally, and State Associations and subordinate lodges were provided with suggested news releases for their own use for all major Elk programs. The department handled publicity for the San Francisco Convention, of course, and highlighted the Order's Americanism program, "Cards for the Handicapped" (in conjunction with the Elks National Service Commission), and the Elks National Foundation, among its major efforts.

SURPLUS EARNINGS OF THE MAGAZINE

After 42 years of publishing, THE ELKS MAGAZINE had earned a total surplus of \$8,995,944.04. This year the Commission voted to turn over \$100,000 to the Grand Lodge, bringing the total contribution to date to \$8,112,130.37. This money has been largely responsible for keeping the per capita tax at a low level, and has aided the Elks National Home, has helped decorate and has maintained the Memorial Building, has contributed to a Grand Lodge Reserve Fund, and in general has provided funds for the financial requirements of the Grand Lodge. This year, a special need arose, and the Commission rose to the occasion: With the establishment of an Elks Disaster Fund in the wake of the Alaska Earthquake, the Commission contributed \$20,000 to that fund.

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



JOHN F. MALLEY
Chairman

Elks National Foundation

The Elks National Foundation reports contributions for the fiscal year ending March 31, 1964, of \$725,127.83. Together with income from sale of securities, this brought the book value

of the principal fund to \$9,320,698.37. Even though the fund is invested conservatively, the latest appraisal of the portfolio gave a market value of \$13,896,060.



Only interest and dividends are used for distributions—and of that money, not a cent goes for administrative expenses. The Grand Lodge takes care of those costs. Distributions for the fiscal year totaled about \$400,000, plus \$2,520 for grants for vocational training from the T. L. Bear Fund and \$2,700 for grants from the Nathan O. Noah Scholarship Trust Fund, both of which are administered by the Foundation Trustees. Following is a summary of Foundation distributions:

DISTRIBUTIONS

State Association Projects—\$85,300. State Associations that have established major projects or are in the process of setting up continuing projects are assisted with Foundation funds. The success of the various State projects is testimony to the wisdom of this policy.

Scholarships allocated to States—\$108,090. In addition to scholarships administered directly by the Foundation Trustees, this amount was allocated to State Associations for distribution at that level.

"Most Valuable Student" awards—\$96,181.65. A national contest, this program provides scholarships ranging from \$1,500 to \$700 to boys and girls across the land.

Grants for special training in treatment of cerebral palsy—\$49,678.60. Scholarships and other aid is given to

qualified applicants to assist them in obtaining professional training in this vital work.

Youth awards—\$9,825. In a program administered by the Grand Lodge Youth Activities Committee, Youth Leadership awards are presented each year to boys and girls who have demonstrated outstanding leadership achievement and potential.

Emergency Educational Fund—\$50,000. The children of any Elk who loses his life or is incapacitated while in good standing, when financial need can be demonstrated, are eligible for assistance through this fund. The Foundation handles applications and disbursements as well as replenishing the fund.

Detailed tables are included in the printed Annual Report of the Elks National Foundation, making it possible for every Elk to see exactly where contributions are coming from and where distributions are being made.

The Trustees express their appreciation to Grand Lodge, State Association, and subordinate lodge officials and to THE ELKS MAGAZINE for support in making their endeavor successful.

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

speeding the recovery of the patient.

The services our committees are called upon to perform are numerous and varied. They include regular visits; assistance in taking patients to special events such as football and baseball games, rodeos, Elk smokers, etc.; escorting wheelchair patients to clinics, recreational activities, and religious services; serving as aides to recreation staffs; serving as instructors for prescribed activities in occupational therapy; performing personal services such as letter writing and shopping; arranging for and presenting live entertainment; and many, many others.

OCCUPATIONAL THERAPY

The value of occupational therapy depends entirely upon the amount and variety of materials with which to work. Expensive leather hides are always in popular demand. Several years ago the California State Elks Association originated a program of gathering skins and pelts during the hunting season and tanning them for distribution to Veterans Hospitals in California. Hide collection programs were soon started in other states, including Montana, Wyoming, Oregon, Nevada, North Dakota, Utah, Arizona, and New Mexico. Donated hides are processed in brilliant colors and supplied to Veterans Hospitals. The State of Massachusetts' leather program differs only in the fact that through contacts made with manufacturing plants, supplies of leather and plastics are donated for presentation to the hospitals.

(Details of additional programs, including the Ohio ceramics program, the used playing card program, and cigarettes to Korea, follow in the printed report.)

DURATION STICKERS AND COURTESY CARDS

The Duration Sticker was designed in 1942 by your Commission to provide a uniform method of assuring that when an Elk serviceman presented a card stating his dues were paid for the duration, there would be no confusion in the mind of anyone examining that card. All cards bearing the sticker should be honored. The stickers are available to all lodges.

Courtesy Cards, issued to blood relatives of members of our Order now serving the Armed Forces who were under 21 years of age at the time of their induction, are still available to all lodges. By presenting a Courtesy Card, duly approved by the lodge's



JAMES T. HALLINAN
Chairman

Elks National Service Commission

The Order of Elks, which prides itself in its constant patriotic enthusiasm, cannot be counted among those who forget. At the end of World War II our Grand Lodge made a solemn pledge: "So long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him." The hospitalized veteran is worthy of our special attention. We were very particular about his physical capabilities when he was asked to bear arms in our defense. It is only fair that we should be equally concerned about his welfare when he finds himself in

the unfortunate position of needing some help from us.

A grateful Government provides the finest in medical and professional care. Unfortunately, this is not enough. Hospital confinement is a protected existence, and the world can slip dangerously far away during the convalescence period. The incentive to survive can become weakened. It is at this stage of the treatment that the Elks and their ladies are welcomed as highly valued members of the hospital team. By bringing the community to the hospital, Elk volunteers and others are



Exalted Ruler and Secretary, these young servicemen can experience the gracious hospitality of our Elks lodges.

To our Brothers and their ladies, who give so unselfishly of their time and talents in the fulfillment of our pledge in Veterans Hospitals throughout the United States, go our profound thanks and appreciation. (The Commission report continues with appreciation expressed to all who have contributed to the fulfillment of its goals—the

Grand Exalted Ruler, the Past Grand Exalted Rulers, Grand Lodge officers and committeemen, States Association officials, lodge officers and committeemen, etc.)

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

constructed in 1916, it stands in all its beauty and majesty, and not only represents but truly exemplifies the great heart of Elkdom. . . . Each resident enjoys the luxury of a palace costing thousands of dollars with the same freedom as if he were the sole owner. Nothing is lacking for the nourishment of the body. . . . Each guest is provided with a comfortable private room. Meals are served in a beautiful and spacious dining room. For entertainment there are the Harper Memorial Theater, a pool and billiard room, a library, a card room, a pitch-and-putt golf course. . . . The Home is under the supervision of Tom Brady. Since his arrival, there has been [an era of satisfaction, both among guests and the Grand Lodge], and this has come about not only through him but also through the assistance of his most gracious and lovely wife Rita. With their warm and cordial approach to human problems, they demonstrate a type of administrative ability that is rarely found anywhere else. Small wonder that the Brothers residing in the Elks National Home call it a "paradise."

The Board of Grand Trustees sincerely invites every Elk to see this "monument of mercy."



EDWIN J. ALEXANDER
Chairman

Board of Grand Trustees

Following the close of the Grand Lodge Session and installation of officers in San Francisco, the Board of Grand Trustees met, organized, and elected Edwin J. Alexander as Chairman; R. Leonard Bush, Vice-Chairman; Edward W. McCabe, Approving Member; Arthur J. Roy, Pensions Member; Nelson E. W. Stuart, Secretary; Joseph F. Bader, Home Member; Raymond C. Dobson, Building Applications Member; and Robert E. Boney, Building Applications Member.

In accordance with the direction of the Grand Lodge, the Board procured and presented suitable testimonials to retiring Grand Exalted Ruler L. A. Donaldson and to retiring Chairman of the Board of Grand Trustees Jacob L. Sherman.

ELKS NATIONAL HOME

(The following is an excerpt of the description of the Elks National Home that appears in the Trustees' Annual Report): Purchased in 1903 and re-



FRANKLIN J. FITZPATRICK

Grand Secretary

BOARD BUSINESS

The Board held meetings during the year as follows: Bedford, Va., in November; Las Vegas, Nev., in February; Bedford, Va., in May; and New York City, starting July 9.

From May 20, 1963, to May 12, 1964, the Board received 242 applications from subordinate lodges requesting approval to purchase, sell, lease, or erect new buildings, make alterations or additions to buildings, and to refinance or mortgage property and construction of new homes, including expenditures for furnishings and equipment, in the amount of \$25,135,238.93.

The membership tables appended to this report cover the period from April 1, 1963, to March 31, 1964. The statements relative to Grand Lodge finances cover the period from June 1, 1963, to May 31, 1964.

During the year ended March 31, our subordinate lodges added to their membership rolls 97,149 by initiation, 16,904 by dimit, and 9,623 by reinstatement. In the same period, 58,797 were dropped from the rolls for non-payment of dues, 87 expelled, 26,168 granted dimits, and 20,461 lost by death. The total membership of the Order as of March 31, 1964, was

1,333,482, showing a net increase of 18,163. The total number of lodges on that date was 2,034.

It is most gratifying to record a continuance of the Order's forward progress in both total membership and number of lodges in existence. Once again these figures are at new record highs, and, with but few exceptions, our lodges continue to prosper financially and increase in activity. Those who have gone before have done their jobs faithfully and well, and the challenge to achieve new heights is now ours.

The Grand Lodge holds in its various



funds United States Government and other securities in the following amounts, at cost:

General Fund.....	\$349,233.95
Reserve Fund.....	741,000.09
Home Fund.....	246,868.92

Current assets of the Grand Lodge are \$2,777,640.67, including \$113,836.15 contributed to the Elks Disaster Fund from all sources in response to the appeal by Grand Exalted Ruler Ronald J. Dunn. Fixed assets are \$1,315,260.83, making the total assets of Grand Lodge \$4,092,901.50.

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

DISPENSATIONS

Granted by Grand Exalted Ruler L. A. Donaldson

DISPENSATION GRANTED	NAME AND NUMBER OF LODGE	INSTITUTED
4-5-63	Sherman, Texas, No. 2280	6-21-63
5-9-63	Colonia, N. J., No. 2282	6-30-63
5-21-63	Laurel, Md., No. 2283	6-28-63
5-21-63	New Port Richey, Fla., No. 2284	6-29-63
5-27-63	Coventry-West Greenwich, R. I., No. 2285	6-9-63
5-29-63	Glenwood Springs, Colo., No. 2286	6-23-63
5-31-63	Worthington, Minn., No. 2287	11-16-63
6-5-63	Sussex, N. J., No. 2288	6-23-63

Granted by Grand Exalted Ruler Ronald J. Dunn

7-24-63	Waverly, Tenn., No. 2289	7-26-63
9-11-63	New Milford, N. J., No. 2290	9-22-63
10-16-63	Sedona, Ariz., No. 2291	11-23-63
10-22-63	Warren, Mich., No. 2292	11-3-63
11-12-63	Beaufort, S. C., No. 2293	12-7-63
12-6-63	St. Charles, Ill., No. 2294	3-15-64
12-30-63	Childersburg, Ala., No. 2295	2-8-64
1-6-64	Rockville, Md., No. 2296	3-1-64
2-11-64	Horseheads, N. Y., No. 2297	4-4-64
2-13-64	South Plainfield, N. J., No. 2298	3-1-64
2-17-64	Clearlake, Cal., No. 2299	4-18-64
3-2-64	Brownwood, Texas, No. 2300	4-26-64
3-6-64	Middlesex, N. J., No. 2301	
3-12-64	Williamsburg, Va., No. 2302	5-16-64
4-8-64	Powell, Wyo., No. 2303	
4-15-64	Closter, N. J., No. 2304	5-3-64
4-22-64	Cherry Hill, N. J., No. 2305	
5-15-64	Jefferson, Iowa, No. 2306	

BENEVOLENT ACTIVITIES

Below is a list of Charitable, Welfare, and Patriotic activities in which subordinate lodges are engaged, together with total moneys expended for the same during the lodge year from April 1, 1963, through March 31, 1964:

ACTIVITIES	AMOUNT
Relief of Members, Widows, Orphans, Dependents, Burials, etc.	\$ 606,110.76
Summer Outings, Camps, and Health Resorts	317,197.39
Cerebral Palsy	642,690.20
Crippled Children	843,139.29

Medical Aid and Hospitals	352,517.99
Care of Needy Families, including Thanksgiving and Christmas Baskets	1,058,140.44
Elks National Foundation	284,207.64
Youth Work (except for scholarships, free textbooks, etc.)	1,112,307.80
Scholarships, Free Textbooks, etc.	459,129.25
Red Cross, Salvation Army, etc.	232,815.06
Veterans' Relief	157,211.68
Flag Day, Constitution Day, Fourth of July, etc.	228,693.04
Miscellaneous	656,137.67
Total	\$6,950,298.21

ACTIVITIES BY STATES

The following table shows the amount expended in Charitable and Welfare work by each State and Special Jurisdiction, during the period from April 1, 1963, to March 31, 1964:

STATE	AMOUNT	STATE	AMOUNT
Alabama	\$ 58,372.91	Nevada	\$ 38,185.67
Alaska	56,450.40	New Hampshire ..	7,083
Arizona	131,616.46	New Jersey	41,924
		New Mexico	10,533
		New York	77,543
		North Carolina ..	13,378
		North Dakota	18,024
		Ohio	55,624
		Oklahoma	11,230
		Oregon	58,041
		Pennsylvania	87,220
		Philippine Islands	336
		Puerto Rico	568
		Rhode Island	7,054
		South Carolina ..	9,876
		South Dakota	12,203
		Tennessee	13,097
		Texas	24,081
		Utah	7,736
		Vermont	6,851
		Virginia	12,996
		Washington	75,934
		West Virginia	20,868
		Wisconsin	24,947
		Wyoming	12,677
		Total	1,333,482

Arkansas	31,859.81	New Jersey	451,090.03
California	1,014,894.93	New Mexico	68,876.11
Canal Zone	9,072.89	New York	397,869.51
Colorado	245,462.07	North Carolina ..	99,004.69
Connecticut	129,892.08	North Dakota	44,856.85
Florida	245,059.88	Ohio	160,180.89
Georgia	218,414.83	Oklahoma	68,829.87
Guam	2,200.00	Oregon	249,524.02
Hawaii	7,225.31	Pennsylvania	316,795.32
Idaho	102,683.65	Philippine Islands	677.09
Illinois	278,549.22	Puerto Rico	534.40
Indiana	180,383.85	Rhode Island	38,752.89
Iowa	68,423.54	South Carolina ..	74,270.57
Kansas	109,716.31	South Dakota	48,641.92
Kentucky	33,640.48	Tennessee	83,565.64
Louisiana	22,139.93	Texas	174,358.33
Maine	23,151.19	Utah	70,526.01
Md., Del., D.C.	291,253.35	Vermont	53,650.58
Massachusetts	175,880.73	Virginia	66,190.27
Michigan	73,608.33	Washington	300,895.06
Minnesota	20,450.49	West Virginia	88,903.96
Mississippi	60,365.78	Wisconsin	100,871.70
Missouri	102,043.35	Wyoming	33,153.87
Montana	111,014.09	Total	\$6,950,298.21
Nebraska			

Membership by States — 1964

State	Membership	State	Membership
Alabama	7,947	Montana	23,901
Alaska	8,042	Nebraska	23,469
Arizona	20,728	Nevada	7,051
Arkansas	3,871	New Hampshire	7,083
California	155,957	New Jersey	41,924
Canal Zone	1,299	New Mexico	10,533
Colorado	33,599	New York	77,543
Connecticut	23,819	North Carolina ..	13,378
Florida	37,581	North Dakota	18,024
Georgia	20,144	Ohio	55,624
Guam	284	Oklahoma	11,230
Hawaii	1,813	Oregon	58,041
Idaho	21,953	Pennsylvania	87,220
Illinois	67,191	Philippine Islands	336
Indiana	50,987	Puerto Rico	568
Iowa	31,959	Rhode Island	7,054
Kansas	27,080	South Carolina ..	9,876
Kentucky	7,236	South Dakota	12,203
Louisiana	3,183	Tennessee	13,097
Maine	5,453	Texas	24,081
Maryland, Delaware, Dist. of Columbia	12,514	Utah	7,736
Massachusetts	42,394	Vermont	6,851
Michigan	52,197	Virginia	12,996
Minnesota	16,105	Washington	75,934
Mississippi	4,085	West Virginia	20,868
Missouri	11,816	Wisconsin	24,947
		Wyoming	12,677
Total	1,333,482		

Membership Gains and Losses by States

Lodge Year Ended March 31, 1964					
State	Gain	Loss	State	Gain	Loss
Alabama		157	Montana	685	
Alaska	219		Nebraska	1,289	
Arizona	99		Nevada	473	
Arkansas	63		New Hampshire	200	
California	2,213		New Jersey	867	
Canal Zone	41		New Mexico	962	
Colorado	550		New York	423	
Connecticut	197		North Carolina ..		18
Florida	483		North Dakota	774	
Georgia	14		Ohio		181
Guam	2		Oklahoma		66
Hawaii	110		Oregon	1,800	
Idaho	357		Pennsylvania		188
Illinois	141		Philippine Islands		2
Indiana	483		Puerto Rico		101
Iowa		867	Rhode Island		75
Kansas	743		South Carolina ..	588	
Kentucky		22	South Dakota	226	
Louisiana	15		Tennessee	517	
Maine		199	Texas	653	
Maryland, Delaware, Dist. of Columbia			Utah	918	
Massachusetts	515		Vermont	249	
Michigan	375		Virginia	416	
Minnesota	306		Washington	2,462	
Mississippi	130		West Virginia	183	
Missouri	316		Wisconsin		793
		35	Wyoming	312	
Gain, 21,118		Loss, 2,955	Net Gain, 18,163		

The foregoing Digest of Annual Reports was prepared by the staff of THE ELKS MAGAZINE from prepared texts of the official reports involved. Each of the complete reports was published in its entirety. In addition, the Grand Exalted Ruler, the Grand Secretary, and the several Chairmen presented supplementary remarks at the Grand Lodge Session held in New York City July 12-16. These remarks appear in the printed Proceedings of the Grand Lodge Session.

ANOTHER FINE YEAR

The call to be a candidate for Grand Exalted Ruler came to Ronald J. Dunn just a few weeks before the San Francisco Convention last year, following the sudden death of Charles C. Bowie of Texas. Under these unfortunate circumstances, Brother Dunn had little time to prepare for the office or to plan special programs designed to promote the Order's progress. Nevertheless, Brother Dunn assumed his responsibilities with determination and discharged them with vigor and imagination, and under his leadership Elksdom has recorded another year of substantial achievement.

Our membership increased by 18,163 to a record 1,333,482. This was the 25th consecutive year in which the Order's membership showed a net gain.

The number of Elks lodges increased by 12 to a total of 2,034, also a record number.

Elks again demonstrated their generous nature by contributing a total of \$725,000 to the Elks National Foundation. These gifts brought the principal of our great nationwide benevolent trust fund to more than \$9,000,000, the income from which—every penny of it—is devoted to the support of Elk benevolences throughout the country.

These are among the evidences of a successful administration, in which Brother Dunn can take justified pride while modestly disclaiming the credit, for, as he correctly pointed out, a year's results are

not to be credited to one man but to the efforts of many.

On the other hand, the part that the leader plays must not be brushed lightly aside, for while leadership is an elusive element that is hard to define, it is easily recognized when it is in evidence and sorely missed when it is absent. During Ronald J. Dunn's administration it was greatly in evidence.

In the tragic death of President Kennedy and on other occasions when he was required to act as spokesman for the Order, Brother Dunn did so with dignity that reflected great credit upon Elksdom. His prompt actions to bring aid and comfort to our Brothers in Alaska after the devastation of earthquake and tidal wave demonstrated his capacity to command in a crisis. As chief executive of the Order, he has been faithful to his responsibilities, never hesitating to perform his duties even when a duty was unpleasant.

With tireless dedication, he has traveled to all sections of the country including Alaska and Hawaii, visiting lodges and attending State Association meetings in furtherance of the fraternal, patriotic, and benevolent objectives of our great Order. But then, he has been serving Elksdom in one capacity or another for 35 years, and it is safe to predict that, as a Past Grand Exalted Ruler, he will continue to devote his great talents to the Order of Elks.

Craftsmen's Resurgence

As with most things in this life, machines are best taken as they are, the good along with the bad—a philosophical acceptance that does not rule out the possibility of improvement but does exclude useless grumbling as well as abject surrender. As a matter of fact, so far as we are concerned, the good that flows from machines far outweighs whatever bad accompanies it. For that reason, we have always held a friendly feeling, mixed with a great deal of respect, for machines. Despite this rapport, on our side at least, we have experienced vague stirrings of uneasiness from time to time at the growing ascendancy of the machine vis-à-vis man, wondering how it would all end. We think we have the answer now, and it is our bet that the victory laurels will go to man.

What encouraged this reassuring conviction was the recent meeting in New York City of the first World Congress of Craftsmen. While not precisely a counterattack on the machine, the Con-

gress did have as an overriding purpose keeping machines in their place and keeping a place in this world for craftsmen and an appreciation for the stimulating qualities of one-of-a-kind craftsmanship as opposed to mass-produced products.

The central message of the Congress was that handcraftsmanship—far from dying—is undergoing a robust growth throughout the world. This was evidenced by the fact that more than 800 artisans from nearly 60 countries attended the Congress to exhibit their products and to encourage interest in handcraftsmanship. Furthermore, its vigorous resurgence is not just as a hobby or for its therapeutic value, important though both of these are. More significantly, craftsmen around the world are finding a growing market for their products in competition with the products of our computerized, automated assembly lines. The sample products proudly displayed at the World Congress were as varied as the craftsmen themselves and represented just about every medium that mankind

has employed from the beginning of time to make articles that were useful, beautiful, or both.

All of this is testimony to the ineradicable spirit of individualism in mankind, to his capacity to resist the most carefully organized campaigns to compel his conformity to mass standards, whether they are in art, literature, or tablecloths. In a society where material well-being is dependent upon mass production, the pressures toward sameness are great and inevitable. This is all the more reason that they should be resisted at every turn, and all of us should be grateful to those who organized the World Congress of Craftsmen and to the craftsmen who responded by taking themselves and their products to New York in lively witness to the high value that man places on the unique, and to his respect for the handcrafted product because it contains a part of another human being.

We salute the world's craftsmen and wish them well, for our sake as well as theirs.

NO MAN'S LAND

For ten years, Smokey Bear's forest fire prevention program improved, making better and better records. While the number of visitors to the great outdoors increased tenfold, the number of man-caused fires decreased from 210,000 per year to 100,000 and the burned acres dropped from 30-million to about 4-million.

Then it happened. Unusually dry weather conditions across the country and for the first time in a decade, the number of fires and amount of fire damage jumped. Please do your part. Whenever you are outdoors, be very, very careful with all matches, fires and smokes. Don't help turn a living forest into a No Man's Land.



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