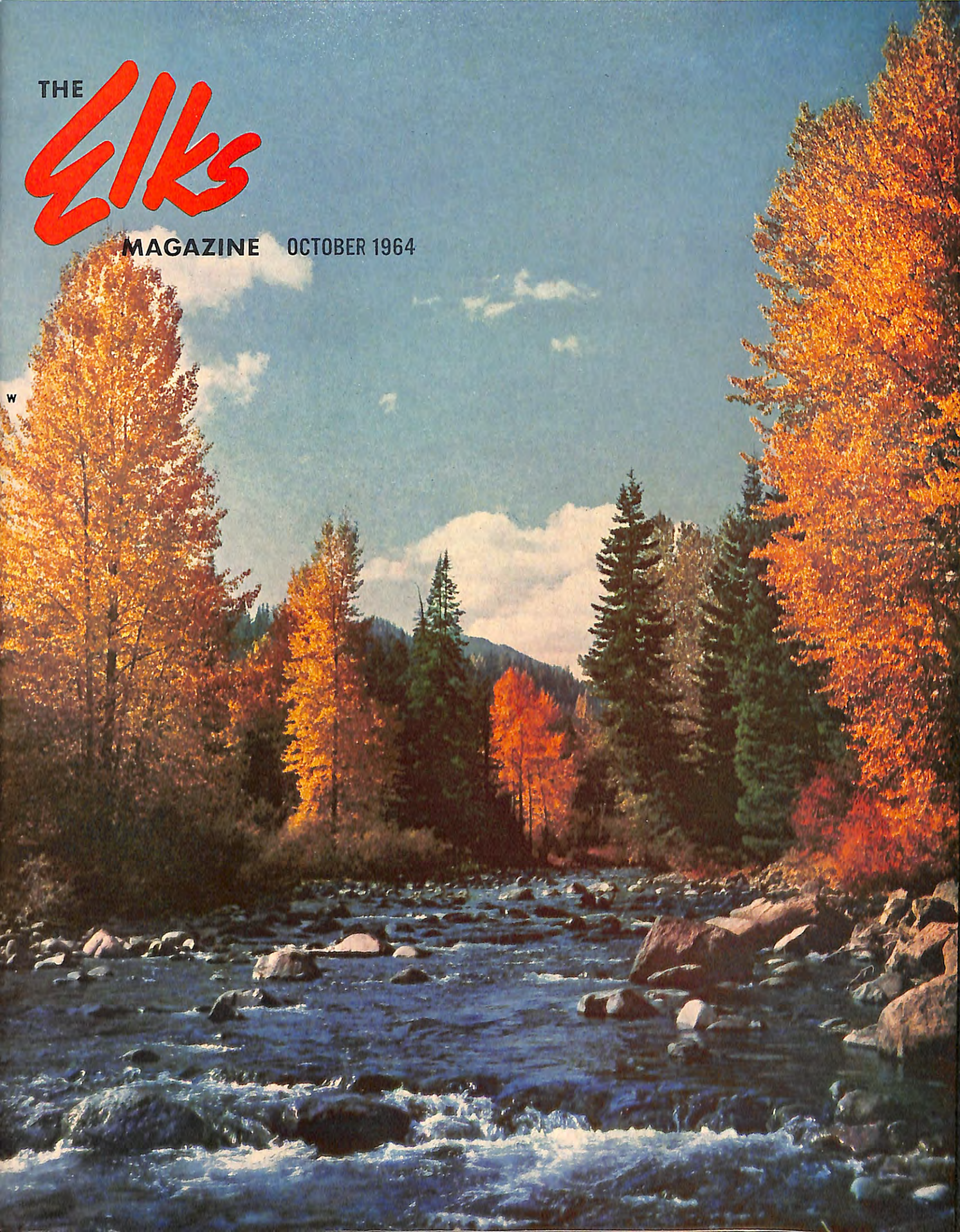


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MAGAZINE OCTOBER 1964



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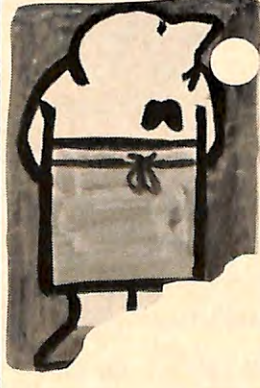
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THE ELKS MAGAZINE

VOL. 43 NO. 5

OCTOBER 1964

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

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"Thoughts on Leadership"—A Message from the Grand Exalted Ruler.....	4
Grand Lodge Officers and Committeemen.....	6
Elks National Service Commission.....	7
What's New? Plenty!.....	GARDNER SOULE 8
Hunter, Spare My Cow!.....	REX R. GOGERTY 10
Elks National Foundation Scholarship Awards.....	12
For Rent: You Name It.....	CHARLES PETZOLD 13
For Elks Who Travel.....	JERRY HULSE 14
Tom Wrigley Writes from Washington.....	16
News of the Lodges.....	20
Ring the Freedom Bell.....	27
Elks Family Shopper.....	28
Elks National Foundation—"The Joy of Giving".....	38
News of the State Associations.....	42
Elks National Youth Day.....	48
Flag Day 1964.....	50
Freedom's Facts.....	55
Family Affair—1964.....	56
The Elks Magazine Editorials.....	60



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POSTMASTER: Send notices of address corrections to:
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THE ELKS MAGAZINE, Volume 43, No. 5, October, 1964. Published monthly at McCall Street, Dayton, Ohio, by the Benevolent and Protective Order of Elks of the United States of America. Second class postage paid at Dayton, Ohio, and at New York, N. Y. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1922. Printed in Dayton, Ohio, U.S.A. Single copy price, 20 cents. Subscription price in the United States and its Possessions, for Elks \$1.00 a year, for non-Elks, \$2.00 a year; for Canadian postage, add 50 cents a year; for foreign postage, add \$1.00 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this magazine assumes no responsibility for their safety.

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Any One of These SMART-MONEY SECRETS Can Make You \$20,000, \$50,000, Even \$100,000 This Year Alone!

**They've Turned \$1,000 Into \$10,000 in Less Than
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Yet the odds are that you're not familiar with a single one of them today! Take this sixty-second test right now, and see how your money-making skill stacks up against America's top operators!

1) There are at least four ways to buy a going business with absolutely no cash, and without borrowing one cent from a bank! Can you name them?

2) At what point do smart-money men start selling stocks that are still going up?

3) Every day, opportunities arise where you can make a life-long annuity, without investing a cent, simply by making a phone call! Do you know how to detect and exploit them?

4) Where in your daily newspaper — and not in the financial pages — is the best source of 100% or better profit deals?

5) Can you name the five Bonus Sources of income you should get from your business deals — where other people pay you to let them make money!

6) Three tiny mistakes in negotiation mark you as a "patsy" to smart-money men! Do you know how to avoid them?

7) And most important of all, there are at least four simple demands that you should make in speculative deals that almost certainly guarantee you a profit! Do you know what they are, and exactly when you should make them?

Welcome to the World of the Insider!

Let us be perfectly frank! The seven SMART-MONEY SECRETS you have just read — plus those you will learn about in a moment — have this one incredible feature in common!

THEY LET OTHER PEOPLE HELP YOU EARN YOUR FORTUNE! They actually multiply the power of the money you own today AS MUCH AS ONE HUNDRED TO ONE HUNDRED AND FIFTY TIMES!

They are an entirely different way of thinking about money than you are aware of today! They are the wonder-working "Insider Techniques" that you have been hearing rumors about for years! They have already been used, time and time again, in Wall Street, in real estate, in dozens of other businesses all over America, to literally build million-dollar fortunes from pennies!

There are three definite skills that make up this art! Here they are — just as you can be taught them next weekend without risking a penny! Here are the abilities you can build into your brain in a single weekend!

1) How to Spot Opportunities The Instant They Arise!

The four Golden Rules that prac-

tically equip you with "Money-Making Radar"! Let you cash in on cream deals that constantly arise right around your own corner! Split-second bonanzas so subtle that the ordinary man never even sees them at all — where you can scoop up an extra \$2,000 to \$10,000 investing almost none of your own money, just by going through a simple legal procedure!

For example, you'll learn how easy it is to pick up inventories of bankrupt firms at a fraction of their true value, and then quickly dispose of them at a profit of 200% to 400%! How you can buy up accounts receivable for as little as 10¢ on the dollar — then collect 60¢ to 70¢ on the dollar!

Here is a complete guide to the fabulous new boom areas in real estate! Quick-profit bargains that are opening up every day — where you can buy far under the fair market value — realize as much as 30% or better annual return on your money — and then sell out in the next spectacular rise for thousands of dollars for every hundred you put in, and all at capital gains — or even income-tax exempt!

Yes! And here's a section on fantastic profits in stock market speculations, on following the promoters into the big money, that's really going to lift you off your chair! Here are the tip-off phrases of the trading room — the hidden rules in buying over-the-counter stocks — exactly when to get in, and when to get out!

Plus an inside look at brand-new, little-known situations where the growth possibilities are positively astronomical! Including an eye-opening, pot-of-gold rundown of insurance stocks by a man who has already founded FOUR companies!

But these Golden Rules of buying-in right, of getting inside prices, of picking up rock-bottom bargains are still only the beginning!

2) How to use Borrowed Money to Finance Your Ideas!

Now come the techniques of adding up to \$99 of outside money to every \$1 that you use of your own!

How to own the lion's share of the deal, even though up to 99% of the risk capital is advanced by others! How to sell off non-control portions to large investors, so that you put up almost nothing more than the basic idea and your own management!

How to create credit! How to take money borrowed at 3% to 4 1/2%, and bring in up to 36% on it! How to take that more personal net profit each year than your full investment!

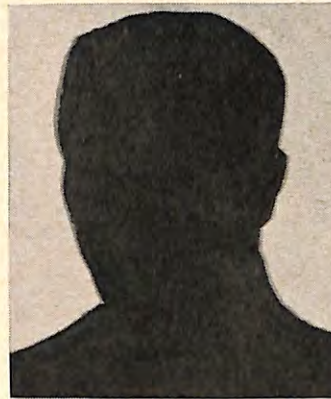
How to turn somebody else's "must-sell" business into a fat capital-gain for yourself — investing only a small fraction of the real worth of that business to gain complete control of it — plus earning 50% or more each year on your investment before you decide to cash in!

How to turn business opportunities into royalty checks, even if you don't go into them yourself! How to make your own speculative business ideas pay you a guaranteed profit or a hefty weekly salary, or a personal percentage of the gross — IN MANY CASES STARTING SIX FULL MONTHS OR MORE BEFORE THEY ARE EVEN BROUGHT OUT ON THE MARKET!

And this is still just the beginning!

3) How to Pyramid Your Capital Overnight!

How to bring that profit home! How to sell out, cut taxes to the bone, and



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Mr. Appelman is the author of the almost-incredible total of forty-six technical volumes on insurance, economics, estate planning, financial security, etc. In addition, he has written articles appearing in one hundred and forty publications, and he has been a regular contributor to both the Encyclopedia Britannica and World Book Encyclopedia for many years!

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Thoughts on Leadership



Good leadership is a necessity for the success of any organization, and that most certainly includes the Order of Elks. Leadership is the driving force without which group effort cannot succeed. I have a deep-rooted conviction that we should pay closer attention to the choice of leaders in our lodges, and to the development of good leadership material.

Every Elk officer or committeeman in subordinate lodge, State Association, and Grand Lodge is a leader, chosen by his Brothers for a particular task. Stated another way, he is presumed to be a leader. The soundness of that presumption will be tested by what he does in the position to which he has been called.

It is lack of good leadership that is at the root of the trouble in any lodge that is not doing well. It was bad leadership that brought the lodge down. On the other hand, only strong leadership can turn a poor lodge around and put it on the upward path. When a lodge is prosperous and successful, if you look you will find that it is guided by strong leadership. It should be our conscious aim at all times to provide the leadership needed to keep our lodges in sound condition, which is easier than rehabilitating a lodge.

If you are one of our Elk leaders—at any level of Elkdom—the responsibility is squarely on you. If there is some condition in your lodge that needs correction, you no doubt know about it. You have the authority, the ability, and the opportunity to do something about it. As a leader, your lodge expects you to assume your responsibility.

If you are a member without official position, I urge you to use your influence to the fullest possible extent to bring about the election and appointment of good leaders—men who have a conscious regard for helping others, men who believe in Elkdom, men who have a feeling for our Order and the many wonderful things that it does to help the unfortunate, to better our communities and our nation.

Because we have had fine leadership in the past, our Order has grown strong and acquired great respect throughout America. But times have changed, and the burdens of leadership are heavier, the demands greater today than at any time in the past. More is at stake today. It is imperative that we choose the very best men for positions of leadership in our lodges, and also that we give our support and encouragement to them. Right now, as our fall activities are getting under way, is a good time for all of us to give serious attention to the subject of leadership, well ahead of next year's lodge elections.

A handwritten signature in cursive script that reads "Robert G. Pruitt".

Robert G. Pruitt, *Grand Exalted Ruler*

Of all the glasses
that will be filled tonight,
more will hold Seagram's
7 Crown than any other whiskey.
It's the Sure One. The
taste is that impressive —
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Long drink or short, sweet
or sour.



Seagram's 7—The Sure One—never lets you down

Leather Story



At Butte, Montana, some of the 1,283 cow and game hides provided by Montana's Southwest lodges are loaded for shipment to Los Angeles for processing. Left to right are, foreground, State Vice-Pres. William Flink of Deer Lodge; Chairman C. J. Davis, Evan Nielson and Jack Gunter of Butte; Deer Lodge P.E.R. Jack Sommers, and Jack Cavanaugh and P.E.R. Chester A. McQuinn of Butte. Background: Charles Krall, Oliver Steele, P.E.R. Clyde Carpino, Robert Anderson, Arthur Schmidt and William Holton, all of Butte. Other lodges involved are Virginia City, Helena, Anaconda, Dillon and Bozeman.



This photograph marks the delivery of tanned leather to the Fort Douglas VA Hospital in Salt Lake City, Utah, by local Elks acting for the State Association's Hides Committee. Left to right are Vice-Chairman Tom Hawkes, Chairman George Weir, Vice-Chairman George Henson and Betty White, Occupational Therapy Director. All but one of Utah's lodges participated in the program which brought in 417 tanned game hides. With 354 cull hides sold, and \$100 donated by Salt Lake Elk Frank Zimmerman, 200 square feet of tooling leather were turned over to the hospital, together with 700 square feet of top grain cowhide in five colors, and 323 square feet in splits in five colors.



Fort Worth, Texas, Lodge is providing a great deal of material for the use of patients at the U. S. Public Health Service Hospital there. Pictured at left are the hands of two of the patients whose skill in leathercraft and ceramics is being developed through the Elks' generosity.



Clarksburg, W. Va., Lodge presents leather to the Veterans Hospital in that community. Left to right, E.R. Bruce G. Wells, 1963-64 State Pres. Frank F. Martin, Nurse Agatha Donahue, State Elks Committee Chairman Wm. T. Perri and Hospital Director Dr. A. E. Pugh.



Depicting the leather presentation at the Veterans Hospital in Denver, Colo., is this photograph in which Roy Rickus and Ralph Bartlett of the Hospital staff appear at left and right, with Littleton E.R. Clifford E. Funk, sixth from left, and a patient, Steve Liberty, a member of Lamar Lodge, on his right. Third from right is Jack Blue who entertains regularly at the hospital. Others include Littleton Lodge's Veterans Committeemen with Chairman J. C. Kreiling, fifth from right.

What's New?

A science writer compares a "world of tomorrow" article from THE ELKS MAGAZINE of about

MYRON M. STEARNS was absolutely right.

In the June, 1935, issue of THE ELKS MAGAZINE, Stearns predicted that the typical businessman of the mid-1960s, would work in a pleasantly cool office even during the hottest days of the summer. "His whole building is air-conditioned," Stearns wrote.

Air conditioning is commonplace today. But when Stearns wrote his article, the widespread use of air conditioning seemed as remote a development as close-up photos of the moon.

Myron Stearns' article of nearly 30 years ago described a world of tomorrow—our world of today—so accurately in many aspects that it can be said to be one of the most remarkable magazine stories ever published.

For instance, Stearns foresaw adjustable, bright-to-dim lighting, the kind that can be installed in your home today.

In a time of 150-mile-an-hour transport airplanes, and not very many of them at that, Stearns foretold today's plane speeds. "We may expect," he wrote, "to see huge airliners making sub-stratosphere flights at five, or six, or seven, or . . . more, miles per minute." I'll bet the 1930s produced no

more accurate prediction of today's transcontinental passenger jets (565 m.p.h.). The brand-new three-engine Boeing 727 has been doing 680.

With almost uncanny accuracy, Stearns vowed that by the 1960s your life expectancy would be exactly where the Government says it is—more than 70 years. However, Stearns did make a few miscalculations.

For instance, he predicted that his typical businessman, whom he called John Garrison, would "shave" by merely wiping off his whiskers with water and a chemical. Well, we haven't reached this tonsorial plateau yet, but we do have the cordless electric razor.

It's time to update Myron Stearns' "John Garrison." He'll have to shave with steel, not chemicals, for some time to come, but his world is rather fantastic right now and will be infinitely more so as time—and science—march on. But it no longer seems wise to try to predict the future as Stearns did. I would risk looking very foolish if I were to try to describe the world of, say, 1990. Instead, having spent much of the past year looking over the enormous gains in scientific knowledge and product development that have been taking place, I'll report on a few of the

achievements—actual and imminent—that would make Myron Stearns of the '30s blink in disbelief.

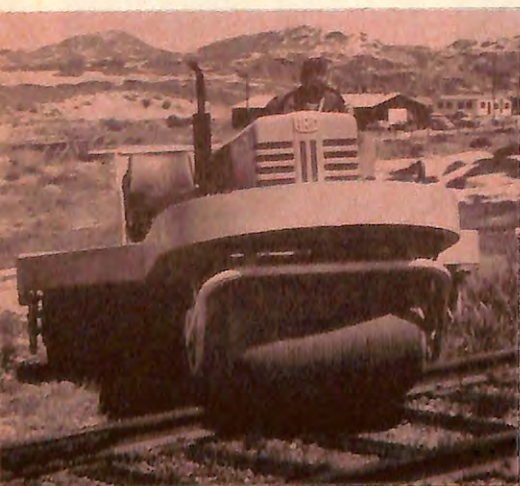
What I have learned makes me agree with Dean John J. McKetta of the University of Texas' College of Engineering that today's revolution in science and engineering "will take this nation and the world to undreamt-of and unbelievable heights in the few years ahead."

It also makes me agree with D. Maxwell Teague of Chrysler: "Within the next 25 years our way of life will change as significantly as it has been changed from 1900 until now."

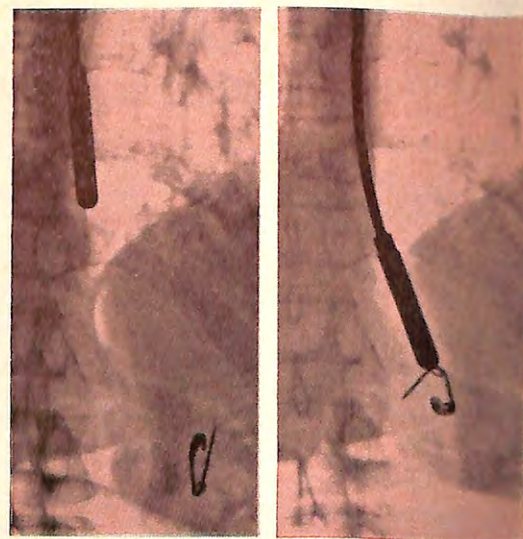
No one, of course, can tell you exactly when a particular development will occur. But occur they will; research is moving faster and in more directions than ever. For example:

A new kind of battery. Exide has one that, like an automobile battery, you can carry anywhere—even when out camping. Imagine roughing it with an electric blanket.

In the near future, flat tires will be no problem. B. F. Goodrich has a new kind of spare tire, not yet on sale, that can be kept in the glove compartment of your car and inflated with an aerosol bottle. It may be added to future



Prosaic in comparison with a supersonic aircraft or hydrofoil boat, nonetheless the Rolligon tractor is a big step forward in solving the problem of achieving go-anywhere capability. Various applications are currently being experimented with.



Above: Actual X rays of the on-off medical magnet in use, retrieving a pin blunt end up. Left: These "eye-glasses" are connected to a computer, analyzing eye movements in order to aid in proper diagnosis.

Plenty!

By GARDNER SOULE

three decades ago with the "world of tomorrow" that surrounds him today

automobiles as original equipment.

This is strictly an emergency tire. You put it on when you get a flat and use it until you're able to get another regular-duty tire. Its service qualities are remarkable, however, since you'll be able to drive on it up to several thousand miles.

The Department of Agriculture announces a new fire-resistant exterior house paint. And you may get your home heating and electricity right out of the ground. Heat and power without coal, oil, or gas?

Yes, this year, the Pure Oil Company started getting steam from the world's biggest and deepest steam well—near the Salton Sea—in Southern California.

Although it's believed there is a good deal of steam in the earth, in the United States previously there was only one known natural steam well. That was near San Francisco. Abroad, only Italy and New Zealand have discovered such wells.

Digging down 8,100 feet, Pure Oil hit 800-degree steam in a 15-square-mile field. "By far the most spectacular discovery of geothermal energy in the U.S.," the company says, "and perhaps the world."

Homes may be heated in other ways: By solar energy (getting heat directly from the sun) or by heat pump (taking heat out of the outside air or ground for utilization indoors.)

In the future, you'll probably be able to answer your phone when away from home. The Chromalloy Corporation is now testing a Pocketfone. When your home phone rings and if you're within a two-mile radius, a buzzer will sound in your pocket. You'll answer the call via a shirt-pocket, two-way radio.

Window glass will do the work of shades, drapes, blinds, curtains, and awnings. A chemical added to glass will turn it dark when exposed to bright light. The process reverses on cloudy days.

The same principle will be utilized with your eyeglasses, which will combine their function with that of sunglasses. This chameleon-like process is being developed by the American Cyanamid Company. It may sound like magic, but actually the process has a mundane explanation. It's the result of the research quest to find some use for chemicals that were formerly thought to be "useless" because they were unstable; they changed color.

Another bit of seeming magic has

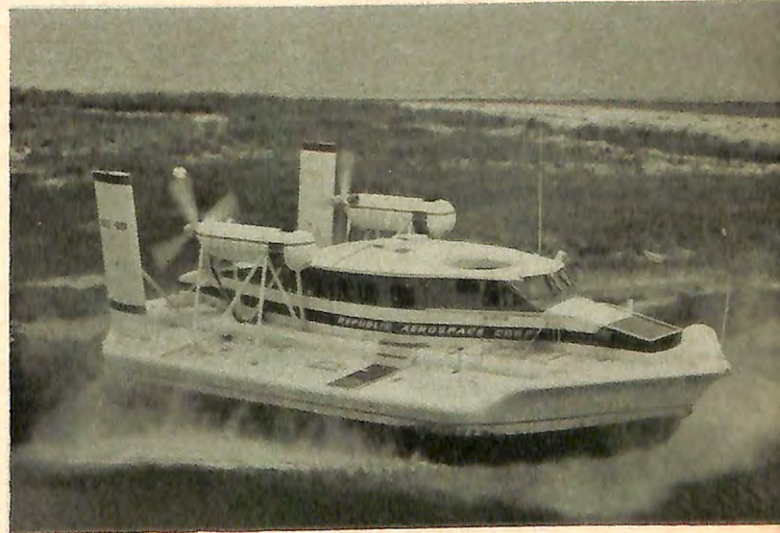
just been developed: now-you-see-it, now-you-don't paper. A Philadelphia concern has perfected a paper that completely dissolves in water.

It seems paradoxical that in the breathtaking world of tomorrow we'll have an improved version of one of man's oldest and relatively primitive weapons—the bow and arrow. In a Smithsonian Institution report, Northwestern University's Paul E. Klopsteg has stated that new plastic and glass-fiber bows and aluminum-alloy arrows will put archers in the Robin-Hood class.

During the next decade we'll see the development of many new cordless electric devices. Unfettered portability is the aim here. We're already enjoying cordless radios, shavers, kitchen mixers, drills, toothbrushes, etc.

Upcoming, according to General Electric's George L. Haller, vice-president for advanced technology: cordless saws, sanders, hedge clippers, lawnmowers, vacuum cleaners, lamps, hair-dryers, and heated sleeping bags. All of these appliances are and will be made practical by a nickel-cadmium battery that you'll be able to recharge hundreds of times.

(Continued on page 51)



Left: They once scoffed at the idea that baseball could be played at night. What would the scoffers of that era say if they could see people playing golf at night? Above: At an altitude of three feet, a hovercraft demonstrates its ability to go from land to water. In various forms, it is likely to become as familiar as the automobile is today.



Hunter, Spare My Cow!

By REX R. GOGERTY

ILLUSTRATED BY HOWARD MUNCE

A Midwestern farmer takes aim at some of the thoughtless, dangerous, and careless hunting practices he witnesses

OUT HERE in the middle of Iowa, pheasants are plentiful—and so are hunters. I've watched a lot of both species from a tractor seat. The pheasants I like; most of the hunters, too. But I do have a few sincere complaints—call it constructive criticism—that may bring you closer to your farmer-host . . . and to the game.

Some hunters seem to regard the average farm as a handy game refuge where anything goes. Breaking down fences, tromping down crops, scattering livestock, and skybusting game birds have become common sins of the

uncommon hunter. It's a darn shame.

I'm just sportsman enough to know that 95 percent of the urban hunters are guilty only by association and are, in fact, right guys. The extreme cases of wanton disregard of property and wildlife, though caused by a small minority, are a mark against novice and veteran alike.

This moron fringe will zero in on any target from a Bantam rooster to the barn cupola—especially after a poor day afield. One of my neighbors lost a choice pasture calf to one of these horizon sweepers last year, so hunters are about as popular with him as a hail storm in July.

I live out here with the pheasants and farmers the year 'round. Believe me, these stories spread—and often grow, like fish, with the telling. Flagrant violations are the cause of a lot of "No Hunting or Trespassing" signs being tacked up on your best hunting grounds.

What can you, the average hunter, do about these shotgun showoffs?

Let's bring the problem out into the open. Let's talk about it with game officials and other sportsmen at the local

gun club, on hunting trips, at card games, or over the coffee when you're describing that impossible shot you made last season. Stir up the boys a little. When they realize the antics of a carefree few are costing everybody plenty of ducks, quail, pheasants, and deer, they may start preaching the straight and narrow and watching for trespassers in the ranks.

Discuss the problem with the man out on the acres, too. I'm inclined to be a lot more gracious with a hunter who calls a spade a spade and shows a lot of common sense. If a man asks which field the cattle are in and shows some concern for my running and rolling stock, I figure he's a safe bet. Most farmers I've talked to endorse this ask-questions-shoot-later method.

Even veteran hunters can fall off the good neighbors' wagon occasionally. Little things like leaving gates open, disregarding standing crops, tossing beer cans and shell boxes around don't make any more sense in a man's field than they do in your own back yard. Most of us sodbusters take pride in neat farmsteads or weed-free pastures. The farm is our office and home com-

bined, and we'll be obliged if you pass the word to the litterbugs in your party.

The biggest complaint of all is the one most publicized: hunting without permission. It's not only illegal; it's downright unnecessary.

Hunters have walked within flushing distance as I picked corn and never waved, to say nothing of asking permission. Last season two men highballed down our country road at 10 miles per hour ("hunting the ditches" is a common practice on blustery days). They stopped only long enough to shoot and retrieve a pheasant in my driveway.

Hunting by permission is becoming a common procedure in many areas, simply because it makes good sense. Most farmers are just stubborn enough to want to be consulted, and most hunters are decent enough to ask. Besides, a friend may have spoken for a particular area weeks before, or maybe there are other obstacles—a mean bull or roaming children.

If you don't have a farm background, how do you acquire rural friends—short of marrying the farmer's daughter or joining the Grange?

You might try a pre-season letter-writing campaign to that second cousin or friend-of-a-friend down on the farm. Or you can stop in with the family on a summer Sunday if you live nearby, or

during your vacation. Some visitors on my acres this year were high school chums of 20 years ago who returned to inquire about an increase in the family—and, coincidentally, the local pheasant population.

Reputable companies will supply you with a "sportsman's identification certificate." This wallet-size visa helps get you past the gate and assures your potential host that you're a responsible hunter.

On opening day of the pheasant season last year, a Des Moines restaurateur requested permission to hunt my fields. He also invited me to stop in for coffee and a sandwich on my next trip to Des Moines. Bribery isn't necessary, but this hunter's goodwill certainly assured him of a reserved seat for next year's show. Most of us farmers are just old-fashioned enough to take a lot of stock in neighborliness.

On the other side of the coin: Farmers aren't completely blameless in this seasonal civil war. They're often stingy with the game nature has provided, suspicious of all urban hunters, and vociferous in proclaiming hunter vandalism.

But even some of the more extreme ones are beginning to take down their no-trespassing signs. They see in this new era of farm-city cooperation a real need for the annual harvest of game—

and for hunters and better attitudes toward them. This is another way to improve the "farm image," an opportunity to advertise and market our products.

Some of the cooperation campaigns are good public relations for both camps. "Pheasants for Veterans," "Welcome Hunter" campaigns, and local breakfasts for hunters are helping bridge the gap between farm and city.

As an average farmer, I'm concerned about the bad feeling that remains. As a conservationist, I'm convinced our supply of game is adequate for every true sportsman to enjoy. Few farmers now cling to the old adage, "we feed the game and they kill it."

Wildlife is a year-round and ever-changing spectacle for me and my family. As urban sprawl continues and the back country becomes more accessible, our farms are becoming the last natural outpost of field sport. We need genuine cooperation now to maintain these recreational areas for ourselves and future generations.

I've never refused a man the right to hunt on my land or posted a "no hunting" sign, and I don't see any need for it now.

I do see a real need for more true sportsmen in hunting and agriculture who ask for no favors, no glory, but only to be met halfway. • •

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Elks National Foundation Scholarship Awards

THE ELKS NATIONAL FOUNDATION Trustees announce that \$110,000 in scholarship awards will be distributed at the 1965 Grand Lodge Session. This announcement of the "Most Valuable Student" awards should be of interest to students of every community who are leaders in their schools and colleges. For the 31st year these awards will make it possible for many superior students to continue their college courses under favorable circumstances. The awards offered this year are:

	BOYS	GIRLS
First Award	\$ 1,500	\$ 1,500
Second Award	1,400	1,400
Third Award	1,300	1,300
Fourth Award	1,200	1,200
Fifth Award	1,100	1,100
Sixth Award	1,000	1,000
Five Awards @ \$900	4,500	4,500
Ten Awards @ \$800	8,000	8,000
Fifty Awards @ \$700	35,000	35,000
	-----	-----
	\$55,000	\$55,000

ELIGIBILITY

Any student in the graduating class of a high or college preparatory school, or in any undergraduate class (except senior) of a recognized college, who is a citizen of the United States of America and resident within the jurisdiction of the Order, may file an application.

MERIT STANDARDS

Scholarship, citizenship, personality, leadership, perseverance, resourcefulness, patriotism, general worthiness, and financial need are the criteria by which applicants will be judged.

FORM OF APPLICATION

The Foundation Trustees furnish a blank entitled "Memorandum of Required Facts" which must be filled out in typewriting and made a part of the student's presentation. The Trustees do not furnish any other blank nor do they insist on any special form of application. Experience has shown that the interests of the applicant are advanced and the time of the Trustees is conserved by orderly, concise, and chronological presentation on paper approximately 8½" x 11" (the usual business-letter size), bound neatly at the left side in a standard binder or cover (8½" x 11½") which can be procured at any stationery store. Remove all letters from envelopes and *bind the letters flat*. Exhibits evidencing notable achievements in leadership, literature, athletics, dramatics, community service, or other activities may be attached, but the applicant should avoid submitting repetitious accounts of the same aptitude. *Elaborate presentation is unnecessary*. Careless presentation definitely handicaps the applicant.

The bound application, with exhibits and letters, *must not weigh more than ten ounces*.

In addition to the "Memorandum of Required Facts" which should be first in the cover, we suggest as essential details the following, preferably in the order indicated:

1. Recent photograph of the applicant (not a snapshot).
2. A statement of not more than 300 words prepared by the applicant summarizing activities, accomplishments, and objective of further education which the applicant thinks qualify him for one of the scholarship awards.
3. A letter of not over 200 words from a parent or other person having knowledge of the facts, presenting a picture

of the family situation, and showing the applicant's need for financial assistance to continue in school.

4. The applicant's educational history *from first year of high or college preparatory school* to date of application, supported by school certificates signed by the proper school authority, showing the courses taken, the grades received, and the rank of the applicant in the class. The different methods of grading in the schools of the country make it desirable that the school authority, in addition to furnishing the formal certificates, state the applicant's average in figures on the basis of 100 per cent for perfect and applicant's relative rank in class.

5. A comprehensive letter of recommendation covering character, personality, and scholarship of the applicant from at least one person in authority in each school.

6. Two or three letters of endorsement from responsible persons not related to applicant.

The Exalted Ruler or Secretary of the subordinate lodge in the jurisdiction of which the applicant is resident must sign the lodge endorsement (printed upon the application blank) certifying that he has reviewed the application and verifies the substantial accuracy of the statements.

Applications that do not conform substantially to the foregoing requirements will not be considered.

Only students of outstanding merit, who show an appreciation of the value of an education and who are willing to struggle to achieve success, have a chance to win our awards. Experience indicates that a scholarship rating of 90 per cent or better and a relative standing in the upper 5 per cent of the applicant's class are necessary to make the group that will be given final consideration for the awards.

All scholarships are in the form of certificates of award conditioned upon the enrollment of the student in an undergraduate course in a recognized college or university. Upon receipt of notice of enrollment from proper officials, an Elks National Foundation check for the amount of the award will be forwarded to the college or university to establish a credit for the student.

A student is entitled to receive only one Elks National Foundation Scholarship for any one college year. Acceptance by a student of scholarship assistance in excess of \$1,500 a year from any other source will cancel any award to which the student may become entitled under this offer. Loans which student is obliged to repay or compensation for service performed are not considered in this calculation.

FILING OF APPLICATIONS

The application, verified by the proper subordinate lodge officer, must be filed on or before March 1, 1965, with the Secretary of the State Elks Association of the State in which the applicant is resident, in order that it may be judged by the Scholarship Committee of said Association and, if approved as one of the quota of applications allotted to the State, be forwarded to our Chairman not later than April 1, 1965.

The officers of the subordinate lodges are requested to give notice of this offer to the principals of the high and preparatory schools and the deans of the colleges in their vicinity, and to cause this announcement to be published in the lodge bulletin. Members are requested to bring this announcement to the attention of qualified students.

Requests for blanks and other information should be addressed to John F. Malley, Chairman, 40 Court Street, Boston, Massachusetts, 02108.

ELKS NATIONAL FOUNDATION TRUSTEES

APPLICATIONS MUST BE FILED BEFORE MARCH 1, 1965 • *The National Association of Secondary-School Principals has placed this contest on the Approved List of National Contests and Activities for 1964-65*



For Rent: YOU NAME IT

By **CHARLES PETZOLD**

Need a thingamajig? You needn't buy one of your own; almost certainly it can be rented

AN OBSOLETE SHOTGUN, painted an appropriate off-white, is the unlikely item on display in the window of an Omaha rental store. How come? Well, for a buck a day, it can be rented for shotgun weddings.

And in Austin, Texas, a rental store features an old Swedish executioner's ax. Its sharp and strong blade is stained a dead-giveaway brown. It rents for \$10 a day.

Actually, shotgun-wedding shotguns and Swedish executioners' axes don't find many takers—they're intended as promotion gimmicks—but there are renters for just about every other conceivable item—be it a delicate camera or a heavy-duty concrete mixer.

The status symbol of ownership is losing some of its luster, and equipment rental is fast becoming an accepted standard with the American public. This has come about because we're all using a lot more equipment these days than most of us could ever hope—much less want—to own.

For example, it wouldn't be very practical to buy a fully equipped houseboat to use on a one-week vacation. But families now can take an unusual holiday cruise on the Mississippi by renting a fully equipped, drive-it-yourself houseboat—for a fraction of the purchase price.

According to Art Schmalz, United Rent-All franchise-holder in Dubuque, Iowa, "You can captain your craft on the bays, lakes, (Continued on page 39)

See Spain, Señor

Peripatetic Jerry meets an old friend—delightful

AS WE TOUCHED DOWN at Madrid's Barajas Airport, my excitement—born of long anticipation—was heightened by the Spanish music wafting through the jet's cabin. All my life I'd dreamed of going to Spain one day. Now it was finally happening.

Looking back on the visit, I can truthfully say that Spain was worth waiting for. I'm very glad I went, and I only wish the stay had been longer. I'm sure you'd feel the same way had you joined me in my jaunt, which extended south to Spain's winterless Costa del Sol.

First, though, I did Madrid, discovering there's a Parisian quality to this sunbathed city. In part it's the wide boulevards, shaded by tall leafy trees, and the cobbled alleys of Old Madrid—in some cases even the architecture.

Perhaps it's the Ritz—without question Madrid's most elegant hotel. Its courtyard is abloom with pink and purple hydrangeas, while inside great crystal chandeliers sparkle above the Spanish-tile and marble lobby. Recesses in the wall are aflame with red carnations, and in the garden, towering planis trees shade the guests, who dine beside an ornamental pool on warm days.

We had hoped to stay at the Ritz, but it was filled to capacity, so, instead, we checked in at the Palace, separated from the Ritz by only a wide avenue and a huge fountain that splashes noisily in the intersection.

At the Palace—an old, comfortable, and deluxe establishment—single rooms run about \$10 a day, double \$20. Its bar, which is terribly crowded, houses a terribly sophisticated crowd, including probably more beautiful señoritas than anywhere else in Spain.

Patrons sip sherry or martinis, nibble Spanish almonds—and shout to be heard by companions seated only an elbow away. At the dinner hour, your table is besieged by an army of waiters. Take warning, though, lest you start the cocktails too early; we nearly starved to death waiting for that dinner hour to arrive.

In Spain, the fashionable hour for the evening meal is 11 P.M. Afterwards, diners become promenaders, who stroll the brightly lighted avenues of the city until drowsiness overtakes them. That's usually about 2 or 3 A.M. In this respect every night in Madrid
(Continued on page 58)



STOPPELMANN/PIX

With dinner finished—and the hour is probably well past midnight—the people of Madrid stroll along the city's streets. This one is Avenida de José Antonio, one of the principal thoroughfares of Spain's capital.



DANIEL/PIX

Toledo looks almost the same today as it did some 400 years ago when El Greco painted the famous View of Toledo that hangs in New York's Metropolitan Museum. In the background is the alcazar, scene of a famed Civil War siege in 1936.

By JERRY HULSE

Spain—for the first time



LARA/PIX

Ancient Seville epitomizes Spain in the eyes of the traveler. Here a street is carpeted with flowers for a fiesta.



Modern splendor is part of the scene at Torremolinos, a popular playground on Spain's delightful Costa del Sol.

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Tom Wrigley

WRITES FROM WASHINGTON

WASHINGTON'S AIR is dirtier than that of New York, Philadelphia, or Boston, according to District Air Pollution Officer Bruce Hogarth. Washington has its lowest smog level during the first six months of the year, and the .25 rating this year was close to Los Angeles' .29. Washington has even more from June to October. Why? I guess it's too many cars coupled with hot weather and not enough wind.



RAGS may have produced riches for someone. Delaware's Senator Williams wants to know what happened when an Agency for International Development shipment of "textiles" shipped to Iran back in 1958-59 turned out to be rags. The Government paid \$58,000 for rags worth only \$40,000. These things happen, of course, but "Watchdog" Williams wonders if those involved are still doing business with Uncle Sam.

PREPACKAGED HOSPITALS are stored for emergency use by Civil Defense. There are 1,900, crated, that each contain 200 beds, surgery facilities, medicines, and drugs. Senator Proxmire of Wisconsin says they should be made available right now where needed instead of being warehoused in anticipation of a hypothetical emergency.

THE BUREAU of Indian Affairs, Dept. of Interior, has been around for a long time, naturally. Wags at the National Press Club bar claim that the first Indian affair was that of John Smith and Pocahontas.

IT'S FLU SHOT time again, according to advice being given by the U.S. Public Health Service. "High-risk" people

—those over 65, expectant mothers, diabetics, and people with heart, lung, or kidney ailments—should be inoculated between now and December 15. The 1963 flu epidemic took some 57,000 lives.

A SENATE DESK, missing almost a hundred years, is the object of a search. William Gannaway Brownlow (the "Fighting Parson"), from Knoxville, Tenn., last occupied it in the Senate. He took it with him when he left, and now Senator Yarborough of Texas has volunteered to try to find it to return it to the Senate chamber.

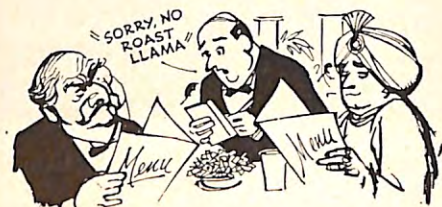
NATIONAL GUARD fighter pilots got a break when the Air Guard authorized non-stop training flights to Europe. The flights, destined to be repeated next year, required three in-air refuelings each—a delicate procedure that calls for considerable practice.



CAMPERS in national parks set another new record this past summer. More than 50 million made use of camping facilities. There were times when campgrounds were so crowded that vacationists had to wait in their cars for vacancies. This is back to nature?

MOTORISTS visiting Washington will be getting a break. They've long been confused by the radiating-spokes of the street system, with streets going every which way, but something new has been added. The Capital Beltway is now open to traffic. Constructed for a cool \$189 million, it circles the city and has 35 interchanges along its 66-mile course. No stop signs, traffic lights, or billboards. The speed limit is 65 in Virginia, 60 in Maryland.

CIGAR CRACKDOWN by federal agents is working, thanks to a new machine called the chromatograph. Under Federal Trade Commission rules, cigars must contain a certain minimum of Cuban tobacco in order to be advertised as "Havana" cigars. The machine can determine just how much Cuban leaf is in a stogey. Cuban tobacco is no longer imported, but stocks still remain in warehouses.



NATIONAL GEOGRAPHIC CAFETERIA, located in the Society's new building, is one of the finest in town—but it's not open to the public, although distinguished foreign visitors are often seen there. Occupying the entire 10th floor, it's elegant—and inexpensive. For example, lobster tails go for only 90¢. Society members should be sure to bring their membership cards with them to Washington, if they want to partake of the bargain.

OCTOBER ODDITIES . . . Sign in a D. C. taxicab: JFK half-dollars—\$1. . . To go to New York from Washington, just find New York Ave., head in a northerly direction, and keep going. . . An Alexandria church, 107 years old, is for sale. Price: \$197,500. . . Senator Maurine Neuberger of Oregon, who succeeded her late husband, keeps his name in the Senate although she's remarried to Dr. Philip Solomon. . . The Navy may save \$60,000 this year by ordering uniforms without buttonholes for which there are no buttons. . . A tavern here will provide an empty imported beer bottle for your table while you drink domestic stuff. . . The slogan of the District Department of Traffic Safety is "A pedestrian may be agile, but he is also fragile."



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you?

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JEFFERSON, Iowa, Lodge, No. 2306, was instituted recently, becoming the State's first new branch of Elksdom in nearly 20 years. The Charter Officers stand behind, left to right, Past State Pres. George Soumas, Grand Lodge Committeeman George T. Hickey, Charter E.R. Howard Nelson, Past Grand Est. Lead. Knight Arthur Umlandt, P.D.D. Edwin Brownson and State Pres. Donald E. Semelhack. Boone Lodge's State Championship Ritualists initiated the 165 candidates, and Perry's officers instituted the lodge and installed its officers.



DEER TRAIL, Colorado, Lodge, No. 2307, had 100 Charter Members, four being 99-year-old Philip Deter, Sr., and his three sons. Left to right: Past Grand Exalted Ruler H.L. Blackledge, Mr. Deter, Grand Lodge Committeeman C. F. Rice and Past Grand Trustee Jacob Sherman. Otto Venter is the first E.R.



SALT LAKE CITY, Utah, P.E.R. Alton J. Thompson, a Past State Pres., right, and Wasatch National Forest Supervisor F. C. Koziol are pictured with 12,000-foot Kletting Peak in the background, and the marker proving its name. It honors Richard K. A. Kletting, a member of Salt Lake Lodge since 1906 who was killed in an automobile accident in 1943 at the age of 85. A noted conservationist, Richard Kletting was the architect and engineer for some of the State's principal buildings, was responsible for the establishment of a preserve in Utah's mountains.

POMONA, California, Lodge helped George C. "Doc" Cowles celebrate his 100th birthday not long ago. Born in Wisconsin in 1864, Mr. Cowles was initiated into the Order in 1946. Left to right are P.E.R. Lew Greenman, Est. Lead. Knight Joe Genoz and "Doc" Cowles.



Evidence of

POWELL, Wyoming, Lodge came into existence a few months ago with the number 2303, 123 initiates and 88 members accepted on transfer dimit.

The ceremonies were accomplished with the assistance of 23 Past State Presidents, former District Deputies and Past Exalted Rulers representing ten of the State's lodges and including such distinguished former Grand Lodge officials as Lou Mehse, Henry Hecht and J. O. Spangler.

Cody Elksdom sponsored the new lodge, instituting it in the presence of a number of dignitaries, among them Chairman Campbell F. Rice of the New Lodge Committee of the Grand Lodge, and State Presidents James F. Meyers of Wyoming and Lucian Smith of Montana.

VYING FOR \$34,766 in prize money, 5,774 keglers competed in the 44th annual Elks National Bowling Assn. Tournament at Cincinnati, Ohio, with the Hammond, Ind., Regional Vending No. 1 Team taking the Actual Pin Fall Title for the second consecutive year.

Others winning the pin-fall championships included William Cahill of

News of the Lodges

Progress

Wauseon, Ohio, All Events; T. Young and R. Hammond, Hammond, Ind., Doubles, and Shrem Conrad, Toledo, Ohio, Singles. Handicap winners, in the same order, were the Justice Team of Middletown, N. Y.; J. Hubble and B. Howes, Alma, Mich., and S. Conrad of Toledo, Ohio.

Next year the Tournament will be held under the auspices of Battle Creek, Mich., Lodge beginning March 6th and ending May 2nd. For information and arrangements for dates, contact the Association Secretary E. N. Quinn, P. O. Box 29, Madison, Wis., 53701.



LOUISVILLE, Kentucky, Elks, joined by hundreds of members from Kentucky and Indiana, paid tribute to Past Grand Est. Lead. Knight Arnold Westermann, right, on his 45 years of outstanding service to the Order. At left is Past State Pres. Mike Hellmann, Toastmaster, who presented a bronze plaque to the guest of honor, along with the Governor's commission as a Kentucky Colonel. Mr. Westermann served as Chairman of the State Elks Anti-TB Committee for 20 years, is a P.D.D., Past State Pres., former Grand Tiler, held membership on four Grand Lodge Committees, was Chairman of one.



MASSACHUSETTS ELKDOM and Boston University conduct a school for the training of qualified personnel in the treatment of cerebral-palsy victims each summer. Pictured when the 1964 \$1,000 check for this purpose was presented are, left to right, Chairman W. E. Wilson of the State Elks Foundation Committee, Past Grand Exalted Ruler John E. Fenton, State Pres. Thomas J. Dowd, Boston Univ. Pres. Harold C. Case, Past Grand Exalted Ruler John F. Malley, former Grand Trustee Edward A. Spry and Prof. A. G. Miller of the Univ. School of Education.

WETHERSFIELD-ROCKY HILL, Connecticut, Lodge, No. 2308, was instituted with this group serving as its first panel of officers, led by E.R. Arthur W. Brunelle, third from left foreground. The first official act of the new lodge was to pledge \$1,000 to the Elks National Foundation, payable at the rate of \$100 a year.



ELKS NATIONAL BOWLING ASSN. 1964 Tournament Champions (Actual Pin Fall) repeated their 1963 victory. Bowling as the Regional Vending No. 1 Team from Hammond, Ind., they are, left to right, Earl Shipplet, Capt. Tom Young, Al Morgan, Hammond E.R. Clyde Moore, Robert Hammond and Joe Abraham.



LATROBE, Pennsylvania, Lodge dedicated a new flag and flagstaff to the memory of the late President John F. Kennedy and deceased members of the lodge, with E.R. Ron Arbuckle and Secy. Alex J. Gareis officiating. An honor guard of Boy Scouts participated. The Flag was the donation of U. S. Congressman John H. Dent.



SOUTHERN PINES, North Carolina, Lodge sent these 23 youngsters to the State Elks Camp at Hendersonville this year. They're pictured with, left to right, Committeemen Cecil Hutchison, Gene Blackmelder, Joe Garzik, E.R. Jack Reid, Tom Gerneau, Tom Connelly, Archie Barnes, George Thompson, Chairman Joe Kimball, Bennie Ochs, Walter Harper, Jim Ericson and Jimmy Ericson.



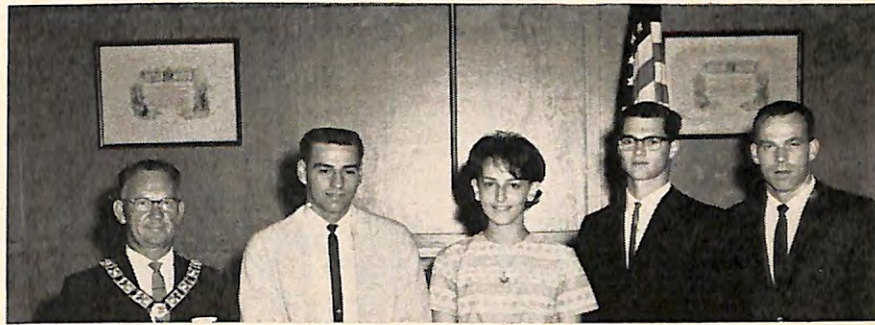
FOR THE PAST SIX YEARS, a distinguished group of Elks of Newton, N. J., Lodge, No. 1512, have put dignity aside and spent a full week "slaving over a hot stove," to serve breakfast, lunch and dinner to visitors to the Sussex County Farm and Horse Show.

It takes about 100 members, and some of their wives, children and friends, to handle the 6,000 meals the Elks cook, serve and clean up after during that week, according to Exalted Ruler David Ewing, who assures us that they all enjoy it. Their biggest fund-raising effort, the week-long program is sponsored to boost their funds for crippled children's work; hard-working Elk David Ackerman dreamed the whole thing up, and is Chairman for the very successful operation.

THE EIGHTH ANNUAL Elks Invitational Bowling Tournament was sponsored by the host lodge, St. Paul, Minn., No. 59.

Winners in the very successful competition included the following, all from Minnesota: Team: Grants Bait Store, White Bear Lake; Doubles: C. and G. Austin, Minneapolis; Singles: Elwood Olson, Albert Lea; All Events Handicap: Frank Copeland, White Bear Lake; All Events Scratch: Ed Machren, St. Paul.

ELKS INVITATIONAL BOWLING TOURNAMENT officers, pictured at the 8th annual event at St. Paul, Minn., include, left to right foreground: Sgt.-at-Arms Frank Noto, Secy.-Treas. Ken Malmberg, both of Illinois; Pres. Mike Tripp, Colorado; Vice-Pres. Bernie Kossek, Nebraska; background: Vice-Pres. Dick Thue, So. Dakota; Chaplain Bob Settle, Colorado; Vice-Pres. Larry Burton, Calif.; retiring Pres. Bob Best, Iowa, and Vice-Pres. George Tracy, Kansas.



RED BLUFF, California, Lodge paid tribute to four young people whose scholastic averages for the past four years were tops in their community. Left to right are E.R. Raymond Wells, students Paul Humann, Judith Coffman and Stephen W. DeCour, and P.E.R. Donald Webster. Missing was student John Conlan.

BOULDER CITY, Nevada, E.R. Harold Leitch is pictured, left, with District Judge John Mowbray, principal speaker, right, and Scouts Martin Wagner and Tim Rowland who were advanced to Eagle Rank at the Boy Scout Court of Honor held at the home of the lodge, troop sponsor.



BOULDER, Colorado, Lodge's Boy Scout Troop #77 serves as a well-trained color guard for many of the lodge's special programs.



TUCSON, Arizona, Lodge co-sponsored the State AAU Junior Olympics Swim Meet for the 9th year, with over 450 participants. Winners appear with, foreground, Elks Gerald Buckler, left, and Louis Svacina, right.



TUCUMCARI, New Mexico, Elk of the Year is Emmett Jennings, an 84-year-old Life Member. He is pictured, right, with E.R. Elmer Peterson.



BARSTOW, California, Lodge is sponsoring a complete family of Scouts—a Cub Pack, Boy Scout Troop and the new Explorer Post, pictured here. Lodge members attend all meetings of each of the three units, assist in financial drives the boys put on, and participate in the outings enjoyed by the three-group Scouts.

Lodge Notes

The first winner of Marquette, Mich., Lodge's new safe-driving contest is Vincent J. Bur, a school bus driver for four years. Each month for the next year, the lodge is presenting this award to a local motorist as part of its safe-driving campaign. This presentation was made by Exalted Ruler Russell Christ. In addition to his careful driving, Bur has a voluntary assistance program going. During stormy weather, he drives a pickup truck, carrying equipment necessary to assist motorists whose cars are stalled, stuck in snowdrifts, etc.

Point Pleasant, N. J., Lodge's Crippled Children's Committee entertained 100 youngsters at its annual picnic which featured a boatride, utilizing a volunteer fleet of five yachts. Committee Chairman Ed McDonald was General Chairman, assisted by fellow Elks, their ladies and Point Pleasant Beach High School girl students. This lodge again participated in sponsoring the State Elks' annual exhibition pro football game between the New York Jets and the Boston Patriots, benefiting the Crippled Children's Program. The Elks and their families enjoyed their own annual picnic when General Co-Chairmen Harold Love and Frank Diaz, with John McCormack handling the refreshments, took care of 450 persons.

Cincinnati, Ohio, Lodge has been without a permanent home for some time. Now that situation no longer exists. A handsome three-story elevator building has been purchased at 1900 Central Parkway. Plans are under way for an extensive remodeling job, and the plotting out of a parking area. The first floor has been air-conditioned and is now in use.

When Isidor Soblowich celebrated his 79th birthday and his 45th year as an Elk, a number of his fellow members of Dallas, Texas, Lodge were on hand to help him celebrate. Mr. Soblowich, who has served as Chairman of the lodge's Veterans Service Committee for more than ten years, hasn't missed a lodge meeting in 28 years.

Another long-time Elk to receive special recognition also hails from Texas. He's N. J. Nanney, an Elk for 60 years, who received an engraved plaque from Past Exalted Ruler R. V. Capers of Breckenridge Lodge on his 86th birthday. Initiated into Del Rio, Texas, Lodge in 1903, Mr. Nanney has since held membership in Douglas, Ariz., and San Angelo, Texas, Lodges. He is a Charter Breckenridge Elk, served as its first Exalted Ruler. He's also a Charter Member of the Texas Elks Assn. and served twice as District Deputy. Past District Deputy B. L. Hart was Master of Ceremonies at the celebration attended by former Grand Lodge Committeeman Carl Mann.

Bellows Falls, Vt., Elks are giving a great deal of assistance to raising funds for the Silver Towers Camp for Retarded Children, the State Association's long-time major project. Each year, manned by Bellows Falls Elks, a large and compelling display is set up on the town's main street where local citizens are invited to make contributions to this very worthwhile program.

Alyce Spohn's education is getting a hefty financial lift from the members of St. Petersburg, Fla., Lodge who awarded her a two-year scholarship at \$250 a year, and \$50 as first-prize winner in their patriotic essay contest. This is in addition to awards Miss Spohn received from other sources.

R. A. Brown announces the 10th annual reunion of the USS West Virginia (B.B. 48) on December 5th. The event will take place at the V.F.W. Hall, 1822 West 162nd Street, Gardena, Calif. For information, contact Mr. Brown at that address.

There's an interesting new novel out called "The Strip" which concerns a pioneering young couple setting their roots into that "forbidden" part of Wisconsin in 1898. The author is a former Mayor of Lansing who joined Decorah, Iowa, Lodge in 1938, and at the present time is an affiliate of LaCrosse, Wis., Elkdom.



ELMONT, New York, Lodge's P.E.R. J. Lester Dassel, S.E. Dist. Youth Chairman, is photographed with Roberta Leng and Judy Hommel, two of the lodge's summer basketball league cheer leaders.



TOLEDO, Ohio, Est. Lead. Knight Robert Numemaker is pictured with some of the youngsters who are using his lodge's gift of playground equipment at the Diabetic Children's Summer Camp at Catawba Island.



MANCHESTER, Connecticut, Elk Linder Carlson, left, presents a Wishing Well to his lodge, to assist in the Elks' Crippled Children's Program. With him are, left to right, Committee Chairman Raymond McCarthy, P.E.R. Edward Edgar and E.R. F. P. Lea who recently burned the mortgage on the lodge home. All pictured are contributors to the Elks National Foundation.



BOZEMAN, Montana, Lodge's 16th annual Citizenship Day saw Judge W. W. Lessley, center, and Est. Loyal Knight A. L. Stuart present Flags to all Gallatin County citizens who reached their 21st birthday this year. At left is Mrs. Elizabeth Emery.



GRAND ISLAND, Nebraska, Elks don't think the girls should be left out of their sports projects, so they became the only non-commercial group to sponsor a team in the city's Recreation Department's girls' softball program. Elk Bob Levander, left, and his wife, center, assisted by Harry Hann, right, coached the team, with Mrs. Levander sewing the Elks' emblem to each girl's uniform.



ROCHESTER, New York, Lodge initiated this class in honor of 1963-64 Grand Exalted Ruler Ronald J. Dunn, left foreground, with State Pres. Ray Barnum on his left. The event, part of the ceremonies marking the dedication of the lodge's new home, was attended by more than 600 local and visiting Elks.

DEARBORN, Michigan, Lodge's 1st Annual Sportsmen's Banquet was attended by about 350 Elks, guests and sports celebrities representing auto racing, golf, baseball (Detroit Tigers), football (Detroit Lions), and hockey (Detroit Red Wings). At left, local Chairman Wm. G. Lawton presents a \$1,000 check to State Major Project Commission Exec. Secy. J. A. Stotenbur. Others are, left to right, host E.R. B. M. Holmes, Red Jones, former National League Umpire who was the guest speaker, and golf pro Al Watrous.





KNOXVILLE, Pennsylvania, Lodge honors its top students. Left to right are P.E.R. Samuel Pusateri, State winner Robert Mann, local winner Rose Marie Marks, national winner Michael Grever and E.R. C. L. Knorr, Youth Chairman.



LOWELL, Massachusetts, P.E.R. W. J. Markham, Scholarship Committee Chairman, left, and E.R. Daniel J. Coughlin, right, present \$1,000 Scholarship awards to, left to right, Elizabeth Bonczar, John O'Donoghue, Joanne Curtin, James I. Ryan and Carol J. Budge.



MIAMI, Florida, Lodge points with a great deal of pride to these boys of its Little League Championship Team.



FRACKVILLE, Pennsylvania, Lodge's Bowling Team which won the Tri-City League Championship is composed of, left to right, W. Macy, B. Lapachinsky, J. Neds, C. Adunkaitis, F. Mirocke, H. Bowe and D. James.



SCHENECTADY, New York, Lodge's Bingo Committee which has donated \$1,680 to various charitable organizations, recently presented a \$100 check to Boy Scout Troop #12. Left to right are Senior Patrol Leader Frederick Madill, Troop Leader Walter Sherokey, Chaplain and Vice-Chairman William B. Walters, P.E.R. and Bingo Chairman Henry Hodorowski and Scout Stephen Sherokey.

RINGING THE *Freedom Bell*



For the second year, Elkdom was a leader in the ringing of community bells for two minutes on Independence Day. This group of photographs represents but a handful of the lodges which participated in this patriotic effort.

In Redwood City, Calif., little Kathleen Gardella helped Americanism Chairman Jerry Gardino, left, and E.R. Frank Corwin, right, ring bells on July 4th. This photograph was used as a kick-off piece in the local newspapers, promoting the July 4th action.



The Fulton, N. Y., Elks' bell-ringing program received a tremendous amount of newspaper publicity, and the public's response to the Elks' stimulus in both displaying the Flag and the ringing of bells was excellent. Americanism Chairman Nicholas Hopman is pictured here, right background, with Co-Chairman James B. Hanlon, left, Scouts Tom Prowda and Peter Allerton, and Sandy Truax of the Fulton High School Color Guard. The bell, dating from 1875, was

made available by Elias Bodour. The all-day program was climaxed by a fireworks display.



Lorain, Ohio, Lodge's observance added a commendable innovation. Exalted Ruler Robert Ferguson and Americanism Chairman Curtis Calamari secured an old steam-engine bell, mounted it on a wooden platform and letter-pasted on the bell RADIO FREE EUROPE. Other signs were made and displayed, radio and newspaper publicity obtained. Manned by the Scouts of Troop #306, the bell was placed at a busy intersection for a week during which residents made donations to Radio Free Europe. Each time a donation was made, the bell was rung to announce this contribution to freedom. Culminating the activity was the July 4th parade, in which P.E.R.'s and lodge officers, wearing their tuxedos, accompanied the bell.

In Belmar, N. J., the oldest bell in town was mounted on a pick-up truck. At two p.m., it passed down Main Street to the lodge where appropriate ceremonies were held. Explorer Scouts sponsored by the lodge were in charge of the truck and tolled the bell. The program was conducted by the Elks Americanism Committee—Chairman J. F. Faraher, J. F. Conway, J. F. Kennedy, Wm. P. Aitken, Joseph Miele and J. J. Quinn.

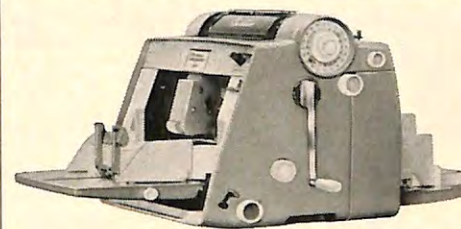


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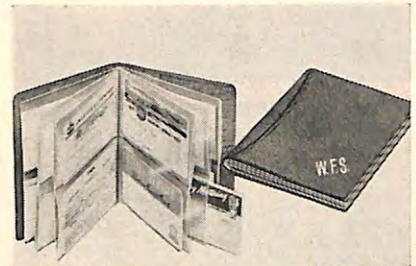


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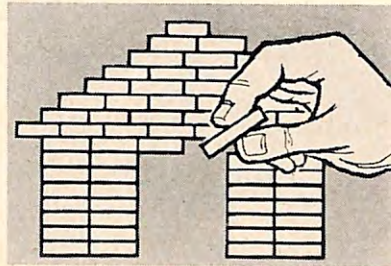
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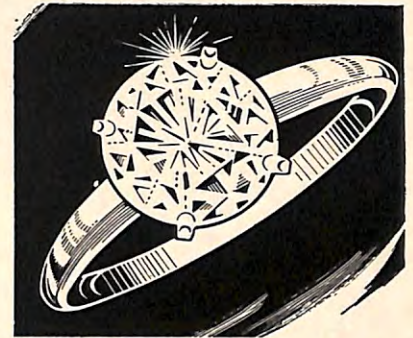


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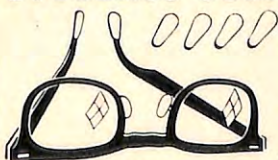
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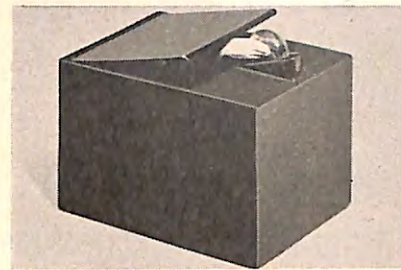
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BURLAP GARDEN TOTER

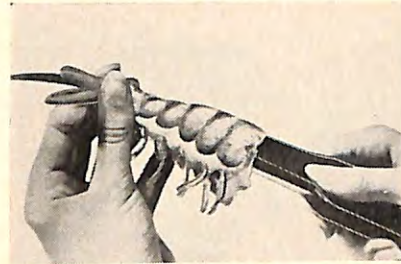


Save time, energy and tiresome trips to the compost pile, leaf burner or refuse box. Just spread this Toter in a handy place... rake leaves, grass clippings, pulled weeds right onto it... then gather up the sturdy rope handles at corners and presto!—you have a bag that's easy to carry or drag away. Giant 6-ft. square of heavy burlap wears and wears, lasts for years. Order No. 4285. Only \$2.69 each; 2 for \$5.00, postpaid. Write for FREE catalog of unusual gift items.

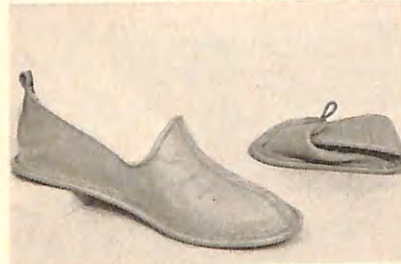
DOWNES & CO. Dept. 3310-A 1014 Davis St., Evanston, Ill.



THE ETERNAL REVENUE MAN—your personal tax collector. Have friends put a coin in the box's coin holder. Immediately gears grind, the box starts shaking, the lid slowly rises, a pale green hand reaches out, grabs the coin, pulls it inside and "bang"—the lid slams shut. You invest only \$4.98 plus 35c postage. Hobi, Dept. E-10, Flushing 52, N.Y.



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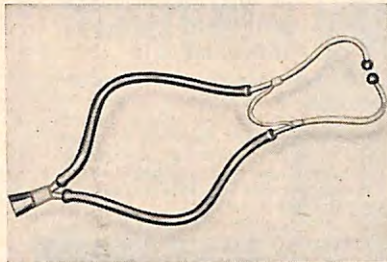
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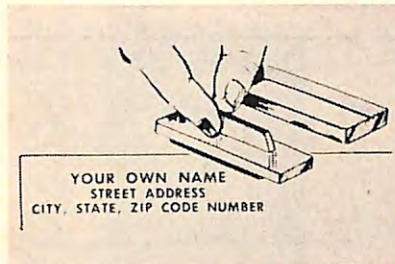
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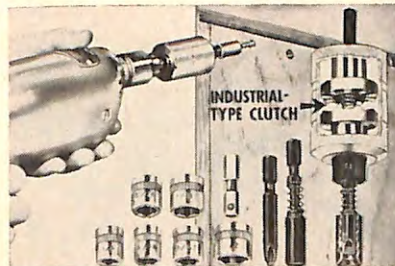
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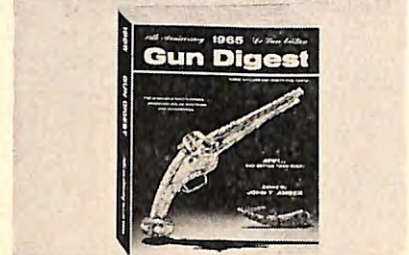
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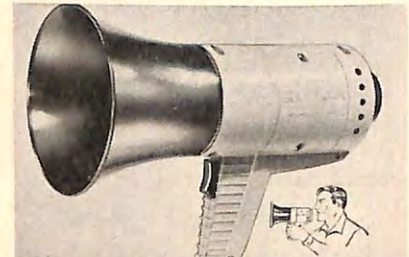
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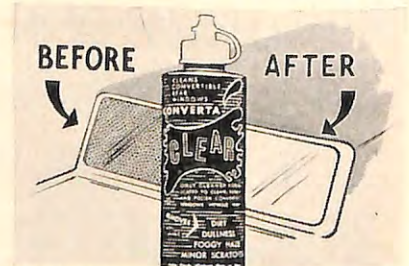
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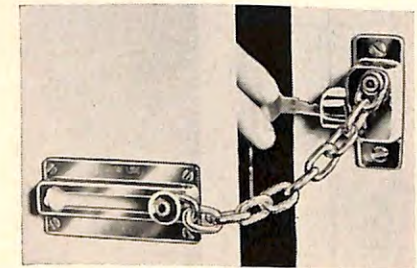
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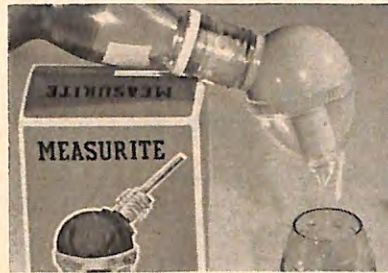
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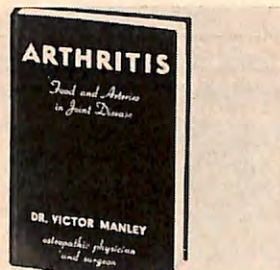
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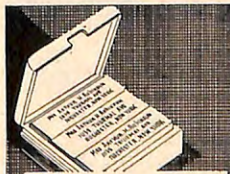


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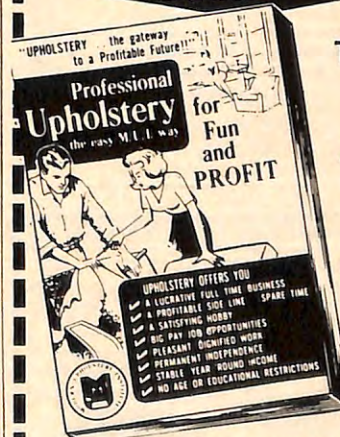


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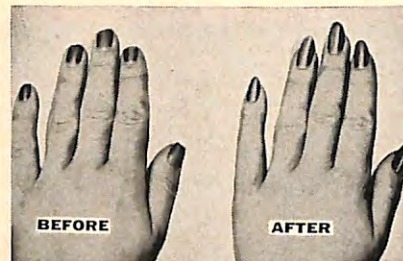
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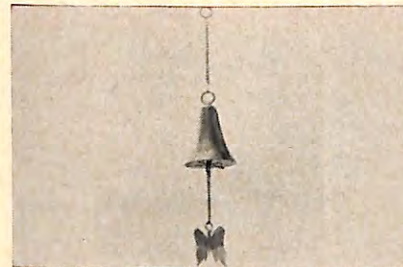
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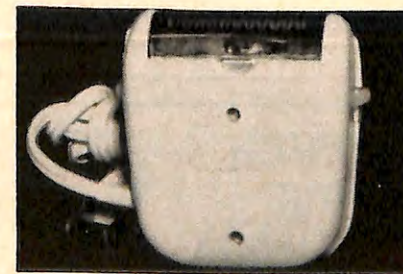
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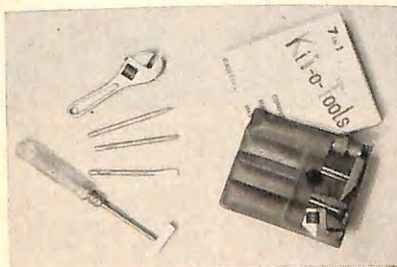
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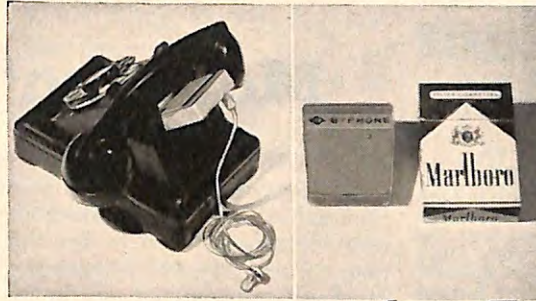


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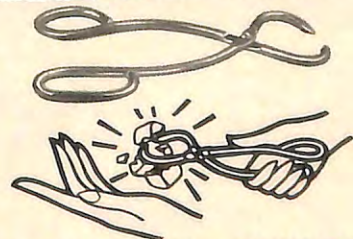


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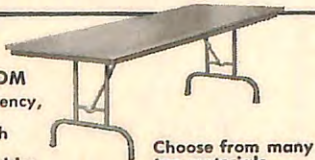
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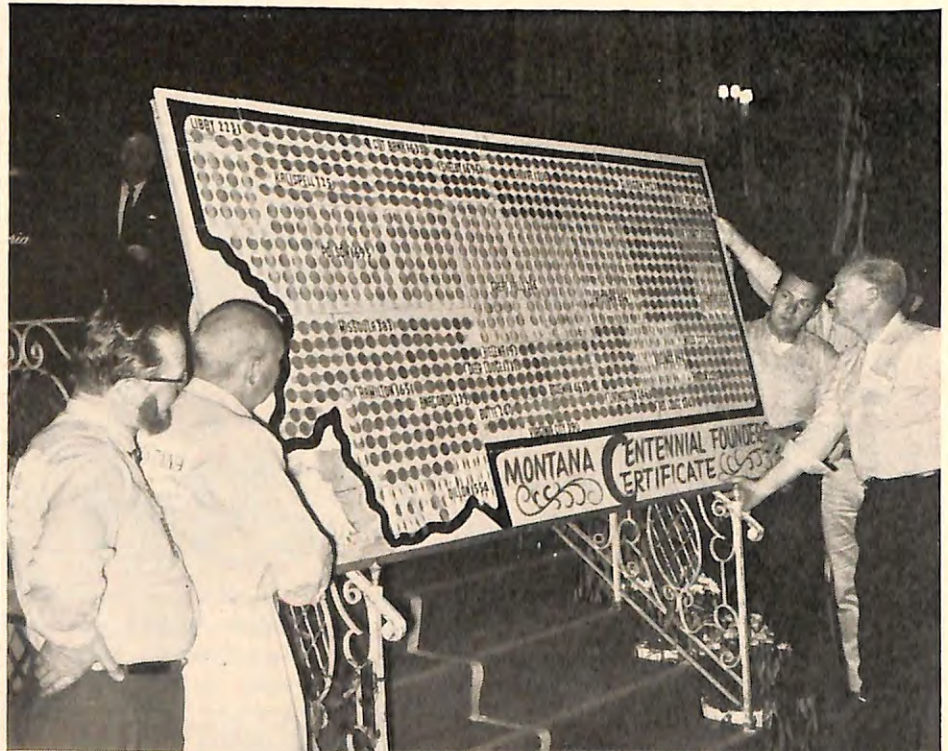


Montana's Silver Lode

AT EACH Grand Lodge Convention, Chairman Malley's Elks National Foundation Report is followed by receipt of contributions to the Foundation. This July, a delegation from Montana brought not checks to the platform but a huge board map of Montana that held 1,000 silver dollars within its borders. The 26 Montana lodges were identified on the map and individual donations keyed. State Association President Lucian B. Smith, who presented the map, announced that it would be on display so that

Convention delegates could bid on the silver dollars. The result was that somewhat more than \$1,000 was actually donated via the map.

The idea for the project originated with Montana Foundation Committee Chairman James V. Kruzich, whose Glasgow Lodge built the map and cut it into 26 sections—one for each lodge. The state's lodges filled their sections and returned them to Glasgow, where they were reassembled so that Exalted Ruler Jack Evans could bring the silver lode to New York.



TOMMY WEBER

At the recent Grand Lodge Convention in New York, the Montana Territorial Centennial was celebrated by the presentation of a board map of Montana, "colored" with 1,000 silver dollars, to the Elks National Foundation by Montana delegates, including, l. to r.: Anaconda E.R. Walt F. Stevens, Past State Pres. George P. Wellcome, Glasgow E.R. Jack Evans, and Missoula "Hell Gate" E.R. H. L. Garnas.

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For Rent: You Name It

(Continued from page 13)

and backwaters between Dubuque and St. Paul. You can anchor and then just loaf, fish, or swim in leisure."

At the end of a happy week, you stay happy, because you don't have to worry about cleaning the floating home or its maintenance and winter storage.

Schmalz claims his customers love his novel vacation plan. He receives inquiries from all over the country from people who want Schmalz to put them in the captain's chair. In reality, he's renting vacations to today's traveling Americans.

In fact, some rental customers really move around. St. Louis rental operator Myron Jaffe rented some party equipment to a customer in the suburb of Creve Coeur. Two weeks later, he received a note from Acapulco informing him that payment would be made upon return from Mexico.

Sure enough, two weeks later Jaffe received a Philadelphia hotel envelope that was postmarked Kansas City, Mo. The enclosed check was drawn on the Republic Bank of Dallas. "Evidently," laughs Jaffe, "our customer is quite a traveler."

Another traveler—one with a mission—was the East Berlin freedom-seeker who rented an Austin-Healy Sprite, one of the smallest of sports cars. At famed Checkpoint Charlie, the East Berlin border guards were amazed when the escapee zoomed past them, maneuvering the Sprite under the crossing barrier—with a clearance of two inches! Abandoned in West Berlin, the car was subsequently returned to the East Berlin dealer. Not long afterwards, the Sprite was used by another escapee.

To thwart future escapes, East Berlin authorities installed a heavy iron bar beneath the existing barrier. However, border guards may well be keeping an eye peeled for rented revved-up Go-Karts.

In Hawaii if you rent a Hertz car, for an additional two dollars you can rent a camera-size gadget that acts as a personal tour guide. You simply listen to the tape-recorded messages rather than to the radio as you drive. Tiny earphones allow private listening. Since the device is self-powered, you can sling it on your shoulder when you get out of the car to get a better look at especially scenic spots. The tapes even come in foreign languages.

Interested in the world's tallest chair? It's rentable in Fort Lauderdale, Florida, at George Krausman's Best Rental Service. This 15-foot daddy long-legs is employed by officials at tennis matches and track and swim meets. Professional photographers rent

it for high-angle shots. Krausman also rents a miniature version—only 10 feet high—that's complete with revolving seat, armrests, and safety bar.

In the waters northwest of Andros Island in the British West Indies, the long-legged throne, lashed to the deck, serves as a "tuna tower" for fishing boats that have none.

In England it's estimated that eight out of every ten new television sets put in use are rented. Twelve years ago, it was only one in ten.

Offered on a subscriber basis, the television rental rates quoted by one British concern range from \$4.20 to \$8.40 a month on new sets. They're lower for used sets. The rates are reduced semiannually for the first few rental years. Subscribers also receive discounts for making advanced payments. Best of all, faulty sets are either replaced or repaired free of charge.

The rented television set story is quite different in this country. Less than one percent of an estimated 56 million sets in the United States are rented. Most of these are in motels, hotels, and hospitals.

Farmers have also found the rental services to their liking. Not only can heavy farm machinery be rented, but in Tucson, Arizona, farmers employ rented bees to pollinate alfalfa fields. Beehives rent for about \$6 each, and it takes three hives per acre to achieve the desired result. The average seed yield is tripled by using the bees. In dollars and cents that means an \$18 investment is converted—with the sweetness of honey—into an additional profit of about \$150 an acre.

In Hot Springs, Arkansas, an ingenious individual, who operates an alligator farm, rented a heat lamp to rush the season, as it were. The lamp fools the hibernators into believing that warm weather has arrived. Trading lethargy for activity then, the 'gators become their suitcase-snapping selves much earlier than usual, thus boosting business for our entrepreneur.

Despite the built-in seriousness associated with health and medical rental companies, these groups know moments of levity, too. For instance, a rental firm in Silver Spring, Maryland, received a request from a woman for a belt-type reducing machine. The order was filled, but two short weeks later she asked the firm to pick up the machine. Seems madame hadn't really been getting flabby—just pregnant.

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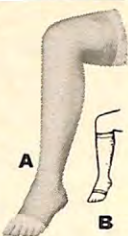
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A Great Neck, New York, man, fearing that heavy traffic would cause him to miss his plane at John F. Kennedy International Airport, placed an urgent call to a rental firm for an ambulance. As an "emergency vehicle," the ambulance really cut a swath through Long Island traffic.

Then there was the woman with the rather peculiar sense of humor who rented an intravenous stand, which sometimes are used in administering blood plasma. When delivered, the woman demanded, "Where's the bottle that goes with it?" The deliveryman explained that the bottle was usually provided by the doctor. "Doctor!" she exclaimed. "What doctor? I'm having a party, and I want to serve Bloody Mary's from the bottle!"

Speaking of parties, rental companies do a thriving business in this field. Most people occasionally like to entertain large groups but hesitate to tie up money and storage space in the necessary chairs, tables, dishes, silver, punchbowls, etc.

Not only do rental outfits provide these party staples, but you can also rent such extras as bubble-making machines, portable dance floors, stuffed dummies and animals, wigs, costumes, and other merrymaking aids.

Since most people operate under the impression it's fashionable to be late, the early moments of a party are frequently dull for the guests who turn up on time. This doesn't faze the Washington hostesses who rent guests to get their parties off to a rollicking start.

The rented people are usually "characters," guaranteed to start a party in a humorous vein. Usually, they aren't permitted to drink, and when the invited guests arrive in quantity, the hired ones depart.

In Chestertown, Maryland, a high school swain can impress his prom date by renting a mink orchid and a matching bow tie for himself.

Sometimes an unusual rental item can "make" a party. In Greenville, Ohio, a woman decided to rent the necessary items to throw a champagne party. She was noticeably disturbed to learn that the firm couldn't supply a champagne cooler. In an effort to keep her goodwill and business, the manager jokingly suggested a spanking new green wheelbarrow.

Pondering a few moments, the woman said, "I know you're joking but send it along anyway."

When she returned the equipment after the party, she requested that the manager not rent the wheelbarrow for any other use than parties. It had been the life of hers. Maybe it was the champagne, but she reported that her guests thought it delightful to push around the ice-filled wheelbarrow.

Pinky—an eight-foot, stuffed elephant—once greeted more than 200 guests, including a state senator, at a New Jersey openhouse. Standing erect on his two hind legs, the rented pink elephant seemed to prevent the guests from seeing more of the same.

Real pink elephants, however, once were viewed by thousands in Detroit at the State Fair's Shrine Circus. AAA Rent-A-Tool paint sprayers had been used to pinken the performing pachyderms.

Not every rental works out satisfactorily. A Long Island homeowner who feared burglary rented a watchdog that broke loose and trotted back to the kennel. When the man was informed by the kennel that the dog had returned there, he went to reclaim it. You guessed it. While away, his home was robbed.

Rental agents note that the intentions of their customers sometimes prove to be questionable, if not criminal. There was that man in Seattle who rented a powerful electric hammer. After tunneling beneath a local bank, he drilled through the floor and into the vault, and made off with \$40,000.

In Los Angeles, a man wanted to rent an 80-cubic-foot air compressor—the type used by construction men. But it had to be one without a muffler. Seems he wanted to serenade his neighbors with whom he was feuding.

Rental operators aren't really surprised anymore by unusual requests. For example, Sol Math of All Service Rentals in Silver Spring, Maryland, when told that a New York firm received a rental request for some coffins, reacted with, "What's so strange about that? A really good operator would have filled the order!"

And coffin requests have been fulfilled. When a trucking firm refused to transport a dozen mannequins unless they were properly crated, the mannequin-maker actually rented twelve coffins to expedite the move.

If you can rent people and watchdogs, it stands to reason you should be able to rent pets and other creatures. There's a firm in Manhattan that has advertised: "Rent a dog, walk it in Central Park. It meets another dog, you meet the master." Voilà! Instant friendship.

Chateau Theatrical Animals, also based in Manhattan, does a great business in renting out Elvis the Lion, complete with trainer. Elvis has been a sensation at many a child's birthday party.

Out in Dayton, Ohio, United Rentals dealer George Olinger reports that he's gotten his 13-year-old nephew into the act. The boy collects bugs and insects as a hobby. His collection also supplements his allowance. George

says, "My nephew rents his bugs to high school biology students for the bug-collection assignment each fall."

Bug collectors wouldn't fare so well in Newport Beach, California, however, because imaginative Rick Stanton out there has a pet duck named Charlie. Rick earns pocket money by renting the bug-eating duck to neighbors. Charlie sports a sign reading, "I eat bugs—\$1 a week." And that's not misleading advertising; Rick avers, "My Charlie really bugs bugs!"

Sometimes rented items are used in unorthodox ways. Donald L. Biasca of Eureka, California, for instance, discovered that a rented contractor's space heater was an effective defroster. "By placing the space heater inside a small frozen food truck and almost closing the door," Don says, "it takes only one to two hours to defrost the truck."

Sometimes rental agents even rely on their own personal belongings in order to fulfill requests. An Appleton, Wisconsin, operator was able to fulfill an order for a typewriter only by using his wife's machine. Turnabout is fair play: She coolly retaliated by renting out his outboard motor.

Howard Hodges of Hodges' Rent-All in Monterey, California, says, "We rent everything for the small contractor except the building plans and everything for the do-it-yourselfer except the cal-louses."

Of course, there's nothing wrong with the type of specialization indulged in by Mr. Hodges, but it represents a mere ripple on the crest of the rental tidal wave. Because, if you're in the market to rent a helicopter or simply a gizmo for that whatchamacallit, chances are your local rental agent will be able to deliver the goods.



Whitey Ford Honored

During the Convention in July, Ronald J. Dunn, then Grand Exalted Ruler, took time out for a sidetrip to Yankee Stadium where he presented a diamond-studded Elk pin to Whitey Ford, the famous Yankee pitcher. Whitey, a member of Queens Borough, N. Y., Lodge, is one of the Order's most illustrious athletes. Mr. Dunn congratulated him for his successful career and commended him for setting an outstanding example for American youth and Elkdom.



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Past Grand Exalted Ruler and Mrs. George I. Hall, with Grand Secy. Franklin J. Fitzpatrick and his wife, are pictured at left as they were signed in for the Texas Meeting at Harlingen by a group of Elks' ladies. The visitors are, left to right, Mr. Hall, Mrs. Fitzpatrick, Mrs. Hall and Mr. Fitzpatrick.

7 More Reports



Fourteen Past Presidents of the Oklahoma Elks Assn. were among the 750 persons attending the recent Chickasha session. Left to right, foreground, are E. A. Guise, John Collins, Jim Meeks, Harold Carey, Chairman Herman Salz of the Grand Lodge Activities Committee, Bert Wysor of the Grand Lodge Auditing Committee, and Roy Gonders; background: Ed Smith, C. R. Donley, Past Grand Exalted Ruler Earl E. James, former Grand Lodge Committeeman Clarence Deitz, Clair Hill, Ernie Smart and Steve Harris.

WM. S. HAWKINS, Past Grand Exalted Ruler, was one of 509 delegates registered for the June 18th, 19th and 20th Convention of the Idaho Elks Association at Lewiston, the State's only seaport town. Other dignitaries in attendance included Grand Lodge Committeemen J. A. McArthur and Patrick H. King. Past Exalted Ruler Edward G. Yates of St. Maries Lodge, one of Idaho's oldest Elks, was also on hand with a number of Past Presidents.

As a kick-off to the meeting, 46 delegates, their wives and members of the host lodge "shot the rapids" at the narrows of the Grande Ronde River, floating in rubber rafts approximately six hours, covering 18 miles.

Mayor George H. Williams delivered the welcoming address, following which State Youth Leaders William Hull of Caldwell, and Jeanne Weston of Blackfoot were honored. Reports on the Elks Rehabilitation Center at Boise

very encouraging, because of and reduction in the Convention ap- for the g year.

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High- awkins activi- ne ball and an Wallace Kellogg Kelping.

Jerome vention leading resident Vice-

President-at-Large Virgil McKenzie, Kellogg; Vice-Presidents George Har- graves, Pocatello, Dan Turnipseed, Boise, and Donald J. Rainville, Lewis- ton. John Leinen of Twin Falls is Sec- retary.

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Nine teams competed in the Ritual- istic Contest which saw Pottstown's entry take the title with 95.484. The Convention applauded reports on the State Cerebral Palsy Unit program in- augurated last year at an expense of approximately \$10,000, and heard plans to purchase three new units to operate in areas where such assistance is badly needed. James P. Ebersberger has guided this new project which has been undertaken in addition to the Associa- tion's long-standing scholarship pro- gram; this year 42 scholarships totaling \$15,000 were awarded. Pennsylvania Elks spent \$23,760.54 on Youth Pro- grams during the past year.

A highlight of the Meeting was the clinic sponsored by Past Grand Exalted Ruler Lee A. Donaldson in which so much interest has been aroused. An- other Past Grand Exalted Ruler, Wil- liam A. Wall, was a guest at this meet-

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In the presence of the winners' par- ents, three \$600 Elks National Founda- tion awards, and ten \$600 State As- sociation scholarships were presented, together with \$375 in the Youth Lead- ership competition.

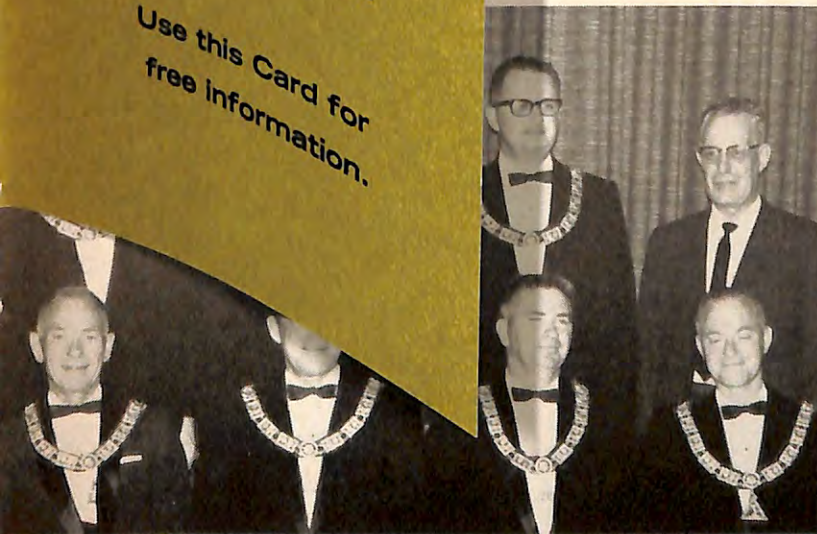
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INSTALLED by a staff led by Past Grand Exalted Ruler William J. Jernick, William Browning of Dover became President of the New Jersey State Elks Association during its three-day meet-

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Boone, Iowa, State Ritualistic winners are, left to right, foreground: Charles W. Sunstrom, Kenneth W. Nyman, John Munson, Jr., and Robert G. Carper, Jr.; background: R. W. Coan, Jr., Warren Rinehart, Edwin L. Morgan and Coach James Tait.



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DISCOVER

WHAT FUN

IT IS

TO

STAY IN

SHAPE!

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Grangeville Lodge presented a beautiful Memorial Service, with Rev. Fr. Gilbert Keithley as the speaker. Highlighted by a banquet with Mr. Hawkins as the principal speaker, social activities included a Mardi Gras costume ball attended by nearly 900 persons, and an informal parade with the Wallace Drum and Bugle Corps and the Kellogg and Coeur D'Alene Bands participating.

The Association will meet in Jerome in January, and the 1965 Convention will take place in Twin Falls. Leading the group until then are President Weldon Haskins, Twin Falls; Vice-

President-at-Large Virgil McKenzie, Kellogg; Vice-Presidents George Hargraves, Pocatello, Dan Turnipseed, Boise, and Donald J. Rainville, Lewiston. John Leinen of Twin Falls is Secretary.

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Past Grand Exalted Rulers L. A. Donaldson, second from left, and William A. Wall, right, were photographed during the Pennsylvania conclave with Past Pres. H. Earl Pitzer, left, and newly elected Pres. Homer Huhn, Jr., third from left.

News of the State Associations CONTINUED

ing at Wildwood, a popular resort city.

Two handicapped children received full four-year scholarships at a banquet attended by 850 members and guests. The recipients of the eighth annual awards were John W. Carroll, sponsored by Princeton Lodge, and Jo-Ann T. Renga, Bloomfield. Gov. Richard J. Hughes, Past Exalted Ruler of Trenton Lodge and a member of the Grand Forum, was the banquet speaker.

A parade of more than 8,000 Elks and several bands was applauded by thousands over a four-mile route, and the Flag Day program which opened the meeting was well attended.

Boonton Lodge will be host to the Sept. 27th meeting of the group. Serving with President Browning are Vice-Presidents Harry Brenner, Carteret, Edmund Strat, Belleville, Nicholas Amento, Passaic Valley, Carl Kovach,

Englewood, Leonard Jansen, Parsippany-Troy Hills, Charles Zulauf, Flemington, Robert Olivaditti, Long Branch, and John Nicholas, Penns Grove. Grand Lodge Committeeman Charles H. Maurer of Dunellen was reelected Secretary, and Theodore R. Grimm of Bloomfield will continue as Treasurer. Other officers are Trustees Louis Hubner, Union City, T. H. Lewis, Burlington, Anthony Marino, Paterson, and E. H. Hannon, Dunellen, and Sergeant-at-Arms D. H. Guist, Dover; Inner Guard Andrew Hutch, Nutley; Tiler Richard Pullen, Mountainside; Chaplain L. C. Earley, Lakewood, and Organist H. A. Burnham, Union City.

MINNESOTA's new Worthington Lodge No. 2287, with its 255 members, became the 30th affiliate of the State Elks Association convening for its 60th an-

nual meeting at Owatonna June 11th through the 14th. Worthington Lodge, with Gay How as Exalted Ruler, is the fifth lodge organized in that State during the past three years by Special Deputy W. Howard Comstock of Minneapolis, the Association's new President. Elected with him were Vice-Presidents Don Wick of Duluth, D. R. Johnston, Red Wing, and E. F. Anderson, Brainerd; Treasurer Cecil Brown, Rochester, and Trustee Steve Sadowski, Winona. George C. Carlson of St. Paul is Secretary, Verdie Gysland, Hopkins, Chaplain; Arthur Smythe, Duluth, Sergeant-at-Arms, and E. F. Damm, Rochester, Tiler.

Delegates to this meeting approved a two-year extension to the present Rochester Hospitals Welfare Program, and heard acknowledgments made of \$7,800 in gifts to the Youth Camp Memorial Fund, interest from which is used to send boys to the Elks Camp near Brainerd. Obert Benson of that lodge is Board Chairman.

Past Grand Exalted Ruler Sam Stern was guest of honor at this meeting, and Grand Lodge Committeeman George T. Hickey was the banquet speaker. Other dignitaries on hand included Grand Lodge Committeeman M. J. Junion and E. B. Schliesing and Illinois State Committee Chairman R. J. Campbell.

M. L. Kelsh was General Chairman for the Convention attended by a record crowd who enjoyed a wide variety of social activities planned by Exalted Ruler Frank B. Anderson and his fellow Elks. Alexandria was awarded the 1965 Convention.

WITH THE NEW Grand Exalted Ruler, Robert G. Pruitt, as a guest, the 62nd Annual Convention of the Montana State Elks Association was the biggest ever, with a record attendance of nearly



Connecticut Elksdom's Crippled Children's Committee Chairman Geo. A. Caillouette, left, presents a \$20,385 check to Berger Foss, Executive Director of the Newington Hospital for Crippled Children, third from left. Looking on are Grand Trustee Arthur J. Roy, a Trustee of the Hospital, second from left, and State Pres. Michael Kiro.

Troy Lodge's Ohio Ritualistic Champions are, left to right foreground, Est. Loyal Knight Lewis Kilpatrick, E.R. Thomas Hennessey, Jr., Lead Knight Ned R. Elleman, Lect. Knight Sam Kramer; background: Chaplain Robert Ritter, Esq. Jerry O. Markley, Inner Guard Ralph Argabright, Coach Willard Miller, P.D.D.





Dowagiac's Michigan Ritualistic Titlists are, left to right, foreground: Est. Lect. Knight Wallace Hammarstrom, Lead. Knight Max Maxey, E.R. John Stickle, Tiler and Candidate Robert Brown, Chaplain Robert Dool; background: Esq. John Nate, Inner Guard William Wray, Loyal Knight James Burke, Coaches Charles Davis and Robert Mullen.



Pictured at Wildwood during the New Jersey Convention were, left to right, Past Pres. Vernon L. Hicks, 85-year-old Fletcher L. Fritts, a 62-year member of Dover Lodge and a Past State Pres., and incoming Pres. William H. Browning.

1,500. Opening July 22nd with Mis-soula (Hell Gate) as host, the Meeting wound up with a grand parade on the 25th. Interim events included the initiation of a class by an All-State Ritualistic Team composed of officers from Butte and Great Falls Lodges; addresses by both Mr. Pruitt and Grand Lodge Committeeman Edward C. Alexander, both of whom were introduced by Past Grand Exalted Ruler Wm. S. Hawkins; the appearance of Judge Sid G. Stewart and the outstanding Juvenile Panel sponsored by Anaconda Lodge, and the election of officers.

Phil Johnson of Kalispell is the new

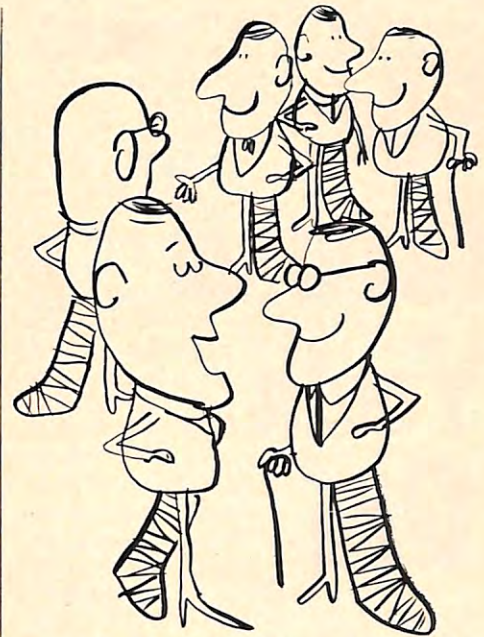
President, with Vice-Presidents William Flink, Deer Lodge, and Chester Krueger, Lewistown; Secretary-Treasurer Ray Kelly, Polson, and Trustees August Vidro, Anaconda, L. G. Seymour, Great Falls and Richard M. Gilder, Red Lodge.

General Chairmen for this fine session were E. J. Stowe, Larry Daly and H. L. Garnaas.

BETWEEN June 2nd and the 6th, 770 Elks and their ladies assembled in Harlingen to participate in the most successful Convention in the history of the 39-year-old Texas Elks Assn. Fifty-two lodges were represented, with the 200 from host lodge. Chairman R. M. Elmore and his Convention Committee, not to mention the wives, saw to it that the week was busy with well-planned events. Among the VIPs present were Past Grand Exalted Ruler George I. Hall, Grand Secretary Franklin J. Fitzpatrick and Special Deputy H. S. Rubenstein, Past State President, and their wives.

Four of the officers placing on the All-State Ritualistic Team came from Mainland which captured the State title with San Angelo, Baytown, Pasadena and Harlingen in the next four spots. Mainland's All-Staters were Ben Munday, Dwight Spurlock, H. P. Wilmeth, and H. R. Kearby. Joining them were George Blystone, Pasadena, Joe Murphy, Baytown, and Chris Jones, Harlingen. Twelve young people, winners in the State's Essay, Youth Leadership and Most Valuable Student Contests received their awards at the Past

(Continued on page 50)



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CAN YOUR COMPANY
AFFORD TO KEEP YOU
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E-4

Elks National Youth Day



Fourteen members of Falls City, Neb., Lodge (1st place, 500-1,000 members), seen in the background, prepared breakfast for newsboys, school patrol boys, and Boy Scouts of the two troops sponsored by the lodge to kick off the lodge's winning Youth Day program.



After four bicycles were drawn for, these youngsters won a batch of "consolation" prizes as part of Fulton, N. Y., Lodge's program (1st place, less than 500 members). Rear, l. to r.: Est. Loyal Knight Franklin Hunn, P.E.R. Maurice Shapiro, County Sheriff Kenneth Wayne, E.R. Lester Sweeting, and Youth Day Chairman James B. Hanlon.



At Pennsylvania's Youth Day program at Gettysburg, l. to r.: State Chaplain Rev. Melvin Walper (Bedford), Gettysburg Chm. Noel Flynn, "Abe Lincoln" (Walter Murphy, Frackville P.E.R.), State Youth Chm. Norman C. Bachelor, State Pres. H. Beecher Charming, State Committeeman Clarence Blough, and Past State Pres. John S. Buchanan.

At the 1964 Grand Lodge Convention, Chairman E. Gene Fournace announced the winners of the annual Youth Day competition conducted by the Grand Lodge Youth Activities Committee. They are:

Lodges with fewer than 500 members

First place—Fulton, N. Y.

Second place—Herkimer, N. Y.

Third place—Belmar, N. J.

Lodges with 500 to 1,000 members

First place—Falls City, Neb.

Second place—Princeton, W. Va.

Third place—Red Bank, N. J.

Lodges with more than 1,000 members

First place—Richmond, Calif.

Second place—Phoenix, Ariz.

Third place—Scottsbluff, Neb.

State Associations

First place—Pennsylvania

Second place—New Jersey

Third place—California

Fulton, N. Y., Lodge served some 5,500 youths in its Youth Day activities, requiring 860 man-hours of effort by members and at a cost of \$850. Among the numerous activities, which served not only Fulton youth but those of neighboring towns as well, were an amateur talent show, parties for retarded children, poster and essay contests, a track and field day for grammar school youngsters, a city government program, a high school dance, and a drawing for four bicycles and other prizes. In addition, there was a parade with Boy Scouts, bands, and pretty queens, and there were refreshments.

Falls City, Neb., Lodge kicked off its Youth Day at 5:30 A.M. when 14 members started preparing a breakfast for newsboys, school patrol boys, and the two Boy Scout troops sponsored by the lodge. Later in the day there was a track and field meet for the 4th, 5th, and 6th grades. A Youth Day



Only one of many parts of the Richmond, Calif., Lodge Youth Day program (first place, over 1,000 members), a water-safety course for retarded children was partially financed by the lodge. Est. Leading Knight George Chambers (now E.R.), left, has presented a check to Mrs. Wilma Winter and Robert Griffin, who administered the course of instruction.

parade featured a 90-piece high school band, directed by lodge member Robert Williams. Other major activities included a Junior High Hop for some 200 boys and girls and a high school dance for about 175.

Richmond, Calif., Lodge, in the Bay area, served virtually all of Contra Costa County in its elaborate Youth Day program. From kindergarten (an art contest) to Contra Costa [Junior] College (an oratorical contest), youth

of all ages were served. One of many highlights was a Creative Arts Festival, which included a program of music, modern ballet, folk dancing, gymnastics, and other numbers, with a cast of more than 800 youngsters of all ages. Winning Bay Area Science Fair projects and industrial arts projects were on display. A succulent barbecue capped "Merit Day," which honored more than 200 playground leaders. Other activities too numerous to mention completed Richmond's Youth Day programs that were spread over a period of several days.

The Pennsylvania State Elks Association not only coordinated, promoted, and recorded local Youth Day observances but also conducted a statewide program. In carrying out an Americanism theme, youth were bussed to Gettysburg for a day of touring the battlefield, a program of speeches, a hot lunch, and a record hop. Highlighted was a "pony express" made up of young riders who relayed a message from "George Washington Jr." to "Abraham Lincoln," riding from Fort Bedford to Gettysburg. More than 1,600 students participated in the Gettysburg field trip. • •

A Youth Day to Remember



Hundreds of high school seniors from New York City and Nassau County will never forget the 1964 observance of Elks National Youth Day.

Representing the Mother Lodge, New York No. 1, as well as Brooklyn, Staten Island, Bronx, Elmont, Valley Stream, New Hyde Park, Long Beach and Lynbrook Lodges, these students were selected either through competition in the Elks Youth Leadership Contest, or by participation in a special essay contest on our Federal Government. This subject was chosen because the Youth

Day program itself was a trip for the students to our National Capital.

Accompanied by members of the host lodges and their wives, the young people were received by U. S. Senator Kenneth Keating of New York State after attending sessions of both the House and Senate. The Senator is pictured, above, with his visitors on the steps of the Capitol.

The following day, a private wreath-laying ceremony at the grave of the late President John F. Kennedy, a member of the Order, was followed by

a trip to Washington's home at Mount Vernon, and a sight-seeing trip. On Sunday, the entire group visited the U. S. Naval Academy at Annapolis, Maryland.

This ambitious program undertaken by the lodges of the Southeast New York District was under the direction of J. Lester Dassel, a Past Exalted Ruler of Elmont Lodge and Youth Activities Chairman for the District. Assisting him as District Coordinators were Alfred Samenga of Elmont, and Donald T. Kellaher of New York Lodge.

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News of the State Associations

(Continued from page 47)

Presidents' Banquet and Dance. They included Barry Rountree of San Angelo, who had been named second-place National Youth Leader.

The first three awards for the Best All-Around Youth Programs went, as listed, to Mainland, Harlingen and Fort Worth Lodges, with the host lodge's bulletin judged the State's best. Rev. H. R. Kearby delivered the Memorial Address, with the Eleven O'Clock Toast given by D. R. Spurlock, winner of the Alex McKnight Award as the State's high scorer.

Two members of the host lodge won first and second places in the golf tournament—Chic White and Moe Martin, and Mr. and Mrs. Clifton Bull and Mr. and Mrs. Willie Brown, all of Kingsville, placed in that order in the bowling competition.

Lloyd W. Burwick of McAllen heads the State group for the new term, serving with Vice-Presidents W. A. Turner, Fort Worth, Joe W. Bell, Huntsville, H. S. Bryson, Dallas, B. D.

Scott, Borger, Oliver Cofer, Big Spring, Joe Mathews, Mainland, J. L. Phillips, Austin, and Harold B. McDonald, Harlingen; Secretary Virgil Sharp, San Antonio; Treasurer R. C. Perkins, San Antonio; Chaplain C. E. Hart, Longview; Sergeant-at-Arms Bill Coyle, Pasadena, and Tiler Gordon Vaughn, Alice. Trustees are H. L. George, Chairman, San Angelo, C. T. Wood, Vice-Chairman, El Paso, R. D. Page, Grand Prairie, Travis Moore, Crockett, Karl Miller, San Benito, T. O. Wilkins, Lubbock, F. S. Black, Sweetwater, and E. C. Ables, Pasadena. Serving as District Directors for the Texas Elks Crippled Children's Hospital are Carroll Lyles, H. N. Phelps, W. D. McAdams, Alex A. McKnight, T. C. McClain, John S. Fuhrhop, W. W. Buck and Joe Dudzienski. A. W. Farley of Kerrville was elected President of the Secretaries Round Table which will next meet in Austin, the site of the State Association's Fall Work Session. Longview will be host to next year's Meeting.

Flag Day 1964



Vincent H. Grocott, Chairman of the Americanism Committee, announced the winners of the Flag Day competition as part of his final report to the Grand Lodge Session in July. They are:

Lodges with fewer than 500 members

Manchester, N. H. *Honorable Mention:* Donaldsonville, La.; Ridgecrest, Calif.; Rockville, Pa.; Lompoc, Calif.; Ellenville, N. Y.

Lodges with 500 to 1,000 members

Lebanon, Pa. *Honorable Mention:* Massapequa, N. Y.; Palm Springs, Calif.; Newport, R. I.; Dover, N. J.; Santa Barbara, Calif.

Lodges with 1,001 to 1,500 members

Alameda, Calif. *Honorable Mention:* Port Huron, Mich.; El Cajon, Calif.; Willimantic, Conn.; Loveland, Colo.; Norwich, N. Y.

Lodges with more than 1,500 members

Phoenix, Ariz. *Honorable Mention:* Boise, Idaho; Wheeling, W. Va.; Kearney, Neb.; Augusta, Ga.; Milwaukee, Wis.

What's New? Plenty!

(Continued from page 9)

This is the same battery that makes possible that pocket telephone we noted. It may also revive the electric automobile. There's real talk of that, too, in the light of increasing concern about automobile exhaust's role in our air pollution problems. Another potentially attractive feature of the electric car: less traffic noise.

With every passing year, medical diagnoses will become better and edge toward the foolproof. Computers and improved communications, in general, are the keys here.

For instance, MIT has special glasses that "record" your eye movements, the results of which are fed into a computer. Since eye movements reveal much about a person's nervous system, this is just one instance of how automation is going to aid the medical profession in the years to come.

The powerful beam of concentrated light, known as the laser, will probably be used to cauterize wounds and destroy tumors. It's already been used at the Stanford Research Institute to weld detached human-eye retinas back in place.

To overcome the prickly problem of the swallowed safety pin—which will probably confront children until the safety pin itself is superceded—doctors will be using a new swallowable magnetic device for retrieving such objects. The magnet is "off" until X rays show that it's at the bottom of the pin. Then it is turned on so that the pin will always come up with the point facing down, harmless to young interiors.

It's expected that there will be more and more utilization of artificial body parts and transplants of live ones to help us all live better and longer. At this very moment, 30-year-old Virgil Roberts of Portland, Oregon, is alive because of three artificial heart valves that help his heart, irreparably damaged by rheumatic fever, to keep functioning.

In the future, if you need a tooth extracted, you may be able to have it replaced with a new, live one. To date there have been 124 successful live-tooth transplants.

How about the common cold? Well, I'm not going out on a limb and predict its cure. But many people have, or are at least working on it. I felt a chill and my throat tickled when I learned that, for instance, out at the University of Utah, Dr. Paul Nichols' research on the common cold employs a machine he constructed that actually sneezes! Sneezing machines or no, there's no breakthrough in sight.

Back to the safer ground of transportation. Myron Stearns predicted that in the 1960s: "To get out of town, John

uses his helicopter, an inexpensive, low-altitude flying-machine. Reaching the city," Stearns continued, "John drops down to the flat roof of the building where his office is located, checks his machine and takes an elevator down instead of up."

A few individuals do commute to Manhattan this way. For instance, John Kyle, chief engineer of the New York Port Authority, has been eschewing train, bus, subway, and ferry for over 10 years. But he's a rarity. Mass use of helicopters came one step nearer the other day, however, when the Hughes Tool Company put on the market a three-passenger, family-size whirlybird. For under \$30,000. Easy terms, too.

Commuting in the future may not revolve around the helicopter, since there are strong arguments against the advisability of using big-city building tops as heliports.

In fact, commuting may involve much more exhilarating travel than by helicopter. How would you like to travel to work by rocket belt, flying through the air *without* an aircraft of any kind?

Textron's Bell Aerosystems Company has built the first such rocket, with

which men have already flown considerably longer distances than the Wright Brothers' first flight—a momentous and historic 120 feet.

The rocket belt is startling enough. But you'll soon be able to travel anywhere you want to go whether there's rail service or highway or air access. A host of vehicles that needs no roads, rails or landing fields are already planned or already built.

In the far-out category is General Electric's walking machine, the first full-size mockup of which is now being built. Actually, the walking machine is a giant robot that will have arms and legs, and a room-size box for a body.

Here's how it's expected to work: You stand in the box, wearing a harness that, electrically, transmits your movements to the arms and legs. If you take a step, so does the machine only on a larger scale. The machine's stride, for instance, is four times yours.

Similarly, the machine will reach and grasp when you do. In this case, it's your strength that's magnified. So you can expect to be able to pick up trees by the roots someday.

The technical name for this walking machine is *pedipulator*. It will be able to climb hills, walk almost anywhere, even pick itself up if it stumbles. It's hoped that a number of pedipulators can be hooked together, train-fashion,

Is it proper to call for Gordon's by name in English Pubs?

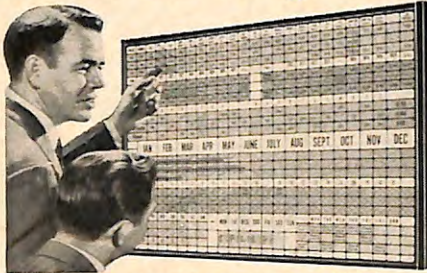
It's not a matter of being proper. It's unnecessary. For when most Englishmen ask for gin, they expect to get Gordon's. After all, its distinctive dryness and delicate flavour have been a part of English life for 195 years. Americans, however, have been enjoying Gordon's for a somewhat shorter span of time. So it is wise (and proper) to specify Gordon's by name. Your first sip of a Gordon's martini will tell you why it's the biggest selling gin over here as well as in England and the rest of the world.



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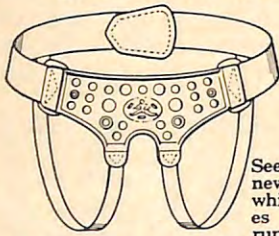
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to carry freight across rugged terrain, such as rows of hills.

It's interesting to note that in 1935—the same year that Stearns made his predictions—a California businessman named William Albee took a trip to Alaska, during which he observed 10 Eskimos pull a heavy boatload of walrus up a steep bank. The interesting thing was that the boat was rolled on inflated, closed "bags" made of seal-skins.

This impressed Albee so much that he wrote a technical paper on the principle involved. And it moved him to build the first models of modern vehicles that are moved—not by means of wheels—but on soft, inflated rubber rollers.

Four years ago, John G. Holland and Walter Kroupa began to manufacture full-size Rolligons, which utilize big, air-filled bags. Rolligons need no rails or roads and can cross snow, sand, mud, marsh. Although Rolligons can carry heavy loads, if you were to be run over by one you wouldn't be crushed.

Rolligons are already being used to carry hunters and fishermen across lonely but game-rich swamps in Louisiana, to cart men across roadless Tierra del Fuego, and over Alaska's wilderness.

To those who were unduly impressed by Sinbad's flying carpet, hear this: the day of the air-cushion, or hovercraft, vehicle is approaching. In principle, the hovercraft operates by means of an air cushion beneath its bottom that is maintained by powerful fans. The cushion of air keeps the craft just above the surface, be it land, water, or snow.

Britain's Vickers VA-3 hovercraft was recently demonstrated, courtesy of Republic Aerospace, at Montauk, N.Y. With 21 others, I took a ride in the VA-3. Sitting in airplane-type seats, we glided smoothly about three feet above Long Island Sound. There were a few bumps when we went over rough ground.

The Navy's SKMR-1, an air-cushion vehicle, recently appeared. While just this year, Textron's Bell Aerosystems Company demonstrated a 60-m.p.h. air-cushion craft—the Carabao—over the Potomac River at Washington.

Harry Laufman of Air Cars, Inc., tells me that air-cushion cars are traveling up the debris-filled East Indies rivers. Flying just above the water, they can go where boats can't.

Another vehicle designed to move right across surf, snow, swamp, or sand is Chrysler's marsh screw amphibian. It rides on two lengthwise pontoons, which are surrounded by corkscrew-like threads. As the corkscrews are rotated, the amphibian craft moves forward, supported by the pontoons.

Late last year we got an indication

of what the oceanliner of the 1990s may be like when Boeing delivered the Navy's first hydrofoil submarine chaser—the PCH-1.

At high speeds, the hydrofoil raises itself out of the water, supported by stilts that rest on small underwater wings. Since hydrofoils are not nearly as subject to surface turbulence and computers can be utilized to keep them on the level—even in heavy seas—it would seem that future ocean travel may approach air travel for smoothness. The hydrofoil has been around for a while, but the PCH-1 is the first ocean-going variety, making it appear we can expect hydrofoil liners and freighters.

There's another type of craft you may be a passenger on one day. This is the small, deep-diving submarine—a small but spectacular fleet will appear in '65. The first ones, designed to carry two or three men, are being built by Westinghouse, French oceanographer Jacques Cousteau, Reynolds Aluminum, and Maryland's Geraldines Laboratories, among others.

Skindivers will be able to get in and out of some of these minisubs—at moderate depths, of course.

But some of the little subs will go down two or three miles, depths that divers can't survive. And then, by means of searchlights and heavy, pressure-proof windows, the subs will let man see the bottom of most all of the seas for the first time. Of course, the initial purpose is oceanographic, but someday these subs will probably be used for sightseeing purposes.

"You will be able," Myron Stearns predicted in 1935, "to order houses . . . knocked down . . . to be assembled and set up in a few days' time." Prefab houses have been with us for some years now. Close to one-fifth of the homes sold today are prefabricated.

And today you can adapt your home to your families' changing needs through the use of prefab house parts. Add a porch—or an extra room; it can be taken off when no longer needed. Monsanto Chemical produces pre-cut house parts that can be erected with unskilled labor, while Norman National of Portland, Oregon, has one prefab that can be put up by anyone who can wield a hammer.

Stearns also predicted electrically heated overcoats and gloves. Although electrically heated suits are used by astronauts, the average man has to be content with snuggling under an electric blanket. Those nickel-cadmium batteries, however, may make electric clothes feasible.

Stearns' predicted boom in synthetic fabrics for use in clothing was right on the nose. In fact, a complete cycle has taken place. Real fabrics—such as cotton and wool—for the first time are today being treated to have the attributes

and/or advantages of synthetic fabrics. The first stretch cotton dress shirts and slacks were put on the market last spring. And the Department of Agriculture has just announced a new shape-retention breakthrough with molded cotton.

John Garrison's paper suit has not materialized as Stearns thought it would (the Army is trying to develop a practical paper uniform at its Natick, Mass., laboratories), but paper sheets and pillowcases are being used in hospitals and on railroad sleepers.

"There will be," Myron Stearns understated, "the increased development and use of all sorts of electrical conveniences and appliances." Tiny electric motors (less than one horsepower)—the kind that runs your drill or mixer—are being manufactured today at the rate of more than 50 million a year in this country. The average household uses 30 of them.

Lisle Hodell, a retired engineer in Fort Wayne, Ind., is already using these tiny motors on a scale that is probably the shape of things to come. Mr. Lisle has 100 of these aids working for him: raising and lowering bunk beds, carting fireplace ashes outdoors, shining his shoes, opening drapes, revolving his Christmas tree, vacuuming his clothes, brushing his hat, running toys, vibrating his chair, and rocking him to sleep.

In his completely air-conditioned home, he also has an electric gadget that dispenses a pleasant fragrance into his home's air on command—an innovation Stearns foretold.

Today even the most helpless of grandfathers can feed Baby with a new liquid food milk formula, developed by the Mead Johnson Laboratories. All Grandad has to do is punch a hole in the can, insert a nipple, and let Baby go to it. No mixing, no refrigerating, no warming, no bottle sterilization.

There apparently is no limit to the number of new foods you will be able to sample in the future. Dr. Charles Glen King, recently retired president of The Nutrition Foundation, estimates that from 1970 on, 200 new items will be on supermarket shelves each week.

The Department of Agriculture reveals that new food becoming available includes jelled applesauce that doesn't spread. You'll also be seeing instant pumpkin; sweet potatoes; bean, pea, and lentil powders.

Also coming up: Bulgar—a new starch staple—and boneless turkeys, really boned turkey rolls of white and dark meat. And how about powdered grapefruit juice? Just add cold water, stir.

Freeze drying and irradiation are two processes that will be employed increasingly, allowing foods to be kept for years without refrigeration.

When I was writing this piece, the latest new foods to be introduced were: frozen tomato slices (Libby), freeze-dried mushrooms (Armour), instant coffee (Maxwell House) freeze-dried at the moment of taste-best percolation, and Florida Key lime pie mix (Royal).

Texas A. and M. University has developed a revolutionary type of tomato, the fruit of which all matures at once. The University also recently announced three new amazing crops: a reed—its annual crop can be used to make paper, obviating reliance on trees for pulp. Another plant produces an oil that's edible. Still another produces a powerful adhesive agent.

We've seen the emergence of seeds for larger varieties of traditional flowers, as well as a host of new hybrids, but now we can look forward to flowers that defy seasons. Department of Agriculture scientists, for example, have learned how to make some varieties of azalea blossom at any time of the year, including midwinter.

Other USDA scientists returning from the tiny Himalayan kingdom of Nepal, brought with them a cherry tree that flowers in winter, orchids that bloom through several light frosts, and a variety of rhododendron that grows into a 60-foot-high tree.

We've all read that increased personal leisure is just around the corner.

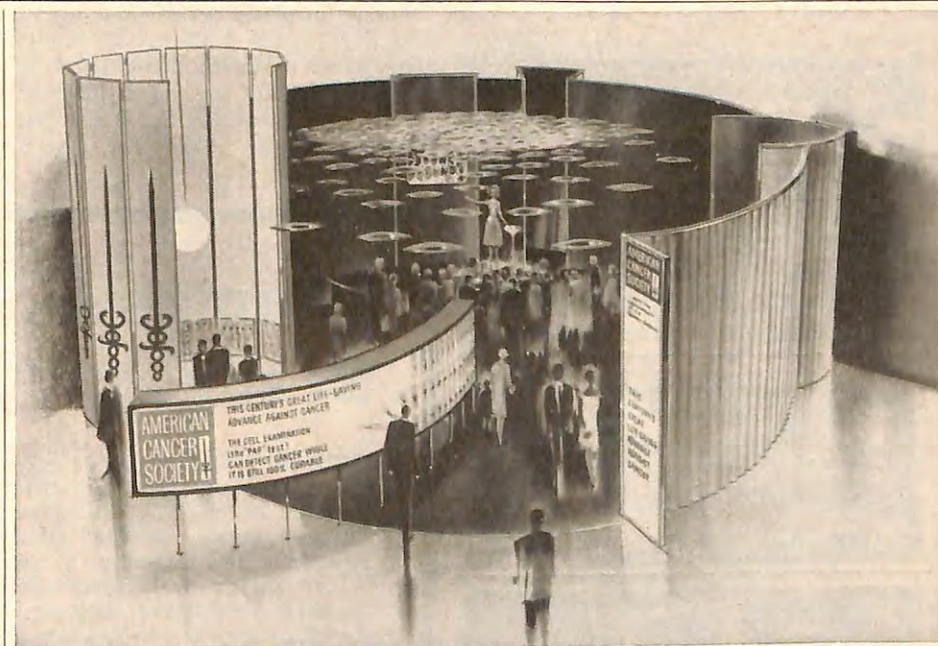
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The American Cancer Society's exhibit in the World's Fair Hall of Science Building is designed to help save women's lives from uterine cancer. "This Century's Great Life-Saving Advance Against Cancer" is an illustrated story of Dr. George N. Papanicolaou's major contribution to cancer control. The exhibit focuses on the history of the "Pap" test for early detection of uterine cancer, its potential application for detecting other forms of cancer, and illustrates some of its dramatic results. It is hoped the exhibit will also stimulate the interest of young visitors in problems of scientific research. Materials are available through your local American Cancer Society office.

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Under the circumstances, you'll probably be happy to know that night golf is expected to more than double the time the average businessman will be able to spend on the course. The first lighted courses are already in operation in New Jersey and Florida.

Some other things you can count on in the world of tomorrow: a life expectancy of about 85 years—automated, high-speed electric commuting trains—automobiles with radar and electronic anti-collision equipment—helicopter tow trucks—unlimited electric power from both nuclear energy and the sun.

Along with smogless cities, we'll benefit from increased knowledge about weather in general. At the Stanford Research Institute, the laser is already probing the atmosphere in order to reveal more about clouds and air turbulence, while Esso Research may provide the key to insured adequate rainfall. It suggests building asphalt strips along our coastlines that can be heated, figuring that the heated air coming in contact with moist air from the sea will spark precipitation.

Other innovations to expect: plastic home plumbing—computers helping to formulate military tactics and home computers to help you pay bills, figure your income tax, and remember important dates—low-cost fresh water from the ocean.

Faster airplane speeds—our experimental A-11, the 2,000-m.p.h. titanium plane which is already flying, points the way to supersonic passenger transports. And our experimental X-15 has been jazzed up to try to go the speed of

sound a whopping eight times over. Getting back down to earth, you'll be using a home disinfectant ray—walls of light instead of conventional lamps—mural-size wall television screens—tires that outlast cars—synthetic marble, made from petroleum.

When he wrote his article for THE ELKS MAGAZINE almost 30 years ago, Myron Stearns' world of the 1960s sounded unbelievable. But the then unbelievable is our present reality. Stearns, for instance, predicted the brand-new Picturephone, although he failed to prophesy frozen foods, aerosol cans, or the new rip-open ones. But probably the most noticeable omission in his remarkable article was his failure to predict man's venture into space, even though when he wrote, Buck Rogers was king of the comics.

We owe science and engineering a debt of gratitude for these advances. Today, research in both fields is mushrooming. As you read this there are 220,000 engineers and 78,000 scientists in this country engaged in nothing else but research and development.

In 1935 \$250 million was expended on R/D; now the figure is creeping towards \$25 billion. There is, of course, no necessarily direct connection between the amount of money spent and the number of new products introduced or sweeping changes that result. We've all read about unsuccessful experiments. But it's certain that the more research that takes place, the more likely new developments are to occur, paving the way to the fabulous world of tomorrow. • •

Thomas J. Brady



Thomas J. Brady, for 11 years Superintendent of the Elks National Home at Bedford, Va., and a Past Chairman of the Board of Grand Trustees, died September 8 after a brief illness. Brother Brady had been indisposed at his residence in the Home for about two weeks and was taken to Roanoke Memorial Hospital September 6 when his condition grew worse. Brother Brady was buried in Greenwood Cemetery, Bedford.

An Elk since 1919, Brother Brady was Past Exalted Ruler of Brookline Lodge No. 886 and Past President of the Massachusetts Elks Association. He had served as District Deputy, Grand Tiler, and Grand Esquire. Elected a Grand Trustee in 1949,

he resigned as Chairman to accept the Superintendency on November 1, 1953. Prior to then he had been general manager of a large Boston clothing firm. He had served two terms as a Brookline selectman, had been a vice-president of the New England Amateur Union and for many years headed the Brookline Boy Scout organization.

He is survived by his wife Rita, their daughter, Mrs. William Brehny, and four grandchildren.



The Red Blackboard Jungle: Tyranny Taught by the Book

"WE ARE THE PIONEERS at paving the road to communism for all mankind."

This is an opening statement in a social science textbook used in all Soviet secondary schools.

The book has just been translated into English by the Joint Publications Research Service, Office of Technical Services, U.S. Department of Commerce. Its price is \$5 per copy.

Many experts call it the most important Soviet book ever translated into English. More than any other, it reveals exactly how Russian communists are preparing the Russian people to take over and reshape mankind.

The Contents

The text starts with Marxism-Leninism. "Marxism," it says, "is an orderly system of scientific views on the generic laws governing the development of nature and society, on the triumph of socialist revolution, and on the ways of establishing socialism and communism."

This rips the veil of respectability from the label of Marxist. In Moscow's view, at least, a Marxist is a fellow who's out for socialist revolution, and a communist world.

The text reveals that materialism is the only reality; that science is knowledge and that religion is superstition. Then, the book argues that because man is dependent upon his material surroundings, he can never be free in the American sense. He is, in fact, a slave to his environment.

Of course, communists talk about freedom. But, they say that man can be free only to the extent that he recognizes the facts of his environment and uses them. Nor do they contrast this limited view with our concept (as free men agree) that the material world exists and must be dealt with, but materialism without idealism, without spirit, is blind. A man who cannot rise above slavery to the materialist world about him is to be pitied. He is not really alive. Indeed, a man of spirit

In an effort to keep members of the Order aware of developments in the global struggle between the forces of freedom and communism, THE ELKS MAGAZINE frequently publishes excerpts from Freedom's Facts, the monthly publication of the All-American Conference to Combat Communism. Membership of the conference includes some 40 national organizations, including the B.P.O.E. Readers who wish to subscribe to Freedom's Facts may do so by writing to All-American Conference, 1028 Connecticut Avenue N.W., Washington, D.C. 20036. The cost is \$3 per year for 12 issues.

can be free and happy despite environment.

Such freedom is not understood, or is ignored, by ruling communists. And the social science text makes very clear that communists intend to rule.

Red Rule Justified

The text states that "Communism will be the result of the purposeful labor of millions of human beings, implementing the blueprints of the Party." The historic mission of the Party is to speed the socialist revolution, establish the dictatorship of the proletariat, and impose Party rule upon all mankind.

The Communist Party is presented as "Our Helmsman . . . The Mind, Honor, and Conscience of our Age." The communist self-justification is this: Since Marxism is a science governing nature and mankind, those few elite who best understand Marxism and through it the future of the world are best qualified to direct the affairs of mankind.

There is a quality of the ancient court magicians and oracles about the role the Communist Party ascribes to itself. They claim to see over the horizon into the future and send orders down to the people, saying—this is the kind of society you must live in, this is the kind of character you must have to fit into the society, and, if you don't go along with us, life will be hard for you; perhaps even impossible.

The Lesson Learned

Terrifying as the prospect of such a world must be to people of advanced countries of the Free World, a study of this text does offer some benefits: a new insight into the incredibly dull Soviet mind; a reaffirmation of the communist intention to dominate the world, and not merely dominate but recreate all the people of the world into the communist image of the new Soviet man.

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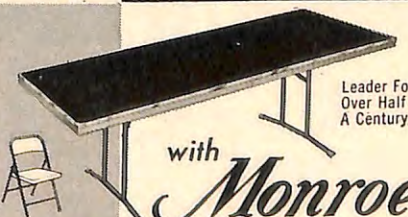
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THE PERMANENT DENTURE RELINER



P.D.D. James S. McCarthy, Sr., center, enjoyed the privilege of installing his son James Jr., left, as Whiting, Ind., Lodge's new leader. At right is immediate P.E.R. Peter Kovachic.

Family Affair-1964

This year's evidence that Elkdom is a fraternity of companionship, where leadership among the members of one family is not unusual.

For the first time in its long history, Houston, Texas, Lodge has a father and son holding office simultaneously. The father, Edward F. Burgdorf, was Est. Lect. Knight when his son Richard was seven years old. Later he served as E.R., and 12 years ago became Secy. of the lodge, an office he's held ever since. This year, Richard, pictured at left with his father, became Esquire.



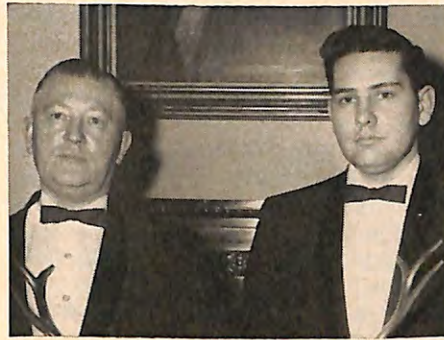
While James B. Capron, Sr., left, is a P.E.R. of Newport, R. I., Lodge, he's now a resident of Annapolis, Md., and an "adopted member" of that branch of the Order which granted him permission to install his son James Jr., right, as E.R. this year.



A double "family relationship" exists in Niagara Falls, N. Y., Lodge's panel of officials. Left to right: P.D.D. Fred Mair congratulates his son F. Barry Mair after installing him as the lodge's 1964-65 Esquire, and E.R. Patrick Flanagan receives the good wishes of his father, P.E.R. Matthew Flanagan who had been installed in office 20 years earlier, to the day.



Wauchula, Fla., Lodge's 26-year-old E.R. Don B. Johnson, left, was installed by his father, H. F. Johnson, center, who served the lodge as its second E.R. At right is outgoing E.R. Bedford A. Scott.



Two of the four Chair Offices of Frackville, Pa., Lodge are held by a father and son—with the elder following the younger. William Moll, left, is Est. Lect. Knight; his son, LaMar, is Loyal Knight, right.



P.E.R. R. C. Dowd of Fort Dodge, Iowa, Lodge, right, installed his son Thomas J. Dowd as E.R. of that branch of Elkdom.

A four-member family installation night tableau involved P.D.D. Ernest M. Peacock, right, presenting the gavel to his brother Paul as E.R. of Minneapolis, Minn., Lodge, as brothers Harold, left, and Clarence, third from left, look on. These Peacocks are four of a family of nine brothers, all members of the Order. The following week, Ernest Peacock traveled to Port Huron, Mich., to install another brother, Allen, as that lodge's E.R.



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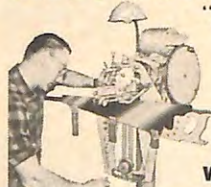


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For Elks Who Travel

(Continued from page 17)

is a little like Times Square on New Year's Eve.

And it's the reason that stores don't open their doors until 9:30 in the morning and why everyone takes a three-hour siesta, starting about 1:30 in the afternoon.

Late one night at Antigua Casa Sobrino de Botin—a fashionable restaurant off the Plaza Mayor—we discovered *gazpacho*: a delicious cold soup. It tends to take one's mind off the Spanish weather, which is warm, although not quite as warm as my native California.

At Botin's (No. 17 Calle de Churchilleros) you're initially herded to a meat-block behind the cashier's stand, where you enjoy a cocktail while your table is prepared—either in the cellar or upstairs from where you can look out on Old Madrid.

Electric fans spin from the ceiling, and ancient lamps lend light by which you dine on *cochinillo asado* (roast suckling pig). This specialty of the house costs \$1.75.

At El Pulpito, another well-known restaurant nearby, patrons rave over the fried inkfish in sauce, while at Chipen, a popular place in the same locale, it's pickled partridge that'll grab you—right in the pit of the stomach, señor!

But American veterans of Madrid, such as Ava Gardner, frequently prefer Restaurant Aroca on Plaza Julio Romero de Torres. Here our two-hour meal of giant prawns, fish soup, a meat fillet, dessert, coffee, and *chin chon*—a volatile colorless Spanish liqueur—came to less than \$4.

The Spanish seem intent on charming Americans with Americanisms. Even in Madrid. I remember an unlikely restaurant there called the California; its specialty is *toritas a la plancha con sirope de chocolate*, or hotcakes swimming in hot chocolate syrup. Some of the other "indigenous" delights are *hamburguesa con tomate* and Rice Krispies.

Beverages at the California range from malted milks to dry martinis. While the place was launched to attract Americans bewildered by Spanish menus, it's been a smash hit with the locals. In utter disbelief, I watched one gay caballero, casually sipping a dry martini, sink a fork into a stack of chocolate hotcakes!

Three days in Madrid convinced me that the only drawback facing the tourist is the possibility of being gored by a charging Fiat. Madrid's manic drivers rate right up there with those of Tokyo, Paris, and Mexico City.

After taking in Madrid's most com-

mon tourist attractions, including the magnificent Prado art museum, we motored out to the ancient walled city of Toledo, then besieged by tourists: American, German, French, Spanish.

Guidebook hawkers haunt the city's dark narrow streets. And cooling their heels outside the historic buildings are Spaniards in black sombreros selling pottery slung from the backs of burros. Tourists were pouring through the city's venerable cathedral, tramping through El Greco's rambling old home at a dime a head, and visiting a synagogue abandoned by its worshippers in the 15th century.

El Greco's masterpiece, "The Burial of the Count of Orgaz," hangs in the little church of Santo Tomé nearby. The painting was to have crossed the seas to the New York World's Fair, but enough art lovers protested to forestall the trip.

Above Toledo stands the famed alcazar, site of an extremely bitter battle during the Spanish Civil War. This famous landmark, dating back to the time of the Moors, was nearly leveled in 1936 when nationalist Colonel José Moscardo and his garrison of 2,000 fought it out against republican forces for 72 days. The colonel refused to surrender, even after being threatened that his captured teenage son would be shot if he didn't capitulate. "You needn't waste the time you have set as the Alcazar will never be surrendered," he related to the enemy, thereby condemning his son to death.

Before turning south towards Spain's sunny coast, one afternoon we motored to the Valle de Los Caidos—the Valley of the Fallen—a memorial to Spain's Civil War dead. Situated 35 miles northwest of Madrid and carved into the Guadarrama Mountains, this memorial, which encompasses 46,000 acres, is considered one of the marvels of modern Europe.

An immense white cross, three times higher than our Statue of Liberty, rises above an underground church-crypt, containing the remains of thousands of Civil War dead.

When the clock forced us onward, we turned south, crossing sun-baked plains and hillsides ripe with olive trees. Our objective: Spain's Costa del Sol. En route we stopped in Seville, home of, among others, Velasquez, Murillo, and Peter the Cruel, and the setting of Bizet's *Carmen*.

Seville's palace, built by Moorish rulers, is a showplace for tourists. Its Maiden Court unfolds like the set of a Technicolor Arabian Nights splash.

After discovering America, Columbus returned to Seville, where he is said to have died and been entombed in the great cathedral there. The Dominican Republic and Havana also claim to house the remains of Colum-

bus; however, the Spanish claim the *real* Christopher Columbus is buried in Seville, along with his son, Fernando.

A few steps from the cathedral, the old Moorish section unwinds in a maze of narrow alleys. Geraniums spill over the grillwork balconies of whitewashed homes; fountains play inside their shaded courtyards. Shops and tourist bargains abound in this area.

Seville's Hotel Alfonso XIII, which contains 220 rooms, offers accommodations fitting for a Ferdinand, and Isabella for \$7.75 a night, and its register contains a lengthy roster of royal and celebrity autographs.

Across the Avenue Puerta Jerez in the cellar of the Hotel Christina, flamenco—a rather Hollywood version—is served up. While it's not truly authentic, nevertheless it's a colorful show.

If you're tempted to follow the path we followed from Madrid, you'll find the trip a relaxing one. The narrow roads wind in a meandering fashion, and by the time you reach the Costa del Sol, you'll be ready for the relaxed pace of this poor man's Riviera.

The area is a place of contrasts: primitive villages vying with sophisticated resorts, authentic Andalusian flavor tempered by the reality of skyscraper apartments. This once dirt-cheap paradise is becoming more expensive all the time, but your travel dollar still can go a long way here.

Near Marbella, one of the new high rises is Atalaya Park. It features the biggest swimming pool on the coast, an 18-hole golf course, sailing, tennis, horseback riding, a nightclub, a beauty parlor, and a "South Seas" bar. Not to mention 160 rooms that all face the sea and rent from \$8.30 (single) to \$11.25 (double).

It was Torremolinos, though, that won my heart. It's a patch of sunny splendor deep along the Iberian Peninsula that's a Spanish version of St. Tropez with touches of Miami and Greenwich Village.

Torremolinos can be reached from Madrid for \$16.50 via Iberian Air Lines or from Malaga—a jewel of a port, 10 miles to the east—for a 15-cent bus fare.

The main shopping street is Calle San Miguel, which slopes to the cliffs overlooking the beach. Fashionable high-rise apartments look down on donkeys slowly plodding up narrow trails, hauling sacks of sand for still other modern skyscrapers.

One of the newest co-ops—La Nogalera—is equipped with elevators, air-conditioning, swimming pool, lounges, playground, and a shopping center. From its top floor you can see all the way to Gibraltar on a clear day.

In this building, apartments that overlook both pool and the sea are up for grabs for as little as \$11,668, in-

cluding elegant furnishings. You get your key for a down payment of under \$5,000; after that comes a monthly nudge of \$91.85.

Other apartments in the building are priced all the way up to \$21,000: a down payment of \$8,500 and a monthly mortgage of \$167. "Sold" signs were hanging from more than half the doors when we were there. If I were retirement age and able to afford it, you could get me c/o Torremolinos.

However, Torremolinos is prepared to welcome the tourists, no matter the condition of his pocketbook. For example, the Casa Suecia (Cuesta de Tajo 7-9) is a spotless, cliffside pensione run by Olga and Gustaf Thoren. The Thorens, who are Swedish, converted their establishment from four fisherman's shacks. Rooms go for \$1.25 a night. If you're a real spender, you can engage a double with kitchen and bath for a whopping \$3.50 a night. From your window you look out on banana trees and the Mediterranean—a two-minute walk down a winding, cobbled path. Sound like heaven?

We spent a memorable day in Torremolinos just sitting at a sidewalk cafe in a narrow alley, soaking up the warm Spanish sun and speculating on the face and figure that belonged to the bikini drying in a window just above our head.

At night candles flicker in wine jugs at Cabana Madrid—a small dark cave with walls done up in old gunnysack. At Quitapena the champagne cocktails are 16 cents each. Down the avenue is a pub called the Florida; you'll recognize it—just look for a vintage Cadillac with Florida license plates; it's always out front. Then there's a drugstore that serves gin and tonic instead of root-beer floats. Somewhere in between, you'll hear the music throbbing from the Whiskey a Go-Go.

Perhaps the most intriguing cave of all, though, is run by Shelagh Tennant—a 21-year-old colleen who was born in Indonesia, reared in India, and educated in Spain. Helping behind the bar at Shelagh's Bar & Pizzeria are "The Locos" (Antonio, Pepe, Louis, Fernando, Pepito, and Manola), who are billed as Torremolinos' threat to the Beatles.

How serious a threat you must decide for yourself: One Loco pounds an ice bucket, another rakes a knife along a string of "musical" bottles, and a third evokes steamy bass notes from an espresso machine. Everyone sings.

"Make a lot of noise and people tend to forget their complexes," philosophized Shelagh, who's pert and pretty.

Well, maybe the psychiatrists would disagree, but I'll tell you one thing—Shelagh's patrons sure seem to like her brand of therapy. ● ●

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AN UNPRECEDENTED RECORD

One of the really dramatic moments of the recent Grand Lodge Convention in New York City occurred when it was revealed that 92 residents of the Elks National Home in Bedford, Va., had pledged their eyes to the Eye Bank and Sight Conservation Society of Virginia.

When Chairman Edwin J. Alexander of the Board of Grand Trustees made the disclosure, the representatives attending the Thursday morning session burst into applause in a spontaneous and heart-warming tribute to the humanitarian spirit evinced by the Brothers at our National Home.

The tribute was well deserved, for by their generous act these Brothers have set a high standard of service to their fellow men that adds new luster to Elksdom's splendid record of benevolence and brotherly love. And the story is not yet ended, for since July more residents of the Home have pledged their eyes, bringing the total to more than 100, or nearly half of the retired Elks living at the Home, according to Thomas J. Brady, the Superintendent.

The Virginia Eye Bank Society is supported by the Lions Clubs of that state. The Lions Clubs have long been leaders in the field of aiding the blind, and in their experience there is no example of giving to equal that set by residents of the Home.

In the six years since this program was begun at the Home, the pledges of 39 men have been redeemed and their eyes have been used for cornea transplants for the benefit not only of Virginians but also to bring sight to persons as far away as New York, North Carolina, Tennessee, and Washington, D. C. While there is always a strong possibility of failure in such surgery, the remarkable fact is that every one of the cases involving use of the eyes donated by residents of the Elks National Home was successful.

On the honor roll of residents of the Home who have pledged to "let their eyes live after them" are Elks from 91 lodges in 27 states, the District of Columbia, and Puerto Rico. Among them is Dr. Fred W. Edmonds, a retired optometrist of Shenandoah, Iowa, who, with Superintendent Brady and Dr. O. B. Darden Jr., resident physician at the Home, has been a leading figure in promotion of the program. We join with Elks everywhere in saluting the thoughtful generosity of our Brothers in the Home, and express the hope that their example will cause more of us to join with them not only in "letting our eyes live after us," but also in supporting research and other programs to prevent blindness and to save sight.

Elksdom's Building Boom

In recent years, leaders of the Order have placed strong emphasis on promoting family participation within Elksdom. A concomitant of family participation is the provision of appropriate facilities, recreational and otherwise, to give the Elks lodge and club the necessary family appeal. At the same time, heavy promotion has been given to the public relations value of lodges maintaining their physical properties, inside and outside, in first-class condition. These combined stimuli have touched off an impressive building boom that has produced handsome Elks lodges and clubs from coast to coast.

According to the annual reports of the Board of Grand Trustees, which must pass upon lodge plans in such matters, the total spent by our lodges for the purchase of real estate and buildings, construction, and furnishings in the past 10 years reached the total of \$104,360,000. Of this total, \$20,782,000 went for the purchase of real

estate (including land and buildings), \$9,531,000 for furnishings, and \$74,047,000 for construction, which covers new construction, additions, and alterations.

It is interesting to note how these expenditures for lodge home facilities have grown from year to year. In 1955 they totaled \$6,324,000. By 1958 the amount had reached \$9,397,000. In 1960 it was \$13,616,000, and in the year just ended our lodges invested the record total of \$16,470,000 in lodge and club facilities.

The breadth of these activities is indicated by the fact that last year's total of nearly \$16.5 million was accounted for by about 230 lodges, or about 11 per cent of the total, and they represented every section of the country.

These are not predominantly the new lodges that have been instituted during the decade. A cursory check of the applications granted by the Board of Grand Trustees last year for the purchase of real estate, construction, and for furnishings showed that fewer than

40 of the approximately 230 represented lodges were instituted in the decade covered by this study. In other words, it is the older lodges building new homes, building additions to their existing homes, or altering them, that account for the great bulk of these expenditures.

This is indeed a sign of financial health and fraternal vigor, and it augurs well for Elksdom's progress, so long as the Board of Grand Trustees keeps a proper check on these activities as it has in the past and we are confident will in the future.

These construction activities play an important part in shaping the modern image that Elksdom presents to the public. Another vital factor in shaping that attractive image has been the splendid patriotic and benevolent programs to which the Order has dedicated itself, more and more, in recent years. Together, they have kept Elksdom in the mainstream of American life and maintained the Elks lodge as a powerful influence for good in the community.



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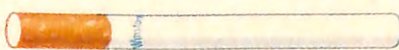
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