

THE

# Elks

MAGAZINE

MARCH 1965





# *the man's mixer*

***FOR THOSE WHO ENJOY THE TASTE OF GOOD WHISKEY***

What any sophisticated imbibor wants in his highball is flavor — whiskey flavor. And 7-Up is all for it! No cover-up mixer, this one. Seven-Up mellows, it rounds out the flavor, but it lets your whiskey keep its authority. You get a hearty drink — with a truly sparkling personality. So next time, mix yours with 7-Up.

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# GETTING THE MOST OUT OF ELKDOM



Isn't it great to be an Elk? It certainly is, the more so if you're an active one. Then you really appreciate the true value of membership in America's finest fraternal organization.

One of the great things about being an Elk is the opportunity it opens up to take part in so many activities—in your lodge, State Association, and Grand Lodge. It gives us a chance to share in the wonderful works of Elkdom. Through it we gain a deep personal satisfaction, and we are better men for it.

I have found from my own experience—and I think anyone who has been an Elk for any length of time will agree—that nowhere else can a man make so many friends with such fine people as your lodge Brothers and their families. It is a rewarding experience to know them and work with them for the advancement of Elkdom's principles.

The opportunities for a member's participation in the activities of his lodge are as numerous as they are varied. He can serve on the Elks National Foundation committee, raising funds for the Great Heart of Elkdom. He can

work with the Boy Scout troop sponsored by his lodge, call on sick brothers, or join the committee visiting hospitalized veterans. Or, he can serve on the house, entertainment, or bulletin committees, among many others.

The chances for service are almost unlimited. All offer a challenge and the satisfaction of doing an important job. The member who wants to devote his time and talent to one or more of his lodge's activities need only make known his desire to do so. Those who are reluctant to volunteer for committee assignments should be encouraged to come forward by the lodge leaders.

Newly elected officers should develop an effective plan for enlisting the services of all members—those who are willing, as well as those reluctant to serve. Only when all of a lodge's members are participating in its programs will it realize its full potential for service to the community. Then too, will every one of its members fully appreciate his membership and really understand why IT'S GREAT TO BE AN ELK!

A handwritten signature in cursive script, reading "Robert G. Pruitt". The signature is written in dark ink on a light background.

Robert G. Pruitt, *Grand Exalted Ruler*

6 reasons  
why selling  
**Tootsie Roll**  
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**MAKE  
MORE MONEY  
FOR YOUR  
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**1 HIGH PROFITS!** You get a big, easy to earn 45¢ profit on every dollar sale of Tootsie Rolls!

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Name of Org. \_\_\_\_\_

Address \_\_\_\_\_

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

Your Name \_\_\_\_\_

**THE ELKS MAGAZINE**

VOL. 43 NO. 10

MARCH 1965

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*The Champagne of Bottle Beer*



Sparkling...  
flavorful...  
distinctive!



Exceptional and unequalled on draught . . .  
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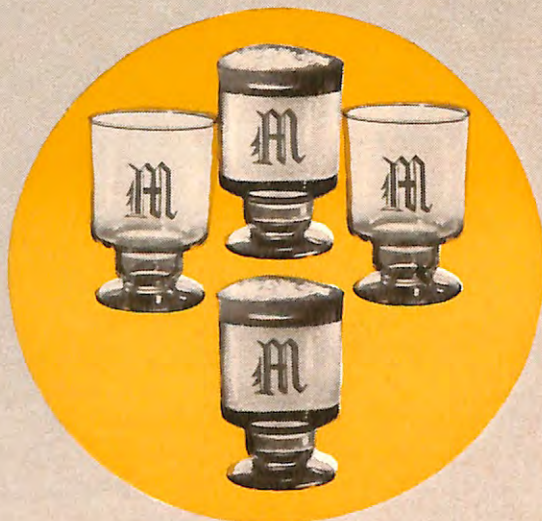
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Set of 4 Goblets  
only \$2.95  
plus 50¢ per set  
PP & Hdlg.

**SPECIAL—**  
2 sets, \$5.75  
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Satisfaction  
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on every set.



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Serve beer in high style—and have it taste better, too! These Heidelberg goblets have hollow stems—each holds a full bottle of beer (15 oz.) On every set you have your choice of an Old English Monogram, hand cut by artisans— or any name in handsome hand-engraved script! You would expect these distinctive sets to sell at five times this low price. You'll be proud to serve in them—pleased at how your guests admire them. And they make wonderful gifts! Order enough for yourself—and your friends.

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*Genuine Pigskin Gold-Stamped Initials*

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Only \$2<sup>95</sup>  
POSTPAID



Now you can carry all your miscellaneous papers, cards, etc. in one handy, organized case. No more fumbling in wallet for credit cards. This handsome credit card case has clear, durable, transparent pockets that hold 24 credit cards, license, photos, etc. Complete with bill and note wallet. Pigskin pocket holds money, oversize cards, notes, etc. Ample room for business cards, time-tables, checks. Fits man's hip pocket or lady's purse. Won't bulge pocket. You always look neat. You always have everything together. Personalized with any 2 or 3 initials. Please print initials.

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Send coupon

## NEW FRENCH GLASSES



# Let You See Fish BELOW Surface of Water!



View without Lunette Glasses



Same view with Lunette Glasses

These amazing Lunette Radar Glasses—invented in France—let you see DOWN INTO water where only the SURFACE is visible to the naked eye! With them you can see at least 2 ft. to 12 ft. (or more) BELOW the surface.

See photo illustrations above. One was taken through the camera lens alone. Note that you see only the SURFACE of water. The other, taken with Lunette Radar glasses over the camera lens shows you how you see INTO the water . . . how you can spot

fish . . . how you see what goes on below water surface.

These photos only illustrate how Lunette Radar Glasses work. With the human eye you see even better. You look deep into swift-running streams . . . see into holes . . . down into brush piles, weeds . . . in lakes or ponds . . . or salt water. No cumbersome equipment or gadgets. Just slip on Lunette Radar Glasses—and with both hands FREE, you see deep below water surface!



Now You Can Watch Your Line And Lure Work As You Fish—  
Now You Can Fish "Smarter"—Take More Fish Every Time

These sensational new glasses will give you MORE fishing pleasure—save precious fishing time. New patented principle combines polarization with special hooded lens. Lets your vision PENETRATE INTO WATER instead of bouncing off surface. Lunette Radar Glasses help you spot fish—let you study marine life, see what goes on below the surface!

### RUSH ORDER—DON'T BE DISAPPOINTED

We have brought in a sizable supply of Lunette Radar Glasses from France—and are prepared to fill your order now. But we can't estimate the demand. Orders will be shipped on first-come, first-served basis. So—send coupon now to be sure you get your pair early. These famous glasses are only \$7.95, plus 50¢ pp. & hdlg. 2 prs. will be shipped postpaid for \$15.75. Order them with ear-pieces as shown—or clip-on type to fit over regular glasses. If you are not 100% thrilled with them after one fishing trip, return them for an immediate refund.

Rush coupon below for the greatest fishing year you ever had!

## Icy Mite

### COMPRESSOR REFRIGERATOR



Only \$89<sup>95</sup>



- Ice Cubes in A Jiffy
- 4 Full-size Trays with 5th Optional
- Holds 5 Bottles—2 Full Quarts & 3 Half-Quarts
- Full Range Thermostat with Defrost Setting
- Super-Quiet Performance
- Size: 16 3/4" H., 16 3/4" W., 15 1/2" D.

SMALLEST IN SIZE

GREATEST IN CAPACITY LOWEST IN COST

This handsome unit, in simulated walnut-grain, will make your entertaining easier—more fun for everybody. Ideal for office or an extra home refrigerator, in bar, playroom or patio. Provides plenty of ice cubes for any occasion—5 full trays, if you need them! Precision-built to highest quality standards, engineered for long service-free operation. Weighs only 43 lbs. Plugs into any 110-115 V. electric outlet; 60 cycle, AC. Low current consumption. A great buy at only \$89.95, Frt. collect (app. \$5 to \$8 per unit).

## AUTOMATIC PORTABLE PRESSER

Keeps You Smartly Groomed At Home or Traveling

This ingenious new idea will save you hundreds of dollars a year—and keep you spruce and neat all the time!

It's really a portable, automatic valet. Just place your trousers in it—plug into any regular electric outlet—and in only 10 or 15 minutes your pants are perfectly pressed. Safe and simple. No sprinkling or steam needed.

Can be used by the whole family. So quick, so easy—and it presses even while you sleep. A wonderful automatic electric servant to help in every home.

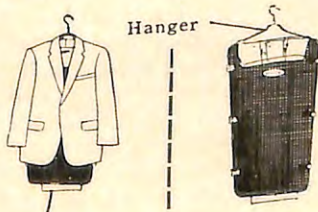
For that unfailingly well-groomed look, use it every night. While it presses your trousers or slacks, it holds your coat neatly, too. Hang clothes in it at night. It will press your pants and have them ready in the morning. Automatic thermostat safety device prevents over-heating. Take it with you when you travel. Keep one in the locker room at your club. It's light (only 8 lbs.) Compact (30" long). Best of all, it's only \$29.95!



Complete Unit Only  
**\$29<sup>95</sup>**

plus \$2 pp & Hdlg.

Presses your ties, too!



Hangs Clothes Neatly—Presses Pants Perfectly

USE HANDY COUPON TO ORDER

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125 Marbledale Rd., Tuckahoe, N. Y.

Please send the items listed below (or listed on the attached sheet) on a satisfaction-guaranteed basis. I enclose payment of \$.....

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name.....

Address.....

City..... State.....

NOT EVEN YOUR POSTMAN KNOWS... YOU'RE GETTING

# MONEY BY MAIL



If you're between 25 and 65, steadily employed, you can borrow up to \$800 on **YOUR SIGNATURE ALONE.**

**OUR SERVICE IS: FAST**—We rush the money to you after your application is processed.

**CONFIDENTIAL**—WE DO NOT notify anyone.

**SIMPLE**—No embarrassing interviews.

**GOVERNMENT REGULATED**—We are licensed by the State, and operate under the Division of Finance, Dept. of Business Administration. **JUST CIRCLE THE MONTHLY PAYMENT YOU DESIRE, FILL IN THE APPLICATION BLANK BELOW AND SEND IT TO US.**

CASH YOU RECEIVE	18 MONTHLY PAYMENTS*	24 MONTHLY PAYMENTS*	30 MONTHLY PAYMENTS*
\$400	\$28.23	\$22.86	\$19.76
\$500	35.26	28.55	24.66
\$600	42.02	33.90	29.18
\$700	48.56	39.05	33.48
\$800	54.97	44.07	37.66

\*Payments include creditor life insurance.

### PRINT INFORMATION REQUESTED BELOW

NAME \_\_\_\_\_ AGE \_\_\_\_\_

ADDRESS \_\_\_\_\_ No. \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

HOW LONG \_\_\_\_\_ TELEPHONE NO. \_\_\_\_\_

EMPLOYED BY \_\_\_\_\_

HOW LONG \_\_\_\_\_ SALARY \_\_\_\_\_

OCCUPATION \_\_\_\_\_

NAME OF SPOUSE \_\_\_\_\_

EMPLOYED BY \_\_\_\_\_

DATE YOU WISH TO PAY \_\_\_\_\_

CREDIT REFERENCES

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

SIGNED \_\_\_\_\_

Rendering Faithful Service For A Quarter Century

## Murdock

BOX 659, POPLAR BLUFF, MISSOURI, Dept. 183

Famous WITCH Automatic Needle Threader



### 25c SAMPLE (\$1 Retail)

Make up to \$10 an hour in your spare time just showing this amazing little invention that threads a needle simply by pressing a button. Show it to women (men, too) and watch them grab it out of your hands for only \$1.00. No sales experience needed. Rush 25c for sample or \$3 for 1 doz. in 3-color store display carton, and money making facts, plus other self-selling money-makers.

UNIQUE PRODUCTS, Dept. 3153T

216 W. Jackson Blvd., Chicago 6, Ill.

MEN! 60 STYLES FOR

## W-I-D-E FEET!

E to EEEEE Only  
Sizes 5 to 13

Men only. Casual, dress, work shoes that really fit. Top quality, popular prices. Money Back Guarantee.

HITCHCOCK SHOES INC., Hingham 11-B, Mass.



Not sold in stores

Write Today for FREE CATALOG

# LETTERS

### Our Friends, the Postmasters

I am sending copies of the January, 1965, issue of the *Postmasters Gazette* for you to see the use I made of the engravings used on your January, 1964, cover. . . .

I have been a member of Pasca-goula, Miss., Lodge since my return from military service in World War I. I have found my membership a source of pride and pleasure as I travel over the country in my capacity of editor of *Postmasters Gazette*.

Our next national convention will be in Omaha, Neb., October 10-14. Donald C. Fraser, postmaster at Fargo, N. D., is endeavoring to obtain the names of all postmasters who have held high offices in Elk lodges and invite them to a social meeting during the convention. . . .

ARTHUR V. SMITH  
*Pascagoula, Miss.*

*We'd like to extend our cooperation with the National Association of Postmasters still further by encouraging our readers to use Zip Codes always. It would be especially helpful if all Elks would look at the mailing label on the front cover of the Magazine and, if no Zip Code appears, write to our Subscription Dept. (New York 10016) to advise us of your Zip Code.*

—The Editors

### More Unusual Place-names

Frank Remington, of course, could not mention all of the unusual names in his article "Where Did You Say You're From?" (January issue), but he sure missed two good ones in Virginia and one in Pennsylvania:

Cuckoo, Va.

Uno, Va.

King of Prussia, Pa.

Imagine replying "you know" when asked "Where did you say you're from?" (UNSIGNED)

"Where Did You Say You're From?" (January issue) by Frank L. Remington was of interest to me because collecting postage stamps and postmarks is one of my hobbies. It is of special interest at Christmastime. Each year I receive a greeting card from friends in Chicago, postmarked "Bethlehem, S.D." Because this place doesn't amount to much more than a wide place in the road—a Catholic mission in a cave on an unmarked road, off the marked highway—it is visited by only a few. . . .

Uncle Sam has threatened to discontinue this post office if it does not sell enough stamps to make it worth-

while. . . . Now, many who have learned of this place at Christmastime bundle up what they can and ship it to Father Tibbet to stamp, postmark, and send on. . . .

FRED R. HOFFMAN  
*Huron, S. D.*

We of Show Low, Ariz., Lodge were very pleased with the article "Where Did You Say You're From?" but [at the end] you goofed. It was the deuce of clubs, not spades. Our main street (Route 60) is named "Deuce of Clubs Avenue," as you will note on my business card enclosed.

I've been an Elk for less than a year, and I've enjoyed the fellowship very much. I'm a patriotic American and was made a member of the lodge's Americanism Committee. . . .

I don't think you can stress Americanism too much. I was in the Navy during WWII and helped raise Old Glory on many occasions, and I get "goose pimples" every time I hang it out in front of our little store.

MERLE E. WRIGHT  
*Show Low, Ariz.*

### A Differentiation

. . . This letter is not going to deal with ["The Great Starling Chase"] (January issue) as is, but with a statement that was in the article:

" . . . Public health officials have confirmed The Birdman's claim that starlings and pigeons are a definite health menace as well. They say a form of meningitis (inflammation of the brain) is caused by a fungus which flourishes in starling and pigeon droppings. . . ."

The part I am objecting to is the part about pigeons. By objecting I mean that the author did not differentiate between common pigeons—wild pigeons that are not kept by pigeon fanciers—and the domestic pigeon. . . . There is a 12-page typewritten report covering every charge that was ever made against pigeons, disease-wise that is. It was written by one Wendell M. Levi, A.B., Ph.B., J.D., and is entitled "Domesticated Pigeons Do Not Carry or Spread Diseases to Human Beings." . . .

HAL NEES  
*Boulder, Colo.*

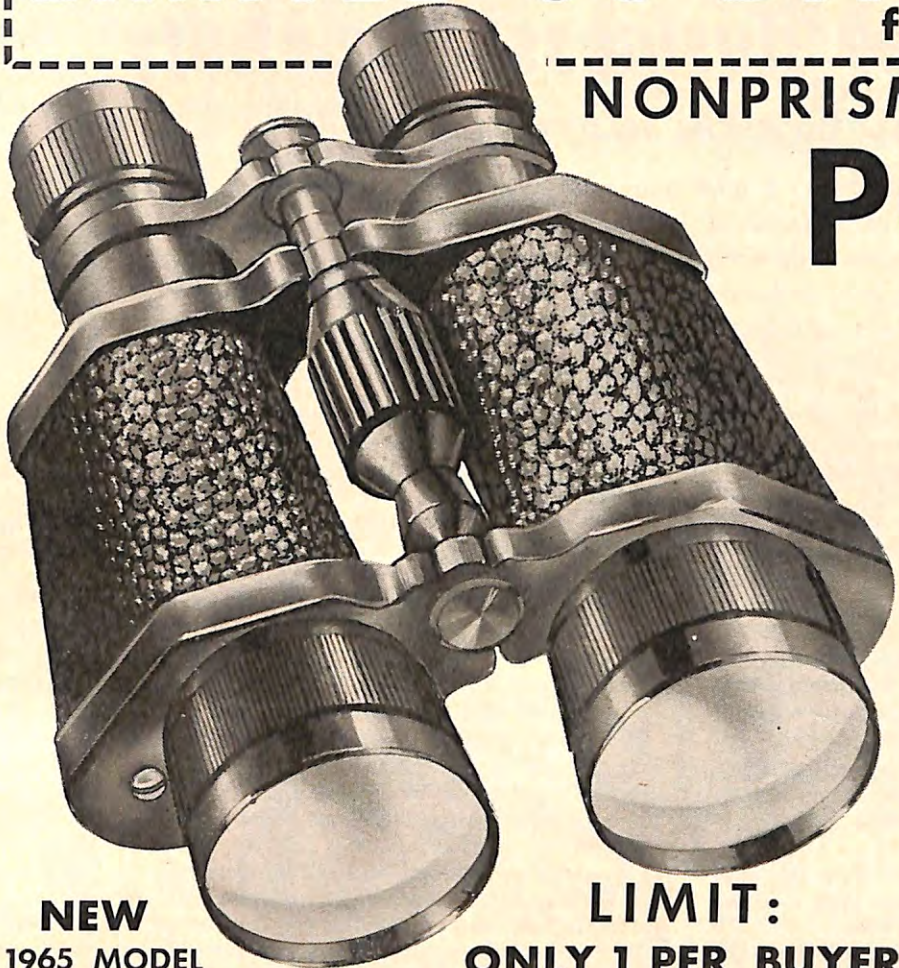
*Mr. Nees went into considerably greater detail in his letter, and also sent a dissertation entitled "Why Raise Pigeons?". Would-be or fellow pigeon fanciers may write to him in care of the Magazine.*

—The Editors



# LIMITED 30 DAY OFFER

for ELKS readers



## NONPRISMATIC DELUXE POWER BINOCULARS

[ PRECISION MADE IN EUROPE ]

Now . . . Far Below Price in Europe!

ONLY **4.74** TAX PAID

### NEW 1965 MODEL

These **POWERFUL SPORTS BINOCULARS** can now be yours at unbelievable low cost—for a limited time only. Precision made by skilled European optical artisans! So different from cheap Japanese opera glasses. Don't let the low closeout price confuse you. This is a quality instrument of **POWER and LONG RANGE**. We are forced to sell out the entire lot immediately in order to meet creditors' demands, unpaid duty and warehousing costs. That's why we offer them for only 4.74, tax paid. This is actually **LESS THAN IF YOU BOUGHT THEM DIRECT FROM THE FACTORY IN EUROPE**. Please notice. This is a **ONE TIME OFFER**. It will never be repeated in this publication again.

New 1965 Model  
Made in European Factory

Over 440 years of European know-how in optics is reflected in this new 1965 model. Made in a reputable Old World factory by father and son teams that jealously guard their craftsmanship. Each binocular is checked 40 times or more to guarantee you trouble-free performance. The body is really rugged. Made of hi-impact materials that resist accidental breakage. Now it's compact size and light in weight. Actually weighs less than a pound. But even more important, it possesses a **NONPRISMATIC OPTICAL SYSTEM** of ground optical glass—**NOT CHEAP MOULDED PLASTIC**. The lenses are actually calibrated down to **LESS THAN 1/1000th OF AN INCH!** That's why you can always rely on **BIG POWER**—without distortion that fatigues the eye.

Check! Compare These Super Quality Features!

The Super Objective Lenses give you great light gathering power. Glorious scenes of nature come closer—to 50 miles and more. In fact, these European binoculars actually have many fea-

### LIMIT: ONLY 1 PER BUYER

tures found in more costly instruments. Here are a few: smooth, position-holding Center Focus . . . Variable Adjustment Bridge that adjusts to any eye width . . . Calibrated Lenses for superb viewing at all times, even in moonlight . . . sturdy Shock-Resist body, handsomely finished in pebble grain plastic . . . Protective Covers to guard lenses against dust, grime, humidity . . . compact size for easy carrying. Now you can enjoy all these nice features at low cost—only 4.74—actually lower than European retail price!

JUDGE IT FOR YOURSELF!  
Try 30 Days at Our Risk

You assume no risks or obligation! You may take 30 full days to try them . . . use them for trips, sports or work. Satisfaction guaranteed or money back.

ALL MAIL ORDERS MUST BE POSTMARKED ON OR BEFORE APRIL 7, 1965

By special arrangement, readers of ELKS have 30 business days to avail themselves of this offer. Any reader may order in person from our Mount Vernon warehouse up to 5:45 P. M. of this expiration date, Mondays thru Fridays. No phone orders. No C.O.D.'s, please. Because of limited quantities and in order to be fair to all readers, we are forced to refuse ALL orders for more than ONE binocular. We also reserve the right to refuse all orders postmarked after the expiration date. We do not like to disappoint you. Please mail coupon today to ensure prompt delivery.

THORESEN INC., Dept. 103-LTC-6  
124 West Lincoln Avenue  
Mount Vernon, N.Y. 10550

### WAREHOUSE CLOSEOUT

(Limited to 954 Dozen)

CONDITIONS OF SALE:

This LIMITED CLOSEOUT is for binoculars delayed in shipping due to a labor strike in Europe. They arrived too late for the Christmas buying season. The entire lot must now be sold at once to meet Customs Brokerage House demands for unpaid U. S. Customs, sea and air freight, etc. **SOLD UNDER THESE CONDITIONS:** 1.—Offering limited to 954 dozen in warehouse at commencement of sale. 2.—Special price applies only to U. S. A. and possessions. Please add 20 cents for mailing cost in U. S. A. 3.—Foreign orders accepted if accompanied by price and \$2.55 charge for overseas packing and transportation. 4.—All merchandise brand new, in original factory packing. Safe delivery guaranteed. 5.—This special offering limited to readers of this publication for a period of 30 business days (week-ends & holidays excepted). 6.—None offered to dealers for resale. 7.—We reserve the right to limit sale to ONE (1) per person at this price.

### MAIL OR PRESENT THIS SPECIAL COUPON

on or before expiration date:  
APRIL 7, 1965

THORESEN INC., Dept. 103-LTC-6  
124 W. Lincoln Ave., Mount Vernon, N.Y. 10550

Please rush ONE (1) Deluxe European Binocular on 30 day free trial. I send herewith 4.74 plus 20¢ postage with this condition: I must be fully satisfied with its value and performance. Otherwise I may return for my money back.

Name.....  
Address.....  
Town.....  
State..... Zip Code.....

FOREIGN ORDERS: Remit International Money Order for 4.74, plus 2.55 for overseas delivery.

# A Policy for Business Perpetuity

By **DICKSON HARTWELL**

*You can't take it with you, but are you sure you'll even leave it behind? Many small businesses expire with their owners because simple precautionary measures weren't taken. One good policy is life insurance*

**IT'S A CRIME:** A friend of mine has a small but prosperous business that is almost certainly doomed—and with its extinction will be snuffed out 40 years of ambition and achievement.

Let's call him Hal. He's a retailer in a small Midwestern city. Since his profits have never been greater, he would probably be amazed to learn that he is part of a national economic tragedy. Literally hundreds of thousands of small businesses are involved in this drama, because their owners refuse to face the reality of their own eventual death.

Perhaps most, certainly many, of these businesses could be saved. But that's not likely, according to a national survey of 22,000 small business firms. The National Association of Credit Men discovered that 72 percent of these firms had not taken a simple precautionary measure to obviate disaster. Eleven percent were unaware such measures exist.

These firms are in mortal danger, because when the man (or partners) who built the business and has kept it going dies, there is no one standing by to replace him.

Under the circumstances, only money can save the business. Funds to pay outstanding bills, to engage a competent manager and to sustain operations while the new man gradually builds credit-risk confidence among suppliers and bankers, or to enable loyal, experienced employees to buy the business and prevent its liquidation.

Where is this money to come from? There is one infallible but sorely neglected source: business-owned life insurance. Hal is one of the many who has none.

He runs a variety store, operating on a high volume, low-profit-margin basis, and constantly battles tough, chain-store competition. There are a dozen small retailers in a similar fix within a block of his store: two jewelers, a florist, haberdasher, plumbing contractor, camera shop owner, realtor, travel agent, druggist, funeral director. It so happens that none of these businesses, some of which are fairly large operations, carry life insurance.

Hal is a top man in his community: former school board member, councilman, president of the Chamber of Commerce. He is a decisive man, a leader, a winner of friends. His heart is centered on his son, who he expects to succeed him.

But his son's business presence is overshadowed by his father's. Amiable, intelligent, anxious to please, the son is never permitted to make an important decision. Every banker in town knows this. He is no more prepared to take over the business than Hal's wife, daughter, or a capable outsider unacquainted with the business. When Hal dies, a thriving business will die, too.

But a single insurance policy, designed to protect the business, could keep it going while providing Hal's son with two or three vital years to prove his competency and sustain the economics of those dependent on the business.

Not new, but relatively unknown, business life insurance may be employed as little as it is because its effective application is much more complex than the foregoing example implies. To realize its potential—and plug up almost certain waste—legal guidance from a tax expert is advisable. This kind of guidance costs a fraction of the potential savings involved; tax ignorance can be very costly.

In any case, a tax attorney and an underwriter, working together, structure a custom plan. The axiom of business insurance—or *key-man insurance* or *estate planning*, which it properly is—is that the plan must fit the individual. It can't be purchased off a shelf like groceries.

Business insurance varies from the type of simple policy that a bank requires for protecting a loan to complicated arrangements made by several partners to assure the continuance of a business—without serious setback—should one of them die.

It may involve buy-and-sell agreements, formulae for establishing the value of a business, establishment of a profit-sharing plan, provisions for transfer of stock control. Above all, business insurance is a means of minimizing the potentially brutal administrative costs of death and avoiding payment of unnecessary taxes, which can bleed a business to death.

Among other things, business insurance can be used to:

- « Finance the purchase of a business by one or more employees.

- « Pay off business debts which might otherwise be collected from the heirs' assets.

- « Insure against the loss of a key employee, such as one with whom a purchase agreement had been arranged.

- « Establish a living trust to insure maintenance of the business for minor children.

- « Retire stock of a close corporation.

- « Purchase a partner's interest.

- « And always—provide the blessing of immediate cash.

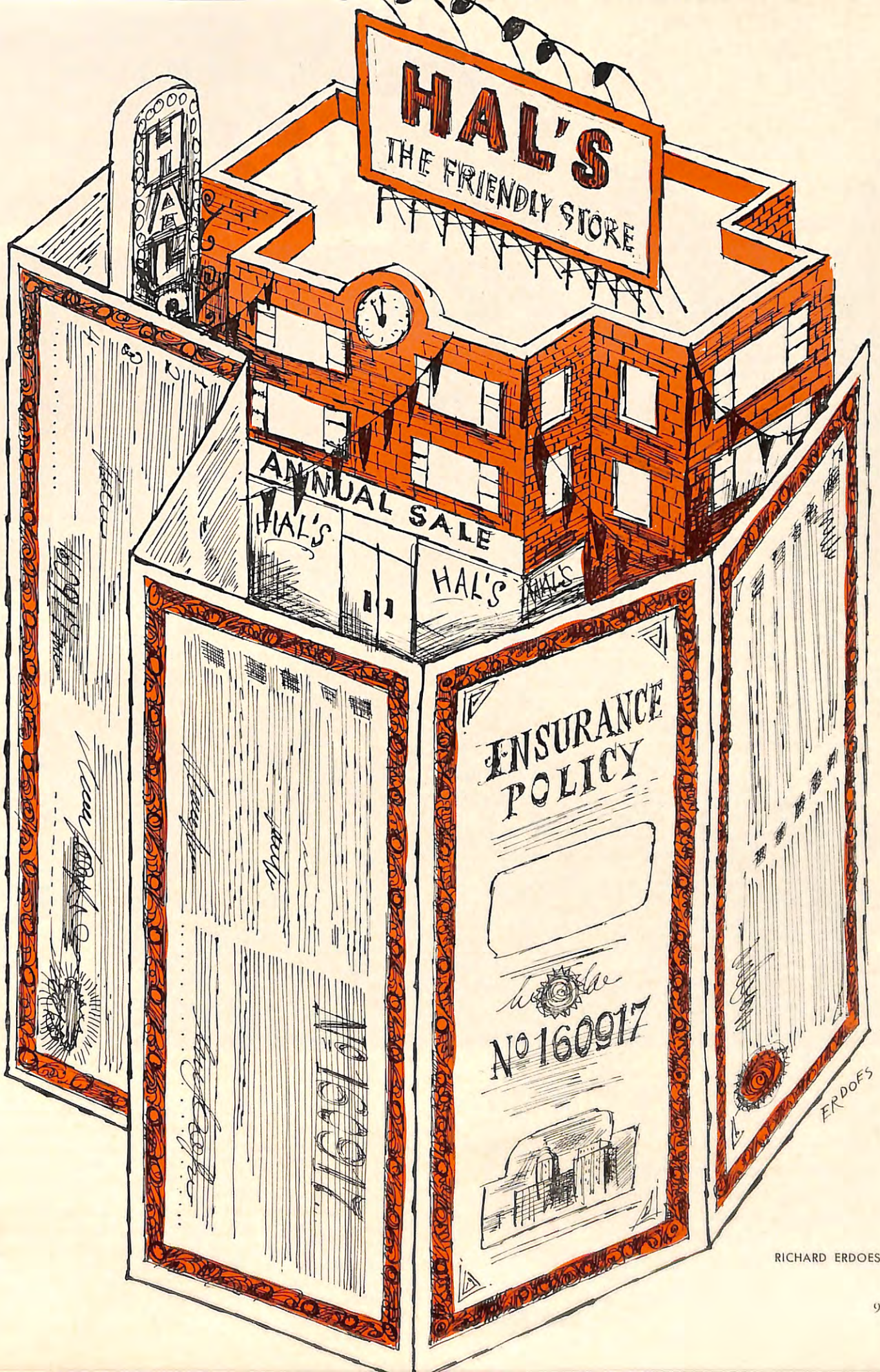
Perhaps it's unwitting, but many a small businessman is as secure as an aerialist working without a net—simply because of a refusal to face facts. For instance, the following statements are applicable to the overwhelming majority of owner-operated small enterprises:

- « Without the services of the owner, such enterprises would fail—or at least be in serious danger of failing—within as little as a year.

- « When a business becomes part of an estate, the estate is liable for the business's debts. As an executor is personally liable for contracts made on behalf of a business he is authorized to carry on, his natural desire is to sell the business quickly rather than operate it.

- « If the average business were forced to liquidate in 30 days, the proceeds would not cover liabilities.

- « On liquidation, accounts receivable will bring only 20 to 40 percent of their true value to a (*Continued on page 36*)



**HAL'S**

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ANNUAL SALE  
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HAL'S

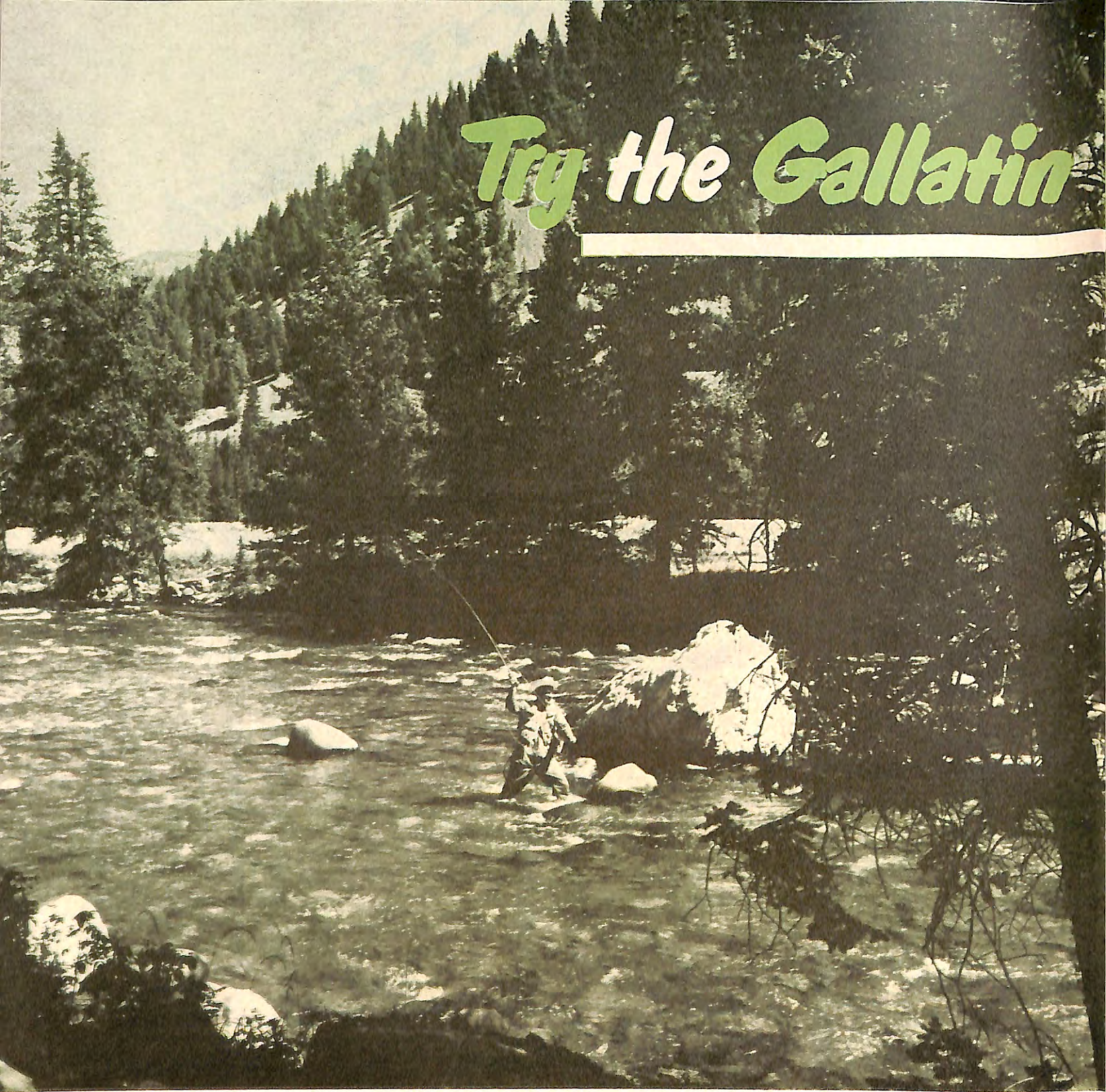
INSURANCE  
POLICY

No 160917

ERDOES

RICHARD ERDOES

# Try the Gallatin



*The Gallatin River, near Yellowstone National Park, is bypassed each year by most vacationing fishermen—simply because they don't know it's there. It's not only there, but the author says it ranks with the best in the country.*

PHOTOS BY THE AUTHOR

A HUNDRED YARDS from where I entered the stream, a big bull moose, antlers in velvet, was placidly browsing in the willows. Easing gingerly into the swift water, I whipped the fly rod a few times, working out line, and then dropped the fly so that it would swing around into the downstream "slick" formed by a big boulder.

As I mended my cast I could look straight down the mountain valley through which this crystal-clear river ran. Mountains, sky, stately conifers, the sparkling rush of the meandering stream—here, I reflected, was one of the most beautiful places I had ever dropped a fly.

Across on the far bank, a minor movement caught my

# for Trout

By BYRON W. DALRYMPLE

eye. A mink was undulating among some logs. I glanced higher up the mountain and spotted a small band of elk moving through the timber.

Then in an instant, land animals were forgotten. For I felt a crisp, downward snap of the rod tip. A trout had grabbed the fly and turned. The hook stung him. Before I could even react, the glide behind the boulder broke open, and a pink and silver rainbow shot into the air—a study in small-scale violence.

I arched the rod, giving line as he hit the fast water. He leaped again, and then went end over end down the strong riffle, in and out of the water so many times the eye could barely pursue.

That was it—he was gone.

I took in my line and cast again, without moving, to another nearby boulder. Instantly: a hit. Another trout in the air. This one I landed and creeled. Its strength while in my hand was incredible for a 12-inch fish. It was as hard as the boulders, cold as the icy blue of the river. Working that same boulder patch, I caught six more in ten casts.

It sounds like a fisherman's paradise, where I would have had to back-pack, go by horse, or be flown into a virgin wilderness. You probably wish you could one day have a similar angling experience.

The fact is, however, that my car was parked within ten paces of where I stood, and the car was perhaps all of another ten paces from a paved highway.

This highway is U.S. 191, which covers the 100 miles between West Yellowstone and Bozeman, Montana. For about 70 miles of this stretch, 191 runs right beside the Gallatin River, which flows north; the highway crosses it several times as it works its way through the mountains.

In my estimation, the Gallatin is one of the most beautiful trout rivers in the country, situated in one of our most scenic areas. Without question, this is the longest stretch of high-quality trout waters *so easily accessible* to be found anywhere. You simply stop anywhere along it, step out, and, literally, start catching fish.

During Montana's Centennial celebration last year, three of us started fishing one morning, skipping here and there along the stream to stretches of water that particularly appealed to us. Just for fun we decided to see if we could match, in number of trout caught and released, the age of the state. We did; by mid-afternoon, we had hooked and played a hundred fish.

I don't have to tell you that that's sensational trout fishing. Although it's available to anyone, it always strikes me as little short of amazing that every summer when I fish it, the Gallatin is so relatively unpopulated by anglers.

The Gallatin is fished, to be sure, but not heavily, and I guess that's readily understandable enough. Although millions of people come to visit Yellowstone Park annually, not many come down from the north along 191. Most are moving east and west. They use the West Gate at West

Yellowstone, Montana, either coming from or going to Idaho.

Much of the travel north to Bozeman and Helena is non-tourist. Thousands of persons who would like to incorporate trout fishing along with their sightseeing aren't aware, for instance, that the Gallatin is not far from Old Faithful Geysers. Many times when we didn't want to camp, we have stayed in a West Yellowstone motel (midpoint between Old Faithful and the river), fishing the Gallatin every afternoon.

To be sure, there is a welter of top-notch fishing right in Yellowstone Park itself—in the Madison, the Firehole, and the Gibbon. But these streams, with the exception of the Gibbon above Gibbon Falls, are restricted to flies only. That deters about 90 percent of Yellowstone visitors from fishing for trout, since the vast majority of today's anglers are not fly fishermen.

But these visitors can, in effect, have their cake and eat it: tour the Park and partake of the wonderful trout fishing in the Gallatin, where spinning and other popular methods are not taboo.

Most Gallatin trout are far from huge, running 10 to 18 inches. Mostly they're rainbows, with some cutthroats. But because the water is awesomely swift and the bottom a welter of rocks and boulders, the fish grow unusually strong and active. They have to; it's a matter of survival.

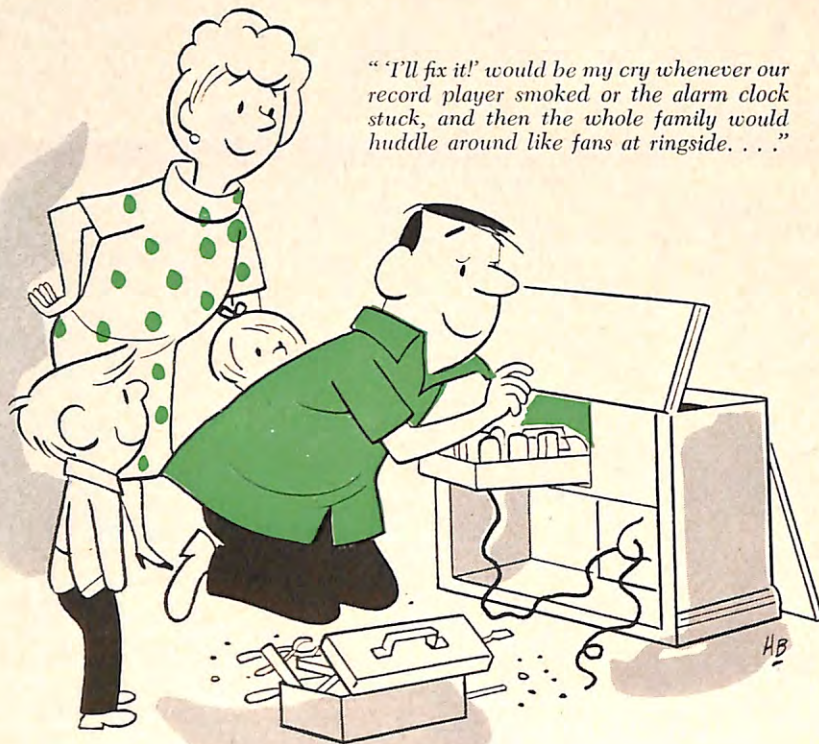
I have long claimed these the (*Continued on page 38*)

*The photos show the rocky, turbulent face of the river, as well as illustrating its accessibility by car and the magnificent surrounding scenery.*



# The Back Won't Come Off!

By W. F. MIKSCH



*"I'll fix it!" would be my cry whenever our record player smoked or the alarm clock stuck, and then the whole family would huddle around like fans at ringside. . . ."*

pullers, extension adapters, combination wrenches, and special-purpose pliers. And the very best I can manage when something goes wrong with a household device is to stare at it helplessly. Because I can't even get the back off to look inside.

Radios, electric irons, door chimes, tape recorders, vacuum cleaners, air-conditioners, hair dryers, and all major appliances from washers to freezers appear to be stamped out of solid blocks of plastic or forged from single ingots of steel. No movable or removable parts are anywhere in evidence; they may be operated by nuclear reactors for all I know. Behind the grille of our floor fan, I can barely make out blades and what may be the motor housing, but so thoroughly are these engaged that trying to get at them would prove as frustrating as trying to get at a ship in a bottle. Occasionally, when something creaks, squeaks, or smells as if it's on fire, I repair it with a good swift kick. But I don't look handy doing it.

The closest I've come in years to getting the back off of anything has been with our television set. This actually has a recognizable panel in the rear studded with a dozen patent screws (or possibly patent bolts resembling screws), and while it is unlikely that a

THERE'S NO USE my trying to be handy around the house any more, or even trying to appear handy. Today, just about every household gadget or home appliance that doesn't come knocked down with two Speed Nuts (J) and an Axle Clip (R) missing, so that I can't put it together, comes ready-to-run but so hermetically sealed that I can't get it apart if it doesn't.

I can remember when most appliances had simple backs (or bottoms) battened down by four to six plainly visible screws with heads of such uncomplicated design that they could be unscrewed with any old screwdriver, or even with the edge of a dime. Unscrewing these was my specialty, and I looked highly efficient doing it.

"I'll fix it!" would be my cry whenever our record player smoked or the alarm clock stuck, and then the whole family would huddle around like fans at ringside as I masterfully removed the back cover. Once I had it off, I must admit I frequently found myself unable to cope with the works inside, and would finally screw it back on again and take it to a repair man. But at least I had enjoyed the satisfaction of a job half-done—which, for me, is quite an accomplishment.

By now, though, our basement has come to resemble an overstuffed hardware store where I stand—like Ruth amid the corn—breast-high in a jumble of socket tools, hex keys, cotter-pin

CARTOONS BY HENRY BOLTINOFF



*"Now, the very best I can manage when something goes wrong with a household device is to stare at it helplessly. Because I can't even get the back off to look inside."*

tool for these has been invented yet, they may, I've discovered, be extracted forcibly with a nail-puller. Once they're extracted, however, I still can't get the panel off. A concealed clamp stubbornly refuses to let go at the bottom, and all I can do is pull the panel away about an inch at the top before a secret circuit-breaker suddenly shuts off the power so that I'm left squinting through this tiny crack into total darkness, trying to see which tubes light up—and, of course, none of them ever will with the power cut off.

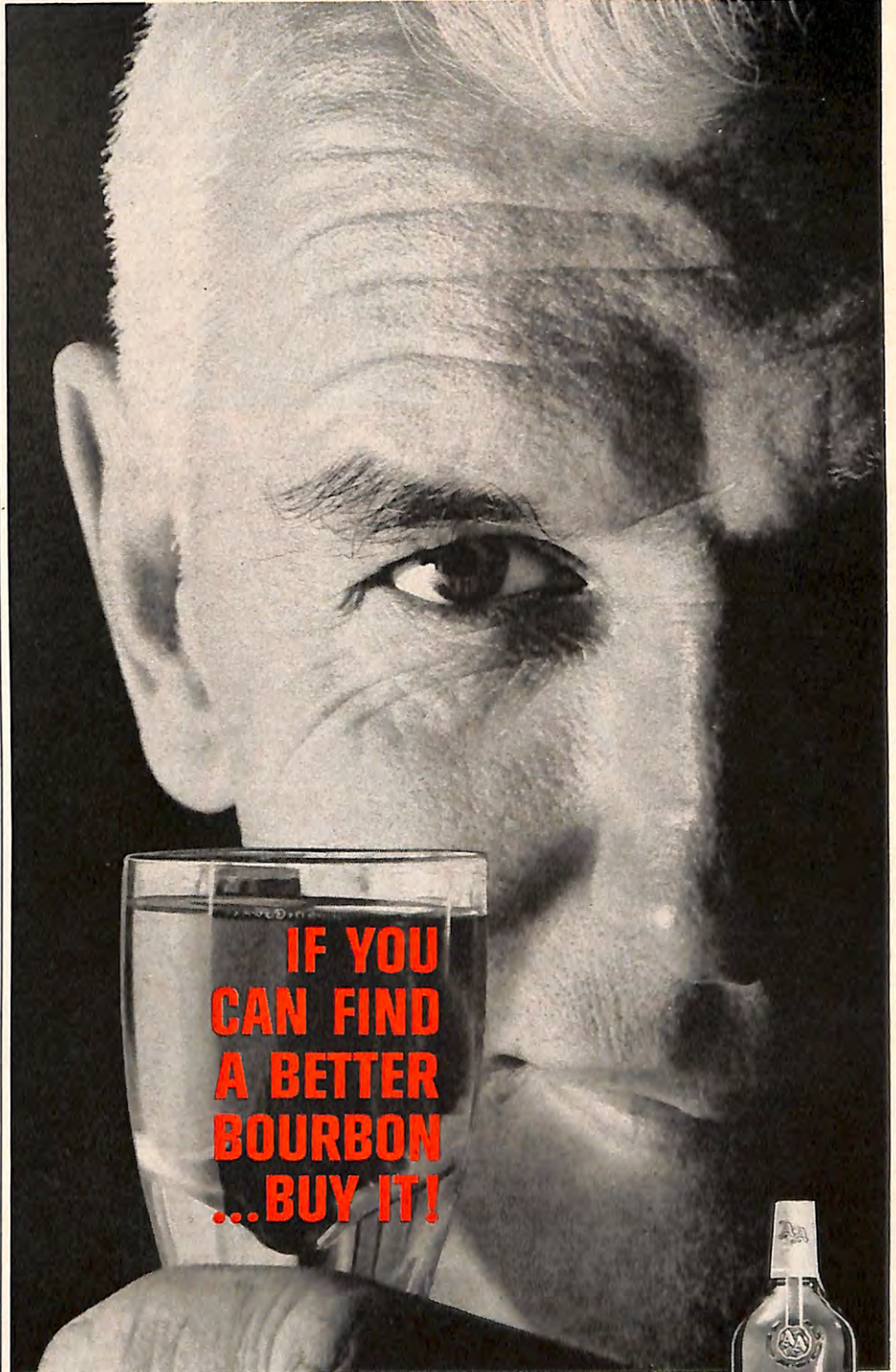
A printed message on the panel is headlined "Caution," and goes on to inform me that this circuit-breaking booby trap was installed deliberately by a thoughtful manufacturer who doesn't want me to electrocute myself. It may seem ungrateful, but my reaction to this is: Thanks for nothing! There is not much point in being saved from electrocution if I'm going to lose my mind in the process.

Someday soon I would like to address a convention of the National Association of Manufacturers on the subject: "The Back Won't Come Off, or Look What You've Done to My Image as a Handyman!" It would be a ringing oration with plenty of table-pounding, especially to emphasize such points as: (1) That once the guarantee and warranty have expired and the contraption fails to function, I, as the legal owner, demand the right to get one good peek inside at the machinery before settling down to wait six weeks for a repairman to come and tell me to throw it away; and (2) Oil cups.

That's right, I would certainly take up the matter of oil cups. Time was, I'd tell them, when almost every appliance had one or more oil cups in plain sight, and going about with my oil can, filling these to overflowing, added much to my small reputation as a home handyman. "Today (pause) I cannot find a single oil cup anywhere on anything!" By the time I'd have wound up my eulogy to oil cups, there would not be a dry eye in the ballroom.

A dramatic demonstration would conclude my address: Handing out to the assembled manufacturers some of their own contrivances, I'd fling down a kit of tools and challenge *them* to get the backs off. Then, while they struggled futilely, I'd exit laughing.

It is unlikely the manufacturers would ever invite me back again, but at least they would know they'd been to one convention that wasn't all horse-play and hospitality suites. It even is possible that, here and there, one would return to his factory, call in his product designer, and say, "Do you suppose we could stick a few old-fashioned screws in here somewhere? You know, there are still nuts who like to take these things apart." • •



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# Elks National Service Commission



*While, through your Service Commission, your Order brings cheer to our hospitalized veterans throughout the year, each Christmas finds lodges joining in the effort to make the Christmas Season a happier time for these men. These pictures represent a few of the 1964 Holiday events.*



With patients W. P. Keller and James Moore at Oteen VA Hospital are the Asheville, N. C., Elks who put on a Christmas program there, left to right, background, P.E.R. J. P. Chakales, Joe Cassell, P.E.R. and Secy. L. R. Luther, R. D. Dowis, VAVS Representative R. E. Moore, Russ Offhaus, E.R. A. R. Soesbee, P.E.R. Dennis Johnson, F. T. Jarrett, George Stewart, John Crooke and Al Lookadoo.



Erie, Pa., Elks who played Santa for the patients at the Erie VA Hospital present gifts to two patients. Left to right are D.D. R. C. Knoblow, E.R. David Ziegler, P.E.R. George Goodill, Est. Lead. Knight E. F. Nielsen, and patients Joseph Thaler and Philip Reese.



Leominster, Mass., Lodge was joined by Gardner Elks in the Christmas party for Fort Devens patients. Left to right, foreground: State Elks Chairman for Fort Devens E. T. Killelea, PFC Ross Welch, E. J. Peters, Francis LaFontaine of Gardner, Pvt. Gerald Greene, and L. J. Bergeron. Background: E.R. Trudel, E. J. P. St. Cyr, Louis Davis, J. A. Scott of Gardner, Past State Trustee F. B. Seliga, and Henry Haddad of Gardner.



Florida South Elksdom's Christmas Party for hospitalized veterans saw these two television sets presented by the lodges of the area. Left to right are, Miami Lodge's Club Mgr. Joe Varone, E.R. A. R. Corby, Dr. Edward White of the Veterans Administration and Coral Gables P.E.R. John Rosasco.



# Inglewood, California, Lodge Presents R. LEONARD BUSH for Grand Exalted Ruler



**WHEREAS R. Leonard Bush** joined Inglewood Lodge, B.P.O. Elks, in the year of 1930 and has been an active member of this lodge for the past 35 years; and

**WHEREAS the officers and members** of this lodge recognized him as a potential leader, and he was selected as an appointed officer. Brother Bush proceeded through all the chairs and in 1936 was elected as Exalted Ruler of Inglewood Lodge. He served all the offices with great dignity and distinction. At the end of his year as Exalted Ruler, the lodge was in strong financial position and had a sizable gain in membership.

In 1938 Leonard coached the Inglewood Lodge officers in ritual work, and under his guidance and coaching the officers won the State and national ritualistic championships in 1940; and

**WHEREAS in 1942** Brother Bush was appointed by Grand Exalted Ruler E. Mark Sullivan to serve as District Deputy Grand Exalted Ruler of the South Central District. Under his excellent leadership, the district had a very fine year.

The officers and members of the California State Elks Association saw in Leonard a leader in Elksdom, and in 1946-47 he was elected to the office of President of the great California State Association.

Leonard also served for six years as a member of the State Association Major Project Committee and served four of those years as Chairman of the Board of Directors. Under his leadership, the Major Project expanded to serve more Cerebral Palsied children; and

**WHEREAS his leadership** was so outstanding that he was appointed by the Grand Exalted Ruler to serve on the Grand Lodge State Associations Committee. Later he

was appointed and served on the Lodge Activities Committee of the Grand Lodge.

In 1953, Leonard was appointed by Grand Exalted Ruler Earl James to serve as Grand Esquire and served in this office one year with great dignity; and

**WHEREAS in 1960** R. Leonard Bush was elected by Grand Lodge to a five-year term on the Board of Grand Trustees. He is now serving in his fifth year and is presently Chairman of the Board; and

**WHEREAS in all the years** Brother Bush has served Elksdom, he has found time to serve his community. In 1960 he retired as sole owner of the Harris Lumber Company of Inglewood, a very successful business to which he devoted his time from employee to manager and then owner. He served as president of the board of directors of the Southwest Bank until it merged with the United California Bank, and he is on its advisory board now. He is on the board of directors of the Peoples Federal Savings and Loan Association. He has served on the board of directors of the Inglewood Chamber of Commerce, and on the board of the Centinela Valley Community Hospital.

He is a member of Inglewood Rotary Club, Masons, a Shriner, and an active member of the Presbyterian Church. He has three brothers who are members of our Order. His wife, Juanita, has been a great help to him in all his undertakings; and

**WHEREAS in every activity** in which Brother Bush has been engaged, he has manifested the highest type of executive ability, and his record of service to the Order of Elks has brought him the deep personal regard and affection of Elks, not only in California but all over the United States. He exemplifies to the highest degree every quality of leadership and unselfish devotion to everything that the Order of Elks stands for;

**NOW THEREFORE BE IT RESOLVED** that Inglewood Lodge No. 1492 of the Benevolent and Protective Order of Elks, in regular meeting assembled this 21st day of January, 1965, does hereby proudly present for the office of Grand Exalted Ruler, 1965-66, of the Benevolent and Protective Order of Elks of the United States of America, the name of its most beloved and illustrious member—R. Leonard Bush.

RAY E. PERRY, *Exalted Ruler*

J. J. KLEIN, *Secretary*



DOM LUPO

## Camel Caravan to California

By ISABEL DUNWOODY

*Mules, oxen, and horses weren't the only beasts of burden used in opening up the American West. At one time, the "ship of the desert" was called upon also*



*Hi Jolly (real name: Hadji Ali), the Lebanese camel driver who came to this country in the 1850's and died . . .*

Lieutenant Edward Beale of the United States Navy in 1857. Beale was assigned the task of implementing a plan he had helped formulate: to test camels in the southwestern desert country to determine whether they would be useful in finding and exploiting the best and shortest route between Texas and the new state of California.

Ironically, while Navy officer Beale was in charge of the dry-land operation here, the man who crossed the sea to Syria to purchase the camels for the experiment was Army Major Henry Wayne. In turn, Wayne hired a Lebanese camel-tender by the name of Hadji Ali ("Hi Jolly" was the best an American could do with this name,

and the nickname stuck), to pick out the best camels. Hi Jolly had performed a similar service for the French Army in Algiers.

Once the camels had been purchased, the Navy commissioned the storeship *USS Supply*, commanded by Lieutenant David Dixon Porter (incidentally, a relative of Beale's) to transport them. It was necessary to make certain alterations on the ship in order to insure the safe transport of this unusual cargo. Wooden shutters were added to the outside of the open portholes to keep seawater out, while inside, glass frames, which could be let down in warm weather, were added to protect the animals against the cold. Used as leaning posts, hay bags were installed to make sure that none of the camels was injured by the ship's roll.

Eight handlers were hired to look after the animals, including Hi Jolly; each camel was allotted a brush and currycomb and fitted with a harness with a number on it.

The *Supply* brought Beale's camels to this country in two trips. The first haul involved 34 animals, the second, 41. The camels were unloaded at Powder Horn, Texas—just three miles south of Indianola, the former state capital.

How did the ships of the desert actually fare on the sea? The camels disembarked slightly green around the gills but, finding themselves once again on solid ground, they became so exuberant that the welcoming crowd, consisting of well-wishers and skeptics (of which Beale encountered many), became alarmed and fled for shelter. But the camels were shuttled into a makeshift corral of prickly pear cactus, which calmed the animals down since they found it tasty.

Along with the camels, Beale had received a report from Wayne that, in



*. . . in Quartzsite, Arizona, in 1902, according to the plaque on his pyramid-shaped tomb. He never discovered gold, which had been his ambition in the U.S.*

"SHIP OF THE DESERT" is a figure of speech for the camel, an animal universally associated with the barren wastes of Africa and the Middle East, where it faithfully carries loads of up to 500 pounds across the trackless deserts, enduring burning heat and violent sandstorms while going without water for days on end.

Suppose this beast were suddenly transported to a land where rivers flow. How would he react? Would he drop to his calloused knees on a riverbank and refuse to go farther? Perhaps he would wade in only far enough to drink his customary 20 pints of water. Or would he think the river was a mirage and plunge ahead only to sink immediately to the bottom?

These were questions faced by one

part, read: "The camel will wade streams, perhaps to his hump, reluctantly, but it is said that he is unable to swim." Unable to swim! Beale's brainstorm, and his hard-won \$30,000 appropriation from Congress, seemed doomed to failure by Wayne's indication that the animals would be unable to traverse the rivers to be encountered.

Far-off California lay waiting for an overland route to be established, and in the East there was trepidation about the state's maintaining its loyalty to the Union in case of war. Bizarre as the plan seemed, the camels were Beale's hope for strengthening the country by tying the fledgling state more closely to the East. His only hope was that Wayne's information was inaccurate.

Picking the largest and strongest of the newly arrived camels, Beale led it to the edge of the first river that they came to—and waited. The critter nonchalantly waded in and swam to the other side.

A joyous Beale later wrote in his journal: "We then tied them each one to the saddle of another, and without the slightest difficulty in a short time swam them all to the opposite side in gangs, five to a gang." Horses and mules were also used that day, and any bets placed on them were lost: All the camels swam across safely but two horses and ten mules drowned.

Upon leaving Camp Verde (three miles from Powder Horn) in 1857, the caravan had followed a route that took it to San Antonio, Fort Stockton, El Paso, Albuquerque, Fort Defiance, across the little Colorado to Mohave City, and then to the Colorado River itself. The Colorado was crossed at a spot that was later to be known as Beale's Crossing—about 15 miles north of Needles, California. Camp was made near what is now Helendale—a short distance from Cajon Pass, near San Bernardino.

Beale then directed the larger part of the caravan to turn north, cross the Mohave River, and proceed to Fort Tejun—the ultimate destination, which was reached ten weeks after leaving Texas.

Meanwhile, Beale, astride a white camel named Seid and accompanied by the remainder of the caravan, including Hi Jolly on a big red camel called Tuili, proceeded west to the small settlement of Los Angeles, then known as Wilmington. Something of a showman, Hi Jolly entered town dressed in his native costume that was adorned with small bells, while Tuili was also adorned, elaborately, with bells. Needless to say, the camels created a sensation among the town's human population; however, the strange animals caused the horses of the Span-

ish dons to bolt. (Incidentally, Seid and Tuili sometime later during rutting season, when the usually docile camel becomes ferocious, fought a terrific battle in which Seid was killed.)

Although the 1,300-mile journey was historic, the Civil War and the famed railroad spike at Promontory, Utah, that linked East and West with iron rails resulted in camels being omitted from the exploration and transportation chapters of our history books. Otherwise, they would have furnished a glorious, exotic page.

The problem of water, or rather the lack of it, had created the need for Beale's camel project, as he had learned the hard way while exploring the Southwest with Kit Carson. Crossing miles and miles of arid country, thirsty most of the time, Lieutenant Beale had decided that camels, not mules, would best serve to haul supplies across the wasteland.

During the Texas to California trek, he learned firsthand about the camel's ability to get along in a dry climate. "Yesterday," he wrote, "the camels drank water for the first time in 26 hours, and although the day had been excessively hot they seemed to care little for it." In contrast, the mules were nearly wild because of their thirst, shoving and pushing when they finally  
(Continued on page 41)

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## News of the Lodges

# *New Homes in the Old West*



**MOUNT ADAMS (WHITE SALMON), Washington,** Lodge's home was dedicated at a special ceremony when 43 candidates were initiated. Participating were, left to right, Past Grand Exalted Ruler Emmett T. Anderson, State Pres. Keylor Smith, former Grand Trustees Chairman Edwin J. Alexander, E.R. William S. Kreps, D.D. Floyd Brink, and P.D.D. Clarence Hale. Grand Trustee Frank Hise also took part.



**GREELEY, Colorado,** Lodge's dedication of its new home was handled by these officials. Left to right, foreground: Past State Pres. Dick Tatman, Program Chairman; Past Grand Exalted Rulers Ronald J. Dunn and H. L. Blackledge; Jacob L. Sherman, former Chairman of the Board of Grand Trustees, and Greeley E.R. Gene Shafer; background: State Pres. J. J. Connolly, Chairman Campbell F. Rice of the New Lodge Committee of the Grand Lodge; Arthur Drehle of the Grand Lodge Committee on Lodge Activities, and P.E.R. James H. Shelton, Building Committee Chairman.

**THE BEST PART** of a week—five days, to be exact—was required by the members of Greeley, Colo., Lodge, No. 809, to celebrate the dedication of their new and magnificent home.

Set high atop a hill southwest of the city, the \$1½-million family-participation lodge and club complex has a main structure covering 33,000 square feet, in addition to a luxurious penthouse which offers a 100-mile view of two river valleys and the Rockies, from Pike's Peak to the Wyoming cliffs, on 134

acres of picnic areas, a nine-hole golf course, hard-surface parking for 400 cars, a refrigerated ice-skating rink, and a wading pool and swimming pool. As if this weren't enough, there is additional area available for another nine holes of golf, and a gun club compound.

Past Grand Exalted Ruler Ronald J. Dunn flew from New York to deliver the dedicatory address in the presence of hundreds of guests, among them one of his distinguished predecessors, Past Grand Exalted Ruler H. L. Blackledge, who was the principal speaker at the Dedication Banquet.

Past State President Dick Tatman

was Chairman for this outstanding celebration.

**ILLINOIS ELKS** are continuing their expanded aid to physically handicapped children which is now their State Association's Major Project.

This program, originated 36 years ago, has included free diagnostic clinics and hospital care for many patients; however, it was expanded five years ago to provide physical therapy treatment in their homes or some of these patients. Since that time, approximately \$440,000 has been expended to carry out this activity.

Registered therapists, in mobile units,

**INGLEWOOD, California,** Lodge's tribute to its own P.E.R., R. Leonard Bush, Chairman of the Board of Grand Trustees, was an outstanding event. Pictured are some of the dignitaries who attended this meeting, 14 of whom are Past State Presidents. Left to right, foreground, are Paul Wemple, Guy Daniels, Stephen A. Compas,

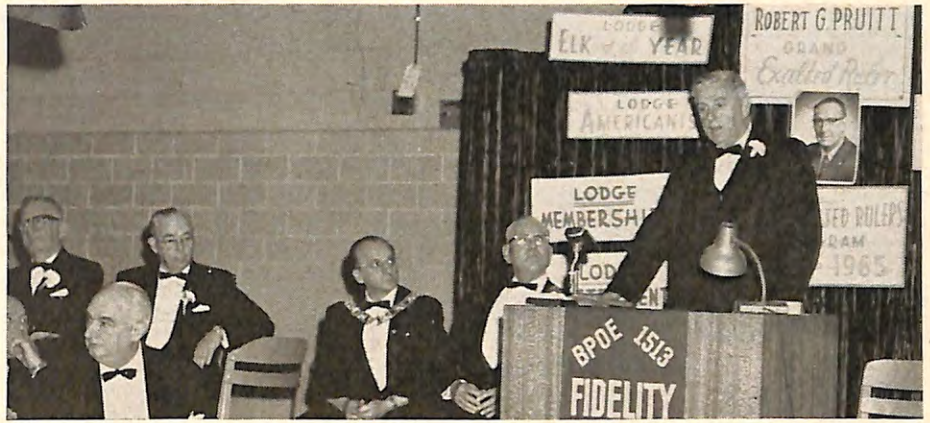
Past Grand Exalted Ruler L. A. Lewis, Mr. Bush, Past Grand Exalted Ruler Horace R. Wisely, and State Pres. Henry J. Budde; background: Earl Williams, C. P. Hebenstreit, Jim Nielsen, Grand Treasurer John B. Morey, Vern R. Huck, E.R. Ray Perry, Charles Reynolds, Owen Keown and Vincent H. Crocott.



have traveled more than one million miles in making home visits to a patient load which has frequently reached as many as 292. Between five and six thousand treatment visits are made annually.

Latest figures reveal that more than 3,000 patients received clinical examination, and 169 were hospitalized for a total of 5,259 days during the previous 12-month period, under the sponsorship of the Illinois Elks Crippled Children's Commission of which Joseph M. Cooke is Executive Director, with Clyde Dial of Decatur as current Chairman.

Financial support for this program comes from individual member donations in a yearly Stamp Campaign, and through gifts of lodges, Districts, and associated groups, in addition to the annual per capita contribution from each lodge in the State.



**WATERTOWN, Massachusetts,** Lodge celebrated the homecoming of D.D. Louis O. Caporiccio with the initiation of a large class at a special meeting, when Past Grand Exalted Ruler John E. Fenton was photographed during his inspiring talk. In the background, left to right, are Harold Field, a member of the Grand Forum, Special Deputy Edward A. Spry, D.D. Caporiccio and State Pres. Thomas Gibbons. Also on hand were John Harty of the Grand Lodge Credentials Committee and D.D. George McDermott.



**PORT JEFFERSON, New York,** Lodge presented the trophy shown here to the local High School's Cross Country Champions who won the county title and placed second in the State Competition. The presentation was made at a dance attended by 350 teenagers, sponsored by the lodge's Youth Committee. In the background are team members; in the foreground, left to right, are E.R. Louis C. DeCamp, Youth Chairman William De Bari and team Coach Frank Benjamin.



**PORTSMOUTH, Virginia,** Lodge paid tribute to P.E.R. Edward L. Curtin, Past State Pres. and P.D.D., at a banquet attended by former Grand Chaplain Rt. Rev. Wm. A. Brown and D.D. A. I. Neihouse. Past Grand Exalted Ruler John L. Walker, left, presented an Honorary Life Membership to Mr. Curtin, center, as E.R. P. H. Boyette, Jr., looked on.



**MIDLAND, Michigan,** Elk sons look on with Neal "Doc" Fenkell, Publicity Director for the Detroit Tigers, as the Tigers' star catcher, Bill Freehan, signs autographs for the boys. The occasion was Midland Lodge's Father and Son Night when 275 enjoyed the program which also paid tribute to other local amateur and pro baseball players, and to the coaches and players of the Elk-sponsored championship ball clubs.



**NEW YORK, New York, Lodge, No. 1,** has inaugurated a President John F. Kennedy Memorial Oratorical Competition. Pictured with Flag bearers of Explorer Post 641, when the winner received his \$100 Savings Bond, were, left to right, Est. Lead Knight Xavier Riccobono, E.R. Hugh P. McLaughlin, P.E.R. Arthur Markewich, contest winner Raymond Rodriguez, Dr. Paul Ward, and Chairman Don Kallaher.



**POINT PLEASANT, New Jersey,** Lodge's Golden Elks finished another undefeated season with the Southern Division championship, then went on to take the Pop Warner Shore title. The team, which has its own specially outfitted 14-girl cheerleading group, is pictured with, background, Mgr. Allan Novak, trainer William Murray, Asst. Coaches Bob Taggart and Michael Hart, E.R. William Bolger, Head Coach Rod Smith, Pop Warner Chairman Killiam Kraemer, Asst. Coach James Lyons, Bus. Mgr. Ed Reichert and Mgr. B. Schenck.

**News of the Lodges**  
CONTINUED



**KENTON, Ohio,** Lodge's initiation plans are discussed by, left to right, Est. Lead. Knight Carl J. Weisenberger, E.R. R. L. Kinsey, P.E.R. Edgar Candler, Secy. Parker Obenour and P.D.D. Russell Pfeiffer.



**MEDFORD, Massachusetts,** E.R. Frank LaPorta receives the North Medford Little League Trophy from Team Mgr. George Calabresi, right. The team members are wearing the new jackets given them by the lodge in appreciation of their fine efforts this past year.

## Lodge Notes

Brooklyn, N. Y., Lodge has lost its oldest Past Exalted Ruler, 92-year-old Edward J. Kane, who died December 13. Initiated into Brooklyn Lodge on Sept. 18, 1903, Mr. Kane had served two consecutive terms, 1907 to 1909, as Exalted Ruler, was active as Chairman of many committees for a number of years. While he was forced to retire from active participation in lodge activities about 25 years ago, he maintained his interest in its progress until his passing.

Exalted Rulers of Connecticut East conducted the ritual at New London Lodge when a class was initiated as a tribute to the memory of our late President, John F. Kennedy. Exalted Ruler Francis Adams was joined by J. L. Sullivan of Groton, F. P. Lea of Manchester, Walter Brodack, Westbrook, R. D. Smith, Sr., Putnam, James O'Connor, Sr., Danielson, and Daniel Cummings, Norwich. In attendance were Grand Trustee Arthur J. Roy, Grand Lodge Committeeman Thaddeus J. Pawlowski, and State Vice-President George English.

A tip of the hat to observant Past Grand Exalted Ruler L. A. Lewis who points out to us a thought-provoking letter in the year's first issue of Fullerton, Calif., Lodge's bulletin. Written by Exalted Ruler Steve Joyner with penetrating perceptiveness, it draws a comparison between what a man with a bulldozer can do to an orange grove, and what an acid-tongued malcontent can do to a lodge. "He destroyed that entire, fully grown orange grove in less than a day, when it took man many, many years of constant care, and the help of God, to grow the orange grove to maturity," Steve Joyner wrote; then, in reference to Elldom: "What one individual with a sharp tongue can do in seconds to tear apart, it has taken years to build and develop . . . Let's all enjoy and speak highly of our lodge, club officers, etc. If you can't, then go to the proper authority with your problem . . . Don't sit around and gripe about it to everyone who will listen. Let's be builders . . ." This is a resolution all of us could profitably adopt.

Exalted Ruler Joseph Irby reports that Gulfport, Miss., Lodge has presented a therapeutic table to 16-year-old Andres Johnson who suffered a broken neck in a diving accident.

It will give all our readers great pleasure to know that Past Grand Exalted Ruler and Mrs. John S. McClelland of Atlanta, Ga., celebrated 50 happy years of marriage on January 19th. Judge McClelland is Chairman of the Elks National Memorial and Publication Commission.

Three loans have been made under Point Pleasant, N. J., Lodge's College Assistance Program, perpetuated under the Past Exalted Ruler Dave Doran Student Loan Fund. Walter Whalen, another former Exalted Ruler, handles it. This lodge's Stag Night held for the benefit of its Youth Activities was attended by a capacity crowd.

A 20-year-old student of Northern Michigan University was the winner of Marquette, Mich., Lodge's fifth monthly Safe Driver Award. Not only did the young man push a car out of traffic when it ran out of gas, he also drove to a filling station, got the gas and returned to help the driver, a woman, get the vehicle started. The young man, Robert Berryman, is a member of the Cams Club, a group of about 20 young drivers organized to promote safe driving among teenagers. Past Exalted Ruler J. K. Moyle made the presentation.



**STATE COLLEGE, Pennsylvania,** Lodge added 35 members to its roster during the homecoming visit of D.D. Robert H. McCormick, seventh from left foreground, when he found himself greeted in an effective candlelight setting caused by power failure, and the recipient of a Life Membership.



**EVERETT, Massachusetts,** Lodge takes pride in its Babe Ruth League Champions who had a record of 12 wins, 2 losses, during the past season, tying for the League title, under the management of Elk Al Vega, right, and coached by Eddie Rabin, left background.



**STONEHAM, Massachusetts,** Lodge presents a check to the Greater Boston United Fund. Left to right, local Fund Chairman Larry Moore, Est. Lead. Knight F. J. Caprio, U/F Torch Girl Sue Ellen Lanza, Est. Lect. Knight Clement Duonolo, E.R. R. J. Taylor, Est. Loyal Knight William Konaxis, and P.E.R. Leo Bartolucci, Dist. Capt.

Quincy, Mass., Lodge's oldest member, Horace E. Dailey, was honored by his lodge on his 90th birthday at a party attended by hundreds of well-wishers. The committee in charge was composed of Joseph E. Brett of the Grand Lodge State Associations Committee, Chairman, T. C. Collagan and George C. Fay.

Everybody knew Ernie Pyle—but how well is what interests Richard L. Lattimer. Dick Lattimer is writing a book about the famous war correspondent who was killed at Iwo Jima in 1945, and wants to get in touch with anyone and everyone who knew, or had ever come in contact with him. If you are one of those fortunate people, Dick Lattimer would like to hear from you. Address—4602 Crawford Court, South Bend, Ind., 46614.

Abington, Pa., Lodge's New Year's Dance, held, oddly enough, on December 26th, was a great success, bringing in a net of \$209 for the Cerebral Palsy Foundation.

The float sponsored by Winslow, Ariz., Lodge's Boy Scout Troop won a prize as one of the most outstanding in the community's pre-Christmas parade.



**SANTA MONICA, California,** Elk Don Shaw, is pictured, left foreground, when he and his band entertained at a Sunday get-together at the lodge home. Introduced by the Jokers Committee of his lodge, Don Shaw expressed his appreciation for its assistance in helping him "come back" after a broken back and crushed spine, and becoming paralyzed from the waist down. The Jokers Committee immediately started continuous visits to Don to keep up his spirits until he finally was able to return to the lodge for this occasion, regularly since.



**WELLINGTON, Kansas,** Lodge dedicated its home in the presence of 600 Elks from Kansas, Oklahoma and Nebraska. Past Grand Exalted Ruler H. L. Blackledge, the principal speaker, center foreground, was introduced by Grand Est. Loyal Knight Fred Kelly. Others welcomed by E.R. H. E. McKee were Past

State Presidents Walter R. Gage, Joseph White, John Kirkwood, Sid Patterson, Lyle Rathbone and J. C. Kuhns, Grand Lodge Ritualistic Committeeman Lloyd Chapman and D.D.'s Ronald Gabbert, Neil Arasmith and Raymond Freiderich. The new building covers 24,000 square feet on five and one-half acres.



**EUREKA SPRINGS, Arkansas,** Lodge's Old Timers Night dinner honored, left to right, 44-year-Elk W. J. Tarkington, 60-year-Elk P.E.R. R. R. Thompson, E.R. Wm. W. Kelley, Charter Member, 59-year-Elk and four-time E.R. Claude A. Fuller, and 50-year-Elk L. Grover Roark.



**NEWARK, Ohio,** P.E.R. D. J. Hemplemen, left, receives the Past State Pres. David S. Goldschmidt attendance trophy from its donor at the South Central Dist. Meeting in Columbus.



**CICERO-BERWYN, Illinois,** D.D. Otto Nemecek comes home. Left to right are P.E.R. Robert Strnad, E.R. J. A. Bradac, D.D. Nemecek, State Pres. George A. Shields and P.E.R. George Vydra.



**ALLEN PARK, Michigan,** E.R. William Murrell, left, and Memorial Tablet Dedication Chairman Walter McNally unveil a handsome Memorial Tablet paying perpetual honor to deceased members.



**GRAND FORKS, North Dakota,** Lodge initiated this John F. Kennedy Memorial Class in its new \$800,000 home. Later, another 70 candidates were welcomed.





**CLAWSON-TROY, Michigan,** Lodge is growing fast, with 435 initiated since last April. This class, numbering 185, was brought into Elkdom on the visit of Dist. Vice-Pres. Harry Hoxie. Another 80 candidates were initiated

in January with classes also scheduled for February and March. In the foreground, left to right, are P.D.D. Donald J. Wilson, Mr. Hoxie, E.R. Dewey Bennett and U. S. Congressman Wm. S. Broomfield, an initiate.



**TOLEDO, Ohio,** Lodge's Americanism Chairman Roger Kirk is pictured as he addressed the lodge on our heritage at its observance of "Bill of Rights Day."



**VAN WERT, Ohio,** Lodge welcomed D.D. Robert Hilty with a dinner and initiation and the presentation of a \$75 check for Veterans Hospital work, by E.R. Robert Laing, left, and a \$785 check for the State Elks Cerebral Palsy Fund from Est. Loyal Knight Jack Schaffner, right.

**ILLINOIS SOUTHWEST** Elks met in large numbers at Carlinville recently when Past State Pres. and Mrs. Robert G. Borman entertained several officials at breakfast prior to the business session. Left to right are former Grand Trustee Nick Feder, State Credentials Chairman Larry Snyder, host lodge Secy. Joseph Dunn, State Pres. George Shields, Vice-Pres. Edward Kallal, local E.R. Dale Kasten, Vice-Pres. Jack Meckles and Mr. Borman. Among the other dignitaries on hand were D.D. Paul Edmonds, State Secy. Jack Sullivan, and a number of State Committee Chairmen.

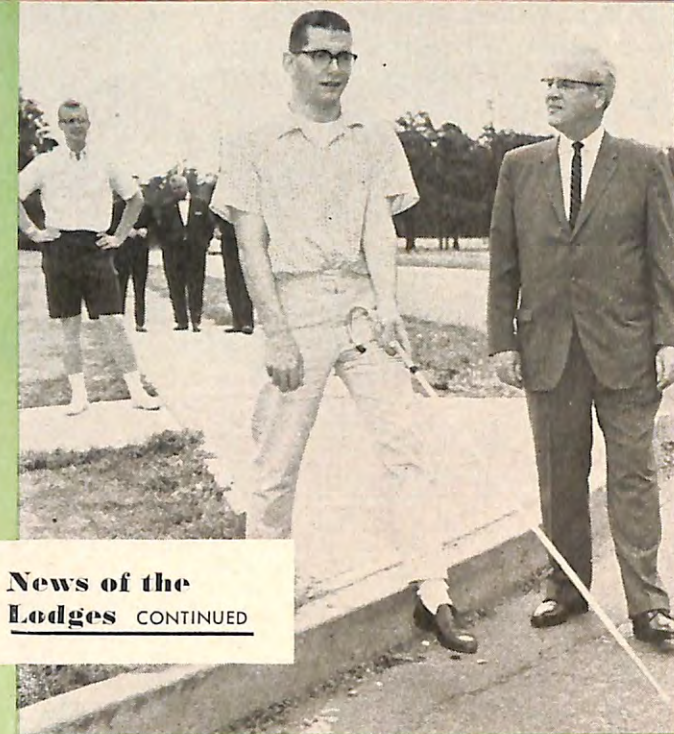


**OHIO NORTHEAST SOUTH** District Elks, meeting at Girard, saw State Pres. Carleton Riddle present a special plaque expressing the appreciation of his fellow State officials to Past Pres. N. A. Bartram, and here, State Adm. Asst. Robert Antram and State Chairman James Ryan count the nearly \$1,000 in cash and checks presented to the Elks National Foundation by Warren Lodge (\$830 donor) and Cuyahoga Falls Elks (\$100).



## The Eyes Have It in Oregon

The plight of the visually handicapped has long been a cause for concern, and action, on the part of the Elks of Oregon who have expended nearly \$200,000 on this work in the 16 years their Eye Program has been in operation. Always ready to try anything new that will assist in this undertaking, Oregon's Northeast Elks have just purchased a \$5,000 Experimental Laser Photocoagulator, and presented it to the Oregon Medical School in memory of Past State President Hans Soll. Photocoagulation is surgery by an intense light, rather than by cutting, making it possible to perform delicate eye surgery on children without using an anesthetic. The light is utilized in retinal detachment, certain kinds of tumors, scar tissue or inflammation. In the photograph below, Mrs. Soll looks on with Past Grand Est. Lect. Knight C. B. Urlie, right, as Dr. Kenneth C. Swan, head of the Dept. of Ophthalmology at the Oregon Medical School where the Elks Eye Clinic is contained, explains the operation of this important new equipment.



### News of the Lodges CONTINUED

A continuing phase of the Oregon Elks' effort for the visually handicapped is a summer program at the Oregon School for the Blind where, at a cost to the Elks' of more than \$10,000, mobility and living skills are taught to blind teenagers. One of these young people is Mike Mulvey, pictured here with P.D.D. and State Assn. Treas. Hal Randall. Mike, the son of an Oregon City Elk, is using the long cane which is the only really independent way to get around. In the background is Instructor Dennis Schirmer. The unique four-week program finds the young people at school learning to maneuver on their own, then a week at home with their instructors working with them there, helping them to familiarize themselves with their home surroundings.



**MEADVILLE, Pennsylvania,** Elk D.D. Richard C. Knoblow is pictured, third from left foreground, with his uncle, initiate Chauncey Bubbett, E.R. Wm. J. Beck, P.D.D. C. E. Daniels, State Trustee, and the other members of the class initiated in memory of the Deputy's father, Ward M. Knoblow, who was a P.D.D.

**BALLARD (Seattle), Washington,** Lodge initiated a class of 71 as a tribute to Grand Exalted Ruler Robert G. Pruitt in the presence of D.D. Duncan McPherson, Chairman Phil F. Berg of the Grand Lodge Auditing Committee and P.D.D. John F. Evich. E.R. Lawrence Fontana appears, fourth from right, foreground, with D.D. McPherson and Mr. Berg on his right.





**LOMPOC, California**, Lodge holds its first Grand Lodge Night, honoring Past Grand Exalted Rulers L. A. Lewis and Horace R. Wisely. Pictured are, left to right, foreground, D.D. James F. Sloan, Grand Trustees Chairman R. Leonard Bush, Past Grand Exalted Ruler Lewis, E.R. W. T. Leckrone, Past Grand Exalted Ruler Wisely and State Pres. Henry J. Budde; second row: P.D.D. Walter Schween, Est. Loyal Knight Lloyd Spear, Inner

Guard Russell Comstock, Grand Treas. John B. Morey, Lect. Knight John Huyck, State New Lodge Chairman Joseph Nutsch, P.D.D. Paul Sanchez, Treas. Ben Feliz, State Vice-Pres. Leland Simas, former Grand Lodge Americanism Chairman Vincent Grotcott, Past State Pres. Jim Neilsen; background: Lead. Knight Henry Marcotte, Organist James Palmer, Secy. Fred Smith, Esq. John Dittmar and Tiler John McElroy.



**FLAGSTAFF, Arizona**, Elks and their ladies who played leading roles in the program marking the visit of D.D. H. B. Cook include, left to right, D.D. and Mrs. Cook, E.R. and Mrs. Frank Hoover and P.E.R. and Mrs. Art Kennedy. Mr. Kennedy was the recipient of an Honorary Life Membership.



**PLANT CITY, Florida**, Lodge presents a Flag to Wilson Elementary School on Veterans Day. Left to right: H. S. Carlton, special speaker; E.R. Latta Cook; School Principal R. L. Cooper, and younger citizens Gary Couch, Gary Cothron and Tom Scott.

**CLEARWATER, Florida**, Lodge's "Operation Pen Pal Peru" elicited a decree from Mayor Augusto Dammert L., of San Isidro, Peru, second from right, pledging his city's cooperation with Clearwater's Elks in their outstanding program sponsoring correspondence between Clearwater High School students and Abraham Lincoln Colegio students in San Isidro, Lima, Peru. Accepting the tribute is Dr. Gaylon Caldwell, Cultural Affairs Officer of the American Embassy in Lima. Witnessing the presentation are, left to right, Robert Lowry, Lima Binational Center Grantee; Miss Lois Varsoti who is in charge of the Lincoln School English Teaching Program; Mrs. Eudocia Ancaya de Santillan, Sub-Directress of Lincoln School, and Antonio Ucceli R., Secretary of the City Hall in Lima.



**ST. PETERSBURG, Florida**, Lodge welcomes officially its own P.E.R., D.D. John Foltz.





**TAMPA, Florida,** Lodge's annual Elks Night at the Tampa Greyhound Track saw a crowd of 4,319 turn out, helping to raise funds for the lodge's Social and Community Welfare Fund. Pictured are, left to right, Track Mgr. John Hater, a member of the Order; E.R. Clifford Main; Chairman Joe Lorello; dog trainer Jim Walters; P.E.R. and Trustee Carl O. Gabbert; Mrs. Main; Mrs. Lorello; Elk Bill Dillner, and the track inspector.



**SAYRE, Pennsylvania,** E.R. Robert Watkins looks on, center, as 1964 Miss Sayre Recreation, Mary Podolinski, crowns this year's titlist, Donna Brennan, at a dance co-sponsored by Sayre's Elks and the Teen Council, and attended by 300 students. At left is Recreation Dir. James Fitz.



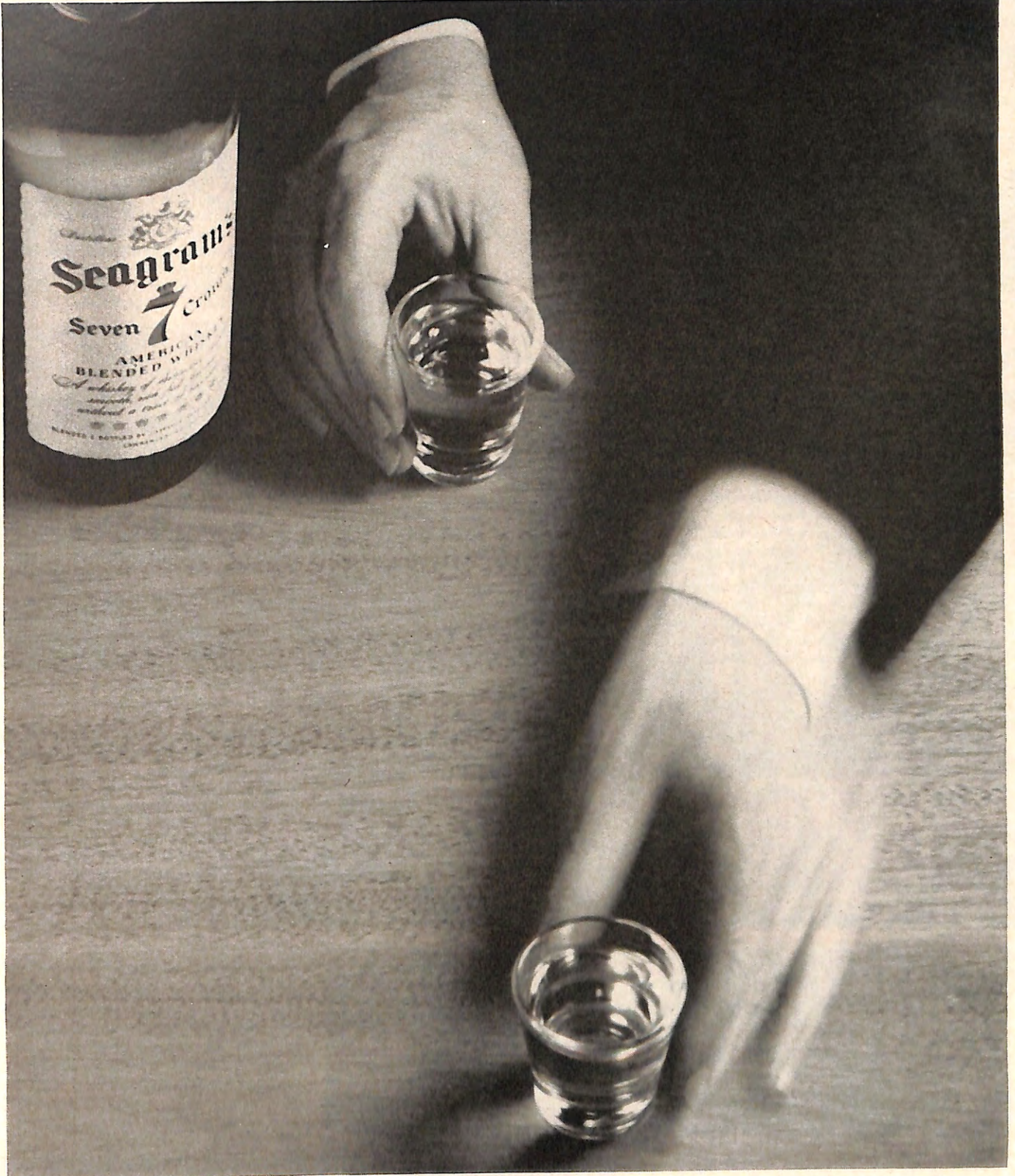
**OHIO NORTH CENTRAL Elks** attending the Lorain District Meeting saw Chairman Daniel Hartung, second from left, register State Pres. Carleton Riddle, left, with host E.R. R. W. Ferguson, background, and D.D. Earl Sloan, right, as witnesses. A total of \$1,229 for charitable work was donated at this meeting when Elyria Lodge was the first recipient of the Past State Pres. Arthur Socin Membership Trophy.



**MASSAPEQUA, New York,** Lodge donates a monument to the memory of the community's Congressional Medal of Honor winner, Claus Claussen who received the medal in 1899 for "exceptional valor and heroism at the Harbor of Santiago De Cuba on June 2, 1898." Left to right are State Vice-Pres. Eugene Packey, E.R. Thomas Earey, P.D.D. Monroe E. Lewis and Community and Welfare Chairman Andrew Agone.



**VALLEY STREAM, New York,** Lodge's Charity Night benefited the Nassau Boy Scouts, Cub Pack #296, So. Nassau Girl Scouts, Valley Stream Police Boys Club, Mercy and So. Nassau Hospitals. Left to right foreground: Cub Pack Chairman Dan Acevedo, Youth Chairman William Winder, So. Nassau Hosp. Dir. W. F. Houston, E.R. Stanley Barak, Trustees Chairman Clifford Magee, Loyal Knight Edward Schmidt, Den Mother Mrs. Richard Wood; background; Pat Polifrone and Henry Goetze of the PBC, Scout Charles Abbatemarco, Scout Pat Lotocke, Sister M. Jean and Sister M. Luke of Mercy Hosp., Marsha Sussman and Mrs. Ann Lotocke of the Girl Scouts, Scouts Drive Chairman Jeff Garfield, Scout Howard Garfield; in the very foreground are Ernest Schmidt and Stephen Thornton.



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***of 7 Crown in America. So, Say Seagram's and be Sure.***





**Lodge Visits of Robert G. Pruitt**

Ogden, Utah, Lodge: Along with a check for more than \$10,000 from the Utah State Elks Association for the Elks National Foundation, the Grand Exalted Ruler was presented with this formal parchment, citing those whose assistance was crucial in Utah's raising its record philanthropic contribution. Left to right: Est. Loyal Knight Mark Tillotson, Past Grand Exalted Ruler William S. Hawkins, E.R. William R. Kobel, Mr. Pruitt, State Pres. Edwin Soles, and Utah Elks Assn. Foundation Chm. A. Sid Weese.

Two South Dakota Lodges—Yankton and Winner—co-hosted a "Wild West Night," complete with an open-pit barbecue, when Mr. Pruitt visited Yankton Lodge. The Grand Exalted Ruler is flanked here by Winner E.R. Jack Lynass and Yankton E.R. Dick Pillar, who presented him with a South Dakota Ringneck Club membership plaque and a promise to ship half a dozen pheasants to his Georgia home upon request.



On his visit to Kingsport, Tenn., Lodge Grand Exalted Ruler Pruitt poses with, left to right: District Deputy William R. Rigell Jr., Grand Trustee Edward W. McCabe, and Exalted Ruler Henry H. McKay. Brother Pruitt earlier addressed a banquet attended by 350 Upper East Tenn. Elks and wives.



Squeezed into Mr. Pruitt's two-day, whirlwind tour of the Sunshine State was a luncheon in his honor at Huron, S. D., Lodge. Left to right: The Grand Exalted Ruler, E.R. Robert J. Entwisle, Past State President John S. Skvaril, and D.D. Robert E. Morgan.

During a pre-Christmas, home-state visit to Gainesville, Ga., Lodge, the Grand Exalted Ruler—obviously in a holiday mood—posed with E.R. Thomas W. Hodge, left, and State Assn. Pres. Henry H. Ansaldo of Gainesville. Mr. Pruitt's wife Ruby and daughter Jeanne accompanied him from their home in Atlanta. Gainesville Lodge held a reception and dinner in honor of the Pruitt family.



# Miles and More Miles



As part of his Western swing, the Grand Exalted Ruler visited Las Vegas, Nev., Lodge. Here, sporting a ten-gallon hat, he's warmly greeted by Exalted Ruler Chas. Kennemer.



Left: Between sessions of the Iowa State Elks Assn. Convention in Cedar Rapids, Grand Exalted Ruler Pruitt lends an ear to P.G.E.R. H. L. Blackledge (second from right). Others in photo are, l. to r.: Cedar Rapids Lodge E.R. David F. McGuire, District Deputy E. H. Gundling, and Iowa Association President Donald Semelhack.

At Whitehall, N. Y., Lodge, with Grand Lodge, State, and local officials: seated, l. to r., State Vice-Pres. Louis Riana, Past State Pres. Bert Harkness, P.G.E.R. Ronald J. Dunn, Mr. Pruitt, Grand Lodge Judiciary Committeeman John J. O'Brien, E.R. Leo Boss, and D.D. Walter Beckstein; standing, Est. Lect. Knight Vincent Epifanio, Chaplain Douglas Rocque, Est. Leading Knight Vernon McKee, Past State Vice-Pres. Frederick Stiles, Esq. Charles Sweet, Treasurer George Sheffield, and Est. Loyal Knight Kenneth Doty.



**UTAH.** Arriving at Salt Lake City airport from South Dakota minutes after Mrs. Pruitt had arrived from Atlanta, the Grand Exalted Ruler and his wife were welcomed to Utah by 30 Elks and their wives, including Past Grand Exalted Ruler William S. Hawkins and his wife Agnes of Coeur d'Alene, Idaho, as well as Robert G. Pruitt Jr., a Salt Lake City attorney. That evening the Pruitts participated in a social hour, followed by an informal dinner, at Salt Lake City Lodge. The Grand Exalted Ruler was reunited with many old friends, including District Deputies George V. Alexander and Gordon R. Billings. During the evening Mr. Pruitt remarked that Elkdom is flourishing in Utah, the state having nearly doubled its membership within the past year. The following morning the Grand Exalted Ruler's motorcade traveled to Ogden and Brigham City Lodges, where its ranks were swelled, and then moved on to Logan. Mr. Pruitt toured Logan Lodge's new home and was the lodge's luncheon guest. The motorcade returned to Ogden Lodge in the afternoon for a question-and-answer work-

shop, kicked off by State President Edwin Soles. That evening Ogden Lodge staged a banquet for the Grand Exalted Ruler at which representatives from every Utah lodge were present. A highlight of the evening was the presentation of a \$10,000 check by the Utah State Elks Association to Mr. Pruitt for transmittal to the Elks National Foundation.

**SOUTH DAKOTA.** When the Grand Exalted Ruler visited South Dakota, he was welcomed at Sioux Falls airport by Grand Lodge Americanism Committeeman Francis M. Smith, Past District Deputies James M. Lloyd, Freeman F. Otto, Fred H. Leach, L. J. Gregory (all of Yankton), and E. B. Peterson (Sioux Falls); District Deputy Robert E. Morgan; and Exalted Ruler L. E. McDermott and officers of Sioux Falls. From there, the Grand Exalted Ruler's party proceeded to Yankton Lodge, where Mr. Pruitt was provided with a real Western, "cowboys and Indians" welcome, co-hosted by Yankton and Winner Lodges. Following his address to the large banquet audience of Elks

and their ladies, the Grand Exalted Ruler became a member of the South Dakota Ringneck Club. The following day Mr. Pruitt was feted at a luncheon at Huron Lodge. At Pierre, he explained to keep a banquet engagement.

**GAINESVILLE, GA.** Shortly before the holidays, Grand Exalted Ruler Pruitt, his wife Ruby, and his daughter Jeanne were guests of honor at Gainesville Lodge. The Pruitts were welcomed by a delegation of three local Cub Scout packs sponsored by the lodge. The Scouts presented Mr. Pruitt with Christmas gifts—made and collected under the Scout program—to be distributed to patients of the Elks Aidmore Hospital for Crippled Children, the State's major philanthropic project. Later, at a reception and dinner, the Pruitts met with several hundred lodge members, their wives, and guests. Following the dinner, the Grand Exalted Ruler attended a regular meeting of the lodge, during which he spoke to the more than 200 members present and asked that rhetorical question he's identified with: "Isn't it great to be an Elk?"

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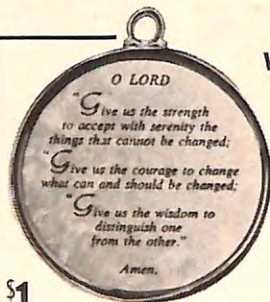


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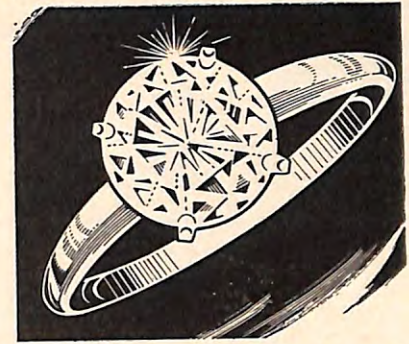


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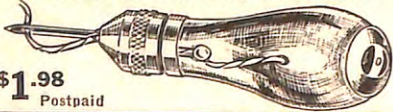


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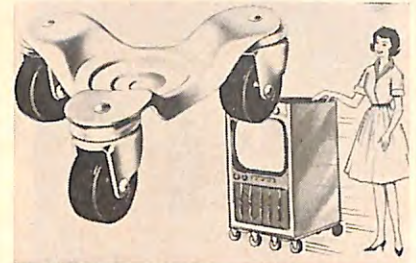
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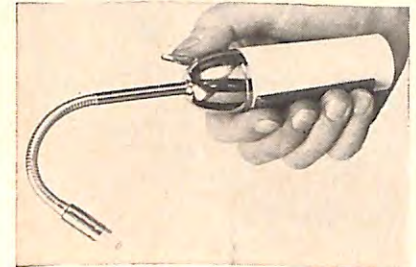
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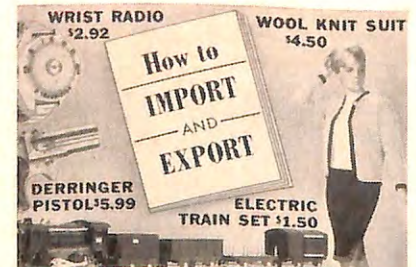
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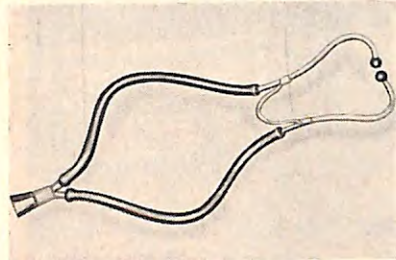
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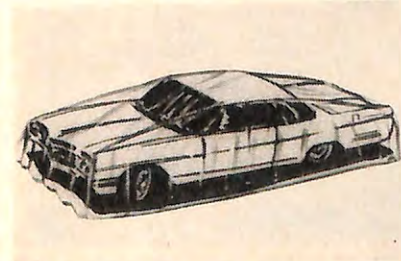
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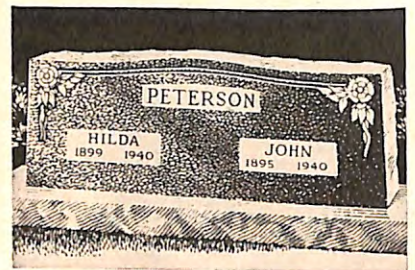
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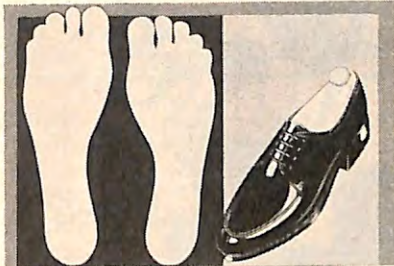
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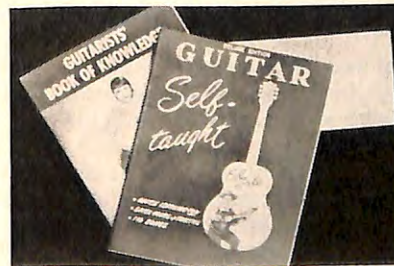
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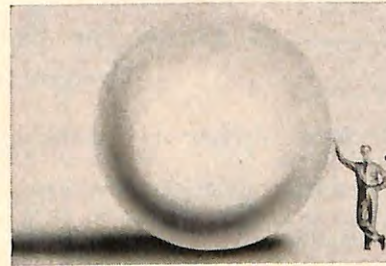
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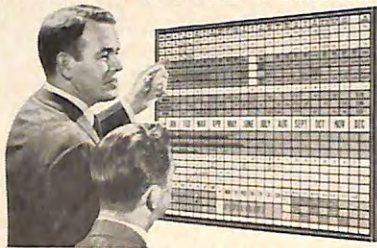
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"What gets me, I was the one who suggested computers."

## A Policy for Business Perpetuity

(Continued from page 9)

going business, while accounts payable are being met in full.

« Far from being an asset to the heirs, a small business often proves to be a serious liability.

« When a proprietor dies, the valuable good will he has engendered over the years often dies with him.

These facts are the seeds from which widespread, stark economic tragedy grows. But the real tragedy is that too often small-business owners are unwilling to acknowledge these realities and cope with them.

In the course of researching this article, I made a survey of my own, asking 15 businessmen this question: "What would happen to your business if you decided to take a six-months vacation?"

Most of them stared at me as though I were either crazy or just kidding. Eight of them replied that after six months the business wouldn't be worth returning to. Two said they wouldn't think of leaving for more than a month. Three said their wives and employees could handle it, but, in effect, "There would be a mess when I got back." One said if he had a year to plan for his absence, he *might* make it.

On the basis of these responses, I was surprised when one of them told me he could go away indefinitely. He explained: "In two years I'll be able to turn the business over to my employees and let them run it. I could leave now, but my program will mature then and I want to wait it out." For years he had been preparing for this eventuality and was about to reap the benefits of his efforts.

However, despite their acknowledgment of their own "irreplaceability," I'm confident that those fourteen others feel that if anything happened to them they would be leaving their widows and families "well provided for" via personal insurance.

This step simply isn't adequate. The average small-business owner seems to have no idea of the liabilities a business bereft of its operator can create. If not otherwise provided for, the business becomes part of the estate. The whittling down starts immediately: legal costs, taxes, devaluation.

There are variations among states, but one typical statute awards the executor 7 percent of the first \$1,000, 5 percent of the next \$9,000, and 4 percent of all above that. The attorney

## STATE ASSOCIATION CONVENTIONS

State	Place	Date
Mississippi	Hattiesburg	Apr. 2-3-4
New Mexico	Las Cruces	Apr. 22-23-24
Louisiana	Opelousas	Apr. 23-24-25
Tennessee	Nashville	Apr. 29-30, May 1
Kansas	Wichita	Apr. 29-30, May 1-2
Ohio	Columbus	Apr. 29-30, May 1-2
Alabama	Montgomery	May 6-7-8
Arizona	Tucson	May 12-13-14-15
Michigan	Niles	May 13-14-15-16
Illinois	Decatur	May 14-15-16
Iowa	Ottumwa	May 14-15-16
Oklahoma	Tulsa	May 14-15-16
Wisconsin	Fond du Lac	May 14-15-16
California-Hawaii	San Diego, Calif.	May 19-20-21-22
Oregon	Ashland	May 20-21-22
New York	Kiamesha Lake	May 20-21-22
Missouri	St. Louis	May 21-22-23
New Hampshire	Franklin	May 21-22-23
Vermont	Hartford	May 21-22-23
North Carolina	Salisbury	May 26-27-28
Florida	St. Augustine	May 27-28-29

customarily receives a similar fee. Added to these bites, you have to figure on court and other costs, including appraiser's fees.

Unless other provisions are made, a minimum of 10 percent of an estate will be dissipated right off the bat. Any extraordinary circumstances, such as the need to sell or liquidate, or a lawsuit, will sharply raise that percentage.

Many businessmen who think their estate is small enough to escape a high rate of taxation would get a posthumous shock if they could see what often really happens.

One of the major tax problems is determining a fair market value of taxable property. For most business purposes, there is a tendency toward overvaluation. However, when it comes to taxes, one frequently witnesses a desperate reverse effort.

The range between book, liquidation, and fair-market value may be considerable. Furthermore, if no way has been set to determine value, or to transfer property to prevent its being smothered by taxes, an estate can be tied up for six or seven years in litigation with the Internal Revenue Service. The average is four years, and the Government wins such cases more often than not.

In the opinion of David A. Guberman, an attorney specializing in estate planning, ignorance of these matters and failure to guard against the potential pitfalls may be the source of the greatest financial waste small business suffers today. He says these questions most frequently plague survivors: « Will banks and suppliers extend the necessary credit to a survivor—son, widow, or someone else?

« If a business can't be run by survivors, can it be sold for its real worth? « If liquidation is necessary, will the 35 to 60 percent of value received for only the best assets provide for de-

pendent survivors as well as cover the debts of the business?

« How is the survivors' income loss to be compensated for?

« If two or more families are involved, will the survivors want a business run by a son or a widow? Is there an arbitration facility set up or an updated buy-sell arrangement in force?

These are the *simplest* questions. The deplorable fact is that even these basic questions are almost never conscientiously explored by the small-business operator before an emergency—and the ensuing need for quick cash—arises. It is the job of the estate-planning consultant to see that these and other, more complex questions, are answered before it's too late, as well as taking the steps to avoid unnecessary taxes.

Building an estate plan is not unlike preparing a legal case or designing a factory. To do it successfully, all the facts must be known, even the very confidential ones. Chartered Life Underwriter Tage Pedersen, a Southwestern specialist in estate and pension planning, asks more than 125 standard questions in taking an estate inventory. These questions are substantially amplified via interviews. With such facts in hand, Pedersen is able to weigh how to save on taxes, administrative costs, litigation, and the whole expensive scope of death. Insurance, though pos-

sibly only one element in the plan, is usually a vital one.

Estimating the probable cost of necessary business insurance is too complicated to detail here. However, Mr. Pedersen provides his clients with a useful analogy. "Money earns interest," he says, referring to the cash investment in a business. "It is the brains that make the profit."

One of his client companies has a capital investment of \$118,000 on which it earns from 25 to 35 percent profit annually. "About 80 percent of this profit can be attributed to human effort," he says. "On the reasonable assumption that it would take three years to replace and train a successor, the insurance required would be 240 percent of annual profit." In this case, the three key men involved were insured for a total of \$100,000.

Insurance costs are dictated by the age of the individual. Again applying a rule of thumb, protective coverage can be acquired at age 30 for a 2 percent deposit, or premium, on the policy face; at 40, 2½ percent; at 50, 3½ percent. (Term insurance may be bought for as little as ½ of 1 percent for conversion at a later date.) Cash value on a policy taken out at age 40 will be 44 percent of the policy in 20 years, 74 percent in 30 years. These cash values add to the security of a pro-

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- 4a. Name and address of employer.
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tected-by-insurance business concern.

Not all plans require insurance, though they may be supplemented by it. Plans for an incorporated business may involve classes of preferred and non-voting common stock. Under such plans, outright gifts to children, for example, can be made while control of the business is not transferred to them; yet the ownership of the business—the major equity in it—is transferred, becoming non-taxable. Such an arrangement, through the use of preferred stock representing the real value of the business at its inception, permits substantial growth that is untaxed for inheritance, while control remains with the principal, enabling him to establish and benefit from pension and retirement plans.

On the death of such a principal, his estate is taxed only on the preferred

stock, which represents the value of the business when it was started. He has given away the growth, possibly retaining for his own use the bulk of the profits. The cost of setting up such an instrument for assuring business continuity by avoidance of murderous taxes can be as low as \$350, including attorney's fee.

The devices discussed here may not answer all the problems of a small business bereft of its proprietor or other key people. But the need for such advance planning is, I hope, firmly established. The risks are there, for nowhere in this world is the certainty of death and taxes more influential than in the realm of business continuity. But those risks can be cut to practically nothing. A willingness to face facts and to seek sound and expert guidance is all that's required. ● ●

## Try the Gallatin for Trout

(Continued from page 11)

"jumpingest, fightingest trout on earth." A 12-incher will make you think you're into a brute. Now and then you *do* hang an old settler. Last summer my son Mike did. It took line; it finally took Mike. He rushed to try to save his fish when his line was all gone. Then the fish just kept going down through the whitewater torrent, and that was that—*pop*—line and all disappeared.

Certainly there are other American trout waters that offer abundance. But none over so long a distance has the abundance *and* the Gallatin's ridiculously easy accessibility. Also, the greater share of the 70-odd miles is Government owned. Aside from a few dude ranches, rental cabins, a few private spots, and a couple of gas stations, the whole long, stunningly scenic run is public domain. Pull off the highway, park, set up your rod, take a few steps, and you're "in."

Nor is this the end of the Gallatin

wonderland offerings. I know of no section of highway this long anywhere in the United States that has so many Forest Service camp grounds. Bend after bend, you come across one—some are small, for those who like it so. Some have numerous units, for gregarious types. If you want to be really alone, simply pass up the official campsites and bed down anywhere beside the stream.

Paradoxically, the Gallatin is a true wilderness in which the most citified tourist can "survive." Several times we have taken our pickup coach along the highway, turned off beside the river at an appealing spot, fished, and just stayed right there. Trailer visitors and tenters do the same. Or you can stay in a rustic cabin that's within casting distance, or at one of the fine dude ranches practically on the river bank.

If you're not used to western rivers, and this one in particular, here are a few precautions: Unless respected, the

## Edwin L. Kimble

The Elks of Central West Virginia were shocked and saddened to learn of the untimely death of their District Deputy, Edwin L. Kimble on Christmas Eve, following a highway accident in which his car collided with a truck. He was 46 years old.

A devoted member of Morgantown Lodge No. 411, Edwin Kimble had served in all Chair offices, and had been Vice-President of his District prior to his election to the Presidency of his State Association in 1962. He had also headed numerous State Committees, and at the time of his

death, was serving as Chairman of his lodge's Membership Committee, as well as being one of Grand Exalted Ruler Robert C. Pruitt's Deputies.

Noted for his activity in charitable and civic endeavors, Edwin L. Kimble had also been a Committeeman for Boy Scout Troop 50, a member of the National Foundation for the March of Dimes, and was 1961-63 Treasurer of the Monongalia County March of Dimes Drive.

Preceded in death by one son, Edwin Kimble is survived by his wife, a son, two sisters and a brother.



Gallatin can be dangerous water. If you're used to wading eastern and/or Great Lakes streams, you can't imagine how slippery the Gallatin's rocks and boulders are. You shouldn't attempt to wade here without felt-soled waders or those felts designed to attach to the boot foot of your regular wader.

Besides the slippery, extremely jumbled rock bottom, keep in mind that this extra-swift water can turn you over easily. It's best to stay in water no deeper than about knee high, casting from that depth. Needless to say, wearing hipboots is just a good way to get wet. Of course, if you don't have waders, you still can do very well fishing from the bank, providing you pick your spots.

For fly-fishing purists, the Gallatin should be approached as a wet-fly stream. Upstream nymph fishing certainly can be successful, but it is exceedingly difficult because of the swiftness and broken character of the water. I have often fished dry flies just for fun; however, your casts and the float of the fly must be brief indeed.

Casting down and across with a wet fly takes the most fish. Wide-variety patterns work best. I use numerous small, thinly dressed brown or gray wet flies. The Woolly Worm and Muddler, both favorite western patterns, do well, too.

By all means, fly fishermen should use a sinking line. The stream is so fast and rolling that this helps get the fly down to the fish. In addition, because of the boulders and the broken water, a fairly stout leader—such as 2x—is best. It doesn't get roughed up as easily as the lighter stuff does.

The majority of you who visit the Gallatin will be spin fishermen, accustomed to using either bait or lures. Small spoons and spinners are deadly here. They should be heavy enough to sink quickly and well down. Worms or other baits work fine.

But if you intend to catch trout to release, it's best not to use bait, for in the broken water by the time you detect a hit, the fish is usually hooked deep. If you're out to catch fish for the camp skillet, bait certainly succeeds.

One afternoon a year ago, I took my boys to the Gallatin, setting them up as follows: Since they were both too short to wade out much, I suggested spinning rods. We tied a No. 4, round-bend wire hook at the end of the monofilament line, and up the line about a foot pinched on a single split shot. This rig, with a worm for bait, was most effective.

I instructed them to cast across, then hold the rod tip high. This kept the line from swirling in the water and getting hung on rocks. The bait swung around in the current, but with only a

few feet of the line under the surface.

"When you feel a tap," I told the boys, "unless the trout happens instantly to hook himself, let the bait back a bit, slack. He'll turn and seize it—and then you set the hook hard as you take back the slack." It worked like a charm. They caught limits in no time.

On the Gallatin you may not be sure just how to fish this water, because it doesn't look like "home." In truth, much of it does require a special technique, but one that is simple—more like hunting than fishing. Because the river is so swift and broken, no trout could possibly remain in the current all the time. He'd wear himself out in a few minutes. But if you look closely, you'll see that every rock, every big boulder, has a small area of almost still water on its downstream side.

These little pockets are legion. They're called "slicks" or "glides." Some may be as small as your kitchen table or as large as the kitchen itself. These spots are where the trout lie; food, swirled over and around the boul-

ders, is brought to them. And so, it is into these slicks that you want your bait or fly or spoon to drift and swing.

Many times I have taken several good Gallatin trout from a single glide. One evening two years ago, a companion and I picked out such a spot where the current was turned aside—a huge boulder thrusting from the riverbed caused a narrow pool to be formed below it some 50 feet long.

We stood upstream behind the boulder so as not to disturb the glide. We cast down over the boulder into the gentle water, keeping our lures to the side, so they would appear to dance in the rough edges. Any trout lying in the quiet water would be sure to see them and dart out—and they did. We took seven huskies from that one slick!

There are other types of water along the Gallatin. Some of these are deep runs with undercut banks. Others are broken riffles. At times the trout will feed avidly on the shallow, boulderless riffles, and you can mop them up with

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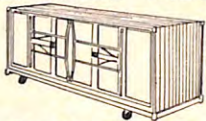
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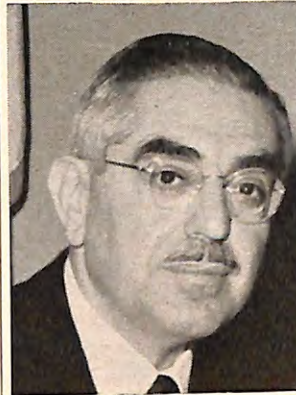
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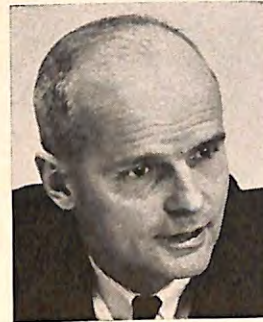
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## Youth Leadership Judges



Senator Pastore



Senator Proxmire



Senator Magnuson

Three United States Senators have been named by Dr. M. J. Junion of the Grand Lodge Youth Activities Committee as judges for this year's Elks National Youth Leadership Contest. They are John O. Pastore of Rhode Island (chairman), a member of Providence Lodge; Warren G. Magnuson of Washington, a member of Seattle Lodge; and William Proxmire of Wisconsin.

These distinguished judges will select the nation's top youth leaders from among high school students who have taken first place honors in contests sponsored by lodges and State Associations. The winners of the national contest will receive U. S. Savings Bonds from the Youth Activities Committee, which is headed by Chairman E. Gene Fournace. The Elks National Foundation provides funds for the bonds.

almost any kind of favorite lure.

Or, by running a lure or bait along an undercut bank, you can inveigle some of the largest, shyest trout. But all told, the boulder-strewn stretches are likely to be the most productive for Gallatin novices, because you can so easily pinpoint where a trout is sure to lie, then hunt him down.

Happily, the best time of year for fishing this river coincides exactly with the heaviest tourist traffic of the season: July and August. June can be quite good, but it's precarious because of the spring run-off.

By July the high water invariably has subsided; day by day, the Gallatin gets better and better. Some of the best fishing I have ever had on it was, in fact, in August. We camped beside it and ate so much freshly caught trout, broiled over our campfires, that we eventually just could not face another.

That was the season that I met an Oklahoma Air Force Base Commander. A native of Maine, he was an avid trout. But he'd been having bad luck.

I told him, "Let me take you on the Gallatin this afternoon, and I will guarantee you a limit of trout." Although he thought this ridiculous, he was also intrigued—possibly to prove me wrong.

We went. In slightly over an hour he had put his ten-fish limit in his creel!

This paradise for touring trout is economical, too. Besides the free camping, the non-resident license is a bargain. A six-day "trip" license costs \$3. Most visitors don't stay longer. If you do, you can buy another trip license rather than the \$10 non-resident season license.

Figuring up, that's 50 cents a day, or 5 cents each for an almost-sure limit of leaping trout. If you still want more for your money, just sit down on a rock, look at the lovely mountain scenery, and lull yourself into tranquility by listening to the tumult of this beautiful river. Even without the abundant and willing trout, Gallatin country will make you feel that every penny you've spent just to be there is the smartest vacation investment you've ever made. • •

### A New Deputy

Grand Exalted Ruler Robert G. Pruitt reports that former Grand Trustees Chairman Dewey E.S. Kuhns of Charleston W. Va., Lodge, No. 202, will complete the unexpired term of the late Edwin L. Kimble as his Deputy for West Virginia South.

## Camel Caravan to California

(Continued from page 17)

had access to a single water barrel. "The camels," Beale further commented, "just chewed their cud and looked on disdainfully." It should be noted that the camels, besides enduring the broiling sun, carried 200 pounds apiece that day.

The camels carried water for the men and other animals, and even helped find water on at least one occasion, despite their remarkable lack of interest in the stuff. A guide misled Beale's California-bound caravan and, desperately in need of water, they found it necessary to look in some rocky canyons for water holes or pools. When this meant descending sheer canyon walls, the mules flatly refused to go until the camels had safely led the way. It was at one of these water holes, incidentally, that the city of Kingman, Arizona, sprang up. Today on U.S. 66 (the route Beale covered, more or less, to reach California, which is also the route that the Santa Fe follows from Albuquerque to Los Angeles), the city displays a monument to the unusual caravan.

The camels weren't fussy about the quality of the water they drank, and they were even less particular about food. Beale learned happily that they found bitter and otherwise useless plants, such as greasewood shrub, delectable. Other animals would turn up their noses at the camels' fare. In fact, the camels thrived, even gaining weight as they trudged toward California; back home their poverty-stricken owners had been unable to feed them as well.

The desert holds nothing but discomfort and danger for most men, but, accompanied by his camels, Beale came to love this desolate part of America. At night he heard the lizards scurrying among the sagebrush and smelled the pungent mesquite, safe under the desert's magic spell with the stolid camels, placidly chewing their cud, nearby.

The camel also proved trustworthy, not surly and unfriendly as had been reported. Beale's chronicle of the experimental journey states: "The patience, endurance, and steadiness which characterizes the performance of the camels during our trip is beyond praise."

While the mules in the contingent became sorefooted and required shoeing and the dogs in the caravan begged to be taken in the wagons, the camels plodded along without complaining. The only problem was in loading them properly. When their packs shifted on their sensitive humps, the camels displayed irritation. But when the

source of this irritation was discovered and permanently corrected, the beasts were complacent and dutiful thereafter.

At long last, after the arduous journey of two and a half months, Beale's "camel corps" reached California. As noted, Beale and some others moved on to the point that later became Hollywood and Vine. Beale's once-skeptical crew had nothing but respectful admiration for the ship of the desert. But, having proved his worth, the camel found himself soon to be obsolete.

Although of some usefulness during the Civil War era, his death knell was sounded, so to speak, with the advent of the transcontinental railroad. As a result, the Government released the camels to zoos, circuses, to pasture, and some to Lt. Beale.

However, one remains in Government service; the skeleton of Beale's favorite, Seid, resides in the National Museum in Washington, D.C. (As "recently" as 1906 there were unconfirmed reports of a wandering camel in our desert country.)

In a little cemetery in Quartzite, Arizona, with a lone mesquite tree

standing guard, a strange pyramid stands with an iron camel at its top. It is quiet proof that at one time Allah smiled briefly on the American desert, for in this tomb lies one of his faithful followers—the Lebanese camel driver Hi Jolly, who figured so importantly in Lieutenant Beale's expedition. The inscription on the pyramid reads:

THE LAST CAMP OF HI JOLLY/BORN SOMEWHERE IN SYRIA ABOUT 1828/DIED AT QUARTZSITE DECEMBER 12, 1902/CAMEL DRIVER, PACKER, SCOUT /OVER THIRTY YEARS A FAITHFUL AID TO THE U.S. GOVERNMENT/ARIZONA HIGHWAY DEPARTMENT, 1955.

Despite his rewarding years of service, Hi Jolly—who served Lieutenant Beale again in 1861 in making a California-Nevada border survey and ran a camel express between the Pacific coast and Arizona and New Mexico during the time of the Civil War—failed to achieve his one ambition in life: to strike it rich in his new country. Although he was in gold country very often during his years in America, Hi Jolly's closest call to having any of the precious stuff was when he traded some bags of salt for a gold nugget that turned out to be phony. • •



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Dept. V

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Above, left to right: RPTs Carolyn Bowen and Karen Martin and OTR Helen Hopper administer to James Manning, 5 1/2-year-old cerebral palsy victim, in the Exceptional Child Wing of the Seward School, Tacoma, Wash. Through Elks National Foundation tuition grants, all three women were enrolled in a course in neuromuscular dysfunction in cerebral palsy at Stanford University last summer. In the other photos, the three student-teachers, separately, implement newly acquired therapeutic techniques.



**ELKS NATIONAL FOUNDATION**

PAST GRAND EXALTED RULER  
JOHN F. MALLEY, CHAIRMAN.  
40 COURT ST., BOSTON, MASS. 02108

# CONVENTION PROCLAMATION



To All Subordinate Lodges and Members of  
The Grand Lodge of the Benevolent and Protective  
Order of Elks of the United States of America

## GREETINGS:

The Grand Exalted Ruler, by and with the approval of the Board of Grand Trustees of the Benevolent and Protective Order of Elks of the United States of America, acting upon authority given him under Section 6, Article 3, Grand Lodge Constitution, does hereby proclaim that the next session of the membership and representatives of the Grand Lodge of the Benevolent and Protective Order of Elks will convene in Miami Beach, Florida, July 11, 1965, with the opening and public meeting to be held in the Grand Ballroom of the Hotel Fontainebleau, 44th Street and Collins Avenue, on Sunday, July 11, at eight-thirty o'clock in the evening.

The opening business session will convene in the Grand Ballroom of the Hotel Fontainebleau at 9:00 Monday morning, July 12, 1965, at which time the election of officers for the ensuing year will be held. Business sessions will continue thereafter each morning at 9:00 on July 13, 14, and 15 until the business to come before the sessions is finished.

The Hotel Fontainebleau, 44th Street and Collins Avenue, has been selected as headquarters for the 101st Session of the Grand Lodge. Space in the Jade Promenade on the lobby floor of the Hotel Fontainebleau has been set aside for the REGISTRATION of all Grand Lodge Officers, Committeemen, District Deputies, District Deputies-Designate, Subordinate Lodge Representatives, Grand Lodge Members, Visiting Elks, and ladies.

Room reservations for Past Grand Exalted Rulers, Grand Lodge Officers, and Committeemen will be made by Bryan J. McKeogh, Convention Director, 161 East 42nd Street, New York, N. Y. 10017. He will mail reservation forms and a letter outlining the procedure.

Room reservations for District Deputies, District Deputies-Designate, Subordinate Lodge Representatives, Grand Lodge Members, all Elks, and their families—with the exception of the Grand Lodge Party as outlined in the preceding paragraph—will be made through the State Associations. The National Convention Committee, following the practice of previous years, will allot rooms to each State Association, and those planning to attend the Convention are urged to make the fact known to their State Association Housing Chairman immediately. Neither the National Convention Committee nor the Miami Beach hotels will accept reservations direct from lodges or individual Elks.

Dated: February 1, 1965

Attest:

FRANKLIN J. FITZPATRICK  
Grand Secretary

ROBERT G. PRUITT  
Grand Exalted Ruler

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# Tom Wrigley

## WRITES FROM WASHINGTON

**PRESIDENTIAL PROTECTION**, never more in evidence than at the Inauguration, will continue to be stringent. Mr. Johnson will be traveling, and security measures both at home and abroad will be the most thorough ever. LBJ doesn't like the protection to be any more obvious than necessary, adding another dimension to the Secret Service's permanent headache.

**CHURCHES** are enjoying the highest membership ever, according to the National Council of Churches. The total at the end of last year, for both churches and synagogues, was 129,965,234—64 percent of the nation's population.

**YOUR COAT OF ARMS** (everyone has one, doesn't he?) may be on file at the library of the Army's Institute of Heraldry, in case you want to check on its origins. Thousands of volumes, some printed before Columbus was born, trace the histories of great seals, insignias, and coats of arms. The institute, created by Woodrow Wilson, is the most noted repository in the world for information of use in designing medals, plaques, etc.



**PRETTY JAYWALKERS** are a headache for metropolitan police. They've been cracking down on pedestrians as well as motorists, and when the victim is a lovely lass, bystanders invariably take note and give the cops a hard time.

**WELL-KNOWN STAIRCASE** is gone, and the entrance to the National Press Club on 14th Street will never be the same. It was an ornate, wide stairway to the second floor that held many a crowd when important personages visited the Club to speak. It disappeared during a remodeling job that is now being completed.

**MAIL CARRIERS' EMBLEMS** up to now have shown the Pony Express rider's horse going in the wrong direction—or hadn't you noticed? That's all been

changed by an order of Postmaster General Gronouski. The shoulder patches will now show the horse going in the same direction as the mailman. The change in design affected 200,000 "horses" on as many patches, but, according to Mr. Gronouski, the expense will be negligible because new patches are issued at this time of year anyway. To mark the change, Gronouski's assistants, in a little horseplay, gave him a special shoulder patch showing a horse with a head on each end.



**A POPULATION EXPLOSION** among grackles (a large blackbird) in the District is puzzling Audubon Society members. Last year's grackle count was only 28; there are now an estimated 427,000 in the District. Normally they head for the Southeastern states in the fall, returning north in late March. Just why the birds decided to stop off in the Capital last fall has remained a mystery.

**SMOG IS INCREASING**; Washington now ranks next to Los Angeles as the nation's smog capital. A Department of Health, Education, and Welfare survey reveals that in a six-month period last year Washington had 75 days of irritating air pollution, while in the same period Los Angeles registered a high level for 105 days.

**WANTED:—MORE G-MEN.** FBI Director J. Edgar Hoover has asked Congress to authorize expansion of his bureau by adding 300 to 400 more investigators. Hoover, now a vigorous 70, took over the FBI in 1924 and built



it into one of the greatest crime investigation agencies in the world. The Bureau, with nearly 6,300 agents and 7,800 other employees in headquarters and 56 field offices, has outgrown its present Department of Justice quarters. A new \$60 million building on Pennsylvania Avenue is planned.

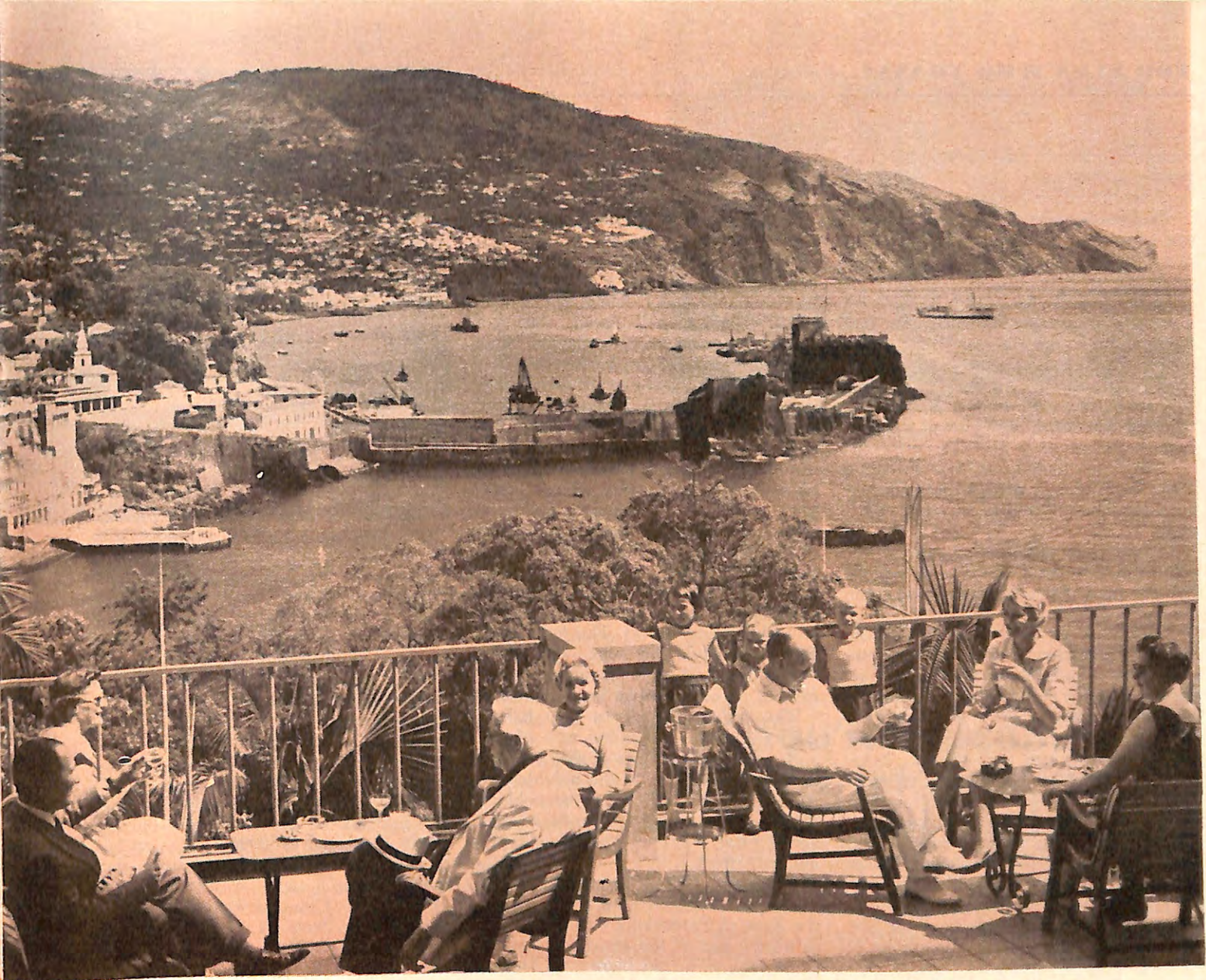
**BOOMING VOICES** are common in the Capitol of course, but one with an uncommon resounding quality belongs to William (Fishbait) Miller, longtime doorkeeper of the House of Representatives. Always an exciting experience for gallery visitors present when the President addresses a joint session of Congress is hearing Miller's reverberating announcement: "Mr. Speaker, the President of the United States!"

**A 130-YEAR-OLD COPY** of the Declaration of Independence, intended for the Truman Memorial Library in Independence, Mo., has been damaged beyond repair. The document had been shipped by Charles Kohen of Washington, longtime friend of the former President. One of the finest copies of the Declarations extant, it was insured for \$1,000—although in a sense it was priceless.



**EMBASSY ROW MILKMAN** Revelle Palmer, who's met numerous diplomats on his tour, never has any trouble moving whipping cream on June 13. That's Queen Elizabeth's birthday, and the British Embassy, which always serves strawberries and cream at a garden party on that date, has a standing order for 45 quarts. On ordinary days, the Embassy insists on old-fashioned, unhomogenized milk—the kind with cream on top.

**MARCH MUSINGS . . .** In the Peace Corps' first three and one-half years, 30 babies were born to married volunteers in 14 different countries. . . . Fourteen of the Dead Sea Scrolls, containing Biblical passages, are on display at the Smithsonian Institution until March 22. . . . A U.S. Army commendation medal went to Assistant Mess Steward William W. Arnold of the Secretary of the Army's dining room. Reason: He "excels as a butcher." . . . Congressmen J. J. Pickle of Texas and Claude Pepper of Florida may co-sponsor a bill in the House. That would make it the Pickle-Pepper Bill.



*The view of Funchal, Madeira, and its bay from Reid's Hotel, where British tourists have been going for years.*

## **FOR ELKS WHO TRAVEL**

# ***Portugal for Peanuts***

**By JERRY HULSE**

*Hurry, hurry, hurry—the biggest travel bargain in Europe may not last much longer*

EVERYONE KNOWS that Europe has been enjoying a tourism boom for more than a decade now, but few, perhaps, realize that Portugal hasn't taken part in all the activity—not until recently. Why not? It's hard to say.

While all the rest of Europe has thrown out a permanent red carpet, Portugal hasn't, but she hasn't shut her doors either. She's simply been un-

interested in publicizing herself as the tremendous tourist bargain that she is.

But not long ago, the siesta ended. Some bright chap woke up, took inventory of the small nation's charms, and decided to tell the world about Portugal's scenic loveliness and unbelievably low prices. You can see Portugal for peanuts, practically.

I defy you to tell me where else in

Europe today, with the possible exception of parts of neighboring Spain, you can find shelter and three meals for \$2.50 a day. Just how long these prices will continue to prevail in Portugal is a matter of conjecture.

Affluent American tourists are beginning to complain about the expensiveness of Europe, and I can't help but suppose that the Portuguese will fall

victim to a touch of greed, raise their prices, and thereby diminish the country's great tourism potential.

In the meantime, however, visitors are coming in ever-increasing numbers and enjoying the bargain. 1965 is expected to set a record.

Portugal's ridiculously low prices exist not only in its small out-of-the-way hamlets but in the cities as well. Lisbon itself is dirt cheap. A retired school-teacher I spoke with pointed to a hotel framed at one end of the Rossio—the capital's beautiful, downtown square—and rhapsodized:

"You won't believe it, but I took a room there with a private bath, breakfast, lunch, and dinner for only \$4 a day."

I wasn't incredulous at all. After all, my accommodations at the elegant old Avenida Palace were costing me only pennies more.

Portugal is equally delightful in the scenery department. For picturesque-ness, how about seeing families traveling by donkey and villages unchanged by time? Then there's the weather. It's always "April" in Portugal. Even in winter, a warm sun shines.

In Lisbon, I watched an old woman feeding pigeons beside a huge fountain that rose in tiers like a wedding cake; her shopping bag bulged with wilted lettuce. Beyond this tableau: flower peddlers' carts, piled high with gold chrysanthemums. Atop his pedestal in the Rossio, Peter IV basked in the warm winter sun—a pigeon contentedly roosting on his sculptured shoulder.

As night fell, floodlights played on the Moorish Castelo de S. Jorge on one of Lisbon's seven hills, while other lights played on a cathedral far above the Alfama.

From the depths of the Rossio, a public elevator scooped up Lisbonites, carrying them to the top of another hill. From this point, one sees the city unfold—a metropolis of elegant boulevards and cobbled alleys reminiscent of Paris' Left Bank. In fact, Lisbon is a little of Paris, a little of Rome—but the prices are strictly Portuguese.

One night, for instance, I dined with two friends at the Restaurante Tavares amidst chandeliered and mirrored opulence that was heightened by the establishment's gold-leaf ceiling and plush red carpet. Our bill was \$13, including tip, tax, and service charge. For this modest charge, we had purchased five cocktails and three main courses, desserts, brandies, and coffees. You'll find it hard to believe when I tell you that the Restaurante Tavares is Portugal's finest, most expensive restaurant!

Another evening we dined at Aviz—a marvelous restaurant that reminded me of Ernie's in one of my favorite towns, San Francisco. Aviz is the offspring of Lisbon's former deluxe hotel; its register used to roster such rich and regal personages as the Rothschilds and the Duke and Duchess of Windsor.

When the hotel closed, the staff pooled its savings in order to open Restaurante Aviz. It's located in a former tailor shop; the walls have been swathed in lemon-colored lace and graced with lovely appointments.

If you were a Portuguese, you'd undoubtedly frequent a coffeehouse that matched your profession. A bullfighter goes to a bullfighter's coffeehouse, a winemaker to a winemaker's, and so forth. It's quite a system; good shop talk is guaranteed.

I never did find a travel writer's coffeehouse, so I found compatibility at Lisbon's *fado caves*. The *fado* is the Portuguese-style folk song. Remember "April in Portugal"? It was the first *fado* to become popular in this country.

The *fado* is usually a love ballad, sad and soulful. Feeling sort of sad and soulful myself one night, I taxied clear across Lisbon to the old Moorish Alfama. Lantern light in the cobbled alley caused deep shadows to fall across its white-washed dwellings—ancient, quiet.

Then out of the darkness, I heard a whisper that grew louder as I entered the door of Parreirinha d'Alfama. This is where one of the great *fadistas* became famous—a girl known as Amalia. In a corner of the room, she's been immortalized by an illuminated bust of herself.

Amalia's sister—Celeste—sings there, too, now. I sat with Celeste who explained the *fado* to me: When you sing you cry without shedding tears—a restrained sadness, she described it, that is beautiful.

*Fadistas* sing until everyone has gone home. There was a sign in the Tipico that read *aberto toda a noite* (open all night). Being a literalist, I stayed until dawn, as Celeste sang on and on.

Less than an hour by electric train from Lisbon lies the seaside resort of Estoril—the gem of the Côte Soleil. Estoril, with its beaches and palms, has a particular magnetic effect, it seems, on ex-kings, pretenders to the throne, and exiles of every nationality. Go wading and you may get splashed by former King Umberto, the Count of Paris, or possibly even Fulgencio Batista, late of Havana.

During the war, Estoril had more spies per square foot than Zurich. British agents, American, German, Ital-



In the heart of Lisbon, Peter IV overlooks the Rossio Square from his high perch on a pedestal.

ian, and a scattering of Hungarians. (Oddly enough, the Hungarian spies didn't spy much. Instead, they holed up in an old Arabic mansion that's presently up for lease at \$150 per month. Its view of the sea is worth every *escudo*.)

The Portuguese Riviera extends from the Fortress of St. Juliao da Barra, where the estuary of the Tagus spills into the sea, to Guincho and Cabo da Roca—Europe's most westerly point. At Hotel do Guincho—a 16th century fortress—you have a view of giant breakers sweeping toward golden dunes.

Back at ex-spyland, two can live comfortably at the Hotel Palacio for \$9.25; the meals are magnificent.

The key to a less elegant establishment comes for around \$4 per day per couple—half that if you take your meals elsewhere.

When the kings and tourists, who are living as well as kings, desert the beach, it's usually for the Estoril Casino, up the street from the Palacio. Here they gamble away *escudos* on roulette, French bank, and baccarat.

The Casino's foyer is as innocent as an infant's smile—a crowded mélange of small shops selling everything from luggage to fur stoles. Even airplane tickets, for those rash enough to want to leave.

The Casino is packed from 3 P.M. to 3 A.M.—a crowd of 400 gamblers is not uncommon. Taking a cue from Las Vegas, no doubt, the management has installed entertainment in its lounge. Maurice Chevalier was singing the praises of Louise when I popped in.

Across the hall in potted-palm privacy, you may dine on haute cuisine.



Even non-gamblers frequent the Casino; movies are shown in an adjoining theatre. The admission? 40¢. The Count of Barcelona is an inveterate Casino movie-goer. The Casino's owners plan to build a new casino, and this winter they opened a new, 400-room skyscraper hotel, the Estoril-Sol. A double suite with his-and-her baths is \$14 a day—with meals.

One morning when I was in Portugal, I drove from Estoril to Sesimbra—an ancient fishing village across the Tagus. Late every day when the waning sun turns the sea to the color of cotton candy, Sesimbra's fishermen sail off in their trawlers. Gulls cry mournfully overhead, and the village children wave from the beach.

Sesimbra is caught in the deep cleavage of hills that tumble to the sea; its houses are stacked like so many wooden blocks up the hillside. Their whiteness is blinding in the noonday sun. In contrast, red tile roofs salute the sky, which matches the sea in blueness.

I would certainly like to be assured that modern civilization is going to bypass Sesimbra. I would like to know that cars won't clog its narrow streets and that the villagers will be left to live their lives dozing by day in the shade of overturned boats on the beach, awaiting the hour when the fish are ready for the hook.

For eight centuries the village of Sesimbra has slumbered, undisturbed, beside the Atlantic, only a shadow from cosmopolitan Lisbon.

But I know that Sesimbra, like all of Portugal, will change because of tourism; that scenes of fishermen mending nets and stringing hooks will no doubt be replaced by those of foreigners frisking in the surf; that the town's delightful slow pace will give way to the impatient honking of auto horns.

It hasn't changed yet. Sesimbra is still a place with many dogs and cats. With the sea full of fish, there is plenty for all, so that the dogs and cats are fat and contented looking. On the beach, youngsters play with toy boats made of cork, dreaming no doubt of the day when they will sail off in big boats as their fathers do now.

The meticulously raked, crescent-shaped beach at Sesimbra is less than a mile long, bounded by hills at



Not all of Portugal is "undiscovered." This beach between Lisbon and Estoril is well utilized.



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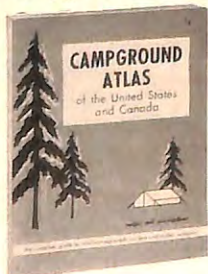
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either end of the bay. Walking along it, I stopped once to watch a white-haired fisherman repair his net, thread hung from his cap, a cigarette dangling from his lips as he sewed.

If you would like to help spoil unspoiled Sesimbra, you can stay at a new hotel fastened to the hillside at one end of the bay. Each of its 68 rooms is equipped with a terrace. Two can live graciously on \$14 a day at Hotel do Mar, meals included, or at Hotel Esparadarte, down by the waterfront, for \$9. Village restaurants feature fresh seafood; a dollar buys plenty for two.

Always looking for someplace new, the jet-setters have recently zeroed in on Portugal's little-known province of the Algarve and the island of Madeira.

The Algarve stretches 125 miles westward from the Spanish border to Cape São Vicente. It was discovered long ago by thrift-minded English vacationers, but only recently by their American cousins, who like everyone else are enchanted by the Algarve's almond blossoms that fall like perfumed snowflakes and its year-round, warm surf.

The Algarve is cooled in summer by Atlantic breezes and warmed in winter by the African sun. It is here that you see the contrast of farmers and fishermen riding donkeys or driving hooded horsecarts and the deluxe new hotel Vasco da Gama at Monte Gordo. A double with meals is \$12 a day.

Elsewhere room and board is less than \$7 a day in government-operated *pousadas* (inns). The tab for two in a seaside *pensão* is about \$3.75. And, by law, the prices include wine with lunch and dinner.

Is it any wonder that Portugal is undergoing a tourist discovery?

Like the Algarve, the Portuguese island of Madeira used to be, essentially, a wintering place for Britishers. Until recently it was accessible only by ship, but recently direct air service by

TAP (Portugal's airline) has made Madeira only 2½ hours from Lisbon by propeller-driven Constellation.

Because the British "discovered" Madeira, the atmosphere is, naturally, very British. If you take tea on the terrace of Reid's Hotel, you'll be surrounded by monocled Englishmen, attired in coat and vest, alternately distracted by the *Daily Telegraph* and the sweet young things on the beach.

Sir Winston Churchill once wintered on Madeira. No doubt his painter's eye was delighted by the high bluffs on which Reid's sits, overlooking the sea. The path down to the beach is terraced with formal gardens, ablaze with crimson hibiscus, bougainvillea, hydrangeas, and shaded by palm and cypress trees.

Accommodations for two are \$16 in summer, \$22 in winter. Or if one chooses a *posada*, like the Monte Rose, the outlay drops to only \$7.50—private bath and meals.

Bullock carts creak through the ancient streets and tourists are transported through the mountains by hammock. The entire island is terraced for growing the grapes that have made Madeira a world-famous dessert wine.

If a bullock cart isn't up to your speed, you can go tobogganing, even though there's no snow. The toboggans here run on cobbled pavement, at speeds so fast their runners smoke and send off sparks.

Is the tourist boom about to burst upon Madeira? Well, a new 900-room hotel is being built and visitors are already playing golf on a course that's laid out among pines. Its only obstacles are animal ones—sheep and cows who wander about, oblivious to the golfballs sailing over their heads like shrapnel.

It makes me wonder: Do you suppose Betsy's a contented cow?

That's one travel question I really don't know the answer to, so why don't you join me in a . . . This is Madeira, so make mine wine. ● ●

## **More Contributions to the Elks Disaster Fund**

In the September, 1964, issue the lodge, State Association, and individual contributions to the Grand Lodge Elks Disaster Fund were listed for the period

ending June 30, 1964. Following are the contributions received by the Grand Secretary from July 1 through December 31, 1964:

<b>ALASKA</b>	
Juneau .....	\$ 1,000.00
Ketchikan .....	200.00
Wrangell .....	250.00
<b>Total for State .....</b>	<b>\$ 1,450.00</b>

<b>ARIZONA</b>	
Safford .....	\$ 144.07
Sierra Vista .....	87.50

Casa Grande Valley .....	175.00
Clifton .....	100.00
<b>Total for State .....</b>	<b>\$ 506.57</b>

<b>CALIFORNIA</b>	
Los Angeles .....	\$ 650.00
San Diego .....	250.00
Santa Ana .....	794.00
San Pedro .....	101.35

Watsonville .....	197.00
Trona .....	107.10
Carmichael .....	100.00
North Tahoe Sierra .....	54.75
Encinitas .....	100.00
Stockton .....	100.00
Total, lodges .....	2,454.20
Total, individuals .....	55.00
Total for State .....	2,509.20

<b>CANAL ZONE</b>	
Cristobal .....	50.00
Balboa .....	100.00
Total for State .....	150.00

<b>COLORADO</b>	
Loveland .....	112.25
Brighton .....	50.00
Aurora .....	200.00
Total for State .....	362.25

<b>CONNECTICUT</b>	
New London .....	100.00
Torrington .....	100.00
Norwich .....	50.00
Greenwich .....	15.00
Total, lodges .....	265.00
Total, individuals .....	500.00
Total for State .....	765.00

<b>FLORIDA</b>	
Tampa .....	255.00
Gainesville .....	30.00
Daytona Beach .....	50.00
DeLand .....	53.40
Sarasota .....	60.00
Homestead .....	50.00
Vero Beach .....	42.00
Stuart-Jensen .....	90.50
Charlotte County .....	42.00
Jacksonville Beach .....	10.00
Total for State .....	682.90

<b>ILLINOIS</b>	
Quincy .....	25.00
Champaign .....	25.00
Robinson .....	100.00
St. Charles .....	25.00
Total, lodges .....	175.00
Total, individuals .....	50.00
Total for State .....	225.00

<b>INDIANA</b>	
Mt. Vernon .....	25.00
Elwood .....	50.00
Washington .....	50.00
Gary .....	100.00
Rushville .....	25.00
Total for State .....	250.00

<b>KANSAS</b>	
Hutchinson .....	50.00
Pratt .....	31.75
Total for State .....	81.75

<b>KENTUCKY</b>	
Kentucky Elks Association .....	500.00
Total for State .....	500.00

<b>MARYLAND, DELAWARE, DIST. OF COLUMBIA</b>	
Washington, D.C. ....	30.00
Towson, Md. ....	399.14
Annapolis, Md. ....	150.00
Westminster, Md. ....	25.00
Total for State .....	604.14

<b>MASSACHUSETTS</b>	
Newton .....	103.75
Peabody .....	25.00
Wareham .....	100.00
Weymouth .....	10.00
Billerica .....	50.00
Total for State .....	288.75

<b>MICHIGAN</b>	
Bay City .....	501.00
Royal Oak .....	50.00
Lansing .....	50.00
Total for State .....	601.00

<b>MINNESOTA</b>	
St. Paul .....	10.00
Bemidji .....	100.00

Thief River Falls .....	50.00
Total for State .....	160.00

<b>MONTANA</b>	
Libby .....	22.00
Missoula .....	2,000.00
Total for State .....	2,022.00

<b>NEBRASKA</b>	
Lincoln .....	100.00
Total, lodges .....	100.00
Total, individuals .....	100.00
Total for State .....	200.00

<b>NEVADA</b>	
Boulder City .....	60.00
Total for State .....	60.00

<b>NEW HAMPSHIRE</b>	
Laconia .....	300.00
Total for State .....	300.00

<b>NEW JERSEY</b>	
Paterson .....	11.00
Ridgefield Park .....	40.00
Springfield .....	100.00
Toms River .....	100.00
Total for State .....	251.00

<b>NEW MEXICO</b>	
Silver City .....	144.00
Albuquerque .....	840.73
Carlsbad .....	156.00
Lordsburg .....	58.80
Los Alamos .....	33.00
Total for State .....	1,232.53

<b>NEW YORK</b>	
Utica .....	25.00
White Plains .....	50.00
Hudson .....	50.00
Bronx .....	267.00
Seneca Falls .....	10.00
Huntington .....	723.00
Southampton .....	200.00
Brewster .....	100.00
New Hyde Park .....	100.00
Port Jefferson .....	100.00
Valley Stream .....	100.00
Greenwich .....	50.00
Total, lodges .....	1,775.00
Total, individuals .....	5.00
Total for State .....	1,780.00

<b>NORTH CAROLINA</b>	
New Bern .....	100.00
Elizabeth City .....	50.00
Total for State .....	150.00

<b>NORTH DAKOTA</b>	
Dickinson .....	100.00
Total for State .....	100.00

<b>OHIO</b>	
Toledo .....	25.00
Dayton .....	25.00
Sandusky .....	78.00
Lebanon .....	35.00
Kent .....	25.00
Bucyrus .....	25.00
New Philadelphia .....	50.00
Lorain .....	15.00
Xenia .....	55.85
Total for State .....	333.85

<b>OKLAHOMA</b>	
Stillwater .....	42.00
Total for State .....	42.00

<b>OREGON</b>	
Portland .....	100.00
Salem .....	5.80
Bend .....	50.00
Condon .....	75.00
Sweet Home .....	100.00
Total for State .....	330.80

<b>PENNSYLVANIA</b>	
Harrisburg .....	100.00
Reading .....	26.00
East Stroudsburg .....	100.00
Danville .....	25.00
Hanover .....	100.00



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## Profit Motive Now Appeals to Moscow



ALEXEI KOSYGIN and other Red leaders in Moscow are crying their eyes out for the advice of some top-flight U.S. management consultants.

Kosygin must produce greater economic efficiency in the Soviet Union, or admit that the communists' centrally-run economy is a failure.

This would be a fatal admission by any communist. The Marxist concept is that all society rests upon and is shaped by the economic base. Economic weakness makes the entire communist system tremble. And—economically, the Reds are in trouble.

R. Belousov, a candidate of economic science in the USSR, inadvertently let the cat out of the bag in an article in Pravda last November.

Belousov stated, rather defensively, that an emphasis upon centralized management of the economy results from and is tied to social or state ownership of property.

Once the national economic plan is set up for a year, Belousov pointed out, the plan can only be implemented in one of two ways. One is by means of centrally issued directives. The other is by encouraging the initiative of the various enterprises in implementing the central plan.

The centrally issued directives, he declared, "not only fail to strengthen centralized planning, but, on the contrary, undermine it."

The reason is obvious. There are too many specific problems in production and distribution. Central directives are inflexible. The result is confusion, loss of efficiency, and failure to meet consumers' economic needs.

The new Soviet trend is to reduce the number of centrally-issued directives which characterized the Stalin and the Khrushchev regimes. Instead, communist managers now are urged to use profits as a measurement of their factory's contribution to social need and as a measurement of performance.

The new economic slogan, says Bel-

ousov, is: "Useful to the country—profitable for the production collective."

As communists move toward the use of a "profit index" we must remain aware of the essential differences between our two systems of political and economic life.

In communist-run lands, the elite leadership of the Party holds a monopoly of political and economic power. The elite ultimately determines all decisions. It is this centralized and absolute monopoly of decision-making which make communist-run lands tyrannies.

There can be hope, however, that as Russians learn the economic facts of life, they may come to accept private initiative, a market economy, and even political democracy.

The final step will come with their realization that political aggression is as self-defeating as trying to maintain central control over their economy.

### World Scope

**MAINLAND CHINA:** New intelligence discloses that the failing Red Chinese economy is putting the lie to Reds' promises of a better life for the people. Instead, there is growing unrest everywhere. Red Chinese officials as well as peasants and fishermen are defecting. Republic of China analysts are convinced that revolt against the Red Chinese rule will develop as long as the West does not rush to Peiping's rescue with recognition, a seat in the UN, and trade which bolsters their collapsing economy.

**YUGOSLAVIA:** Communists there are moving away from "liberal" concepts and toward views held by Moscow, according to speeches made during the recent Yugoslav Communist Party Congress. Such moves, if they develop in practice, would weaken the belief that the way to "liberalize" captive nations is to accommodate Red regimes and bolster their economies by expanding trade.

*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 subscription price is \$3 per year for 12 issues.*

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## ALTERNATIVES IN VIETNAM

The war in South Vietnam is being fought for stakes that are much more important than mere possession of some real estate. The outcome of the struggle could well determine the fate of all of Southeast Asia and influence significantly the course of world events. President Johnson said of the conflict: "This is not just a jungle war, but a struggle for freedom on every front of human activity." In his State of the Union address, after declaring that our own security is tied to the peace of Asia, he reminded us that: "Twice in one generation we have had to fight against aggression in the Far East. To ignore aggression would only increase the danger of a larger war." It is against this larger backdrop that the action there and our part in it should be viewed.

It is now more than four years since the North Vietnamese launched their military offensive against South Vietnam, in disregard of the Geneva agreement of 1954 under which the country was partitioned. The United States, at the request of South Vietnam, has poured in more and more military and other aid, and sent more and more of our Armed Forces to assist the South Vietnamese as "advisors," all in an effort to redeem our pledge to protect our ally against aggression.

Despite such massive support, however, the communist Viet Cong have grown stronger. South Vietnam has grown weaker. The stability of her political institutions and her economy have been badly shaken by successive political coups since the overthrow of the Diem regime in 1963. These dismal results have prompted a variety of reactions among Americans. Some propose another negotiated settlement with the communists that would permit us to disengage ourselves from a "frustrating" struggle. Others take the view that we should take more aggressive action, choke off supplies reaching the Viet Cong from China and other communist countries, and deny them their base in North Vietnam.

Either of these alternatives is unattractive. The

communists would not agree to any settlement that did not give them important strategic gains, under present conditions. Such an agreement would be construed by Asians as merely a postponement of the inevitable communist takeover, and the result would be a serious blow to U.S. influence and prestige. At the same time, the people of this country are reluctant to take more aggressive actions that might lead to a spread to the war.

Another choice open to us is to mount an ideological war, armed with the ideals of freedom that are understood by people throughout the world, with which to rally the South Vietnamese against the Viet Cong idea of communism. This proposal was advanced by Maj. Gen. Edward G. Lansdale in a recent issue of *Foreign Affairs*, in which he pointed out that we have been trying to oppose an idea with bullets. General Lansdale's views on how to defeat communists are not theoretical but practical, reflecting his experience as adviser to the Philippine government during the successful campaign against the Huk (communist) rebels.

"When the right cause is identified and used correctly, the anti-communist fight becomes a pro-people fight, with the overwhelming majority of the people then starting to help what they recognize to be their own side, and the struggle is brought to a climax. When the pro-people fight is continued sincerely by its leaders, the communist insurgency is destroyed," according to General Lansdale.

Whether such a program is feasible at this stage may be questioned, but it should not be forgotten that when the country was divided in 1954, more than a million people fled from North Vietnam to the southern portion rather than live under communism. People who love freedom that much greatly deserve our best efforts, which ought to include help in establishing a stable political structure—identified with the hopes and aspirations of the people—as well as military assistance.

### Sir Winston Churchill

Sir Winston Churchill combined so many admirable talents and abilities in such diverse fields as to set him apart from the ordinary run of people. Yet such was this man's character that they drew him closer to them. There was a bond between him and people the world over that was almost visible.

Americans were among the most ardent admirers of Sir Winston. We responded to his dogged courage, his bold spirit, to his magnificent command of our common language, his ability to see far into the future. We knew that we could trust him, and that he would not let us down.

It was easy, in the aura of greatness that surrounded Sir Winston in his later years, to forget his early difficulties and many defeats. So slow to learn was he as a boy at school that his father is said to have feared that his son was mentally retarded. Yet it was during these years, held back from promotion for his failures in Greek and Latin, that he gained the mastery of English and English literature to which more than anything else he owed his place among the world's greatest figures.

Basic to Sir Winston's philosophy was a trust in the common man. It served him well when, but weeks after having led his country from the depth of despair to the pinnacle of victory over Germany, his party was turned out of

power, out of government affairs.

But he did not lose his faith in his countrymen. It sustained him in defeat as it had helped him to victory in the past and would do so again before he finally laid down the burden of leadership.

During the dark days of the war, before the tide turned, Churchill once referred to the temperamental General de Gaulle as "my cross of Lorraine." Yet, when the French President learned that Sir Winston had died, he said: "I have lost a friend."

That was the way that millions of people around the world felt toward this most remarkable man, an aristocrat in every finest sense, a man for all times.

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\*HYDRANGEA

**Sells For \$18.87 At Our Individual Prices**

HERE'S WHAT YOU GET\* Our Price If Ordered Separately

- 1—TULIP TREE (Liriodendron) Tall shady Blooms with tulip-like flowers each about 2 1/2" across \$ 1.00
- 2 ROSE OF SHARON (Hibiscus Syriacus) Beautiful 5-15 ft. shrub. Large single blooms Beautiful color 1.18
- 4 LOMBARDY POPLAR (Populus Nigra Italica). Fast growing 40-70 foot free Graceful columnar form 1.16
- 1 SWEET MOCK ORANGE (Philadelphus Coronarius) Ht. to 10 feet, clusters of flowers closely resemble creamy white orange blossoms in color and fragrance .69
- 30 FOOT PRIVET HEDGE (Ligustrum . . . Species we think best suits your climate) Grows Vigorously 15 plants .90
- 1 RED OSIER DOGWOOD (Cornus Stolonifera) White spring flowers. Dark red spreading branches are winter show .49
- 2 DEUTZIA (Deutzia Varieties) 5-8 ft. shrub. Flowers are white or pinkish in attractive clusters 1.90
- 1 SWEET SHRUB (Calyanthus Floridus). Spicy fragrant reddish brown 2" Spring flowers. Bright green leaves turns golden in the fall. Up to 6 ft. ht. .69
- 1 CORALBERRY (Symphoricarpos Orbiculatus) 5-7 ft. shrub Very attractive in fall with crimson foliage and reddish purple berries .59
- 2 WEIGELIA (Weigela Florida Varieties) Lovely 8-10 ft. shrub covers itself with masses of rose pink flowers 1.38
- 1 WHITE SPIREA (Spirea Varieties) Early spring blooming white varieties 85
- 1 HONEYSUCKLE VINE (Lonicera Japonica Halliana) Sweet scented white flower changes to yellow Climbs trellises, posts, etc. .80
- 2 PINK SPIREA (Pink Flowering Varieties) 4-6 ft. shrub used as a contrast plant with white spirea. Pink flowers in clusters 1.70
- 2 FORSYTHIA (Forsythia Varieties) Popular 9-12 foot shrub, with golden blooms early spring 1.18
- 3 BUSH HONEYSUCKLE (Lonicera Tatarica Varieties) Vigorous 8-10 ft. shrub White to pink flowers in spring .36
- 1 REDBUD TREE (Cercis Canadensis) Heights to 40 ft. Rosy pink flower clusters cover twigs early spring 1.00
- 2 SILVER MAPLE (Acer Saccharinum) Fast growing, often to 120 ft. Leaves bright green above, silvery white below 2.00
- \*1 HYDRANGEA P.G. (Hydrangea Panniculata Grandiflora) Comes to you in shrub form for growing into a tree by following simple directions. Giant white flower clusters turn lovely pink and purple. Bonus For Ordering by Dead-line Date 1.00

PRICE IF PURCHASED FROM US INDIVIDUALLY \$18.87  
**All 43 Plants Yours For Only \$2.98**

### 3-WAY GUARANTEE

1. If not satisfied on arrival return within 10 days for purchase price refund.
2. Any plant not developing replacement is free (5 yr. limit).
3. Any item from us . . . same grades . . . found for less, send proof and we will refund difference in cash.

### MASSES OF BLOOMS YEAR AFTER YEAR . . . WITHOUT REPLANTING!

Thrill to the splendor of flowering shrubs, blooming bushes, gorgeous garden plants, spectacular trees, vines . . . even a handsome hedge to dress up and protect your yard and garden . . . all at the lowest cost imaginable. Today . . . mail coupon for this amazing bargain offer. With the Hydrangea you get FREE of extra cost for mailing your order early, you get 43 plants, our finest planting stock . . . all for only \$2.98 . . . less than 7c each!

### Giant Assortment Sells for \$18.87 At Our Individual Prices

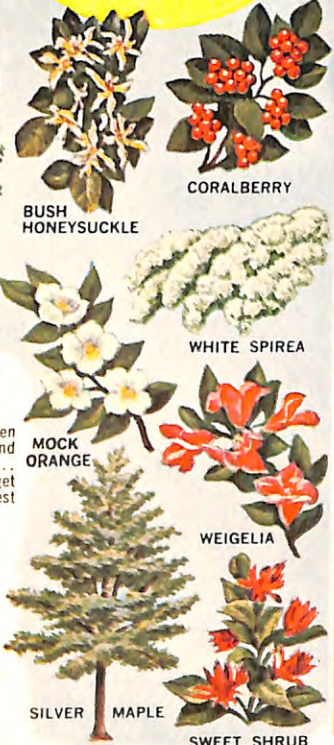
A \$18.87 value for \$2.98? Unbelievable but true. We advertise and sell this same planting stock, all graded to heights for lining out, individually at the prices listed on the right and every item is a good value at these prices. Yet you get this entire 43 piece assortment . . . enough to landscape the average grounds into a blooming GARDEN OF EDEN that grows more beautiful, more valuable year after year . . . all for only \$2.98.

### EVERY PLANT CERTIFIED HEALTHY and FULLY GUARANTEED

This 43 piece big bargain assortment is nursery grown from seed or cuttings or nursery grown transplants . . . certified healthy in state of origin . . . shipped vigorously alive, well rooted, 1 to 2 feet high, 1 or 2 years old, an ideal size for original transplanting. All tagged with individual item name. To order this money-saving offer check and mail coupon. Do it now!

FREE 4 Different Planting Layouts Included At No Extra Cost To Show Blooms To Best Advantage.

\*Varieties personally selected by our experts as being suitable for most parts of the U.S. In severely cold climates, check for hardiness. Blooms illustrated are reasonably accurate as to shape of varieties named although they may vary because nature often turns out tints and shapes found nowhere else. Evergreens—in extremely hot southern climates check for growth ability. While not anticipated, should we sell out one or more nursery grown varieties, we may include instead any equally suitable planting stock, nursery grown or native collected wild of equal or greater beauty. Our 3-way guarantee protects you.



BUSH HONEYSUCKLE

CORALBERRY

WHITE SPIREA

MOCK ORANGE

WEIGELIA

SILVER MAPLE

SWEET SHRUB



LOMBARDY POPLAR

### EVERGREENS\* . . . 34c 12 Piece Foundation Planting . . . All for \$3.98

YOU GET ALL 12 EVERGREENS—2 COLORADO BLUE SPRUCE (Picea Pungens)—2 PFITZER JUNIPERS (Juniperus Chinensis Pfitzeriana)—2 EASTERN RED CEDARS (Juniperus Virginiana)—2 AMERICAN ARBORVITAE (Thuja Occidentalis)—2 DWARF MUGHO PINES (Pinus Mugho Mughus)—2 AUSTRIAN PINES (Pinus Nigra).

Combination offer of 6 popular varieties, 12 Evergreens, 1 to 3 year old planting stock, nursery grown from seed or cuttings, 3 to 12 inches tall which is desirable size for this easy first transplanting.

Save money on your evergreen foundation planting. Check coupon and get these 12 evergreens for spring planting only \$3.98 . . . less than 34c each!

### SEND NO MONEY

Be sure to mail coupon now to get this final combination bargain offer. Your 42 piece landscape gardening assortment will be sent at proper spring planting time, roots carefully wrapped in moist material with easy cultural instructions. If C.O.D. postage extra. Cash orders add 65c and we ship postage paid. Mail your order before deadline date and get Hydrangea as bonus. Don't wait. Mail coupon now.

### MAIL THIS COUPON

MICHIGAN BULB CO., Dept. SN-1444, Grand Rapids, Mich. 49502

Send order as checked. If not satisfied on arrival for Spring Planting 1 may return within 10 days for purchase price refund.

GIANT 42 PIECE ASSORTMENT plus HYDRANGEA and 4 planting guides . . . \$2.98

Double order, 84 plants PLUS 2 Hydrangea and 4 planting guides . . . 5.75

12 PIECE EVERGREEN FOUNDATION PLANTING . . . 3.98

Double order . . . 7.65

100 FOOT PRIVET HEDGE (50 Plants) . . . 2.98

Double Order (100 plants) . . . 5.75

Remittance Enclosed. Add 65c and we ship postage paid.  Send C.O.D. plus postage.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

MICHIGAN BULB CO. Dept. SN-1444, Grand Rapids, Mich. 49502