

THE  
**Elks**

MAGAZINE  
DECEMBER 1965

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# 7-UP. IS THE MAN'S MIXER

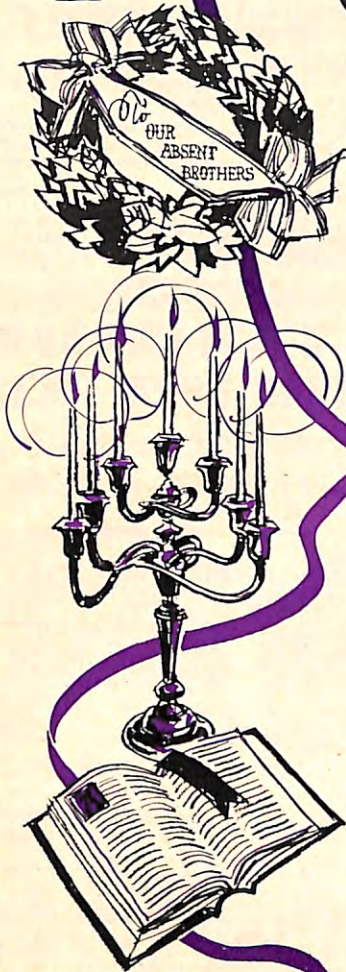
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# The Mystic Roll Call



There are many things that distinguish Elkdom and set it apart from other organizations. Without them Elkdom would be just another club or society; with them it is a distinctive association.

One of the most important characteristics of Elkdom, from which it derives much of its flavor, is our devotion to the memories of our departed Brothers, especially as exemplified by our annual Memorial Service in December.

When we thus pay tribute to those of our Brothers who passed away during the year we do more than honor their memories. We are underscoring the warm human relationships fostered by membership in this Order, associations that give meaning and value to Elk membership.

The mystic roll call links us not only to those who will come no more but also to those who will follow after us and who will, in their turn, heed the chimes of memory that will continue to peal forth their friendly message down the years.

Let us make our Elks Memorial Service one that enriches our lives as it perpetuates an Elk tradition of meaningful sentiment.



Mrs. Bush joins me in sending joyous greetings to you and yours and very best wishes for a Merry Christmas and a Happy New Year.

We need not ignore the strife that afflicts the world in order to find cause for joy at this holy season. Indeed, this season could have little meaning for any who could find it possible to ignore the conflicts and violence that

rage around the globe, and the sufferings of those who are caught up in them.

It is the confident faith that the ancient promise of peace on earth will be fulfilled that brings joy to the hearts of men of goodwill and sustains them in the face of adversity.

May we all strive so to live in love and charity with all men that we may hasten its fulfillment.

R. LEONARD BUSH, *Grand Exalted Ruler*



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# THE ELKS MAGAZINE

VOL. 44 NO. 7

DECEMBER 1965

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

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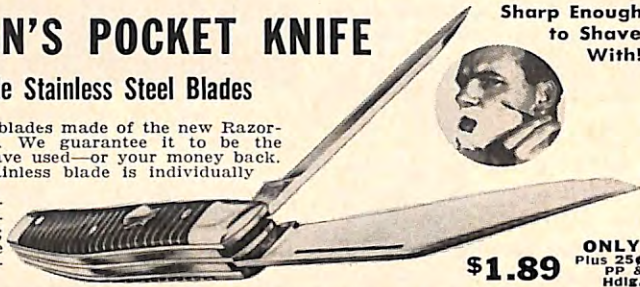
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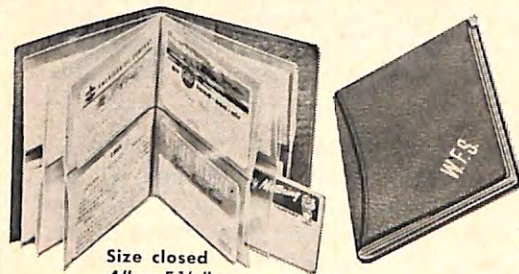
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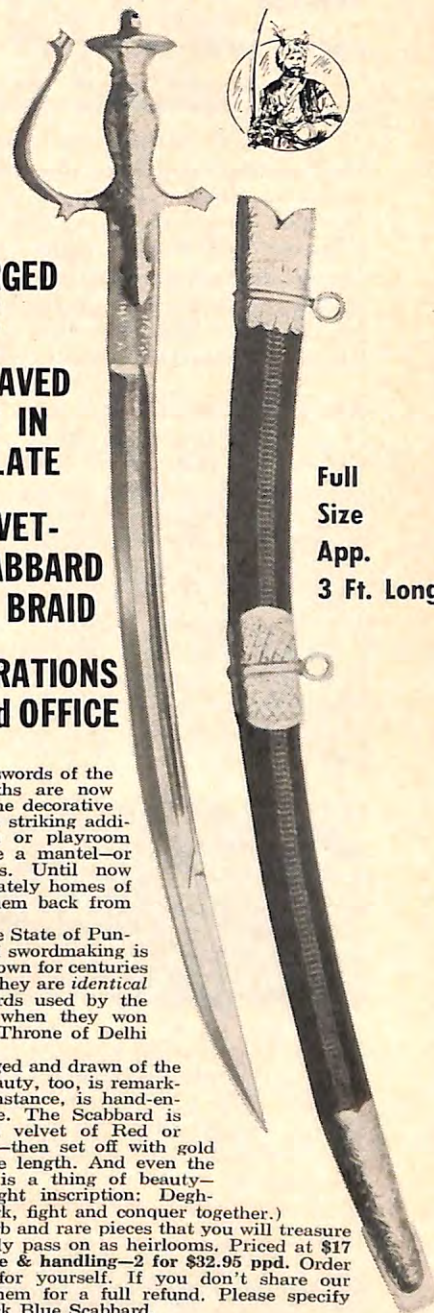
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# Tom Wrigley

WRITES  
FROM WASHINGTON

THE HOPE DIAMOND, now at the Smithsonian Institution, presents a new mystery. The fabulous gem, largest of the blue diamonds, glows like hot coal when exposed to ultra-violet light. Dr. George Switzer, the Smithsonian's Chief of Mineral Sciences, says there's no explanation for the phenomenon, which has never before been observed.

RARELY SEEN by visitors to the State Department is a huge mural, covering the wall on one side of the lobby and concealed by a beige curtain, 56 feet wide by 12 feet high. The mural, showing GIs in battle array riding tanks toward an unseen enemy, was painted in 1940 when the building housed the War Department. When the War Department moved into the Pentagon ten years later, Secretary of State John Foster Dulles ordered the picture covered, considering it improper for his Department.



CATS' WHISKERS are now being utilized in the interest of better communications. The whiskers, reduced to less than a thousandth of an inch diameter in a solution of potassium hydroxide, are used in wave guide detectors for radar and other communications systems.



A D. C. COMMUTER who has it made is Robert W. Straus of Accokeek, Md. Mr. Straus, who lives down the Potomac River opposite Mount Vernon, travels to and from his office in the capital in his 18-foot motorboat. He has no traffic

problems, the trip takes about a half hour, and his office is just a short hop from the dock. It could be called dreamboat commuting.

BIG SAVINGS are realized by the Senate Restaurant through donations by diners anxious to advertise their states' products. Senator Fong of Hawaii, who provides fresh pineapples for many of his colleagues, is the latest contributor. There are also Idaho potatoes, apples from Washington, seafood from Maryland, and fruit from Florida and California.

NOT ONE BUT TWO Presidential daughters attend George Washington University here. One is President Johnson's daughter, Lucy Baines; the other is Gloria Macapagal, daughter of the President of the Philippines.



SHOCKED STARLINGS, driven off the Capitol's ledges by electric wires installed for that purpose, are still a problem in these parts. They've chosen the beautiful, white marble Supreme Court Building as their new roosting place. Chances are the bothersome birds will be there for awhile too, since Congress has cut off the Supreme Court's anti-starling funds.

BIGGEST SHARE of \$4 billion in federal road funds allocated to the states for fiscal 1967 to continue the expanded national highway program goes to California. The Golden State gets \$289,205,850. The next highest sum, \$182,973,600, goes to Ohio. Illinois receives \$169,557,900 under the program, and New York gets \$151,030,050.

THE MUCH MALIGNED weatherman may get a break one of these days, if a new electronic brain which transmits its weather forecasts from Washington to airport stations over the country works out. Forecasts now go out to eight stations and if the system proves effective it will be expanded. In which case the machine and not the weatherman might be the fall guy for future faulty forecasts.

HOUSEWIVES made up the vast majority of candidates when the new work-training center opened here recently. The ladies were enrolled, if they could prove that someone would be caring for their children while they were in training. It's expected that by next year the



center will have trained some 1,200 persons for new jobs.

MORE PRESIDENTIAL STATUES are called for by Senator Hartke of Indiana. All of the 35 men who served in the nation's highest office should be memorialized with statues in the Capitol, he believes. At present only seven are so honored: Washington, Lincoln, Jefferson, Jackson, Buchanan, Grant, and Garfield.

A BANDAGED BANDIT here thought he'd devised the perfect disguise. Wrapping his head in gauze bandages with only his eyes showing, he robbed two places. Failure to get the bandages undone as police closed in led to his undoing.

THOSE CHRISTMAS SEASON Post Office jobs, soon to be available, will go mainly to young men home for the holidays and needy youngsters. Positions will be plentiful and the pay is good. Last summer the Department hired 8,600 boys and girls during vacation periods.

DECEMBER DASHES . . . Unexpected hazard of their job greeted D. C. firemen when they had to uncover a hydrant entwined in poison ivy in downtown Washington. . . . Because children who consume too much vitamin D can develop hypercalcemia, Food and Drug Administration is moving to reduce amount of the vitamin which may be added to food products. . . . Texas martinis are now more popular than king-size martinis along capital's cocktail circuit. Why? Because they're twice as big, of course. . . . District doctors are pushing for a regulation requiring motorcyclists to wear helmets. . . . Daily cost of running the Government is now over \$380 million. . . . Pennsylvania Avenue, between Capitol and White House, has been designated a national historic site by President Johnson. . . . In 1880 there was one government worker for every 40,000 citizens; today there's one for every 76. . . . Washington Cathedral, two-thirds completed, is scheduled to be finished in 1985; about \$20 million more is needed.



## Bright new idea in transatlantic travel: Holland-America Line Spring "Festival Sailings" to Europe

These happy sailings are offered only by Holland-America Line. Culture and economy-minded travellers are finding them more fun and more value for the money.

BY DAVID SMITON

If you're planning to visit Europe this coming spring, here's how to get the very most out of your trip. Sail over—the Atlantic is sparkling and glorious in the spring—and be among the first to enjoy a great new experience in ocean travel: a Holland-America "Festival Sailing."

### Variety of Activities Offered

My wife and I had the good luck to be aboard the première "Festival Sailing" of the s.s. Nieuw Amsterdam last spring, and it was like combining a world's fair with an exhilarating cruise on the high seas.

In addition to the usual many and varied activities of shipboard life, this special sailing offered: (1) an exhibit of contemporary Dutch art as well as works evoking the Golden Age of Dutch painting; (2) performances of classical and modern works by one of the top Amsterdam string quartets; (3) music on deck by an authentic, old-fashioned Dutch street organ, *pictured above*; (4) a complete revue put on by talented members of the ship's crew; (5) lectures on where to go and what to see in Europe; (6) a continental fashion show; (7) an expert in flower arranging who gave free instructions in this fragrant and colorful art; (8) a stellar Continental cabaret chanteuse.

### 1966 Spring "Festival Sailings"

No two "Festival Sailings," by the way, are exactly alike. There will be new and different activities aboard the next "Festival Sailing" of the s.s. Nieuw Amsterdam, May 20.

During the "Tulip Time Sailings" of the flagship s.s. Rotterdam, April 14, 1966

and the s.s. Nieuw Amsterdam, April 19, 1966 the ships become flower-bedecked floating gardens.

### The "Big Three" Ships

Of course, it's not at all surprising that the wonderful idea of "Festival Sailings" should have been originated by the imaginative Dutch. My wife and I have travelled many times on the big, spacious Holland-America transatlantic liners (and it's amazing how many "repeaters" we've met) and on every one, the stately flagship Rotterdam, the glamorous Statendam, the gracious Nieuw Amsterdam, we've encountered one thing that sets all Dutch ships apart. It's an attitude, a friendly informality, which the Dutch call *gezelligheid*. The word describes a casual way of hospitality that makes you one of the family, with all the fun of meeting people easily and of sharing a series of unforgettable experiences.

### Other Values You May Expect

There are so many Holland-America qualities my wife and I place very, very high—the Dutch love of fine food, ex-

pressed in one of the grandest cuisines on the high seas; the immaculate Dutch shipkeeping, the attentive but unobtrusive service, and perhaps most of all, the value received. For you see, the startling thing is that sailing on Holland-America Line costs very little more than flying. In fact, some tourist-class accommodations in the thrift season cost even less than jet economy fare—so it's a fabulous way to extend your vacation a week at little or no cost!

Here's a final tip: to help you plan your next trip to Europe, ask your travel agent for Holland-America Line's excellent descriptive literature, or write directly to: Passenger Department E, Holland-America Line, Pier 40, North River, New York, N.Y. 10014. And remember this—beginning May 14 the "Big Three" of Holland-America Line offer weekly sailings from New York City, and you can choose your most convenient "gateway" port in Ireland, England, France, or the Netherlands.

Bon Voyage! All ships under Netherlands registry.



## ELKS NATIONAL SERVICE COMMISSION

U.S. Navy Lt. Jerry Williams, battalion surgeon with the 3rd Marine Division in Vietnam, is only one of thousands of American servicemen aiding these beleaguered people, not only in protecting them from Viet Cong aggression, but in giving, and teaching, medical aid. Dr. Williams and fellow Marines visit Phong Bac six times a week to provide badly needed medical assistance, and (as here) to train 16-year-old A (pronounced "Eye") and her friend, 17-year-old Tai, to act as nurses' aides to their people in the absence of a doctor. All these men would be glad to know we hold grateful pride for all they are trying to do there, in our name.

# URGENT!

## Your **HELP** Is **NEEDED!**



The morale of our Armed Forces is being threatened because of demonstrations being made by those in our country who want to avoid military service.

Our men in Vietnam need our reassurance and encouragement when reports of massed draft-dodging reaches them. As patriotic Elks we have a duty to perform. It is a simple one. Your personal letter from home

can provide to our fighting men a measure of comfort.

The following is a copy of a letter sent to all Exalted Rulers by the Elks National Service Commission. It explains what you can do. Don't wait to be asked. Advise your Exalted Ruler that you want to help. You owe this simple gesture to those who are making the sacrifice to protect our homes and families.

Patriotic Americans are indignant at the campaign to undermine the morale of our Armed Forces and compel our surrender to communist aggressors in Vietnam, but stronger measures than righteous indignation are needed. Recognizing the seriousness of the matter, the Elks National Service Commission invites the cooperation of your lodge in a campaign to show our support for our Armed Forces on duty in Vietnam and elsewhere, defending the free world against communist aggression.

The program is simple. It involves the writing of personal letters by members of your lodge to men of your community who are serving in the *Armed Forces all over the world, letting them know, in your own words, that you understand why it is necessary for them to be on duty in a distant part of the world away from their family and friends, and that you appreciate the sacrifice they are making in defending the country's freedom and safety.*

As many letters as possible should

be written to each man—not just one letter from the lodge. The letters should be addressed individually, not form letters, and should be as personal as it is possible to make them.

The entire community should be enlisted in this program, and it should not be a short-term program but should be set up on a permanent basis to last just as long as the communists persist in their attempts to conquer the world.

You will need a list of names and APO addresses of men from your community now serving in the Armed Forces. The Defense Department cannot supply such lists. *Some names can be obtained by canvassing your members and appealing for this information through your lodge bulletin. But a most effective method would be to enlist the cooperation of your local newspapers, asking them to publish an appeal to their readers to send in names and addresses of men in the services so that they may be supplied to the Elks and to all other patriotic Ameri-*

cans wishing to support this campaign.

Enclosed is a suggested news release for your use in announcing this program to the people of your community. Wide publicity will contribute greatly to the success of the project by encouraging people to cooperate by supplying names of members of the Armed Forces and also by writing to them. I suggest that you rewrite this release on your lodge stationery, adding to it further details and then providing each newspaper and broadcasting station with an *original copy—not a carbon. When you hand the story to your newspapers that would be a good time to request their help in obtaining names and addresses. No doubt radio and television stations would wish to assist in this same way, too.*

Here is a call to serve our country by standing up against efforts to sow dissension and defeatism among our people and giving our active, affirmative, personal support and encouragement to our Nation's defenders.



# LETTERS

## Promoting Patriotism

I just read your terrific October editorial, "Militant Patriotism Needed." Thank God, some of my Brother Elks aren't asleep. Also thanks for printing Mrs. Seibert's letter. Both hit at the very roots of some of our most serious problems since the birth of our republic. . . .

H. C. PEEBLES  
Kalamazoo, Mich.

Your editorial in the October issue on patriotism was one of the best I've read in the eight years I've been an Elk. Each Elk should see to it that his own family understands our flag, its meanings, and its courtesies. If we did this, it would mean over a million Elk families to combat those who would promote the dissolution of national loyalties.

You suggest we buy a flag and proudly display it at our home. I agree, and suggest that one appropriate day to display it would be October 24 (United Nations Day). My position is that Elkdom is distinctively American, and the flag of our country one of its symbols. I certainly would not like to see the day when our altar is arranged with the Bible, Antlers, Star of Fidelity, and the United Nations flag. . . .

RICHARD T. STEGMAN  
South San Francisco, Calif.

Your editorial on militant patriotism was good and to the point. All Americans should be proud of the United States, its people, and the institutions which we represent. This pride is shown at least partly by the respect with which we treat the visible emblem of our heritage—our flag.

Might I suggest that the lack of proper respect which seems to be prevalent today stems at least partly from an unfortunate reaction to the self-serving political flag waving that has been done from time to time, and reaction to such super-patriot organizations now prevalent (as the Birch Society).

It is a pity that misuse of the flag by such groups in arrogating their definition of patriotism as the only one, in the end seems to cast a shadow on the proper payment of respects to the flag by the vast majority of patriotic loyal Americans.

JOSEPH MARTIN  
Long Beach, Calif.

. . . I wish [the editorial] had been on page 1 rather than page 52.

There is one point which I might

add, and that is that there are many disloyal individuals teaching in our schools who downgrade patriotism and are exerting tremendous influence over our young people. I know—I have a daughter who has been so influenced, and my efforts to reeducate her to appreciate her country and to hate and fear communism are in vain. I cannot overcome the evil which was instilled in school.

It is heartbreaking and frightening. If a girl who grew up in a patriotic home could be so influenced, consider how easy it is to influence children from homes in which there is little or no patriotism. . . .

MRS. C. F. COLL  
Linden, N. J.

## More Sharp-eyed Readers

I closed my eyes and imagined I was on the American team at a World Championship Bridge Tournament. [See "Play a Bridge Expert's Hand," October issue.] When I opened them, to my amazement my hand held only 12 cards. My first "bid" was to call the director. . . .

MRS. J. P. GORECKI  
Excelsior, Minn.

If I were dealt the first hand you show, I would call a misdeal. . . .

FLOYD CARLYLE  
Independence, Kans.

Your proofreader evidently does not play bridge!

C. A. BOWLSBY  
Clinton, Iowa

. . . There are only 12 cards in the first hand, while later the ace of hearts appears.

MELVIN COOK  
Drumright, Okla.

## Admiration

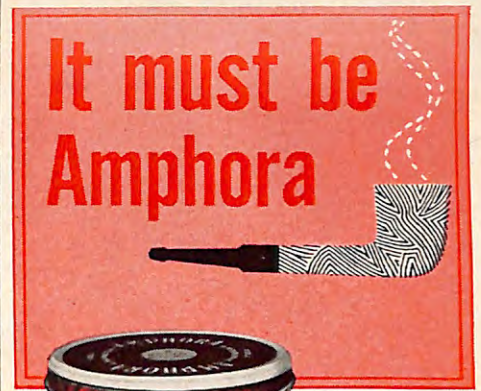
As an Elk admirer of the drawings appearing in THE ELKS MAGAZINE, I am taking the liberty of writing to you. Those small cartoons that bolster Tom Wrigley's notes from Washington appeal to me very much. Who is the cartoonist that supplies these interesting, humorous illustrations? . . .

With kind regards and best wishes for the continued success of the makeup of this excellent magazine,

ISRAEL GINSBERG  
New York, N. Y.

The cartoonist is Hal McIntosh.

—The Editors



Full aromatic pipe tobacco red pack

Full aroma for full pleasure! Light, mild, cool and slow-burning all the way. All bliss, no bite. Still only 40¢ a pouch. Amphora also comes Regular (Brown) and Mild Aromatic (Blue). Carefully blended and packed in Holland by Douwe Egberts Koninklijke Tabaksfabriek.

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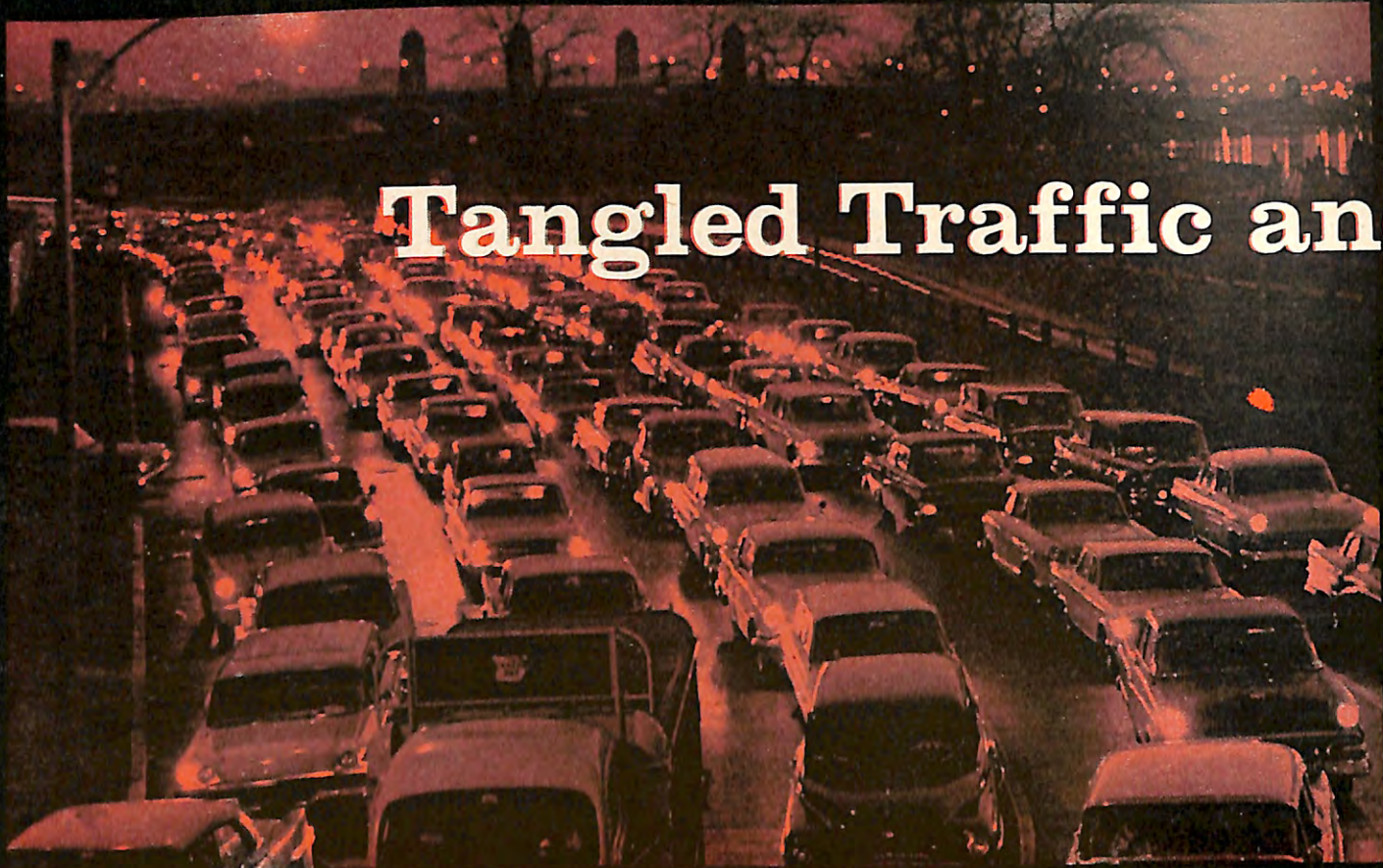
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# Tangled Traffic and

Evening traffic jam on Boston's Charles Street

By **ALFRED H. SINKS**

*"The death of the American city" is a prognosis one encounters every so often. If it does come about, there will have been many causes—among them strangulation. And the problem is one that affects those in rural regions as well as city dwellers and suburbanites*

REMEMBER FRANKENSTEIN, the man-made monster who turned on his creator and destroyed him? We, the people of the United States, have created a whole family of such monsters. For years they worked as our obedient servants. Now, like Frankenstein, they have turned on us.

Frankenstein was given the shape of a man. We modeled our monster on the octopus. From the center of each of our cities, his tentacles reach out along each of the arterial travel routes that converge there. Each day his growing body stifles a little more of the business life of the downtown area. Each day his tentacles grow thicker, more sluggish, even as they push a little further out into the surrounding suburban communities.

Our monster is, of course, that institution which today may be as representative of America as the doughnut or the baseball diamond—the mammoth urban traffic jam.

Traffic strangulation has come so gradually we are only now beginning to realize it has reached crisis proportions. For years, impending traffic paralysis has been a chief concern of our leading urban planners. More recently, leaders in government and politics have become aware of the threat. Now many leaders of industry are profoundly disturbed. As one of the latter said not long ago: "The condition of transportation in most of our metropolitan areas is close to complete breakdown."

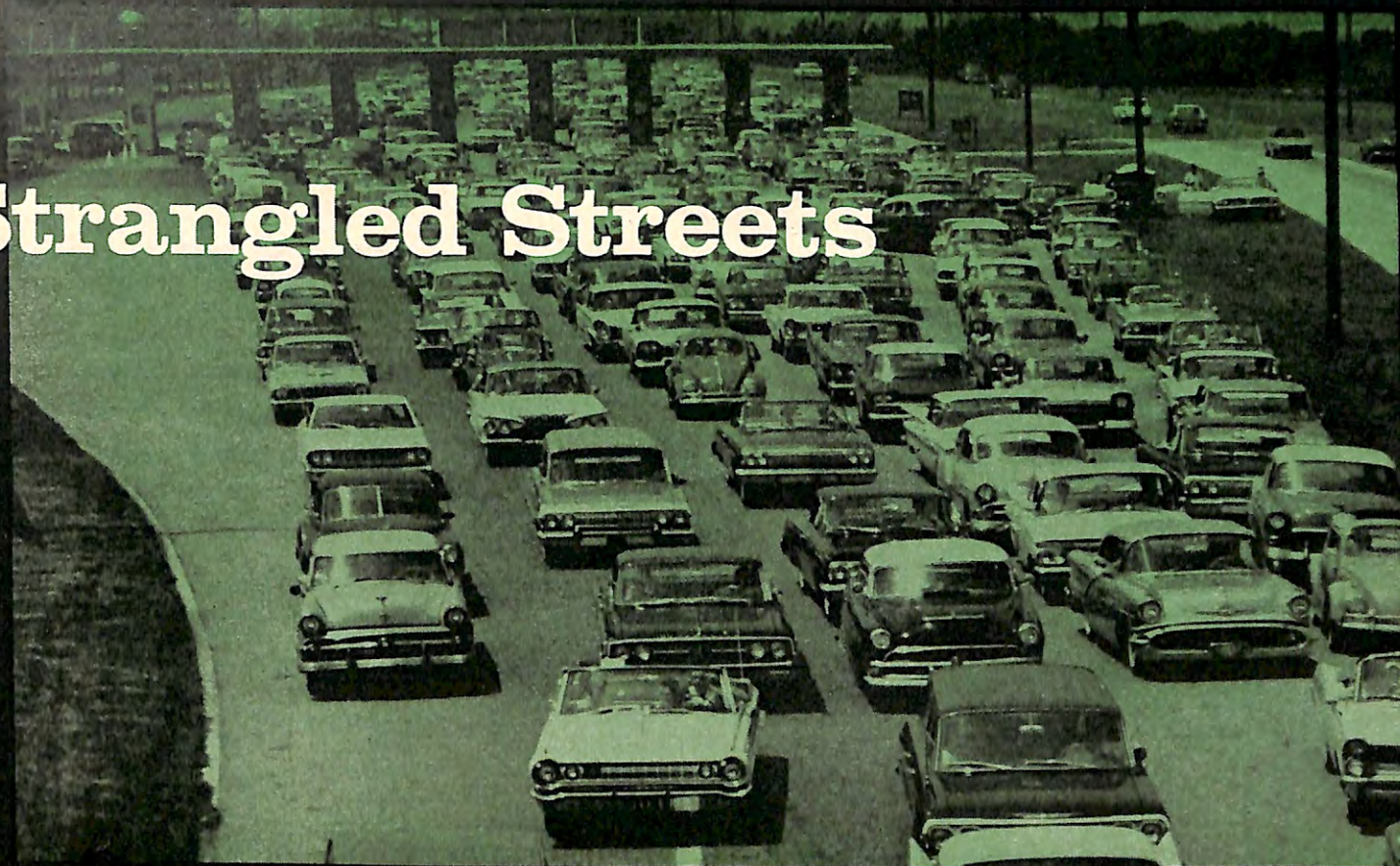
There are 220 such metropolitan areas—areas where one million or more people live within a 25-mile radius of a central city. Many of these areas overlap. Altogether they make up only a tiny fraction of the total land area of the United States, but already they contain 65 percent of its population. By 1970 they will have absorbed 70 percent, and by 1980 eight out of ten Americans will be living in metropolitan communities. Already most of

them are having cramps from the business slowdown brought about by the tightening grip of the traffic monster.

It is obvious that the urban traffic squeeze is continually raising the cost of living and lessening the fun for those of us whose daily lives are a continual battle against it. What about the others—the shrinking minority who live outside our main population centers? It may not be quite as hard on their nerves or their physical health, but it is every whit as hard on their pocket-books. For it is not our population alone which has been shifting toward greater concentration in the metropolitan areas. So have all the many kinds of human activity on which all business and all prosperity depend.

Today there is scarcely a business anywhere whose prosperity does not directly or indirectly depend on the economic health of our chief centers of trade, transportation, and communication. Hence, it is now becoming clear

# Strangled Streets



Daytime congestion on Long Island's Meadowbrook Parkway

that the traffic slowdowns in our cities and suburban communities are not simply local problems. They are but the component parts of a real nationwide transportation crisis. The business and cultural activity of communities begin their slow expiration at the moment when people and goods can no longer move smoothly, at adequate speeds, through their networks of streets and other transportation facilities.

Nobody knows how many billions of dollars a year our transportation slowdown is already costing us. Too many of the costs are "hidden" or indirect, too complex to calculate. It is certain that traffic strangulation raises the costs of production and of doing business—consequently the cost of everything—in hundreds of ways. Higher transportation and shipping costs, lost working time, uncertain deliveries, higher insurance rates, declining property values—all these are items in the bill. The impending freeze of transportation in our vital centers of trade seems to be causing a new kind of inflation, a downward spiral wherein everything we pay for costs more, but is worth less.

What about some of the "hidden" items in the total bill, such as the toll on human health and the rising cost of public services? Few city doctors now-

adays can afford to make house calls; ambulances and other emergency vehicles are hampered and made less efficient as they fight their uncertain ways through city traffic; cities now need more police to fight traffic than they need to fight crime! So urban taxes must rise along with the costs of public health and welfare services of all kinds.

We have been unaware that we were slipping into a downward spiral started by the progressive strangulation of our chief centers of trade activity. Consequently our transportation planning has been unrealistic. We have thought mainly about ways of moving people and goods faster between distant cities—by jet plane, by freeway, by "monorail," and whatnot. Meantime our real transportation difficulties were rooted in mounting *local* congestion. So, while as a nation we dreamed 800-mile-an-hour dreams, each county and municipality was left to wrestle alone with its own traffic monster.

The realization that we are in the throes of a national transportation crisis is changing this. It is forcing the federal and state governments to become more deeply involved in local transportation problems. As a result we are learning more about the real nature of these problems.

For example, we know now that most of the essential activities of urban families take place within five miles of home. The breadwinner's trips to and from work are usually the longest. They average less than five and a half miles in urban areas. All trips made by members of urban families on week days average about three and a half miles.

But the average urban family makes about eight trips on a week day. And that adds up to an astonishing amount of travel, compressed within a comparatively small amount of space. Within a radius of only 20 miles of downtown Philadelphia, for example, individuals on local trips travel about 28,000,000 miles per day! Compression—and it is constantly increasing—of almost inconceivable amounts of human movement within these limited areas is the irresistible force behind the tightening urban traffic jam. A look at some national figures will suggest how rapidly urban traffic is approaching the stalling point.

In 1960, rubber-tired vehicles ran up a total of about 650 billion miles of travel in the United States. About half that total was within urban areas. By 1980 the annual total is expected to  
*(Continued on page 45)*



A LITTLE OVER 100 years ago a young Puritan named Milton Bradley created and manufactured a game called The Checkered Game of Life. Players would spin a wheel and move their discs over a red and white checkered board. Some squares represented TRUTH, HONOR, VIRTUE; others signified DISGRACE, CRIME, PRISON. Winner of the game was the first player to reach HAPPY OLD AGE without being trapped on RUIN. The game sold 40,000 copies and became quite the rage.

Today Milton Bradley Co., one of the country's half-dozen game manufacturers, sells a modern version of its founder's brainchild and calls it The Game of Life. Its props include eight plastic autos, \$7,000,000 in "cash," 32 insurance policies and stock certificates, and a giant three-dimensional playing board.

Players start with a car and \$2,000 and travel the ROAD OF LIFE, according to each spin of the wheel. Along the way they negotiate \$20,000 bank loans, make a stock market killing, strike oil, or become a tycoon. Each player winds up either at MILLIONAIRE ACRES or the POOR FARM, while the one with the most cash wins the game.

Although a comparison of the games shows how radically our ideas of family fun have changed in a century, America's love for "board" games has remained unquenchable. In fact, this should prove a boom year for games. According to *Toys & Novelties Magazine*, during 1965 we will spend \$200,000,000 on 50,000,000 games of every description.

About half of these will be board games designed for group play by family members from eight to eighty. It also means millions of households will resound in the evening with squeals of joy or painful groans, depending on the fortunes of the players and the excitement of their games.

Playing games for entertainment is a pastime almost as old as the history of man. Wherever ancient civilizations have been excavated, some evidence of games is found, particularly chess. (The exact origin of chess is lost in antiquity—scholars believe it originated in India—but in the year 6,000 B.C., Orientals played the game skillfully.) Backgammon-type boards have been found in ruins dated as old as 3,000 B.C., and old Indian emperors played a game very much like our Parcheesi. The biggest difference between gaming yesterday and today is in the maddening variety of new games to tempt us into play.

Several thousand family games currently are being marketed in brightly illustrated boxes of all shapes and sizes, mostly priced between \$3 and \$6. There are detective games (Cl.e,

Why, Spy Detector), word games (Probe, Spill & Spell, Scrabble), war games (Conflict, Battle Cry, Broad-side), racing games (Yacht Race, Le Mans, Formula I), money games (Rich Uncle, Easy Money, Finance), strategy games (Stratego, Oh-Wah-Ree, Risk). There's even a game called Squander, "the game for born losers." Object: spend money faster than the government does.

Included, too, are games for the sports-minded; serious business-management games for white collar workers; academic games in many subjects to appeal to faltering students. And practically every rated TV show has its game counterpart, from Bonanza, Mister Ed, and the Munsters, to the Price is Right, Concentration, and Pass-word.

While each of these thousands of games looks delightfully different to shoppers, the games experts coldly fit them all into six neat categories. Coupled with examples they are: track (Monopoly), war (chess), alignment (Chinese checkers), word (Scrabble), card (rummy), luck (dice or roulette).

Track games, where the players' pieces follow a route on the board, remain the most popular and include many of the oldtimers like Parcheesi and backgammon, as well as the most successful game of all—Monopoly.

EXECUTIVES at Parker Brothers, Inc. still shudder when they recall how the company rejected Monopoly on its first submission 32 years ago by Charles B. Darrow, its author. (In the trade, game inventors are known as "authors" and the manufacturers like to call themselves "publishers.")

During Depression days, Darrow, a jobless Philadelphia heating engineer, whiled away his time creating a game based on real estate, a subject that interested him. He named its properties after real places in Atlantic City, where he sometimes visited relatives. At night he would play the game with friends, testing it, and in this way managed to eliminate some of its bugs and develop rudimentary rules of play.

The model he finally submitted to Parker Brothers was hand-painted on a circular piece of linoleum; the title cards were typewritten, and the model homes and hotels were sawed from wood trim. Parker Brothers gave the game plenty of consideration before rejecting it. Monopoly violated 50 fundamental rules of gaming, they decided—and it took too long to play.

For a couple of years Darrow tried manufacturing the game himself and selling it door to door but met with little success. Finally he resubmitted it to Parker Brothers. This time, with a number of refinements, it was accepted.

Immediately after the game appeared in 1935, it became more than a success—Monopoly suddenly became a craze. Everybody was playing it.

"It was like trying to cap six oil gushers at once," recalls Robert B. Burton, president of the firm. "We got so many telegraphed orders for the game we had to file them in laundry baskets. An office machinery company in Boston took one look and refused to handle the increased bookkeeping at any price!"

At first Burton attributed Monopoly's popularity to the Depression, when everybody was broke. "People wanted to feel big, throw money around, sell property."

But the game continued to fascinate people long after the Depression and has sold over 1,000,000 copies every year since. To date sales have totaled about 40,000,000. Nor has its appeal been limited to this country. Monopoly enjoys world-wide popularity—except in Russia where it's banned as "too capitalistic"—and has been translated into twelve languages, including Japanese.

In foreign versions the rules remain substantially the same, although familiar pieces of local real estate are substituted. There's no Boardwalk and no Park Place in French, for example, but the Frenchmen have Place Pigalle and St. Michel. Italians recognize Corso Raffaello and Parco Della Vittoria. In England, Monopolyites seek to buy Trafalgar Square and Coventry Street properties. Japanese, curiously, prefer to play the American version.

Monopoly's strange charm captures everybody. Recalling the early days of her courtship by our late President, Jacqueline Kennedy once told about visiting the family home where the Kennedy boys were playing Monopoly and being amused at the aggressiveness of their play.

As an entertaining time-killer, all kinds of people have turned to Monopoly. Sailors aboard the *Nautilus* played the game in their free hours during the long voyage beneath the polar ice cap. The kidnapers of Frank Sinatra Jr. were reported to have played Monopoly while awaiting payment of the ransom. The Beatles were seen lugging a British Monopoly set from city to city during their 1964 visit to this country.

Although the Beatles probably could afford to use real money, they played with the paper scrip. Another group of Englishmen, however, are the only persons known to have used real money in a Monopoly game. These were the thieves in the famous English train robbery of 1963. While hiding out from police, they played with piles of bank notes borrowed from their \$7,000,000 loot.

(Advance to page 49)

# INSURANCE is a Funny Business

ILLUSTRATED BY  
JOHN LAWN

By  
**LESLIE and  
JOAN RICH**

*Your policy, no matter what kind of insurance is involved, probably covers you for freakish mishaps—the kind that shouldn't happen to an adjuster but do, in fact, help fill the insurance companies' files*

INSURANCE MEN traditionally are very sober citizens. They are quiet, businesslike men who wear dark suits and lots of dignity. Why is this so? Our research into the questions leads to one conclusion: They're trying to keep a straight face.

For insurance, despite its air of gravity, is a funny business. It always has been. Just ask the claim adjusters. Back in the 1860s, the Travelers paid one of its first claims to a man who broke his collarbone when he, "while dancing, became entangled in his partner's hoopskirt."

Of course, this probably wasn't especially amusing to the leading character, but it must have tickled his friends and maybe even the girl. And so it has been going ever since.

The beautiful thing about any kind of insurance, then as now, is that if the claim is justifiable under the contract, the company pays. They don't care how strange the circumstances are.

Aetna Casualty and Surety, for example, didn't bat an eye when it paid for a New York woman's broken dentures. She came in from shopping.  
*(Continued on page 38)*





## Two Sure Ones

This time of year you get your choice: Gift decanter or regular bottle. Both contain the same great whiskey. Both in festive holiday wrap (at no extra cost). No matter which you choose, one thing's sure: You can't go wrong giving America's most popular whiskey. Seagram's 7 Crown. The Sure One.





**WAUSEON, Ohio,** Lodge donates a \$2,500 cardiac emergency cart to Detwiler Hospital. Left to right are E.R. Harold Mayer, Hosp. Board Chairman Lawrence Pilliod, State Pres. C. Ross Cline, D.D. Crosby Manchester, Jr., State Trustees Chairman E. W. Reed, and State Community Welfare Chairman C. M. Burns.



**RHODE ISLAND ELKS** Assn. Crippled Children's Committee presents a chair lift to Norman Geneureux, a multiple sclerosis victim. Left to right are Past Pres. Francis G. Gardiner, State Treas. Edward C. Morin, and State Pres. Frank R. Muzerall.



**WITH 14** lodges represented, the Tennessee Elks Association held its annual mid-year convention in Paris September 10 and 11, under the chairmanship of District Deputy Ted Callicott of the host lodge.

Mayor Richard L. Dunlap, Jr., a member, and Exalted Ruler Philip Simpson welcomed the delegates, and Grand Trustees Chairman Edward W. McCabe represented the Grand Lodge.

President James Fesmire presided, requesting and receiving excellent reports on the Association's activities, notably that of the Scholarship Awards Committee whose Chairman, Ed Wohlbold, reported that each of Tennessee's three entrants had won an award, the second best record in the Nation. Checks and pledges totaling more than \$1,900 were presented to Mr. McCabe for the Elks National Foundation.

State Sen. Frank Gorrell, Chairman of the Americanism Committee, reported that all lodges had presented American historical document kits, and discussion on the possible adoption of a mobile dental unit for the treatment of handicapped children as a Major Project resulted in its being referred back to the committee for additional study. Exalted Ruler Martin Karant of Kingsport Lodge reported on the formation of the Kingsport Inter-Fraternal Council composed of representatives of various fraternal and service groups to meet monthly on a rotating basis for the discussion of matters of mutual interest.

**BIG BEAR LAKE, California,** Elks saw living proof of what their State Cerebral Palsy Program is accomplishing when Cathy Ann McConnehey was guest at its Piggy Bank Night Dinner. Left to right are Bank Chairman J. J. Sousa, E.R. Ted Tennis, Past Grand Est. Lead. Knight C. P. Hebenstreit, Cathy Ann and her mother, and therapist Margaret Schnaidt.





**FAIRBURY, Nebraska.** With her parents looking on at left, Miss Cynthia Gobel accepts a \$100 "Most Valuable Student" award for the District from Youth Chairman Lewis Holloway. E.R. Bob Burkley stands at right. Present were D.D. Homer Kessler and State Pres. George Klein. Others honored were Charter Members, half-century Elks, and P.E.R.'s. A class of 31 was initiated at the lodge's Fall Festival Roundup.



**TENNESSEE ELKS** met at Paris for their Mid-Year Session. Officials on hand included, left to right, D.D. Ted Callicott, Convention Chairman; Mayor Richard L. Dunlap Jr., Grand Trustees Chairman Edward McCabe, State Pres. James Fesmire, and, foreground, Exec. Secy. John M. Smith.

**News of the Lodges**

# Tacoma Opens a New Home

**TWO MILLION DOLLARS** in streamlined opulence was dedicated early in September by Tacoma, Wash., Lodge, No. 174. With Grand Exalted Ruler R. Leonard Bush spotlighted, and three of his most distinguished predecessors playing leading roles, the opening of the ultramodern, luxurious new home of these Northwest Elks was celebrated over a period of nearly two weeks.

L. A. Lewis of California, Wm. S. Hawkins of Idaho and Emmett T. Anderson of the host lodge were the three Past Grand Exalted Rulers who participated in the dedication of the home of Tacoma's 8,500 Elks. Constructed with an eye to service as well as beau-

ty, this eye-compelling edifice features an Olympic-size pool which was the gift of the generous widow of devoted Elk Frank McLeod. Functional in every respect, the building should be the most popular meeting place for members and their entire families, boasting, as it does, every requisite for pleasure, sociability and, of course, the more serious business of Elkdom. Its first new class, for instance, numbering 427, were comfortably accommodated, along with hundreds of friends, at their initiation held in the new lodge room which is furnished with 990 permanent, theater-type seats.

Dennis Day, popular singer and long-

time favorite of the Jack Benny program, was the featured entertainer during the dedication period which included luncheons, dinners and tours of the imposing building.

On September 3rd, the formal flag-raising and cornerstone-laying took place, followed by the dedication, with Grand Exalted Ruler Bush an authoritative speaker. Assisting in this program were District Deputy Alvin Berman, and former Deputies Bertil Johnson, C. J. Weller, F. G. Warren, Jack Roberts, Paul Meyer, Dick Harpole and Earl Reynolds, as well as Tacoma's Chaplain, Rev. Burton Salter and Past Exalted Ruler Raymond Magnuson.

**TACOMA, Washington,** Lodge's luxurious modern home is dedicated. Here is part of the crowd of thousands who jammed the spacious area for the opening ceremonies with (inset) Grand Exalted Ruler R. Leonard Bush, left, assisting Tacoma Elk old-timer Harry Potter in the traditional ribbon-cutting. At right is E.R. N. W. Wollen.





**PORTLAND, Maine,** Lodge held its annual outing for the old folks of Portland City Hospital this summer. The guests enjoyed a bus ride, chicken dinner, and refreshments, each receiving a personal gift. Nurses aides and members of the lodge accompanied the group, and Hospital Supt. Mrs. Matthew Barron supervised, and acting with the Elks' committee consisting of Chairman F. A. McDonough with R. K. Maddocks, both P.E.R.'s, and Stephen Conroy.

**THE FIRST THREE DAYS** in October were devoted to the Fall Convention of the Missouri Elks Association at Joplin, when 22 of the State's 35 lodges were represented. Grand Lodge State Associations Committee Chairman Brooks Bicknell of Alva, Okla., was the banquet speaker, and George T. Hickey of Chicago, Chairman of the New Lodge Committee of the Grand Lodge, was another honored guest.

Reports on the State Major Project revealed that there are now three mobile dental units servicing unmanageable crippled children throughout Missouri, with every indication that the goal of five units will be reached within a few years. George Murray of Clayton was named Director of the Missouri Benevolent Trust.

State Bowling Tournament dates are February 5 and 6, and 12 and 13 in Washington. All Elks of the State were urged to support their State Bulletin at an annual subscription cost of \$1.00.



**INDIANA Elks,** meeting in Indianapolis, visited Ind. Univ. Medical Center to hear reports on the cancer research to which the State Elks have given nearly \$1,000,000. Left to right are Permanent Activities Chairman Thomas E. Burke; Dr. Donald F. Fisher, Dir. of Computer Research; Past Grand Exalted Ruler Fred L. Bohn, State Secy. and Grand Lodge Committeeman C. L. Shideler, and State Pres. Wilbur Lee.



**CLARKSBURG, West Virginia,** Lodge held an elaborate luncheon-dance for a large group of Foreign Exchange Students, and an evening's entertainment to which the students' sponsors and residence hosts were also welcomed.



**BAKER, Oregon,** Lodge's Explorer Scout Drum and Bugle Corps, Chairmanned by Orville Miles, with advisors and officers.



**PHOENIX, Arizona,** Lodge is proud of its collection of Flags representing our 50 States and the District of Columbia, as well as those of Guam, Puerto Rico and the Virgin Islands. Photographed with this mass display were D.D. Joe R. Lockwood, Americanism Committee Chairman C. A. Foley, Sr., and E.R. Al Fekete.

**HASBROUCK HEIGHTS, New Jersey,** dedicated a 28-foot flagpole at its annual clam-bake when Elk and Congressman Henry Helstoski, right, presented a Flag, one of those flown over the Nation's Capitol. Mayor John F. Knowlan, center, and the VFW color guard participated. At left is E.R. Jack Noonburg.



**CLEARWATER, Florida,** E.R. Ray Daniels presents his lodge's Public Service Award to Gene A. Robinson, Vice-Pres. and General Mgr. of Radio WAZE, for its outstanding cooperation with the Elks in their many service activities. Left to right are Program Dir. Richard Whiting, Mr. Robinson, Special Events Dir. Harold Falconnier, announcer Bob Jones, a member of the lodge, P.D.D. R. H. Burkhart, E.R. Daniels and Clearwater Youth Committeeman Col. Wm. F. Nee, USA, Ret.



**ARIZONA EIK** Albert Armaganac, Willcox Lodge's Ft. Grant Chairman for the State Assn., left, presents a new color TV set to Supt. Steve J. Vukceovich of the State Industrial School. Others include Stafford Elks Victor Stewart and Paul John, and the intent heads of some of the boys who will enjoy this gift.





**BENNINGTON, Vermont,** Elks sponsor teen-age dances every week during the summer, providing live music. Looking on from stage left is Ed Caron, band manager, and Youth Chairman Dominick Yarnal.



**BARSTOW, California,** Americanism Chairman Harry F. Tilley presents "Guidelines to the American Way of Life" to Elk Lou Mathews, head of the Barstow Union School District for 200 schools.



**MASSACHUSETTS ELKS** turned out in full force for the annual ball game at Fenway Park which benefited its many charities. Left to right are P.E.R. J. F. Donoghue, Chairman; Red Sox broadcaster Curt Gowdy; State Pres. C. B. Burgess; Past State Pres. A. A. Biggio, Honorary Chairman; Lt. Gov. Elliott Richardson; Dick Radatz; Past Grand Exalted Rulers George I. Hall and John E. Fenton; Special Deputy Edward A. Spry; Harold J. Field of the Grand Forum, and State Vice-Pres. Joseph Brett.



**DOWNEY, California,** Lodge entertained the International Children's Choir at its Father-Daughter Night recently. Officers of the lodge, led by E.R. Ken de Horton, sixth from left, are pictured in the background.



**ARKANSAS ELKS** held their District Deputy Clinic at the Arkansas Children's Clinic when the State Assn. dedicated the new mobile unit it presented to the institution. The Elks launched this project in 1960 with a \$3,000 gift of equipment and tools. At present, the 18,000-square-foot structure is furnished and sponsored by the Elks who have

also contributed about \$20,000 for additional supplies, and have provided a car for the Colony's traveling diagnostic evaluation team. Included in the photograph are Supt. Charles E. Acuff, Chief Psychologist Bill Duvall, ACC, State Pres. Harry M. White, Ben N. Saltzman, Committee Chairman, and other officials of ten Arkansas cities.

## Lodge Notes

Miami Beach, Fla., Lodge's Americanism Committeeman Myer Coleman visited Ramiro Brenes Peralta, Administrator of Public Education for Costa Rica, to present miniature American Flags, fashioned of authentic bunting, to a group of Costa Rican school children. The lodge chose this program as a memorial on the anniversary of the death of President John F. Kennedy.

Red Hook-Rhinebeck, N. Y., officers initiated a large class not long ago in the presence of State Vice-President Bruce Miller and more than 100 other guests representing seven lodges. One visitor was Webb Jackson, Exalted Ruler of Beacon Lodge, who saw his two sons become fellow Elks.

Chula Vista, Calif., Lodge is very proud of the accomplishments of Elk Si Lennox. Expressing a desire to institute an eye bank in the name of his lodge two years ago, Si Lennox was given carte blanche for his project and went to work with such vigor that he reported 102 donors had bequeathed their eyes to the San Diego County Eye Bank within 24 months. Shortly after opening his third year's effort, he signed up 16 additional bequests. Brother Lennox is now dedicating himself to convincing all lodges of his District to follow the Chula Vista example, with the hope that ultimately this will become a State-wide Elk project.

The Little League Team sponsored by New Milford, N. J., Elks were guests at a background barbecue at the home of Team Manager Steve Salge. Exalted Ruler Roger Kreh and Youth Activities Chairman Dan Longo greeted the young diamond stars, and the lodge leader presented to each member of the team a tie clasp and cufflink set. In return, the team presented an autographed picture and baseball to their sponsors.

Fulton, N. Y., Lodge mourns the passing on October 3 of Clinton H. Hulett, one of its most dedicated members. An Elk since 1913, Mr. Hulett had served through the Chairs, to become Exalted Ruler in 1924-25. He was appointed District Deputy for his area in 1930-31, and for many years served as a Trustee for his lodge.

Utica, N. Y., Lodge is proud to count two heroes among its members. Re-

cently honored by Safety Commissioner Carol Hamlin, they are Lt. Frank Soldato and Sgt. Robert Mazza of Utica's Police Department. The two men dove into the waters of the N. Y. State Barge Canal near Utica in a futile attempt to save the life of a 14-year-old boy who had fallen into the canal. Lt. Soldato was commended officially for his "keen judgment and fine display of courage," and the commendation for Sgt. Mazza was also made an official part of his personal record. The youngster, Nicholas Schibley, was pronounced dead on arrival at a Utica hospital. The two police officers had repeatedly plunged into 13 feet of water in an effort to recover the body.

Nelson C. Anderson of Heppner, Ore., Lodge, has been appointed team leader of Near East Foundation's technicians, assigned to a project in Niger, West Africa. He will advise and assist in developing agricultural extension services in rural areas, and will be located in Niamey, the capital.

When the Elks selected Norman E. Fretwell of Wooster, Ohio, as their 1962 Elks National Youth Leader for boys they certainly knew what they were doing. On returning to West Point recently for anniversary ceremonies, Astronaut Ed White presented an American Flag and a West Point Sesquicentennial Medal to Norman Fretwell as Cadet First Captain.

When Hurricane Betsy plowed its devastating path through New Orleans and other areas of Louisiana, Galveston, Texas, Elks were among the first to act. Within a day or two, under the supervision of Elk Vincent Serrano, members had collected and readied for shipment cases of shoes, clothing and other vital items for the stricken area.

Bristol, Tenn., Lodge believes it may have welcomed the tallest and shortest men ever initiated in one class—Gene

Malcolm, who stands four feet, four and one-half inches, in height, and David Sparks who is six feet, eleven inches tall.

Keyport, N. J., Lodge's dinner honoring Past Exalter Ruler George Kapushy had Past District Deputy Edward Hanlon as guest speaker. This lodge later initiated a class as a tribute to State Vice-President William Weinman when Mr. Hanlon was again a guest.

In 1912, Ogden, Utah, Lodge bought the Ogden City School building—with, naturally, a bell. Years later, on a fire inspection tour of the building's cupolas, the lodge's Assistant Manager, Mike Boam, came upon an odd contraption which appeared to be a motor for the eleven o'clock tolling of the bell. Two of the Charter Members, electricians by trade, Pete Hurdy and George Latham, decided to activate the motor electrically by pushing a door bell button. The gearing and mechanism were made in a General Electric shop by a mechanic named Sharp, or Stark—it's hard to tell, it seems. However, GE might be happy to know the motor has been running beautifully all these years—and it's still going strong.

Elks throughout the Northwest were urged to give full support to the President's Back-to-School Drive. Sounding the call was Past Grand Exalted Wm. S. Hawkins of Coeur d'Alene, Ida., acting in continuance of the outstanding national Elk programs for youth.

Since joining Long Beach, Calif., Lodge in 1919, Charles H. Smith has been making it a practice to visit as many lodges as possible. In the past 11 years alone, he's visited 158 California lodges at least once, 30 in Oregon, nine in Washington and five each in Utah and Nevada. Recognizing valuable contribution to interlodge relationships, District Deputy M. E. Bodell recently gave him the honorary title of "Ambassador at Large."



DANVILLE, Virginia, Lodge's Minor Leaguers won the championship of the Piedmont League. They are pictured with Manager Bobby Hill, standing at left, and Assistant Manager Ronald Wilmoth, right.



**News of the Lodges** CONTINUED

**LARGO, Florida,** Elks' Chairman Leslie Estep of the Community Service Projects, E.R. Arnold S. Knudsen and Mayor Harry Powell are pictured, left to right, with three of the children who are participating in the 32-week bowling program for mentally retarded youngsters which the Elks are underwriting. Hopefully, this will be a continuing project. Scott Norris, Robert Lowry and Stanley Pecarek are others who assisted.



**POINT PLEASANT, New Jersey,** Lodge's 4th Annual Pop Warner Kickoff Dance had a capacity attendance, helping to defray cost of equipment and uniforms for the Elk-sponsored entry in the football league. Left to right are, foreground, P.E.R. Walter Meseroll, E.R. George Singer, and Chairman William Kraemer, Sr.; background: Asst. Coaches George Barker and James Dowling, Head Coach Mickey Hart and Bus. Mgr. George McNulty.



**MICHIGAN.** Eight lodges of Michigan sponsored an eight-week speech therapy program at Shady Trails Camp for these 11 boys, seen here with Dir. and Mrs. David Prins. Another 26 girls and boys had six weeks at the Central Mich. Univ. Remedial Clinic, sponsored by nine other lodges. The total expense of \$11,000 was underwritten by the State Elks Major Project Commission.



**ENDICOTT, New York,** Lodge initiated this father and son group as its 10th Anniversary Class, honoring Charter Member and Trustee H. J. Russell, center foreground.



**WORCESTER, Massachusetts,** Elk-sponsored Alan Herosian receives the State Elks' John F. Kennedy Memorial Plaque as top student-athlete in the County, second in the State. Left to right are Youth Committeeman M. R. Hehir, Jr., Alan Herosian, E.R. John Kerbel, Youth Chairman T. J. Rafferty.

**YOUTH ACTIVITIES** Chairman Maurice DeLuca reports that the Boys Baseball Team sponsored by Lynbrook, N. Y., Lodge, No. 1515, won the championship in the Lynbrook Recreation Midget Division with 16 wins and two losses. Much of the credit for this record goes to Elk Joseph R. Coulon who managed the team.

At an awards program at Lynbrook High School under the sponsorship of the local Recreation Commission, members of the Elks' team received individual championship trophies, while Exalted Ruler Sal Stanchi accepted the Championship Sponsor's Trophy. The Elks played a larger part in the festivities by supplying door prizes which added a great deal to the program's success.



**SCOTCH PLAINS, New Jersey,** Elks' Crippled Children's Committee presents a youth-size wheelchair for the crippled children in the Fanwood-Scotch Plains area. Left to right are Committeemen W. R. Childers, Daniel Zlata, Est. Loyal Knight R. R. Sander, Chairman, E.R. H. A. Platt and Committeeman J. J. Ruh. Others on the committee are Ralph Quaglia, Joseph Zack, Philip De Quollo and T. C. Heffernan.

**FLORENCE, Colorado,** officials were photographed when their lodge's newly remodeled quarters were dedicated. The renovation was necessitated after a flood hit the community. Included in this picture are E.R. Herman Zueck, fourth from left foreground, and D.D. Robert Jones, seventh from left background.



**WEST WARWICK, Rhode Island,** Lodge home keys are presented to D.D. J. M. Mattias by Committee Chairman C. A. Muschiano. Looking on are E.R. F. W. Day and Trustees Board Chairman O. J. Brindamour.



**MIDDLESEX, New Jersey,** Lodge is proud of James Jones, recipient of the first Eagle Scout plaque in the Elk-sponsored troop. Left to right are Mr. and Mrs. W. J. Jones, Jr., their son James, D.D. C. B. McMenamin, E.R. W. C. Kee and Scoutmaster Elk James DeLario.



**MARQUETTE, Michigan,** Lodge's outstanding 1964-65 Safety and Courtesy Driving Awards Campaign was climaxed by dinner when the winners were honored. Principal figures on hand were, left to right, E.R. James DeMarinis, Program Chairman Gene Longtine, Police Chief George G. Johnson who supervised the selections, and Police Traffic Sgt. Michael D. Dooley.

**NORRISTOWN, Pennsylvania,** Elks leave for State College to attend the Penn State-Michigan State football game.

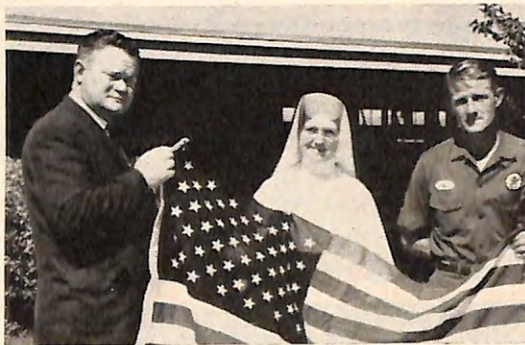
**ESSEX FELLS, New Jersey,** Lodge honored P.D.D. Alvin H. Hoffman at a recent dinner when he was pictured, sixth from left, with E.R. Walter Brady, State Pres. William Windecker, Chairman and P.E.R. John Turbett, Grand Trustee Joseph Bader and Past Grand Exalted Ruler Wm. J. Jernick, left, and second, fourth, fifth and eighth from left, respectively.



**ALVA, Oklahoma,** E.R. Walter Crick, left, presents one-year college scholarships to Carol Cannan and Steve Hannaford. At right is Chairman Paul Koppitz.

**HEMPSTEAD, New York,** Lodge's first Miss Nassau County Beauty Pageant and \$500 award were won by Anna Marie Barry. Left to right are Pageant Producer Rene Bemindt, Anna Marie, and E.R. John Korothy.

**WINSLOW, Arizona,** E.R. James L. Nottingham, left, and Youth Committeeman Phil McLaws present a Flag to Sister M. Hubart Marie of St. Joseph's School.



**LANCASTER, Pennsylvania,** sent 30 members to the Elks National Home, headed by T. E. Tremellen, when they held a lawn party for the residents there. Five of the Lancaster contingent made the trip to obtain data on entering the Home.



**ROBINSON, Illinois,** Lodge initiated 51 candidates as a tribute to P.D.D. J. Spencer Woodworth, its Secy. from 1934 to 1956; to George Hayes, its Treas. since 1935, and to W. F. Sprague, its Secy. since 1959. Out-of-town guests included State Pres. Ernest Stitt, and Past. Pres. Omer Macy.





**LAKE CITY, Washington,** Lodge's 11th Annual Salmon Derby had 1,250 participants who brought in 200 fish, the majority of which went to the Washington Children's Home, a Seattle orphanage. Chairman was Tony Del Mastro and the grand-prize-winner was Thomas Rice. A breakfast followed the derby, enjoyed by 600 Elks. The first prize was a 1965 Mustang; second, a 14-foot boat, 35 hp motor and trailer; third prize a 21-inch color TV, plus 100 other awards.



**OXNARD, California,** Lodge's Colt Baseball Team won nine, lost three, and took the title. The group was honored at a dinner, received trophies and then enjoyed an all-expenses-paid trip to Los Angeles to see the World Series-winning Dodgers. In the left background are Mgr. and lodge Trustee E. H. Sinclair, Lead. Knight James Doud, and at right, Mgr. and Coach Fred Ead with Youth Chairman James L. Mitchell.



**LAS VEGAS, Nevada,** E.R. Keith Ashworth rolls the first ball opening the 10th consecutive year of intralodge bowling. Since its inception the 14-team league has averaged a \$1,500 annual contribution to the State Elks Major Project of Speech Therapy.

**OREGON'S ELKS** present a citation to Dr. Kenneth Swan, center, head of the Oregon Elks' Visually Handicapped Children's project. At left is State Pres. William Warden; at right, State Eye Clinic Chairman Homer Schnell.



**RICHMOND, California,** Lodge welcomes State Pres. Bruce H. Marsh. Left to right, Chief Justice Donald Quayle of the Grand Forum, State Trustees Chairman Louis Narberes, E.R.'s E. F. Apelt, Berkeley, and W. W. Gardner, Oakland, Mr. Marsh, host E.R. W. A. Westover, Jr., State Vice-Pres. D. L. Ferrari and Secy. Edgar W. Dale, and D.D. R. H. Frisbie; background: State Lodge Activity Chairman G F. Chambers, Grand Lodge Committeeman J. A. Dyer, State Major Project Chairman C. T. Reynolds, former Grand Treas. John B. Morey, former Grand Esq. Henry Budde, State Piggy Bank Co-Chairman Theodore Mumby, State Scholarship Chairman D. O. Horning and State New Lodge Chairman R. A. Smale.



**JUNEAU, Alaska,** E.R. Phil Holdsworth, right, presents a lodge pin to Mayor Lauris Parker, marking his attendance at three meetings, plus one initiation other than his own.



**HUNTINGTON PARK, California,** Lodge's annual "Newspaper Night" honored 20 publishers, editors and editorial staff members. Left to right are radio KFOX "Dick" Haynes, E.R. Tracy Bjorklund, and Past Pres. Stanley Larson of the Calif. Newspaper Publishers Assn.



**DeLAND, Florida,** Elks and their ladies honored the 18 members of the DeLand Little League State Champions and their parents when Johnny Mize of both American and National League fame, was guest speaker. Left to right are E.R. James P. West, Johnny Mize, Little Leaguer Billy Gardner, Coach Jim Clements, Leaguer Ronnie Paige, and West Volusia League Pres. Elk Don McComb.



**PARAMOUNT, California,** Lodge's newest members are the three Correll brothers. Here, King Correll is flanked by his twin brothers D. Lee and Jack Correll.



**VISALIA, California,** Lodge has sponsored at least one Little League Team each year since the League's inception in that community. Here are the members of this year's team, pictured with, background, Cal Bennett, left, and Harold Kitchel, right.



**MIAMI BAY, Florida,** Mayor N. C. Nuccio signs the Constitution Week Proclamation with E.R. Peter J. Hovey, center background, and Foreign Exchange Students Fisuti Vimurtznanda of Thailand, left, and Mehment Behaettin Kiral of Cyprus, as witnesses. E.R. Hovey presented to them copies of the Constitution and other American documents.



**NASHUA, New Hampshire,** Lodge's Little Leaguers won the East League Championship for the second time, in their second year, went on to win the City title. At left background is Coach Joe Levesque; at right, Mgr. Bill Hogan. P.D.D. A. W. Savage, Youth Chairman J. M. Mandziej and P.E.R. N. G. Trottier deserve great credit for the progress in this endeavor. They now have their own ball park with a 1,500 chain link fence, two-thirds of which is paid for.

**BURLINGTON, Iowa,** Lodge honored long-time Elks, left to right, C. C. Riepe, initiated in 1914; J. E. Jamison, 1908; Clarence Moody, 1914; O. P. Biklen, 1907; Chas. Coenenberg, 1908; Charles Riley and C. E. Meyer, 1915.



# INSIDE *Tips* FOR THE OUTDOORSMAN

By RAY OVINGTON

Decorate your den with outdoor items. Duck decoys can be made into lamp bases, cigarette boxes, etc. Or just place a couple on the mantle, if you have a fireplace. If you take a deer with good antlers, mount 'em on a wall plaque to use as a hatrack.



It's turkey-shootin' time (with targets, that is—not real turkeys). It's an old American custom to hold turkey shoots, where boys (and girls) get together and compete for prizes. Check with your local rod and gun club.

Things you should've done last month: Drain the outboard, grease and store it for winter. Clean tackle boxes and remove rust from hooks and lures. Oil reels and spot-varnish scratched rods. Take fly lines off reels and wash, then coil or hang in cool, dry place.

Some readers questioned the October tip about firing out a clogged gun barrel with powder. Since we can't know the condition of readers' guns or how tightly clogged they might become, we suggest, in the interest of maximum safety, that instead a hunter might carry a piece of coiled wire in his jacket pocket for this type of emergency. Heat the end if snow or ice is involved.



Get some exercise and some companionship with your son (or nephew or grandson) after the snow begins to fall: Try your hand at being a nature sleuth by tracking wild animals. See how many species you can identify, and learn something about their habits. Check at your library or bookstore for an animal book with pictures of tracks.



America's most popular small game animal is now in season—Br'er Rabbit. Surveys tell us that more than half of the hunting licenses, some 25 million, go to rabbit hunters in every state in the Union.

I'm the editor of a set of illustrated "Compact Books" on *Big Game Animals*, *Small Game* and *Varmints*, various game bird categories, etc. There are eight in all. THE ELKS MAGAZINE will give a set of these books for each "Inside Tip" sent in by a reader and used in this column.

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"At Quinn's, the wickedest pub in the South Seas, the doors still swing in and out."

**FOR ELKS WHO TRAVEL**

# Tale of the SOUTH PACIFIC: PART 2

By **JERRY HULSE**

*There's considerable contrast among the islands discussed in this second installment of a two-part series. The final verdict: Paradise may have moved a few miles, but it hasn't forever disappeared*

THE QUESTION kept burning in my mind: Has tourism spoiled Tahiti? And what of the neighboring isles of Mooréa, Raiatéa, and Bora Bora?

To find out, I went back. It depends, I suppose, on what your dreams of Tahiti are. If you've never been to Tahiti before, that's one thing. If you have, well . . .

Four years ago, when I flew down on

an early jet, the tourist was more or less an oddity. I remember the crowds at Faaa Airport—the women in grass skirts, their silken hair crowned by floral halos. A drum sounded and they danced, and the Tahiti of boyhood dreams became the Tahiti of reality.

Even the passenger terminal was as I knew it would be: a clapboard place with wooden benches and a musty mixture of dampness and frangipani. Perhaps it was only wishful thinking, but it seemed to me that the wahines hung close—not because of any commercial tourist gobbledegook, but because of a warm, innate friendliness. I still recall the words of an old man who spoke to us outside a waterfront pub in Papeete. "You can find more scenic places than Tahiti, perhaps, with a better climate and maybe a more beautiful life," he said. "But where can you find so many things in one place?"

Is it so different now? Well, the old airport is a mere memory. Rising where it stood is a modern hunk of concrete and glass, peering down incongruously out of the Tahitian heavens, offering all the South Seas flavor of an ice hut in Eskimoland. When you fly away its dif-



"By boat it costs \$4.60 to get to Mooréa and back to Papeete, or \$13.75 by flying boat."



"... I knew I'd found my own particular paradise in Bora Bora. The island, I decided, was created to mark the garden spot of the earth."

ferent now, too. The smiling wahines are no longer smiling. The reason: they're no longer there to smile. Instead, canned recordings are piped by loudspeaker into the sterile passenger terminal.

In downtown Papeete, French Legionnaires rub shoulders with civilian scientists and engineers from France, technicians sent by de Gaulle to explode his bomb and test his rockets.

Tahiti changed? They still display the signs urging tourists not to tip. But this is becoming increasingly more myth than reality. Before the jets, tipping was unheard of. Now, as a Tahitian friend put it, "Tipping is accepted but not really expected." Soon I fear it will be expected, too. While the sign at the airport says "no tipping," a \$4.50 departure tax—one of the highest in the world—is levied against homebound tourists, the sum including a \$1.10 portage tax. "Portage" means a handful of francs for the porter who carried your bags from cab to counter. When was the last time you tipped a porter \$1.10, even in the U.S.?

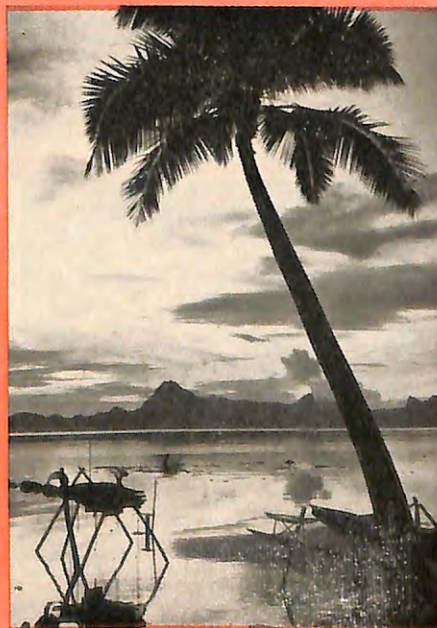
Luckily, there are some things that not even tourism or de Gaulle can destroy. The other afternoon I took a you-drive car around the island, and it was as I remembered it from the first time. Fallen petals from flower trees carpeted the quiet, narrow country lanes; cattle grazed deep in grass among the palms; coconuts floated in peaceful lagoons; and I watched a Tahitian paddle his outrigger, silhouetted against a reddening horizon, alone except for a bird watching from a mango tree.

When I was in Tahiti before it seemed that the Tahitians danced for the pure joy of it. Some still do. But at Hotel Taaone even this art form has

been burlesqued to resemble some glittering Broadway production, or the sort of pseudo-Tahitian dance tourists have come to expect in the nightclubs of Waikiki.

At Quinn's, the wickedest pub in the South Seas, the doors still swing in and out. When a brawl starts the music stops, the lights go on, and the combatants are tossed out, just like bad guys in a TV western. Then the lights go dim again and the musicians pick up where they left off, as if nothing'd happened.

Tourists, Legionnaires, and sailors with red pompoms on their hats paddle by on bicycles or sputter past on motorbikes, raven-haired Tahitians occupying the buddy seat. And what buddies! Off in the dining room at Hotel Tahiti (it's still the Tiffany's of Tahiti) barefoot



wahines tiptoe between tables, toting trays piled high with oysters, fresh-caught crab, and other succulent sea dishes.

Surviving among the Tahitians is the belief that everyone's honest. When I went to get my rental car the charming Tahitian across the counter asked for my license. She seemed not at all disturbed when I pretended to have none. "That's why I'm renting the car," I said. "To learn to drive." She handed me the keys and off I went. Where else but in Tahiti?

The other morning I came across a disturbing item in *Echos de Polynesie*, the local gazette. It quoted the French minister of information as promising TV for Tahiti. "Television," he said, "will be a means to broaden your horizon and put you in contact with the rest of the world." Imagine the Lone Ranger speaking French? Alors, Tonto!

Across the Sea of the Moon stands Mooréa. It's only 12 miles away, but it might as well be a lifetime. This is the Tahiti of half a century ago. It seems to me that Mooréa is a man's island. By that I don't mean to imply that it suffers from any lack of the fairer sex. On the contrary, bring a club for protection. Here, though, you won't die of a heart attack or get ulcers. Coconut palms spread their shade across green lagoons, breadfruit hangs in fat clumps, and there are mangoes and other tropical trees. The sort of frenzied civilization that's reached Papeete hasn't taken over Mooréa. There are but three resorts.

Being a man's island, it attracted three expatriates from Southern California: Hugh Kelley, 38, Donald (Muk) McCallum, 36, and Jay Carlisle, 31. Five years ago Kelley did what every man dreams of doing, he walked out of his Los Angeles law office and hasn't been back since. At the time Carlisle was the youngest member in the history of the Los Angeles Stock Exchange. He hasn't been back, either. And McCallum was a manufacturer's representative—a slave to the freeways, just like the others. Together, the boys pooled their cash, sold a small bar they owned in Newport Beach, and waved goodbye to family, friends, and freeways. In

(Continued on page 44)

"Across the Sea of the Moon stands Mooréa. It's only 12 miles away, but it might as well be a lifetime. This is the Tahiti of half a century ago."

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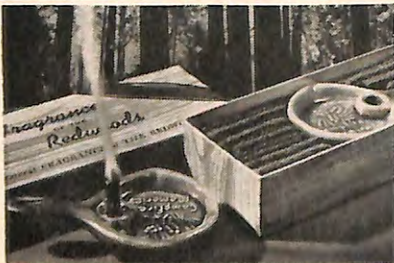


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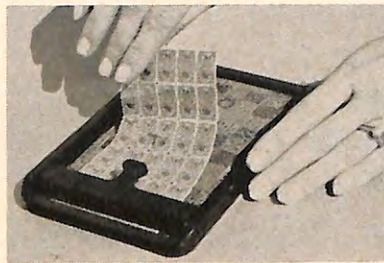


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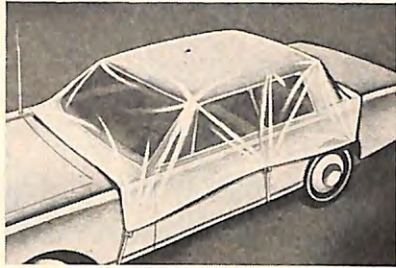


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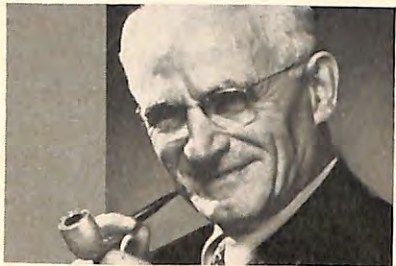
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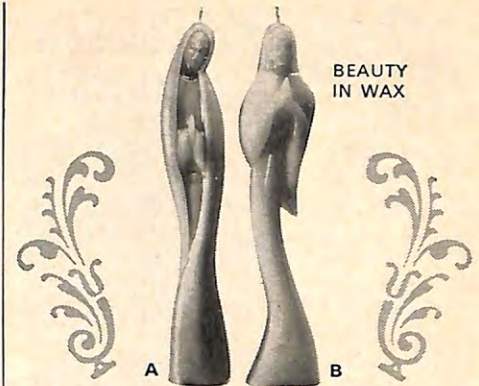
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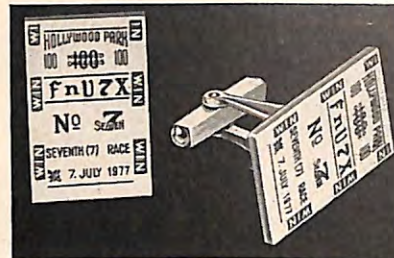
# ELKS FAMILY SHOPPER



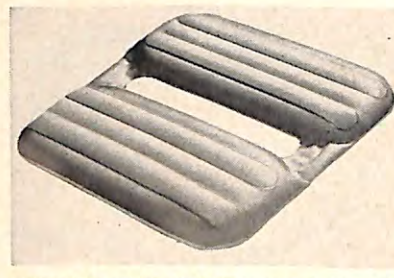
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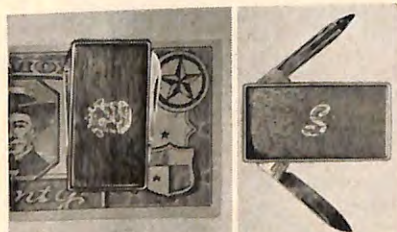
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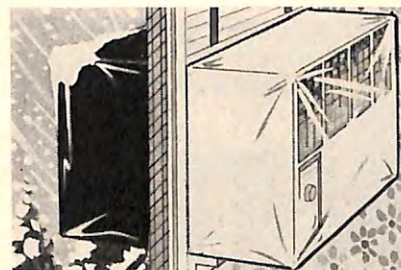
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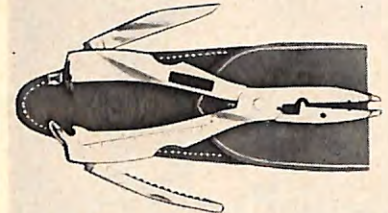
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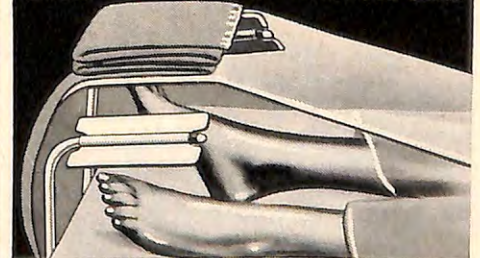
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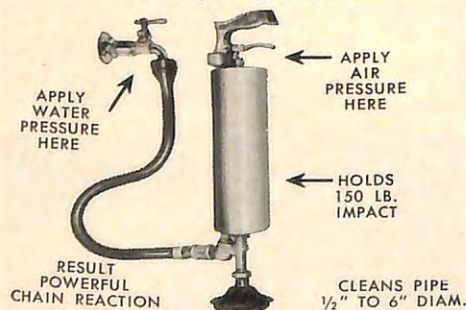
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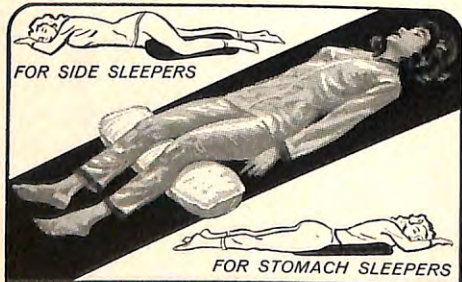


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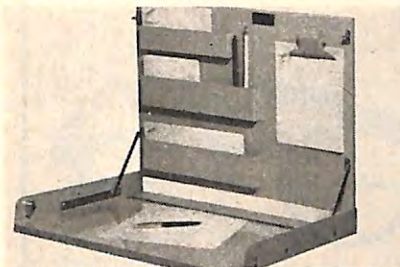
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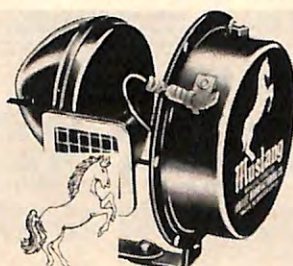
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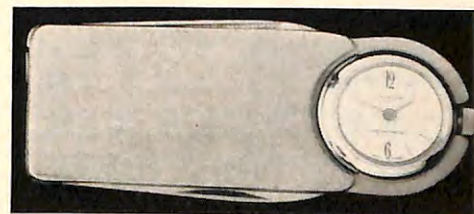
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and a hearty thank you for being such enthusiastic customers of ELKS FAMILY SHOPPER during 1965. We hope you've found shopping through our pages convenient and interesting.

Any suggestions for 1966? Let us hear from you so we can try to make the SHOPPER even more attractive to you. Write: ELKS FAMILY SHOPPER, 30 East 42nd Street, New York, N.Y. 10017.



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ELKS NATIONAL FOUNDATION

*"The Joy of Giving"*



## Foundation Income at Work Back Home

When an Elk makes a contribution to the Elks National Foundation he is, in fact, making an investment which will yield rich returns in the many philanthropic programs being undertaken in the name of the Great Heart of Elksdom. A contributor to the Foundation has the great satisfaction, the "joy of giving," that comes with the knowledge that his gift will work now and in perpetuity to further the beneficent works of the Order's major philanthropic agency: college scholarships for deserving and needy students, grants to train specialists in the treatment of youngsters afflicted with cerebral palsy, support of the diversified benevolent and patriotic programs sponsored by the

various State Associations.

There is an added satisfaction to be derived by contributors to the Foundation: Their investment reaps dividends that, in part, come back home to go to work. This is seen especially in the Foundation's program of providing college scholarships that are awarded by State Associations, an effort that demonstrates the Order's faith and confidence in America's youth. The following tabulation of scholarships, valued at \$600 each and allocated to the State Associations according to a prescribed formula, illustrates how your contributions to the Great Heart of Elksdom are aiding youngsters in your area to achieve a higher education.

Alabama .....	1	Montana .....	11
Alaska .....	1	Nebraska .....	5
Arizona .....	9	Nevada .....	2
Arkansas .....	1	New Hampshire .....	2
California .....	23	New Jersey .....	6
Colorado .....	7	New Mexico .....	4
Connecticut .....	5	New York .....	10
Florida .....	8	North Carolina .....	5
Georgia .....	2	North Dakota .....	4
Hawaii .....	1	Ohio .....	7
Idaho .....	2	Oklahoma .....	3
Illinois .....	16	Oregon .....	5
Indiana .....	6	Pennsylvania .....	17
Iowa .....	4	Rhode Island .....	7
Kansas .....	4	South Carolina .....	3
Kentucky .....	1	South Dakota .....	2
Louisiana .....	1	Tennessee .....	4
Maine .....	2	Texas .....	3
Maryland, Delaware, & District of Columbia .....	3	Utah .....	3
Massachusetts .....	13	Vermont .....	2
Michigan .....	8	Virginia .....	3
Minnesota .....	3	Washington .....	3
Mississippi .....	1	West Virginia .....	3
Missouri .....	2	Wisconsin .....	6
		Wyoming .....	3

**ELKS NATIONAL FOUNDATION**

*"Where every dollar contributed becomes a source of good work, untouched by administrative expenditures"*

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# MEN PAST 40

**Troubled With Getting Up Nights,  
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This New Free Book points out that if you are a victim of the above symptoms, the trouble may be traceable to Glandular Inflammation . . . a condition that very commonly occurs in men of middle age or past and is often accompanied by despondency, emotional upset and other mental and nervous reactions.

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This New Free Illustrated Book tells about the modern, mild, Non-Surgical treatment for Glandular Inflammation and that the treatment is backed by a Lifetime Certificate of Assurance. Many men from all over the country have taken the NON-SURGICAL treatment and have reported it has proven effective.

The Non-Surgical treatment described in this book requires no painful surgery, hospitalization, anesthesia or long period of convalescence. Treatment takes but a short time and the cost is reasonable.

**REDUCIBLE  
HERNIA**

**HEMORRHOIDS**

Non-Surgical treatment for both Reducible Hernia and Hemorrhoids, the book explains, can usually be taken at the same time as treatment for Glandular Inflammation.

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STATE \_\_\_\_\_

## A Funny Business

(Continued from page 12)

went to the kitchen for a drink of water—and the faucet came off in her hand. The spurt of water hit the curtains and knocked off the rod, which then fell on her head. The woman was so mad she gritted her teeth—hard—and broke her dentures.

The company paid for a new set, but it was much less sympathetic to the man in Richmond, Va., who contributed to the delinquency of a rabbit. The owner of the rabbit often gave him beer, but one day a house guest whimsically fed the bunny a martini. Now everyone knows what happens to beer-drinkers who switch suddenly to gin. The rabbit lurched out to the porch and chewed up the guest's overshoes.

He tried to get a new pair via the owner's insurance policy, but had no luck. He himself "started the chain of events" leading to the loss.

On the other hand, it was through no fault of an Illinois policyholder that Santa Claus landed on the roof of his car. He'd parked near a high-school football field to watch a stunt the local merchants were sponsoring during the holidays. A parachutist, dressed as St. Nick, was to come down at the 50-yard line.

But Santa the paratrooper overshot his mark and landed on top of the man's car, not hurting himself much but caving in the car. State Farm, the insurance company, paid in full.

Autos, as a matter of fact, have been attracting the weirdest claims of all since that day in 1898 when a dentist in Buffalo, N.Y., took out the first auto policy for a premium of \$11.25 (which sounds pretty weird in itself). The State Farm files, for example, contain such zoological vignettes as the eagle that swooped down on a car in Arizona and snipped off an aerial; the Brahma bull that charged a car on a Chicago expressway (having escaped from a cattle van); and the doe that crashed through the window of a car in Mississippi, settled down in the seat,

### MOVING TO ANOTHER CITY?

Then we suggest the first thing you do after you're settled is contact the lodge, or its Secretary, in your new "home town." Your fellow Elks will be happy to welcome you and, of course, you'll want to make new friends, particularly among members of your own great Order. It will make it easier for your wife and children to find new friends, too!

## "Elk of the Year"

Exalted Rulers:

Now is your chance to honor that hard-working Brother who, although not an officer, contributes so much to the success of your lodge, and to your year as Exalted Ruler.

Procedure:

1. Appoint a committee to submit to you the name of the Brother, not an officer, as "Elk of the Year."
2. Submit his name as soon as possible, and not later than February 28, 1966, to

**Franklin J. Fitzpatrick,  
Grand Secretary  
2750 Lake View Avenue  
Chicago, Ill. 60614**

You will then receive a certificate, signed by Grand Exalted Ruler R. Leonard Bush, designating that Brother as "Elk of the Year" of your lodge.

3. Set aside a special night in

February, 1966, honoring your Brother Elk, and initiating a large class of candidates in his name, to be known as the "Elk of the Year Class."

By following these simple rules, you will be paying tribute to a worthy Elk, helping your lodge by providing more worthy American gentlemen the pleasures of being an Elk, and also contributing to Grand Exalted Ruler Bush's program of "being a player, not a spectator."

Because of space limitations, THE ELKS MAGAZINE will not be able to publish photographs taken at certificate presentations. However, when a sizable class is initiated as part of your "Elk of the Year" tribute, negatives of such group pictures may be submitted for possible publication.

**ROBERT E. RICH, MEMBER,  
LODGE ACTIVITIES COMMITTEE  
OF THE GRAND LODGE.**

and gave birth to a fawn. All claims paid.

The same company paid for damages to a car that collided with a bathtub (which had fallen from a passing truck), and another that plowed into a boat (which had been transported from the Gulf of Mexico to a Texas highway by a hurricane). Not to mention the related claim of a man whose head was hurt in an accident. He was wheeled into the emergency room barely conscious, moaning "No . . . no," as the nurse trimmed away part of his hair to dress the wound.

He wasn't delirious. He was just trying to tell her not to ruin his toupee. His policy bought him a new one, though there was some disagreement whether it should be charged to medical expense or loss of wearing apparel.

If you've got the right policy, almost any loss can be replaced. A Chicago man, whose Inland Marine policy had a personal effects floater, had nothing to worry about when a cigarette tossed from an office building landed on his hat. He walked several blocks before the butt burned through to his head. His policy brought him a new hat; his head was undamaged.

After paying these claims, the insurance company tries to recover the money from the guilty party, of course, whenever possible. For example, State Farm went to court to get back \$80 it had paid for damages to a truck that ran into a telephone pole on a Michigan Indian reservation.

The truck had been raided by a

band of modern-day braves who had spent the past several hours in a local tavern. Uttering the warlike cries of their ancestors, they had thrown bottles and rocks at the truck until it ran off the road. But the court couldn't make them pay up. Seems they belonged to an obscure tribe that had never signed a treaty with the United States. Therefore, they weren't subject to U.S. law.

Just as often, though, the mishap is the fault of the policyholder. But that makes no difference. So long as your policy covers the situation, you can be as stupid as you like. That's how it was with the man who returned to his parked car to find it hemmed in too tightly to be worked away from the curb. He decided to move the vehicle in front of him, a truck. He stepped up, pulled a lever, and dumped five tons of coal on his car.

Similarly, there was the playboy type who rammied into a light pole one night. He called the police, but they ungenerously suggested he had been drinking. He demanded to be taken to the station for a drunkometer test.

At the station, as it turned out, the alcohol-detecting gadget was out of order. "I'm an electrician," said the motorist; "let me fix it for you." Rolling up his sleeves, he tinkered with the machine and finally made repairs. He then took the test—and was promptly charged with drunken driving.

And on a foggy night off Lake Michigan, another careless policyholder parked on the shore to enjoy the dark seascape. A whistle sounded out on the



water, all forlorn. Playfully, the motorist honked his horn in return. There ensued a merry dialogue between horn and whistle until the motorist looked up and, to his horror, beheld a tugboat emerging from the mists and churning up on the beach, still whistling furiously.

The skipper, who had thought the horn belonged to another boat guiding him through the fog bank, was mad enough to sue. The motorist's insurance company, the Travelers, paid a healthy settlement.

Insurers have been paying for water mishaps since ancient times, when the Greeks began to seek protection for ship cargoes. Marine insurance became more formalized in the 17th century in the famed coffeehouse of "Lloyd's of London." Life insurance didn't get under way until around 1720 in Europe and about 30 years later in America. Its rise was accelerated by the work of Edmund Halley, the comet-discovering astronomer, who studied the births and deaths of the city of Breslau, from which the first mortality tables were developed.

Casualty insurance started in this country in 1864 in response to the need for protection against losses from train accidents. New policies covered new developments in the Industrial Revolution until the whole thing came to a sort of climax with auto insurance. Today Americans have an income of some \$40 billion a year from premiums and annuities of all kinds. Life insurance accounts for \$22.6 billion alone. Right now about \$800 billion of life insurance is in force in this country. So insurance is a big business as well as a funny one. It's also full of people who are determined that every policyholder will get every penny due.

For example, New York Life recently went to great trouble to find out the exact time of a train wreck. A man had been killed who had a group policy that was to take effect exactly at 12:00 that day. The wreck was thought to have occurred before noon, but a close check of timetables and interviews with trainmasters led New York Life to conclude that the tragedy took place at two minutes after 12. So the victim's beneficiaries were paid in full.

Another time the same company paid disability benefits to a blind man whose seeing-eye dog had died. He collected payments for six weeks while a new dog was being trained.

But a really fine point came up when doctors examined an insured mother-to-be and decided that her child's blood had to be completely replaced, due to an incompatibility, *before* birth. Being as yet unborn, the child was uninsured. Yet its blood was to come from a transfusion given the mother, so New York Life ruled that the claim was valid.

Jewelry insurance is one form of coverage that frequently attracts headlines. And surprisingly often, the valuables are recovered. They're not always stolen, either. A woman in Boston recently searched everywhere for two large diamond rings and finally began to wonder if her pet poodle could be responsible. She was right. Her claim cost the Travelers \$16.50—\$11.50 for repair to the rings and \$5 to a veterinarian for "X ray and enema to dog."

Then there was the classic case of the man who stood waiting for his wife in New York's Grand Central Station. He noticed what seemed to be a cheap necklace laying on the floor and idly began to count the people who passed without bothering to pick it up. He got to 263 before a girl reached down and put it in her handbag.

The girl went to the trouble to put an ad in the paper, stating where she had found the trinket and offering to return it. Meanwhile, an insurance adjuster had been called in because the necklace turned out to be extremely valuable. He retrieved it and gave it back to the woman who lost it.

And who was she? You're right—it was the wife of the man who stood there complacently watching 263 people walk past the expensive necklace.

In insurance, then, things are not al-

ways what they seem to be, as one policyholder found out as far back as 1869. Walking along a "haunted" lane one night, he beheld a great white ghost before him, blocking the road. Fearfully, he jabbed at the being with his umbrella—and was immediately kicked 10 feet by a white mule.

And things were certainly not as they seemed to the policeman in Spokane, Wash., who rescued an Aetna policyholder. This gentleman had been sleeping back in the camp trailer while his wife was up front driving the car. Suddenly, he was jarred to consciousness. From the sound of it, they had been sideswiped.

Since the man never wore pajamas or anything else when he was sleeping, he was careful to open the back door just a peep to see what was going on. At that moment, however, his wife decided to catch up with the reckless driver and stepped down hard on the accelerator—toppling her husband on the road clothed in nothing but dignity. And not much of that.

He huffed hopelessly after the trailer for a couple of blocks, then sought refuge between two parked cars. He was crouching there when the policeman came by. Aetna paid for the damage to the car, but couldn't go any further. Some things even insurance can't cover. • •

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# That Was The Christmas That Was!



**GIMMICKS!** Many lodges have special money-making schemes to help build their Christmas Funds. Champaign, Ill., Lodge is one. For 29 years the Champaign-Urbana *News-Gazette* has issued a special Old-time Newsboys special edition, and copies are sold by Elk "news-boys" for whatever they can get, in the shopping areas on the busiest Saturday in September. Last year, Urbana Lodge got into the act, too, and both lodges brought in \$2,200 on their sale of the special edition, the spare-time "labor of love" of City Editor Bill Schmelzle. Above, 1964's Co-Chairmen Bill Kremin, left, and George Hood, made sure their lungs were in good working order before they went on the street with their Christmas Extra!



The boys at Longview, Wash., Lodge have a good money-maker going, too! In the past 12 years the Children's Orthopedic Hospital in Seattle has received nearly \$50,000 from Elks and their wives in the lodge-sponsored Christmas-tree sale. Birthday "bucks" are given voluntarily by the members, but in addition, the Elk-owned Civic Center lot is filled with trees annually and dozens of members volunteer during the Holidays to act as salesmen—135 put in 1,000 man-hours, realizing well over \$5,000 for the Hospital. These great results prove the power of community effort! Supermarkets of Longview have withdrawn from tree-selling competition in order to help this program along!



**AND THOSE CHILDREN!** How they enjoy themselves! The 1964 events brought a heart-warming number of retarded youngsters into the festivities. Those in Natchez, Miss., were featured in the traditional Christmas manger tableau . . .

while in Fulton, N. Y., the Elks' party for retarded tots was followed by another for children from foster homes throughout the county—meeting Santa, getting toys, and having their fill of party fare besides!



In compiling information on the 1964 Christmas Charity activities of the Order, Fred N. Reno, the member of the Grand Lodge Committee on Lodge Activities in charge of this work, found that the 1,005 lodges whose programs had been reported had given assistance to 56,906 families, with aid and entertainment provided for 262,876 persons at a cost of \$674,016.65! That's well over half a million dollars, with only 50 percent of the total number of lodges reporting!

Christmas must have given *all* Elkdom at least a million dollars worth of work and pleasure last year . . . Wonder what this year's Holiday story will tell.

Don't forget to report your lodge's Yuletide kindness—in story and photo—to Henry M. Rosenthal, the Grand Lodge Committeeman who will be taking care of the 1965 brochures, and mail them to him as soon as possible, at Box 649, Athens, Georgia (30601).

Again, we plead with you to include only the best, professional-type pictures, and remind you that if you *do* wish to include color photos in your brochure, be sure to have a black-and-white picture taken too—just in case!

Color photos or their negatives cannot be reproduced in **THE ELKS MAGAZINE—neither can black-and-white prints made from color negatives!**

So won't you try again this Christmas? Your Magazine would like nothing less than a spectacular spread for the December, 1966, issue!



**AND THE FLOATS!** This Elk-constructed affair may not compare with those carrying St. Nick in any of the big department-store parades, but the junior citizens in Newport, Vt., couldn't care less! Hundreds waited for hours for his traveling throne to arrive, accompanied by two Elk clowns who helped keep the youngsters happy while awaiting their chance at the all-important interview.



Enjoying the rapture of actually being in Santa's august presence at the huge Union, N. J., Elks' party for crippled children (above) were these guys and dolls—not to mention the affectionate clown who was part of the entertainment program. With the population explosion, and all those new towns springing up, old St. Nick has to pull a few tricks in order to cover all his territory. To take care of things for the Elks in Utah in time, he had to march right into a schoolroom in Cedar City! (left). Fortunately, the teacher didn't mind.



**AND ISN'T IT WORTH ALL THE TROUBLE?** "You bet it is!" the Elks reply across the Nation! More is done every year by these men and their wives . . .

The men pack the baskets, as in Pueblo, Colo. . . .



The gals do the wrapping, as in Wakefield, Mass. . . .



The boys load up the trucks, as in Scottsbluff, Neb. . . .



And both get the toys ready, as in Clovis, N. M. . . .



# Bay, Beehive, and Evergreen States

**WAKEFIELD, MASS.** Grand Exalted Ruler R. Leonard Bush recently joined with the Brothers of Wakefield Lodge in paying tribute to one of the lodge's most distinguished members, Dr. William F. Maguire, Grand Tiler. At a testimonial dinner honoring Dr. Maguire, a Past Exalted Ruler of the lodge and Past President of the Massachusetts Elks Association, the Grand Exalted Ruler lauded him for his "many accomplishments in Elkdom, civic endeavor, military service, and compassion for his fellow man."

Among the other principal speakers

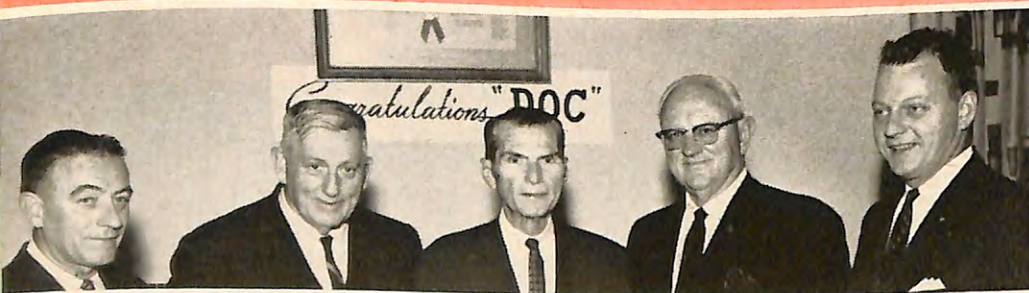
at the dinner, attended by more than 300 persons, was Past Grand Exalted Ruler John E. Fenton. "Dr. Maguire has every qualification that a good and great man should have, and he has used these qualifications toward the advancement and betterment of his fellow man," Judge Fenton said.

Presenting gifts to the guest of honor on behalf of the lodge were Exalted Ruler Ormsby L. Court Jr., and Past Exalted Ruler M. Joseph Bowen. Past Exalted Ruler John J. Powers, lodge Treasurer, was toastmaster and chairman of the dinner committee.

On his visit to Tooele, Utah, Lodge, the Grand Exalted Ruler (second from right) gets together for an informal chat with, from left, District Deputy Carl M. Fonesbeck, Exalted Ruler Kay Hansen, and Past Grand Exalted Ruler William S. Hawkins. Brother Bush received a \$410 gift to the Elks National Foundation from the lodge and on its behalf presented an 8-mm movie camera to the Day Care Center for Handicapped Children of Tooele.

Following a police escorted ride through Seattle, the Grand Exalted Ruler gave an inspiring speech at a dinner in his honor at Lake City, Wash., Lodge. Extending a warm welcome to Brother Bush (third from left) are, l. to r., Terrance O'Brien, Esteemed Loyal Knight; Harold Dahl, Est. Leading Knight; Exalted Ruler Leo Malone; Bill Raymond, Chairman of the Board of Trustees, and Arthur Dunson, Est. Lecturing Knight.

Grand Exalted Ruler Bush, right, is joined by (left to right) Past Grand Exalted Rulers L. A. Lewis, Emmett T. Anderson, and Wm. S. Hawkins at the dedication of Tacoma, Wash., Lodge's new home. (See "News of the Lodges," page 15.)



Shown with Dr. William F. Maguire, Grand Tiler (center), at Wakefield, Mass., Lodge dinner in his honor are, l. to r., Past Exalted Ruler John J. Powers, toastmaster; Past Grand Exalted Ruler John E. Fenton; Grand Exalted Ruler Bush; and Exalted Ruler Ormsby L. Court Jr.



Brothers of Burien, Wash., Lodge went all out in extending hospitality to the Grand Exalted Ruler on his recent visit. Shown before a buffet luncheon are, l. to r., Past Grand Exalted Ruler Wm. S. Hawkins, Brother Bush, Past Grand Exalted Rulers L. A. Lewis and Emmett T. Anderson, Exalted Ruler Thomas Springer, and District Deputy Alvin Berman.



Ashtrays and more ashtrays were seen by the Grand Exalted Ruler on visit to Auburn, Wash., Lodge. Looking over what is reported to be the largest collection of ashtrays in Elkdom (more than 500, from lodges in 48 of the 50 states), are l. to r., P.E.R. Robert E. Gaines; Brother Bush; Mike Lawler, Chmn. of the Lodge Trustees; Mrs. Bush; and Brother Loren Franz.

Grand Exalted Ruler Bush was honored by a resolution adopted by the Los Angeles County Board of Supervisors, on which occasion he was photographed with these members of his own Inglewood, California, Lodge (l. to r.): Jess Klein, Secy.; Supervisor Kenneth Hahn, who proposed the resolution; State Association President Bruce H. Marsh; and Scott McKean, Secretary to Brother Bush.



**A LOCAL TRIBUTE**



**USE  
CHRISTMAS  
SEALS**

**HELP FIGHT TUBERCULOSIS AND  
OTHER RESPIRATORY DISEASES**

## For Elks Who Travel

(Continued from page 27)

Mooréa they launched Bali Hai, a Tahitian village for tourists with the sort of comfort you expect in a Hilton lash-up. What really prompted their hasty departure from home was Kelley. He'd sailed to Tahiti in 1959 and was enthralled by what he saw.

"It was when I first walked into my law office again back in Los Angeles that it hit me," he recalls. "I looked at what I was doing with my life and where it was leading and it all seemed ridiculous. My friends, whom I'd always looked upon as successful, were working harder and harder to make more and more to spend more and more; they were becoming unhappy, drinking more and more, and having heart attacks and getting ulcers."

All of a sudden it seemed to Kelley that the people in Tahiti, living a simple life, were really the successful ones. The result is that now the three ex-Californians operate 18 units at Bali Hai and are building a dozen others. They'll hang on stilts over the water. Just toss your fishing line out a window and wait for a bite. The boys have also launched a second Bali Hai on the island of Raiatéa.

In Mooréa their front door looks out on a lagoon. A fishing net hangs from an aito tree. The sea, washing against the shore, makes soft noises.

By boat it costs \$4.60 to get to Mooréa and back to Papeete, or \$13.75 by flying boat. Both tie up on Cook's Bay at the doorstep to Hotel Aimeo, the first of Mooréa's big-time resorts. Two can live like Tahitian newlyweds for \$38 a day, meals included. (At Bali Hai the tab comes to about \$32.)

Mooréa's third pad in the palms is best described as a coconut campground. At Club Méditerranée, on the northwestern shore of Mooréa, guests repose in Tahitian bungalows and share communal sanitary facilities. They are admonished in the folder: "If you are looking for the traditional hotel-air-conditioning, refrigeration, push-button room service—forget it; it's not for you."

If, on the other hand, you enjoy homey little touches like having to supply your own towels, you may learn to love the place. (You really have to bring your own towels.) The cost comes to \$120 per week, per person, meals and wine included. I can imagine a bunch of beatnik bachelors raving over the place, but not the sophisticated middle-aged gadabout. But then, they do warn you, don't they?

About 125 miles beyond here is the island of Raiatéa. Unless you can remain it might be best that you not come at all. It's possible that you'll never want to leave. The place is that in-

fectious. Having seen the loveliness of this South Seas island, I haven't the slightest desire to attract the tourist hordes. Why spoil it? Here are mountains green and wet, rising up to meet the clouds. Waterfalls spill golden in the sunlight, and silver when day is done. Palm trees grow so profusely they turn daylight into darkness. And mile after mile the island is perfumed by the delicate fragrance of frangipani. It is like Tahiti before anyone came.

I flew down on the 55-minute flight from Tahiti, riding above the ocean in a three-decker sea plane with electric fans spinning overhead and South Seas pictures pasted above the seats. Raiatéa, I predict, will become the popular new target of island collectors. It was here that the Tahitian gods were born, and in ancient times Raiatéa was the most important island, culturally and religiously, in all of Polynesia. It is also the land of fire walkers in the South Seas.

The dock down in town at Uturoa is

piled high with gunny sacks. It is the copra being sent to Tahiti aboard an ancient boat that makes a slapping, chugging noise and looks like the old *African Queen* Humphrey Bogart skippered in that long-ago film. At Raiatéa we sailed in a small outboard through the waters of a quiet lagoon, moving on 'til we reached Faaroa River, which flows down from a valley in the island. Grass huts stand precariously along the river's edge. Wild pigs come down to drink of its waters and the branches of buro trees spread their shade across the meandering stream.

Ahead, the mountains of this valley rise like monuments, square-cut and towering. They are incredibly green, with the forests of coconut palms cascading down their slopes.

Few work in this remote world. There are mangoes to eat; bananas and coconuts are free for the picking. Trout swim in the streams, freshwater shrimp swarm in the river, and off in the lagoon there lives the marvelous fish called mahi mahi.

There is no reason to hurry. It is enough only to live and enjoy the luxury



## GRANT'S GALENA RETURN COMMEMORATED

Sponsored by Galena, Ill., Lodge and directed by P.D.D. Eldon C. Glick, a group of Galena businessmen portrayed the eight Generals from that city who served with General U. S. Grant in the Civil War, as well as General Grant and President Lincoln, in a pageant commemorating the 100th anniversary of Grant's return to Galena. The group is pictured on the steps to the Elks National Memorial Building in Chicago. In the center are, left to right, Tom Bautsch who portrayed General Grant;

Roland Eggleston as Abraham Lincoln, and Tom Brown, as Gen. Robert E. Lee. Facing them at right are, left to right, P.D.D. Glick, Grand Secretary Franklin J. Fitzpatrick, George T. Hickey, Chairman of the new Lodge Committee of the Grand Lodge and Memorial Bldg. Supt. Hubert Allen. Portraying the other Union Generals are, left to right, Gus Piquette, Tom Kmucha, Ray Luebke, John Myers, Edward McCarthy, Robert Brotheridge, Jim Glasgow and Sam Byers.

of being alive in a world as nearly as it was at its creation. Each day blends with another until it makes little difference whether it's Monday or Friday, or any other day of the week. And after a while not even the month or the year matter very much. The other Bali Hai operated by the California trio here in Raiatea is the casting off point for day-long trips to the neighboring island of Tahaa. Or there's a trip to a waterfall that tumbles into a silent pool where one may swim in a picturebook setting.

Above this, sheltered in the clouds, is the mountain called Emahanie, birthplace of all Tahitian gods according to legend. Growing there, at the very peak, is a white flower called apatahi. It grows only here, no where else in the world, no where else even on the island. The Tahitians themselves have tried to grow it elsewhere, but the magic flower withers and dies when it is removed from Emahanie. When an island boy loves a girl very much he hikes up Emahanie, (a three-hour climb) to bring back to her a bouquet of apatahis.

Back in the town of Uturoa, only a single unbusy street leads past Chinese stores. It is bisected by a dusty path leading to the dock. I strolled down there and boarded a copra boat that was being loaded with fat gunny sacks. I asked the Chinese first mate about passage to Papeete. He said it would cost me 375 francs for a bed but that I could sleep on deck beneath the stars for only 200 francs. I decided instead to stop off at Bora Bora, that island of sleepy lagoons rising in view of Raiatea.

Four years ago, when I flapped down with the very first big plane-load of tourists, I knew I'd found my own particular paradise in Bora Bora. The island, I decided, was created to mark the garden spot of the earth. It is still the most beautiful island in the world, but lately a disturbing influence has crept in. I'm speaking of the motorbike clan. The blame can be laid directly in the lap of dour Charlie de Gaulle, who's hiring the lads of Bora Bora to go off and help build his rocket base in the Tuamotus Islands. Once back in Bora Bora they buy motorbikes with the booty. The motorbike has become a status symbol in Bora Bora.

But that's not all. After this he buys himself a black motorcycle jacket. Don't ask me why; it never gets cold in Bora Bora. The fad, ludicrous but lucrative, is being promoted by Bora Bora's inscrutable Chinese merchants.

Physically, though, this parcel of paradise remains as sweet as before. About a mile offshore, immense waves, some 30 feet high, pound the barrier reef, furious at being unable to smash the island itself. From the shore to the reef the water is an incredible rainbow of greens and yellows and blues, an

absolutely clear lagoon teeming with tropical life.

Then there are the islets with palms, bending in the gentle blow of the trade winds. Dominating everything is a peak called Temanu, rising hundreds of feet to the coolness of the clouds. Below, coconuts spread themselves down-slope to white-sand beaches that spill into the rainbow waters of the lagoon. In such a setting, two can live like lovebirds on \$48 a day (with three meals) at Hotel Bora Bora. The rate at Hotel Noa Noa is \$25. In both settings, visitors amuse themselves by rowing off in outriggers or taking excursions to nearby uninhabited islands.

Off in the sleepy village of Vaitape the chickens kick up dust along the main road or peck at shoots of wild grass in little flowered yards by the sea. And the sea makes whispering noises as it washes against outriggers tied to an old wooden pier, weathered and splintered.

Back at Hotel Bora Bora, I watched the sun sink into the sea. Lads in outriggers rowed quietly across the lagoon in the dying glow of the sunset. I listened to the waves crashing against the reef, gazing once more at the rainbow waters, and in that moment there seemed no other place on earth save this heavenly garden spot. • • •

## Tangled Traffic and Strangled Streets

(Continued from page 9)

reach 1,200 billion miles. By then two-thirds of all travel will be local travel within urban areas. Within urban areas alone the net increase will be 375 billion vehicle-miles per year. Though such a rate of increase staggers the imagination of anyone who must buck urban traffic today, two more comparisons may help us visualize such a degree of magnitude. First, the amount of urban traffic will more than double in 20 years. The amount of auto traffic within urban areas in 1980 will be two

and one half times as great as all the auto traffic in the continental United States only 20 years ago!

With our present systems of transportation either jammed tight or bursting at the seams with traffic, where can our cities look for enough space to accommodate such an increase? If they tried to make room by converting the world's most expensive real estate to more freeways and more parking facilities, there would be little else left for the freeways to serve.

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Two-thirds of the area of downtown Los Angeles is already consumed by streets, freeways, and parking. Cities like Los Angeles and Houston have been able to adapt themselves to such conditions and still survive only because they are relatively new cities, most of whose population growth has occurred during the automobile boom.

Our older cities have to accommodate far larger numbers of people within far smaller land areas—and still save enough room within those areas for those people to move around. Their street systems were originally laid out for horse-drawn vehicles, and their closely-packed, multi-story buildings are far too valuable to be knocked down just to make room for automobiles.

New York, the extreme example, claims to be the commercial capital of the world. If Manhattan's present rail commuters had to get to work by automobile the city would need 100 additional freeway lanes and parking space for at least 150,000 additional cars. What if Manhattan also had to provide street and highway space (not to mention parking) for a substantial share of the 1,900,000 daily passengers its subways carry downtown? On a smaller scale the same traffic squeeze has hundreds of American cities and towns in its grip.

Yet prevailing economic trends indicate that the concentration of population and activity in urban communities must continue for some time to come. By the year 2000 these areas will contain 85 percent of a much larger population. In many of them, complete and final paralysis through traffic strangulation will occur much sooner than that unless we find a new solution to what

appears to be an irreversible trend.

Can solutions be found? Or are our cities doomed to certain death by slow self-strangulation? Some serious and competent sociologists and urban planners believe they are. They feel we shall have to abandon the city as we have known it in the past. We shall have to rearrange our places of residence and of work—perhaps redistribute our total acreage and start all over again—to make room for the “population explosion” of autos and trucks we have started. Of course, this is admitting that the monster is already our master—that henceforth we can live only on *his* terms. Fortunately, however, some of us are not yet ready to admit defeat.

A slightly less pessimistic school of urban planners has this to say: If the present trend continues, traffic strangulation will destroy most of our existing cities within a generation. But we can reverse this trend if we stop building the kind of spread-out *suburban* communities we have been promoting for the past generation—communities which consist mainly of mile after mile of modest cottages on immodestly large lots. Instead, say these planners, future suburbs should consist, in part at least, of tall apartment houses fairly close together. Then their residents could be profitably served by mass transportation.

Because population is so dispersed, present suburbanites are almost totally dependent on auto transportation, as are their children upon reaching driving age. And the impact of this latter fact on auto traffic is an aspect of the problem which few people have grasped. In the single suburban com-

munity of Levittown, Pa.—a community about ten years old which now consists of about 15,000 families—no fewer than 16,000 kids reached legal driving age in a single year!

Still a third group of planners believes the solution lies in the “self-sufficient community.” Such communities would be so laid out that homes, places of employment, shopping facilities, schools, and so on would be close to one another—preferably close enough for walking, but at least close enough to be profitably linked by public transportation. Communities of this type are now being built only a few miles south of Los Angeles, and a few—mainly planned by industries and built as adjuncts to new industrial plants—have cropped up here and there in other parts of the country.

The main attraction of such cities to the urban nonresident is that they minimize commuting. The commuter has long been accused of being the fellow mainly responsible for causing traffic chaos in our urban areas. How big a factor is he?

There is no question that in the past 20 years, millions of American families have left the congested parts of our cities and moved to the spanking new suburbs. While some members of these families found jobs in their new communities, there is no doubt that the majority of their breadwinners remained employed in the city and consequently turned commuter.

And meanwhile *other* millions of American families—mainly of lower income—have been leaving the rural areas *beyond* the suburbs and pouring into the most congested parts of the cities themselves. At the same time many of the manufacturing industries which might have employed the heads of these families have been pulling out of those same areas. Seeking at one and the same time to escape rising urban taxes and to find more room for expansion, these industries have moved to scattered locations far out in the suburban ring around the city.

Consequently, the millions of newcomers to the city who want to maintain their families have little choice; they can go on public assistance (as hundreds of thousands have) or use a jalopy to get to and from a job far outside the city limits. In doing the latter they become what some transportation experts now call “reverse commuters.” And in some American cities “reverse commuting” is now believed to have reached a level at least half as high as the other kind.

On the other hand, new information, now available for only a few cities, indicates that in most urban areas the commuter plays a rather small part in creating the general chaos and slowdown of urban traffic. In the larger

## Rt. Rev. Msgr. James E. King

Rt. Rev. Msgr. James E. King, a Past Grand Chaplain of the Order and Pastor-Emeritus of St. Anthony's Roman Catholic Church in Atlanta, died October 19 at the Monastery of Our Lady of the Holy Ghost in Conyers, Ga. He was 72 years old.

A member of Athens, Ga., Lodge, No. 790, for many years, Msgr. King had been active in all its endeavors and had served as Exalted Ruler of that branch of Elksdom. In 1949, he began the first of three terms as Grand Chaplain, serving originally under Grand Exalted Ruler Emmett T. Anderson, then the late Joseph B. Kyle and Howard R. Davis, also deceased.

Father King was a native of Troy, N. Y., and had been ordained to the priesthood in 1923. He was elevated to the rank of domestic prelate by

Pope John XXIII in 1960. From 1930 to 1940, Father King had been in charge of the North Georgia Missions, having spent several years serving in various Catholic parishes in La-Grange, Savannah, Gainesville, Athens, Valdosta, Milledgeville and Albany.

Following religious services, interment took place at Arlington Cemetery with members of Atlanta Lodge acting as escort. Leading the Elks' graveside services were Chairman Edward W. McCabe of the Board of Grand Trustees, Henry Rosenthal, who is a member of the Lodge Activities Committee of the Grand Lodge, and Atlanta Lodge Secretary Tom W. Brisendine and Chaplain William H. Carlson.

Two neices and three nephews survive.



metropolitan areas his trip to work is long—ten miles or more. But within a 20-mile radius of central Philadelphia we now know that the average length of all trips to work is only five and a half miles, and that the average of *all* trips made on a weekday is only three and a half miles. Of the 8,000,000 trips made in that metropolitan area on an average week day, probably no more than 2½ percent are commuting trips. It is doubtful whether the proportion is much higher than that in any major urban area.

Over the entire 24-hour day, therefore, the commuter makes a rather small contribution to traffic congestion. But around nine o'clock in the morning and five in the afternoon, the story is different. The commuter makes virtually *all* his trips at those times—the peak hours when, as every city man and commuter knows, traffic congestion is by far the worst.

These are just a few of the significant things we are learning about the *real* causes of urban traffic congestion from a new type of transportation study which, to date, has been carried out in only a few of our major cities. These analyze the traffic difficulties and the transportation needs not of individual counties and municipalities, but of *metropolitan regions as a whole*. These studies use some highly sophisticated methods never before applied to traffic problems: Through a generous use of electronic computer techniques, they not only can produce a model which shows exactly what the traffic pattern of the entire region is *today*; by constructing computer programs around present traffic speeds and volumes, and adding calculations as to future population growth and change, future economic shifts, building and development trends—all the many factors which affect traffic—they can come up with figures as to what transportation facilities will be needed in the region or any part of it ten or twenty years from now.

By the middle of 1965—due to federal intervention to forestall a national transportation crisis—studies of this type had been established in each of the 220 metropolitan areas. Eventually these groups of planners and analysts will be expected to present concrete regional transportation plans to their respective states and to federal transportation agencies. It is hoped the municipalities and counties affected will agree to do their share to implement such plans.

How much real good can be expected from such “planning from the top” remains to be seen. Our present laws can no more compel counties and municipalities to work together than they can compel husbands and wives to remain in love for life. Various mu-

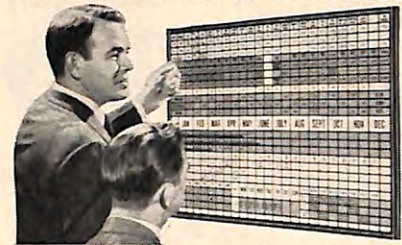
nicipalities within Delaware County, Pa., battled one another to a stalemate for years at home, in Washington, and in the state capital because they could not agree on one of three alternate routes proposed for a new freeway. Such internecine warfare over regional transportation solutions has been common. A “Lower Manhattan Expressway” was first proposed for New York in 1929. At least 20 engineering studies have been made. Whenever the issue has been raised, the area affected has been a bloody political battleground. Earlier this year the city administration voted to build the expressway. But there has been a change in administration since, and the issue is far from settled.

Further, the methods of the new “regional transportation planning” are slow. In most of the studies made so far—even with hundreds of people gathering and processing information—it has taken about four years to reconstruct the complex “present” traffic pattern of the region. Released late in 1964, the figures for the Philadelphia region I have quoted reflect the traffic conditions which prevailed in 1960.

Meanwhile, many individual cities have plans which, in some cases, have been under discussion for years. Three of the main ideas discussed would work directly on traffic. The first is to restrict pickups and deliveries by heavy truck to the hours when downtown traffic is lightest—six in the evening to eight in the morning. A second is to bar private vehicles (except by special permit) from the most congested areas in daytime. This would require establishing massive parking facilities on the outskirts of these areas, with free or low-cost parking and with adequate free or low-cost public transportation to carry passengers quickly to all parts of the area cars are not permitted to enter. A third plan proposes to distribute the traffic peaks over a longer period of the day by compelling or persuading employers to stagger business hours so that fewer people would be traveling to or from work at any given time. A few businessmen's associations are even trying to do this cooperatively.

Any of these schemes would cost someone money and inconvenience. Consequently they are bitterly opposed. None of them can become a reality until it wins popular support—until the benefit of the many overrides the real or imagined benefit of the few. Even such limited measures as converting two-way streets into one-way thoroughfares are usually stymied for years by the bitter and well-organized opposition of merchants who imagine such improvements would hurt business. (Generally they prove to *help* business because almost no one benefits from

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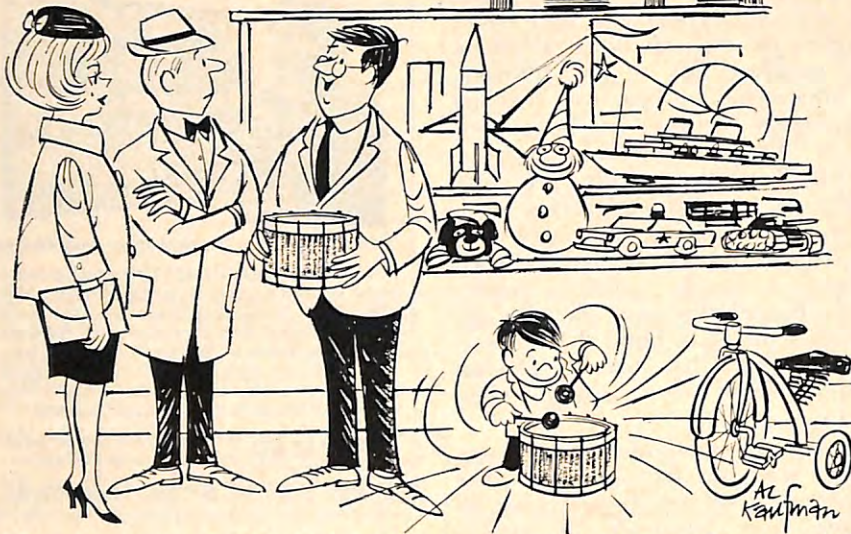
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sluggish or chaotic traffic.

As yet there probably are few people who realize that commuters are small potatoes in the urban traffic squeeze. Even during rush hours they probably nowhere contribute more than 10 percent. But the suburban commuter—typically a white-collar big or little business executive—is a fellow who is mighty important to the business life of cities and to the national prosperity. His numbers are also increasing, faster indeed than the populations of the cities themselves.

It is becoming apparent that few if any cities can continue to accommodate their rising tides of commuters and their automobiles, if all or even most of them travel by car. The answer seems obvious: Two steel rails can move as many people per hour as ten or more freeway lanes, without producing a need to find parking space for thousands of cars.

Yet for years most commuter railroads have been begging public utilities commissions to allow them to go out of business. They simply could not find enough passengers to make a profit at their present fares, nor could they raise fares without driving away more business. Now such railroads are beginning to bask in the golden sunshine of Government dollars, and some communities are even beginning to dream of building new ones.

Washington, D.C., and Atlanta, Ga., are among the cities that hope to see their downtown areas served by rail rapid transit before it is too late. San Francisco has started to build a high-speed rail system which will link it with the principal centers of two counties across the Bay. Many think the new system will eventually embrace five counties. California has pledged

surplus auto tolls from one of the Bay bridges to pay the cost of putting the new line through a tunnel under San Francisco Bay.

Other states and cities are talking about using tax money to subsidize their commuter rail lines. The city of Philadelphia and the State of New Jersey are already doing so. Limited federal subsidies are now available to aid such schemes. There is a bill now pending in Congress which would go much further. It would give states the privilege of using their federal highway subsidies for railways if they choose.

New York's Metropolitan Transit Authority has arranged to buy the Long Island Rail Road, possibly contracting for its management with the present owner, the Pennsylvania Railroad.

Back of all this is a remarkable change in public sentiment. The American motorist is suddenly waking up. He has begun to realize that he may be able to buy himself more elbow room on the road through putting tax dollars into rail service than by putting them into new highways—if the railroads can be made economical and attractive to some of the drivers competing with him on the road.

For cities not now served by rail, planners are suggesting express bus systems to link them with the surrounding suburbs. These would be more flexible than rail systems. Buses could circulate to collect their passengers before making the express run to town. Express runs would be made either on private rights of way (much like rail lines) or over highway lanes reserved for their exclusive use. Whether police could keep such lanes free of cars and trucks in rush hours is, of course, problematical.

We have now looked into the most

significant factors which enter into transportation planning "from the top." It is my personal conviction that in the next generation, the steps which will do most to relieve urban traffic strangulation will have to come "from the bottom."

First of all, faster transportation between distant cities—whether by air, by freeway, by rail, or by underground pneumatic tube—can only aggravate the problem by bringing into urban centers additional people to become part of the mounting logjam of local traffic. Those who propose to relieve local congestion by taking to the air or to the water obviously do not know the numbers with which they are dealing. To transfer even one percent of greater Philadelphia's 8,000,000 daily trips into helicopters, or to put just one percent of New York's 300,000 commuters in hydrofoils, would relieve congestion in neither city, but would certainly produce mass carnage.

Urban freeways used as "downtown loops" or as "circumferentials" do a certain amount of good where cities have the room for them and the state and federal governments will pay the bill. But freeways, when busy, always collect and discharge at their entrance and exit ramps more vehicles than regular city street systems can take care of. So we find traffic backing up on the freeway waiting its turn to trickle into those streets; we sometimes find mile after mile of those streets choked with backed-up traffic waiting to get on the freeway.

Trips do not begin or end on freeways, any more than they begin or end at some point along the sky route of a jet, 30,000 feet above the earth. They begin and end at the places where people live, work, shop, go to school—all the places they have to get to and from in the course of their daily tasks and pleasures. And each of those places is at some fixed point on some city street or suburban road or country lane.

Clearly, no matter what big-scale transportation improvements we may make and how many billions they may cost, local travel will have to continue to depend on local transportation facilities. And in urban areas that means *city streets*. We shall never solve our urban traffic problems until we first recognize one principle, and then enforce it: The primary purpose of city streets is not to provide space to store vehicles, but to enable them to move! One car parked at the curb in rush hour can slow down hundreds; 20 or 30 so parked can tie up traffic for miles; trucks double-parked on downtown streets where it's rush hour all day long—these are among the millions of tiny causes of our big, coast-to-coast transportation crisis.

And we'll never break the back of that crisis while we allow most of our city streets to be used year-round, 24 hours a day, as garages instead of thoroughfares. This unfortunate custom has cut in half the traffic movement possible in the streets of many U.S. cities.

At least some local government officials must know this. Yet it is about the last cause of our growing urban traffic tangle that they want to discuss. It is true that many conflicting interests are involved when there are attempts to pass new parking regulations or even to enforce existing ones. Of course, there are many problems involved in providing enough off-street parking; we all know that. But we also know of many cases where the only problem is an unwillingness to get

tough. In matters of urban traffic control it sometimes appears the logjam of politics is even denser than the logjam of vehicles.

If we want our cities to survive, we shall have to break both logjams. It is simply another case where we can not afford to allow the interest of a few to throttle the welfare of the many. In order to continue to live, we must open the way so that we can continue to move. The urban traffic freeze isn't like the weather. We can all help to change it. If we would all get busy right now and start opening up those streets, we'd have traffic moving again long before the experts come up with their long-range answers. It's the best way to tame the monster we ourselves have created.

## What's in a Game?

(Continued from page 11)

The average Monopoly game lasts about four hours, but endurance records continue to be made and broken. A group of University of Pittsburgh students played for 168 hours straight. Their record lasted only a week, broken by Indiana college students who played for 336 hours. Just last July, 27 boys and girls from the La Crosse, Wis., area finished a Monopoly game after 517 hours.

Old strategy games such as chess, although without the pure entertainment value of Monopoly-type games, continue in popularity with a small segment of our population. So does checkers, also known as "draughts" down through history. A new game put out by CO-5 Co., Chequéro, has given ordinary checkers a new dimension. Sliding rows allow players to alter the checkered pattern of the board before each move. All the rules have changed accordingly.

The 3-M Co. appears as a newcomer in the game field with strategic alignment games such as Twixt and Jump-in. Reportedly, some of their new ventures will be strategy games requiring the same degree of skill and concentration exercised in chess. They will be computer-tested before release to determine the best techniques of play.

The most devout devotees of the game world are the self-styled "admirals," "generals," and "field marshals" who are rabid players of the war-strategy type of games such as those published by the Avalon-Hill Co. Battle of the Bulge, Midway, Afrika Corps, D-Day, Stalingrad, Waterloo, and Gettysburg represent some of this company's most popular games.

A-H claims it bases each of its war games on historically accurate war maps, battle tactics, types of arma-

ment used, and deployment of troops. Battle of the Bulge, for instance, has been checked and authenticated by no less than Gen. Anthony C. McAuliffe, who commanded the encircled U.S. troops at strategic Bastogne and replied "Nuts!" to a surrender demand. Midway has been authenticated by Rear Admiral C. Wade McClusky, who led dive-bomber attacks on the Japanese fleet.

Instead of rule books, games like the Bulge use battle manuals, and the prime object of the game is to annihilate the enemy down to the last man!

A-H publishes a 12-page bimonthly magazine—*The General*, \$1 a copy—in which the strategy used to win various battle games is regularly analyzed. Each issue of *The General* carries about 50 challenges from "field marshals" who wish to do battle by mail.

At best, the art of creating popular board games is a frustrating one. Game authors who click with a big success seldom are able to repeat the performance. Although Charles Darrow came up with several more games, they were comparative flops. Now, at 76, he consoles himself by raising orchids on his 300-acre farm near Ottsville, Pa., and lives off the \$1,000,000-plus royalties Monopoly has earned for him.

An exception is Jim Brunot, who authored the highly successful Scrabble for Selchow & Righter Co. He has another big seller called Scrabble Crossword Cubes. You toss 14 "dice"—they have letters instead of spots—out of a cup and arrange words from what comes up, while a three-minute egg-timer controls the time of play.

What really makes a good game? "I have no idea," says Parker's President Barton. "Every time we

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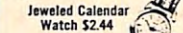
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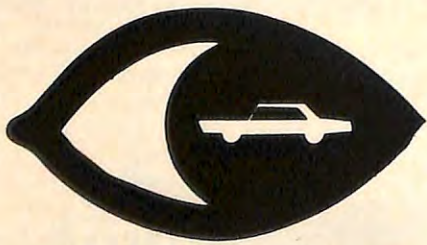
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The big game companies do have definite preferences and taboos. Usually they will not publish a game on how to get married, for instance, or involving divorce or any form of public corruption. There's also a sort of a general rule about avoiding topical subjects—on the basis that the public won't buy enough of them—but on the other hand there's a huge crop of games based on popular television shows. When the shows die, the games are likely to expire with them, but in the meantime they are presumed to have widespread appeal.

Strangely, space games will not sell. Milton Bradley once issued a whole line of space games and all were flops. Why? A company psychologist investigated and this was his report: "Sixty percent of games are purchased by women. No mother wants her little boy to be a space man. She'll go along with his being a cowboy or a private detective or any number of things. But a space man, never. Outer space is just too far for him to travel from home and mother."

The ideal family board game will interest everybody from the eight-year-olds on up. But when the kids reach an age where boys begin noticing girls, and vice versa, their interest in board games wanes. A few years after marriage they develop the old habit again.

Some firms dislike to put age group labels on a game box. If a game is listed for "twelve-year-olds and up," the mother of a ten-year-old might buy it on the theory that Junior is smart enough to play it. If he isn't, she blames the game. "Educational" labels kill a game's sales possibilities, too, because people really select a game for its fun potential. Still, whether they realize it or not, many popular games also prove educational.

For those who have an idea for a new board game, any of the big game publishers are willing, even anxious, to look at a game and offer a 5 percent royalty contract for acceptable ones. All they ask is that it be original. Most game ideas submitted are variations or slightly altered versions of existing games.

Send an actual working model of your game, no matter how crude, along with a thorough written description. For legal protection, your game will be photographed. Some publishers will send you a release to sign. Parker Brothers receives between 2,000 and 2,500 new games yearly at its Salem, Mass., headquarters, and about one in 100 is marked for further consideration. Since the company publishes only about five or six new games yearly, your mathematical chances of hitting their jackpot are about one in 400 to 500.

## Elizabeth W. Hallinan

All Elksdom mourns the passing of Elizabeth Weeks Hallinan, wife of Past Grand Exalted Ruler James T. Hallinan. Mrs. Hallinan died at her home in Queens County, N. Y., on November 1. She was 76 years old.

Mrs. Hallinan will be remembered by hundreds of Elks and their wives who enjoyed her company when she traveled with New York State Supreme Court Justice Hallinan on many of his lodge visits during his term as Grand Exalted Ruler in 1935-36.

All of them, as well as the members of the Magazine staff, extend the deepest sympathy to Judge Hallinan; their son, Richard; two daughters, Mrs. John A. Thompson, and Mrs. Robert E. McElroy, and their twelve grandchildren.

In the offices of the big game companies, everybody from the president on down plays games at least a portion of his workday, always testing new submissions or developing rules for newly accepted games. Rules are important and sometimes take months of practice play before they are formulated, yet they never completely satisfy the customers. Letter writers are always asking the companies to interpret their rules and settle arguments. A New Yorker, for instance, asked Parker if New York State real estate laws should not apply to Monopoly.

Some firms hire women part-time just to play their new games and decide whether or not they like them. With the cooperation of teachers, groups of school children often are recruited as juvenile juries to play new games. But the kids do not make the best judges; they enjoy almost every game given them to play. However, when their excitement reaches a certain level, the company may figure it has a potential seller.

Over the years all kinds of games have been offered to the publishers, many of them good, some of them completely zany. One so-called game consisted of a collection of 100 jars, each containing a different odor ranging from skunk cabbage to perfume. Object of this game was to guess the odor in each bottle. Trouble was, once you sniffed the onion bottle all the others smelled like onion.

It's no secret in the highly competitive game business that every publisher prays for another Monopoly. Tomorrow the smallest company may open its mail, find the big prize, and go on to make millions. Even the publishers, it would seem, depend on the element of chance in the business of games. • •

# Captive Peoples Oppose Red Rule



ALFONS MILUKAS was born in Philadelphia, Pa., 54 years ago. At the age of ten, his family returned with him to their native Lithuania, then a free and independent nation.

When Russian communists took over the country in 1940, the family left but Milukas remained. He was a successful businessman, and, being involved in business, was not aware of exactly what was taking place in the political arena.

Following a trip to Moscow, where he argued with top Communist Party leaders about the economic system they were installing in Lithuania, he was arrested. When he was asked to give up his U.S. citizenship, he refused. Because of this "crime" in 1947 he was sentenced to 25 years in prison and was sent to a camp near Vorkuta, above the Arctic Circle.

German prisoners of war returning home in 1954 told authorities about an American in a Siberian labor camp. U.S. Government efforts succeeded in gaining his release in 1956. Yet, for nine additional years Soviet authorities refused to give him an exit permit to return to the U.S. They feared what their own government would do to them if he returned to the U.S. and "disclosed what you have been seeing here."

The exit permit was granted finally in March, 1965, and he has returned to the United States. Here are highlights of his first report:

### Resistance Maintained

The totalitarian communist system is at war with the people over whom it rules. Lithuanians resist communism on one hand and Russification on the other.

During eight years in a far northern prison camp, I met a cross section of the people of the Soviet empire. Many were young people; some were intellectuals. One was a Communist Party sec-

retary who got into trouble for trying to find the truth about the labor camps and the foreign nationals imprisoned in them.

Ties to the West can be seen in the avid reading of the few Western books that are in the country, and by the teenagers' interest in Western fads, music, dance, and clothing. While the older people are cautious, the young are bold in nonconformity and in questioning the communist system.

Russian force and terror have failed in changing the Lithuanian people. Now, Russians depend upon the eroding power of time to make the people forget the West. But in this, they are bound to fail, too.

### Too Little Awareness

That's his brief report. But the most interesting feature of Alfons Milukas is that, as a businessman concerned with building the beet sugar industry in Lithuania and little else, he was not aware in 1940 of what communism can do to a nation it overruns.

He said: "Yes, I saw the deportees. Railroad cars of them leaving Lithuania. And everyone wondered what they had done that was wrong. But this did not touch me. I did not know what it meant until I was arrested for wanting to remain an American citizen."

How many good people in the United States are now like Alfons Milukas was in 1940? What will it take to make them realize what communism means?

### Latin Guerrillas Train

GUERRILLA warfare can be expected to break out anytime in any one of a dozen Latin American countries. Up to now an estimated 8,000 Latin Americans have been "graduated" from guerrilla training camps in Cuba. Now guerrilla centers also are reported in Guatemala, Dominican Republic, and Panama.

*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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## The Peace That Eludes Us

Another Christmas season is approaching and, despite mankind's vastly increased knowledge, his dazzling material achievements and spectacular advancements in science and technology, peace on earth appears as remote and elusive as it ever was. The strangest part of all is that there is such widespread unanimity for peace. So far as we know, peace has no announced enemies, nothing but friends everywhere.

When Russia's early cosmonauts returned to earth they reported that as they orbited the earth "out there" they had seen no sign of God. It seemed that they were pleased with their failure, confirming, in their view, the communist teachings they had received. It is just possible that the Russians were unable to see God because they had not looked very carefully, having been convinced in advance of the futility of the search. Moreover, they could scarcely be expected to find God "out there" unless they were able to recognize Him in Red Square. If only they had begun their search for God nearer home, in their own souls, they very likely would have had a much easier time recognizing Him "out there." It is difficult for men to perceive the truth when they are not prepared to receive it.

Unfortunately, it is because God has been rejected by so many that we do not enjoy the peace that has been promised. They worship materialism and encourage a way of life that conduces not to comity but to violence, that glorifies not peace but conflict.

The simple truth is that, while all nations profess to be peace loving, there are some that have not abandoned aggression as an instrument of national policy. To some, that may appear to be emphasizing the obvious, but in this day of ceaseless propaganda, intended to divert attention from the truth and to obscure the obvious, it is well to remind our-

selves of this fact. To forget the true nature of aggressor nations and to rely on their protestations of peace in dealing with them is only to invite disaster without contributing in any way to the advancement of world peace.

For example, there are many in this country who are working strenuously to have Communist China admitted to the company of "peace-loving" countries in the United Nations. Yet, just a few weeks ago Red China announced to the world that, in Communist Chinese ideology, war is the road to peace.

"We know that war brings destruction, sacrifice, and suffering on the people," said Lin Piao, Peking's Defense Minister, on September 3. "But the destruction, sacrifice, and suffering will be much greater if no resistance is offered to imperialist armed aggression [communist term for resistance by other nations to communist aggression]. The sacrifice of a small number of people in revolutionary wars is repaid by security for whole nations, whole countries, and even the whole of mankind; temporary suffering is repaid by lasting or even perpetual peace and happiness. War can temper the people and push history forward. In this sense, war is a great school."

Mr. Piao added that he was confident that the people eventually would end war. We agree but would add that first the people of China and the other aggressor nations must free themselves from tyranny so that their voices can be raised against war and violence and on the side of peace. We of the free world must keep constantly before us the injunction to love our enemies, and must dedicate our every purpose to the promotion of that goodwill among the peoples of the earth that offers the only hope of fulfilling the promise of peace to the world. Goodwill is the way to the peace that eludes us.

### Supporting Our Troops at the Front

The program that our Elks National Service Commission has undertaken at the suggestion of Grand Exalted Ruler Bush to develop a flow of letters from us at home to members of our Armed Forces in Vietnam and elsewhere is timely and constructive.

This program is reminiscent of the "Write 'em a Letter" campaign of World War II, a campaign that was enormously successful and contributed tremendously to the maintenance of the high morale that characterized our Armed Forces in that conflict. But now it is different, made so by the ideological basis of the present conflict.

We cannot afford to ignore the organized efforts of a small, noisy group to weaken the defense of the United States by creating disaffection within our Armed Forces and among the civilian population.

To embrace pacifism, to become a conscientious objector is one thing, but to burn one's draft card and, worse, to encourage others to defy the law is to go far beyond free speech or academic freedom.

Whatever their motives, we must be grateful to them for having done what they did. For their demonstrations have aroused the country as nothing else could. They have served to clear the air and to unite the people at home ever more closely with their sons and fathers who are defending freedom with such gallantry and understanding in Vietnam and the other fronts around the world against the onslaughts of communist tyranny.

In all of this, our men who are doing the fighting in Vietnam and the overwhelming majority of our young men here at home, in and out of college, have shown a grasp of the situation and a courage and strength of character that must confuse and confound those who have organized these activities that endanger the safety of the country.

We have no doubt that our lodges will take hold of this program and make it a powerful instrument for welding ever stronger our bonds of national unity and purpose.

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