

THE

Elks

MAGAZINE

JULY 1966

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Affection, Respect, and Pride

As I have gone about the country visiting my Brothers in their lodges and State Associations, seeing the wonderfully constructive things that they are doing for our youth, for the handicapped, for our communities, and for our country, I have experienced a deepening affection and respect for this fraternity. I have also experienced a growing feeling of gratitude that the Order of Elks exists.

It has been brought home to me in so many ways that our country needs Elkdom. It needs the unqualified spirit of patriotic devotion that Elkdom encourages and teaches. America needs the ideal of service to one's fellow men that Elkdom gives reality to in so many ways. America needs Elkdom's faithful devotion to the principles of decency, honor, and personal integrity.

We have a truly marvelous fraternity, one that inspires not only the affection and respect that I have mentioned, but also a deep

and moving pride. I would not have anyone think for one moment that I believe that Elkdom has reached its greatest development, that there is no room for improvement. Far from it. There will always be ways of strengthening our Order, and I trust and believe that we shall always be intelligent enough to welcome such changes as will help Elkdom to progress. But this should in no way minimize our pride in our Order as it stands today.

In this final message, may I say to you how grateful I am for the privilege I have had of serving you. It has been a most wonderful and rewarding experience as well as stimulating, and I wish to acknowledge and express my thanks for all of the great kindness and cooperation that so many of my Brothers and members of their families have shown to me and to my wife.

I assure you that I intend to continue to
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A handwritten signature in cursive script that reads "R. Leonard Bush".

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VOL. 45 NO. 2

JULY 1966

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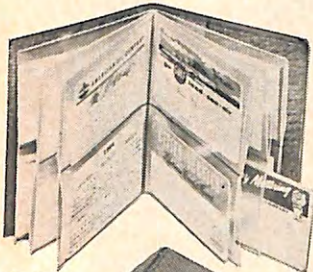


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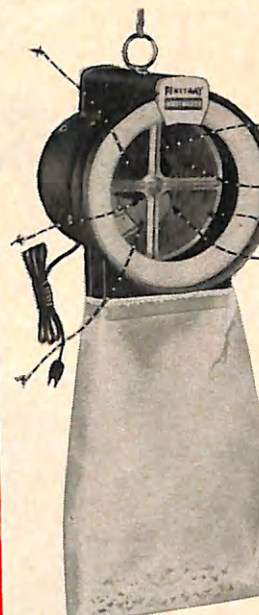
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In Memory and in Honor



In celebration of his recent 100th birthday, Brother P. H. Lund was honored by his lodge, Phoenix, Ariz., No. 335, with the purchase of an Elks National Foundation Permanent Benefactor Certificate in his name. Left to right, Lodge Foundation Chm. Jack W. Merrell, Exalted Ruler Wayne Gurley, and Brother Lund.



Portsmouth, Va., Lodge recently took out a Participating Membership in the Elks National Foundation in memory of the late Bishop William A. Brown, a member of the lodge and a former Grand Chaplain. Left to right are P.E.R. John T. Curran, State Association Foundation Chairman; Mrs. Warren Channel, a daughter of the late Bishop; Dr. William A. Brown Jr.; and Exalted Ruler Robert Barber. The daughter and son hold certificates presented to them by Brother Barber.

ELKS NATIONAL FOUNDATION

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BEYOND MEDICARE

By **ALFRED H. SINKS**

Now that Medicare is a reality, there's a new look in the private health insurance field. More and better health care is becoming available through insurance programs, and both young and old stand to benefit

ILLUSTRATED BY GEORGE WILSON



BORN LAST YEAR in the intense heat of political conflict, the system of Government health insurance called "Medicare" has become a reality.

"Part A" of Medicare will underwrite a major portion of the hospital expenses of the 19 million Americans who are 65 years of age or older. After from three to 90 days in a hospital it will further pay for a limited stay in a nursing home and for a certain amount of medical and nursing care in the patient's own home if the doctor believes these are needed. This protection will become available at just about the time this issue of THE ELKS MAGAZINE reaches its subscribers.

To be eligible for this protection the senior citizen needs only to have celebrated his or her 65th birthday on or before January 1, 1965.

The second part ("Part B") of Medicare is optional or, as the Government says "voluntary." To receive its benefits the senior citizen simply signs up at his nearest Social Security office and agrees to pay a premium of three dollars per month—or someone agrees to pay it for him.

Part B will in most cases pay the major portion of his doctor's bills and other expenses incurred in illnesses where the patient is *not* hospitalized. As this is written a vast majority of

the 19,000,000 eligibles had already become subscribers to this service. It is expected it will also serve thousands who are on public assistance, since in the bigger cities public welfare agencies will save expense by paying the three dollars a month for their clients who are 65 and over.

But like most insurance policies the two types of protection offered by Medicare have their "deductibles," their "co-insurance clauses," their exceptions, and their limitations. These are too many to be listed and explained here. A few of them will be mentioned later in connection with other new kinds of health insurance that they have helped to bring into being.

Just what Medicare will and will not pay for is very clearly explained in a leaflet, "Health Insurance for the Aged," which can be obtained from any branch office of the Social Security Administration. Every family should own a copy.

Every family—regardless of the age of its members? Yes—because the main stem of Medicare is already sending out sprouts which will mean better health protection at lower cost for millions of people of all ages!

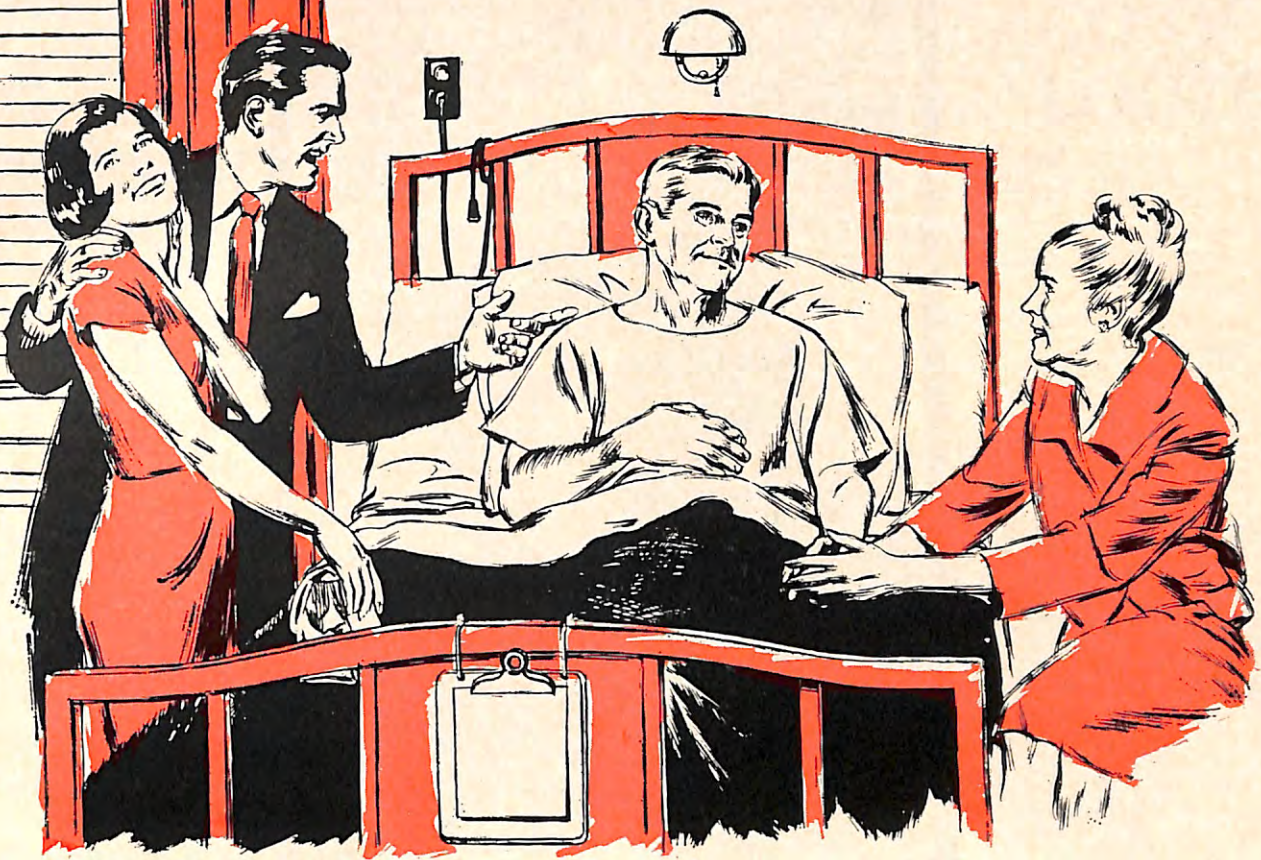
As of June 1966, at least 151 million Americans already had some form of insurance protection against hospital ex-

pense, and about 141 million were insured to a degree against the cost of surgery. People in the United States have been paying more than \$11.1 billion a year in premiums for health insurance. This figure has been rising at a rate of about 10 percent a year—indicating a rapidly growing need for this kind of protection.

In fact its growing importance reflects two disturbing factors in American life. First, in the most recent year for which we have data, working people missed more than 282 million days of work because of illness. Second, the overall costs of hospital care have been rising at the alarming rate of 7 to 9 percent a year. Medical, surgical, and other health services have been going up mighty fast, too.

Between 1954 and 1964 America's annual hospital bill shot up to 2½ times the 1954 total. In the same decade doctor's bills doubled. The cost of nursing and other health services also doubled, and the rise in the cost of medicines and health appliances was almost as great. According to the Bureau of Labor Statistics, the cost of medical care has been going up more than twice as fast as the average cost of all other goods and services.

These figures are eloquent testimony to the need for protection against both



the high expenses of illness and the loss of regular income it often brings about. The need is even greater for people of retirement age, for their incomes usually drop while the cost of living continues to soar.

And of course the senior citizen is, on the average, more prone to illness. Latest figures on the ages of all patients in all hospitals in the Greater New York area, for example, show that people 65 or over are on the average more than twice as likely to need hospital care as people under 65.

Our senior citizens are well aware of this, for those who can afford health insurance have been doing something about it. As of the day before Medicare takes over, 5,800,000 of them are subscribers to Blue Cross plans and 4½ million more hold health policies issued by regular insurance companies, according to one authority, and a total of 65 percent—which is still more—according to another.

No one will deny that the impact of Medicare on private health insurance has been both hard and deep. Perhaps the vast majority of the 11.5 million health policies held by people who are now 65 or over have had to be cancelled, amended, or swapped for policies of new kinds.

The job looked so big to some of the

biggest insurance companies that—while they would, of course, fulfill their existing contracts—they announced they would no longer write any health policies whatever which would cover the insured after he reached 65.

But other companies both big and not so big saw in Medicare both a challenge and an opportunity. These have hastened to *improve* on Medicare protection by making available to senior citizens new kinds of health insurance policies at very reasonable costs. In fact some of them confidently declare that Medicare will not only swell the market for “senior health care” policies but will make health insurance customers of younger people as well.

In the past, both here and abroad, government insurance of various kinds has invariably stimulated a new demand for private insurance. Arthur E. Hess, director of Medicare, recently reminded a large group of insurance men that the passage of the original Social Security Act in 1935 had this effect. It called the attention of millions to the advantages of a kind of insurance that would pay a steady income after retirement. As a result, a new market was created for private insurance of that kind.

Meantime, what happens to the health insurance policies now held by

people 65 and over, and to others of the same kind when their holders reach 65?

Perhaps a majority of those policies are “non-duplicating.” If so, they must be cancelled immediately when the holder reaches 65, for they plainly state they will not pay for “care or treatment provided for or covered under any federal, state, or other governmental plan or law, charges for which are paid for or reimbursed directly or indirectly under such plan or law.”

Holders of such policies have, wherever possible, been notified they are no longer in force. As they reach 65 they will be so notified, and many of them will simultaneously be offered new, supplementary policies which are designed to pull in harness with Medicare.

Many pre-Medicare policies are “family” or “husband and wife” policies. These create an additional problem. When the insured head of the family reaches 65 he is no longer eligible for benefits but his younger wife and children may be. In that case he is told that the other insured members of his family are still covered and that he is entitled for their sake to continue the policy in force, perhaps at a reduced premium.

(Continued on page 41)



Past Grand Exalted Ruler John F. Malley

John F. Malley, a Past Grand Exalted Ruler and the founder of the Elks National Foundation, died May 16, 1966.

Born in Springfield, Mass., on January 29, 1878, John F. Malley worked his way through Yale Law School and began his practice in the town of his birth immediately upon graduating. He served two terms, 1910 and 1911, in the State Senate where he was a vigorous leader in progressive legislation. From 1913 to 1919, he was Boston's Collector of Internal Revenue, and in 1934 President Roosevelt appointed him State Director of the Federal Housing Administration, a position he held for a decade.

Mr. Malley began his Elk career when he became affiliated with Springfield Lodge No. 61 in 1904, and he was its Exalted Ruler in 1909. Seven years later he served as District Deputy, and in 1917 he began a five-year membership on the Grand Lodge Judiciary Committee, followed by a three-year period during which he was its Chairman. He had also given a year as Chairman of the Good of the Order Committee.

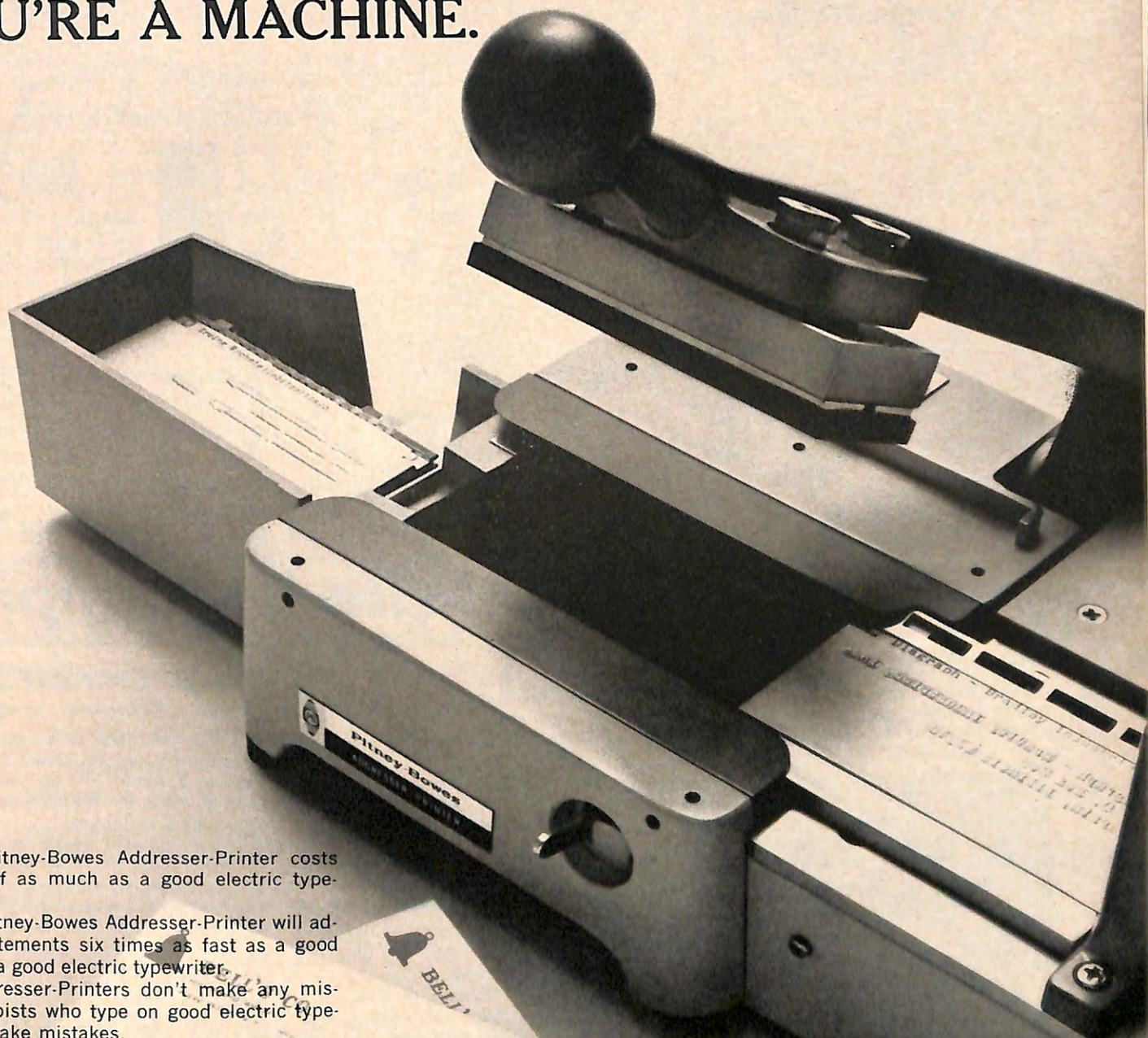
During his term as District Deputy, John F. Malley placed heavy emphasis on the value of the establish-

ment of scholarships for deserving young people, and fathered the permanent scholarship program which was adopted unanimously by the Massachusetts Elks Association.

In 1927, he was elected Grand Exalted Ruler, and the following year his plan for the creation of a charitable trust of the Order became a reality with the formation of the Elks National Foundation. Mr. Malley became its Chairman, holding this important post with devotion, and without financial remuneration, until his death. In that time, the Foundation has given \$4,000,000 to further the education of deserving students and, more recently, of scholars displaying qualities of leadership. In 1950, after an exhaustive study, the Trustees decided to appropriate funds from Foundation moneys to finance the training of personnel in the care and treatment of cerebral-palsy victims. This program has been of tremendous benefit to the handicapped throughout the Nation.

Past Grand Exalted Ruler Malley is survived by his wife, with whom he spent 52 years of his life, and by two sons, two daughters, a brother and a sister, and 14 grandchildren.

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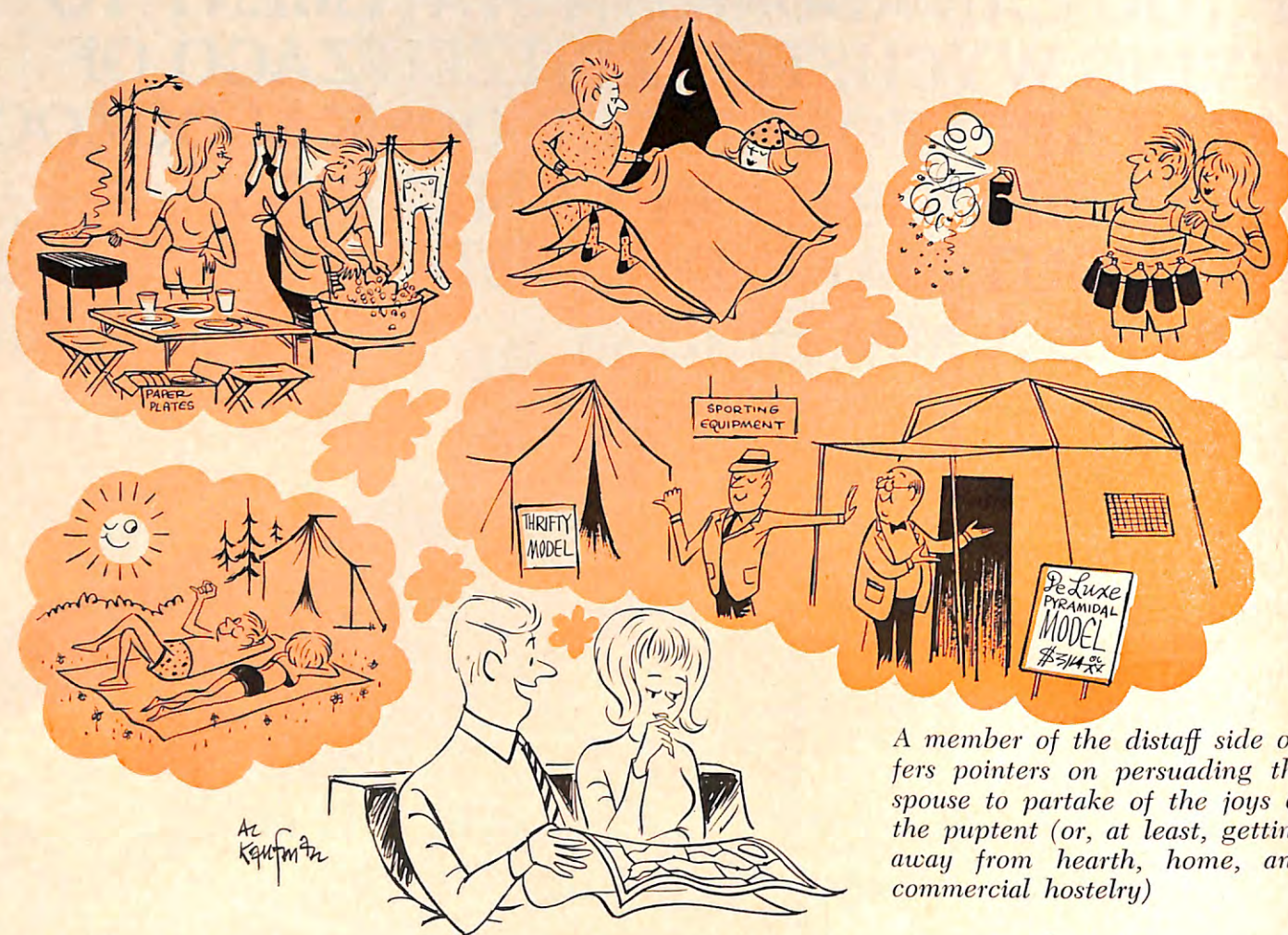
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A member of the distaff side offers pointers on persuading the spouse to partake of the joys of the puptent (or, at least, getting away from hearth, home, and commercial hostelry)

How to Sell Your Wife on Camping

By DORIS SCHARFENBERG

COMPATIBILITY only goes so far. A married couple may share creed, national origin, and a love of Swiss cheese, but all too often late-starters marry early-risers, tea drinkers marry coffee guzzlers, and more than one camper has said "I do" to a non-camper.

How does your wife react when you suggest vacationing on a really down-to-earth basis? For every one of the thousands of wives who happily go

"primitive" every summer, there is at least one at home with arms folded and jaw set, muttering, "Not me, Buster!" Is this the girl that's yours to call your very own?

Turning the homebody-type spouse into a camper is a delicate procedure that requires a unique selling approach. A wife who has never lived more than 30 feet from a hot-water faucet may be happy enough to take to the road in one of those mobile versions of Buckingham Palace, but if a tent and sleeping bag is your goal, winning her over can be a problem.

But, it *can* be done. This writer is a big-city girl to whom a cow was a wild beast and the great outdoors a foreign country. My idea of galloping insanity was to travel 200 miles in search of a little piece of land equipped with sand, bugs, and no plumbing. I just couldn't see what was in it. Ha! Now I pore over maps in January the way a gardener devours seed catalogues. I plot routes and scheme scenic detours; I have even gone off camping with the kids by myself when my husband's job kept him home.

As a former hard-core member of the Sleeping-Should-Be-Done-in-Buildings League I would like to suggest eight general rules for selling your wife on living more in tents-ly:

1. *Find a nice couple who are enthusiastic campers and make friends.* Two camping couples are even better. If you don't know any such people your local trailer dealer will be happy to introduce you around. Invite them over some evening. In an atmosphere of lively conversation, beverages, and a fire in the fireplace, the camping bug is a darn catchy virus. Given time, it will weaken the worst cases of resistance.

Warning: Don't kill everything with "Come on, let's start off tomorrow!" The idea has to grow by itself for a while. The non-camper is, by nature, an insecure sort, and anything that suggests a high-pressure rush will not help your cause. This is the time to play it cool.

2. *Start out thinking small.* Don't



knock the props out from under that first timid agreement to try camping by planning a pack trip into the Yukon. For someone who's never camped in her life before, even two weeks in a state park can be pretty extreme.

3. *Think economy.* Maybe the reason the good wife hates the thought of camping is the greedy look on your face when you wander through sporting goods stores. If she's saving her nickels to replace that third-hand sofa, she may take a dim view of purchasing a five-room tent complete with collapsible kayak. Don't go overboard on gadgets.

For your first time out it's best to rent the larger items and make do with what you can borrow from the kitchen. While you are on your little jaunt she'll see for herself what's needed. Besides, when she adds up how much you save in motel bills by camping, she may get a little greedy in the sports stores too.

4. *Make a deal with the weather man.* This is admittedly the hardest part of all. At least, consult him religiously. Nothing makes a prospective camper want to fold the tent and noisily stamp away as much as two or three days of rain. It takes a seasoned veteran to be patient about rain. So be prepared with motel money (and *smile* when you're forced to use it) or stay close enough to home to make a dash back. Don't postpone the decision until your embryo

camper is muttering about revenge, or is sniffing and sneezing. Anyone who gets sick on her first camping trip is going to resist the second trip like a double income tax!

5. *Don't forget the bug spray.* There are convenient lists of things to bring in any camping manual, but *nothing* makes a girl want to run home faster than creatures with more than four legs! Ask any non-camper why she doesn't want to try it, and it's ten to one she'll say something about "all those crawly things." Be sure that the tent you use with your "trainee" has a sewn-in floor, as most civilized girls from screened-in homes can visualize all variety of creatures rising from an earthen floor in the dark—heading, naturally, for *her* sleeping bag. Bug spray: a great tranquilizer for nervous females.

6. *Prepare for cold nights.* No matter how hot the day is, the desert, the mountains, the northern woods, and plenty of other places all become branch offices of the North Pole at night. Shivering is remarkably unpopular with wives, so be sure that your wife's bedroll includes a sweater, long underwear, and socks. If she doesn't need them, fine, but one night of shivering for her and *you're* the one who'll get the freeze!

7. *Let the scenery help you sell.* Your favorite little lake where the bass hold

international conventions may be your idea of the most beautiful spot on earth—and you may be right—but choosing the most spectacular scenery you can drive to is better salesmanship. Fortunately, our beautiful country is crammed with scenic splendors. The real joy of camping comes from a sense of closeness with these marvels of nature. The biggest thrill of my life was stepping out of a tent to watch the dawn breaking through a stand of giant redwoods. From that moment on I was hooked. Only camping can give you this intimate contact with the world as God made it.

8. *Be helpful.* She may run things nicely at home, but this is not home, and this is her vacation too. Enthusiasm for camping is not cultivated when one person lies in the sun while the other picks up after a meal. Furthermore, everything can be done so quickly, what with paper plates and all, that there's no excuse for not helping. None acceptable to a wife, that is.

If you have a wife to convert, lots of luck. But if you're a wife with a husband to sell on camping (there *are* such families), the above rules need only a few alterations. The main point is to get them out there to try it. Until then, they'll never know the pleasures they're missing. ● ●

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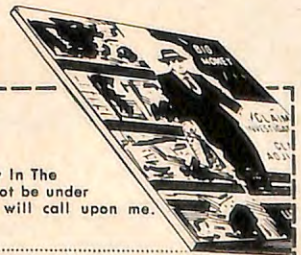
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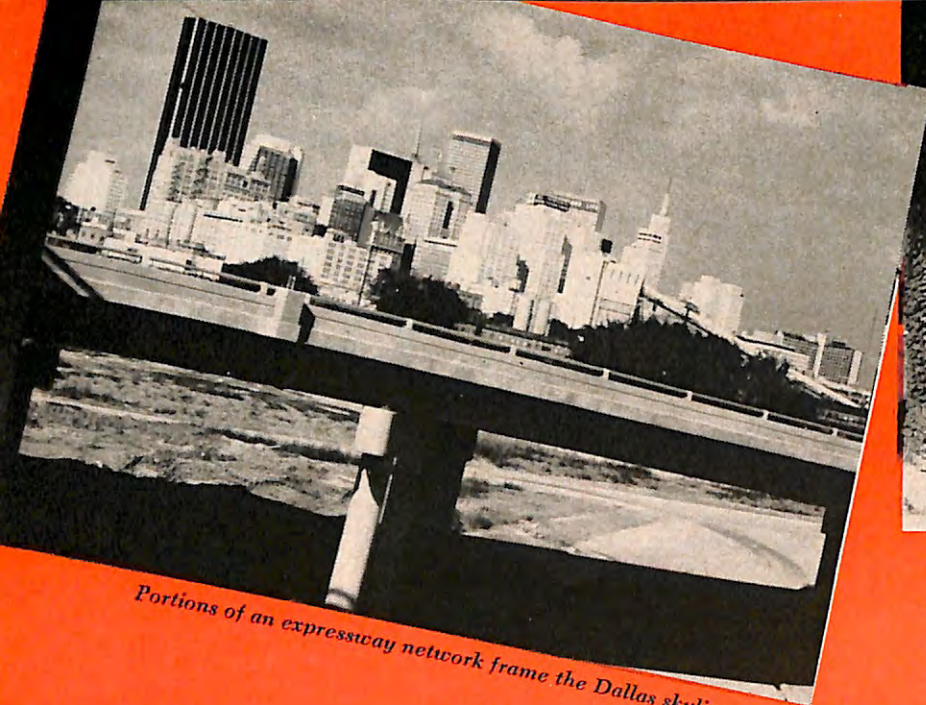
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Portions of an expressway network frame the Dallas skyline.



The log cabin built by John Neely Bryan in 1841, in founding what has become Dallas, has been restored. It is now a tourist attraction at the county courthouse.



The Sheraton-Dallas is Convention headquarters for visiting Elks.

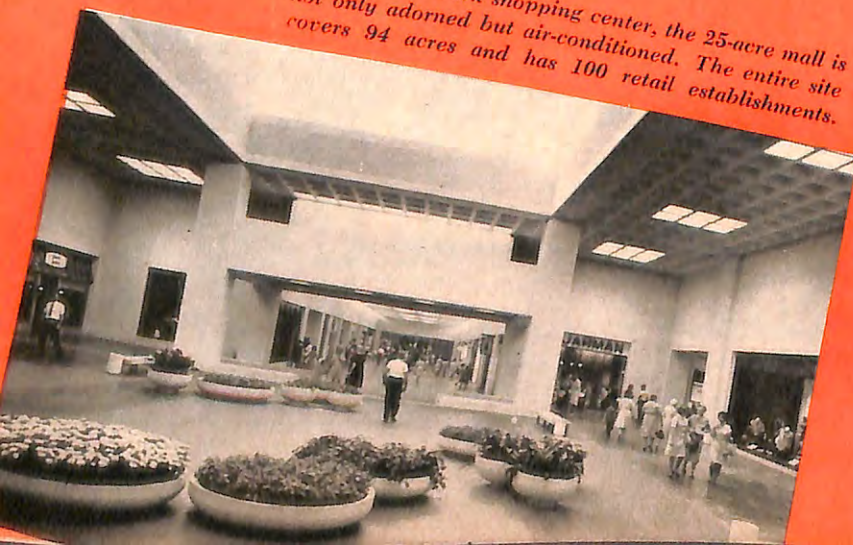


The Cotton Bowl, which seats 75,000, is at the State Fair grounds.

Fountains and sculptures adorn Love Field, Dallas's airport.



At the North Park shopping center, the 25-acre mall is not only adorned but air-conditioned. The entire site covers 94 acres and has 100 retail establishments.



DALLAS

By **JERRY HULSE**

The Elks roundup in Big D won't have much of the flavor of the Old West, perhaps, for this is the self-styled "Athens of the Southwest." Dallas has a delightful disposition all its own, however, and, well, all of Texas surrounds it

OUT OF TENNESSEE, more than 100 years ago, John Neely Bryan wandered into the blackland prairie of Texas—a flat and empty place, foreboding and desolate. It was hardly the spot one would pick for a city to grow. But grow it did, and now over a century later, Elks from across the nation will converge there this month for the B.P.O.E.'s 102nd Grand Lodge Convention. The city, of course, is Dallas.

Without John Neely Bryan there possibly might never have been a Dallas. Bryan busied himself promoting Dallas as a trading center. By 1870 there was a population of 3,800; a few tumbledown frontier-type stores stood sagging in the sun. Eddies of dust rose up from unpaved streets. Then in 1872 the Houston & Texas Central Railroad cut a swath through Dallas and the growing pains set in. By 1900 the population stood at 42,000. Although it still had the appearance of a frontier town, the city was spreading across those once desolate miles. During the early 30's Dallas bankers began backing Texas oilmen. Other Dallas businessmen went scouting for new industry. Then in 1936 Dallas outpromoted places like Houston and San Antonio for the honor of launching the great Texas Centennial, and Dallas became known as "Big D."

Today Dallas is probably one of the cleanest, if not *the* cleanest, cities in the nation. Silhouetted against the skyline are towering skyscrapers, and

presently rising is a new downtown complex called One Main Place which will be Dallas' answer to Rockefeller Center, with 30-story office buildings, recreation areas, and apartment houses.

Dallas' buildings, its streets have a freshly scrubbed look. Downtown passersby dress not in blue jeans and cowboy shirts, but more as San Franciscans do. There is a Southwestern sort of hospitality that puts visitors at ease and catches them up in a spirit of relaxation.

Nonetheless, Dallas is not without its cultural side. In fact, the city proudly calls itself the Athens of the Southwest—referring to its fine symphony orchestra, a center for theater designed by the late Frank Lloyd Wright, and its summer musicals—twelve weeks of musical shows and operettas. A collection of 2,400 pieces of art—from canvases to sculpture—is displayed at the Dallas Museum of Fine Arts. Nearly \$100 million has been invested by the people of Dallas in the city's cultural institutions since the turn of the century. Only last year the first unit of a new multi-million fine arts center was completed at Southern Methodist University.

Now a brand new addition is NorthPark, the world's largest climate-controlled shopping center, a complex bristling with nearly 100 stores and shops, restaurants and theaters—ranging from a branch of the exclusive Neiman-Marcus department store to J. C. Penney's. Officially, its cost has never been announced. Unofficially, estimates range from \$80 million to \$100 million. It spills over 93 acres with a steady controlled temperature—72 degrees—no matter where one goes. Flowers blossom forth from a maze of malls, and fountains splash in the shady corridors. Dallas housewives spend the entire day shopping the stores of NorthPark. I suggest it as a one-day fling for the wives of Elks while the husbands

are closeted in their business sessions.

In the downtown area the biggest attraction of Big D is still Neiman-Marcus, the world-famous department store. We'll return there momentarily, but first let's get you settled in your quarters.

Your convention headquarters will be the glittering 29-story Sheraton-Dallas—a 600-room shaft with a striking resemblance to the United Nations Secretariat building. The Sheraton springs up from Dallas' new Southland Center, a complex spreading over an entire city block in downtown Dallas. Rising nearby is the 42-story Southland Life Tower—one of the tallest structures west of the Mississippi. Traffic moves clockwise around the block, and beneath the center is a garage with space for 2,500 cars.

For those flying to the Convention, there's a heliport on the roof with direct hops from Love Field. On what would ordinarily be the lobby level one finds arcades, while the lobby itself is perched on the second floor. On the same floor diners will find the Town Room and the Sheraton Lounge. Overlooking the plaza, and connecting with the Southland Life Tower, is a colorful glass-enclosed promenade.

This being Texas, the Sheraton-Dallas contains—what else?—160 "Texas-size" guest rooms. And should you be curious about the presidential suite you'll find it roosting on the 29th floor—a spread of two bedrooms, two baths, a dining room, and living room. Besides TV, all rooms in the hotel come equipped with wall-to-wall carpeting, signal lights for messages and mail, plus clock radios.

Should you be looking for something spiffier, well, there are luxury rooms containing custom-made furniture, oversized desk with pedestal, television recessed in the wall, AM-FM radio, refrigerator-bar, wall-to-wall mirrors, and

(Continued on page 25)



A New Project for Honolulu Elks

HONOLULU, Hawaii, has a four-month quarantine on dogs, which makes it difficult for blind citizens who have been trained on the mainland with their guide dogs. Searching for a powerful community project, Elks Charity Committeeman A. Edward Weisberg pressed his fellow members into backing a food fund for Eye of the Pacific guide dogs. Now President of that organization, he is pictured, right, with E.R. John Paine, left, and 24-year-old Roger Dinwiddie, sightless for 12 years, whose guide dog received training with him through the assistance of Elks. On this occasion, five other recipients of these dogs were introduced to the lodge.



MOUNT VERNON, Indiana, Lodge held its 6th Annual All-Sports Banquet with Lew Hartzog of So. Ill. Univ. as guest speaker, and the University's Gary Carr and Alan Ackman as honored guests, together with the local high school varsity lettermen of seven sports. Left to right, foreground, are Gary Carr, Durwards Edwards (wrestler), Bob Ashworth (football), Eddie Howard (basketball), and Alan Ackman. Background: P.E.R. Jim Baxter, M.C., E.R. Allyn Simpson, Youth Committeeman Bob Dausman, Trustee Lee Martin, Youth Chairman Bill Roach, Esq. Roger McCormick, Lew Hartzog, and Chaplain Clifford Briggs.



VANCOUVER, Washington, Lodge's exemplary and unusual new Firearms Safety Training Program is leveled at aiding deaf students, under 18 years of age, to acquire a license to hunt. P.E.R. James L. Brown began the project at the request of Mrs. Pat Neth, who is active in the Scouting movement. Under the supervision of Youth Chairman Joe Stanker, a Certified Safety Firearms Instructor, the program got under way. Of the 18 entries, 14 successfully completed the exam, following four two-hour sessions on the third floor of the lodge home. Two of these classes are now conducted each year. In the past year, 30 young people joined eight from the State Deaf School. Here, Instructor Chet Plotner, hidden behind gun, checks aim of deaf student as Coach Robert Deveraux, interpreter for the Deaf School, and E.R. Jim Brown, right, look on.



WALLACE, Idaho, Lodge came to the aid of a local miner's family who lost two of five children in a tragic fire that destroyed their home on a cold winter night. Presenting a check for \$1,424.34 to the family of Kenneth Faussett is E.R. Ted Keim, left. Looking on is Club Mgr. John McGee, Drive Co-Chairman; Mrs. Faussett; Mr. Faussett, and Byron, 12. In the foreground are Johnny, 8, and Shelley, 10. Total donations received by the family who lost all their possessions in this tragic fire was approximately \$1,800.



CORPUS CHRISTI, Texas, Lodge's Boy Scout Troop held a Court of Honor not long ago. Composed of boys from a depressed neighborhood, the Troop is most enthusiastic in their activities, and boasts several Eagle Scouts. On this occasion they put on skits, including Indian dances in costume.



CLEVELAND, Ohio, Lodge's Old Timers Night brought together this group of men who represent 658 years of Elkdom. Among them are Nelson E. A. Stuart, a P.E.R. and member of the Board of Grand Trustees, who is a 31-year member, P.E.R. William Bruning, 52 years an Elk, P.E.R. T. Conroy a 40-year member, and R. McIvor, an Elk for 41 years.



BURLINGTON, Iowa, Lodge's retiring E.R. E. L. Hausknecht, right, accepts a special plaque from P.E.R. V. O. Dickson, taking recognition of his outstanding service.



DEARBORN, Michigan, E.R. Tom Dolan affixes an Elks' pin on the lapel of Congressman Wm. D. Ford, as fellow Congressman John D. Dingell looks on. Both were in the 60-man class named for them.



DOWAGIAC, Michigan, Elk Carl Barton, left, congratulates his successor, Robert Mullen, who succeeds Honorary Life Member Barton as lodge Treas. after 27 years of service.

MANISTEE, Michigan, Lodge's House Mgr. C. Julius Larsen, center, received a decorated bowling pin on his 80th birthday, marking him as the oldest known active bowler in the County. At left is Pres. Joe Brown of the Elks League with which the guest of honor has bowled for the past five years. At right is Club Bolmor Mgr. L. Stuckum who made the presentation.





PHOENIX, Arizona. At the 9th Annual "Elks Night at the Moose" when Phoenix Elks are honored with an invitation to their E.R. to be class leader, when all Elks are welcome, E.R. Wayne Gurley, left, is greeted by Mel Ribblett, Gov. of Phoenix Moose Lodge.



WEIRTON, West Virginia, Lodge's mortgage vanishes in a puff of smoke in the presence of, left to right, Est. Loyal Knight Thomas Brady, Chaplain Leonard Murchland, Tiler Joseph Carter, Treas. Craig Cramer, Inner Guard Donald Finnegan, E.R. George Hoffman, Secy. Carl Bender, Lect. Knight Ralph Jones, Esq. Edward Davis, and P.E.R. Trustee James Longacre. Missing is M.C., Carl Bender, P.E.R. and Secy.



TOLEDO, Ohio, Elks Fred M. Lees, left background, and Robert K. Sesney, right background, are pictured with officers of the lodge who initiated 38 candidates in their honor.

SLIDELL, Louisiana, Elkdom receives a visit from Willis McDonald of the Grand Lodge Judiciary Committee and Special Deputy Robert Cameron, left and right foreground, who helped organize the host lodge. In the background are, left to right, Gerald R. Borner, Martin F. Moe, Jr., sponsor of 50 candidates, and Ora R. Mundell, who brought in 82.



YORKTOWN, New York, Lodge receives the Charter for its 20-man Boy Scout Troop. Left to right are Scout Committee Treas. Norbert Ignelze, Jr., P.E.R. Joseph Lauria, Scout Inst. Rep. W. Reed Davis, Asst. Dist. Scout Commissioner John Bourcette, Elks Scout Chairman Anthony Tavolacci, and Dist. Scout Commissioner Steve File. In addition to the Scout program, this new lodge sponsors four basketball teams, a Babe Ruth League baseball team, and a bowling contest begun on a local level and continued into District competition, and will soon include a team sponsorship.



BRAWLEY, California, Lodge's Mother's Day Program was a delightful one, with music provided by Mrs. Marie Bostwick, who has performed this service for the past 40 years. She is pictured here with E.R. Bob Trimm, right, and P.D.D. J. Ward Casey, Trustee.

BARRE, Vermont, Lodge's Americanism Chairman Carroll Fenwick, Jr., arranged to have a combination event which was most rewarding when 1,100 persons at the Dist. Father-Son banquet saw State Pres. Armand Beltrami present the Eagle Scout rank to the District's Eagle Scouts, with Flags and certificates going to them from Barre Lodge. Left to right are Ronald Laferriere, George Mitchell, both of Troop 8, Mr. Beltrami, Thomas Fitzpatrick of Troop 8 and Harold Albert of Troop 792, Montpelier. Absent were Andrew Hebert of Troop 1, Northfield, and Robert Deslauriers, Northfield Explorer Post 1.





FARGO, North Dakota, Lodge hit an all-time record high with this class of 167 candidates designated by E.R. James E. Garrity as the Frank Archibald Class, the lodge's 37-year Secy., fifth from left foreground.

WALLA WALLA, Washington, Secy.-Emeritus Elk Joseph F. Martin, right, receives a 50-year membership pin from Past State Pres. William Keylor Smith.



PENNSYLVANIA NORTH CENTRAL Dist. Elks from Bellefonte, Lewistown, Williamsport, Bedford, Philipsburg and State College pose with the Cerebral Palsy Mobile Home Service Unit presented to the State Pres. of United C/P Dr. Eugene Bogage, seventh from left, by Elks C/P Fund-Raising Chairman Robert H. McCormick.



LODGE NOTES

The 26th Annual Nebraska Elks Bowling Assn. Championships were held at the Pastime Lanes in Hastings between April 2 and 24. This very popular event had 197 team entries, 470 doubles, 938 singles and 508 in the All Events, with the team title going to the Sheps group of Kearney. Pairing off for a win were two Kearney Elks, J. Nellson and F. Webben, and D. Plebuck of Hastings picked up the singles honors. H. Mace of North Platte won the All Events. Next year's tourney will take place at Grand Island.

Past Exalted Ruler David G. Parker, Chairman for California's East Central District, reports that those 13 lodges have made a net membership gain of 427 percent over last year. Led by Bakersfield with 20.3 percent, the area ended the lodge year with a total roster of 13,842, much to the pleasure of District Deputy Mel Starkel.

Two members of Peekskill, N. Y., Lodge were honored at a dinner-dance not long ago. They were former Mayor

Salvatore Gambino and Joseph C. Hoffman, Building Supt. The tributes took recognition of Mayor Gambino's strong backing of the Little League program, and Supt. Hoffman's outstanding support of the lodge's Exalted Rulers,

Santa Barbara, Calif., Lodge is helping to send its State Open Championship Girls' Drill Team, the El Kadettes, to Cheyenne, Wyo., late this month. Traveling by bus, the team will stay at Elks lodge homes in Las Vegas, Nev., Salt Lake City, Utah, Rawlins and Laramie, Wyo., Greeley, Fort Collins and Walsenburg, Colo., Gallup, N. M., and Kingman, **Ariz.**

Brother Chrysostom Lane of St. Joseph's Mission, Route 2, Hereford, Texas, requests donations of S & H green stamps. The mission needs 3,000 books of these stamps in order to purchase a new school bus.

Knoxville, Tenn., Lodge honored two long-time members on Past Exalted Rulers Night. They were Bates Tarwater,

Chairman of the lodge's investigating Committee, and lodge Secretary John H. Winstead, a Life Member who has been an affiliate for more than 40 years.

Chris R. Valley, long-time promoter of the Elks Krewe of Orleanians Mardi Gras Pageant of New Orleans, La., Lodge, thinks it might be a good idea for Elks and lodges interested in putting on circus programs, to buy supplies of the newly issued circus postage stamp to ballyhoo their projects.

Ray H. Stevens, who joined Livingston, Mont., Lodge in 1909 and transferred his membership to Juneau, Alaska, Lodge ten years later, received a 50-year pin from Juneau Past Exalted Ruler Norman C. Banfield, a Past District Deputy.

Gremlins got into the editorial brains again and made us come up with a boo-boo on page 25 of our May issue, where we attributed a photo concerning the Polish Night Party of Fitchburg, Mass., Lodge to Leominster Lodge.



RIDGEWOOD, New Jersey, retiring E.R. John J. Qualey presents an Honorary Life Membership to Dr. Wm. L. Vroom on his 100th birthday. The centenarian helped organize and operate an emergency hospital in the home of Ridgewood Lodge during World War II. At left is incoming E.R. George Secor.



WEST HAVEN, Connecticut, Lodge presents a check for Newington Hospital for Crippled Children to P.D.D. Edwin J. Maley, Chairman for the So. Cent. Dist. Hospital Committee. Left to right are John Philbin, Mr. Maley, E.R. Walter Rystyk, Mayor Alexander Zarnowski and Co-Chairman Arthur Sappienza.



PEEKSKILL, New York, E.R. Patrick J. Minor, right, accepts the Disabled American Veterans' Award for 1965 from Cmdr. Frank Colombo, whose organization chose the Elks in recognition of their Best Display of American Ideals and Patriotic Endeavor, notably their Flag Day and Independence Day programs.



MIAMI BEACH, Florida, Americanism Committee Myer Coleman, left, a frequent and popular visitor to the Republic of Costa Rica, presents an American Flag to President-Elect Jose Joaquin Trejas on behalf of his lodge, and a key to the city of Miami Beach on behalf of Mayor Elliot Roosevelt. During his visit, Mr. Coleman also presented Flags to American Field Service students there.



EASTON, Pennsylvania, P.E.R. Donald Wentzel, left, and Secy Edwin Reiss, examine the memorial book recently dedicated by the lodge to the memory of more than 500 deceased members whose names it carries. More than 100 persons participated in the ceremonies at which Mayor George Smith spoke, and Kenneth Kressler delivered the main address.

GARDNER, Massachusetts, P.E.R. Philip LaGrassa, center, holds the plaque presented to his lodge by the Greater Gardner Assn. for Retarded Children, as Francis LaFontaine, Chairman of the Elks Ball Committee, presents a check to Herbert Adamson, Pres. of the Assn. The lodge's annual dance is for the benefit of the Assn.

MAHWAH, New Jersey, Elkdom presents a plaque to Mrs. Aristeia Neapolitano in appreciation of her aid in collecting for the Elks' Crippled Children's Fund. The plaque was presented by Secy. Harry Bryan, left, and Andy Jacobi, Fund Chm.

HARTFORD, Connecticut, E.R. A. J. Panazza, left, congratulates Elk Stanley J. Winalski, center, whose son Michael, right, a member of the Coast Guard, has become a fellow member.



PROVIDENCE, Rhode Island, Lodge receives a supply of metal lapel Flags from the American Legion at ceremonies held in conjunction with the Legion's "Operation Show Your Colors." The Elks appointed a committee, granted a budget and succeeded the Legion in distributing the metal Flags to citizens in the area and every member received a Flag and card explaining the purpose of wearing it in the lapel. Left to right are American Legion National Exec. Committeeman John Ryer, Elks Flag Committee Chairman G. A. Wilson, Legionnaire John Brides, and E.R. C. E. Opperman.



News of the Lodges CONTINUED

SILVER TOWERS CAMP for Exceptional children at Brookfield, Vt., is the principal charity project of the Vermont Elks Assn.

The project was inaugurated in 1957, when the family of Josephine Baird gave their summer property to the Vermont Association for Retarded Children for the purpose of establishing a summer camp for these youngsters. Without funds for this undertaking the VARC approached the Elks who had been supporting the Thorpe Camp

for Handicapped Children from 1939 to 1956. Since this camp had reached a point of development where Elk support was no longer necessary, the State Association took over the new project, establishing a \$45,000 trust fund, which had been raised for the Thorpe Camp, and authorized the State Trustees to lease the property and establish the camp.

Now in its eighth season, Silver Towers has grown in weekly enrollment and in size. In 1958, it had an average weekly enrollment of 15; it now has 80. Last year, 170 girls and

boys enjoyed its facilities. It boasts four sleeping cabins, swimming pool, archery range, dining-recreation hall, etc. While the camp is operated jointly by the Elks and the VARC, it is the Elks who have financial control.

From all available information, it is believed that this Camp is the first overnight camp for exceptional children in the country. Its success and importance have been recognized through the Order, and the Vermont Elks receive \$1,500 annually from the Elks National Foundation to help support this most worthwhile project.



ELK CITY, Oklahoma, Lodge No. 2343, was instituted at gala ceremonies which included a dinner-dance in the new lodge home, formerly a cafe. Here, State Pres. Marc Wasson addresses the diners as Past Grand Exalted Ruler Earl E. James, left, and State New Lodge Committee Chairman Bob Vermillion await their turn at the podium.



ANNAPOLIS, Maryland, E.R. Charles G. Quinn, second from left, presents a \$1,000 check, a second installment on the lodge's \$5,000 pledge to the Anne Arundel General Hospital, to its Board Pres. McLean S. Welch. Witnessing the transaction are Est. Lead. Knight V. H. Mallonee, left, and Lect. Knight Jack Williams, right.



FARMINGTON, New Mexico, Lodge has received three awards for its participation in the employment of the handicapped. They came from the Governor's Committee on Employment of the Handicapped, from the American Legion, and from the Disabled American Veterans, and were made to E.R. Robert L. Batley on "Family Night." He is pictured, left, with, left to right, Dr. F. A. Reilly, representing Mayor Davis; James A. Tadlock, Veterans Employment representative, and Harry Trollinger, Dept. Adjutant-Treas. of the State DAV.

RICHARD P. WARREN, dynamic and popular Elko, Nev., businessman and one of his State's most dedicated Elks, lost his life in a boating accident April 16. The drowning occurred off the Baja California coast during a fishing trip. He was 48 years old.

Richard Warren was a leader in every organization in which he held membership. He was extremely active in Elko Lodge No. 1472, which he had served as Exalted Ruler; he was a former District Deputy, and a Past President of the Nevada Elks Association. He had at one time held the presidency of Elko's Past Exalted Rulers' Association.

His tremendous output of energy in behalf of the Order's programs led his fellow members to make him an Honorary Life Member, although he had already ensured himself a lifetime in Elkdom by purchasing his own. His other affiliations included membership in the Masons, Shrine and Rotary Club, as well as the Elko Chamber of Commerce.

A personal friend of Gov. Grant Sawyer, Dick Warren is mourned throughout the State. More than 400 persons attended his funeral service, conducted by his fellow Past Exalted Rulers who were assisted by the Rev. Al Fry of the Presbyterian Church.

He is survived by his wife, mother, four brothers, three children by his first wife who died in 1963, and by two grandchildren.



ENFIELD, Connecticut, Lodge's Boy Scouts receiving Red Cross certificates from Earlston Gordon, are, left to right, Scott Dawson, Raymond Royce, Scott Plimpton and Michael Sinsigalli.

OTTUMWA, Iowa, Youth Chairman John Frost, left background, and E.R. D. L. Sigman discuss the National competition with their top "Most Valuable Students," Larry Schmitt and Janet Frahm, who also won State Elk awards.





ORANGE, New Jersey, Elks who fell for charm-girl Nancy Hyland at their Easter Party for C/P Children at the N. J. Orthopedic Hospital include, left to right, State Pres. Wm. J. Windecker, E.R. Frank M. Panucci, Jr., and the party's magician, Joseph Garaci.



VERMONT Gov. Philip H. Hoff signs the proclamation setting aside Washington's Birthday to initiate a program sponsored by his fellow Elks of the State, aimed at showing the youth of Vermont the values of life in the United States as against those in other countries. This "Americanism for Youth Program" proclamation has been framed for presentation to the lodge which does the best job in the project. Looking on are Chairman Raymond J. Quesnel of the Grand Lodge Ritualistic Committee, standing, and State Pres. Armand J. Beltrami, right.

PALATKA, Florida, Lodge observed Elksdom's New Year with an end-of-term dance. Pictured are incoming E.R. and Mrs. Max Frye, and retiring E.R. and Mrs. Donald Cobb.



Past Grand Exalted Ruler Wm. J. Jernick, third from left, is presented before the altar at Hamilton Lodge by Esq. William Fenton. Also pictured are P.E.R.'s Alvin Clayton, Toms River; Donald Cranmer, Lakewood, and H. Edward McClaskey, Trenton.

News of the Lodges CONTINUED

New Jersey's "Operation SAM"

Past Grand Exalted Ruler William J. Jernick really lit a fire in New Jersey when he talked up membership programs for the lodges of his State. Adding fuel, he promised to attend the ceremony and address any class of 50 or more candidates. Grand Lodge Americanism Committeeman Thomas F. Rhodes, Jr., took up the baton in this relay and vowed his lodge, Hamilton No. 2262, would initiate more than 100 members in honor of Mr. Jernick, provided the Past Grand Exalted Ruler would initiate the class.

When Tom Rhodes returned to Hamilton, he got full cooperation. Exalted Ruler Harold Fink appointed Walter Zamerovsky as Chairman, and his committee immediately went to work on the venture, dubbing it "Operation SAM" (Sign a Member).

Obviously carried away with the whole idea, Thomas Rhodes announced at the State Association's next quarterly meeting that his lodge would not only produce more than

100 members, but that if Bill Jernick's home lodge, Nutley No. 1290, would also initiate a class in honor of its most distinguished member, Hamilton would add to its 100 candidates enough initiates to equal the Nutley group. That challenge was readily accepted by District Deputy John A. Gorman, a Nutley Elk. He passed the word to Exalted Ruler Robert Richardson, who wasted no time in appointing Carl Orechio as Chairman of a committee which was in full operation in no time.

On March 5, Hamilton initiated its Jernick Class of 140 members in its new \$150,000 home, and the former leader of the Order was on hand to act as Exalted Ruler. This brought the Hamilton roster to 580—an increase of 400 in less than the four years of its existence. Less than three weeks later, Nutley's Jernick Class of 97, the largest in its history, entered the ranks. And while Nutley got the best on the challenges, all agreed Elksdom was the big winner.

Nutley Lodge presents its Wm. J. Jernick Class of 97 new members. Standing at left background are, left to right, host E.R. Robert Richardson, Membership Chairman Carl Orechio, Past Grand Exalted Ruler Jernick, D.D. John Gorman, Grand Lodge Committeeman Thomas Rhodes, State Assn. Pres. William Windecker and Vice-Presidents Michael Schulack and Gus Petillo, and officers of the host lodge.



CASCADE-EAST POINT, Georgia, initiates display their Flags following their initiation, foreground, by the officers who back them up.



NAMPA, Idaho. Cutting the ribbon after the completion of a \$100,000 remodeling program on the lodge home, are, left to right, Chairman Marvin Moe, Trustees Chairman Clint Bentley, E.R. Lawrence Yellen, Mayor Ernie Starr, P.E.R.'s Allen Scott and Art O'Keefe, and P.D.D. Pete Wheeler.



ETNA, Pennsylvania, E.R. Richard C. Ladesic presents a 1965 Chevrolet Station Wagon to the State Elks C/P Home Service Program, represented by State Pres. Earl Kunsman. With the unit went a \$1,000 check. Left to right are Pres. Kunsman, Past Grand Exalted Ruler L. A. Donaldson, Bethlehem Secy. William Smith, Mr. Ladesic, Etna C/P Committeeman V. J. Warren, Jr., and Secy. Howard Schran.



GLOBE, Arizona, E.R. and Mrs. J. L. Toland, right, escorted Past Grand Exalted Ruler and Mrs. Horace R. Wisely into the lodge's new \$150,000 addition to its fine home when Mr. Wisely made the dedicatory address in the presence of about 300 Elks.



MENDOTA, Illinois, Lodge reached its goal of 1212 members recently to match its number. Pictured are the lodge officers and the candidates who helped them make it.





BELMAR, New Jersey, Lodge's Tenth Anniversary dinner-dance had 300 guests. Among the dignitaries who enjoyed the program were, left to right, State Inner Guard John Barrett, State Pres. Wm. J. Windecker, Grand Trustee Joseph Bader, host E.R. Michael Herman, Past Grand Exalted Ruler Wm. J. Jernick, D.D. Lemuel C. Early, and State Trustee Obert Stetter.



NEVADA, Missouri, Lodge breaks ground for the construction of their \$100,000 home. Left to right are Gus Svetlecic, Dist. Vice-Pres. Eldon Welton, Est. Lead. Knight Leon Emery, E.R. Roy Brown, Trustee Robert Cliffman, Mayor Ben Mendenhall and Life Member Charlie Cooper, who cooperated in turning the first spade of earth, Trustees Odie Braswell and David Phillips and Bldg. Committee Chairman Forest Dahmer.



POINT PLEASANT, New Jersey, Lodge's ritualistic team initiated six members recently in honor of State Pres. Wm. J. Windecker pictured, third from left foreground with E.R. William Hennessy on his left, the other lodge officers, and the candidates.



FREMONT, Nebraska, Lodge paid tribute to the local high school basketball team which won the Big Ten Conference title. The boys and their coaches were honored at a dinner and testimonial program when a plaque was presented to Coach Bahe, seated left foreground, with E.R. Eskilsen, with two assistant coaches.



MARSHFIELD, Wisconsin, Lodge welcomed 27 new members not long ago, when two Elks saw their two sons initiated. Left to right are John Koenig and his father P.E.R. Prince Koenig, and another Elk son Mike Koenig; E.R. Wayne Rasmussen, and Darwin Craft, his father Howard Craft, and new Elk son Dale Craft.



GLOUCESTER, Massachusetts, Elkdom was increased by 18 members in the presence of D.D. Wm. M. Flynn, making his official visit, and P.D.D.'s Henry I. Yale, Leo C. Hennessey, Charles Zellan, Alvin B. Rikola and James F. Hourihan.



STEVENS POINT, Wisconsin, Lodge officers are pictured, foreground, with the 29 candidates they initiated not long ago.



TULSA, Oklahoma, Lodge's latest class of 25 was initiated in honor of Grand Exalted Ruler R. Leonard Bush.



REDONDO BEACH, California, honored Joseph J. Beck, an Honorary Life Member of Warren, Ohio, Lodge, on his 100th birthday. Left to right are City Councilman Lee Soloman who presented a Council citation to Mr. Beck, E.R. Zane W. Ofstad, Mr. Beck and his son Robert, a member of Charleroi, Pa., Lodge. The centenarian became a Niles, Mich., Elk in 1901.



CORVALLIS, Oregon, Lodge has awarded only six Honorary Life Memberships in its 45-year existence. The most recent was presented to P.E.R. Charles O. Skinner, who received the award from P.D.D. William Raw, third from left, in the presence of two previous recipients, Fred Fisher, second from left, and Grand Trustee Frank Hise, right.



BROOKLYN, New York, Lodge's observance of its 83rd anniversary included the presentation of a 50-year membership pin to P.D.D. Samuel C. Duberstein, former Judge. Making the presentation is D.D. George J. Balbach, third from left. Looking on are E.R. Frank Turchiano, second from left, and P.D.D. Eugene Granfield.



HAWTHORNE, New Jersey, Elks' ladies present a \$374 check to the lodge's Crippled Children's Fund. The money was raised through a raffle and successful fashion show. Left to right are E.R. Anthony Rose, P.E.R. Len Vanderbeck, Crippled Children's Chairman Ken Kimble, Mrs. Jean Hushler and Mrs. Lee Ravella.

KEYPORT, New Jersey, E.R. Earl Lewis, second from left, background, presents a Troop flag to Scoutmaster James Williams, Est. Loyal Knight, second from right. Looking on are Lead. Knight Ernest Brautigam, P.E.R. Mike Halloran and Treas. Harry Johnson.

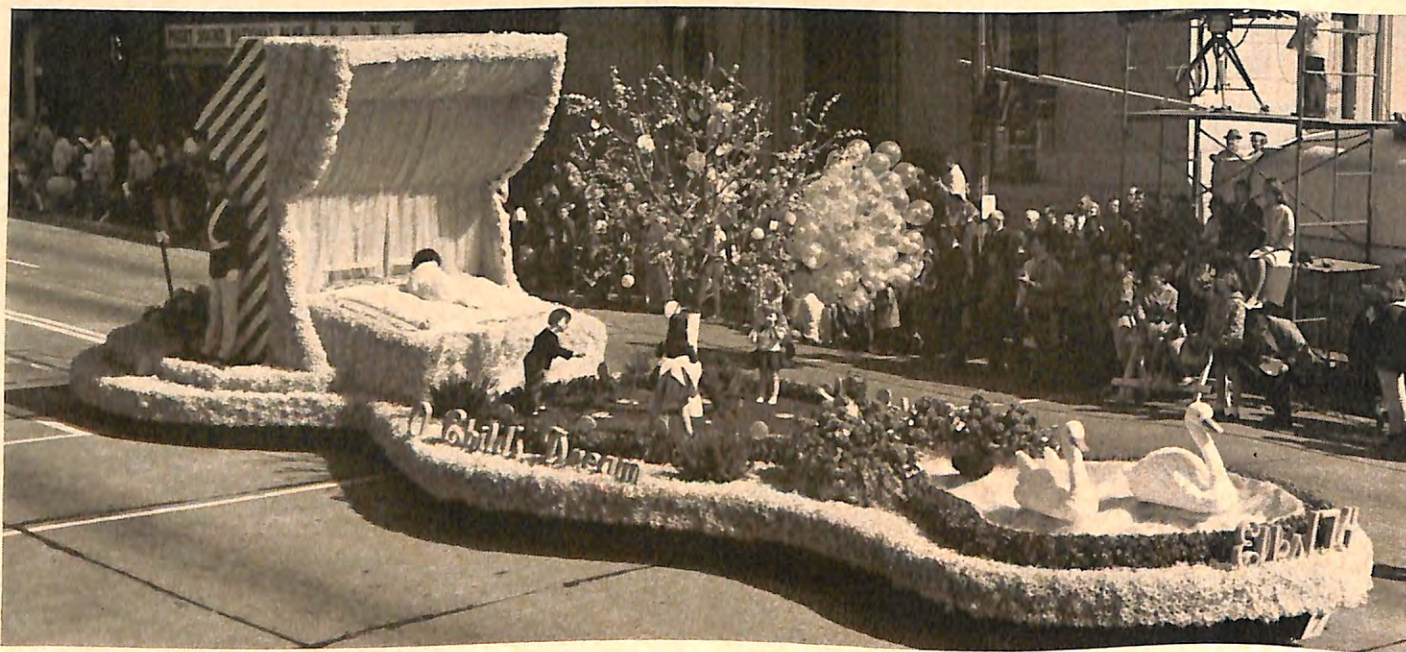




JUNEAU, Alaska, E.R. Phil Holdsworth, right, leads the action in the recent drive sponsored by the Elks to establish a "Walking blood bank" by locating and blood-typing all available donors. With him are, Medical Technician Ted Price and Nurse Claudette De Pape of St. Ann's Hospital. Donor file will be referred to when emergencies require supplies of fresh whole blood.



FULLERTON, California, Lodge presented a 30-year pin to Ralph Matthews, Jr., center, Charter Member of Chicago (South) Lodge who dimitted to Fullerton in 1959, and became the local Elks' Club Mgr. He has attended 30 consecutive Grand Lodge Conventions. At left is P.E.R. Wm. B. Compton, Program Chairman; at right, Trustees Chairman Oscar Freek.



TACOMA, Washington, Lodge, a consistent award winner in the annual Puyallup Valley Daffodil Festival parade, took the Grand Award this year, in the 33rd event. Titled, "A Child's Dream," the 35-foot float was covered with 40,000 daffodils, thrilling spectators at the five-hour pageant in which 100 entries participated.

OCEANLAKE, Oregon, Lodge burns the mortgage on its eight-year-old home, 13 years after it received its Charter. The debt-free property is appraised at \$175,000; plans are under way for a new addition. During 1965, this lodge welcomed 15,082 out-of-town visitors. Left to right are P.E.R. Dick O'Neil, D.D. Bill Raw, Trustees Lee Sheppard, Red Nelson and Wilbur Landess; Grand Trustee Frank Hise, and E.R. Jack Sutton.

GREAT FALLS, Montana, Lodge is the proud owner of a sterling silver elk, made by hand in Norway and purchased there by the late Amon C. LeFabvre, a P.E.R., who prized it for over 50 years and, before his recent death, willed it to his lodge for use in special services, as it had been used during his lifetime. With the treasure are, left to right, retiring E.R. Bob Barnes, E.R.-elect A. E. Paulson, and Secy. J. F. McNamara.



Convention City: Dallas

(Continued from page 12)

Japanese prints. Ransom on an ordinary room at the Sheraton-Dallas ranges from \$14.50 double (\$10 single) up to \$54.50 for three-room suites. Children occupying the same room with parents sleep free. Meals in the Town Room run the gamut from "Buffalo Bill" top sirloins to "Wyatt Earp" and "Belle Starr" filet mignons. And if there's a squeeze on your time, fast service is rendered in the Minute Chef.

For those planning to splurge, try next door at the Ports O' Call. It roosts on the 37th floor of the Southland Life Tower—a penthouse petitioned off into four exotic dens, each with a South Seas or Far East flavor; Papeete, Macao, Singapore, and Saigon. Waterfalls spill down volcanic rocks in the food 'n' grog temple of Tahiti . . . there's a Somerset Maugham setting to Singapore . . . the monkey god of Angkor Wat casts a spell over Saigon . . . and Fu dogs guard the entrance to the room called Macao.

Until recently, the Adolphus was the "tallest" hotel in the city. The management failed to mention however that the hotel gained such height by purposely omitting mention of several floors. Buttons in the elevators read "Lobby, six, seven, eight," etc.

To get back to that friendly gift shop, Neiman-Marcus, consider a single promotion of theirs; it'll give you some idea of what to expect: Last year the hit of the Yuletide at N-M was "how to spend one million dollars." In other words, it was a lesson in how to go for broke. The store's catalog devoted a section to the subject—how to get rid of a million in green—and it's not quite as easy as you may think.

Right off there was a lace hankie listed at \$300. That, Neiman-Marcus pointed out, left \$999,700. Next the suggestion of taking a two-week course at the Greenhouse, N-M's new multi-million dollar beauty and health center (\$1,100). The girl of your dreams, said N-M "will need a bauble for little evenings out," and suggested "our diamond necklace for only \$465,000." Having spent a total of \$466,400 there was a balance of \$533,600, store executives pointed out. They said this could be liquidated by the following purchases: A \$125,000 diamond ring, a \$10,000 watch, a \$8,975 chinchilla coat, a custom made sable coat for \$75,000, a new limousine tagged at \$16,000, and a \$300 glove wardrobe, a \$450 parasol, a \$1,500 crocodile handbag, a \$3,500 lounging robe, a \$15 gold needle, a \$20,000 teapot, a \$4,580 set of dishes, a \$1,000 bottle of perfume, a \$15,000 set of crystal medallions, a European tour costing \$4,599.12, and a 25-day

cruise off in the Aegean Sea on a chartered yacht, \$145,802. Neiman-Marcus suggested that one could spend the remaining \$101,878.88 on N-M gift coins. Add it all up and it comes out to exactly \$1,000,000.

Christmas at N-M calls for pampering. Each year there's a special His and Her gift item such as the His and Her airplane (1960) costing \$236,000. Successive years brought His and Her ermine bathrobes (\$6,850 each), His and Her mink chaps (\$3,500) and His and Her balloons—the kind you ride in.

In 1964 fire put Neiman-Marcus temporarily out of business, but last Christmas they were back with a brand new His and Her hit: His and Her Para-sails, nylon parachutes which you go flying with while tethered to a speeding car or boat.

For the small fry there was a child's Rolls Royce priced at \$550. Bullet-proof vests for the well-dressed mobster list for \$195, cowboy hats sell for \$250.

N-M has charge account customers in all 50 states and 40 countries overseas, including Mamie Eisenhower and Princess Grace. Even sophisticated New Yorkers jet in to lace the counters

with cash. N-M's salesgirls look like fashion models and the elevators are like a whiff of Paris; they are sprayed daily with N-M's own special perfume.

Only a few months ago N-M opened the Greenhouse, the new beauty and health center for women. Now diamond-studded dowagers drop by to drop pounds in the "same controlled atmosphere as that of a greenhouse—a rarified environment for the pampering of women from the United States and abroad." The Greenhouse springs up around a series of interior gardens, patios, and an enclosed pool. Every hour is specially scheduled—from breakfast to bedtime. In the morning guests are pampered with breakfast in bed. They're even taught the proper method of gift-wrapping—the Neiman-Marcus way, of course. The Greenhouse remains open ten months of the year, and if you've got a bundle of silver to toss away, well, this might be the answer.

Without exaggeration, Dallas makes loud noises about the nation's largest state fair; it is the home of the Cotton Bowl and a Disney-like land called Six Flags Over Texas, a marvelous place to take the kids while you are doing the Convention. (A sampling of attractions was presented pictorially in the June issue.) The 115-acre entertainment park—it cost a whopping \$14

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million—spreads itself just outside Dallas at Arlington on the way to Fort Worth. In its sixth season, the park has welcomed visitors from every state.

Its theme revolves around Texas' turbulent history under the flags of six nations: Spain, France, Mexico, the Texas Republic, the Confederacy, and, finally, the U.S. As with Disneyland, there are no carnival-type sideshows, hawking, or games of chance, nor is liquor served on the premises.

Visitors ride back into the past aboard an 1898 narrow-gauge steam engine; they sail down the treacherous Lavaca River, glimpsing a band of hostile Indians and snapping alligators; they stroll through a town typical of the era of the confederacy; they watch shoot-'em-up Texas style bank robberies; they bump across the park in

A Convention Note!

A State Presidents' Clinic will be held for the chief executives of all State Associations in the Stephen F. Austin Room of the Sheraton-Dallas Hotel at 2 p.m., Monday, July 4, conducted by the Grand Lodge State Associations Committee, according to an announcement received from its Chairman, Brooks H. Bicknell.

Invitations were extended by Chairman Bicknell to each 1965-66 State President in May, with the request that, if he were succeeded prior to the National Convention, he pass the invitation along to his successor.

creaking Butterfield Overland Stage-coaches and later sputter off in antique cars or whiz away in sports models.

In addition, tourists ride 300-pound fibreglass logs through a sawmill and splash to a stop down a 45-degree slope. Trains carry visitors through old Mexico while other guests paddle Indian war canoes or sail silently overhead in cable cars.

The tab—\$3.50 for adults and \$2.50 for children under twelve—allows visitors access to any ride in the park. Six Flags will be open during the Elks Convention seven days a week, 10:00 A.M. to 10:00 P.M.

Other local attractions include an aquarium that makes its own sea water, the Museum of Natural History (with permanent dioramas of Southwestern wild life), and the Texas Hall of State—a shrine to heroic Texans. Pint-sized visitors are steered to Marsalis Park Zoo, where 1,000 animals, birds, and reptiles chatter, run, and slither.

Besides the new Sheraton-Dallas and the Adolphus, there is the 1,000-room Statler-Hilton plus an assortment of luxury motels, the finest being the Marriott Motor Inn where bellboys in Texas togs greet arrivals and the waitresses all look like Wyatt Earp's favorite girlfriend. Texans insist it is "the

world's largest motor hotel." I'm not sure about this, but having been a guest there while researching this article I can attest to its excellence, both in accommodations and service.

Those looking for Texas-type saloons—the kind where TV he-men gulp their whiskey straight—will, by necessity, have to look elsewhere. There are no open bars in Dallas. That is to say, one must "join" a club in order to imbibe in public places. There are some 200 of these clubs where, for a few dollars, visitors are bid welcome during their stay in Dallas. Some clubs offer entertainment, with many of them doing business along McKinney Avenue near the downtown section or on the outskirts along Lovers Lane and Lemmon Avenue.

As for dining, Dallas is renowned for its steakhouses, and there is a wide choice of cosmopolitan restaurants—French, Kosher, Japanese, etc. I liked the Old Warsaw, Arthur's, the Statler's Steakhouse, Chateaubriand, and Cattleman's.

Should you be flying to Dallas your plane will land at Love Field, about six miles from downtown—a refreshing contrast to the usual endurance distances most airports are from cities these days. One of the nation's busiest airports, Love Field is served by nine airlines offering 450 schedules daily.

For others who will be driving with the thought of making side trips, Fort Worth is 32 miles west of Dallas via the Fort Worth-Dallas Turnpike (the toll is 60 cents and it's only about a 30-minute drive); Austin is 197 miles

south of Big D on Interstate 35 (about three hours by car), and Houston, reached by Interstate 45, is 244 miles southeast of Dallas.

Near Austin is what possibly is Texas' biggest attraction, presently anyway—Johnson City. Tourists are drawn to the boyhood home of President Johnson and his ranch. Up to 600 persons a day visit Mr. Johnson's old home, and on particularly busy days during summer the number of visitors sometimes exceeds the town's population of 611.

Souvenir shops in Johnson City are filled with the customary pennants, ashtrays, etc. And a couple of the stores sell rocks assertedly coming from the President's ranch, while another sells small bottles of water from Lake Lyndon B. Johnson.

After the President's home town, there is the Alamo at San Antonio where Jim Bowie, Davy Crockett, and 185 others died in defense of constitutional government in 1836. Nearby is La Villita, which is old San Antonio much as it appeared at the time the Alamo made history. It contains art studios, a museum, plazas, an ancient church, and picturesque patios.

Houston is known as the Texas Space City—home of NASA's Manned Spacecraft Center. The nation's sixth largest city, Houston is the birthplace of Texas liberty, the site of the San Jacinto battleground, and the home of the great Texas Medical Center—an inland city, crouching on flat Texas prairie land, but connected to the Gulf of Mexico by the 50-mile long Houston Ship

LETTERS

Spreading the Word

In behalf of the board of directors of the Medic Alert Foundation, I wish to express our sincere thanks for your publishing the article "The Jewelry That Saves Lives," in the May, 1966, issue of THE ELKS MAGAZINE.

I think you will be pleased to learn that we are having many requests for additional information about the Medic Alert Foundation and application for membership in our lifesaving program, as a result of your article.

We are indeed grateful for your willingness to help spread the knowledge of the significance and availability of the Medic Alert emblem.

MARION C. COLLINS, M.D., *President*
Medic Alert Foundation
Turlock, Calif. 95380

An Errant Map

Please recheck your map of time

zones on page 38 of the May issue. One-half of Indiana belongs in the Eastern Zone. . . .

Indiana is a prime example of confused time today. Western Indiana changes to Central Daylight Time for the summer while eastern counties do not change their Eastern Standard Time. A few miles east, however, Ohio changes to Eastern Daylight. . . .

H. W. HARVEY
Fort Wayne, Ind.

We received a letter from San Diego (no street address) signed only: "An Old Elk from Dubuque." The content of the letter is a matter for the Grand Exalted Ruler, and we suggest that the writer take the matter up with him if he so wishes. —The Editors

Channel. Foremost among Houston's tourist attractions is NASA's Space Home where open house is held each Sunday from 1:00 to 5:00 P.M. A tip for visiting Elks: Groups are given a special tour that takes them through the important Mission Control Center to see the consoles which will go into action on moon-shot day.

I nearly forgot to mention that Houston is also the home of the famous new 31-million-dollar Texas Astrodome, which in turn is the home of the National League's Houston Astros. From far off, the Astrodome looks like it's perhaps the biggest flying saucer ever sighted.

Closest to Dallas, of course, is Fort Worth—fourth largest and third richest city in Texas, known among its citizenry as "where the West begins."

Furthermore, Fort Worth is known as "the most Texan of Texas cities," second only to Houston as the fastest growing urban center in the entire state. Tourists focus on the home of General Dynamics, the Bell Helicopter Company, and the Amon G. Carter Museum of Western Art.

Last month I suggested Mexico for a post-Convention trip, either by plane or by car. Frequent flights are offered by the airlines, and there are package plans which your travel agent can detail for you. For those driving, roads are generally good. If you plan on visiting San Antonio, Laredo's only 150 miles further south—one of several colorful border towns along Texas' outline.

All that's necessary for entry into Mexico is a tourist card, available free at any Mexican consulate, Mexican Government Tourist Office, or at the border by presenting a passport or other proof of U.S. citizenship. It is advisable to obtain Mexican automobile insurance at the border, the reason being that your American insurance doesn't provide coverage in Mexico except at the border towns.

Should you discover yourself in Mexico City, you'll find the drive to Cuernavaca a pleasant morning trip. Cuernavaca is situated in a verdant valley where the Mexicans say spring reigns year round. Beyond here is the pleasant silver town of Taxco and beyond Taxco is Acapulco—the Mexican Riviera with luxury hotels, smart boites, and marvelous beaches. There is a "morning beach" in Acapulco and an "afternoon beach." The daily ritual of bathers is to follow the sun as it leaves the morning beach to shine down hotly on the afternoon beach.

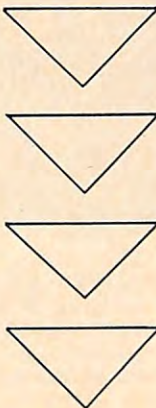
There are untold other villages and cities and towns to visit in Mexico—places unlike the garish border towns, which really don't represent Mexico's true personality at all. For a post-Convention tour, you'll find Mexico hospitable and a place to unwind.

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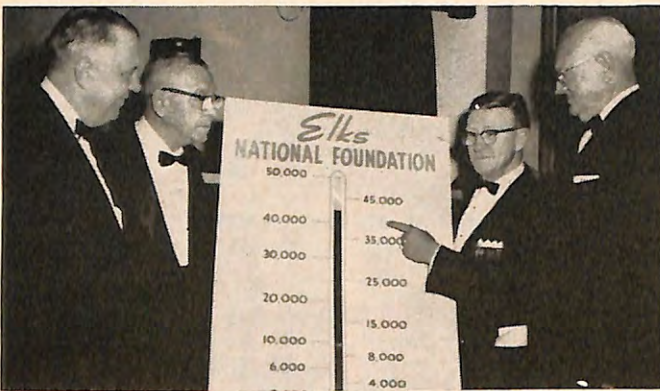
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Only the trombonist is visible here but there was a full band to greet Grand Exalted Ruler Bush and his official party at Bend, Ore., Lodge. Enjoying the musical welcome are, l. to r., Past Grand Exalted Ruler and Mrs. Emmett Anderson and Leonard and Nina Bush. Brother Bush later addressed 155 lodge members and their wives at a buffet luncheon.



At their reception for Brother Bush, Silverton, Ore., Lodge members arranged the tables in the form of a baseball diamond, symbolizing the Grand Exalted Ruler's slogan: "Be a player . . . not a spectator!" Lined up at "home plate" with brother Bush (center) are, l. to r., Past Exalted Rulers Clint Weiby, Vern Henry, Harry Montgomery, and Earl Hartman.



Elks of his home state and Hawaii honored Grand Exalted Ruler in the most appropriate way possible—by contributing more than \$43,000 to the Elks National Foundation—during his visit to San Jose Lodge earlier this year. Showing Brother Bush the high point on the thermometer, made possible by donations from Northern California and Hawaii Districts, and the California Association, is Exalted Ruler M. C. E. Prior of the host lodge. Looking on are Past Grand Exalted Rulers Horace Wisely and L. A. Lewis.



Brother Bush (third from right) took time out from the District meeting of the Georgia State Association at Griffin earlier this year for this photo with southern Elk leaders. Others pictured are, l. to r., Past District Deputy Bill Reeves; Past Grand Exalted Ruler Robert G. Pruitt; Edward W. McCabe, Chairman of the Grand Trustees; Exalted Ruler W. T. Ramsey of Griffin Lodge; Esteemed Leading Knight J. P. Jennings, Griffin Lodge; State Pres. A. Wright Knight; and seated, Past Grand Exalted Ruler John S. McClelland.

Lodge Visits of R. Leonard Bush

Nearing the Windup



Enroute from the Tennessee State Association Convention in Knoxville to the Elks National Home in Bedford, Va., the Grand Exalted Ruler visited Bristol, Tenn., Lodge, where he addressed a luncheon meeting in his honor. In the official party were, l. to r., Past Grand Exalted Ruler John L. Walker, Brother Bush, Exalted Ruler Irby Jones of Bristol Lodge, and Edward W. McCabe, Chairman of the Grand Trustees. Seated are Mrs. Walker, Mrs. Bush, and Mrs. McCabe.



Greeting the Grand Exalted Ruler (third from left) on his arrival at the airport prior to his visit to Klamath Falls, Ore., earlier this year are, l. to r., Est. Leading Knight Joe H. Victor; Est. Loyal Knight Francis Scapple; Exalted Ruler William R. Evans Jr.; Past Grand Exalted Ruler Emmett Anderson; Grand Trustee Frank Hise; and District Deputy James Damon. Brother Bush later taped a speech at the KOTI-TV studio which was broadcast over Oregon stations, and viewed the site of the new Klamath Falls Lodge home.

Recognition of his leadership and the exemplification of his administration's slogan was given the Grand Exalted Ruler at a reception of Corvallis, Ore., Lodge, where he received a "Most Valuable Player" cup from District Deputy William Rand.



Bedecked in the traditional leis on their arrival in Honolulu for a tour of Hawaiian Elksdom are, l. to r., Grand Exalted Ruler and Mrs. Bush, and Past Grand Exalted Ruler and Mrs. Horace R. Wisely.



At Lakeview, Ore., Lodge the Grand Exalted Ruler addressed a dinner meeting sponsored by the Emblem Club. He's seen on the scene with, l. to r., Past Exalted Ruler Ed Calderwood; Past Grand Exalted Ruler Emmett Anderson; and Elmo M. Angele, member, Grand Lodge New Lodge Committee. On the visit Mrs. Bush received a supply of wild plum jam, made by the P.E.R.'s and wives of Lakeview Lodge.



Reminiscing: Grand Exalted Ruler and Mrs. Bush look over photo album with G. R. Roberts and Mrs. Jean Warden, wife of Oregon State President William H. Warden on a visit to Redmond, Ore., where Brother Bush lived as a boy. Mr. Roberts is an old friend of the Bush family and escorted the Grand Exalted Ruler and Mrs. Bush on a tour of the town and a visit to the original Bush home.



A big banquet and a warm welcome awaited the Grand Exalted Ruler when he visited Madras, Ore., Lodge. Pictured on the occasion are, l. to r., Past Grand Exalted Ruler Emmett Anderson; then Exalted Ruler Dick Grand; District Deputy James Damon; Madras Police Chief E. Willems; Brother Bush; Madras Mayor Don Hatfield.



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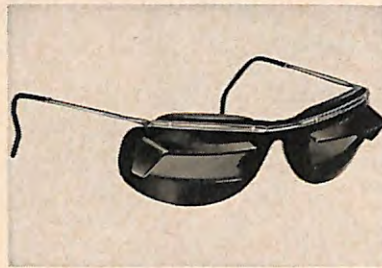
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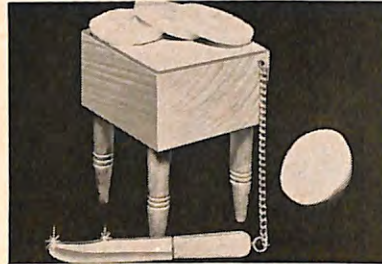


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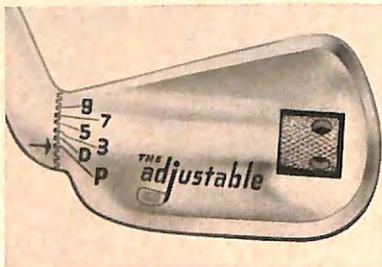
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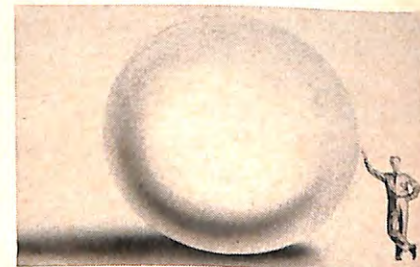


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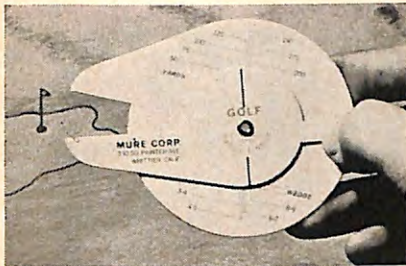
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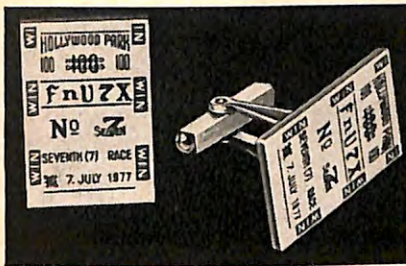
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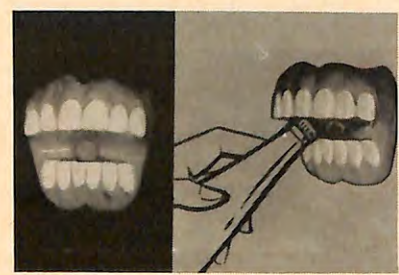
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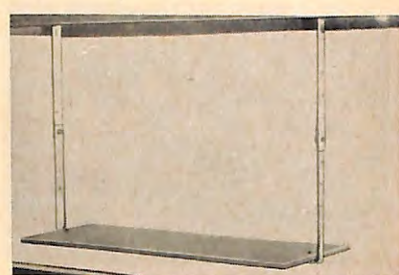
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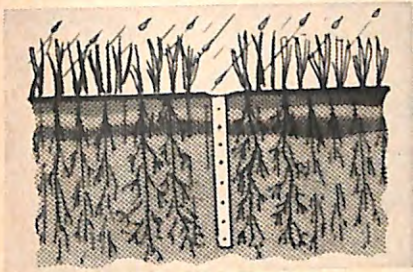
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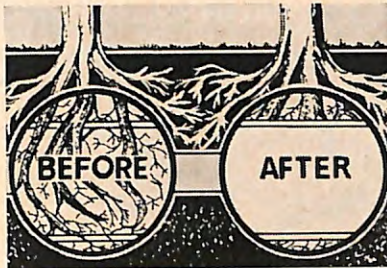
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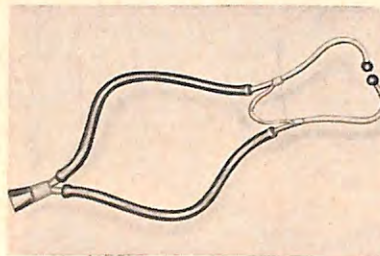
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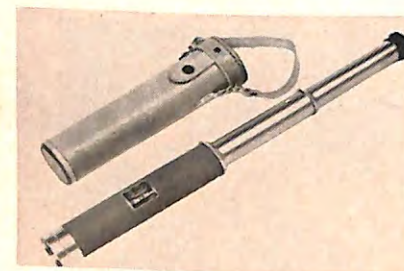
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This giant postcard was on display at the Washington Elks' 64th annual Winter Meeting at Burien. It bears the signatures of hundreds of Elks, and is being sent to the servicemen stationed in South Vietnam to give evidence of the support and gratitude of the Elks of Washington for the sacrifices they are making. Each signature signifies a donation to an orphanage being built near Pleiku in South Vietnam by our servicemen, and spear-

headed by the Seattle Army Reserve Corps. Lake City Lodge donated \$500, with an additional \$600 from individual members, to supply the funds necessary. Over \$100 was donated during the two-hour display during the meeting when Burien E.R. Tom Springer, Past Grand Exalted Ruler Emmett T. Anderson and State Pres. Frank Garland, left to right, were among the signers who added their names to the testimonial at the meeting.



Tulare, Calif., Elks came through for 46 draftees when it was brought to their attention that someone other than the relatives of young men going into service should be on hand to see them off. E.R. Zaven Egoian appears at right, serving coffee and doughnuts to the inductees. The project was commended in the local *Advance-Register*.

And in Monticello, N. Y., Elk Secy. Julius Hocker is pictured placing a bumper strip on his car. Reading "We Support Our Men in Viet Nam—B. P. O. Elks Monticello, N. Y.," the purple and gold stickers are being distributed by the lodge to everyone in the community, free of charge. The project has received wide publicity in the area.



Pictured en route to the Red Cross Blood Center in Boston, Mass., are these members of Waltham Lodge who donated blood for men in the service. It includes Jack Lee, James Brown, Ed Mason, Lewis Higgins, John T. Keough, Edward Regan, Ernest Trudeau, Michael Lally, Francis Saulnier, Ed Mahoney, Jr., Donald Place, Tom Keough, Bill Walsh, Francis Connerney, Dave Keough, Paul Hapenny, Jr., Wm. H. MacKenzie, J. J. Keough, Wm. J. Bartleman, Wm. McAleer, Wm. Champion, L. L. Daniels, Roger Thompson, Edward Cutler, Jr., Robert Thompson, Thomas Monaghan, Wm. J. Hayes, John Monahan, and David Moore.

This economic forecast might best be characterized as "cautiously optimistic."

WHEN A BUSINESSMAN is asked to write on the economic outlook he is expected, above all, to be realistic. If I were to start by predicting, flatly, a "new era" of continuous prosperity and expansion, you would probably read no further.

But it is equally unrealistic to assume that continued prosperity is impossible. True, subsequent experience proved how sadly wrong the prophets of the "new era" were in the 1920s. But there is nothing in that experience to prove that it *had* to happen that way. The only realistic premises from which a business forecast can start are that success is not guaranteed but failure is not inevitable.

The best way I can describe my expectations for the future is to call myself a "qualified optimist." If all concerned—and that includes business, labor, consumers, and government—behave with reasonable wisdom, the next five years should be a period of sustained economic growth. We should have a dynamic economy, making continuous full use of its manpower and capital resources, and making steady progress toward the reduction of poverty and a better life for everybody. Business will increase its profits (if it doesn't relax and take profitability for granted), and labor will increase its real wages (if it doesn't push its demands too hard and fast). There will be more opportunities, and a greater variety of opportunities, for taking part in economic life, either as an independent operator or as an employee.

The main qualification to be attached to this optimistic view is that I foresee a danger that we will not be content with the attainable degree of economic growth. We may be misled into believing that we have become so skillful in the art of managing the economy that we can produce any desired level of prosperity and any agreed-upon rate of economic growth. If we act in this way we may lose all by trying to gain too much. The economic horse can run very fast indeed but if we try to whip him to run beyond his strength he will collapse and die on the track.

These are the reasons for entitling this article "Settling Down to Sustained Growth." Equal emphasis should be placed on the terms "sustained growth" and "settling down."

Perhaps both my hopes and my reservations for the future can best be

understood in the light of economic developments in the past five years.

The last five years have been one of the most exciting periods of American economic history. In 1960 and 1961 we had the lowest economic growth rates among the leading nations of the world, and we were wondering what to do about it. Now we have the highest growth rate, and are wondering how long it will last and whether we can stand the strain.

Looking back, it is easy to see that

on top of the normal growth to be expected in a period of good business.

From the viewpoint of American business the years between 1961 and 1965 were very good years indeed. Corporate profits increased by 64 percent over the period—an average increase of 13 percent each year. This was about twice as fast as the rise in the gross dollar volume of business done by corporations. The contrast is not so surprising when we note that profits had more catching up to do than

SETTLING DOWN TO SUSTAINED GROWTH

By **W. P. GULLANDER**
PRESIDENT, NATIONAL ASSOCIATION OF
MANUFACTURERS

the spectacular record of economic progress since 1961 has been in large part a rebound from the preceding period of sluggishness. After the boom of the mid-1950s petered out in 1957, the country went through an interval when the economy couldn't seem to realize its full potential. Not that there were any disastrous general economic setbacks, or that our people suffered from severe and widespread hardship. It is just that we were not doing as well as we all know we could. Unemployment remained stubbornly above 5 percent, the economic growth rate was sub-par, business profits and business investment in new facilities didn't seem to grow at all.

Since 1961, we have been making up the lost ground. The growth necessary for catching up has been added

most of the other shares of the national income. During the prior interval, 1955-1961, while the gross national product had increased by over 30 percent, profits had not increased at all. In relation to the general level of economic activity, profits are now just about back to where they ought to be.

Labor also had it very good during the recovery years of 1961 to 1965. The total compensation paid to corporate employees increased by 29 percent. This doesn't match the 64 percent gain in corporate profits—labor had less catching up to do—but it is a very substantial gain over a four year period. And the unemployment rate fell from over 7 percent in early 1961 to less than 4 percent in the early part of 1966.

The point of this review of the past

five years is that we cannot regard them as setting the growth norms for the next five years. We were catching up with lost growth, but now we have caught up. If we expect the coming period to match the one just past in terms of the magnitude of the annual growth, we will be disappointed. If we try to force the economy to continue the growth rates of the recent past—by fiscal and monetary stimulation—we will overheat the economy until it boils.

At this moment we are in a transition period—between the period of catch-up growth and (hopefully) the period of sustained growth. The transition is complicated by the simultaneous occurrence of an acceleration of our defense effort necessitated by the situation in Vietnam.

It is not surprising that the economy has been subjected to severe strains in this transition period. These have been manifested in a rising trend of prices—particularly for raw materials and most particularly for farm products.

These price increases are, of course, a matter of concern, but I do not find them alarming or interpret them as necessarily the prelude to a new period of inflation. They look more like a one-shot adjustment to the new circumstances of a fully utilized economy. I am more concerned that in the future we may invite continuous substantial price rises by embarking on a consistent program of trying to stimulate the economy to deliver more than it can be reasonably expected to. This could happen if we took as our annual growth goal the 5.5 percent that prevailed during the past five years while we were catching up with growth lost previously, rather than the 4 percent that seems more realistic from now on. It could happen if we tried to reduce unemployment to an unsustainable low figure—such as 3 percent or even 2½ percent—instead of being satisfied with unemployment levels of about 4 percent as at present.

But I have been accentuating the negative too much. Actually five more years of sustained growth, at about 4 percent annually, will mean that the 1960s will have been the best decade in our economic history. And if that growth continues until 1975 we will have a trillion dollar economy. Not bad when you consider that some of us who were around in the 1930s wondered whether we would ever see

the 100 billion dollar economy.

And please don't think that I am promising a period when everybody can simply relax and enjoy the 4 percent growth that is taking place all around him. As in any other period, the fortunes of the individual (or a business enterprise) will depend on his own efforts and his own initiative. But the economic environment will be such that effort and initiative will find opportunities for their application and they will be rewarded.



Prior to assuming the NAM presidency, W. P. Gullander was executive vice-president and a director of General Dynamics Corporation. Previously he was vice-president of the Weyerhaeuser Company of Tacoma, Wash., and before that served 22 years with the General Electric Company.

In making the transition from catch-up growth to sustained growth some adjustments are necessary on all sides. Government can no longer assume that fiscal and monetary stimulation will call unused manpower and unused facilities into operation. We no longer have that kind of slack to draw upon. But that doesn't mean that this is the time to jam on the brakes. As I see it, it is more a matter of easing up on the accelerator.

It has become a national habit to discuss fiscal policy from the viewpoint of whether, at the given moment, our budget stance should be "expansionary" or "contractionary." In the coming period I hope we will observe some prudent reservations as to our ability to read the signals which are supposed to tell us when to switch

from one to the other. In settling down to sustained growth the problem will be to decide on what Government programs we are, as a nation, willing to pay for and how we will raise the revenue to support them.

One of the dangers of a period of further growth is that it may foster the illusion that we can afford anything we can think of in the way of Government programs—guns, butter, and everything else. But Government expenditures, whether paid for by taxes or by borrowing, drain funds that might otherwise be used to provide for the private capital expansion that underpins sustained growth. Government expenditures may stimulate the economy when it is operating well below its capacity, but they are a drag when our productive potential is fully utilized.

Business will have to recognize that profits can no longer increase twice as fast as the dollar volume of business. And since the growth of the economy will itself settle down to a lower rate than has prevailed since 1961, this means a substantial adjustment in the annual profit increase to be expected.

We aren't going to have the kind of business atmosphere where anyone who can make anything, or perform any kind of service, can be confident of selling it at a profit. In other words, profits will have to be earned, they won't be there for the taking as in an overheated economy.

Labor will have its own kind of adjustment to make. During the catch-up period from 1961 to 1965 labor costs, generally, rose about in proportion to the growth in productivity, so that labor costs per unit did not increase. But this happened while unemployment was above the 5 percent level. Now that unemployment has fallen below 4 percent, and "tight" labor conditions prevail in many areas and many industries, there will be a temptation for labor to take advantage of the rising demand for, and restricted supply of, their services. The result might be a tendency for labor costs to rise much faster than productivity, this increasing labor cost per unit of output.

This kind of a cost trend creates a dilemma: If rising costs are matched by rising prices we have inflation. If rising costs are *not* matched by rising prices we have a squeeze on profits, reducing the incentive for business ex-

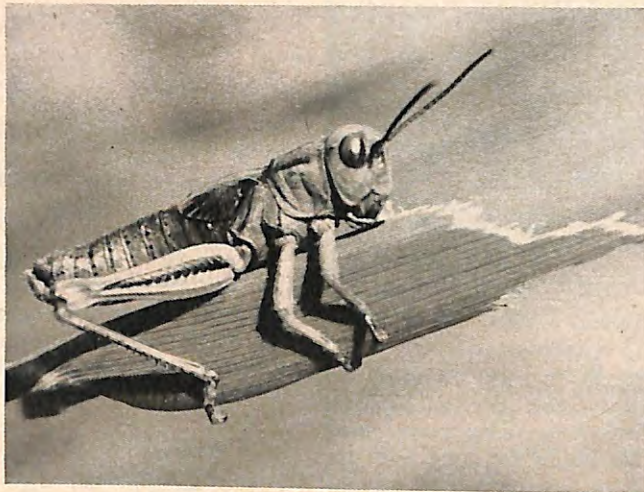
(Continued on page 43)



The Crop Killers

By PARKER H. KENDALL

A huge black cloud on the horizon needn't be an approaching thunderstorm; it could be an immense swarm of grasshoppers, intent on gobbling up all vegetation in its path. Happily, however, those ravaging pests are now nearly under control.



U.S.D.A. PHOTO

This remarkable closeup of a grasshopper nymph chewing on corn shows the partially developed wings.

ON AN ISOLATED Kansas farm one hot summer day in 1874, the Carlson family had just finished the morning chores. Except for feeding the animals, there isn't much for Walter Carlson and his two young sons to do. The corn had been planted months before and was almost ready to tassel.

To the Carlsons, the day seemed like any other—the sky a bright blue, the prairie sun blazing. But this was to be no ordinary day. Before sunset, the Carlsons will have lived through a nightmare, one that millions of families throughout the world have experienced in centuries past, and one that until as recently as 20 years ago could, and often did, happen to families in the United States. The two young Carlson boys will never forget this day as long as they live.

"Looks like another scorcher," says Amy, greeting her husband and boys with a pitcherful of cool water as they step onto the farmhouse porch. Since early spring the weather has been hot and, except for an occasional shower, dry. Still, in less than a month now the harvest will be securely in the barn, and for Walter and Amy Carlson, who came west from Pennsylvania only four years ago, it doesn't look like a bad year.

Then one of the children sees it. "Look, pa, it's going to rain," he says. Walter Carlson stands up and surveys the horizon. There, to the northwest, is an enormous black cloud.

"Take the children inside," he tells his wife quickly, and runs off to get the animals into the barn. Returning to the house, he finds Amy and the boys watching at the window.

"Oh, no!" she cries, "not when it's so close to harvest time."

In a few minutes the grasshopper

swarm is overhead. The noise of their wings beats against the breeze like the roaring of a distant waterfall. As it was in ancient Egypt when the Lord commanded an east wind to visit upon that country the plague of the locusts, so too, all that hot summer day in 1874, on the Carlson farm, the land is darkened. For a moment, as the first of the swarm passes over, the Carlsons think they might be spared. Walter has heard that when grasshoppers are migrating they frequently pass over green fields, not eating or resting until the sun sets.

But it is not to be. As the grasshoppers approach the green, succulent corn they plummet to earth and begin to eat ravenously. By sundown they have leveled pasture and corn field, chewed the leaves and bark off the trees, and have even completely devoured several dresses Amy forgot to take in off the clothes line. In places they cover the ground to a depth of three to four inches. So many grasshoppers roost on trees during the night that branches snap and fall under their weight.

When the swarm finally takes off again the next morning, the Carlson family discovers how thorough the ravages of the insect are. Only holes in the ground show where once corn had grown. Harnesses left near the barn have been gnawed to pieces. Tool handles are so badly chewed they are unusable. The grasshoppers have even eaten the softer, weather-beaten wood from house and barn. They have contaminated wells and streams for miles around. The devastation is complete.

Today, with newly developed insecticides, grasshopper ravages such as those of the 1870s are a thing of the

(Continued on page 46)

The photograph at left, used here for dramatic effect, was taken in Argentina in 1937. This species does not exist in North America, although other migratory species do.



Tom Wrigley

WRITES FROM WASHINGTON

CAMPAIGNS for Senate seats being contested in this fall's election promise to be hard fought in many cases. And why not? The hours are long and demanding but the job pays well. Senators receive \$30,000 annually, with a lifetime pension of \$24,000 a year after 30 years service. Other benefits: free medical care; an annual \$100,000 allowance for office staff, which may include wives and relatives; liberal allowances for travel, long-distance phone calls, telegrams, and stationery.



PARKING METER pilfering, an organized racket in all big cities, is rampant here. Last year 340 of the Capital's 6,500 meters were robbed. New meters, costing \$75 each and claimed to be theft proof, are being installed this summer.

BAD NEWS FOR BATS. Scientists say that moths have nerve cells in their ears which enable them to detect the approach of bats (batman too?). And flies can be taught to press a lever for food but aren't smart enough to associate this with feeding. This intelligence came out of a discussion of insect research before the National Academy of Science.

A BIGGER EFFORT will be needed to stop the spread of tuberculosis in the U.S., warns a public Health Service official. Needed are regular checkups for many of the 600,000 persons with TB histories, according to Dr. Alfonso H. Holguin, Chief of the TB branch of the PHS communicable disease center. In 1960 TB was being reduced by about 10 percent annually, but last year there was only about a 3 percent drop.

A HUSTLING HAWAIIAN State Society is helping to enhance the popularity of the 50th state in Washington these days. "Aloha" is heard frequently, Hawaiian fashions are featured in the

smart shops, many restaurants are serving exotic cordials and dishes from the islands. Some say that even the watusi is giving way to the hula.



SATURATED WITH STATUARY. Statues abound here—in all public parks, the Capitol, and in many other Federal buildings. Some historians believe they should be inventoried and that those no longer having any patriotic appeal removed. A recent count revealed that there are 600 memorials in Washington, including monuments to Destiny, to Serenity, and even one, near the Agriculture Department, dedicated to Cereal.

THE STATUS of the Plimsoll line is currently of concern to 60 nations. Most landlubbers have never heard of the line but it's a mark on the bow of a ship which regulates the amount of cargo a vessel may safely carry in various climates. A vessel when loaded may not be submerged to a point where the water line is above the Plimsoll mark. The 60 nations which observe this regulation want the line raised to permit heavier loading.

DEADLY VENOM from "kokoa" frogs, found in Colombia, South America, is being used by National Institute of Health scientists in experimental treatment of various diseases. A single kokoa frog has enough venom to poison 25 arrows used by the Colombian natives.

SENATOR DIRKSEN'S a root beer rooter from way back, and through his efforts the beverage is now available in the Senate Dining Room. In appreciation, the Root Beer Institute presented the Senator with a handsome plaque naming him "A Lifetime Root Beer Lover."

SCIENTISTS of the Atomic Energy Commission claim that a few seconds exposure to radioactive Cesium will

change the color of gray hair to black. Still nothing new on an effective restorer, but we keep hoping.

MRS. JOHN F. KENNEDY has asked Congress to cut her allowance for office expenses. She was given \$50,000 annually for New York City offices to handle the heavy mail following the death of her husband and now requests that the figure be cut by at least \$20,000. Similar allowances: former President Eisenhower received about \$105,000 and former President Truman gets \$71,000 to run their offices.



MYNAH OFFENSE? Visitors to the Washington Zoo swore the bird did and that it used indecent language besides. Zoo Director Dr. Theodore Reed denied it. The bird, a mynah, sometimes mumbles, which sounds like cussing, the director explained. And while the bird was formerly owned by a sailor and did cuss occasionally, its language is now impeccable. Anyway, whoever taught the bird to swear contributed to the delinquency of a mynah.

JULY JOTTINGS. . . . After Patrick J. Nugent and Luci Baines Johnson are married next month he's expected to join the Johnson family's TV station in Austin. . . . Vacationists' passports this summer are expected to total 1.5 million as against 1.3 million last year. . . . Jet planes now fly to 116 U.S. cities, compared to 70 at the start of '65. . . . Kennedy half dollars are still scarce, but the coin shortage is over. . . . Draftees make up 30 percent of Army men now fighting in Vietnam. . . . Teenagers' average weekly income is \$9.45 (it only *seems* like more). . . . During the past few months the Pentagon has contracted for nearly five million yards of wool. . . . Cooling it: Capital buses, as well as stores, restaurants, and hotel rooms are air-conditioned. . . . And, lastly, they're now trying to popularize "no cal" lollypops here.

Beyond Medicare

(Continued from page 7)

He may (depending on the insuring company or organization) at the same time be offered an individual supplementary policy which will add to the benefits to which he is entitled under Medicare.

But there is a very simple and popular type of policy now in force which is not affected by Medicare at all. This kind of "disability income" insurance does not pay hospitals or doctors directly nor does it "reimburse" the holder for such bills paid by him. It simply pays the insured a stated number of dollars per day for the period of his illness—usually up to a certain number of days in a given year or in a given spell of illness.

Such policies are valuable to the holder eligible for Medicare as well as for younger people. They put into his hands money with which to pay the hospital and doctor's charges not covered by Medicare, and they provide welcome extra income at the time when most people are most likely to need it. In fact Medicare has made the advantage of such insurance so apparent that some companies who did not issue it before are doing so now.

Special insurance problems have arisen for families covered by group insurance paid for by unions, fraternal organizations, employee groups, and by employers or jointly by them and their employees. In the main such policies are being adjusted for people eligible for Medicare in the same ways that individual policies are being adjusted. At the same time it is expected that in many cases these group policies will be upgraded to provide greater benefits. Many employers, for example, now feel their younger employees should receive as much health protection as their employees and insured "retirees" who are 65 and over.

The real mavericks in the Medicare picture to date are the comparatively small number of "independent insurers" like the Kaiser Foundation Health Plan on the West Coast, Group Health Association of Washington, D.C., Health Insurance Plan of Greater New York, Group Health Cooperative of Puget Sound, and Community Health Association of Detroit. These self-insuring groups—like some trade unions which are also self-insuring—would seem to have little choice but to follow the lead of Blue Cross and the private insurance companies where their members become eligible for Medicare.

What are the kinds of "senior health care" newly hatched in the past few months? All 76 of the Blue Cross organizations and most insurance com-

panies in the field have offered new policies that do two things: (1) fill in most of the gaps left untended by Medicare, and (2) extend the benefits provided by Medicare.

For example, Medicare's Part A will not pay the first \$40 of hospital expense, so private insurance will do that; Medicare will not pay for a private room, unless the doctor says it is necessary, and will not pay for private nursing, so private insurance will pick up the tab for that. Part A will pay for only 90 days of hospital care at a stretch, and even a share of that must be paid by the patient. Private health insurance simply picks up the tab for the balance of the charges and—in some cases—will pay the hospital bill from the 91st day to the 120th, or the 180th or the 365th, depending on the policy.

Part B of Medicare pays only 80 percent of doctor's bills so private insurance will pay the other 20. It will pick up the ball right where Medicare drops it on nursing-home care and visiting health care in the patient's own home. Medicare can pay no hospital or doctor's bills for Americans living or traveling outside the United States. Blue Cross and private insurance companies can and do pay them anywhere in the world.

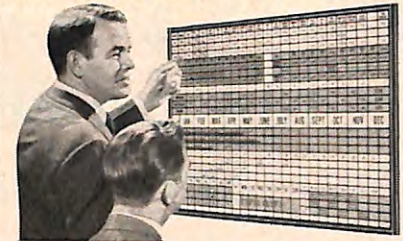
And so on. The list of items for which Medicare either does not pay or pays only in part is too long for inclusion here. It includes such things as dentistry, false teeth, eyeglasses, orthopedic shoes, artificial limbs, and skilled nursing at home when the patient's illness has not begun with a stay in the hospital.

And it is possible to give only a general idea of what the new private health insurance does about such things because policies differ both in coverage and in cost. But it can be said quite definitely that anyone eligible for Medicare or about to become so ought to keep in close touch with his Blue Cross/Blue Shield representative and with his insurance agent or broker. Soon the counters of the private health insurance industry will be loaded with bargains he can hardly afford not to know about and certainly should investigate thoroughly.

With Government picking up the tab for the major hospital and doctor bills of the 65-and-over group, private insurers can now provide additional health benefits at much lower rates.

Younger people, too, should now be able to obtain more health protection for their money or the same amount at lower rates. This is because in the past when they bought "guaranteed renewable for life" insurance (and most

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The Exploited Satellites



HOW THE SOVIET UNION exploits its East and Central European colonies is disclosed in a report from *The East of Today*, published in West Germany. Here are some of the facts.

Soviets sell hard coal to Communist East Germany for 13.5 rubles a ton while selling the same hard coal to West Germany for 7.4 rubles per ton. Other typical Soviet sales to East Germany include crude oil, 17 rubles per ton; gasoline, 33.5 rubles per ton; cotton, 706 rubles per ton; and wheat, 65 rubles per ton, compared to prices to West Germany of 9.2 rubles per ton for crude oil; 11.3 rubles per ton for gasoline; 564 rubles per ton for cotton; and 56 rubles per ton for wheat.

Reports coming in from Roumania and other satellites disclose the same pattern.

The Soviet Union strengthens the Soviet economy by charging high prices in the colonies for raw materials it delivers to them and pays relatively low prices for the high skill input manufactured goods which the satellites deliver to the Soviet Union.

Since the conquest of markets is an essential part of the overall Soviet conquest in the free world, the Soviet charges the West lower prices—often lower than world prices—for goods and raw materials the Soviet delivers to the West. The lever of price advantage is used to establish the Soviet Union in Western markets and, while doing so, replace Western suppliers.

Soviet imports of machinery and equipment run far higher than imports of food and consumer goods. In 1964, as an example, the USSR imported 555 million rubles worth of machinery and equipment from the entire free world. In comparison, the USSR imported 687 million rubles worth of machinery and equipment from Communist East Germany, 475 million rubles worth from Czechoslovakia, and 220 million rubles worth from Hungary.

In 1964 about 28 percent of East

German trade was with the West, and the remainder was with the Soviet Union and other communist satellites. While two thirds of the Soviet deliveries to East Germany were raw materials, fuels and semi-manufactured goods, most of Soviet imports from East Germany consisted of manufactured goods.

On the other hand, communist satellites want to export consumer items to the West and to import advanced machinery and equipment from the West. So a pattern begins to appear. Machinery and equipment which the Western countries sell to communist satellites is used in the satellites to manufacture machinery and equipment which is traded to the Soviet Union at relatively low prices in exchange for raw materials, etc., purchased at above world market prices.

Peaceful trade consists of buying and selling goods; exchanging what you want to sell for what you want to buy. Some people claim that the more trade, the better the chances for maintaining peace. Normally this may be so, but these are not normal times. The communist world movement vows to overcome the non-communists and to build a single world economy, a single world state run by the Communist Party and directed not from Washington, or London or Paris or even from Peiping, but from Moscow.

Toward this end communists are training revolutionists and financing revolution. Toward this end, too, communists are using their present subject peoples inside the Soviet Union as well as throughout East and Central Europe in order to penetrate into important markets in the West.

The question up to men and women is simply this: Do we want to advance or to frustrate communist plans to defeat us? Do we want to oppose them when they use non-violent economic means as well as when they employ violent, military means?

of the policies now held by older people are of this type) the young were paying a share of the higher cost of insuring the senior citizen.

It is almost certain that many of the policies henceforth offered to younger people will approximate the protection which Medicare provides for the older group. And that is more protection than the majority of health policies have provided in the past.

With the guaranteed renewable feature removed along with the higher insurance risks of the 65-plus group, younger people will be paying less than they would have had to pay for the same amount of protection before Medicare went into effect. But what is even more likely is that the majority of them will be *buying far more protection but paying no more money*, because many young people will naturally be shopping around for a policy that will give as much protection as their elders enjoy under Medicare.

It is, of course, far too early to say just what they can expect to gain in protection or just how much they will be paying for it. In fact, these expected gains and savings may turn out to be mirages unless something is done to check the runaway inflation of the costs of hospital and medical service. But that may happen too, as another indirect result of Medicare and other federal health legislation passed in 1965. Efforts to check these runaway costs will become more successful as more of us become interested in seeing them rolled back.

Other side effects of Medicare also deserve close attention because their general effect will be to bring better health care and protection to more people at lower cost. One is the fact that Medicare is forcing communities to take a fresh look at their existing health facilities and to plan to use them more efficiently and economically.

Results of some recent studies are revealing. For example, in the Greater New York area's private hospitals 30 percent of the beds are not being used, whereas in the public hospitals of the same area the wards are bursting at the seams. But under Medicare, older patients will not only choose their own doctors but will have their choice of hospitals as well.

By distributing the load more evenly, this will help lower the cost of service in private hospitals while improving its quality in the public ones. There, every patient 65 or over will become a "private patient" treated by his own "private doctor." Naturally, in time the younger patients will come to expect the same kind of service.

How will the doctors fare under this change? The medical profession has tens of thousands of conscientious members who consider it their hu-

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 include 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.

mane duty to treat as many "charity" cases as they can for nothing. And in the average metropolitan community at least one-third of the charity patients are older people. But under Medicare almost no one who has reached 65 years of age is a charity case! Doctors will be paid for treating them, as they richly deserve to be.

How will Medicare and like legislation react on the costs of illness? Under the new system the Government will not be making its payments directly to doctors, hospitals, or other health services. In each part of the country it will be paying through an appointed private agent, and this agent will in each case decide whether the charges are fair and reasonable.

The appointed agent in each location is either a Blue Cross organization or a private insurance company. Blue Cross has for years had a "committee on costs and utilization" working for higher efficiency and lower costs in almost every member hospital. Private insurance companies have been battling—both in open court and behind the closed doors of doctors and hospital administrators — against unreasonable

charges for hospital, medical, and surgical services. In the battle for lower health costs these people are veterans. They are covered with wound stripes and filled with expert knowledge. Their joint policing operation—backed by the big stick of Government money—should have a healthy effect both on the cost and the quality of health services.

Now that Medicare has become a fact, most of the bitter tears with which its advent was greeted have been dried away. The hue and cry was nothing new in the history of the modern world. The same fears and protests were heard when Norway started government health insurance in 1911, when Germany started it right after World War I, and when Great Britain did so right after World War II.

Now that the tumult and the shouting of 1965 have faded into history we here in the United States—by studying the problems, by searching out the solutions, and above all by remembering that the real purpose is to protect the health of living human beings—can use our new combination of Government and private insurance to complete a job which has long needed doing. • •

Settling Down to Sustained Growth

(continued from page 37)

pansion. One way, our prospects for sustained growth would be destroyed in an inflationary explosion; the other way, they would die slowly in the kind of "tired blood" economy we had between 1957 and 1961.

Thus there are several pitfalls on the way to the sustained-growth era that I see ahead. In the remainder of this article I will assume that we will avoid them somehow, and examine what the economy of sustained growth will be like.

In looking forward to an era of sustained economic growth, we must not imagine that it means that all parts of the economy will grow at the same uniform rate. Economic growth implies a change in the shape of the economy as much as it means a swelling of its size. The progress of the past century, to look at it in long perspective, has not only increased the per capita income, it has radically changed the character of our economic life. From a predominantly agricultural economy we have moved steadily toward a situation in which only a very minor fraction of our economic energies are devoted to producing food and fiber on the farm.

Here again we may be misled by what occurred during the recovery period from 1961 to 1965. Just about every type of business had some catching up to do, and, while there were

some variations from industry to industry, all types of enterprises participated in the economic resurgence. This will not be true to the same extent when we settle down to sustained growth. The underlying trends will reassert themselves and loom much larger in the total picture. They will, by a gradual process, make a lot of difference in the way that Americans earn their living and spend their incomes.

On the whole, I think that the foreseeable trends in the shape of the economy will be in a direction that will enrich American life. Small business will grow faster than big business. Local enterprises will grow faster than those that operate on a national scale. More opportunities will be available for those who prefer self-employment to working for someone else. And for the others, their jobs will be increasingly concentrated in activities that offer stable employment.

These conclusions are not based on any special insight into trends that will suddenly start in the future. They assume merely that the long-term trends observable up until now will continue when we settle down to sustained growth. The "mix" of economic activities has been changing, slowly but steadily, and will continue to change in roughly the same direction.

The usual distinction is between the "goods-producing" part of our economy



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and the "service-producing" part. The former includes agriculture, mining, construction, and manufacturing. The service producing part is regarded as including wholesale and retail trade (which perform the service of distribution), transportation, recreation, travel, health and personal services, finance, and so many other types of activity that they can only be listed as "et cetera."

It may seem strange that, as a spokesman for manufacturing—the largest part of the goods-producing sector—I foresee a trend in which it will lose ground to the service-producing activities. But, remember, I am speaking in relative terms, and of the allocation of our national resources. Manufacturers will continue to fabricate the goods that people need and in ever-increasing volume. But they will improve their efficiency so as to be able to do so while drawing on a smaller proportion of the manpower and capital available to the nation. I can take the same

pride and satisfaction in this development as farmers take in the fact that they can feed the nation with a much smaller proportion of the nation's productive resources than in the past.

The trend in favor of the service-producing activities has several important implications. First it means a great expansion of opportunities for small business. The service-producing part of our economy is the home of small business. Wholesale and retail trade, financial services such as banking and insurance, and personal, health, and recreational services are organized to a very large extent in small local enterprises. Not that the distinction is perfect—there are many small manufacturers and there are some large national enterprises in the retail field, for example. But the broad trend will be toward increasing emphasis on the kinds of things that small enterprises do best.

This means a greatly expanded demand for the kind of men who have

the ability, energy and nerve needed to take on the problems of running a small enterprise. In fact, I would be concerned that a shortage of people with the enterprising spirit may be one of the most serious drags on future progress—perhaps more serious than a lack of people with technical training. After all, technical skills can be taught to any reasonably intelligent person. Ability, energy and nerve are innate qualities; if they are lacking, no amount of the most skillful teaching will provide them.

For members of the labor force, the changing economic mix will mean more opportunities for casual, part-time jobs, usually close to their homes. Such opportunities are important to a growing fraction of our population; the housewife who works part-time, on a schedule arranged to suit her convenience, in a department store; the high-school student who serves as bus-boy in a restaurant on weekends; the retired accountant who works one day a week keeping a local merchant's books in order. Jobs of this kind are common in what we have called the service-producing industries, whereas they are relatively uncommon in the goods-producing sector.

With the trends we now foresee there should be a considerable expansion in opportunities for this kind of casual employment. For the individuals concerned this means income and relief from frustration. For the economy it means productive use of a manpower resource that would otherwise be wasted.

But, paradoxically, the shift toward the service industries also means greater steadiness of employment for the solid bread-winner types. This results from the fact that, in general, employment in service-producing industries fluctuates much less during business cycle swings than does employment in goods-producing activities. (To illustrate: Employment in wholesale and retail trade fell by only 3 percent in response to the sharp recessionary decline between August 1957 and April 1958, whereas employment in manufacturing fell by 9 percent over the same time span.) With the economic mix shifting toward the service area, more and more of our labor force will enjoy the greater stability of employment in service activities.

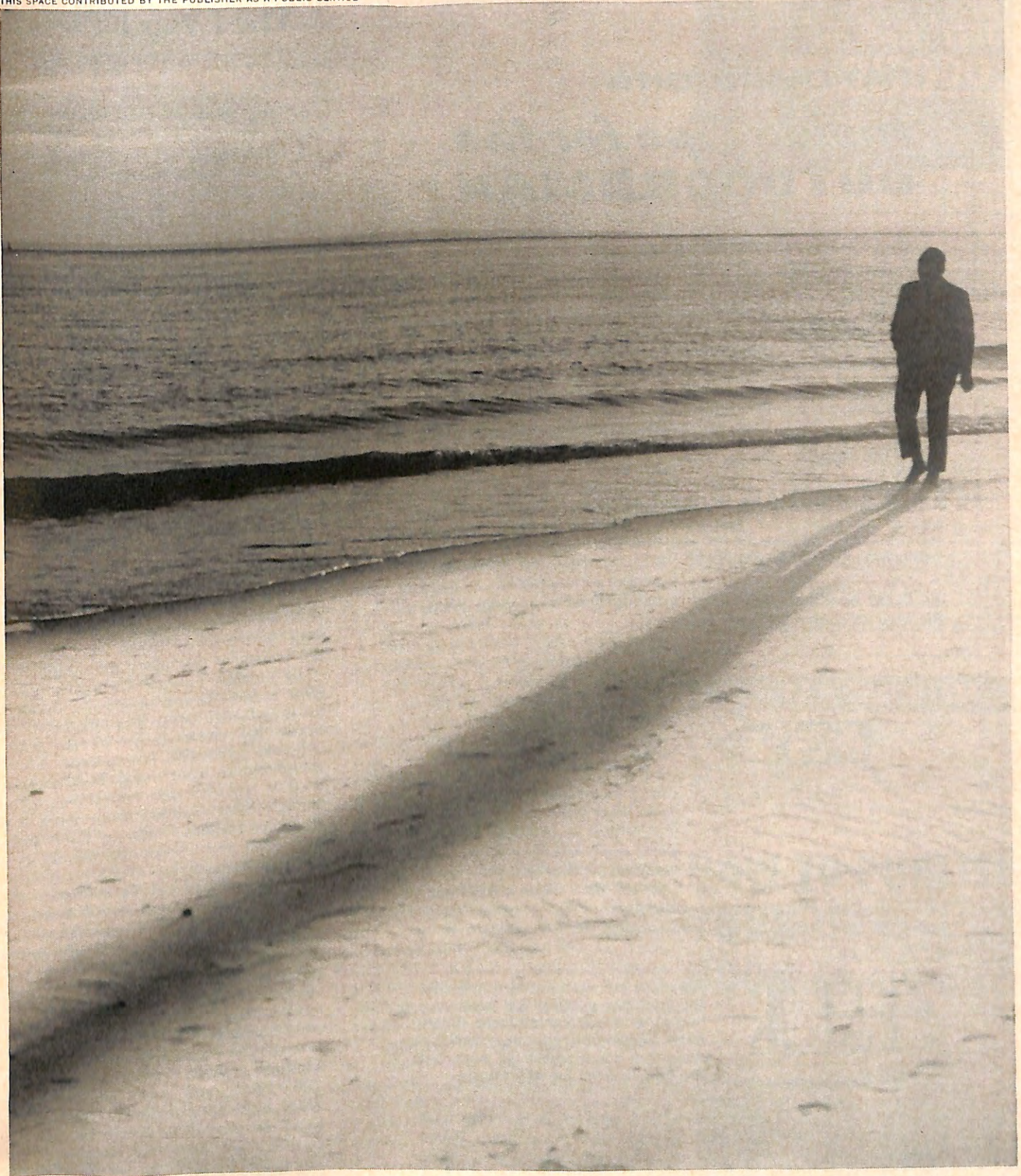
All this looks pretty good. The last five years have provided a striking demonstration of the ability of the American economy to get itself moving. The next five years may be less spectacular—but even more satisfying in the kind of changes they will bring.

That is, provided we resist the temptation to reach for too much, too soon. We had better be willing to settle down to sustained growth. ● ●

A Milestone for Georgia



Cascade-East Point, Georgia, Lodge, instituted by Past Grand Exalted Ruler John S. McClelland, paid special tribute to him on his 75th birthday, as did Past Exalted Rulers of all the State's lodges. The Judge, an Atlanta Elk for 50 years, is pictured, foreground, with, left to right, background, his son Spencer, Bill King, Charles Worthen, Mrs. Spencer McClelland, Cascade-East Point E.R. Abb Ridgeway, Mrs. Bill Whatley and her husband, and former Grand Lodge Committee-man Roderick M. McDuffie.



His lifetime gets longer every minute.

It's a good deal longer than it used to be, ten or twenty or thirty years ago. And it gets longer every day, thanks in large part to medical research. Over a million men and women are alive today, cured of cancer. Research helped find the answers that saved their lives. Research takes time. And money. The American Cancer Society

spent over \$12,000,000 last year alone, to find still more of the answers. Yet \$2,000,000 in research applications, approved by the Society, *could not be financed for lack of funds*. Your dollars are desperately needed to help speed the day of victory over this dread disease.



AMERICAN CANCER SOCIETY

The Crop Killers

(continued from page 39)

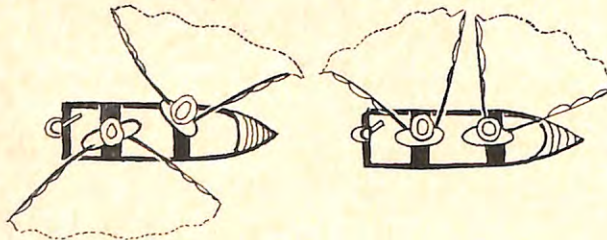
RAY OVINGTON'S *Inside Tips for the* **OUTDOORSMAN**



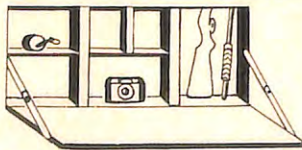
This is bass fishing month. Most states open the season in July, and both the largemouth and smallmouth species are in their best fighting trim after a post-spawning rest. They can be taken with spinning or fly tackle and, of course, with the old reliable bait-casting gear. Use either live bait or artificial lures such as plugs, spinners, spoons, or bait.

Read the fine print on your liability insurance coverage for boat as well as car. Can your best friend sue you if anything happens aboard? Also, be sure to list valuable sporting equipment in the itemization for your floater policy.

To avoid hooking a partner or tangling lines in casting, divide the area as shown in these diagrams.



If you're going to be boating away from civilization, it's a good idea to stow some emergency rations. More than a dozen so-called survivor kits are on the market, generally compact in configuration and having a "life expectancy" of from one to three years.



A built-in storage cupboard and desk for your camp cabin (or even your home) is easily constructed if you have wallboard-over-stud construction. The cover serves as desk, but the hinges must be very sturdy.

Boaters: Pay particular attention to a part of your motor that too seldom is checked for condition—the propeller. When dented or nicked, it will tend to be out of balance and cause vibration. The result can be reduced speed and higher fuel consumption, or in extreme cases, damage to the motor.

Night safety materials are becoming increasingly popular (and valuable) among boat owners and other sportsmen. Reflective tape and sprays can be used on boats, trailers, seawalls, docks, outboards, and many other kinds of equipment. They are easy to use and reflect about 90 percent of the light striking them.

—ELNO R. FOURNIER, Providence, R. I.

past. Twice every year, in the spring and fall, entomologists make grasshopper surveys and notify local officials of potential danger spots. Insecticides, or—if the infested area is small—poisoned bran bait can be quickly applied to prevent the pests from spreading out and causing widespread damage.

Even with these safeguards, however, grasshoppers still consume millions of dollars worth of range grasses, cotton, corn, wheat, alfalfa, and other crops every year. While most of the losses are in the Western and Midwestern states, grasshoppers are found in every state. "In fact," says Frank T. Cowan, head of the U.S. Agriculture Department's chief grasshopper research center at Bozeman, Montana, "one would have to look hard to find a country in the world that has not had crop damage from some species of grasshopper or locust." (The words locust and grasshopper have always caused confusion. Locust is the term used in the Old World and in South America for grasshoppers that migrate long distances. In North America they are known as migratory grasshoppers.)

In Florida, famous for citrus fruits, even today there is occasional damage to grasslands, corn, peanuts, and, at times, the citrus crop. Green Pennsylvania, ironically, is one state where grasshoppers have never been considered of any economic importance, even though other Eastern states have had their infestations. (There have been none that were serious in the East in the past decade, however.)

State and federal agricultural officials take grasshopper control seriously. They know from past experience and from history the havoc the insect could visit upon the nation's farmers and ranchers if efforts to keep the pests under control were relaxed.

Grasshoppers have done their greatest damage in two periods of American history, the late 1870s and the 1930s. During a seven year outbreak from 1934-1940, crop losses alone totaled \$400 million. For sheer terror, however, no period in American agricultural history can match the late 1870s, when the Great Plains states were being settled. Grasshoppers chewed range grass so low that animals had to be slaughtered. At the height of the great grasshopper migrations the insects were so thick they prevented trains from moving down the tracks. The wheels simply could not get traction as they crushed millions of insect bodies on the rails.

An observer in Nebraska at that time recorded that one of the invading

swarms averaged a half-mile in height and was 100 miles wide and 300 miles long. Using field glasses and surveying instruments, he judged that in places the column was nearly a mile high. The man stood in one spot at least six hours while the hordes moved by him at speeds averaging five miles an hour. In that one migration alone, he calculated, there were more than 124 billion grasshoppers.

Attempts to control the pests were almost futile. One crude machine used to catch and destroy grasshoppers was the "hopper dozer," a horse-drawn rig with a trough filled with kerosene. As the "dozer" was dragged along the ground, the grasshoppers would slide up a wooden ramp and fall into the kerosene, killing them. Other farmers tried to burn the insects. Still others would beat them to death with shovels, bundles of twigs, or would shoot off rifles and shout in the hope that the noise would somehow induce the grasshoppers to move on.

Devastation in Kansas was so great (in August 1874 the insects almost denuded the state of every blade of grass and other vegetation) that in 1877 the Kansas State Legislature passed a law unique in the history of American jurisprudence. Town officials were ordered to notify every able-bodied male between the ages of 12 and 65 that he could be pressed into service to fight grasshopper infestations. Although there is no record of anyone being conscripted into what Kansans called the "grasshopper army," the law was not finally repealed until 1923.

Farmers and ranchers who believe "it couldn't happen again" are reminded that only a dozen years ago swarms of desert grasshoppers invaded Phoenix and other Arizona cities. At Globe, streets had to be closed to traffic while firemen washed away the remains of the crushed insects. Las Vegas, Nevada, and other Western cities and towns have also been uncities and towns have also been unwilling hosts to roving bands of grasshoppers, which caused little damage but did smash against car windshields, clog radiators, creep into buildings and houses, and make a general nuisance of themselves.

One of the great dangers of using insecticides to control insects is, as Rachel Carson reported a few years ago in *Silent Spring*, that misuse of chemicals can endanger both wildlife and man himself. Joseph F. Spears, chief staff officer of control operations in the U.S. Plant Pest Control Division, points out that technical malathion, used in controlling grasshoppers, "is not harmful to birds, fish, or wildlife and does not leave a toxic residue that will accumulate in milk or the fat of animals."

A frequently asked question during grasshopper outbreaks is, "Where do

they all come from?" Dr. J. R. Parker, an entomologist now retired from the U.S. Agricultural Research Service, and one of the country's leading authorities on grasshoppers, provides the answer. "Suppose," suggests Dr. Parker, "that, on an average, each female lays 200 eggs. Suppose that 198 are destroyed, or that all hatch but 198 of the young grasshoppers die before maturity. The population would remain the same." But, he adds, "let's speculate a moment and see what would happen if all eggs hatched and developed into adults. If at the start there are 50 adults to a square yard, the 100-fold increase would result in 24,200,000 grasshoppers, with a combined weight of eight tons, to the acre. Fortunately for us, any such rate of increase is prevented by natural enemies, weather, and food limitations."

Will damage from grasshoppers ever be fully eliminated? State agricultural officials in Kansas, Nebraska, the Dakotas, Montana, Colorado, Wyoming, Minnesota, Oklahoma, and New Mexico—states which have always had to live with the grasshopper threat—doubt it. All point out, however, that with modern insecticides, the uncontrollable infestations of the past are unlikely to occur again.

"Here in the West," says Colorado's Agriculture Commissioner Paul Swisher, "we always have grasshoppers, but there are many different species"—some 600 in the U.S. and Canada—"and most of them, or what we call 'local hoppers,' which are always with us and cause some damage each year, are of minor importance. Occasionally, for some reason or other, however, we have a great development of migratory hoppers that come into the state and develop in certain areas." Such was the case in 1958, when the insects suddenly appeared in great numbers and threatened three million acres of farmland and range in eastern Colorado. Only a \$3 million crash program in which 47 planes were used to apply insecticides saved the eastern third of the state from economic ruin.

Sometime in the foreseeable future, the crops, orchards, pastures, and rangelands of the one-eighth of mankind susceptible to the ravages of grasshoppers will be brought under effective control—as they have been within the last two decades in the United States. The centuries-old struggle between man and grasshopper is finally beginning to turn in man's favor. One day soon, farmers, ranchers, and herdsmen throughout the world, spying a dark cloud on the horizon, will know that the approaching darkness means only one thing—rain.

On that happy historic date, man will finally have conquered one of his worst enemies, the grasshopper. ● ●

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A YEAR OF ACHIEVEMENT

In more ways than one, the Benevolent and Protective Order of Elks is a better fraternity for having had R. Leonard Bush as Grand Exalted Ruler.

He has supplied a leadership that has been successful by all the accepted standards for measuring success in this post. But beyond that, his leadership has been marked by qualities that inspire and draw men forward, rather than pushing them, and for this reason its influence will last far beyond his term of office.

Without the slightest trace of prudery, he provided a splendid example of gentlemanly conduct at once refreshing and reassuring in these days of easy virtue and calloused conscience.

Leonard Bush is a charming and gracious man, modest and retiring. Underneath, however, there is steel in his courage and his convictions. This was demonstrated early in his administration when he expressed his condemnation of those who owe allegiance to this country but take refuge in the Fifth Amendment on questions of loyalty to it. The overwhelming majority of his fellow citizens no doubt agree with his position, but it brought anguished protests from ultra liberals who accused the Grand Exalted Ruler of hostility to the Constitution of the United States. One newspaper expressed the hope editorially that he would be repudiated by his Brother Elks.

Brother Bush did not retreat before these criticisms, however, but ably stood his ground, pointing out that he supported all of the Constitution including the Fifth Amendment as a necessary protection against self-incrimination in criminal proceedings. His sound argument showed that he had done his

homework thoroughly and had not spoken carelessly.

Grand Exalted Ruler Bush's insistence that our lodge homes and clubs be operated in conformity with the high standards of conduct required by the Statutes of the Order may not have been popular in some quarters. But we feel that it met with the approval of by far the great majority of Elks. Certainly it was the correct position, the sound position, and Brother Bush served the long-range interests of this fraternity when he laid down the policy that he did. We abandon that policy at grave peril to the welfare of this Order. Brother Bush deserves the commendation of all right thinking Elks for his courage in taking his stand and sticking to it.

As a worker in the vineyard of Elkdom for many long years, it was to be expected that Brother Bush would make a special effort on behalf of the Elks National Foundation. As a result, annual contributions to this great charitable agency exceeded a million dollars for the first time since it was created in 1928, reaching the imposing total of \$1,332,000.

Elk membership marked up another good gain for the 27th straight year. The increase of 27,106 brought the Order's membership to 1,388,561.

We don't know how many Elks have been induced by Grand Exalted Ruler Bush's slogan, "Be a player . . . not a spectator," to leave the sideline and get on the team as an active participant in Elkdom's many splendid activities. But we venture to believe that it did recruit team workers, and will produce more in time. It reflects the kind of spirit that not only Elkdom but our nation needs more of—personal commitment, personal participation. We are grateful to Brother Bush for pointing the way.

Our Changing Times

Under the impact of scientific progress and the knowledge explosion, things are closing in on us more swiftly than many of us may suspect. "Our way of life" is threatened.

This dismal and alarming thought was generated by the recent discovery that Boy Scouts now are going on overnight hikes equipped with frozen meals to take some of the rough edges off of the rugged life.

The slum gullion, cooked in a fire blackened can, is a thing of the past, or soon will be if we rightly interpret the handwriting on the wall. Gone, too, the sooty, fried crawdad tails, the fresh-caught fish baked in a mud jacket, the flapjacks which, even though assisted by store-bought materials, neverthe-

less had to be prepared on the spot.

True enough, these homely meals lacked the scientific balance of the pre-cooked frozen product, as well as the greater convenience of the latter. But we'll wager that they were more fun and contributed more to the character-building process for which the Boy Scouts are justly famed.

At any rate, we detect ominous signs of "the end of an era." We are not sure that it may rightly be regarded as progress. What we are sure of is that frozen meals for overnight hikes are a token of other and vastly more far-reaching things to come.

The fallout of knowledge from the space exploration programs, from the explorations of the ocean depths, and from the plumbing of the earth's insides—all this will have an increasingly

powerful influence upon our mode of living. Things are changing, sometimes at a dizzying pace. We not only must and should hope that the change will be for the better, but also we should do our best, with what lies within our power, to shape the changes for the better, and not simply let ourselves be carried along like a tumbleweed in a prairie wind.

We are not seriously alarmed that frozen meals on overnight hikes are going to sap the manhood of our youth. What we do need to keep an eye on is that there will always be places where our boys can go for an overnight hike, and that they have leaders who are imbued with conviction that the 12 Scout Laws are still good and valid guideposts to a decent, constructive life.

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