

THE
Elks

MAGAZINE
September 1967



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The

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FOLDS TO A TRIM, SLIM COMPACT CASE
 Makes bulky, thick, old fashioned garment bags a thing of the past. The Executive Suit Carrier is only 24" wide x 20" folded... 42" open. Weighs only 7 lbs. And look at the costly hand-worker's craftsmanship! Continental style buckles with handsome English brass hardware. Sturdy heavy duty brass hanger and rugged chain. **MADE OF MIRACLE SKAI...** the elegant material that looks like leather... yet outwears leather 7 times. Almost indestructible... SKAI is waterproof, scuff proof... stainproof. And its all skai... inside and out. In satin black and cordovan brown. **EASY TO CARRY.** Perfectly balanced... even fully loaded the **EXECUTIVE SUIT CARRIER** is as convenient to carry as your attache case.

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21" CARRY ON

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#674

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To keep this cover intact—use duplicate coupon of this advertisement on page 45.

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Please send me
 #673 Executive Suit Carriers \$29.95 ea. plus \$1.00 P.P.
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 color choice Brown Black

NAME

ADDRESS

CITY..... STATE..... ZIP.....

Enclosed is \$..... Charge to my Diners Club #.....

The Century Ahead



A Message from the Grand Exalted Ruler

Time itself is nothing. It is what we do with time that counts. Because the men who made up the Order of Elks during its first century used that time to such good purpose, we today can say of Elkdom, "A proud past."

But it is ahead that we must look. What we see there is a challenging future. It is a challenge to us and to those who will follow us that we use our time to such excellent purpose that when Elkdom's second century comes to a close our Brothers of that distant date can in their turn point to a proud past.

I am fortunate indeed, and honored, that I have been chosen to serve as Grand Exalted Ruler of the Benevolent and Protective Order of Elks in the year when our beloved fraternity celebrates its Centennial. I am grateful for the opportunity to advance the good works of Elkdom, and I appeal to every member of every Elks lodge to share this opportunity by joining me in making this the most productive year in our history.

In the century that is drawing to a close, the Order of Elks, from a most humble beginning, has grown and prospered. Through its countless benefactions to our youth, to the sick, to our nation's defenders, to the handicapped, the Order of Elks has directly affected the lives of hundreds of thousands of

men, women, and children and all of it has been beneficial. Uncounted others have benefited indirectly from the generous and intelligent programs that our fraternity has conducted.

The contributions that Elkdom has made to our nation's defense in time of war are so tremendous and so unusual that when young people hear of them for the first time they are astonished.

If this Order has been able to accomplish so much starting with so little, how great indeed are the prospects for us today, with our 1,417,000 members, our 2,100 lodges, and all the resources of men, brains, and money that are available to us.

The future challenges us with unlimited opportunities for service. This is a time for strong moral leadership, when we must not only be able to recognize evil but be willing to condemn and fight it. We must oppose the preachers of hate, the corrupters and destroyers, regardless of the high-sounding and good-appearing causes with which they seek to cloak their true designs.

Let us use all of our resources to encourage charity, justice, and brotherly love in fidelity to our obligation to cherish, defend, and protect our America, land of liberty, one nation under God.

Sincerely and fraternally,

A handwritten signature in dark ink that reads "Robert E. Boney". The signature is written in a cursive style with a large, prominent initial 'R'.

ROBERT E. BONEY, Grand Exalted Ruler

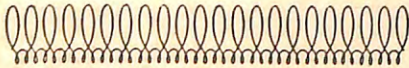
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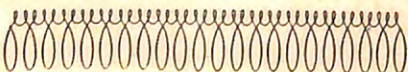
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THE ELKS MAGAZINE

VOL. 46, NO. 4

SEPTEMBER 1967

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14 years of trying everybody else's copiers convinced us to make our own.

Since the day we rented our first copier back in 1953, we at Pitney-Bowes have gone through 23 copiers. We bought, rented and leased them. Just like everybody else. And, like everybody else, we had our problems with them.

Some were reasonably good but cost too much. Others made copies that were wet, sticky, blurred or brown. Or didn't show ballpen signatures or notes in the margins. And then there were the copiers that blew hot and cold all day long—once they warmed up.

So we decided to make our own

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Our copier uses the electrostatic system. It dry copies from all colors permanently. It makes 8 copies a minute and delivers the first morning copy in seconds with no warm-up.

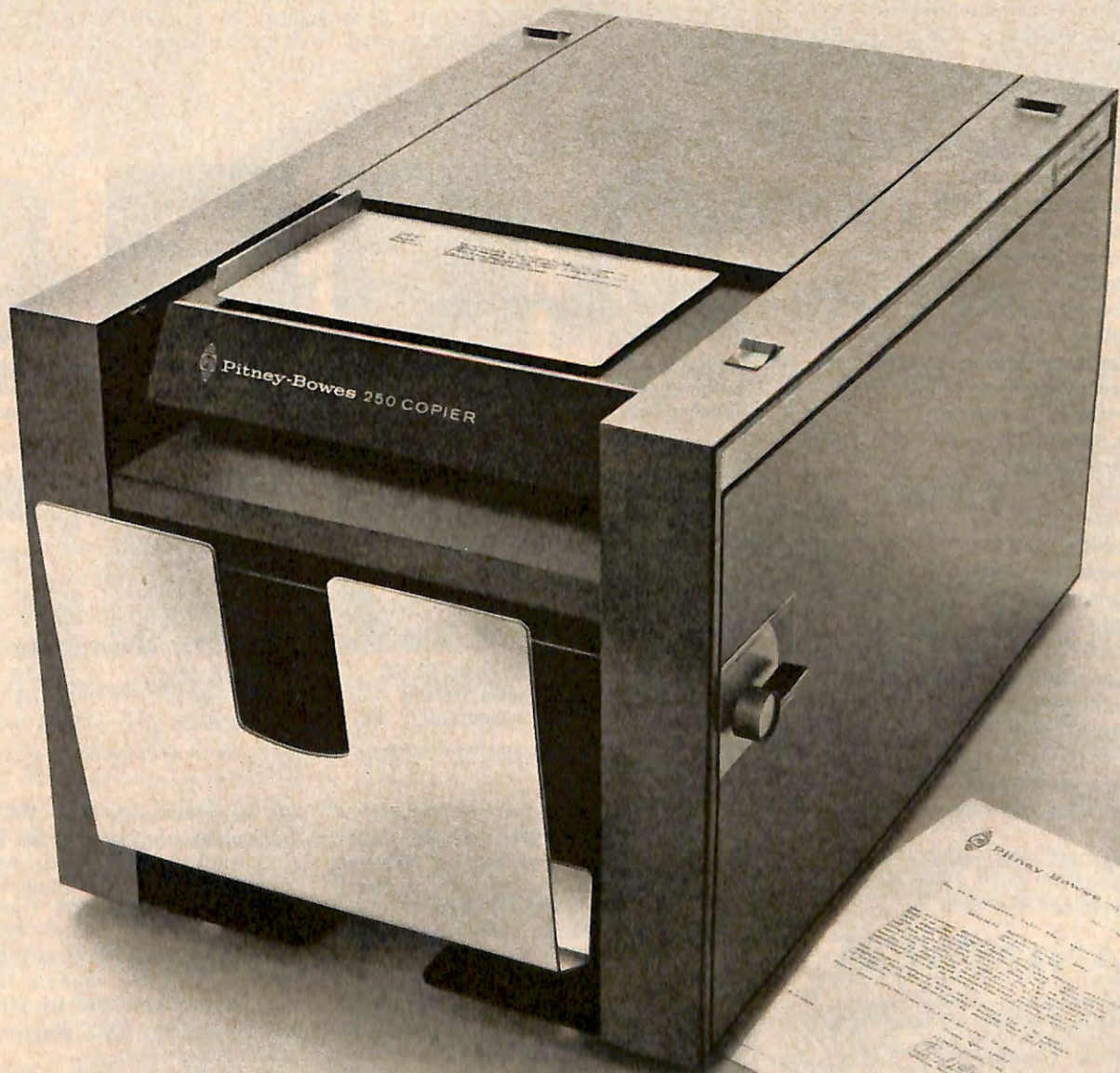
Our copier actually skimps on paper. Its roll feed system lets you copy things of any length...from receipts to ledger sheets and beyond. You pay for only as much paper as you use. No double sheets are ever fed, and copies are cut automatically to the size of the orig-

inal. It even copies from opaque as well as two-sided originals.

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ELKS NATIONAL FOUNDATION

Our Most Valuable Students



First-place Elks National Foundation scholarship winners Sandra L. Sanders of Springfield, Mo., and Thomas J. Berndt of South Bend, Ind. Each received awards of \$1,500.



2nd award, \$1,400
Marsha Hirano
Alhambra, Calif.



3rd award, \$1,300
R. Jane Dearstyne
Coatsville, Pa.



2nd award, \$1,400
Joseph Freeman
Pulaski, Va.



3rd award, \$1,300
David Orin
Portsmouth, Ohio



4th award, \$1,200
Rose Marie Bland
Mt. Vernon, Ill.



5th award, \$1,100
Susan Thornton
Ontario, Calif.



4th award, \$1,200
James Dean
Saginaw, Mich.



Tie-4th award
Gregory Schultz
Enid, Okla.

To the acclaim and prolonged applause of the delegates at the 103rd Grand Lodge convention, a Missouri girl and an Indiana boy were declared first-place winners of the Elks National Foundation's Most Valuable Student contest.

Sandra Lea Sanders of Springfield, Mo., and Thomas J. Berndt of South Bend, Ind., each received a \$1,500 scholarship to the college or university of their choice. They were presented

at the convention by P.G.E.R. John L. Walker, chairman of the Foundation.

A total of 151 awards, ranging from \$800 to \$1,500 and totalling \$130,000, was announced by the trustees of the Foundation this year. The scholarships are part of the benevolent projects financed by the income from a \$16 million fund created by gifts from individual Elks, Elks' lodges, and state Elks' associations.

(Continued on page 63)

Let us get You started on a Profitable Business to Success & Independence !



SELL ORIGINAL OIL PAINTINGS WITH A FRANCHISE FROM **Schertle Galleries, Inc.**

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A NEW CONCEPT IN THE SALE OF ART

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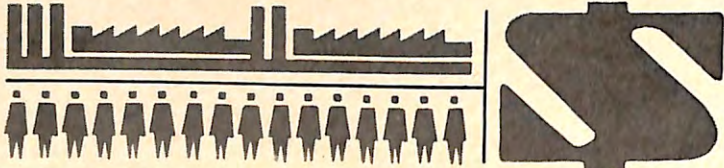
I would like to get more details in regard to a Schertle Gallery franchise. I understand there is no obligation.

Name _____

Address _____

City _____ State _____

FRANCHISING MAY PUT YOU IN BUSINESS FOR LIFE



FRANCHISING is one of the most widespread industries in America today. And it promises to get bigger as more and more Americans express a desire to own their own businesses. There are all kinds of impressive statistics pertaining to franchising. Experts believe franchised outlets in the U.S. will gross some \$80 billion in 1967, up from \$72 billion in 1966, a hefty rise and representing about 10 percent of our entire gross national product. Approximately 300,000 franchised operations exist in the United States today, with about 25,000 new ones expected to be formed before the year is out. Some of the present ones will go out of business, but the net increase will be about 17,500.

What do all these numbers mean to you?

Everything or nothing, depending upon your financial position, your goals in life, and, perhaps most important of all, your mental attitude. Actually, money is the least important factor when giving serious thought to franchising. Practically every franchise involves an initial fee, but if you don't have much of the green stuff lying about, there are ways to get around this.

Above all, what *you* want out of your working life, and even more appropriate, what your state of mind will be when you are running your own business through thick and thin, should be

the deciding factor before you give serious thought to investing cash in a franchise.

Although franchising has perhaps a less-than-perfect reputation, and some franchise operations fully justify holding one's nose, the risk of failure in operating a franchise business is far less than in starting a new business completely unaided. Government statistics show that fully 50 percent of new businesses succumb, but only 9 percent of franchised operations fail.

However, you may trip and stumble into that unhappy 9 percent if your personality, suitability, and qualifications don't measure up to the strains and travail of running your own business. One of the leading franchise consultants in the business, David D. Seltz, has devised a "Franchise Self Quiz," with such categories as Perseverance, Sales Ability, Managerial Ability, Industriousness, Physical Health and Energy, Emotional Stability, Enthusiasm, Business Acumen, Business Purpose, and last but hardly least important, Family Considerations. If you score "minus" in any of these categories, Seltz believes you should take a long look at investing in a business before actually committing yourself.



Assuming you "pass" this self-inflicted test (there are some challenging sample questions at the end of this article), now's the time to take a close look at

the franchising business, to examine some of the success stories, check off the pitfalls, and then take another hard look at your latest bank balance.

For those who have not been exposed to the concept of franchising, here is a brief definition. Franchising basically means that an established company is willing to provide its products or services, and its professional experience and know-how, to an individual in an exclusive area or territory in return for a fee. When an agreement has been signed, the franchisee (the fellow who buys the franchise) owns and controls the business locally, just as if it were his own, but his product is that of the franchisor (the company that manufactures the product or creates the service). Thus, if you buy an automobile transmission franchise, you are in the business of repairing and replacing car transmissions *only and within* the limits of a clearly defined geographical area.

There are literally hundreds of kinds of franchises available from accounting-and-tax services to selling wigs. Fundamentally, however, there are only four kinds of franchises.

1. Store Type. At one time, this was probably the only kind of franchise available, and still accounts for the majority of investments sold. This type runs the gamut from pizza parlors to orange juice stands. When you buy this


**BUT
CHECK
BEFORE
YOU
WRITE
THAT
CHECK**


By **SCHURA BARY**

kind of franchise, the chances are that you personally will be standing behind a counter and selling a particular product—most likely some kind of food.

2. *Service Type.* This is the second most popular kind of franchise and includes such services as friendship clubs, credit collection, cleaning and maintenance, all kinds of car-care establishments, and a host of others.

3. *Sales Type.* In this kind, the franchisee is selling a specific product either door-to-door or via direct mail, but not through a conventional outlet. Such products as burglary and fire alarms, building supplies, vacuum cleaners, housewares, etc., are sold in this manner.

4. *Office Type.* The latest, and in some ways the most sophisticated, this type offers for your investment various office operations, such as a personnel agency, a computerized male-female dating agency, a marketing and sales promotion office, a travel agency, a counseling and testing organization.

With any type of franchise, there are certain ground rules which should be scrutinized by the nonprofessional businessman who wishes to take this major personal and financial step.

Expert Seltz asserts that whatever kind of franchise is spread invitingly before you, check the company behind it. Is it a reliable, solid organization? Has the franchisor himself been in busi-

ness for a respectable period of time, and does he check out via your local Better Business Bureau, Dun & Bradstreet, your local bank, etc.?

Seltz forewarns the potential franchisee to shun the fad-of-the-moment franchise—usually the one most gaudily promoted both in newspaper advertising and in sales literature. For example, trampolines were highly popular a few years ago, and hot-shot promoters quickly set up trampoline franchises. Within a short time trampoline appeal tumbled, and the franchises, which originally sold for many thousands of dollars, are worth pennies today. Ditto for sauna bath companies. This isn't Finland.

Leading franchise experts are convinced that the newcomer should invest in a business in which he has some general knowledge. Thus, a person who likes to tinker with autos might well pick up an auto transmission franchise. A bookkeeper could choose an accounting-and-tax service operation or a personnel service. Are you good dancer? A dance school might be the thing for you. Do you like gardening? A garden supply house might make a down-to-earth investment.

Although the franchise investment, or "front money" as it's called, is not the most vital factor, most potential investors somehow don't have the necessary capital. This could result in a

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BY LARRY R. LUBENOW

AMERICANS who remember the Korean soldier, vintage 1950-1953, wouldn't believe their eyes if they visited the Korean fighting man stationed in Vietnam's Central Highlands today.

It is understandably hard for an American, who 16 years ago saw the ill-equipped and poorly trained Korean Army fold under the Communist invasion, to imagine that those who serve so proudly in Vietnam could even be of the same nationality.

The Republic of Korea soldier, or ROK as he is known, is bigger, stronger, better trained, and just plain better in every respect than those who came before him. This is especially true when speaking about his personal pride, discipline, and commitment to his present mission.

The Korean combat contribution to the Allied effort in Vietnam consists of

two crack infantry divisions and one marine brigade. The first to arrive, the Capitol Division, is known in Vietnam as the "Tiger" Division. The nickname stems not only from the tiger's head they wear on their left sleeves but also from their fierce combat spirit and determination.

As one U.S. combat veteran of the Korean War put it, "These fellows are downright anxious to mix it up with Charlie. In fact, they're unhappy as hell when they don't get into a fire fight."

The Tiger Division's accomplishments since their arrival in October

1965 more than prove they rightfully deserve their symbol and name. Since they rushed off the landing craft onto the beaches at Qui Nhon they have soundly defeated the Viet Cong in every engagement and have eased significantly the threat of Red military action in a 600-square-mile area stretching from the key port city west along strategic National Route 19 to the An Khe pass. They also have been credited by American officials with helping to push ahead the Vietnamese government's pacification program in lower Binh Dinh Province, a key area in the eyes of all who know and understand the importance of the Highlands.

The second Korean Division, the "White Horse," arrived in September and already has given the Viet Cong a taste of their combat ability. Well-

(Continued on page 59)

worthy friend, deadly enemy: the korean soldier in





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Yes, that is your hourly gross profit from the work of only three servicemen . . . at "national-price-guide" rates. And this is much easier to do than you think. We show you how . . . step by step. Duraclean dealers find it is easy to gross \$6 per hour on EACH serviceman plus \$9 per hour on any service they themselves render. Your income is limited only by the number of servicemen you employ. The 24 page illustrated booklet we'll mail you (with no obligation) explains how most of your gross profit becomes a clear net profit to you.

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Dealers operate from a shop, office, or their home. Equipment is portable...the electric Foam-

ovator converts to a convenient carrying case.

At the start, you may want to render service yourself . . . or you can start out with servicemen. This business is easy to learn . . . easy to start . . . so easy to service that women dealers often do it. We prefer you have no experience . . . not have to "unlearn" old methods.

We are NOW enlarging this worldwide system of individually-owned service businesses. If you are reliable, honest and willing to work to become financially independent, we invite you to mail the coupon.

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Leo Barnett: "I started spare time and took in \$140 in one night after supper. Now, full time, I can make as much in a week as I used to make in a month working for others".

Willis Tatro: "After two years of good profits we sold our business for five times the cost".

Arlin Rae: "I have work scheduled for three weeks in advance. I averaged \$122 a day for the last ten days".

Blanche Blood: "Duraclean brought me security and an education for my daughters. We've done as much as \$3,000 on a single job".

Loren Farris: "Did the carpeting in a furniture store in less than 3 days for \$400. Now get all their customer business".

Robert Wheeler: "The professional quality of Duraclean Service has earned the respect of carpet dealers and wholesalers. I've earned \$117.50 in an eight hour day".

Wilmer Suders, Jr.: "Building steadily. Last month grossed \$2,012. One job came to \$752".

John Szymanski: "Making 50% more than on any job I ever had. I've earned as high as \$1,300 in a single week, as much as \$2,700 on one job".

Ernest Shulda: "I never knew a company as eager as Duraclean to help their franchisees succeed".

R. Geisman: "Using the direct mail program we sold 10% on actual jobs. We also get a lot of referrals from happy customers".

Jerry Baker: "I don't know of any other business in which a man can make as much per hour".

Walter Parsons: "It would take a man years to build up the fame he gets automatically with the Duraclean name. It's a household word".

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National Magazine advertising explains the

superior merits of your services, builds your customer confidence and brings job leads to you.

We and a Duraclean dealer will train you and assist you. He'll reveal his successful, proven methods. We show you all you need to know.

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Furnishings stores, insurance adjusters, and decorators refer jobs to our dealers. These year 'round services are in constant demand.

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That made sense to us so we worked out such a plan . . . and those same men are now enjoying Duraclean dealerships in many communities. You don't experiment. You use tested, proven methods. **You have our backing and "know how."**

Does this appeal to you? Don't decide now. Mail the coupon so you'll have the facts to decide wisely. There is no obligation whatsoever. You will then know whether this is what you want.

You can start small and grow big just as we did. A third of a century ago Duraclean was an idea . . . but it caught fire and spread rapidly to a worldwide service. It spread because it was based upon (1) superior processes and (2) proven customer-getting methods.

Our first service, the care of carpets and upholstery, exemplifies these superiorities. It not only cleans; it enlivens the fibers . . . revives dull colors. Pile rises with new life. Furnishings are used again in a few hours.

There's no machine scrubbing. No soaking. Duraclean cleans by absorption. Mild aerated foam lightly applied, lifts out dirt, grease and many unsightly spots like magic.

Government figures show service businesses growing faster than industries and stores . . . \$750 million yearly potential just in rug and furniture cleaning. You have 5 other services.

Space here will not permit describing your other services but they are fully explained in the free booklet we'll mail you. You have six opportunities for profit on every job.

A few hundred dollars establishes YOUR OWN business. A day's profit more than takes care of the monthly payments we finance for you.

Men frequently take in partners.

We furnish electric equipment and enough materials to return your TOTAL investment. If you have good habits and know the importance of customer satisfaction, you can likely qualify for a Duraclean dealership.

It's been said, "Opportunity knocks but once at every man's door." This could be that one rare opportunity in your life.

It is surprisingly easy to learn this business.

You can decide from the information we will send you whether to apply for a dealership. So, with no obligation whatever, mail the coupon TODAY.

Resale Service

If, because of illness, moving or for any reason a dealer wants to sell, we maintain a service to locate buyers and to help him sell.

Dealerships resell at up to 10 times the dealer's cost. R.D.K., after 5 months, sold for \$2,000 above his cost. L.L., after 30 months, got \$7,116 more than he had paid. The value of your dealership and franchise grows monthly.

FREE BOOKLET tells how to start Your Own Business

With no obligation, we'll mail you a letter and 24 page booklet explaining this business . . . how and why your income grows . . . how we help finance you.

Then decide if this opportunity fulfills your dream of independence and a much bigger income.

Your location could be taken tomorrow . . . so mail coupon today.

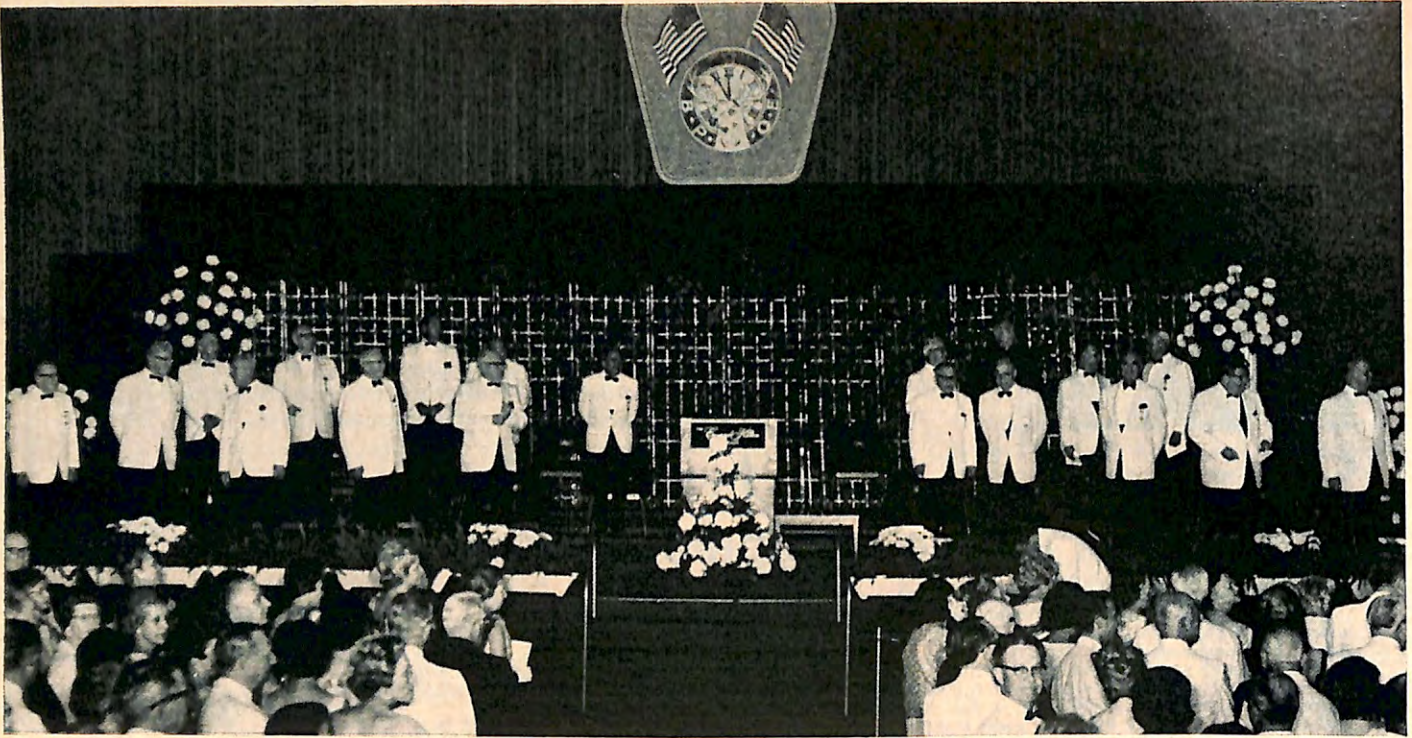
Find Out with NO OBLIGATION



Mail this coupon TODAY
It may put you in business

Duraclean Co. 7-549, Duraclean Bldg., Deerfield, Ill. 60015
With no obligation mail letter with 24 page illustrated booklet explaining how I can increase my income and family security with a Duraclean Dealership.

Name _____
Address _____
City _____ State _____ Zip _____



Honorary Convention Chairman Lee A. Donaldson opened the convention on Sunday evening, July 16, introducing his fellow Past Grand Exalted Rulers before an overflow crowd, estimated at 3,800 persons, at the Conrad Hilton Hotel in Chicago.

Convention Highlights '67

Dedication of the new Elks Magazine Building, announcement of plans for the Centennial Celebration in 1968, election of officers, and reports on the charitable projects of the Order highlighted the 103rd session of the Grand Lodge of the Benevolent and Protective Order of Elks.

Headquarters for the convention held Sunday, July 16, through Thursday, July 20, were in the Conrad Hilton Hotel in Chicago, "The Convention City of America."

More than 15,000 delegates, their families, and guests from every state in the Union were in attendance. Also represented



Chicago Mayor Richard J. Daley (center) extended greetings at the opening ceremonies of the convention Sunday evening. Shown on the left is G.E.R. Raymond C. Dobson and on the right is P.G.E.R. Lee A. Donaldson.

resented were the Canal Zone, Puerto Rico, Guam, and the Philippines.

At 8:30 p.m. Sunday the convention officially got underway in the International Ballroom. P.G.E.R. Lee A. Donaldson, honorary convention chairman, presided at the ceremonies which were open to the public. He welcomed the delegates and introduced the Grand Lodge Advisory Committee, comprised of the Past Grand Exalted Rulers.

The Pledge of Allegiance was led by Grand Esquire L. Bruce Richmond of Murphysboro, Ill., Lodge No. 572.

Grand Exalted Ruler Raymond C. Dobson gave the principal address, in



which he outlined the accomplishments of the Order during the past year. Membership reached an all-time high of 1,417,435, an increase of 28,874, in 2,091 subordinate lodges, also a new high.

Contributions to the Elks National Foundation totaled \$803,101.39. More than \$8 million was spent for charitable, educational, welfare and patriotic activities.

G.E.R. Dobson lashed out at those who refuse induction into military service, tear up their draft registration cards or defile the Stars and Stripes under which they seek its blessings, but choose not to accept its obligations. "All of them are suffering from back trouble—a great big yellow stripe right down the middle," he asserted.

The Grand Exalted Ruler offered a solution to the troubles that beset the nation.

"What do we need in this country?"

"My answer is terse, and admittedly not all-embracing—tolerance, even if it has to be stretched like a rubber band; awareness that we get wisdom by looking on fools; rededication to the worthy principles which for 99½ years have served the Elks so well. A determination that our second century shall far eclipse the first; and finally, for the edification of those who defy our law and order, faster justice and punishment. . . ."

Convention greetings were extended by Chicago Mayor Richard J. Daley and Cook County Circuit Court Judge Maurice W. Lee, representing Illinois Gov. Otto Kerner. Vocal selections were provided by the Treasure State Boys Choir from Anaconda, Mont., directed by Dean Naylor, and by the Bismarck, N.D., Elks Chorus, under the direction of Miss Angelina K. Stein.

The invocation and benediction were given by the Rt. Rev. Msgr. George M. Scott, Grand Chaplain.

Monday Highlights

A colorful and patriotic Grand Lodge Americanism Committee report, under the chairmanship of Joseph A. McArthur of Lewiston, Idaho, Lodge No. 896, heralded the beginning of the first business meeting.

The 50 state presidents paraded down the main aisle carrying their respective flags—each representing a star in Old Glory.

"The Singing Explorers" of Explorer Post No. 5, sponsored by Coeur d'Alene, Idaho, Lodge No. 1254, drew rounds of applause for their vocal selections.

Chairman McArthur reported that the Elks' motion picture film, "Freedom



P.G.E.R. John S. McClelland was accompanied to the convention by his son, Dr. Spencer McClelland (right), and his grandson, John S. McClelland II (center). Shown greeting his sponsor at Chicago's O'Hare Field is P.G.E.R. Robert G. Pruitt.

(Below): Among the numerous gifts presented the newly elected Grand Exalted Ruler was a fully equipped, air-conditioned 1968 Cadillac Fleetwood from the New Mexico Elks. Shown presenting the keys is State President Alex Coull of Las Vegas, N. M., Lodge.

(Bottom): Congratulating Robert E. Boney (second from left) on his unanimous election as the Order's leader are Sen. Clinton P. Anderson (left), who made the nomination, Edward McCabe, who made the seconding address, and Horace R. Wisely, Brother Boney's sponsor.

P.G.E.R. George I. Hall (second from left), convention chairman, and George T. Hickey (left), chairman of the Chicago committee, extended official greeting to Grand Lodge dignitaries. Arriving are (from left) G.E.R. and Mrs. Dobson, P.G.E.R. William J. Jernick, and Grand Secretary Franklin J. Fitzpatrick. Bryon J. McKeogh, convention director, and T. E. Fricke (right), of the Conrad Hilton Hotel, assisted in the welcome.





First-place National Youth Leadership contest winners were introduced to convention delegates: (from left) Deanna Susan Lackaff, Bassett, Neb.; Melville J. Junion, chairman of the Youth Activities Committee; G.E.R. Dobson, and David J. Kuter, Fond Du Lac, Wis.

Most Valuable Student first-place winners, Thomas J. Berndt of South Bend, Ind., and Sandra Lea Sanders of Springfield, Mo., are congratulated by National Foundation Trustees and P.G.E.R.s (from left) William A. Wall, John E. Fenton, Edward J. McCormick, John Walker, H. L. Blackledge, Horace Wisely, and Lee Donaldson.



P.G.E.R. Emmett T. Anderson (right), Centennial Committee chairman, shows P.G.E.R. Horace R. Wisely (left) and the newly elected G.E.R. Robert E. Boney the centennial publicity kit. Plans for celebrating the Order's 100th anniversary in 1968 were announced to Exalted Rulers, District Deputy-designates, and State Presidents.



Grand Lodge officers named at the convention are (first row) Patrick H. King of Boise, Idaho, Grand Esteemed Leading Knight; Raymond J. Quesnal of Montpelier, Vt., Grand Esteemed Loyal Knight; Robert E. Boney of Las Cruces, N. M., Grand Exalted Ruler; James P. Ebersberger of Latrobe, Pa., Grand Esteemed Lecturing Knight, and Franklin J. Fitzpatrick of Lynbrook, N.Y., Grand Secretary; (second row) Chelsie J. Senerchia of Miami, Fla., Grand Treasurer; Lauren W. Lappin of Boulder City, Nev., Grand Inner Guard; Cliff E. Reed of Minot, N.D., Grand Tiler; George T. Hickey of Chicago and Francis M. Smith of Sioux Falls, S.D., four-year term Grand Trustees; E. Gene Fournace of Newark, Ohio, two-year term Grand Trustee; Rev. Francis P. Fenton, Flint, Mich., Grand Chaplain.

Mine," won the George Washington Honor Medal presented by the Freedom Foundation at Valley Forge, Pa. The film was shown during the convention at the Americanism Committee's display booth.

Chairman McArthur announced that lodges and districts could purchase a print of the award-winning film for \$90 through the committee. He also noted that the Order of Elks sponsored a two-performance rodeo to entertain the Boy Scouts at the 12th World Jamboree held in Coeur d'Alene, Idaho, Aug. 4, 1967.

The delegates joined with the choral group in singing "God Bless America" to provide a dramatic conclusion to the report.

The unanimous election of Robert E. Boney of Las Cruces, N. Mex., Lodge No. 1119, and other Grand Lodge officers signaled a demonstration by the delegates.

U.S. Sen. Clinton P. Anderson, a member of Albuquerque, N. Mex., Lodge No. 461, nominated Brother Bo-

ney. The seconding speech was made by Edward W. McCabe of Nashville, Tenn., Lodge No. 72, Past Grand Trustee.

Other new officers named were: Patrick H. King of Boise, Idaho, Lodge No. 310, Grand Esteemed Leading Knight; Raymond J. Quesnel of Montpelier, Vt., Lodge No. 924, Grand Esteemed Loyal Knight; James P. Ebersberger of Latrobe, Pa., Lodge No. 907, Grand Esteemed Lecturing Knight; Franklin J. Fitzpatrick of Lynbrook, N.Y., Lodge No. 1515, Grand Secretary (6th term); and Chelsie J. Senerchia of Miami, Fla., Lodge No. 948, Grand Treasurer (3rd term).

Also, Lauren W. Lappin of Boulder City, Nev., Lodge No. 1682, Grand Inner Guard; Cliff E. Reed of Minot, N.D., Lodge No. 1089, Grand Tiler; and the Rev. Francis P. Fenton of Flint, Mich., Lodge No. 222, Grand Chaplain.

From three candidates for a four-year term of Grand Trustee, with two to elect, the delegates chose George I. Hickey of Chicago (North), Ill., Lodge No. 1666 and Francis M. Smith of Sioux

Falls, S.D., Lodge No. 262.

E. Gene Fournace of Newark, Ohio, Lodge No. 391 was elected to a two-year unexpired term of Grand Trustee created when Nelson E. W. Stuart of Cleveland, Ohio, Lodge No. 18 resigned to become Executive Director of the Elks National Foundation.

Brother Boney was escorted to the stage by his sponsor, P.G.E.R. Wisely, and a special committee consisting of Past Grand Exalted Rulers Bush, Blackledge, Hall, Walker, James, and Anderson, as well as Alex Coull, President of the New Mexico Elks Association, and Edward L. Harbaugh, secretary to the Grand Exalted Ruler-elect.

Members of the New Mexico delegation, dressed in colorful Spanish costumes and carrying an array of New Mexico state flags, assisted in the escort along with the Pottstown, Pa., Elks drill team and the Minot, N.D., Elks band and "Versatwirlers."

The acceptance speech of Brother Boney appears elsewhere in this issue. (Continued on page 16)

convention reports



Joseph A. McArthur
Chairman
Americanism Committee



William J. Jernick
Treasurer, Elks National
Service Commission



Joseph F. Bader
Vice-Chairman
Board of Grand Trustees



Joseph O. Spangler
Chairman, State
Associations Committee



Lloyd Chapman
Chairman
Ritualistic Committee



Robert E. Davis
Chairman, Auditing and
Accounting Committee



George I. Hall
Vice-Chairman, Elks National
Service Commission



H. L. Blackledge
Vice-Chairman
Elks National Foundation



H. Foster Sears
Chairman, Lodge
Activities Committee



John L. Walker
Chairman
Elks National Foundation



James S. Dunn
Member
Resolutions Committee



Gerald Strome
Chairman
Distributions Committee



Dr. Melville J. Junion
Chairman, Youth
Activities Committee



Emmett T. Anderson, Vice-
Chairman, Elks National
Memorial and Publication
Commission



Wade H. Kepner, Secretary
Elks National Memorial
and Publication
Commission



Wayne A. Swanson
Chairman, Committee
on Credentials



Glenn L. Miller
Chairman
Committee on Judiciary

Hugh L. Hartley
Chairman
New Lodge Committee



(Continued from page 14)

In other business, the delegates assembled approved the following appointments:

H. L. Blackledge, P.G.E.R., to a seven-year term on the Board of Trustees of the Elks National Foundation (reappointment); P.G.E.R. Horace R. Wisely to a six-year term on the board to fill the unexpired term of the late L. A. Lewis, P.G.E.R.; Lee A. Donaldson, P.G.E.R., to a five-year term on the board to fill the unexpired term of the late Sam Stern, P.G.E.R.

P.G.E.R. John S. McClelland to a five-year term on the Elks National Memorial and Publication Commission (reappointment).

R. Leonard Bush, P.G.E.R., to a five-year term on the Convention Committee.

Thomas F. Rhodes Jr. of Hamilton, N.J., Lodge No. 2262, to a five-year term on the Grand Forum.

A telegram from President Lyndon B. Johnson greeting the delegates and lauding the charitable and public service efforts of the Order was read by P.G.E.R. Hall.



G.E.R. Raymond C. Dobson holds up one of two checks presented by P.G.E.R. Emmett T. Anderson, Elks National Memorial and Publication Commission vice chairman. The checks, totaling \$130,000, were from surplus earnings of THE ELKS MAGAZINE.

Tuesday Highlights

Checks totaling \$130,000 were presented G.E.R. Dobson for the Grand Lodge by P.G.E.R. Anderson, vice chairman of the Elks National Memorial and Publication Commission, who made a report supplementing the Commission's annual printed report.

The checks represented a transfer from surplus earnings of THE ELKS MAGAZINE and savings in rental fees since the magazine's offices were moved to Chicago.

P.G.E.R. Anderson detailed the administration of the Memorial Building, the operation of THE ELKS MAGAZINE and facets of the public relations program.

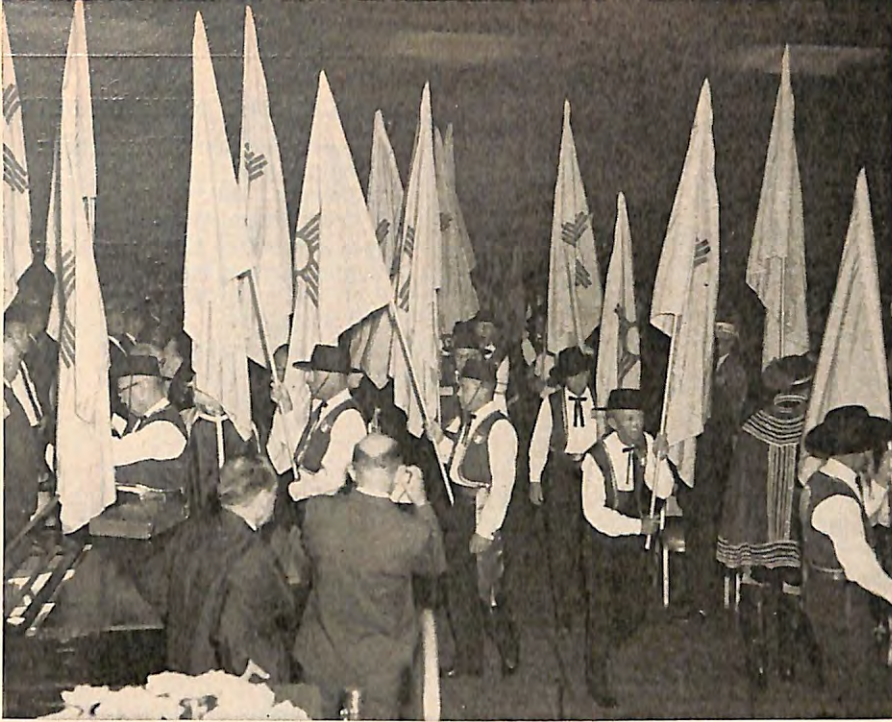
P.G.E.R. Kepner, the Commission's secretary, sought authorization from the convention to modernize and air condition the office area of the Memorial Building at a cost of \$209,256, plus architect's fees. The request was unanimously approved.



His term of office completed, Brother Raymond C. Dobson receives his Past Grand Exalted Ruler's pin from P.G.E.R. Blackledge. (Above, right) the newly elected G.E.R. Robert E. Boney receives his jewel of office from P.G.E.R. Horace R. Wisely.

Laconia, N.H., Elks won the ritualistic contest with a score of 95.436. Shown are (left to right) Est. Lect. Kt. David Howland, Inner Guard Edward Provencal, Est. Loyal Kt. George W. Stafford, Chap. Ronald Charland, E.R. William H. Nadon Jr., Est. Lead. Kt. and Coach William H. Nadon Sr., Esq. Peter A. Morrison, and Candidate Stephen H. Hodgson Jr.





Members of the delegation from New Mexico, the new Grand Exalted Ruler's home state, parade, dressed in colorful Spanish costumes and carrying an array of New Mexico state flags, during the rousing demonstration signaled by the election of Grand Lodge officers.

Hugh Hartley of Owosso, Mich., Lodge No. 753, New Lodge Committee chairman, announced that during the past year 24 new lodges were instituted, 17 dispensations were granted, and work was done toward establishing lodges in approximately 100 other locations.

Robert E. Davis of Waterloo, Iowa, Lodge No. 290, chairman of the auditing and accounting committee, outlined procedures and efforts of the committee and urged use of the accounting manual.

P.G.E.R. Walker, Chairman of the Board of Trustees of the Elks National Foundation, presented the first part of a supplement to the printed report. He paid tribute and honor to the late Past Grand Exalted Rulers John F. Malley, the Foundation's founder, L. A. Lewis, former chairman, and Sam Stern, board member.

Brother Walker reported that the Foundation offices had been moved from Boston to Chicago during the year and office procedures updated. He noted that contributions to the trust fund amounted to nearly \$804,000 during the past fiscal year.

He announced that the top awards in the Most Valuable Student Contest will be increased from \$1,500 to \$2,000 for this year's contest.

P.G.E.R. Blackledge, vice chairman, encouraged making the Foundation at least a partial beneficiary in the Order's accident insurance program for lodge officials.

In a preliminary report, Ritualistic Committee Chairman Lloyd Chapman, El Dorado, Kan., No. 1407, presented the All-American eastern and western teams. The eastern team consists of Exalted Ruler William H. Nadon Jr.,

Laconia, N.H., Lodge No. 876; Esquire Peter Morrison, Laconia; Leading Knight Anthony J. Cappucci, Tewksbury-Wilmington, Mass., Lodge No. 2070; Loyal Knight Jack Gilliland, Anderson, S.C., Lodge No. 1206; Lecturing Knight Francis Kievitt, Hasbrouck Heights, N.J., Lodge No. 1962; Chaplain Ronald Charland, Laconia; and Inner Guard Edward Provencal, Laconia.

Members of the western team are: Exalted Ruler Merrill W. Hartley, Lewiston, Idaho, Lodge No. 896; Esquire Robert Dirkson, Deadwood, S.D., Lodge No. 508; Leading Knight Gerald E. Atkinson, Manhattan, Kan., Lodge No. 1185; Loyal Knight George I. Nelson, Ballard (Seattle), Wash., Lodge No. 827; Lecturing Knight Lowell Lundberg, Fargo, N.D., Lodge No.

YOUTH ACTIVITIES WINNERS For Year-Around Programs

Lodges with less than 500 members:

1. Dunkirk, Ind.
2. Fulton, N.Y.
3. Durham, N.C.

Lodges with 500 to 1,000 members:

1. Nashua, N.H.
2. Port Jarvis, N.Y.
3. Augusta, Ga.

Lodges with more than 1,000:

1. Longview, Wash.
2. Lincoln, Neb.
3. Middletown, N.Y.

State Associations:

1. Nebraska
2. New York
3. California-Hawaii

Honorable mention:

- Ohio
Wisconsin
Massachusetts

ELKS NATIONAL YOUTH WEEK

Lodges with less than 500 members:

1. Herkimer, N.Y.
2. Fulton, N.Y.
3. Dunkirk, Ind.

Lodges with 500 to 1,000 members:

1. Wellsburg, W.Va.
2. Falls City, Neb.
3. Princeton, W.Va.

Lodges with more than 1,000:

1. Richmond, Calif.
2. Phoenix, Ariz.
3. Longview, Wash.

State Associations:

1. Pennsylvania
2. Ohio
3. California-Hawaii



In response to a challenge made by P.G.E.R. John L. Walker, chairman of the Elks National Foundation Trustees, delegates paraded to the podium with contributions, totaling nearly \$19,000 to the trust fund.

260; Chaplain James D. Cox, Cairo, Ill., Lodge No. 651; and Inner Guard N. Arthur Swanson, Lewiston.

H. Foster Sears of Macomb, Ill., Lodge Activities Committee Chairman, reported an increase in participation by the lodges during the past year. Total expenditures reported for 1966 Christmas charities came to \$846,798.09, an increase of approximately \$54,000.

Project awards were presented. They were previously reported in THE ELKS MAGAZINE.

The State Associations Committee report was given by Joseph O. Spangler of Greybull, Wyo., No. 1431, chairman. He told of the committee's projects and recommended that all lodges become members of their state associations.

Plaques were awarded winners of the State Association Bulletin Contest. The winning associations were: Division I (published more than four times annually)—first, Ohio; second, California; third, North Dakota; honorable mention, Illinois, Maryland-Delaware-District of

Columbia, Minnesota. Division II (published quarterly)—first, Pennsylvania; second, Florida; third, Oklahoma; honorable mention, New York, Alaska, Kentucky. Division III (less than quarterly)—first, West Virginia; second, North Carolina.

Additional messages of congratulations to the Order were read by Grand Esquire L. Bruce Richmond from various dignitaries and organizations.

Wednesday Highlights

Open to the public, Wednesday's meeting heard a supplement to the Elks National Service Commission's printed report. P.G.E.R. Hall, vice chairman, pointed out that the Order has spent over \$6 million to date on veterans' activities and upholding the pledge that "as long as there is a veteran in the hospitals, the Elks will never forget him."

For the 17th consecutive year, delegates voted authority to levy a tax of \$1 per year per member to finance the

AMERICANISM CONTEST WINNERS

Lodges with less than 500 members:

1. Fulton, N.Y.
2. Lompoc, Calif.
3. Southbridge, Mass.

Lodges with 500 to 1,500 members:

1. Massapequa, N.Y.
2. Traverse City, Mich.
3. Warren, Ohio

Lodges with more than 1,500:

1. Phoenix, Ariz.
2. Sioux Falls, S.D.
3. Lynnwood, Wash.

Elected Grand Exalted Ruler at the Monday session, Robert E. Boney, chairman of the Board of Grand Trustees, and Mrs. Boney are welcomed to Chicago by District Deputy-Designate Charles Bolek, Des Plaines Lodge No. 1526, Chicago convention committeeman.



Two Ohio Past Grand Exalted Rulers, Edward J. McCormick (left) and Fred L. Bohn (right) display a plaque each of them was awarded in honor of their service to the Order. The presentation was made by Ohio S.P. Elwood W. Reed (center) at a special luncheon hosted by Ohio Elks.



P.G.E.R. Ronald J. Dunn (left), chairman of the Advisory Committee, and P.G.E.R. Lee A. Donaldson, the committee's secretary, discuss important convention matters.

Mrs. C. L. Shideler places a convention badge in her husband's pocket. It was the 33rd Grand Lodge convention attended by Brother Shideler and 32nd by Mrs. Shideler. "My first was Birmingham, Ala., when I was Exalted Ruler in 1932 and I didn't know the ladies were invited," he quipped. Brother Shideler has been Secretary of Terre Haute, Ind., Lodge since 1934 and of the Indiana Elks Assn. since 1939. Currently, he is serving on the State Associations Committee.





Elkdom's new first family assembles for a portrait. Seated are G.E.R. Robert E. Boney and his wife, Evelyn, flanked by their two daughters, Mrs. Roberta Myers, who is holding their 18-month-old granddaughter, Patricia, and Mrs. Patricia Barnhill. In the foreground are granddaughters, Jane Barnhill, 12, and Martha Barnhill, 3. Standing are Brother Boney's son-in-law, Greeley Myers; son, Edward Boney, and son-in-law, Kenneth Barnhill.



As the convention was about to get underway, hundreds of Elks lined up to receive their credentials in the registration area in the Continental Room of the Conrad Hilton.



P.G.E.R. R. Leonard Bush (left) is greeted by Grand Exalted Ruler-Elect Boney and his wife at a reception of the New Mexico Elks Assn. Also pictured are (from left) New Mexico S.P. Alex Coull and Mrs. Coull and P.G.E.R. and Mrs. Horace R. Wisely.

Order's efforts in the nation's defense in event of a national emergency or for relief in case of a disaster.

The resolution authorizing the levy was introduced by P.G.E.R. Jernick, Commission treasurer, and although never invoked, it would raise more than \$1.4 million if needed.

Delegates and guests gave a standing ovation to the first place boy and girl Youth Leadership Contest winners introduced by Melville J. Junion of Green Bay, Wis., Lodge No. 259, committee chairman. They are David J. Kuter of Fond Du Lac, Wis., and Deanna Susan Lackaff of Bassett, Neb. Each received \$1,400 in Savings Bonds from the Elks National Foundation funds.

A plaque was presented G.E.R. Dobson for his continued interest in fostering Elk sponsored youth activities.

Six state youth activities chairmen were recognized for their efforts. They were Richard H. Bartels, California and Hawaii; James Colbert, Massachusetts; John F. Quinn Jr., New York; R. W. Moran, North Dakota; Alfred C. Hahn, Ohio; and William Terrell, Texas.

States awarded plaques for 100 percent participation in Youth Activities were Montana, Oklahoma, Colorado, Nebraska, West Virginia, Texas, and North Dakota.

The Order went over its 1,000 goal with 1,057 new Boy Scout troops established. New Girl Scout troops numbered 152.

In the second portion of the Elks National Foundation report, P.G.E.R. Walker, chairman, introduced the first-place Most Valuable Student Contest winners to the applause of the assembly.

Sandra Lea Sanders of Springfield, Mo., and Thomas J. Berndt of South Bend, Ind., were each presented certificates representing \$1,500 scholarships.

"Now aren't you sorry you didn't give more to the Elks National Foundation?" P.G.E.R. Walker asked the delegates in conclusion. They immediately responded with contributions of nearly \$19,000.

Thursday Highlights

Glenn L. Miller, of Logansport, Ind., Lodge No. 66, chairman of the Judiciary Committee, presented a number of changes to the Grand Lodge laws for the delegates' consideration. An amendment to change the date of Elks Memorial Sunday was defeated.

(Continued on page 55)

Commissions at work

The Chicago convention, the eighth held by the Order in the "Convention City of America," was planned by the Grand Lodge Convention Committee, which includes Past Grand Exalted Rulers George I. Hall (chairman), John S. McClelland, William S. Hawkins, Lee A. Donaldson, and R. Leonard Bush, and Bryan J. McKeogh, convention director.



Members of the Elks National Memorial and Publication Commission discussed plans for publishing a serialized history of the Order in THE ELKS MAGAZINE with William H. Magrath, General Manager (right). Commission members, from left, are Earl E. James, Assistant Secretary and Assistant Treasurer; Emmett T. Anderson, Vice Chairman; John S. McClelland, Chairman and Wade H. Kepner, Secretary, all Past Grand Exalted Rulers, P.G.E.R. James T. Hallinan, treasurer, was unable to be present.



Medallions commemorating Elksdom's 100th birthday are examined by the Centennial Committee, (from left) P.G.E.R.s R. Leonard Bush, H. R. Wisely, George I. Hall, Emmett T. Anderson (chairman), John E. Fenton, and Robert G. Pruitt.



Members of the Elks National Service Commission made preliminary plans for the coming year and finalized their report. (From left) Bryan J. McKeogh (executive director) and P.G.E.R.s Emmett T. Anderson, William J. Jernick (Treasurer), William A. Wall, George I. Hall (Vice Chairman), Fred L. Bohn, and John L. Walker (Secretary). Long-time Chairman James T. Hallinan was absent from the meeting.



The Board of Grand Trustees, shown in session at Chicago, include (from left) E. Gene Fournace, Home Member; Frank Hise, Approving Member; Joseph F. Bader, Vice Chairman; Francis P. Hart, Secretary; George T. Hickey, Pension Member; Roderick M. McDuffie, Building Applications (East); and Vincent H. Grocott, Building Applications (West). Absent when the photograph was taken was Robert E. Boney, former chairman and the new Grand Exalted Ruler.





Only Benson's
sends free slices
to help
you sell!

Fund-raising is easy with Benson's Sliced Old Home Fruit Cake, because Benson's lets the taste do the talking. You get 10 free sample slices in each case of fruit cake shipped to your group. Your members sell cakes just by offering free samples. Customers test it when they taste it and know they're getting their money's worth. Your group gives value instead of begging for a handout, yet you earn \$1.10 profit for your project with each 3-pound cake sold. Why knock yourself out? Sell at your leisure with Benson's Old Home Fruit Cake . . . proved successful in 31,581 local fund-raising campaigns with profits from \$50 to \$4,337 each. Your group can do it, too.

Benson's sliced
old home **Fruit Cake**

MAIL COUPON TODAY FOR A PROGRAM
BROCHURE AND TEN FREE TASTING SLICES.
NO OBLIGATION.

Benson's Old Home Fruit Cake,
245 North Thomas Street, Post Office Box 1432 N2
Athens, Georgia 30601

Please rush program brochure and ten free tasting slices of Benson's Sliced Old Home Fruit Cake.

NAME _____

ADDRESS _____

CITY _____ STATE _____

ZIP CODE _____ PHONE _____

ORGANIZATION _____

POSITION IN ORGANIZATION _____

(We can honor only those inquiries that list organization names, since we sell only through civic, church, community and school groups.)



Robert E. Boney (left), the Order's new Grand Exalted Ruler, is congratulated by retiring G.E.R. Raymond C. Dobson.

the acceptance speech of

ROBERT E. BONEY

Presented at the Grand Lodge Convention in Chicago following his election to office on July 17.

Grand Exalted Ruler, Past Grand Exalted Rulers, officers and members of the Grand Lodge, my brothers all:

With a heart filled with gratitude, I proudly accept the office of Grand Exalted Ruler and the opportunity it affords to serve as your leader for the ensuing year. Mindful of the many duties and great responsibility, I pray that God will bless me with health and guidance so that I may represent you, and all Elks, in such a manner that this centennial year will be the greatest in the history of our Order.

Fortunate am I to follow in the footsteps of a great man, our present leader, who has added much stature and prestige to our fraternity this past year. I have been privileged to have his counsel and advice, and it will be an honor to succeed in office my friend, Grand Exalted Ruler Raymond C. Dobson.

To the Past Grand Exalted Rulers, my deep and sincere appreciation for your encouragement and support. I shall be ever grateful for your advice and guidance. I seek your continued help, and I assure you that it will be appreciated as it has been in the past.

To my good friend of many years, the Honorable Clinton P. Anderson, the great senior senator from New Mexico, I express my sincere gratitude for your nominating speech. I realize how busy you are in our nation's capitol, and I am happy that in your busy schedule you could find time to come to Chicago

for this occasion which means so much to me. Thank you, Clint.

To Edward W. McCabe, past Chairman of the Board of Grand Trustees, with whom I had the pleasure of serving for three years, I wish to express my appreciation for seconding my nomination.

To my lodge, for its confidence and support through the years, I am deeply grateful. I am certain that in the years to come, Las Cruces lodge, through its opportunities and enthusiasm, will be one of the greatest lodges in our state.

To the New Mexico Elks Association, for its continued loyal support and help, I express my deep and sincere thanks. I am confident that this year its members will put forth every effort for the betterment of Elkdom in our state, and we will achieve horizons never before anticipated.

To you, Past Grand Exalted Ruler Horace R. Wisely, words or phrases have not been coined that adequately express my thanks for your continued encouragement, counsel, and help in the positions I have been honored to occupy in the Grand Lodge. I had been very fortunate in having the guidance of two other great Elks who were sponsors of New Mexico Elkdom: the respected and beloved John R. Coen and Floyd E. Thompson. Both gave generously of their talents to our fraternity. Receiving much of my Elk education under these esteemed teach-

ers, I now say I have taken a post-graduate course under Horace Wisely.

To you, Horace, I express everlasting gratitude and sincere appreciation for all the advice, counsel, and encouragement which you have so warmly and patiently given in such a friendly manner.

This year will be known as our Centennial Year. When Elkdom was born one hundred years ago, with a membership of only 15 men, little did they realize that the Benevolent and Protective Order of Elks would become one of the greatest organizations in our country, boasting a membership of over 1,400,000 men in about 2,100 lodges.

This Centennial Year is a time for reflection and, then, for re-dedication to the great work ahead. Calvin Coolidge said, "We review the past not in order to return to it but that we might find in what direction it points to the future." We must continue to build for the present and the future, on the foundations of the past. We look back with pride on 100 years of service to our fellow man. With the knowledge, wisdom, and experience gained in the past, and with our many members and lodges, we can meet the challenge in a new century of effort and service, dedicated to the advancement and betterment of all mankind. No one should ever forget: we are in this world to make it better. With this thought in mind, we embark upon a program which will require the attention and

energy of every member of every lodge in our fraternity. We can meet the goals that are before us, if we will accept and support my slogan for the year: "A Proud Past—a Challenging Future."

I would like to present to you some of the basic points in my program for the coming year.

I must put Americanism first. Conditions in our country today call for strengthening the Elks Americanism program. The liberties, the traditions, and the high ideals that we possess and cherish as Americans are a part of the basic foundation of our Order. It is the duty of every Elk to use his influence through his words, his actions, and his deeds to instill in every citizen more pride in our American heritage. Every Elk must speak out for that which is good and must condemn the actions of those who would destroy our country. Every Elk has the responsibility to register and become an intelligent voter. He has the responsibility to show his patriotism by flying the Stars and Stripes on every national holiday and, indeed, where practical, on every day.

Every lodge should appoint men to its Americanism Committee who will make it an active committee. The Grand Lodge supplies a wealth of suggestions and programs to aid the committee's efforts to develop in all Americans a renewed and increased pride in their American citizenship. The dedication, perseverance, and endurance of men in the past, and the supreme guidance of Almighty God have made this the greatest country on earth. Let us be ever thankful for this proud past and meet the challenge of the future with confidence and faith in the American way of life.

Membership is the lifeblood of our Order. This year, I am asking each lodge to add to its roll an increase of a minimum of 10 percent of its present membership. The principles for which we stand can be furthered and spread only by an active and enthusiastic membership. Each prospective member must be thoroughly indoctrinated and become dedicated to the fulfillment of the principles of our Order. Thus, each Lodge must provide a well-planned and thorough indoctrination program.

Lapsation continues to be our most serious membership problem. Use of the Lapsation Section of the Membership Control Manual will prove helpful in the collections of dues. I urge you to incorporate in your dues collection work an intensive, year-round program of personal contact in each lodge. Give more attention to the "Stray Elk" program. Set up a "Stray Elk" file. Contact these brothers, invite them to your lodge and arrange a special meeting night for them. Make these Elks, who

"We can meet the goals that are before us, if we will accept and support my slogan for the year: 'A Proud Past—A Challenging Future' "

are new in your area, an active part of your lodge. Encourage reinstatement. I emphasize these points so that you will realize the importance and need of a growing membership in your lodge.

This year, I am encouraging a strong program in each lodge to gain the increased respect and support of the people of the community. This greater respect and support will be the result of hard work and good deeds accomplished through those lodge activities which involve civic, patriotic, charitable, and family-centered programs. Make your community aware of our very fine programs in these fields.

Let everyone know about our many contributions to the betterment of mankind. Encourage activities which will be a source of pride and satisfaction. Evaluate what you have done in the past and double your efforts in the future. Make the people of your community respect our great fraternity. Make them realize that it is a great honor and privilege to be a member of the Benevolent and Protective Order of Elks.

We are proud of the comprehensive and effective Youth Program we have sponsored throughout Elksdom. The boys and girls of today will be our leaders of tomorrow. They deserve our support, guidance, and protection. One of the highest accomplishments an Elks lodge can achieve is to help these future leaders during their important formative years. We can best serve the youth of the world by setting an example for them of what is good and right. I encourage strong and interested Youth Activities committees which will provide programs for youth in all stations of life. Do not forget the underprivileged, handicapped, and mentally disturbed children, for they, too, need our attention. Consider your facilities, your budget and then choose a program of activities that will meet the needs of the youth of your area. This

is a long-term investment which will reap great rewards in the future.

We are proud of the work done by the Elks National Foundation. Since its inception in 1928, its entire effort has been devoted to the betterment of man through philanthropic, charitable, and educational programs. These programs have been made possible by our generous contributions, and they must continue to have our enthusiastic and increased support.

"Though you can't give a million—be one of a million to give." Return to your home lodge and encourage greater support for this outstanding Benevolent Trust—the Great Heart of Elksdom. True satisfaction and happiness is found through giving for others.

At the close of World War II, the Elks National Service Commission was founded with the pledge that "so long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him." A part of our proud past is that we have kept this pledge. Continuing to keep this pledge is part of our challenging future. It is especially important today, because of the increasing number of men in our Armed Forces, made necessary by the threat to our freedom in these troubled times. We must show our gratitude and support by a strong Elks National Service Commission program. I encourage the continuance and expansion of the "Letters from Home" program. I ask you to plan special welcomes for our servicemen as they return home. These veterans appreciate the work of the Elks National Service Commission in their behalf. We must continue with unending enthusiasm.

Every Elk can be proud that we provide a "home away from home" for many elderly members. This haven in the Blue Ridge Mountains of Virginia has provided security and happiness for those men who have spent their twilight years there. We have a very fine superintendent directing our home. Doral and Kitty Irvin have made every man feel their warmth and hospitality. A personal visit to the home will justify your pride in the condition and management of our Elks National Home.

One of my greatest concerns this year will be the improvement of the "Image of Elksdom." I want each lodge to evaluate its image in the community, and then use every opportunity to enhance this image and to increase respect for the lodge through programs which reflect the humanitarian and benevolent goals of our Order. The celebration of the 100th birthday of our Order on February 16, 1968, presents each lodge with a golden opportunity to develop a community program which will proclaim, with pride, the
(Continued on page 58)



G.E.R. Raymond C. Dobson addressed guests at the formal dedication of the Elks Magazine building July 15th, just before the opening of the national convention. (Left) P.G.E.R. Emmett T. Anderson presided at the ceremonies, which were opened by the Pledge of Allegiance, led by Eagle Scout Robert W. Klein.

Dedication of Elks Magazine Building

"The great and worthy purposes for which THE ELKS MAGAZINE was founded is our heritage.

"We, in deep appreciation for the helping hands of the past and the present, dedicate this new building to the magazine's founders and to our huge assembly of membership." Thus disclosed G.E.R. Raymond C. Dobson in his opening remarks at the dedication of the new ELKS MAGAZINE building located immediately adjacent to the Elks National Memorial building in Chicago. The ceremonies were held at 3 p.m. Saturday, July 15, preceding the 103rd Grand Lodge Convention.

G.E.R. Dobson gave a verbal salute to the National Memorial and Publication Commission for a "demanding task well done," and lauded General Manager William H. Magrath and the magazine staff.

Presiding at the dedication, from a specially-built platform outside the new building, was P.G.E.R. Emmett T. Anderson, vice-chairman of the Commission.

P.G.E.R. Wade H. Kepner, the Commission's secretary, told of the history, accomplishments and purposes of the 45-year-old magazine, which was first published in June 1922.

The ceremonies were preceded by a musical prelude by Gregory Konold, prominent Chicago organist. Boy Scout Troop No. 917 of Chicago (West) Lodge No. 2187 posted the colors.

Choral selections were provided by the "Singing Explorers." The group of approximately 20 members, age 14 to 18, are from Explorer Post No. 5, sponsored by Coeur d'Alene, Idaho, Lodge No. 1254. They were directed by Mrs. William S. Hawkins, wife of P.G.E.R. Hawkins.

The Pledge of Allegiance was led by Eagle Scout Robert W. Klein, assistant junior scoutmaster of Chicago (West) Troop No. 917.

Invocation and benediction were given by the Rt. Rev. Msgr. George M. Scott of San Pedro, Calif., Grand Chaplain.

"We accept the challenge—and the opportunity—for THE ELKS MAGAZINE to serve in the future with an inspiration provided by the past," G.E.R. Dobson concluded.

Excerpts from the history of THE ELKS MAGAZINE presented by P.G.E.R. Wade H. Kepner at the dedication of the new building.

... The 45-year-old ELKS MAGAZINE, first published in June 1922, has presented works of many noted authors. All in addition to articles that reveal the deeper meaning of the spirit of Elkdom, such as the rehabilitation of mentally retarded children in Colorado, the paraplegics in California, the crippled children's hospitals in Florida, Texas, Georgia, New Mexico, as well as many others.

... The first National Memorial Headquarters Commission consisted of Past Grand Exalted Rulers John K. Tener, Joseph T. Fanning, James R. Nicholson, Edward Rightor, Fred Harper, Bruce A. Campbell, Rush L. Holland, Frank L. Rain, and William M. Abbott. The Commission chairmen from the time it was first created until the present day have been Past Grand Exalted Rulers Tener and Campbell and its present Chairman, John S. McClelland...

... The men of the past have been devoted. The men of the future will come on. The men of the present are attempting to carry on and will do so, reflecting to 1,400,000 people what the great heart of Elkdom stands for.

... The magazine has attempted to achieve the following goals:

1. To establish a direct contact between the Order and its members—as individuals;
2. To provide some medium of communication through which each member could be promptly reached, personally and directly;
3. To bring to each Elk a realization that he is a member of the Benevolent and Protective Order of Elks of the United States of America, and not merely a member of a subordinate lodge;
4. To furnish to each member a reliable source of information as to the history of the Order, its notable achievements and splendid accomplishments, to which he has, all too unconsciously, contributed;
5. To keep the rank and file of the membership advised of the community

(Continued on page 55)



Featured at the dedication were patriotic songs by the "Singing Explorers," Post No. 5, sponsored by Coeur d'Alene, Idaho, Lodge No. 1254. The principal address was given by P.G.E.R. Wade H. Kepner, secretary of the National Memorial and Publication Commission.





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Minimum regular premium billed—\$8. Your policy will show your choice of premiums (if \$8 or more) for 1 month, 3 months, 6 months, or 12 months.

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Age Rate	Age Rate	Age Rate	Age Rate	Age Rate	Age Rate	Age Rate	Age Rate	Age Rate	Age Rate	Age Rate	Age Rate	Age Rate	Age Rate	Age Rate
21 12.21	26 14.10	31 16.52	36 19.65	41 23.72	21 \$6.11	31 \$8.26	41 11.86	51 17.95	61 28.63	21 \$2.95	31 \$3.90	41 \$5.52	51 \$8.27	61 13.10
22 12.56	27 14.54	32 17.08	37 20.38	42 24.65	22 6.28	32 8.54	42 12.33	52 18.76	62 30.05	22 3.03	32 4.02	42 5.73	52 8.64	62 13.75
23 12.92	28 15.00	33 17.67	38 21.16	43 25.65	23 6.46	33 8.83	43 12.82	53 19.62	63 31.55	23 3.10	33 4.15	43 5.95	53 9.03	63 14.45
24 13.29	29 15.48	34 18.30	39 21.97	44 26.70	24 6.65	34 9.15	44 13.35	54 20.54	64 33.16	24 3.18	34 4.29	44 6.19	54 9.44	64 15.18
25 13.68	30 15.98	35 18.95	40 22.82	45 27.81	25 6.84	35 9.48	45 13.90	55 21.51	65 34.86	25 3.27	35 4.44	45 6.44	55 9.88	65 15.95
NOT ISSUED OVER AGE 45					26 7.05	36 9.82	46 14.49	56 22.53	66 36.68	26 3.36	36 4.60	46 6.71	56 10.34	66 16.77
					27 7.27	37 10.19	47 15.11	57 23.62	67 38.59	27 3.46	37 4.76	47 6.99	57 10.83	67 17.63
					28 7.50	38 10.58	48 15.76	58 24.77	68 40.62	28 3.56	38 4.94	48 7.28	58 11.35	68 18.52
					29 7.74	39 10.98	49 16.45	59 26.00	69 42.76	29 3.66	39 5.12	49 7.59	59 11.90	69 19.45
					30 7.99	40 11.41	50 17.18	60 27.30	70 45.03	30 3.78	40 5.31	50 7.93	60 12.48	70 20.42
					NOT ISSUED OVER AGE 70					NOT ISSUED OVER AGE 80				

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IF RURAL _____ MILES FROM _____ ON _____
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CITY _____ STATE _____ ZIP CODE _____

I HAVE LIVED HERE _____ YEARS _____ MONTHS

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If less than two years at present address

HEIGHT _____ FEET _____ INCHES WEIGHT _____ POUNDS SEX _____ RACE _____
Male-Female

BIRTH DATE _____ BIRTHPLACE _____
Month-Day-Year State

OCCUPATION _____

EMPLOYED BY _____

LOCATED AT _____
Street and Number City and State

2. YOUR BENEFICIARY: PERSON TO BE PAID AT YOUR DEATH

First Name Initial Last Name

Relation to You Age of Beneficiary

I authorize any doctor or hospital to furnish information acquired in attending me. The Company shall not be bound until the premium is received, this application is approved, and the policy is executed, all at the Company's Home Office during my life and good health. It is agreed that the statements in this application are a part of the consideration for any policy issued on this application.

3. NAME AND ADDRESS OF DOCTOR MOST FAMILIAR WITH YOUR MEDICAL HISTORY

DOCTOR'S NAME _____
First Name Initial Last Name

HIS ADDRESS _____
Street, City and State

Have you ever been turned down, charged an extra rate, had a policy cancelled or been refused renewal of a policy by any Life, Accident, Health or Hospitalization Insurance Company? YES NO

Have you ever been told you had: Bright's Disease, Cancer, Diabetes, Hardening of the Arteries or Liver, Heart Trouble, Paralysis, Stroke, Syphilis or Tuberculosis? YES NO

Have you received medical or surgical advice or treatment in the PAST TWO YEARS? YES NO

If answer is "YES" to any questions—explain below. (Include Date, Name and Address of Doctor.)

(Use Additional Sheet If Necessary)

4. Check "Yes" to include the Automatic Premium Loan Provision at no extra cost. This avoids lapse—if your premium is not paid within the grace period—when your WHOLE LIFE POLICY has sufficient cash value to pay a quarterly premium and interest. Do you elect the Automatic Premium Loan Provision? Yes No

DATE _____ TERM INSURANCE PREMIUM ENCLOSED _____
Month-Day-Year (Premium must accompany application)

SIGN YOUR NAME HERE _____
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If you like the
 aroma of a great
 autumn day in
 the woods,

put this in your
 pipe and smoke it.



Tom Wrigley

TW TW TW TW TW TW TW TW

SOCIAL SECURITY BOOST in benefits may not become a law until late this session, according to reports on Capitol Hill. The House Ways and Means Committee, as this is written, is considering a bill which has many, many angles.



President Johnson wanted a minimum 15 percent increase in cash. The Committee has been looking at a 13 percent boost. At present some 23 million Americans will benefit by whatever increase is granted.

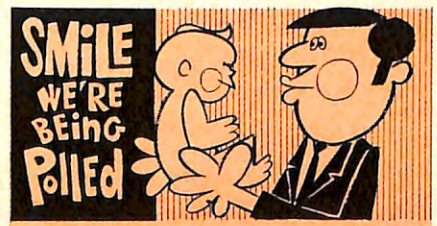
CONGRESS MAY GRIND until December, according to leaders in both Houses. Only four of 16 appropriation bills have been passed. Plans to raise income taxes by an 8 percent surtax will run against opposition and require weeks of debate. A long fight is anticipated over the anti-poverty program which started back in July. Other important bills waiting for action include foreign aid; action on strikes; election law reforms; Congressional redistricting; the President's war-on-crime program and LBJ's civil rights proposals. It will be a weary Congress when final adjournment is reached.

RAREST BLOOD in the world was used to save the life of a baby in New York City's Mt. Sinai Hospital. It was given by Mrs. Thomas W. MacKall of nearby Alexandria, who is one of only five persons in the world who have the type Rh Null blood. The others are an Australian aborigine, a boy in Tokyo, an unidentified person in Los Angeles, and the mother of the baby in New York, Mrs. Evan Bush of Brooklyn. Transfusions of the rare blood were given to the baby, a boy, minutes after it was delivered by Caesarian operation. Re-

ports when this was written were that the baby would survive.

MEET EDNA MOYERS, one of the official reporters in the House of Representatives. She can take 240 words per minute when Congressmen speak. She says that freshmen Congressmen are better speakers than the veterans, but she makes one exception in the case of Sen. Everett Dirksen (Ill.), saying, "He speaks slowly, distinctly, loudly, and with feeling."

CIVIL WAR SHIP COMING. It's the ironclad *Tecumseh*, which has been buried in mud at the bottom of Mobile Bay for 103 years. If the old hulk can be raised, it will be brought to the Smithsonian Institution's proposed National Armed Forces Museum Park, which will be opened on the Potomac. The Union warship was sunk by a Confederate mine August 5, 1864, during the battle of Mobile Bay. She sank in less than a minute in 30 feet of water.



PICTURES OF A BABY change everything. Since President Johnson became a grandfather his popularity has taken a substantial jump, according to pollsters. Politicians say there is nothing like getting a baby in a picture, and so it has been with LBJ. Grandson Patrick Lyndon Nugent promises to be the most photographed infant in the world.

JUNKET EXPENSES of Congressmen assigned to trips in foreign lands are sometimes lower than the cost of their detailed reports. Rep. Charles E. Goodell (N.Y.), on a Brazil trip with an aide, spent \$4,000. He filed his report in the Congressional Record, and this, at \$110 a page, cost \$5,830.

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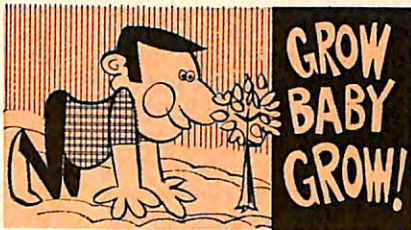


P.O. Box 8146, Spokane, Wash. 99203

**WRITES FROM
WASHINGTON**

TW TW TW TW TW TW TW TW

MELONS ARE FOR EATING and a downtown vegetable stand did a good business when the dealer put up a sign saying, "These cantaloupes are for eating only. I refuse to sell to anyone who buys them to get high on the rinds."



A LITTLE ELM TREE is growing at the Department of Agriculture's experiment station at Beltsville. The tree, it is believed, will be resistant to Dutch elm disease. Most American elms have been killed by the blight, but scientists at the station have developed a new breed of elm which in time, it is hoped, will bring back America's stately elm trees. Mr. A. E. Kehr displayed the first tree rather proudly.

RIFLES ARE STILL NEEDED even though atomic weapons have been developed for warfare. Our government, as part of its national defense effort, gives the National Rifle Association \$2.7 million per year in the form of free ammunition and the lending of rifles and ranges to NRA marksmen. The Civilian Marksmanship Program sponsored by the Pentagon is sure popular.

AIR POLLUTION in the Washington area due to incompletely burned airplane fuel is estimated at 35 tons a day. William S. Aiken, Jr., of the National Aeronautics and Space Administration gave out the figures. He said the pollutants are made up of unburned hydrocarbons from the exhausts of the more than 600 commercial airplanes and 275 private planes landing and taking off every day. Ten years ago, he said, it was double that total, but the big airports of Dulles in Virginia and Friendship in Maryland keep many planes from the District area.



Joe Miller was 48 and a traveling salesman out of Duncan, Oklahoma, when he mailed a coupon like the one on this page.

Soon, Joe received a fascinating, free book from Universal Schools. The book gave Joe a startling, inside look at the booming field of Accident Investigation.

Joe didn't know the first thing about Accident Investigation—but he knew a great opportunity when he saw one. So, he took Universal's famous lessons-by-mail course in his spare time. Though he had only average education, Joe completed the training easily.

Joe Miller made \$14,768.72 his first year in Accident Investigation. Since then, he's been averaging \$20,000 annually, working about six months a year. He does no selling. He's an independent Investigator- Adjuster specializing in storm damage.

Joe Miller's income is unusually high and, though it is not typical, it shows the tremendous opportunities right now in Accident Investigation—even for men with no experience and only average education.

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**He
Makes
\$20,000
Working
6 Months
A Year**

**He
Started
By
Mailing
a Coupon
Like This**

elks' golfing mecca

Amid verdant greenery, pleasant climate, and innumerable outlets for recreation is Southern Pines, N.C., a "must" stop for many vacationing Elks. Its attraction—the Southern Pines Lodge No. 1692 annual National Elks Amateur Golf Championship, an oak of a tourney that grew from an acorn planted eight years ago in the famed Sandhills of the Tarheel state.

To understand the "Southern Pines syndrome" one must understand the Sandhills complex, modestly referred to as "Golf Country, U.S.A."

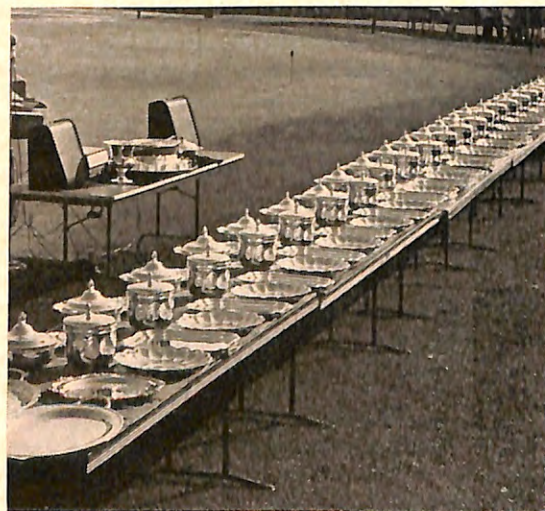
Since the turn of the century, Moore County, and more particularly Pinehurst, has been a mecca for golf en-

thusiasts. The spin-off for the extraordinary alteration in the image of the area was the birth of the Southern Pines Country Club, now owned by Lodge No. 1692, in 1900.

It all began when New Englander James W. Tufts bought thousands of acres of woods and in 1895 constructed Pinehurst, a health center for persons recovering from respiratory ailments. The mild, dry climate was ideal, its central location perfect, and so the idea caught on. Early in his venture, Tufts learned that his guests needed recreation. When he heard that the patients' golf balls were disturbing a blue-rib-

(Continued on page 50)

By **DICK TAYLOR**
Editor, *Golf World*



Scene of the annual National Elks Amateur Golf Championship is the beautiful Southern Pines, N.C., Country Club, owned by Southern Pines Lodge No. 1692. This year's tournament offered the trophies shown above.



The 1967 winner, Arman Fletcher (right), is given his trophy by Southern Pines Exalted Ruler Harold Cuff at the tourney's end.

Grand Lodge Memorial Service

"We pause to honor the memory of our Brothers who now rest on another shore," said R. Leonard Bush, P.G.E.R., as he opened and presided at the annual Memorial Services. The impressive ceremony was held in the International Ballroom of the Conrad Hilton Hotel in Chicago, during the 103rd Grand Lodge session of the Order.

The altar setting reflected the solemn and traditional moment of retrospect. In front of a background depicting stained glass windows of a cathedral were floral arrangements of white roses. Candelabras and the Holy Bible dominated the altar, in front of which was a floral clock of Elkdom, made of purple and white forget-me-nots.

Brother Merrill W. Hartley of Lewiston, Idaho, Lodge No. 896, winning Exalted Ruler of the Western Division ritual contest, gave the 11 o'clock Toast, following an organ prelude by Gregory Konold.

Judge Bernard Lawler, P.E.R. of Redondo Beach, Calif., Lodge No. 1378, presented the general eulogy.

In deference to the wishes of Past Grand Exalted Rulers L. A. Lewis and Sam Stern, who passed away during the year, no personal eulogies were given. However, Judge Lawler noted that the Order lost a dynamic and inspira-

tional leader when P.G.E.R. Lewis died Oct. 16, 1966. "He was endowed with the ability to make his visions come true," Judge Lawler said. "He has enshrined himself in the hearts and minds of countless thousands and has thus built his own memorial."

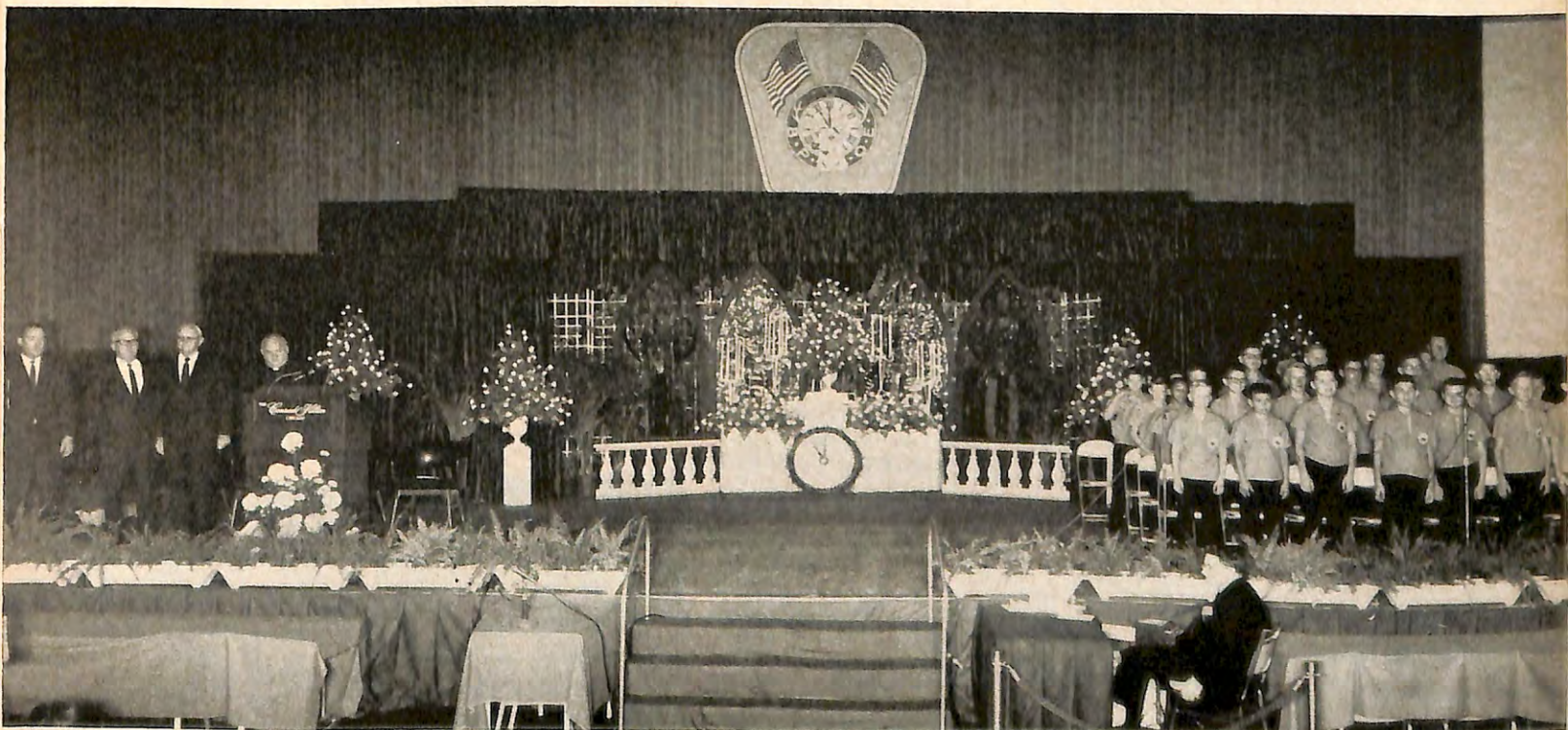
In speaking of P.G.E.R. Stern, who died May 19, 1967, Judge Lawler said, "He was an articulate evangelist for Elkdom." Brother Stern's labors on behalf of handicapped children were especially stressed.

Judge Lawler paid tribute to all members who died during the past year. "Their passing is keenly felt by all who knew them . . . Their voices are forever stilled.

"Let us rededicate ourselves to perpetuating all of the principles which they espoused, determined to be more aggressive and effective in defending and preserving that heritage of freedom that has been handed down to us by those we loved and mourn. . . ."

Vocal selections were presented by the "Treasurer State" Boys Choir of Anaconda, Mont., directed by Dean Naylor, and the Ray De St. Aubin Trio. The invocation and benediction were given by Grand Chaplain, the Rt. Rev. Msgr. George M. Scott.

The stage of the International Ballroom in Chicago's Conrad Hilton Hotel was transformed into an impressive setting for the annual Memorial Service. From left are P.E.R. Merrill W. Hartley, P.E.R. Bernard Lawler, P.G.E.R. R. Leonard Bush, the Rt. Rev. Msgr. George M. Scott, Grand Chaplain, and the "Treasurer State" Boys Choir.



News of the Lodges



MANDAN, North Dakota, Lodge's Indian Unit is believed by members to be the first in Elksdom. Unit members, all adopted into the Hunkpapa Sioux Tribe for their outstanding work in conducting clothing drives for the Indians, are (first row): Lewis Lyman, unit president; Martin N. Gronvold; Anton Johnson, and H. G. Vander Vorst and (second row): Joe Halm; Hoot Harr; Myron Porsborg, and J. M. Crawford.

UNION, New Jersey, Elks jump into the swim by dedicating their \$92,000, Olympic-size pool. Cutting the ribbon are Joseph Anfuso, pool director; D.D.G.E.R. William R. Francis, North Plainfield, of Scotch Plains Lodge, and E.R. George Pregrim. About 600 members and guests attended the ceremonies, followed by a buffet.



A WESLACO, Texas, Lodge member—Joe Dudzienski, Mercedes—displays the citrus fruit he is delivering to a cannery for processing into juice for patients at the Texas Elks Crippled Children's Hospital at Ottine. Brother Dudzienski solicited friends and neighbors for the fruit and picked it. Previously, he had provided tons of fresh fruit and vegetables for the hospital, the state major project. The patients now enjoy juice year-round, instead of only in season.



PAST EXALTED RULER Frank C. Mirgain eulogizes a fellow Fargo Lodge member—Sam Stern, the Past Grand Exalted Ruler who died May 20—at a special memorial service during the North Dakota Elks Association's 47th annual convention in Williston.



PEABODY, Massachusetts, Elks mark progress at the dedication of their new lodge building. Among the notables present were (seated): P.D.D. James J. Hourihan Jr., Marblehead; P.G.E.R. John E. Fenton; P.D.D. William F. Hogan, Everett; D.D.G.E.R. Arthur F. Kingsley, Salem, and S.P. and P.D.D. Arthur D. Kochakian, Haverhill. Standing are P.S.P. John F. Cahill, Belmont; P.D.D. William M. Flynn, Beverly; U.S. Rep. William H. Bates, Salem; Mayor Edward Meaney of Peabody; P.D.D. Charles M. Zellen, Everett, and P.E.R. Robert Tierney, Building Committee chairman.

DIGNITARIES at the dedication of Greensboro, N.C., Lodge's new, \$300,000 building include (first row): Chief Justice Thad Eure of the Grand Forum, Raleigh; P.G.E.R. John L. Walker, the main speaker; V.P. and Winston P.E.R. J. W. Voss Jr., Winston-Salem, and state Secy. and Wilson P.E.R. Arthur A. Ruffin and (second row): D.D.G.E.R. W. Henry Woods, Durham; S.P. A. J. Crane, Kinston, and P.D.D. and Vice-President-at-Large C. M. Adams Jr., Statesville. Brother Adams recently was elected State President.





FINDLAY, Ohio, E.R. Norman Meyers (right) congratulates A. J. Adams on receiving his 50-year pin and Brother Adams' son, P.E.R. John C. Adams, on receiving his 25-year pin. The presentations comprised a first for Findlay Lodge.

TWO CHECKS FOR MEDICAL RESEARCH totaling \$72,000 are presented during Indiana Elks' 67th annual convention in French Lick by P.S.P. Thomas E. Burke, Lafayette, major projects chairman. He presents a \$48,000 check to Dr. Glenn W. Irwin Jr., dean of Indiana University School of Medicine, for the institution's medical center. The other check, for \$24,000, was given to Dr. Joseph A. Waling, associate dean of Purdue University Graduate School, for cancer research. Brother Burke also presented a \$960 check to the Florence Crittenton Home, Terre Haute. Indiana Elks' generous donations to the three institutions comprise the state major project.



THE LADIES OF BISMARCK, North Dakota, Lodge believe lodge grounds should be maintained with ease. Presenting Secretary-Manager Franklin F. Roberts with the keys to a versatile garden tractor is Mrs. Bill Kunz, president of the ladies' group. Seated on the vehicle are Mrs. Lee Kuntz and Mrs. George Middaugh (right), chairman of the committee which provided the gift. The tractor's power unit has several functions, including mowing grass, sweeping leaves, and blowing snow.



FLORIDA ELKS' YOUTH LEADER in the girls' division—Mildred Hall of Homestead—smiles for the camera with retiring S.P. James W. Vann, Pahokee; Robert Ladew, of Melbourne-Eau Gallie Lodge, state youth activities chairman, and E.R. John H. Taylor of Homestead Lodge, which sponsored Miss Hall. She received her awards at the 61st annual convention in Fort Lauderdale.



KANSAS ELKS' 62nd annual convention in Wichita draws a number of dignitaries, including P.G.E.R. and Mrs. Raymond C. Dobson; P.G.E.R. and Mrs. H. L. Blackledge; retiring S.P. and Mrs. Lowell W. Rise, Pratt, and S.P. and Mrs. Clifford A. Lyon, Hiawatha.

DIGNITARIES of the Ohio Elks Past Exalted Rulers Assn. take time out to face the camera. Seated are Secy. Eugene C. Pracht, Lima; V.P. Willard N. Miller, Troy; Earl Sloan, Elyria, immediate past president; President Kenneth Kidd, Bowling Green; V.P.s H. H. Stoops Jr., Portsmouth, and C. M. Burns, Lakewood, and Dr. E. T. Clauser, Lakewood, Treasurer. Standing are Chap. Ray Earle, Maumee; Charles Campbell of Berea and L. L. Kinker of Akron, both Executive Committee members; V.P.s Keith Scoville, Elyria, and William Hood, Girard, and Sergeant-at-Arms Merlyn G. Davis, Defiance.





OHIO'S Northwest District Golf Tournament is held at Upper Sandusky. Pictured with the trophies are Upper Sandusky P.E.R. Jack R. Houser, district golf co-chairman, and Arthur Stimmel of Lima, co-chairman; Lima P.E.R. Joseph J. Blanchard, state golf co-chairman; S.P. Elwood W. Reed, Bowling Green, and E.R. Cy Dille, Upper Sandusky. A Findlay team won the low gross award; Upper Sandusky won the low net award.



DES MOINES E.R. Fred L. Smith congratulates Cadet Milton R. Ozaki after presenting him with the lodge's annual award during Drake University's 16th annual Air Force ROTC awards ceremony. The Drake University student, upon graduation, was to be commissioned a second lieutenant in the United States Air Force.



BEREA, Ohio, E.R. Jack F. Wise (left) welcomes Cleveland P.E.R. Carmen Lanese, chairman of the Northeast (North) District, to a district meeting. Others shown are D.D.G.E.R. Howard C. Kingdom, Conneaut, and Irving W. Davies, Lakewood, state Sergeant-at-Arms.

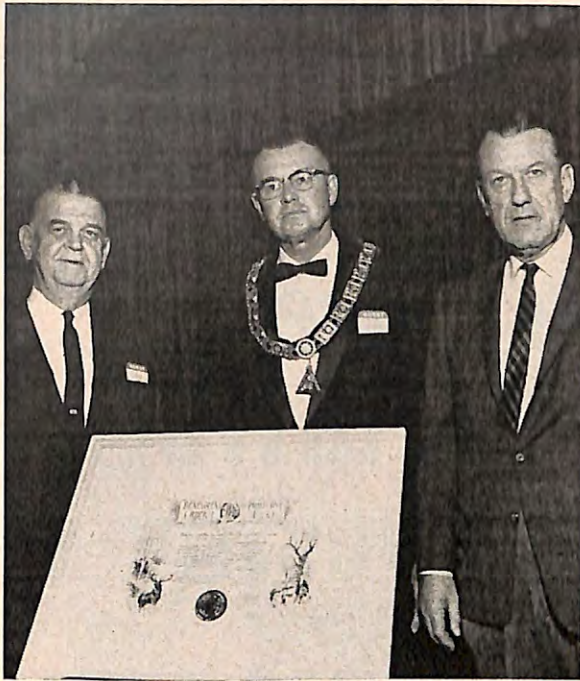
FRATERNAL TOGETHERNESS marks Baton Rouge, La., Lodge's Past Exalted Rulers' banquet, with 27 veteran Elks attending. Seated, second from the right, is E.R. Lewis T. Mohr.



CHICKASHA, Oklahoma, Lodge's float in the city's rodeo parade features an arrangement of six flags, plus the slogan, "Freedom Forever Under God." The driver of the vehicle was Oliver Sample, Trustee and chairman of the Youth Activities Committee.

GADSDEN, Alabama, P.E.R. and Etowah County Judge Cyril L. Smith (left) presents a \$300 check to Honzel Holcomb, dean of students at Gadsden State Junior College. The Elks donated the money toward a matching-funds scholarship.





DISPLAYING THE DISPENSATION granted by then G.E.R. Raymond C. Dobson for the state record-breaking institution of Ord, Neb., Lodge No. 2371 are P.G.E.R. H. L. Blackledge; then D.D.G.E.R. W. K. Rynearson, Ainsworth, and then Grand Est. Loyal Kt. Bernard M. DeLay, Norfolk. Brother Rynearson presided at the April 30 institution and Kearney P.E.R. James W. Anderson, assisted by officers of York, Grand Island, and Superior Lodges, initiated 485 men; they comprised the largest class ever initiated in Nebraska. Total charter membership was 572. E.R. William B. French and other Ord officers were installed by then S.P. John R. Brainard, Broken Bow, and officers of his lodge, the sponsoring lodge. Dignitaries on hand for the launching of Nebraska's 26th lodge included Kearney P.E.R. Merle Herring, a state New Lodge committeeman.



ALEXANDRIA, Virginia, Lodge members hold a testimonial dinner for 84-year-old P.E.R. and former U.S. Rep. Howard W. Smith (second from left), whom they believe to be the Order's oldest Past Exalted Ruler in terms of age. Also shown talking with P.G.E.R. Raymond C. Dobson are William M. (Fishbait) Miller (left), the toastmaster, and E.R. A. J. Moriarty. Brother Smith, who was initiated in 1906 and elected Exalted Ruler for the 1910-1911 term, was presented with an Honorary Life Membership by Brother Dobson. Judge Smith, who for years was chairman of the U.S. House Rules Committee, was further honored by the presence of Elks from throughout the state of Virginia.

LODGE NOTES

Recent issues of *THE ELKS MAGAZINE* have carried photographs of two Brothers well advanced in age—102 and 101 years old. Not to be outdone, Dover, N.H., Lodge officers have sent word that one of their members—Jerry M. Hurley—will mark his 102nd birthday Oct. 25. Brother Hurley, now a Kennebunkport, Maine, resident, has been an Elk for 71 years.

U.S. Sen. Warren G. Magnuson (D-Wash.), a longtime friend of the late P.G.E.R. Sam Stern, entered into the *Congressional Record*, along with his own remarks, P.G.E.R. Raymond C. Dobson's eulogy made at the funeral service of Brother Stern in Fargo, N.D. The material may be found in the *Congressional Record*—Senate S8754, dated June 23, 1967.

A past President of Florida Elks and executive vice-president and general manager of the Florida State Chamber of Commerce—Harold Colee of St.

Augustine Lodge—in an inspiring Flag Day speech in Jacksonville commended the Order for its patriotic activities and devotion to the principles of decency, honor, and personal integrity. Brother Colee's remarks were entered in the *Congressional Record*—Appendix A3253, dated June 26, 1967—by U.S. Rep. Charles E. Bennett (D-Fla.).

The Elks of Wabash, Ind., are proud of and challenge any lodge to beat the unusual achievement record of one of their members—P.E.R. Ramon Gillispie. Shortly after his initiation on Jan. 20, 1960, Brother Gillispie was elected a lodge officer. He has remained an officer for the last seven years and has won the Northeast District Ritualistic Contest for each of his chairs. Beginning as Chaplain, he also has served as Esquire, Esteemed Lecturing Knight, Esteemed Loyal Knight, Esteemed Leading Knight, Exalted Ruler, and Inner Guard.

Point Pleasant, N.J., Elks recently presented the Pine Tree Players in the popular play—"Mister Roberts"—

with Actor Dick Wycoff of Allenhurst playing the lead. The play, with a cast of 15, was directed by Dr. John Kiraly of Toms River and produced by Evelyn Moore of Point Pleasant. The Elks chairman of the affair was P.E.R. George Singer, youth activities chairman, and the proceeds went to the lodge's busy youth program.

Baton Rouge, La., Lodge again hosted the graduation ceremonies of Junior Deputy Sheriffs. The class—45 boys and 55 girls—was the largest since the training started in 1949. There were refreshments for the cadets and their families after the ceremonies.

Accepting the Elks' gift of four portable television sets for the patients at the veterans hospital in Shreveport, La., Brother E. P. Whitaker, hospital director, remarked, "We have a few sets, but they are mostly old clunkers." For some of the 250 bedridden patients, the new sets will provide a pastime. The gift was presented by Shreveport Elks on behalf of the Elks National Service Commission.

“I paid a little more to get ‘Jeep’ 4-wheel drive... but it’s the best investment I ever made.”



says William Murphy, of Bristol, Rhode Island.

“My business associates were skeptical, last fall, when I decided on the ‘Jeep’ Gladiator instead of the other pick-up trucks we looked at,” says William Murphy of Bristol, Rhode Island. “They weren’t sure we’d use 4-wheel drive enough in our fuel oil business to pay the extra money for it.

“Three weeks later, that Gladiator paid off in a spectacular way.

“Art Mackie, one of our biggest customers, called late one afternoon. Like

most of our customers the blizzard caught him by surprise. He needed a delivery to keep his plant going that night. And he needed it fast.

“We sent out our last oil truck. The roads were snow-packed and slick as ice. Going down the hill on Metacom Ave., as our driver tells it, the whole rig slipped slowly off the road and down into the gully. Wham!... It looked like Art would have to shut down.

“I never used a pick-up truck as a

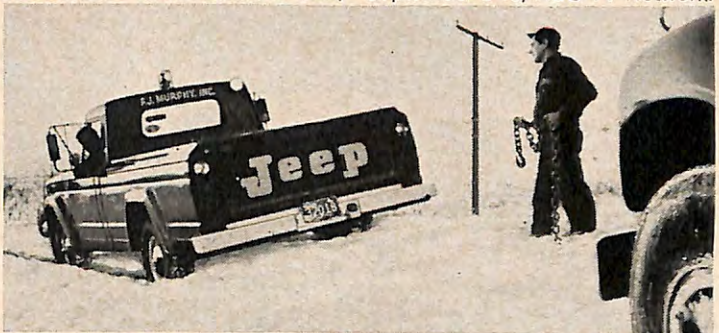
wrecker before. But when I arrived to get the driver, we decided to try. I put the Gladiator into 4-wheel drive low and went down into the gully. After a few unsuccessful tries the tanker began to move. Let me tell you that was an amazing sight: our little 5000-lb. Gladiator pulling a 36,000-lb. oil tanker up that snow-packed hill. So Art got his oil, and he’s been a big booster of ours ever since.

“That winter the Gladiator earned its keep in a lot more ways. When the snow

See 'Jeep' vehicles in action on "World Series of Golf," September-9-10, NBC-TV Network.



"A while back, 'Jeep' 4-wheel drive really paid off. Art Mackie needed oil in a hurry and...wham! our last tanker got stuck in a gully."



"I shifted into 'Jeep' 4-wheel drive and backed down into the gully. Going from 2-wheel to 4-wheel drive is easy as turning on my lights!"



"Finally the tanker began to move. What a sight: our 5000-lb. Gladiator pulling a 36,000-lb. oil tanker up that snow-packed hill."



"My customers always count on me to make any delivery in any weather."



"On the road, the Gladiator handles like my family car, only more comfortable because there's more room."



"That's our boat. No problem getting this baby afloat when we use the Gladiator."

in a customer's driveway stopped a delivery we'd plow it out quickly with the Gladiator. On cold mornings, we'd use the Gladiator to tow-start even our heaviest trucks. Actually I use 'Jeep' 4-wheel drive only 2 or 3 times a month. But my customers always count on me to make deliveries anywhere in almost any weather.

"But it's not just a brute, either. On the highway it handles as sweet as my wife's car. I just flip a lever and shift in and out of 4-wheel drive at any speed. And that

V-8 engine gives us more power than we actually need.

"My wife and I discovered it's terrific for our boating too! On weekends we throw a picnic in the back and drive our boat trailer right across the beach to the water's edge. No problem getting the boat afloat with this baby.

"For my money, the Gladiator is the best darn

truck on the road...with that 'Jeep' 4-wheel drive it's so versatile it's like having two trucks instead of one."

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AN UNUSUAL GIFT—a reproduction of the picture, "Grace"—is unveiled at North Dakota Elks' 47th annual convention in Williston. It was given to the North Dakota Elks Youth Home, Dawson. Behind the picture stand retiring S.P. Norman W. Horstmann, Dickinson, and S.P. Tom C. Goulding, Devils Lake. Members of the state committee which raised funds for the gift by selling buttons at state conventions include Bill Kunz (left), Bismarck; Ed Graber and P.E.R. John E. Korsmo, both of Fargo; Lloyd Gribble, Bismarck, and Ted George, Jamestown.



QUEENS BOROUGH PRESIDENT Mario J. Carillo, Mayor John Lindsay of New York City, and Queens Borough (Elmhurst) P.E.R. Francis J. McCormick host a reception in the lodge for Sgt. Robert E. O'Malley, the first Marine to receive the Congressional Medal of Honor for action in Vietnam.

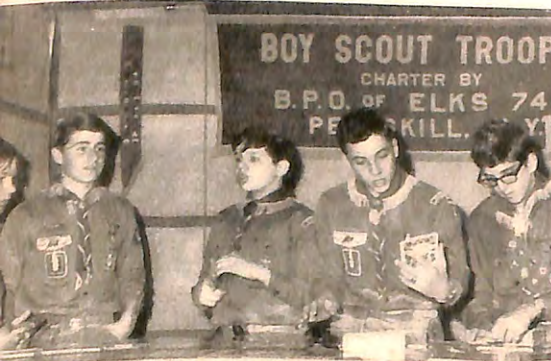


A \$2,500 CHECK is presented on behalf of Massachusetts Elks by P.C.E.R. John E. Fenton to J. H. Frailey, director of student aid at Massachusetts Institute of Technology, Cambridge, for scholarship purposes. Others shown are Brockton P.E.R. Michael J. McNamara, Randolph, G.L. Youth Activities committeeman; Marblehead P.E.R. James J. Hourihan Jr., state Trustees chairman, and S.D.G.E.R. Edward A. Spry, Roxbury, of Boston Lodge. The state association has presented \$34,500 to charitable groups in Massachusetts this year.

PEEKSKILL, New York, Lodge's Boy Scouts win a best-in-show ribbon for their exhibit on coin collecting in a scouting exposition in White Plains. Pictured are Joseph Fontana, John Mongero, George Skinner, Gary Smith, and Paul Drager. The lodge-sponsored Explorer post also won a white ribbon for its exhibit on astronomy and rocketry. More than 100 units took part in the show, held in the Westchester County Center.

A HISTORIC EVENT for Cristobal, C.Z., Elks is the mortgage-burning ceremony at the lodge's annual charity ball. The witnesses include (first row): E.R. Sherman A. Hammond, P.E.R. Ronald E. Angermuller, Est. Loyal Kt. E. T. Harper, and Est. Lect. Kt. J. P. McDonald. In the second row are P.E.R. Loreto Cellucci, P.D.D. Milton M. LaCroix, P.E.R. Walter W. Johnson, and P.E.R. and Secy. D. A. Waddell Jr.

WHITTLING AWAY at their burdensome lodge mortgage, Woodbridge, N.J., Elks hold a Hungarian-American costume dinner dance. More than 250 Elks and their wives attended the affair. Participants included E.R. Fred Karney (seated) and (standing): Jack Ford, Skip Incandella, William Gyenes, John Yager, Trustee Stephen Holchi, and Michael Berkman, the Crippled Children's Committee chairman.



AUBURN, Washington, Elks say that the Auburn Elks Toastmasters Club is the only toastmasters club sponsored by a fraternal group in the United States. Shown are some of the club's score of members: Len Nelson, Bob Catlyn, Milt Johnson, Darwin Merrill, Eddie Le Prince, the club president, and Glenn Staehli, Area No. 8 governor. The toastmasters, who recently marked their second year, meet weekly to improve their public speaking and executive abilities and to conduct meetings.



NEVADA STATE ELKS ASSOCIATION officials and other Elks show one of two mobile units used in their speech therapy program, the state major project, to P.C.E.R.s Raymond C. Dobson and R. Leonard Bush (in auto) in Reno. Also shown are Las Vegas E.R. Joseph M. Foley; Cliff Uren, Reno, major projects chairman; S.P. Howard H. Baker, Hawthorne; P.E.R. Louis J. Capurro Jr., Reno, Rich Logan, and Jack Bird, all major projects committee-men; D.D.G.E.R. Tom L. Johnson, Reno, and Court Bensen, a speech therapist. In back of the auto is P.D.D. Joe Lapin.

WAUSEON, Ohio, youngsters in a baseball program cosponsored by the Elks wave to the camera during a parade from the Municipal Building to the four baseball fields. In the left foreground are Lloyd Griggs, youth activities chairman, E.R. Loyal Huffman, and Mayor Olin Dunbar. The program provides recreation for more than 500 youngsters from ages 8 through 17.



A \$3,000 CHECK from the Ohio Elks Association's Cerebral Palsy Training Board is presented to Brother W. G. Bleakley (second from right), president of the Allen County Unit Cerebral Palsy Clinic, by Lima P.E.R. Kenneth W. Strunk, a member of the training board. E. Larry Moles (left), Lima Lodge's community welfare chairman, and Brother David Young, the clinic's executive director, look on. The training board has donated more than \$250,000 to CP clinics and centers in Ohio.

THE MALE RECIPIENT of the Youth Leadership Award at Florida Elks' 61st annual convention in Fort Lauderdale is Eli Mizrahi, Miami Beach, sponsored by Miami Beach Lodge. He is flanked by Robert Ladew (left), of Melbourne-Eau Gallie Lodge, state youth activities chairman, and retiring S.P. James W. Vann, Pahokee.

A MEMBERSHIP ACHIEVEMENT PLAQUE from the Elks National Foundation is proudly displayed by Binghamton, N.Y., P.E.R. Frank R. Blauvelt, state foundation chairman; Jerome V. Battle, local foundation chairman; E.R. Donald J. Stark, and P.E.R. John E. Costello.





THREE GENERATIONS OF ELKS, all of Wauseon, Ohio, Lodge, are represented by Gary W. Beatty (left), his father, Esq. Sidney J. Beatty, and the Esquire's father, Sidney S. Beatty. The Beattys believe in following in their fathers' footsteps.



AN ANNUAL YOUTH PROJECT of Elk City, Okla., Lodge is the visit to Oklahoma Boys State at Edmond. J. R. Smith (seated), youth activities chairman, gives final instructions to Brother Bill Khourie before he visits the institution.



MICHAEL THORNE, a patient, is happy to see the \$635.71 check Mobile, Ala., Elks are donating to the local chapter of the Alabama Society for Crippled Children and Adults. E.R. Jerry Visney (right) earlier presented the check to the chapter chairman—C. E. Hayward (center), a Past District Deputy from Mobile Lodge. The donated funds are matched by the state at the rate of two for one.



SOME MEMBERS of Youngstown, Ohio, Lodge's 1917 class are honored with 50-year Elk pins. The original number of the class was 25 men; it now numbers 22.



A GIFT OF DOWAGIAC, Michigan, Elks is a 6-by-10-foot American flag, presented to Mary Merwin, flag custodian of Memorial Park, where the flag is to be flown. The park is between Dowagiac and Cassopolis. The Elks are: D.D.C.E.R. Albert F. First, Dowagiac, Henry Gaideski, P.E.R. John E. Stickle, John Reifenberg, Gerald Lott, and P.E.R. Max Maxey.



TWO FATHERS, Elks of Williston, N.D., Lodge, recently sponsored their sons for membership. Shown are Dennis Powell, his father, Lloyd, Roy Hval, and his son, James. The two young men were among 20 candidates who were initiated during the ceremony.

IT'S ALL TRUE

By BILL TRUE

Key to a Successful Bowhunt

I stood on the elderly logging truck in the early evening, listening intently as a deer browsed on fallen treetops not 20 paces from me. I could hear him, but I couldn't yet see him clearly enough to shoot.

This was the climax of a well-planned bowhunt for whitetail deer that I took late last September in Michigan. I think giving you the step-by-step background to the hunt might help you plan your own trip this fall, especially if you've never tried bowhunting before.

First, I selected my hunting site and wrote for a reservation. In this case it was North Manitou Island, a semi-private area off the west coast of lower Michigan, about 12 miles out in Lake Michigan. (See "Tip of the Month" below.)

Perhaps the most difficult part of bowhunting for the novice is deciding what bow to buy. The advice I give is simple: get as heavy a bow as you can shoot accurately. Accuracy is much more important than weight, and some practice rounds with various bow weights will soon show you your effective limit. In general 30-40 pounds is right for teens and women—40 pounds and up, for men.

Naturally you will have checked your hunting arrows, making sure they are the proper length for you and that they are matched to your bow weight. And hone those broadhead blades sharp! Arrows kill by hemorrhage and no broadhead can be too sharp.

Now check your hunting clothing. Though deer are supposed to be color-blind, any extreme color is out of place in the woods. Get a camouflage suit or coverall to wear over your regular hunting clothing, and dull the finish of your bow with camouflage wax or a camouflage bow sock. And don't hesitate to use camouflage paint on your face too. Select a brown glove for your bow hand. But use white fletching for your arrows. It's most important to see where the arrow hits.

Now let's go back to North Manitou.

The morning of the hunt I'm talking about I spent picking a stand for the evening's shooting. Logging crews were at work and many felled treetops were concentrated in one area of the island—fresh, tender browse for feeding deer. I located the paths the deer would probably use to come in to feed, and built a simple blind. But I didn't need it later, deciding rather to use the extra height of the conveniently parked logging truck.

I arrived at this ideal hunting site plenty early—about 4:30 in the evening—and took my stand on the truck, as soon as the timber crew knocked off work. Then I waited—quietly, with no sudden movements. Within half an hour I heard and saw deer moving to the downed trees to feed. I counted 23 deer in the space of half an hour, mostly does and fawns with a sprinkling of spike bucks. Some walked directly beneath my perch on the truck—so close I could have touched them!

Just at dusk I heard the noise of a feeding deer, as I said. I stared at the noise until I made out the buck's silhouette. He lifted his head and when he began feeding again I raised the bow, carefully picking the exact spot just back of his foreleg I wanted to hit. I watched the flight of the white-feathered arrow as it flew straight and true.

A short stalk on a clearly marked blood trail and I had a nice six-point whitetail.

All the planning paid off, as it usually will when you take the time to work out the details of your bowhunt well in advance.

TRUE TIP OF THE MONTH

North Manitou Island is almost a bowhunter's paradise. Its 15,000 private acres support a herd of about 2,000 whitetails—so many that careful harvesting is a necessity each year. The island is accessible by boat or plane, and the best time for bowhunting (there are no closed seasons) is in September or October. For information, write to North Manitou Island Association, Leland, Michigan.

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Franchising

(Continued from page 9)

needless psychological stumbling block. First, what do franchises cost? It is difficult to generalize because the 1,600-odd franchisors now making their products or services available for investment have differing values on their own operation. However, the cheapest franchise is about \$3,000, and it can run all the way up to \$250,000 for a Howard Johnson motel-restaurant combination.

The first reaction of many is, "I don't have that kind of money." But franchisors, well aware that many potential investors do not possess sufficient capital, make allowances for it. Some franchisors who sell equipment to franchisees will arrange the necessary bank loans, using the machinery as collateral. Other franchisors may not insist on full cash payments, but will accept a down payment, and the franchisee can sign notes for the rest. Of course, these notes must be paid eventually, but they can be paid out of income from the franchised business once it begins operation. In a very few special instances, the franchisor will postpone the entire initial fee and set up a system of payments until the investment has been paid. Borrowing from your bank, with some member of the family as a co-signer, is also a possibility.

What kind of return can you expect from a franchise investment? David Seltz opines that a franchise operation should give you a net profit of at least \$10,000 a year to make an investment worthwhile. But don't expect a large annual income from a small investment. The franchisors have a good idea of what their kind of operation will both gross and net and they scale their franchise fee accordingly.

The franchise authority also believes that to be on the safe side, the franchisee should have enough money to tide him over the first six months of his franchise operation. "Don't expect to be in the black from the beginning," warns Seltz. "No business, franchise or non-franchise, ever is."

Although a franchise business will not be rolling in money at the start, if the product or service is right, if the territory is unexploited by other companies in the same type of business, if enough energy and sweat is expended by the franchise, a very handsome income can eventually be generated. Many people have become quite wealthy via the franchise route, borrowing money to make the initial investment, plugging away at the business, and, by a combination of hard work and good luck, taking a high salary or selling the franchise at a handsome profit.

A typical example of how a success-

ful franchise operation can lead to fast expansion and excellent income for the franchisee is found in a unique Hong Kong tailoring operation which began franchising a few years ago. Back in 1962, one of the largest custom tailors in Hong Kong felt the American market would respond to Hong Kong tailoring shops. Suits and dresses could be ordered in a franchised shop in an American city, the measurements would be sent to Hong Kong, and an individually tailored suit, coat, or dress would be returned to the customer at a fraction of the cost of custom tailoring here.

Here is a sample of how it turned out. The Hong Kong tailoring organization, Mohan's, Ltd., set up a franchising operation in the United States. A Mr. Charles Gauchet of St. Louis answered an ad which appeared in his local newspaper. Mr. Gauchet was looking for an unusual business, not only for himself but for his son, Robert, 23, who wished to get established without working for someone else. The franchise fee for this exclusive Hong Kong tailoring shop in the St. Louis area came to \$13,000. For that amount, Mr. Gauchet received a shop complete with authentic Chinese furnishings, a stock of sample men's and women's clothes worth about \$3,000, advertising and publicity to celebrate the opening of the shop, and—perhaps most important of all—intensive training by the Mohan people on how to operate this kind of retail establishment.

The new store, called Obi's of Hong Kong, opened in March of 1966 in the fashionable St. Louis suburb of Clayton. Within three months, the store was grossing \$25,000 per month. Mr. Gauchet was able to draw \$300 a week and his son, who was chief salesman, \$250 a week. Six months after the shop opened, Mr. Gauchet purchased another franchise from the Mohan organization, this time in Dallas, Texas. By the end of 1966, this Dallas shop was grossing \$18,000 per month, and his son, now in charge of the new shop, began to draw \$350 per week. Businessmen in St. Louis have offered to purchase the Clayton store for \$25,000, so that if Mr. Gauchet decided to sell, he could realize virtually 100 percent profit on his original franchise fee. Thus, on a \$26,000 total investment, much of it financed, Mr. Gauchet is drawing \$300 a week, his son of 23 is earning \$350 a week, and the original capital has so far doubled in value.

This example could be multiplied many, many times, and among an enormous variety of businesses properly managed and promoted!

Hy Frankel, an assistant traffic manager in an air freight company, had a yen for tinkering with his car on weekends. One part on his car that "died"

(Continued on page 51)

THE QUESTION of how to get the mold off Government Issue shoes seems to come up in America with a certain regularity. It's a problem that faces nearly every generation. Once in a while it even comes up twice in the same generation, and that's when a fellow fishes his old clodhoppers out of the attic and starts checking around on how to go about the thing.

There are several ways to remove this mold, to be sure. Some are tediously complicated, while others are neither very thorough nor lasting. Actually, one of the most important factors to consider is the choice of cleaning ingredients.

Here is a mixture that, blended in proper proportion, has been found to make quite a headway against a pretty tough proposition. And getting the mold off GI shoes can be a very tough proposition.

Go up the Boston Post Road and head for Concord, by way of Lexington. At Concord, go to a general store and purchase an American buckskin and a bucket. Now collect your ingredients.

At the bridge arching the Concord River, take a measure of water and start the buckskin soaking in the bucket. If you listen closely, you might hear the shot, still echoing, heard 'round the world.

Turn and walk south to Appomattox, where Blue blended with Gray, and from the side of the road get a gob of red Virginia clay. Your next stop is Cuba. Find San Juan Hill, and walk to the top, pausing there only long enough to gather a measure of soil to put in your pail.

Head next for Casablanca. On arrival, place a pinch of dust from the waterfront in the mixture, and moisten with the waters of the Mediterranean. Go through the Kasserine Pass to Tunis and, by way of Sicily, up the Boot. Get a scoop of sand from the beach at Anzio and then push north to Normandy, where a different beach will yield you yet another measure. Blend these together and pour into your mixture.

To keep the mixture from getting too thick, add a dash each of the waters of the Rhine, the Danube, and the Seine. To keep it from getting too thin, add a pinch each of the soils of St. Lo, Bastogne, and the Argonne. Stir these ingredients delicately, for by now you will have sensed their potency, and none should be wasted. Move swiftly, but without haste, to guard against their spilling, as you start your journey to Pearl Harbor.

From the deck of the sunken Arizona, fill your bucket to within two inches of

the top with the blue-green waters of the Pacific. Go then to the islands of Wake, Midway, Eniwietok, and Saipan. Go next to Iwo Jima, Corregidor, Guadalcanal, and Okinawa. A handful of sand, a pebble, or material from the bottom of a coral cave will do in each instance. To this, add a portion of pulverized Korean concrete, much of which may be found in Seoul.

For the final leavening, push out to Saigon and Cam Ranh Bay. A pinch of debris from each will be sufficient. Mix in well, and go home.

The buckskin will have soaked enough by this time to become pliable. You will have become, perhaps, more pliable yourself, and you will be ready for the test.

Apply the mixture with the buckskin to all parts of the shoes. Apply sparingly, to avoid soaking the leather through. When dry, put the shoes on and walk over to your mirror.

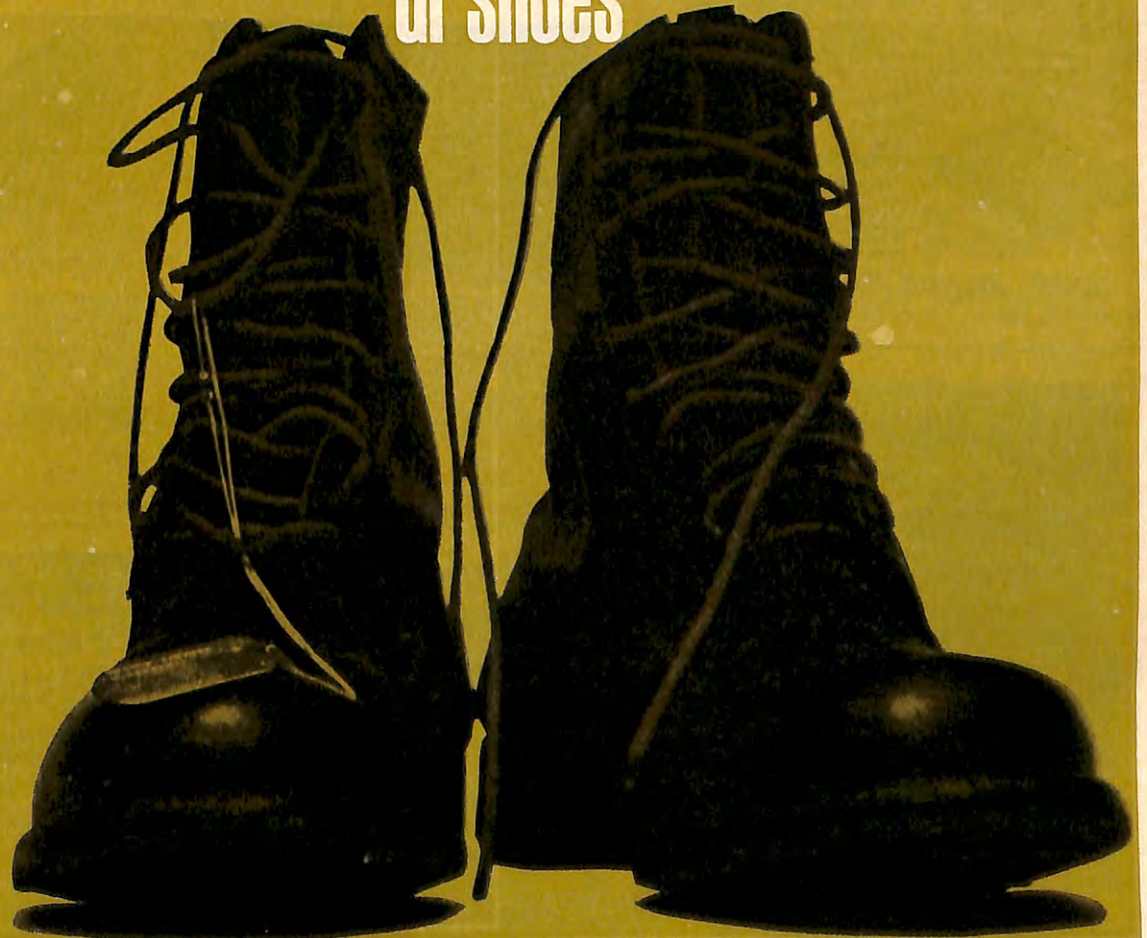
At this most critical point of the procedure, the success of your venture depends on the answer to two simple questions:

"Do you have a basic belief in God, strong enough to follow in the footsteps of your God-fearing forbears?"

And the second question you must ask, and answer, yourself: "Do the shoes fit?"

how to get the mold off GI shoes

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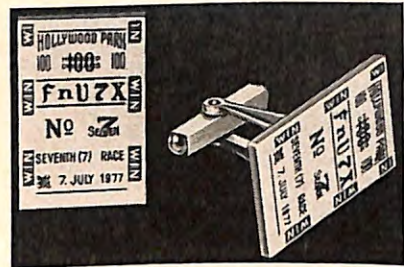


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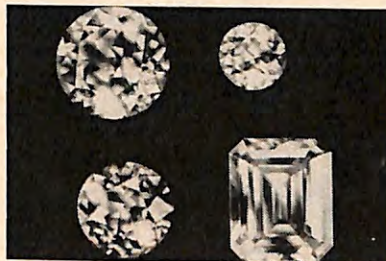
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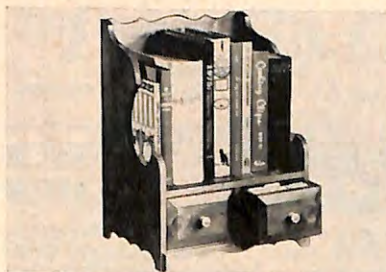
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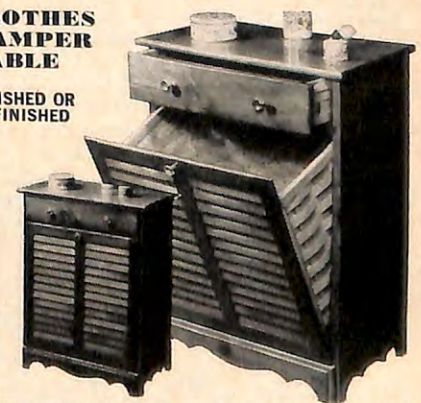
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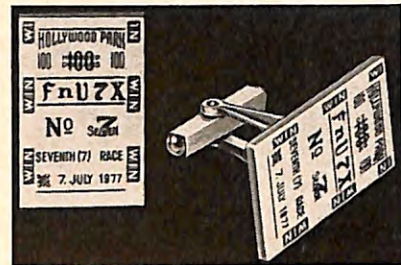


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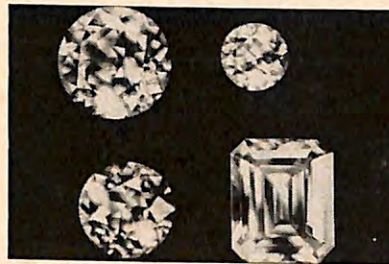
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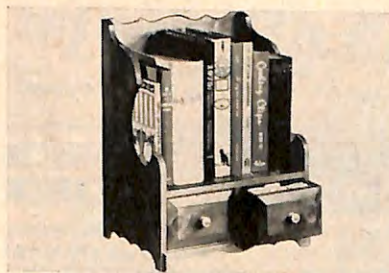
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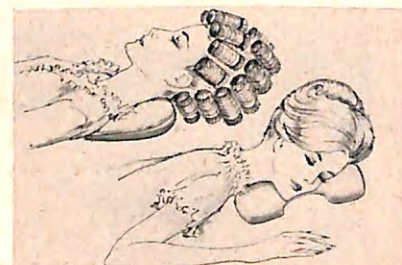
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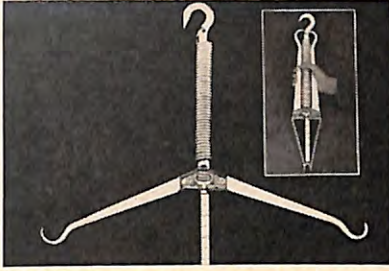
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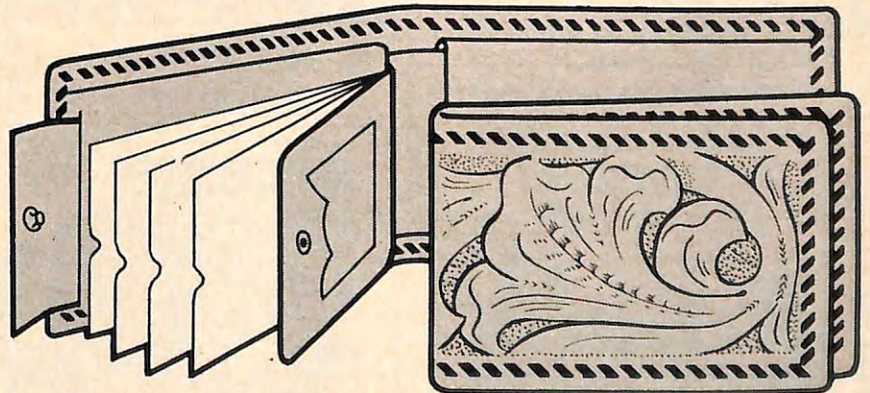
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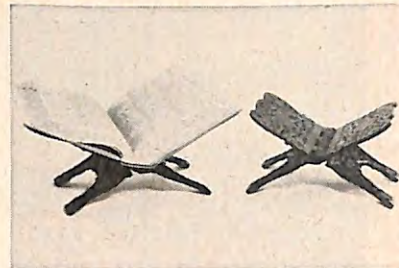
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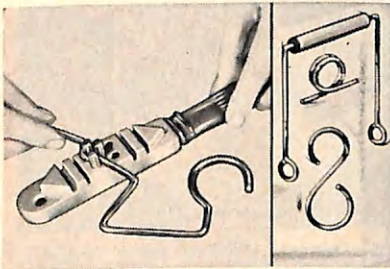
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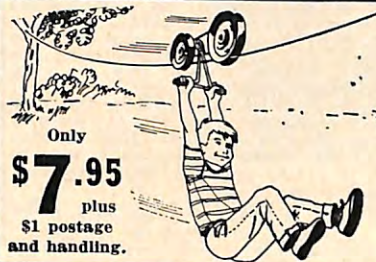


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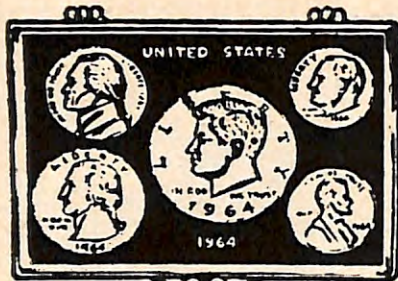
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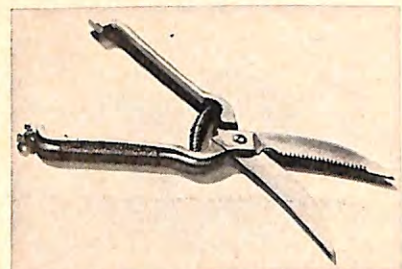
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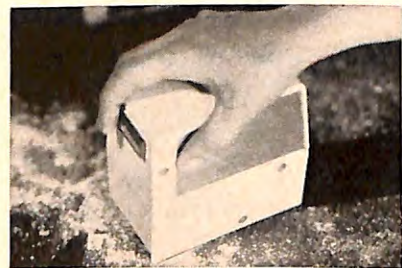
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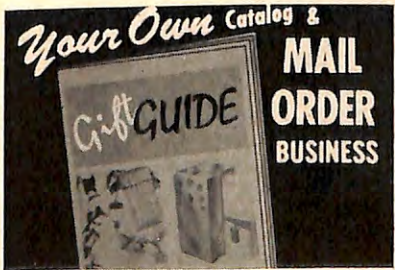
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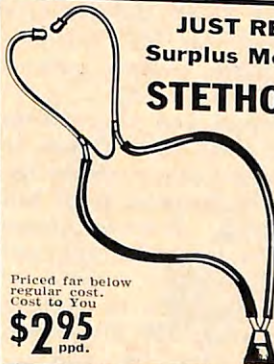
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Starting in the October Issue
of *The Elks Magazine*

Elks' Golfing Mecca

(Continued from page 28)

bon dairy herd, he constructed a nine-hole course to preserve the tranquillity of the cows.

Of such stuff are built famed golf resorts. Donald Ross, a pioneer course architect in the United States, arrived on the scene in 1900 and promptly began designing more courses. One of his early marks dotting the landscape is the Southern Pines Country Club.

Southern Pines Lodge came into the picture in 1950 when it bought the country club, lock, stock, and debts. Since then it has been an uphill struggle to bring the lodge facilities to a status equal to the plentiful others in the area.

By 1960, the energetic Boyd Starnes, a chiropractor, thought it was time the lodge invited fellow Elks from around the country to enjoy the facilities. Southern Pines Lodge became involved, as do most lodges, in community projects. A golf tournament seemed to be an ideal way to lure out-of-state visitors who would spread the good word.

To see how such a tournament would go over, Starnes was given the green light to stage a three-state regional tournament. With the help of five Brother Elks and golfers Starnes attracted 75 players from Virginia and North and South Carolina that first year. The championship went to Art Ruffin of Wilson, N.C., who set the stage for the state's domination of the event—until this year. In 1961, Ruffin again won, competing with 100 Elks from the three states. The tournament created enthusiasm which burst into the heartily endorsed request: "Let's make it national next year."

The first Elks National Amateur Gold Championship attracted a dis-

appointing number of only 121 entries. Ruffin won the inaugural, continuing his domination. More long hours of hard work, additional manpower, and widespread horn-tooting boosted the field to 177 in 1963. A winner of international stature, Brother Dale Morey of High Point, N.C.—a former U.S. Walker Cup team member and past North and South and Southern champion—perked up the attention of the wire services, securing national publicity for the tournament.

Also, the golfers had a marvelous time and talked about it. There was, as every year, a welcoming party for the contestants at the spacious lodge hall and country club. Beverages were served, much banter exchanged, and new friendships made.

As a result, the 1964 tournament exploded. That year, 245 Elks represented 21 states. But the title remained at home with Larry Dempsey of Greensboro, N.C., who was to win again in 1965 and 1966.

Starnes, having seen his baby safely grow from toddler to walker, by this time had turned over the chairmanship to Bob Strause, who carried on for two years. His expert bookkeeping knowledge established a pairings system and entry checklist still in use.

Under his administration the growth trend continued. The 1965 tourney lured 288 contestants. When Strause moved to Ohio, Bill Gantt took over the reins and chaired the event in 1966 and 1967. The 1966 tourney attracted 315 players and before last spring's tournament much thought was given to the question of which direction to take: expansion or limited entry.

Gantt and his committee gave in both directions. They accepted 374 en-

tries, turned down 74 received after the deadline, and procured the lovely Whispering Pines Country Club to take care of the overflow.

Next year? The question remains on the table. Should Pinehurst, with its five golf courses spreading from the tradition-laden clubhouse, be asked to join in the springtime boom? Should the entry number be kept at a manageable, but large, minimum? A thorny, yet pleasant problem to consider—a problem caused by success.

"Doc" Starnes' idea has succeeded beyond the wildest expectations. Several visiting Elk golfers, now retired, even have become residents of the little town of about 5,000. Others are considering moving there and opening businesses. It really is a great place to live, as more and more visiting Elks are finding out each year.

One of the top attractions of the tournament are the trophies. And Lodge No. 1692 is champion in this department. There may be events with larger entry lists, but none can compare with Southern Pines in the doling of silver. The first five winners in each flight receive handsome, suitably engraved trophies. Last spring there were 24 flights—a total of 120 individual trophies plus another five for the low scoring lodge team of four players.

With 374 entries, the chances of taking home a trophy are about 1 in 3, not bad odds. And the skill of an Arnold Palmer isn't needed. Winner Arman Fletcher scored 219 for the 54 holes, six over par—a fine showing in amateur ranks. But Tom Williams of Mount Airy, N.C., won first place in the 24th flight scoring 323 in three rounds, and he may have had more fun than the overall champion.

The wives of the contestants found that the life of a golf widow wasn't too bad either—if you're in Southern Pines. All lodge and club facilities are thrown open to the ladies, who have been increasing in number each year. The Elks' "Little Nine" golf course, a sporty 2,500-yard test designed by Ross, is available, as well as the huge swimming pool and the quiet club lounge. Smart shops abound and the wives of the host Elks show the visitors the sights.

To name all the persons involved in the tourney would call for a reading of a good part of the lodge's 800-member roll. Suffice to say that there are ever present volunteers who perform admirably and often take part of their vacations during tourney week to help out full time. But that's the way it always has been with Elks across the land. If the project has merit, go man!

Tentative dates for the 1968 Championship are May 16-18 and you'd better get that entry in early.

Franchising

(Continued from page 40)

well before any other equipment was his muffler. Checking with his friends, he discovered that they too were forced to purchase new mufflers at fairly frequent intervals, especially for high-powered autos. One weekend, glancing through his local Sunday newspaper, he spotted a franchise ad for Midas Muffler Shops. "There must be a good business in muffler replacements," thought Frankel. He wrote away for information.

Six weeks later, Frankel signed the papers for his Midas establishment in a territory about 30 miles from his home in Orlando, Florida. Aware that the Daytona Beach area, about 80 miles away, was a hotbed of sports car enthusiasts, Frankel coupled this fact with the constant growth of the area, especially to the southeast, in the direction of booming Cape Kennedy. Choosing a location on a highway which served the traffic to both Daytona and Cape Kennedy, Frankel opened his shop. He had borrowed and signed notes for the necessary \$20,000. Within six months, he was in the clear. The roadside shop began grossing some \$23,000 per month.

Because Frankel's Midas Muffler Shop business was his own, this young man, not yet 35, began constantly cruising his territory seeking ways to stimulate activity at the shop. He began sponsoring races at famed Daytona Speedway, with cash prizes. He offered tourists driving through Florida special give-aways, such as tourist kits and free orange juice, for those who stopped to buy new mufflers. When Frankel heard of the recruiting of new workers for the Cape Kennedy area, he placed ads in their home town papers before they arrived in Florida. "Drop in," said his ads in a neighborly fashion, "get the latest information on Sunshine State living and buy a muffler."

Within two years, Frankel had purchased three additional Midas Muffler Shops in adjacent Florida territories. His combined gross volume currently is about \$750,000 a year. Not bad for an assistant traffic manager who not so long ago was making \$135 per week with an air freight company.

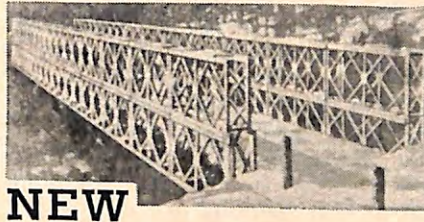
Jack Williams *didn't* like cars. His hobby as a teenager had been bicycling, and he had pedaled for miles around his Peoria, Illinois, home. He continued to ride two-wheelers into his 20s for fun and pleasure. Williams' father once smilingly asked him why he didn't get into the bicycle business. Jack laughed, but a few weeks later he noticed an ad for a Schwinn bicycle franchise. Williams thought, Why not? In a serious vein he discussed it with his father. Concurrently, there had been

a great deal of publicity about the "Keep America Fit" program. Adults were also constantly worried about their weight. What was strictly a teen-ager's sport could easily expand into an item for people of all ages.

Young Williams bought a Schwinn franchise and opened a bicycle store, both for selling and for renting these well-known models. Entire cost including merchandise: \$12,300. Unlike many retailers who stand behind a counter and wait for the business to come to

them, young Williams immediately initiated a program of promoting his product based on Schwinn's own studies. Jack began talking at local high schools of the importance of good health, and how bicycle riding was not only healthy but fun. He petitioned the municipal authorities to convert certain park drives into exclusive bicycle paths on Sundays and holidays after he had read about similar New York City efforts. Williams also joined the local board of the "Keep America Fit" committee.

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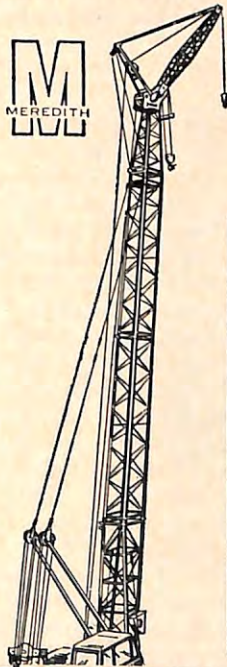
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He supplied interviews to the local press. His shop became widely known.

Due to these shrewd marketing efforts, Jack Williams today is drawing about \$15,000 a year from his bicycle franchise, and he expects to net \$25,000 a year within the next five years. As an employee he was making \$150 per week.

In our examples of successful franchising, we have been emphasizing the role of the franchisee. But what are the *responsibilities* of the franchisor?

Plenty, say objective analysts of the franchising scene. One franchise expert likens the franchisor to the trunk of a tree and the franchisees to the branches. If the trunk is not healthy, the branches must fall ill. A sure sign of the reliability of the franchisor is the quality of his salesmen. If the salesmen are the breathing-down-the-neck type, the franchise is probably a hot-shot operation, a set-up to lure original investment or "front money," and little else. Avoid this kind of franchise like the plague.

The franchisor should have a fairly good reputation in his field. Although it would be unrealistic to expect every franchise operation to be the General Motors of its industry, always remember that if you buy a Mr. Donut, or a Chicken in the Basket, or an A to Z Rental Center, or a Roto-Rooter franchise, you are reasonably certain that the franchisor is in business to stay, that he has sold many franchises—the majority of which are successful—and that the company will back you not only in your initial efforts but on a continuing basis.

A franchise that gives you favorable odds to win should feature a product or service that has several distinctive elements going for it. Thus, Mary Carter Paint Stores sells two cans of paint for the price of one. Sir Pizza parlors are constructed to look like romantic, ancient castles, even though the pizza is basically the same as sold in the common looking pizzeria only a few blocks away. White Tower hamburgers go for 20¢ each, while conventional coffee shops and roadside stands sell a hamburger for 35¢ and up. Baskin & Robbins ice cream shops stock about 128 flavors, with special flavors of the day, the week, and the month featured in addition to the "regular" ice cream. Even Howard Johnson can't beat that.

How can you check on existing franchises? The franchisor should have absolutely no objections to the interested party checking existing franchises in nearby territories. The franchisor should give you a list of other franchises in your general area. If they are not located nearby, the franchisor should positively urge you, at company expense, to telephone long-distance to other franchisees. When talking to these fran-

chisees, you should elicit the following information: how long they have been in business, their gross volume, their net profit after deducting expenses, and, perhaps most important of all, whether there is a definite growth pattern. Don't get stuck with an establishment that shows no signs of expansion.

When you have learned to your satisfaction that other franchisees are making a buck on their franchise—and expect to make more—find out how the franchisor will help promote a local enterprise. Will the product or service be backed up by the franchisor regularly scheduling national advertising in magazines, radio, and TV? National advertising is always the responsibility of the franchisor, local advertising the responsibility of the franchisee. Will the opening of your shop or service facility be accompanied in time by active promotional efforts such as publicity, direct mail, and other impact literature, including pamphlets, brochures, and displays which the franchisor has prepared and will pay for?

What about the franchise contract? This is drawn up by the franchisor and sets the ground rules for the franchisee. Probably the most important item in the contract is the sales quota. The franchisor sets a minimum sales goal and the franchisee is responsible for meeting this quota. Big question: Is the quota reasonable, or is it set too high? If the goals are overly ambitious compared to the investment; if the franchisee has to put in a 16-hour work day, or a 7-day, 70-hour week, to meet the quota; if the costs involved in meeting the quota leave little room for profit; and if the franchisee can have his franchise taken away with no recourse should the quota not be met—all these points add up to a negative answer for this particular franchise.

And perhaps most important of all—what are the management qualifications of the franchisors? Is the parent company made up of persons sufficiently trained and seasoned to assure you proper, intelligent backing and support to cope with any problem that might arise? Is their original proposal a fair one to all concerned? Are their personnel adequate—inside their home office as well as on the road—to provide back-up support with little lost motion, especially in an emergency? Can you rely on them for promotional and even financial help if business takes an unexpected drop? Will they really *teach* you their business, or just throw a few old sales brochures at you and expect you to absorb a possibly complex operation? The honesty and reliability of the franchisor is perhaps the most important weight when balancing your decision.

And one last suggestion before you
(Continued on page 54)

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Franchising (Continued from page 52)

write that check for a franchise: Don't make the decision yourself. Ask the advice of people you trust, primarily that of your family and friends whose judgment you respect. If you or your family use a lawyer and an accountant, discuss the franchise venture with both these gentlemen. Their appraisal of the situation may be more realistic than yours.

Some 25,000 people each year decide to enter the franchise business. They comprise a vast cross-section of our population. They may be as young as 21, just out of school, financed by family or friends, or past the conventional retirement age and refusing to spend their lives in idleness. They come from the business, professional, white-collar, and working classes. Indeed, some of

the most successful franchises have been handled by poorly educated blue-collar types, persons who substituted common sense, aggressiveness, and singleness of purpose for more formal education. They live in city, suburb, and small town. But 75 percent of them wisely will establish their franchise in a prosperous suburban area or suburban shopping center. They are all endowed with a zeal and desire to make good on their own, with no boss to report to. They all want to make a good living initially and then, with expansion of their operation, elevate themselves into the upper brackets. They want the fulfillment of the American Dream and are realistic enough to realize that working in someone else's plant or office will never make that dream come true.

FRANCHISE EVALUATION QUIZ

Questions	Rating In Points		
	Poor 0	Fair 5	Good 10
Can I handle the financial requirements of the franchise without undue strain?	—	—	—
How well am I equipped from the emotional, mental, and experience standpoints?	—	—	—
How great a need is there for this business in my area?	—	—	—
How strongly does this type of business rate with such community agencies as the Better Business Bureau, Chamber of Commerce, and with banks?	—	—	—
How good are my chances for meeting proposed sales quotas?	—	—	—
How good are my qualifications for promoting this business properly?	—	—	—
How high a percentage of success has there been among franchisees of this company?	—	—	—
How strongly does my family approve of this venture?	—	—	—
How much help can I expect from my family in this business?	—	—	—
How good are my chances to meet local competition successfully?	—	—	—
How good is the company's national standing in the field?	—	—	—
How good a course of training does the franchisor offer?	—	—	—
How well is the franchisor equipped to give me proper backing?	—	—	—
From the standpoint of potential, how would I rate the territory offered to me?	—	—	—
How good an advertising program does the company offer?	—	—	—
How sincere and attentive has been the prospective franchisor's interest in me?	—	—	—
What are my chances of attaining the income I require?	—	—	—
Does the contract offer me sufficient time in which to become established and make a success?	—	—	—
How does my lawyer rate the contract in regard to the safeguards to and protection of my interests?	—	—	—
How fair and reasonable are the obligations placed on me?	—	—	—
How strong do I consider myself in the energy and initiative it requires to run this business?	—	—	—

(There are 21 questions above. Maximum score is 210. If you cannot rate at least 140 points, you had better not go farther with any franchise you are considering.)

MOVING?—THE ZIP NUMBER, PLEASE?

That's what our file clerk, Jane, would say if you asked her to change an address. Today, all publication address files are arranged by ZIP Code number. A year ago, Jane could find a Dundee, Ohio, address by looking under D in that state. Now, Dundee is lost to her unless she has the magic number 44624.

In ordering a change through your lodge secretary, think of Jane and give ZIP numbers for both addresses . . . the old one and the new one. Remember that we cannot stop mailings to your old address until we can find and cancel it.

(Continued from page 19)

P.G.E.R. Blackledge presented P.G.E.R. Walker a scroll denoting appreciation of his service as chairman of the Advisory Committee. Brother Walker retired as chairman to assume the chairmanship of the Elks National Foundation Board of Trustees.

Resolutions were unanimously adopted commending G.E.R. Dobson for his leadership and achievements, Mgr. Scott, who retired as Grand Chaplain, and Brother Boney for his service with the Board of Grand Trustees.

Joseph F. Bader of Lyndhurst, N.J., Lodge No. 1505, vice chairman of the Grand Trustees, presented a final report for the board, and the delegates approved the Grand Lodge budget for the coming year.

ATTENDANCE—As reported by the Committee on Credentials	
Grand Exalted Ruler	1
Past Grand Exalted Rulers	18
Grand Lodge Officers and Committeemen	95
District Deputies Designate	210
Special Deputies	11
Representatives	1,813
Alternate Representatives	28
Grand Lodge Members	900
Total	3,076

Ritualistic Committee Chairman Chapman presented awards to the four teams competing in the finals. Laconia, N.H. Lodge No. 876 took first place with a score of 95.436. In second place was Anderson, S.C., 94.938; third, Tucson, Ariz., 94.562; and fourth, Lewiston, Idaho, 94.557.

The new Grand Exalted Ruler and other Grand Lodge officers were installed by P.G.E.R. Wisely.

(Continued from page 24)

service being rendered all over the country by the subordinate lodges of the Order, as an incentive to like activities in other localities;

6. To provide information as to the proposed activities of the Order in the future, and the reasons therefor, so that individual members may form an intelligent opinion thereon and may have opportunity to express that opinion and make its influence felt;

7. To provide a means by which the Grand Exalted Ruler and other Grand Lodge officers may send direct to each member communications which contain matters of interest to the whole Order;

8. Generally to encourage and foster that spirit of loyalty and devotion to the Order and its principles which alone can insure the maintenance of that high place in public esteem which the Order has already attained.

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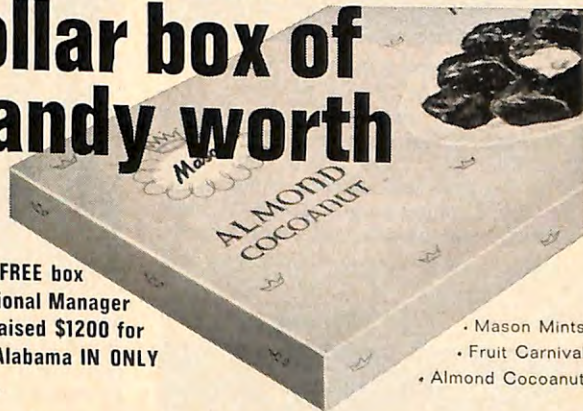
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P.G.E.R. R. Leonard Bush receives the Honor Certificate Award of the Freedoms Foundation at Valley Forge for one of his monthly inspirational messages—"Demonstrate for America" in the June 1966 issue of THE ELKS MAGAZINE. Presenting the certificate at California Elks' recent 52nd annual convention in Anaheim is Brig. Gen. Ralph Yeaman. In his message, Brother Bush, then Grand Exalted Ruler, had urged every lodge to make its 1966 Flag Day observance "an extraordinary event in its community."

News of the State Associations



The new President of the New Jersey State Elks Assn.—John W. Purdy Jr. (left), Phillipsburg—accepts the gavel from retiring S.P. Harrison S. Barnes, Elizabeth, of Plainfield Lodge, G.L. New Lodge committeeman, at the 54th annual convention in Atlantic City. Looking on is P.G.E.R. William J. Jernick, who installed the new officers.



Miss Kentucky of 1966 is welcomed to Bowling Green for Kentucky Elks' 59th annual convention by Mayor and E.R. Robert E. Petrie (left) and lodge Secy. Kirkwood Warden. The beauty queen—Janie Olmstead of New Castle—served as the official hostess at the convention.



P.G.E.R. Raymond C. Dobson talks with P.G.E.R. Fred L. Bohn; state Secy. C.L. Shideler (second from right), Terre Haute, G.L. State Associations committeeman, and retiring S.P. Roy Rogers Jr., Goshen, between sessions of the Indiana Elks' 67th annual convention in French Lick.

SESSIONS of the California Elks Association's 52nd annual convention May 24 through 27 in Anaheim were jammed with the more than 3,906 registrants.

During the meeting on the state major project—to aid cerebral palsied and other handicapped children—the Exalted Rulers from Hawaii and California made contributions totaling \$384,584, the largest voluntary contributions in the state project's history. These were in addition to the per capita assessments that totaled \$161,901.

Named as President was Marvin M. Lewis, Brawley. Seventeen Vice-Presidents were elected. They are: Owen Cant, Alameda; Louis H. Blackburne, Sonora; Jack L. Huneke, Fresno; Herbert G. Jefford, Trona; Joe J. Houser, Los Angeles; Cary D. Guichard, Redding; Ralph E. Fenzler, Auburn; William L. Stanton, Fairfield; Jay C. Walker, Newport Harbor; Samuel D. Hinkle, Palm Springs; Paul J. Riccobon, Downey; Charles H. Miller, Gardena; Thurman B. Shipley, Oceanside; Edward W. Huffaker, Pomona; Albert W. Bergquist, Monterey; John L. Seitz, San Luis Obispo, and George T. Adams, Honolulu.

Reelected Secretary was Edgar W. Dale, Richmond. William D. Brunner, Redondo Beach, is Treasurer.

Other officers include Robert Benik, Bakersfield, Sergeant-at-Arms; Vincent G. Ciallella, Redondo Beach, Tiler; past Grand Chap. and the Rt. Rev. Msgr. George M. Scott, San Pedro, Chaplain, and James Dyer, Richmond, Organist.

Appointed to the Board of Trustees were Ernest Rabanus, Coalinga; Robert W. Berry, Fullerton, and Jack Hitchcock, Salinas.

A resolution to establish two new districts—Central and West-Central Coast—was approved.

Special guests included P.G.E.R. Raymond C. Dobson, the principal speaker at the opening sessions; Mrs. Dobson, and P.G.E.R.s William J. Jernick, Horace R. Wisely, and R. Leonard Bush.



Eminent members of the Order and their wives are among those attending Idaho Elks' annual convention in Coeur d'Alene. At the banquet table are (from right): S.P. Dan O. Turnipseed, Boise; Mrs. Turnipseed; P.G.E.R. George I. Hall; Mrs. Hall; P.G.E.R. William S. Hawkins; Mrs. Hawkins; Lewiston P.E.R. Joseph A. McArthur, chairman of the G.L. Americanism Committee; Mrs. McArthur, and Grand Est. Lead. Kt. and P.D.D. Patrick H. King, a member of Boise Lodge.

The winner of the state ritualistic contest was Santa Ana Lodge.

Eulogized during the memorial service was P.G.E.R. L. A. Lewis, whose widow, Mrs. Rose Lewis, was among those present.

The 1968 annual convention will be held May 22 through 25 in Fresno.

THE NEW JERSEY State Elks Association, emphasizing continuing assistance to crippled children, the state major project, awarded two \$4,000 scholarships to two handicapped teen-agers at its 54th annual convention June 8 through 11 in Atlantic City. One award went to Jacqueline Isherwood, Dover, who was sponsored by Dover Lodge, and the other went to Eugene D. Judge Jr., New Monmouth, sponsored by Middletown Lodge. The \$8,000 in scholarships brought to over \$100,000 the amount of annual grants given under the state crippled children's program.

Two districts were added to the state organization, which now totals 10 districts that consist of 129 lodges, 5 of which were instituted this year. The total membership is 44,600.

Participants in an Elks parade along the famed Boardwalk included 16 veterans wounded in Vietnam. The vets, hospital patients, also were banquet guests. The main banquet speaker was P.D.D. and Judge Joseph P. Hanrahan, Hoboken.

Delegates elected as President John W. Purdy Jr., Phillipsburg, who succeeds Harrison S. Barnes, Elizabeth, of Plainfield Lodge.

Elected Vice-Presidents were: Richard Pullen, Mountainside; William R. Sonta, Union City; David B. Garvey, Wayne; John Sammarco, Bloomfield; Harry J. Olsen, Hackensack; Joseph S. Hasiak, Summit; Howard C. Sheppard, Bridgeton; W. Cecil Daley, Hightstown, and Joseph R. Fox, Lambertville.

Reelected to serve as Secretary was Charles H. Maurer, Dunellen, and as Treasurer, T. R. Grimm, Bloomfield.

The roster of new officers also includes: Sergeant-at-Arms, Robert D. Foley, Hamilton; Chaplain, Edward J. Griffith, Camden; Inner Guard, Fred H. Koller, Dunellen; Tiler, John Sutton, Washington; Organist, Harry A. Burnham, Union City, and two Secretaries to the President, Michael J. Shulack Jr., Manville, and Alvin C. Pursel, Phillipsburg.

Appointed as Trustees were William Valentien Jr., Pompton Lakes; Fred A. Padovano, Kearny; Vernet N. Hicks, Dover; Edmund H. Hanlon, Red Bank; Norman Zelle, Mount Holly, and John S. Burke, New Brunswick.

KENTUCKY ELKS, holding their 59th annual convention June 15 through 17 in Bowling Green, elected as President C. Gay Hatfield, Louisville.

Among those elected to serve with Brother Hatfield were Newport P.E.R. Donald A. Grant, Fort Thomas, First Vice-President; St. Matthews (Louisville) P.E.R. Ambrose P. Bell, Second Vice-President, and Ashland P.E.R. Carl V. Young, Third Vice-President.

During the awards banquet, two \$600 college scholarships were presented. The winners were James Sheldon, sponsored by Cynthiana Lodge, and Nancy Jo Weeks, sponsored by Princeton Lodge.

The delegates selected Newport Lodge as the 1968 convention host.

MORE THAN \$88,000 in awards and donations from Indiana Elks highlighted the state association's 67th annual convention June 1 through 4 in French Lick. The event drew an attendance of nearly 1,000, including P.G.E.R.s Raymond C. Dobson and Fred L. Bohn.

The largest donation, a \$48,000 check, was presented to the Indiana University Medical Center. A \$24,000 check was given to Purdue University for cancer research. Over the last 20 years, Indiana Elks have contributed \$1,131,734.90 to cancer research.

A \$960 check was contributed to the



Past Grand Exalted Rulers H. L. Blackledge and Raymond C. Dobson take time out from Kansas Elks' 62nd annual convention in Wichita to tour the Kansas Elks Training Center for the Retarded, the state major project. Accompanying them are Manhattan P.E.R. Ray E. Walker, convention chairman; Galena P.E.R. John T. Kirkwood, Chanute, G.L. Auditing and Accounting committee member; El Dorado P.E.R. Lloyd Chapman, G.L. Ritualistic Committee chairman; retiring S.P. Lowell W. Rise, Pratt, and Dean Settle, center director.



Louisiana's coveted ritualistic trophy, won by the Slidell Lodge team for the second consecutive year, is presented by P.G.E.R. Raymond C. Dobson to P.E.R. Sam D. Sullivan during the 31st annual convention in Shreveport. Other team members pictured are Candidate L. J. Reiss Jr., now Secretary; Inner Guard George R. Ketteringham; P.E.R. and Coach Martin F. Moe Jr.; Chap. John D. Williams; Est. Lead. Kt. Ora R. Mundell, now Exalted Ruler; Est. Loyal Kt. J. Fred Honnaker; Esq. Pat Mauboules, and Est. Lect. Kt. Gary G. Snyder. The team plans to compete again.

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Florence Crittenton Home, Terre Haute. Twenty \$600 scholarships were awarded in the Most Valuable Student Contest.

New officers include President, Stanley O. Mascoe, Indianapolis, and Vice-Presidents, Lewis C. Gerber, South Bend, Dr. William H. Collisson, Linton, Clyde M. Martin, Bloomington, James St. Myers, Union City, and George Stutzman, Elkhart. Reelected Secretary was C. L. Shideler, Terre Haute. J. L. J. Miller, East Chicago, was named Treasurer.

Also named to the official family were Chaplain, J. W. Hastedt, Seymour; Tiler, Lafayette E.R. K. W. Ohl; Sergeant-at-Arms, Robert Little, Wabash, and Inner Guard, Joseph Stevens, Indianapolis.

Whiting Lodge was selected the winner of the state ritualistic contest.

An increase of 556 new members was reported for the year.

The same site, French Lick, has been chosen for the 1968 convention, to be held June 6 through 9.

Acceptance Speech
(Continued from page 23)

principles and accomplishments of our fraternity. I also ask you to take steps to improve the physical appearance of your lodge home, for a lodge is often judged by appearance. Most of all, look at yourselves. Every day, regardless of what you are doing, someone is looking at you and saying, "He is an Elk." Each member of our Order creates an "Image of Elkdom" by his own daily, personal conduct and appearance. Make the cardinal principles of charity, justice, brotherly love, and fidelity a part of your life. Ask yourself, "If every member of the Elks was just like me, what would my lodge be like?" It is each brother's personal responsibility to create a worthy and favorable "Image of Elkdom," and I confidently remind you of this challenge, for I know you will meet it.

I have given you some of the objectives of my program for this year. Let us double our efforts to further the principles of our Order. We need only to pick up a newspaper or turn on a radio or television set to realize that our American heritage and freedom are being steadily and increasingly threatened. We, in our Order, need more men imbued with true American ideals and American spirit to help combat the subversive elements in our country today. The precepts of our Order are excellent guides for all our country's people: Love of God, Love of Country, Love of our Fellowman, and Respect for the Law. Our Order must help our nation survive the forces working against it.

(Continued on page 65)

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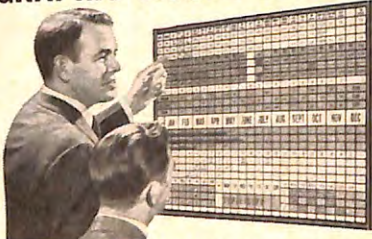
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Vietnam (Continued from page 10)

remembered by American Korean vets, the unit earned its name in blood at White Horse Mountain, where they were credited with the defeat of a Chinese Communist Division.

The Korean officer in Vietnam sees his nation's commitment as much more than a simple act of military assistance. If some Americans have forgotten what happened on the 25th of June 1950, the Korean soldier certainly hasn't. He feels deeply that without President Truman's decision to commit U.S. might, and the effect of his decision had to force the United Nations into action, the Republic of Korea might not exist today.

This feeling of national and personal commitment to a "cause" probably goes far toward explaining the ROK's willingness and extreme zeal for the fight. The Korean sees his role as one of proving that his nation can stand on its own two feet. For the first time in his nation's modern history, he is able to offer, not request, assistance.

Because of this feeling, every action, large or small, places the honor and pride of the Korean nation on the line.

The similarities between the situations which both the Korean and Vietnamese people have faced are striking. Both nations have been divided by international agreement and a confrontation with Communism—Korea at the 38th parallel, and Vietnam at the 17th.

The Korean army's home environment also has had much to do to condition it psychologically to its Vietnam commitment. Since 1954 they have had the task of manning the Korean Demilitarized Zone, eyeball to eyeball with an enemy they could see but couldn't touch—an enemy who often raided their territory, killing both Korean and American defenders. Vietnam has provided them a chance to do what they can't do at home. Fight Communism!

Trained and equipped by the American army, the Korean soldier is without a doubt "one of our most important products." Roughly 75 percent of the men who make up this force volunteered in order to fight in Vietnam.

While some Americans have criticized our military assistance and advisory efforts in Korea, the investment has been a good one. American commanders are proud to soldier alongside of their Korean comrades.

The Korean soldier in Vietnam has, without a doubt, proven himself as a worthy friend of freedom and a deadly enemy of the Communists. In addition, he has reminded us all that honor and pride are still entities of which nations are made.

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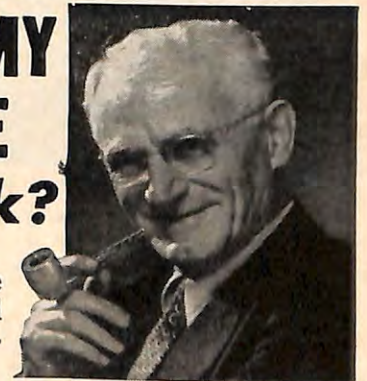
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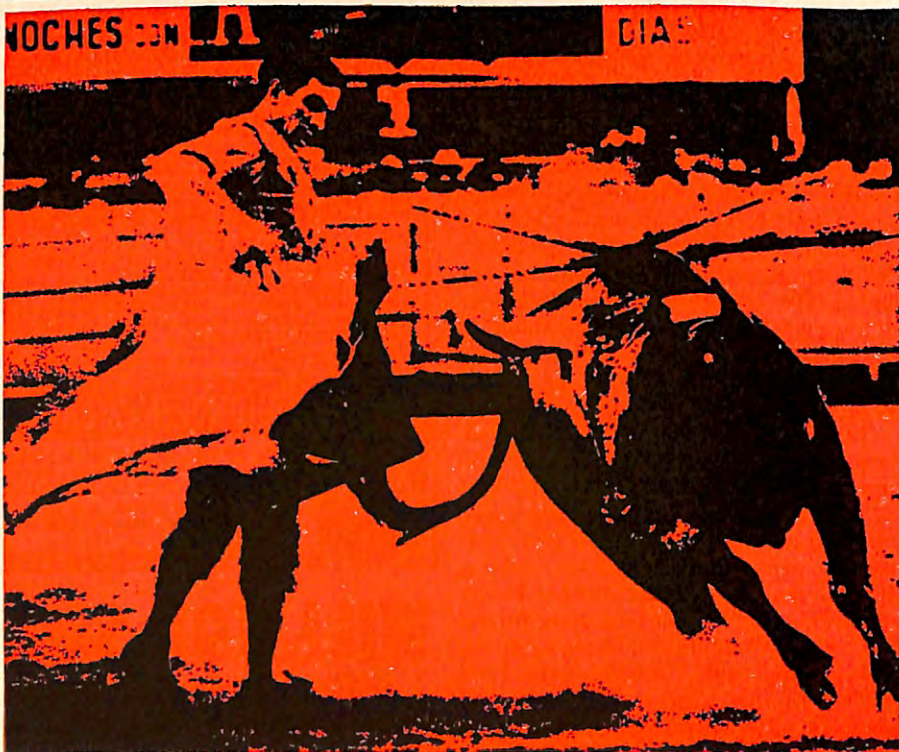
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San Diego

By JERRY HULSE

PERPETUAL SUNSHINE is the theme all the way from La Jolla, California's picturesque art colony, southward to Mexico's border town of Tijuana. Waves spawned in the vast Pacific spill against the shores, filling secret coves with thunderous sound and carrying surfers at incredible speeds. Aircraft carriers in from Vietnam stand at anchor, and off, deep in the bay, islands pop up to face artificially created lakes ashore, waters reflecting the blueness of the overhead sky. What nature failed to provide has been produced by the enterprising citizens of San Diego—these man-made islands and man-made lakes, which appear to have been there all the time. All of this is California's most southern playground.

Given the choice of living anywhere, I think I would choose San Diego over any other place in the world. It has everything that one associates with some pictures of paradise. First and foremost it has this immense, warm ocean. Here the Pacific is bluer than anywhere else in the world. Also, there is the weather. Winter is a complete stranger to San Diego. No place I know of has better weather. It is the land of the year-round suntan. Yet never is there the enervating discomfort associated with extreme humidity, and seldom, if ever, does San Diego suffer a heat wave. The ocean breezes, gentle and refreshing, act as a natural air conditioner. Personally, I can't imagine why anyone would run off to

the French or Italian rivieras when they could come to San Diego. Not only is San Diego less expensive to get to, it's far prettier.

Take La Jolla, San Diego's art colony to the north. No riviera in the world can compare with the beauty of its cliffs falling straight to the ocean, hundreds of feet below. Sea breezes whisper through the leafy fronds of tall palms. Bursts of bougainvillea cascade down the hillsides. Secluded coves draw the picnickers and the skin divers. La Jolla Cove and Windansea—two of San Diego's finest beaches—rank second only to Hawaii as surfing shores. San Diego is a wintertime watering hole (not that it's unpleasant in summertime) and a haven of sorts for writers and artists, especially that suburb I refer to—La Jolla.

A friend of mine, a writer and newspaperman, Neil Morgan, lives in La Jolla in a cliffside cottage. He believes that he lives in paradise and he says that heaven, after La Jolla, would be a bitter disappointment. After visiting with him there, Scotch in hand, watching the sun splash into the sea at sundown, I knew why he seems always so content.

Not far away the Scripps Institution of Oceanography is the center of world research into the mysteries of the seas. Others come to taste of the ocean for other reasons—the surfers from around the world, riding waves to championship fame.

Behind La Jolla and San Diego, high on the hillsides, clinging like the cypress trees which grow there, are restaurants with Spanish names that serve Spanish music along with enchiladas and other spicy delights—intimate inns, with candlelight, stuck out on the cliffs above the boiling sea. At La Jolla, tourists shop in Saks Fifth Avenue and I. Magnin's, and they watch performances at La Jolla Playhouse.

La Jolla, though, is only a small corner of San Diego—that refuge away from winter with its long, magnificent beaches and mile-high mountains, a county the size of Connecticut lying flush up against Mexico. For when you get to San Diego, you've reached the end of California. No sailor or marine who ever did his "boot" in San Diego ever will forget pleasant evenings riding the Coronado ferry or visiting San Diego's colorful waterfront bistros, Balboa Park, and the town's old Spanish missions. San Diego is a Navy town as well as a tourist town, and each weekend the tourists join the Navy for an afternoon, this being a time of open house aboard tin cans, carriers, and submarines. The excursion boats leave the foot of Broadway on two-hour sightseeing journeys that skirt the commercial docks, freighters that fly a dozen flags, tuna clippers, and the Navy

and Marine installations (where I did *my* boot in World War II). The same harbor is headquarters for the Pacific Fleet, as well as nearly 200 mothballed warships, monuments to America's finest fighting moments.

San Diego's greatest attraction, though, is its zoo, with the largest collection of wild animals in the world. Bars and fences have been eliminated wherever possible; moats are used to make the animals appear in near-natural surroundings. Thus, don't be alarmed if some onyx-eyed Mongolian gnu shares your path while you stare bug-eyed at a pride of lions footloose on the hillside across the way. Should you choose to ride rather than stroll, a zoo bus complete with commentator will save you the footwear.

In a special children's section, pint-sized visitors stand nose-high to a baby llama, lion cubs, and a variety of other beasts. In addition to the animals, Balboa Park—it's nearly twice the size of New York's Central Park—also offers performances of Shakespeare during summer at the Globe Theatre, a replica of the Elizabethan original.

A monument to the discoverer of California in 1542, Juan Rodriguez Cabrillo, stands at Point Loma, the most southwesterly point in the U. S., welcoming about a million visitors a year, or more than any other monument in the western U.S.

With 21,000 motel and hotel rooms,

San Diego obviously isn't lacking in accommodations. My personal preferences are the Victorian elegance of the venerable Hotel del Coronado, San Diego's most splendid shelter, and the gentle, relaxed surroundings of Vacation Village at Mission Bay. Hotel del Coronado, framed by Glorietta Bay and the Pacific Ocean, was built in 1888. It's old and cozy and elegant—its Crown Room representing one of the most elegant dining rooms in the world. Presidents have dined there: Benjamin Harrison, William McKinley, William Howard Taft, Franklin Roosevelt. It was at the Del Coronado that the Duke of Windsor, then the Prince of Wales, met the woman for whom he gave up the crown of Great Britain. Robert Todd Lincoln, son of the martyred president, was another guest. In one section of the hotel there is a private men's club and guests with keys go there to luxuriate and meditate in an atmosphere of deep leather, mahogany, and age. And there is the Victorian Lounge with its turn-of-the-century feeling.

Outside, the Del Coronado is distinguished by Victorian turrets and towers, the roof sheltered from the elements by more than 2 million red shingles, a contrast to the whiteness of its facade. When it was built, the Del Coronado was the largest structure outside of New York City to be electrically lighted. Of late they've been remodeling the rooms, but none of the elegance I mention has been lost. The hotel also possesses its modern side. Not too much—but enough to make it comfortable. There are health spas both for men and women, and a Polynesian place called the Luau, with Navy grogs and *mai tais*.

At Vacation Village in Mission Bay, the water lilies came equipped with electric light bulbs, Japanese bridges close the gap among numerous man-made ponds, *tiki* torches glow by night, and guests are bedded down in concrete huts that overflow with wall-to-wall carpeting and king-size television. Spotted around the bay are other resorts like the Bahia, the Catamaran, Hilton Inn, and Islandia. Visitors to Mission Bay resorts laze away the hours waterskiing, golfing, sportfishing, swimming, and watching the porpoises play at Sea World.

Sea World is the nearly new \$5 million oceanarium encompassing 22 acres of tropical lagoons and giant aquariums filled with pretty American mermaids and comely Japanese pearl divers, not to mention the playful porpoises and a whale or two, octopi, yellowtail, and umpteen kinds of tropical fish. Sur-



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rounding it all are tall spindly palms, gentle streams, waterfalls, and rock gardens like in old Japan. All in all, it makes for the world's biggest oceanarium, where visitors are permitted to fish, even though the hooks are rubber-tipped. The main spotlight shines on the theater-in-the-round, a 160,000-gallon tank containing dolls and dolphins. Starring in the three-act play are shapely sea nymphs and four dolphins—the dolphins performing such feats as sinking a boat and pulling the pigtailed of the mermaids.

Elsewhere there's a \$1 million Japanese village operated by the Murata Pearl Company of Japan. Peddling pearls is the pitch. Oysters gathered by the ama diving girls are auctioned off to tourists at \$2 each. Each oyster is guaranteed to contain a pearl.

Mission Bay is also the perfect base for exploring other areas of San Diego and vicinity: the zoo, the Navy and Marine Corps facilities, Del Coronado Island, Balboa Park—and just across the border the lively town of Tijuana. Tijuana's dusty, noisy, neon-lit blocks are jammed with tourist trinkets, a bullfight ring, and an auditorium where jai-alai is played. Visited annually by more Americans than any foreign city in the world, Tijuana spills over with bazaars on either side of Avenida Revolution and they in turn overflow with imports both European and Oriental: Swiss watches, French perfumes, Japanese silks, Italian knits. Tijuana being a free port, visitors may bring home \$100 worth of duty-free merchandise no matter how short their stay.

The ponies race every Saturday and Sunday at nearby Agua Caliente and bullfights are held May through September. Back in San Diego is that man-made affair, Shelter Island. It's not exactly Hawaii, but you'll get the feel of Polynesia nevertheless, what with palm trees sheltering exotic restaurants and a bay filled with yachts and water-skiers. So popular has Shelter Island become that the Harbor Department has decided to create another of these man-made mounds, the sand for this one coming from dredging operations to make way for Forrestal-class aircraft carriers. Shelter Island has been described as a "South Pacific setting within a great city."

Previously an unattractive sand bar, it is lined with handsome avenues and bordered by boat-launching ramps and marinas. There is no charge, incidentally, for the boat-launching facility, which includes 500 parking places for cars tugging boat trailers. In addition, the Harbor Department provides free berths up to 24 hours for visiting boaters. The island is more than a mile long and about 300 feet wide, and if you sip a mai tai and use your imagination, well... is that Hawaii calling?

Most Valuable Students

(Continued from page 6)

The Foundation distributes some 500 college scholarships aggregating more than \$400,000 each year in various programs designed to help deserving young people.

Following is a complete list of this year's winners, by state:

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ARKANSAS: Valerie S. Neal, Hot Springs No. 380, \$800.

CALIFORNIA: Marsha J. Hirano, Alhambra No. 1328, \$1,400; Susan L. Thornton, Ontario No. 1419, \$1,100; Sharon D. Garrett, Hollywood No. 2325, \$1,000; Leonard Schein, Hollywood No. 2325, \$1,000; Patricia J. Scott, Mt. Shasta No. 2333, \$900; Harriola Yee, San Jose No. 522, \$900; Jack D. Klure, Sunnyvale No. 2128, \$900; Todd V. Lewis, Norwalk No. 2142, \$900; James A. Rehkopf, Escondido No. 1687, \$900; Kathleen A. Atkins, Sonora No. 1587, \$800; Mary H. Barnett, Chula Vista No. 2011, \$800; Debra S. Smith, Ventura No. 1430, \$800; Alan G. Anderson, Pittsburgh No. 1474, \$800; Frank I. Benest, El Monte No. 1739, \$800; Timothy A. Bowman, Delano No. 1761, \$800; David J. Clark, San Jose No. 522, \$800; Paul L. Egerman, San Jose No. 522, \$800; David Gomez, San Bernardino No. 836, \$800; Edward Kim, Gardena No. 1919, \$800; James R. Sakamoto, Jr., Pasadena No. 672, \$800.

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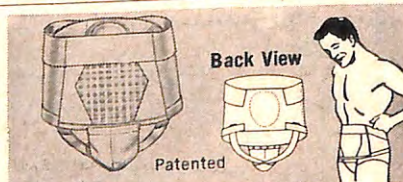
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Acceptance Speech (Continued from page 58)

The words of Alan McIntosh, "I am a tired American," have become familiar. We should be tired: tired of those who are continuously shouting out against the virtues of honesty, integrity, and morality. We should be tired of those who trample our freedom, sneer at our flag, discredit the power of Almighty God, and refuse to fight and defend our liberties—the liberties which are theirs only because their forefathers paid the supreme price of life and blood that made our America the "land of the free and home of the brave." Our answer to these unpatriotic souls was perhaps best worded by Lt. Erik Mason of Las Vegas, New Mexico, when he wrote: "I am a proud American. I am proud of being a citizen of a country to which the rest of the world can look for its needs, food for its hungers, and strength for its fears."

I say to you, "Here is our challenge." The words, "I am a proud American," are yours to speak loudly and firmly. I call upon every member of our Order to accept this challenge. Our country will be strengthened by good work of the Elks of America. Let us use the experiences and knowledge of our proud past to meet the problems of a challenging future. I ask you to make my slogan a part of your daily life: A PROUD PAST—A CHALLENGING FUTURE.

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IT IS A CHALLENGE

Grand Exalted Ruler Robert E. Boney has given us a thought-provoking slogan: "A proud past—a challenging future." Nothing could be more appropriate for the advent of Elkdom's second century.

It is a proud past, and during our forthcoming centennial celebration in 1968 the events and achievements of a hundred years will be recounted often and in detail, we hope. For what those who went before us did is in large measure responsible for what we are today, and it is well that we know and understand what it is that makes up Elkdom's past, of which we may be proud.

It not only makes for better Elks, if our members are informed of the great events in Elkdom's history. It also makes for better citizens, for this fraternity's history is intimately bound up with American history, covering as it does more than half of this nation's life. In war and peace, prosperity and depression, the Elks have played a vital, active role. Spurning the passive part, the sideline, the Elks have helped to make history, to shape America's institutions.

To be familiar with the history of the Order of Elks, therefore, is to have a special insight into American history that highlights and illuminates the struggles, the sacrifices, and the glorious achievements over a hundred years of this nation's history.

But the past is prologue, a prologue to what Grand Exalted Ruler Boney aptly describes as a challenging future. And a challenging future it most surely is.

It would be a bold mind indeed that would undertake to read the future and predict the course of events in any detail. But it doesn't take much prescience or courage to forecast a world of change far vaster than that which has marked the preceding century, as man strives ever more successfully not to cope with but to master his environment, to free himself from life-sustaining work, to explore the infinitude of space, and, hopefully, to live in peace with his neighbors.

To forecast Elkdom's role in this emerging society would be just as difficult. But one may be sure that it will have a role and an important one, for Elkdom is people, it is identified closely with the daily lives of people, of the family, and we are confident that a fraternity that continues to be responsive to the needs of the people, to be contemporary with the social context, will serve a useful function.

To put it another way, good fellowship, devotion to benevolent works, to the role of good neighbor, the promotion of brotherly love, the strengthening of the democratic spirit, and our ideals of liberty and justice, will be as important and needed in the years ahead as they have in the past.

Sound leadership, solidly based on knowledge of and devotion to Elkdom, will be needed as never before, and in Grand Exalted Ruler Boney the Order is making an auspicious start in the new century. We congratulate him on his election, the first New Mexico Elk to hold the Order's highest post, and wish him well in this historic administration.

A Message From Youth

These are usually described as confused times, when people, especially young people, are badly mixed up, their sense of values lost or sadly distorted. The description is valid, but only to a certain extent. There was offered at the recent Grand Lodge Convention in Chicago reassurance that young America has kept a level head. Not everyone is confused.

The reassurance came in the talks that were made by the boys and girls who placed first in the Elks National Foundation Most Valuable Student scholarship competition and in the Youth Activities Committee's Elks National Youth Leadership contest. They all were splendid, and one was remarkable for its clear and convincing insights into what is going on in the minds of a large majority of American boys and

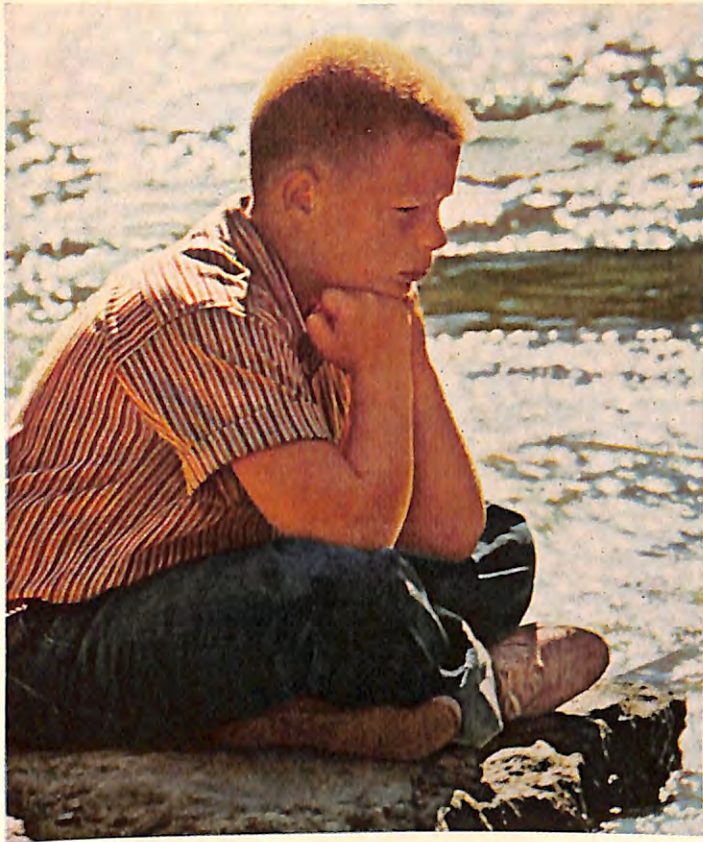
girls. The speaker was David J. Kuter, 17, Fond du Lac, Wis., top boy in the Leadership contest.

"The typical image of today's generation is that of a carefree hippie, an ill-kempt collegian. But on a more unpublicized front, it is also a boy working in a stockroom to go to college, a youthful volunteer with retarded children, a prayerful entreaty to God for guidance, and a tingle of spirit as the flag goes by. Youth is a time of search . . . for a purpose, a direction. Out of this search comes a concern for nearly every facet of our society, from the bomb to morality to Vietnam to poverty. The essence of this is not that such youthful concern has just descended upon our society, for every past generation has recognized such problems, but that for the first time American youth is able to act and exert its influence upon these problems.

"Long thought of as 'the leaders of

the future', American youth presently is recognizing that it is a leader of today. Lacking the wisdom of personal experience, however, they rush to hasty decisions. . . . Lacking a direction, a purpose for the expression, undesirable consequences often arise. It is up to the elder generation to help reveal the true challenges and responsibilities of our times and to inject a purpose, a direction, into the lives of our youth. . . . This, I believe, is what the Elks are attempting in their youth programs. With the grace of God and the concern of adults such as you for youth, our world will be better."

How different these words from the sullen self-indulgence manifested by those unfortunate and unwashed young people, who, as this young man pointed out, too often get the headlines. We hope that adults everywhere will take David Kuter's words to heart and build bigger and better youth programs.



WHAT WOULD YOU SEE IF YOU LOOKED INSIDE HIS MIND?

Perhaps a hundred thousand things—because his interests are so wide they cover the whole great world! And every one of these interests is important. They are the seeds of talent. Some may even form the basis for his career. But there is no quick way to tell which ones reflect true ability. Only time—and encouragement—can do that.

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