



The Elks

Magazine

JUNE
1922



"I pledge allegiance to my flag and to the Republic for which it
stands; one Nation indivisible with Liberty and Justice for all."

20 cents
a copy

NATIONAL PUBLICATION OF THE BENEVOLENT AND PROTECTIVE
ORDER OF ELKS OF THE UNITED STATES OF AMERICA

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THOMAS D. TAGGART, President

The Home of Pluto Water





The Elks

Volume One

Magazine

Number One

"To inculcate the principles of Charity, Justice, Brotherly Love and Fidelity; to promote the welfare and enhance the happiness of its members; to quicken the spirit of American patriotism; to cultivate good fellowship. . . ."

--From Preamble to the Constitution, Benevolent and Protective Order of Elks

Features for June, 1922

Salutatory—an Introduction to the Magazine	4
<i>Decorations by Franklin Booth</i>	
A Letter from President Harding	6
<i>Portrait etching by Walter Tittle</i>	
The Grand Exalted Ruler's Message—William W. Mountain	8
The Higher Obligation, a story by Ben Ames Williams	10
<i>Illustrations by Dudley Gloyne Summers</i>	
A Forward Look at Business—by Charles M. Schwab	14
Everybody's Listening—Radio by William Almon Wolff	15
<i>Decorations by Charles Baskerville, Jr.</i>	
The Intruders, a Lad story by Albert Payson Terhune	19
<i>Illustrations by Charles Livingston Bull</i>	
Every Other Man's Business, an article by Amos Stote	22
<i>Decorations by George A. Picken</i>	
Mrs. Proudfoot of Baltimore, by George Kibbe Turner	24
<i>Illustrated by Frank Street</i>	
Behind the Footlights and on the Screen—photographs	29
The Crime of a Bungler, story by Richard Connell	33
<i>Illustrated by Oscar F. Howard</i>	
The Thing That Draws the Crowds, by Bozeman Bulger	36
<i>Illustrations by Herb Roth</i>	
The Trouble Is—With Women, essay by Mildred Cram	39
Elks National Memorial Headquarters Commission	40
A Day for the Flag Itself—The Origin of Flag Day	42
Under the Spreading Antlers—News of the Order	44
<i>Decorations by Edward Ryan</i>	
The National Elks Home	46
Vale! John Galvin	47
The Gentle Art of Doing the Needful—Elk Activities	48
A Statewide Initiation Tour	49
<i>Cover Design by Frank X. Leyendecker</i>	

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NATIONAL PUBLICATION OF THE BENEVOLENT AND PROTECTIVE ORDER OF ELKS OF THE UNITED STATES OF AMERICA

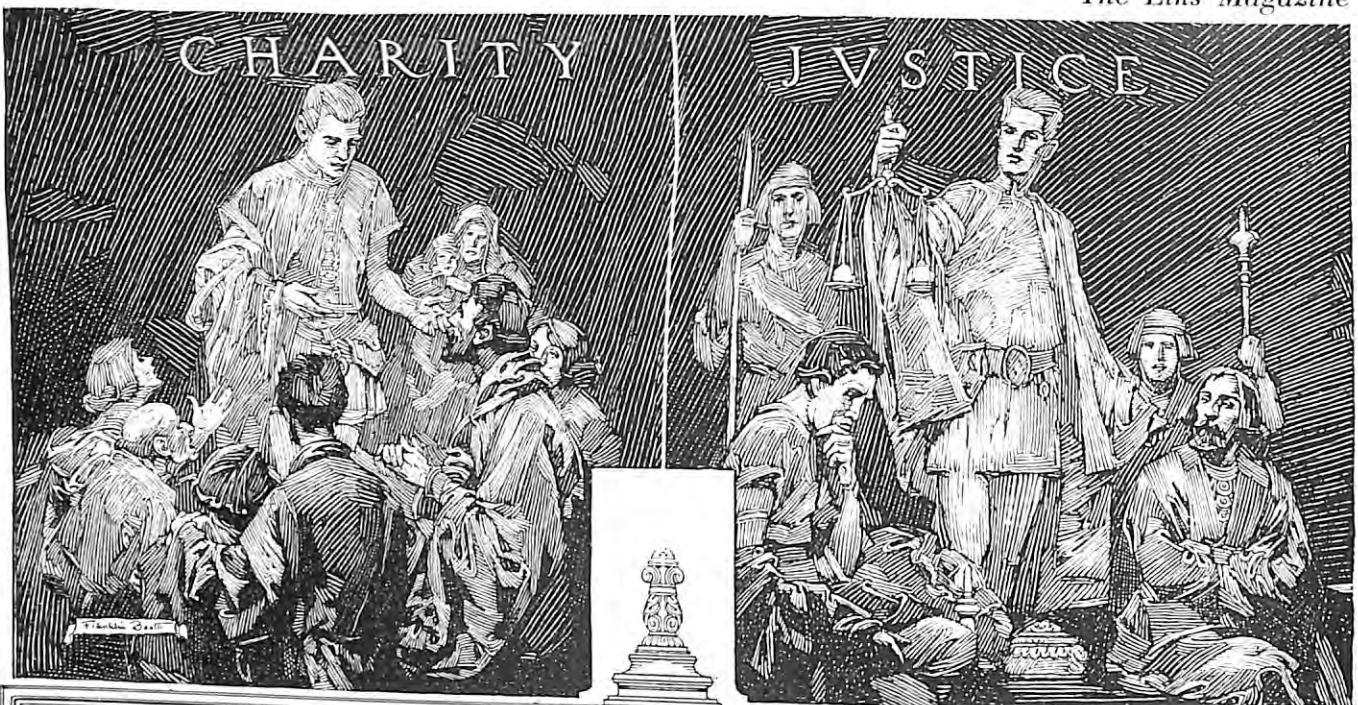
Published Under the Direction of the Elks National Memorial Headquarters Commission: John K. Tener, Chairman; Joseph T. Fanning, Secretary-Treasurer; James R. Nicholson, Edward Rightor, Fred Harper, Bruce A. Campbell, William M. Abbott, Rush L. Holland, Frank L. Rain, William W. Mountain, Grand Exalted Ruler (Ex-Officio)
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Joseph T. Fanning, Executive Director
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SALUTATORY

WITH this first number of The Elks Magazine the Benevolent and Protective Order of Elks takes a most confident and, it is believed, a most effective step toward the accomplishment of a great purpose—the establishment and maintenance of a more intimate relationship and a more definite contact between the Order as a whole and its individual members. It has long been recognized as an unfortunate fact that the great majority of the members of the Order have considered lightly, if they did not wholly disregard, such relationship.

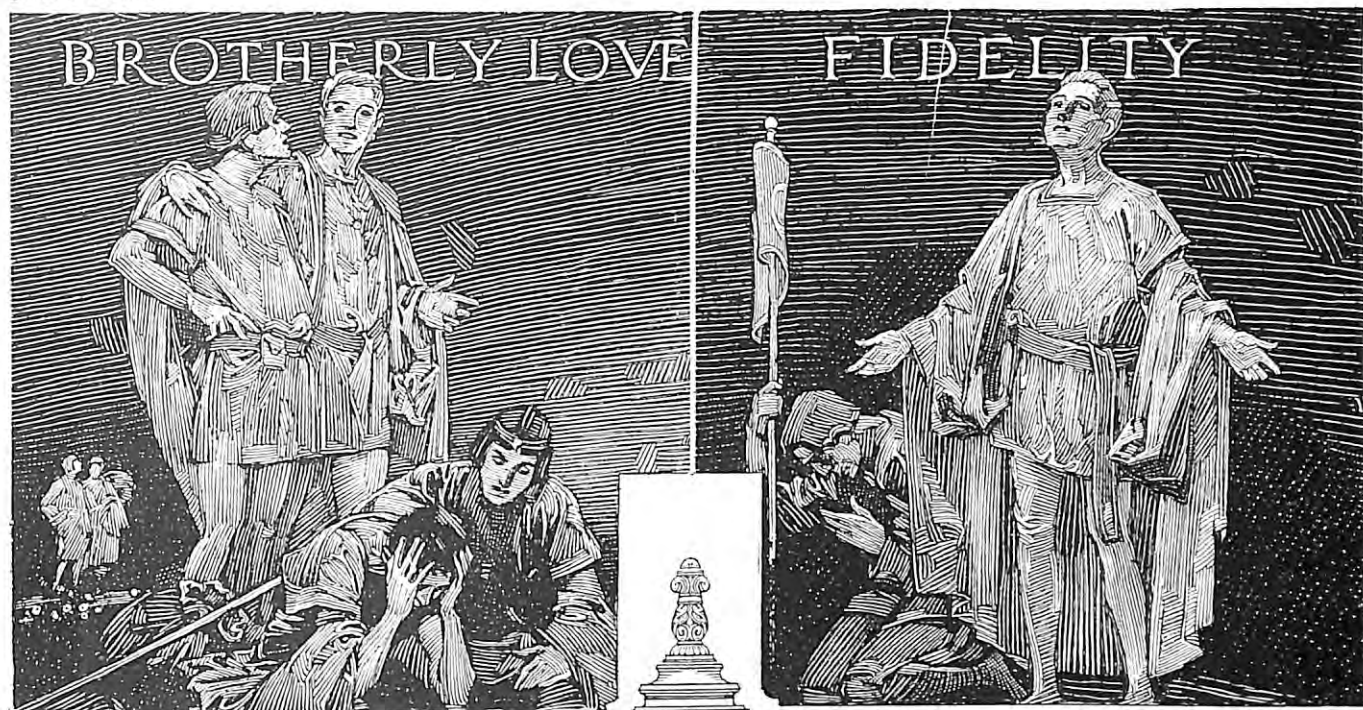
This has not been the fault of the individual Elk. It has been the fault or rather, neglect, of the Order in permitting the continued existence of conditions which have naturally produced this result. As a general rule the fraternal contact of members is local; their associations are largely within the subordinate lodge circle. The great Order of Elks, as an organized entity, has been but dimly visioned because it was brought to their passing attention only upon the infrequent occasions when the District Deputy paid his annual visit, or the Representative related his experiences at the Grand Lodge Session, or when a communication from the Grand Exalted Ruler was read at a lodge meeting. And even upon those occasions it was only the small minority in actual attendance which was reached.

Little was being done to bring directly to the attention of the individual Elk the inspiring history of the Order, its marvelous growth, its splendid achievements, its patriotic and beneficent activities, and its plans and hopes for the future, in all of which he had a definite share and a keen interest. It was but natural for him to drift into the belief that these things were not his concern; that the local lodge was the Order of Elks and marked the real limits of his fraternal association and obligation.

At the annual convention held in Los Angeles, in 1921, the Grand Lodge determined to take measures to bring members into closer touch with the Order generally, and with their brothers in other lodges.

The specific ends sought to be attained were:

- One. To establish a direct contact between the Order and its members—as individuals;
- Two. To provide some medium of communication through which each one could be promptly reached, personally and directly;
- Three. To bring to each Elk a realization that he is a member of the Benevolent and



Decorations by Franklin Booth

Protective Order of Elks of the United States of America, and not merely a member of a subordinate lodge;

Four. 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;

Five. To keep the rank and file of the membership advised of the community service being rendered all over the country by the subordinate lodges of the Order, as an incentive to like activities in other localities.

Six. 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;

Seven. 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.

Eight. 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.

As a means of accomplishing these ends it was determined that a national journal should be established, to be called "The Elks Magazine," to be issued monthly and sent to each member of the Order at his home address.

IT IS not to be a mere bulletin or calendar of events, but a vigorous, high class, literary and fraternal journal, of which the contents will render it worthy of a place upon any library table. It is to contain matters of interest and information to all the members of an Elk household. It is designed to be entertaining as well as instructive; but primarily its purpose is to place in the hands of each one of the million Elks in the United States a monthly volume of fraternal information that will insure recognition of the Order's beneficent power, a keen appreciation of its uplifting mission, a deeper pride of membership, and a constant inspiration to a renewal of fraternal obligation and an incentive to greater fraternal activity.

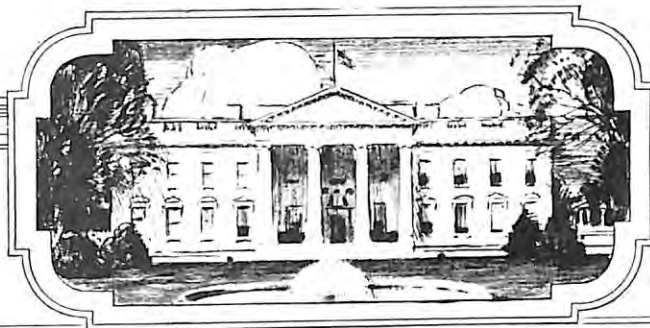
How well this first number of the Magazine may succeed in promoting the purposes in view is for the members of the Order to judge. It is earnestly hoped that it may be accorded a generous welcome in every Elk household; that it may, in some degree at least, fulfill its high mission; and that, with ripened experience on the part of those charged with its administration, and with the co-operation of every brother, which is most earnestly besought, The Elks Magazine may become a most effective instrumentality for the accomplishment of a great and worthy purpose.



Directly on copper
from the life
Hutter Tittle
Feb. 19, 1920
© 1920

Very Sincerely
Harmold Starving

Hutter Tittle art



THE WHITE HOUSE
WASHINGTON

April 1, 1922

My Dear Mr. Mountain:

I am writing to express the hope that the new phase of effort which the Elks are undertaking to extend the usefulness and fine humane work of the Order may meet with all the success you could wish for it.

As a member of the Order, knowing as I do the fine bases of patriotism and humanity on which it has been built, I am confident that your new magazine, designed to crystallize and voice the tenets of the Order, is assured a long future of real usefulness.

To a greater extent, perhaps, than ever in the past, civilization today depends on the understanding born of friendship and the friendships that are born of understanding. The Order of Elks was founded on friendship. It has grown and will grow because it teaches tolerant idealism. The Elks standards are high, but essentially human. They do not compromise with truth. They face life as it is, recognizing that perfection is not for this world, and asking only that men do their best.

To me, it has always been one of the appealing things about the Elks, that they claim no patent on virtue. The Order does not seek aggrandizement at the expense of other organizations. It asks simply the privilege of serving. Imposing no obligations upon members, save those of loyalty, helpfulness, love of country, the Order has quietly accomplished very big things. Its service during the great crisis of the War is yet fresh in our minds, and the memory of it must always be a satisfaction to all Elks. Some of its benefactions the Order has endeavored and always will endeavor to conceal.

My understanding is that the forthcoming magazine of the Order will emphasize the principles for which it stands and by which the Elks try to live. As a member of the Order and also as an American citizen eager to see these principles widely promulgated, I extend to the new publication my heartiest wishes for success.

Very sincerely,

A handwritten signature in cursive script, which appears to be "Woodrow Wilson".

Mr. W. W. Mountain
Grand Exalted Ruler
Benevolent and Protective Order of Elks
Toledo, Ohio



WILLIAM WALLACE MOUNTAIN, elected
Grand Exalted Ruler at Los Angeles, last July

MOFFETT



DEAR BROTHER ELKS:—

Now arrives The Elks Magazine, and out of a heart deeply stirred with pride in the achievement, and with foreknowledge of the success in store, I am privileged as Grand Exalted Ruler to offer my congratulations to the Order at large.

The Elks Magazine establishes an advanced era in our fraternal progress and development. It invests us with a new and powerful element of strength and another instrumentality by which to translate and concrete opportunity in the practical results of our planning and organizing and of our leadership along the upward way. With its riches of information, its wholesome and stimulating intellectual entertainment, it stands pledged to place before its audience the first of every month the finest magazine published. It will be guided and controlled by a fixed policy that the best there is belongs by divine right and is dedicated to our great and growing fellowship.

That which pleases and gratifies me most of all is the fact that The Elks Magazine is YOUR Magazine—yours in the point of personal possession and proprietorship. It speaks and stands for your sentiments and your principles. It does honor to our Flag. It preaches and it practises the reality of Brotherly Love. I would impress the thought that a primary function will be to keep you enlightened and alive as to the ambitions of the Order expressive of its highest estate, and of its wide-reaching activities in carrying forward these ambitions.

As Grand Exalted Ruler, and thereby as a member of the Elks National

Memorial Headquarters Commission, and having actively participated in the foundation work for the establishment of The Elks Magazine, I cheerfully bear witness to the vigilant care that has dominated with business prudence every successive step forward, and that now culminates in its delivery into your hands.

In the multitude and talent and experience from which we are able to draw, and in the array of so many gifted minds, it is to be expected and it is requested that many among our members will be inspired to volunteer their suggestions alike for editorial and publication features of attraction and improvement. I am assured by those in charge that the doors of The Elks Magazine will stand wide open to welcome new ideas intended for its good. Out of such close co-operation and mutual dependence, following these lead lines, and in the exercise and administration of our joint proprietorship, there can come only substantial betterment and a larger prosperity.

It goes without mentioning that The Elks Magazine will be worth considerably more than the nominal price named for subscription, which is after all, in easy analysis, one more tribute to your good fortune in being a member of our Order.

The beginning is first-class. The augury is for better and better as time comes and goes. From the light of the past, we look optimistically into the future, and we have cause to congratulate ourselves and each other. In all sincerity, I bespeak and commend your welcome.

A. W. Mountain

Grand Exalted Ruler.



William M. Abbott
Fred Harper (right)



Rush L. Holland



John K. Tener
Chairman

Elks
National Memorial
Headquarters Commission



Joseph T. Fanning
Secretary-Treasurer



James R. Nicholson (right)



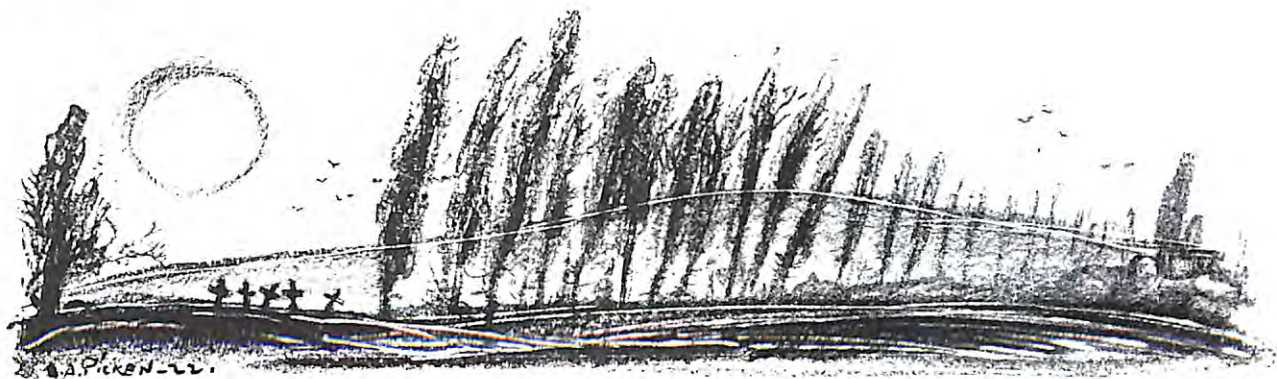
Edward Rightor



Frank L. Rain (right)



Bruce A. Campbell



The Elks National Memorial Headquarters

OUT of the abundance of affection and appreciation, in all time, when men would confer imperishable distinction upon the illustrious of their fellows, the sentiment, with seeming reverence, has enshrined itself into Memorial Temple, into pomp of Monument, into splendor of Shaft, or otherwise spiritualized into a masterpiece classically symbolic.

This perpetuation of tribute proceeds upon the principle that in recalling the great, we ourselves grow greater by the unconscious imitation of their virtues; that in the act of looking upward to them we ourselves are lifted. Such has been the instinct and practices of humankind down the train of ages since the sunrise of civilization.

Thus it was ordained by the Benevolent and Protective Order of Elks, in the fulness and glory of achievement, to honor and to keep forever lighted upon the altars of the American Republic, the fires kindled by its group of intrepid patriots.

In this commemorative devotion, the further Elk wish has been and is to include namelessly every member of the Purple Kingdom who answered the call to colors in the Great War, whether he paid the supreme sacrifice, or whether he was denied the privilege of fighting at the front.

There are also to be immortalized kindred remembrances—memories of our contributions as a fraternal agency to the various and varied auxiliaries of war activities, less spectacularly of course, and performed rather secludedly at home, but none the less valourously and none the less worthy a niche in the Temple we would raise and consecrate.

ATTENTION having been invited, promptly and with due solemnity the Grand Lodge of the Benevolent and Protective Order of Elks dedicated of its resource whatever might become necessary for the achievement of these sacred purposes; and forthwith created its Commission charged with the duty of carrying forward the program to realization.

In passing, it is noted that the Commission, without delay, was constituted, to-wit: John K. Tener, Joseph T. Fanning, James R. Nicholson, Edward Rightor, Fred Harper, Bruce A. Campbell, William M. Abbott, Rush L. Holland, Frank L. Rain and William W. Mountain, as Grand Exalted Ruler. In perfecting its organization, and to the end of expediting its business, John K. Tener was

made Chairman of the Commission, William W. Mountain Vice-Chairman, and Joseph T. Fanning was elected Secretary-Treasurer and made Executive Director.

In the report submitted to the Grand Lodge in the first instance, and upon which this final proceeding was taken, Chicago was chosen because of considerations of commercial and administrative importance and because of geographical advantage. It was considered and so recommended that inasmuch as the Memorial building could be proportioned to provide space accommodations for the Grand Secretary and for the National Publication headquarters, as theretofore agreed upon, the business affairs of the Order and other matters economically related, could be conducted with greatest dispatch in and from Chicago.

Selection of a Building Site, one that would be ample and comport with all requirements and proprieties and the dignity and importance of the undertaking, one that would comprehend and gratify the wishes of the Grand Lodge, as it acted for and in the name of every member of the Order, was the first detail to which the Commission addressed its energies and best judgment. Ultimately, after thorough and painstaking research and investigation, and after an informed comparison in valuations had been completed, a site ideally suitable was acquired at the southwest corner of Lakeview Avenue and Diversey Boulevard. The measurements are spacious—393 feet front carrying back to a depth of 200 feet. Fronting eastward from this vantage-point, the eye revels amid the bloom and verdure of Lincoln Park; and then looking still further eastward, beyond the Lincoln Park expanse, there rolls and sparkles the silver sheen of Lake Michigan. In the center of this gem of nature most advantageously located, and charmingly surrounded, the Order of Elks will erect its chef d'œuvre of affection's tribute.

With an extreme of care and high regard for taste and suitability, studies are just now being made in the matter of deciding the character of Memorial. Whatever may be the design approved, it can be stated definitely that all such details will syn-

chronize perfectly with the Chicago plan of a City Beautiful, and with the elegance of simplicity, will speak the heart and spirit of the Order of Elks.

WITH no departure from original intentions, with no profanation of the sanctuary, and without shocking the fine art concepts of the connoisseur, it has been planned, as already noted, to provide in a sequestered section of the Temple, adequate space for the Grand Secretary and his functions, and the editorial home of The Elks Magazine.

One main purpose of the National Publication, which is already understood but which cannot be over-accented, is that The Elks Magazine is primarily and principally intended to bring the Order directly and in wholesale capacity to the Elk membership everywhere and all the time, and in so doing to acquaint all these members with the various activities, the heritage of achievements, the interesting developments and compelling ambitions in detail and more completely than ever heretofore; and moreover, reciprocally, to cement a finer and closer working understanding and appreciation and unity of purpose between the Grand Lodge and the Subordinate Lodges and the great and growing rank and file. And at the same time, the guiding purpose will be to enrich The Elks Magazine with exceptional features, entertaining and instructive and stimulating, contained in departments other than those fraternally devoted; these diverting topics to be treated with a garniture of the literary craft and with extra touches of art to heighten and improve the effect, and upon the whole, to intensify pride in the Order in its good deeds well done.

Recurring to the Memorial Temple and speaking for the Commission: As for details and decorations expressive of the sacred sentiments to be interpreted, it is too early to decide, too early to anticipate particulars; but there is the world's treasure of experience to be ransacked and borrowed from; and better still, there is our own initiative at command, our own creative conceptions that can be fitted to harmonize with the dominating purpose to be served.

In addition to its Headquarters activities, a large share of the time of the Commission has been applied to organizing The Elks Magazine and supervising its first issue.



Under the Spreading Antlers

They Tell These Tales

Atlantic City Makes Ready for the Grand Lodge

UNDER leadership of Harry Bacharach, who discharges the dual rôle of Grand Esquire for the Order and Chairman of the Committee on Grand Lodge Arrangements, preparations for the welcome and entertainment of the Purple Host in Atlantic City in July are going forward with a hum.

The prophecy is that 1922 will establish a new maximum volume of visitors. Never has a livelier and wider interest been manifested in advance, and seldom, if ever, have plans been more ambitiously undertaken. In all essentials, Atlantic City is superbly dowered by nature, reinforced by the craft of man, to serve as host on a scale colossal.

During the good time coming, Atlantic City will not be allowed to act as host to the Grand Lodge all by itself. Every subordinate Lodge in New Jersey is under pledge to participate in doing the needful regally. These several New Jersey Lodges, compacted and energized as a State Association unit, will independently maintain headquarters, and bid their friends drop in and mingle awhile at the Hotel Alamac.

Moreover, Atlantic City Lodge will be otherwise effectively assisted by Milwaukee Lodge, Columbus (Ohio) Lodge, Washington (D. C.) Lodge, Canton (Ohio) Lodge and Philadelphia Lodge, each of which has volunteered its bands and Glee Clubs, its Drill Corps and Patrols, and other entertainment accessories to supplement the local and neighboring forces in doing the Reunion honors more sumptuously than they were ever attempted before.

Convention Hall, on Steel Pier, will be the place of meeting, beginning with the public ceremony on Monday evening, at 8 o'clock sharp, July 10. The Blackstone will be the official point of registration. The Traymore will be Grand Lodge Headquarters.

As General Chairman, Harry Bacharach functions as dynamo. Attached to him in Committee service, are twenty-five of the liveliest live wires anywhere to be discovered. Divisionally, the various departments of work have been entrusted to capable coadjutors. United States Senator Walter E. Edge is Vice-Chairman of the Committee on Grand Lodge entertainment. Governor Edward I. Edwards is vitally an element of the organization. Congressmen Isaac Bacharach, Nicholas Longworth and Joseph Walsh constitute a Sub-Committee to arrange for the attendance and enjoyment of members of the House of Representatives and other Elk dignitaries of official Washington. By this delegation arriving from the Capitol, special badges, bearing the inscription: "AMERICA'S CIVIC CENTER: EVERY ELK LODGE," will be worn. The same inscription has been adopted for general use on this year's Reunion badges and regalia. The pro-

gram of fun and feast of fellowship will be unceasing during each day and late into the nights.

The annual parade will be supervised with dignity. While novelty in costume and display are invited, and prizes are to be offered to stimulate attractions of this character, nothing of the grotesque and nothing approaching the undignified and nobody not in uniform will be permitted in the parade.

A series of prizes, now in process of planning, is expected to stir interest far and wide and to greatly encourage good-natured rivalry.

General Chairman Bacharach has cheerfully placed himself and his entire time at the disposal of the Order as one means of insuring the largest success in details of attendance, social and display features and other outstanding incidents associated with the forthcoming gathering of the Purple Clans. He will be delighted to extend every courtesy within his power, to answer all questions, to negotiate reservations for Lodges and otherwise handle the necessities of the situation upon a basis both individual and collective. To these ends, he may be reached by wire or letter at Committee Headquarters, No. 7 South Maryland Avenue, Atlantic City, N. J. Swinging over the Bacharach desk at Headquarters is a motto which impresses: "Promptness Means Do It Now." At least three circular letters, vibrating with late tidings and instructions required to be given, are scheduled to be sent broadcast to the Lodges, at opportune intervals, by the Chairman.

A Satellite event that may be mentioned incidentally is that during the week of the Grand Lodge, Atlantic City Lodge will break ground for its New Home, and that Grand Lodge officers will conduct the ceremony.

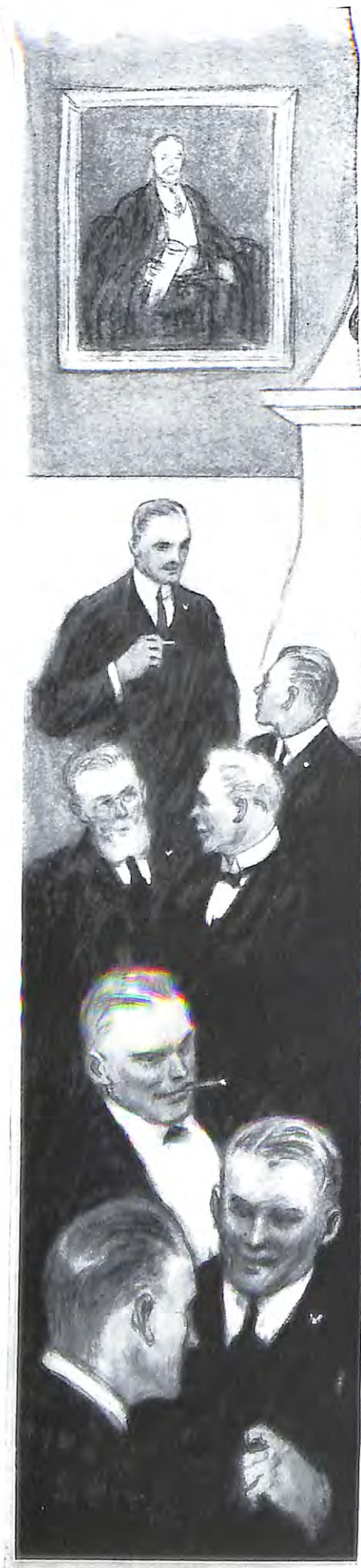
Magazine Headquarters at Grand Lodge Meeting

During the meeting of the Grand Lodge in Atlantic City next month, The Elks Magazine will maintain Headquarters at the Traymore in official connection. All its subscriber friends are cordially bidden to renew acquaintance, or become acquainted, and make themselves generally and particularly sociable.

Rendering Our Homage Before Shrines of Patriotism

Location in the birthplace of American Liberty, the home of the Liberty Bell, with the scene of the signing of the Declaration of Independence, the creation of the Stars and Stripes and the meeting of the first Continental Congress and the adoption of the Constitution of the United States give to the patriotic activities of Philadelphia Lodge an added impetus and unusual significance.

The activities of the Lodge along patriotic lines were never so well illustrated as in the recent visit to Philadelphia of Grand Exalted Ruler William W. Mountain, heading a Grand Lodge official delegation. Immediately on arrival, the Grand Exalted



Ruler was escorted by the band, mounted guard and drill corps to Independence Hall, where he placed a wreath at the base of the Liberty Bell. From thence he journeyed to the home of Betsy Ross, maker of the first American Flag of Stars and Stripes and presented to the Betsy Ross Home Association a framed copy of the Elks Allegiance to the Flag. These resolutions are conspicuously placed in this building, the shrine of all lovers of the Flag, and will be seen and read by thousands who visit the home every year.

From the Betsy Ross home, the Grand Exalted Ruler journeyed to the grave of Benjamin Franklin and placed thereon a wreath which contained a touch of the colors of the Order.

Philadelphia Lodge has prepared for presentation to each and every school in the city, numbering close to 400, with annexes, a framed copy of the Elks Allegiance to the Flag, on Flag Day, June 14, 1922, and is planning a fitting observance.

The latest patriotic activity of the Lodge is the formation of a Philadelphia Legion of Honor, membership in which is composed of service men who are Elks. The purpose is to provide employment, and to render homage to the Flag, and for participation in all patriotic demonstrations.

Quaker Latchstring Hangs on the Outside

Bidden to tarry awhile in historic Philadelphia, elaborate plans for the entertainment of Elks on their way to the Grand Lodge reunion, at Atlantic City, have been perfected by Philadelphia Lodge. Under seal, a letter has been addressed to every Subordinate Lodge, and conveying a cordial invitation to those who anticipate attending the Grand Lodge meeting, to arrange a stop-over in Philadelphia for as long as they can be tempted to remain.

Says Exalted Ruler Grakelow: "Philadelphia Lodge having gone to Los Angeles last year with the largest delegation of a non-military character that ever crossed the continent, and, despite the fact of our size, having been royally entertained by the various lodges en route, we naturally feel a keen desire to reciprocate the wonderful time enjoyed."

"Automobile trips and other forms of entertainment, governed entirely by the time of arrival and the length of stay, will be arranged for our guests. I ask those planning to visit us to communicate with me, at the Elks Home, Juniper and Arch streets, as to time of arrival, length of stay and size of party, so that complete preparations can be made. Let the stop-over be arranged in your itinerary on your way to the Grand Lodge reunion. Our thought is not to compete with Atlantic City hospitality. It is our desire to have everyone return home voting the Atlantic City Grand Lodge reunion of 1922 the greatest in the history of the Order."

Gala Time Programmed

Syracuse Lodge, numbering 2,500 affiliates, will be host of the New York State Association annual meeting June 4 and for three days following. Among the subjects programmed are Americanization, Ritualistic demonstration, greater charitable efforts, future uses of Elk clubs and social rooms. Syracuse Lodge is offering substantial prizes for ritualistic competition and for parade displays. Special features will be a mammoth banquet, a shore dinner, events at Three Rivers, motor trips through "Finger Lakes,"

also a massive demonstration at Keith's Theater. Music, dancing and cabaret entertainment at Elks Temple will enliven every evening. There will be a block party in front of the Temple with music by massed bands. Various fraternities of Syracuse, notably the Masonic Club, will aid. The Mayor, Chamber of Commerce and all civic bodies will join in the welcome. On the evening of June 4 there will be an address by Col. John P. Sullivan, Past Grand Exalted Ruler and Chairman of the Grand Lodge Selective Membership Committee. At 11 o'clock that night, on the stroke of the City Hall bell, Crouse College and Church Chimes will play "Auld Lang Syne." Throughout this ceremony all lights in Syracuse will be dimmed.

Dispensations Granted to Organize New Lodges

Having qualified applications under formalities of law, and upon proper representations certified by Grand Exalted Ruler Mountain, the following dispensations to organize Lodges have been granted: Madison, S. D., No. 1442; Oxnard, Calif., No. 1443; Ilion, N. Y., No. 1444; Winchester, Mass., No. 1445; Duncan, Okla., No. 1446; Garrett, Ind., No. 1447; Caldwell, Idaho, No. 1448.

President Harding on "Friendship and Memory"

"The greatest gift in God's master bestowal upon man is memory. It is the storehouse of everything in the life worth while. It fashions character and inspires all hope. It takes all of the impressions of human existence, and by some alchemy of love removes the dross and makes the golden cross of faith which is the rosary to every human prayer."

"One cannot fancy a life fit to live without memory's revelations in fellowship and friendships; without love and attainments; without encouragements and endearments; without inspirations and consciousness of achievements."

"We little stop to measure memory's supreme place in life. Friendship and fellowship are as old as creation. In the garden of charity, fidelity, justice and brotherly love we may cultivate everything in life worth while. I believe, with all my heart, we offer the highest memorial today if we resolve in our hearts to practise faithfully the things that Elksdom teaches."

Boston Elks Show the Way

Boston Lodge has undertaken to establish and administer a \$50,000 charity fund. To assure success, Boston Lodge donated from its own treasury \$15,000 as a start. It is interesting to state that the Honorary Committee is made up of Hon. Channing H. Cox, Governor; Hon. Thos. H. Dowd, P. E. R., Judge Municipal Court; Hon. M. J. Murray, Judge Municipal Court; Hon. George Holden Tinkham, Congressman; Hon. James A. Gallivan, Congressman. The spontaneous response of the public indicates that before the campaign ends the total gathered will surpass original expectations. Supplementing the general appeal for assistance, the Lodge is conducting a series of theatrical entertainments, including an athletic carnival and a charity pageant.

(Continued on page 77)



BUY TODAY 10 MONTHS TO PAY



X1—One perfectly cut, blue-white diamond set in "Merry Widow" mounting of white gold. \$45.



X2—Artistic, hand-engraved mounting of platinum, 2 blue-white diamonds in hexagon settings. \$125.



X3—Scarf pin with one exceptionally fine, blue-white diamond, set Tiffany style. \$50.



X37—Seven fine perfect-cut, blue-white diamonds, uniform in size, color and brilliancy, crown set, resembling a \$350 solitaire. Hand-engraved, white gold mounting (looks like platinum). An unsurpassed SWEET value at only \$57.50.



X17—Hexagon-set diamond, in hand-carved platinum mounting. \$100.



X18—Graceful pattern of white gold, 7 perfectly cut, blue-white diamonds. \$85.



X19—Twelve dazzling diamonds, platinum set, surround a beautiful blue faceted sapphire. \$150.



X4—Gentlemen's massive, hand-carved, Belcher ring, one fine diamond. \$60.



X5—One, blue-white diamond set Tiffany style. \$25.



X6—Exclusive scarf pin; white gold hand-engraved mounting, 1 perfectly cut, blue-white diamond. \$30.



X7—Superior diamond, set Tiffany style, solid gold mounting. \$85.



X8—Beautiful mounting of white gold, combined with green gold; one superior diamond. \$50.



X9—Tiffany style set with one fine diamond. \$35.



X10—Genuine, hand-carved cameo in hand-engraved, solid gold bezel. \$6.50.



X11—The "Merry Widow," always popular, set with 5 perfectly cut, blue-white diamonds, in platinum. \$125.



X12—Solid gold, diamond-set tie clasp. \$6.



X13—One fine diamond, set Tiffany style Roman finish. \$150.



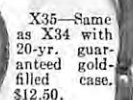
X14—Festoon of solid gold, set with 4 blue-white diamonds; 15-inch chain included. \$45.



X15—Handsome design of green gold; one beautiful diamond, hexagonal set in platinum. \$100.



X34—14K solid gold wrist watch. Guaranteed imported movement. 14K solid gold case and link extension bracelet. An exceptional value. \$26.50.



X35—Same as X34 with 20-yr. guaranteed gold case. \$12.50.



X33—Gentlemen's massive, seven-diamond platinum set cluster ring. \$60.



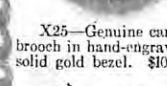
X29—Flat, Belcher ring, one superior diamond. \$90.



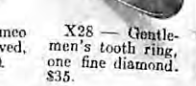
X30—An exceptionally beautiful pattern of green gold combined with white gold. Brilliant cluster of seven fine diamonds in center; four other perfectly cut diamonds complete the artistic arrangement. \$150.



X31—Beautiful pendant; 47 genuine whole pearls; one blue-white diamond and baroque drop; 15-inch chain included. \$25.



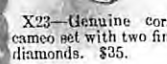
X25—Genuine cameo brooch in hand-engraved, solid gold bezel. \$10.



X28—Gentleman's tooth ring, one fine diamond. \$35.



X26—Seven blue-white diamonds, hexagon set in white gold mounting. \$75.



X23—Genuine coral cameo set with two fine diamonds. \$35.



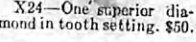
X21—Tiffany style ring; one perfectly cut diamond. \$65.



X20—Ladies' Belcher ring, one fine diamond. \$45.



X22—Platinum set 7-diamond cluster. \$55.



X24—One superior diamond in tooth setting. \$50.

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Under the Spreading Antlers

(Continued from page 45)

Better Than Medicine for the Soldier Sick

Care of soldiers maimed in war is a problem sometimes difficult to handle, but when approached with the softening touch of fraternity the frown is more apt to shift to a smile. At Parker Hill Hospital, Boston, built by the Elks at a psychological time, and now directed by the United States Government Hospital Service, the task of restoring hundreds still suffering from shell-shock, or from wounds, or from effects of having been gassed, or from any form of disability, proceeds apace. Massachusetts State Elks Association, in staging weekly shows, supplies to these chaps the big idea in banishing depression and restoring a normal condition. Wm. E. Curran of Winthrop is secretary of the Entertainment Committee. Thus far more than half of the Elk Lodges in Massachusetts have sponsored these attractions. The night Boston was host, Mayor Curley acted as master of ceremonies. When Cambridge did the honors, Mayor Quinn was director. One crippled colored soldier disobeyed doctors' orders and slipped away from his cot to look on and laugh. The medical experts reproached him. He answered that, having seen the show, he was ready to die. Rather dubious?

University Scholarships Mark a Progressive Move

First it was Detroit Lodge, then Philadelphia and thirdly it was Rochester Lodge that led the way and caught step in the new procession of practical encouragement for the youth of the land in awarding scholarships. Grand Exalted Ruler Mountain is specially interested in the development and success of this educational movement. In writing Past Exalted Ruler James S. Bryan, of Rochester, he extends his compliments and commendations in these words: "It is a work that is close to my heart. I believe the time is coming when all Subordinate Lodges, or at least all of the larger ones, will have a sufficient number of boys in Universities to represent every Subordinate Lodge in the order. This makes Detroit, Philadelphia and Rochester enlisted to date, these lodges having, since my presentation of the plan, awarded scholarships to deserving boys. You will recall that in my talk at Rochester I did not propose any definite procedure until completion of our National Memorial Headquarters and the publication of the Elks Magazine. It is a great work that seems to have taken deep root with the membership of our Order. It is assuredly one that can not be measured for good, and no one could be more pleased than your Grand Exalted Ruler."

Chimes to Peal on the Stroke of Eleven

A unique feature of the New Home of Philadelphia Lodge of Elks will be a set of chimes with a clock placed somewhere in a tower of the building, as now contemplated, and serving on the stroke of eleven o'clock as an impressive reminder of a sentiment sacred within the Order and becoming rapidly and widely understood and appreciated in a public sense. The chimes will play "Auld Lang Syne" of familiar strain, and also a bit of a hymn or other sacred music equally familiar. Such a ceremonial will have the effect of arresting the attention of every citizen or wayfarer within ear-shot, and the further and unconscious influence of the chime will be to cause a pause in silence and in reverence every night at the eleven strokes, while a relative or dear friend, or relatives and friends, are tenderly recalled from the solitudes.

Columbus Lodge in Rural Environs

The Elks of Columbus, O., maintain a clubhouse unique in many respects. It is a country estate, none finer in the Mid-West. It combines the attractiveness of rural environs with a completeness of equipment that appeals to men of affairs who appreciate metropolitan ease and comfort amid quietude. The property is an auxiliary of the club-house, in the city proper.

Nestling amid trees, shrubbery and flowers the country club-house, in the event the Grand Lodge meets in Ohio's capital city—but that's a different story.

When the final improvements are made this estate will consist of about 300 acres. It will have a twenty-seven-hole golf course, twelve minutes away from the busy section of Columbus.

Bidding Good-By to an Old Friend

The *Southern Buck*, founded more than twenty years ago in tropic New Orleans by Aubrey Murray, of aromatic memory, announces its discontinuance as a journal of Elk tidings. In saying "Hail and Farewell" Aubrey Murray II does his valedictory with graceful spirit, which is characteristic. At the time the first issue was put to press, statistics showed a total Elk membership of 44,252, whereas today Elks lodge thickly dot the continent, and young Mr. Murray, who has really perpetuated the *Southern Buck* these last few years as a tribute to his father, thinks the Order has, in its national numerals, outgrown the local publication. In speaking his sincere affection for the Order, the talented son again proves himself a worthy successor.

Billy Sunday Asks God to Prosper the Elks

In a sermon preached at Kewanee, Ill., Rev. William A. Sunday offered the following prayer for the Elks:

"And then the Elks; now God, they are a speedy bunch, help them. Thou knowest they are the warmest-hearted bunch in the world and if I were in trouble I would go right up to one of these men who wear the little Elk pin and Thou knowest he wouldn't give me the stony stare and the marble heart but would put out the good right hand and help me. Now God, help them; they have got hearts as big as the dome of the Baptist church. O God, help them all."

Hawaiians Do Honor to Madame Schumann-Heink

Accustomed to adulation, yet mindful and deeply appreciative of the public estimate of her artistry, and appreciated for her devotion to American ideals, Madame Schumann-Heink, upon the occasion of her return from the Orient, received at the hands of Honolulu Lodge a tribute that touched her heart. As she disembarked, members of the Order escorted her to the beautiful home of the Lodge at Waikiki Beach. There a reception was staged.

Madame Schumann-Heink sang brilliantly. At the conclusion of the musical numbers, her shoulders were draped with a purple and white silk lei (Hawaiian scarf). The gift, from the Elks of Honolulu, bore this note:

"To Madame Schumann-Heink:

"This is a small token of Aloha from 'Your Boys,' the members of Honolulu Lodge, No. 636, a real American organization to a real American Mother.

"You can never realize how much we appreciate what you have done for us, and we sincerely hope that we will have the extreme pleasure of having you with us again soon.

"Wishing you a pleasant journey home and all the happiness in the world.

"Aloha Nui,
"B. P. O. Elks No. 616."

Madame Schumann-Heink, on the visitors' register, inscribed beneath her signature, "God bless the Elks, fine and great people of our blessed country." Three of the Madame's sons are Elks.

United States Senators In the Limelight

Speaking of United States Senators, Boise City (Idaho) Lodge carries both Senator William E. Borah and Senator Frank R. Gooding on its roll of membership. Happily, the same complimentary thing can be said of Des Moines (Iowa) Lodge, which hails Senators Albert Baird Cummins and Charles A. Rawson, both as members of No. 98. And speaking of United States Senators again, Senator Charles L. McNary of Salem,



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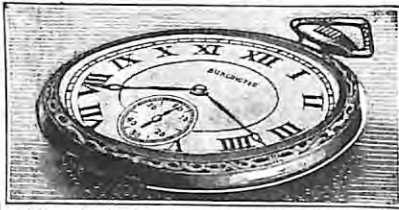
This book tells you when to use Saxophone—singly, in quartettes, in sextettes, or in regular band; how to play from cello parts in orchestra and many other things you would like to know. The Saxophone is the easiest of all wind instruments to play. You can learn to play the scale in an hour and soon be playing popular airs. It will double your income, your pleasure and your popularity. Three first lessons included. Nothing can take the place of the Saxophone for Home Entertainment, Church, Lodge or School, or for Orchestra Dance Music. You may try any Buescher Saxophone, Cornet, Trumpet, Trombone or other instrument 6 days. If satisfied, pay for it by easy payments. Mention instrument interested in when sending for Free Book.

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This faith was based on their knowledge that this great Order has never yet failed in an undertaking to which it has set its hand.

It is our purpose to continue to justify this confidence by so building the service of our advertising columns that our readers will have an equal faith in responding to these as well as other advertisements appearing monthly in The Elks Magazine.

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50 East 42d Street New York

Oregon, enjoys the distinction of having been Secretary of his Elk Lodge for a considerable period previous to the beginning of his Senatorship.

Senator Harry New Addresses by Radio

Harry S. New, charter member of Indianapolis Lodge and member of the United States Senate from Indiana was the first of public men to utilize the radio in addressing his constituents from Washington.

Bespeaking Co-operation for the Grand Secretary

In the service of The Elks Magazine, and in complying with special conditions of law purposed to meet the business necessities of our National Publication, we bespeak for Grand Secretary Fred C. Robinson and his office, prompt and efficient co-operation on the part of Subordinate Lodge Secretaries, to the extent of making of duty a genuine pleasure. The further point is emphasized that, according as Subordinate Lodge Secretaries are alert and responsive in honoring the Grand Secretary's promulgations and requests in these respects, the quicker and more satisfactorily the Grand Secretary will be enabled to oblige the requirements of The Elks Magazine—requirements that are precedent and interdependent in a vitally important manner.

The Minutiae of the Official Emblem

In these days of varied and dissimilar and nondescript Elk emblems, it is well to keep in mind the description of the official standard adopted and authorized by the Grand Lodge in session at Dallas, Texas, in 1908, to-wit:

That the combination of a dial showing the hour of eleven with a white face and red roman numerals circumscribed by a blue circle containing the initials B. P. O. E. on which dial and circle shall rest an Elk's head and antlers, which shall be surmounted by a red star, be adopted as the official emblem of the Benevolent and Protective Order of Elks of the United States of America, and that the same be patented. Such action in no manner to be deemed or held to be a waiver of any rights the B. P. O. E. of the United States of America may have acquired by use, any prior appropriation of any other emblem.

A reproduction of the official emblem, setting forth this detail, is shown at the left corner at top of the cover page appearing herewith.

Wise Way to Stimulate Interest

St. Louis No. 9 some time ago adopted the policy of discussing "Good of the Order" questions of general public interest. For example, Cy Blanke, a member of St. Louis Lodge, having undertaken to provide hot coffee and bread during the winter to all men in St. Louis who are out of work and without money, was appointed to discuss: "The Bread Line; Its Cause and Its Cure." Mr. Blanke, who has been feeding an average of 2,000 persons a day since November,

made an address which caused a number of wealthy and charitable men to co-operate with his charity. The president of a bank made a talk on "Banks: the service they render and their relation to the people." John S. Leahy, St. Louis lawyer, spoke one evening on "The Constitution of the United States: Is it impaired? And does it meet America's modern needs?"

The set addresses are followed by general discussion. In a very true sense, a right understanding of such questions as these does concern the "Good of the Order." That the plan is appreciated by Elks is shown by the marvelous increase in the attendance.

New Orleans Lodge Gymnasium Destroyed by Fire

On Saturday, April 8th, exalted ruler John P. Sullivan was called home from his vacation at Hot Springs by news of the disastrous fire at the New Orleans Elks Home No. 39. Colonel Sullivan spent the first day after his arrival in conference with the lodge officers laying plans for the immediate rebuilding of the home on a more magnificent scale than ever before. A full list of the improvements the new structure will contain is not yet available. The addition, however, will be larger and the wives and daughters of the members will have a swimming pool and Turkish bath for their exclusive use.

The fire started in a fan shaft between the ceiling and the roof of the gymnasium and the social hall, presumably from sparks from a motor. Only the gallant fight of the entire fire department prevented the main building from being destroyed. The rear wing was swept by flames that left it a mass of crumbled brick and twisted iron and resulted in the loss of one fireman's life, Conrad Schwartz, and the serious injury of twenty others. The financial loss suffered by the Crescent City brothers was \$250,000.

The floor of the gymnasium, where a score of men were exercising, unconscious of the danger when the alarm was sent in by a motorist who saw the smoke, broke through immediately over the swimming pool and tons of debris were precipitated through. The Turkish bath and the grill which adjoined the room in which the pool was located were badly damaged by water. The billiard tables in the basement were also drenched. One of the huge art glass windows in the lodge room was broken by the heat from the flames that leaped across the narrow light shaft.

One of the first steps taken by Colonel Sullivan was to notify every member of the Lodge who had demitted or been dropped for non-payment of dues during the past year "that this was no time to quit." The result was the receipt of many applications for reaffiliation.

The Lodge refused to permit the disaster to interfere with any portion of its elaborate program for the summer and within a week held its annual automobile style show at the Fair Grounds, on Easter Sunday, and entertained Grand Exalted Ruler William W. Mountain, Past Grand Exalted Ruler John K. Tener and Grand Secretary Fred C. Robinson.

In addition to rebuilding, the Lodge pledged itself to "do its full duty to the loved ones of Fireman Schwartz," whose funeral was attended by a delegation of Elks led by Colonel Sullivan.

Farewell to Harry S. Sanderson, Past Grand Exalted Ruler

On the morning of April 26, 1922, and in the eightieth year of his age, Harry Schley Sanderson, Past Grand Exalted Ruler of the Benevolent and Protective Order of Elks (Period 1881-85), died at his home in Cranford, New Jersey. Mr. Sanderson was a pioneer of the Order of Elks, and was among the first of the old-timers to emphasize and dignify the spirit of Fraternity as paramount to social entranements. He had been ill for more than a year. A widow, three daughters and several grandchildren survive. It was in 1877 that Mr. Sanderson was initiated an Elk. In 1875, he became manager of Tony Pastor's theater. Years afterward he assumed the management of F. F. Proctor's theater, at Plainfield, N. J., where he continued in service until incapacitated by illness. The presentation to him by the Grand Lodge in 1920 of a gold badge, adding honor to honors already done, recalled that it was he who had suggested placing the antlers upon the altar in the Lodge.

The funeral ceremony took place Thursday evening, April 27, at 8 o'clock at his late home. Interment the morning following took place in Plainfield Cemetery. At the ceremony, Past Grand Exalted Ruler Edward Leach represented Grand Exalted Ruler Mountain. A goodly company of old-time Elk intimates was present.

Imminence of press time prevents ampler mention. Suffice it to say that he lived his life in the sunshine, and that his virtues are inscribed on the tablets of love and memory. Authentic or legendary, a story is told in Baltimore that it was Mr. Sanderson's mother who sewed the stars on the flag that flew over Fort McHenry, inspiring Francis Key Scott to write the Star Spangled Banner.



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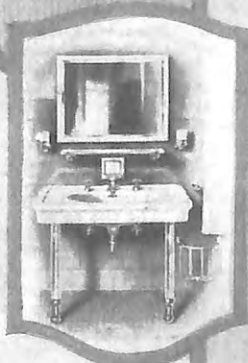
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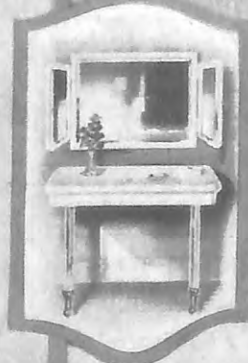
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FINANCE and BUSINESS

(Continued from page 23)

one about you is to a greater or less degree an injury to you.

Statistics gathered very carefully a few years ago gave the average life of our business houses, all classes and kinds included, as seven years. That commercial mortality is one of the most expensive taxes this country has to bear, and the ultimate expense falls upon each of us in proportion to our means, just as surely as water reaches its level. The failure of a retail store, which apparently opens the way to bargains, must eventually increase the price of the goods dealt in, to all consumers; for both the wholesalers and manufacturers who lost through the failure must cover their losses by profits from other sources or they could not remain in business.

In the last analysis there is no such a thing as a bargain, for no permanent gain may be made through another's loss. That loss inevitably trickles back and takes a toll out of each of our pockets. The history of booms and panics, which is another name for high prices and bargains, is that in the end everybody pays.

The increase in trade associations and the efforts of many of them to improve conditions on an economic basis is one good sign of the advance business men have made in viewing conditions from a higher plane than merely that of immediate cash profits. When competitors are ready to get together for the common good, knowing that in serving this good they are also serving themselves, then we have indisputable proof of progress.

There is like encouragement to be found in the development of the farmer, who has forged ahead as a business man at such a pace that we will find the leaders among them holding high places in the future commercial operations of the country. That they have made mistakes, and howled proportionately, is to be expected; but they have not made the greatest of all mistakes, that of standing still. Not only is the farmer taking a broader view of his relationship to the other branches of business but he is systematizing his work, standardizing his crops and merchandizing his wares in a way that will give our increasing population an enlarged service.

What the farmer has done in standardization of stock and crops, the manufacturer has done to a much greater degree in the output from his factories. Standardization not only eliminates or reduces freak design and abortive novelty, but it reduces cost while improving the product.

When we consider that the truth about business involves the fact that the vast majority of people have no real conception of the actual nature, function and extent of the business force, then we must, strange as it may seem, have a great respect for the misguided human. And this respect must be based on his marvelous elasticity, determination and courage. By all the laws of economics the world is today bankrupt and ready to be snuffed out as a failure; and this is largely due to the fact that business has never been business but rather a game in which everyone has taken a chance, with first one and then another winning and losing.

True business must benefit all. Unless it increases the sum total of happiness it is a failure. The late war nearly put business out of business, but that human elasticity, which is forever accomplishing the impossible, often without even knowing it, is right now bringing us back. The result will be a sounder foundation for all commercial operations. The mass of intelligence is improving, and moving in the right direction.

Let us each take the position that business is a force, a force not unlike electricity. That when properly handled it may be made to accomplish almost anything; but when let run wild it has a destructive power beyond reckoning. When we accept business on this basis, we find a wonderful new interest in all that we do, with vastly enlarged opportunities for each of us.

The future of our country depends upon our acceptance of business as an universal force.



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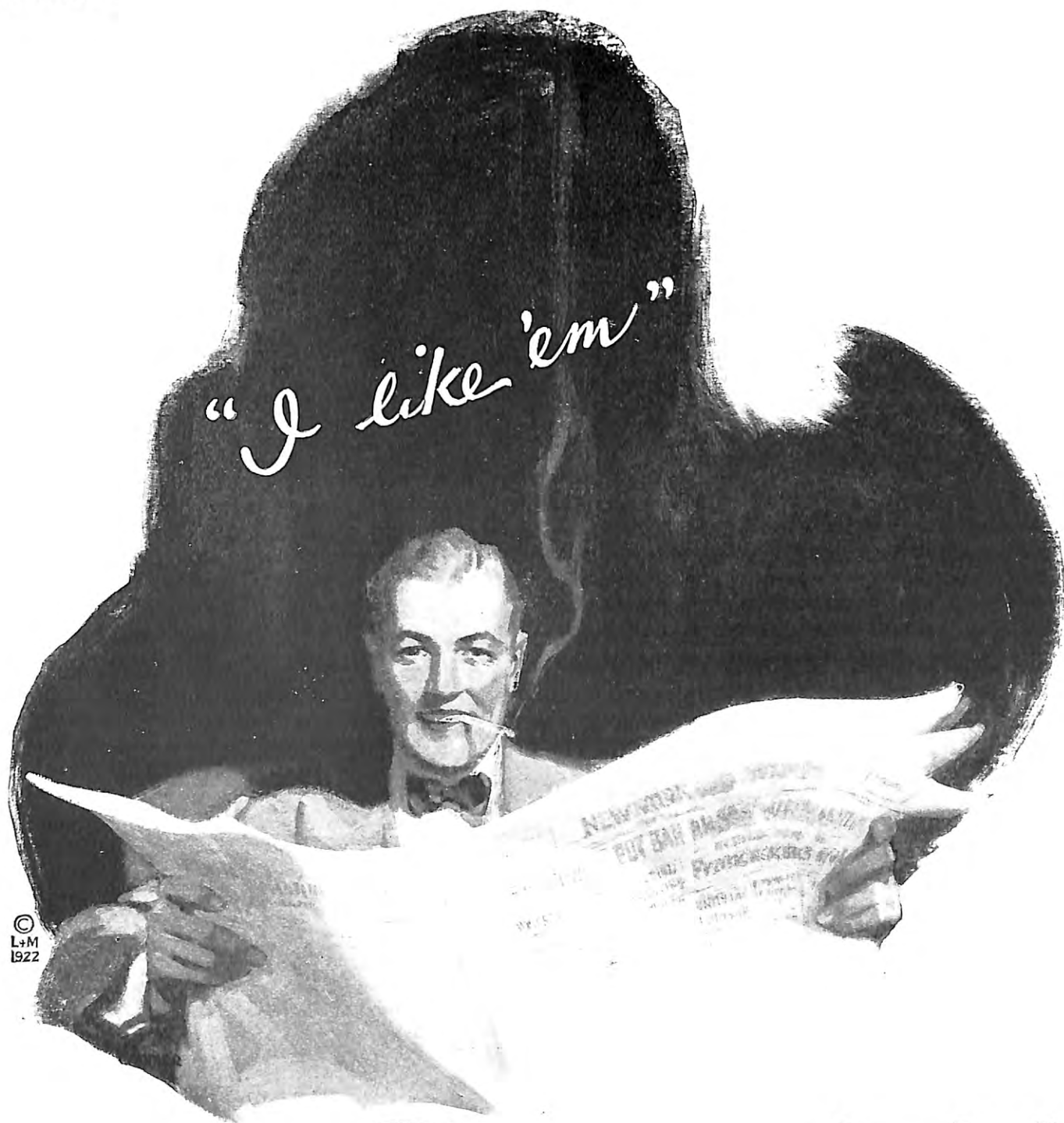


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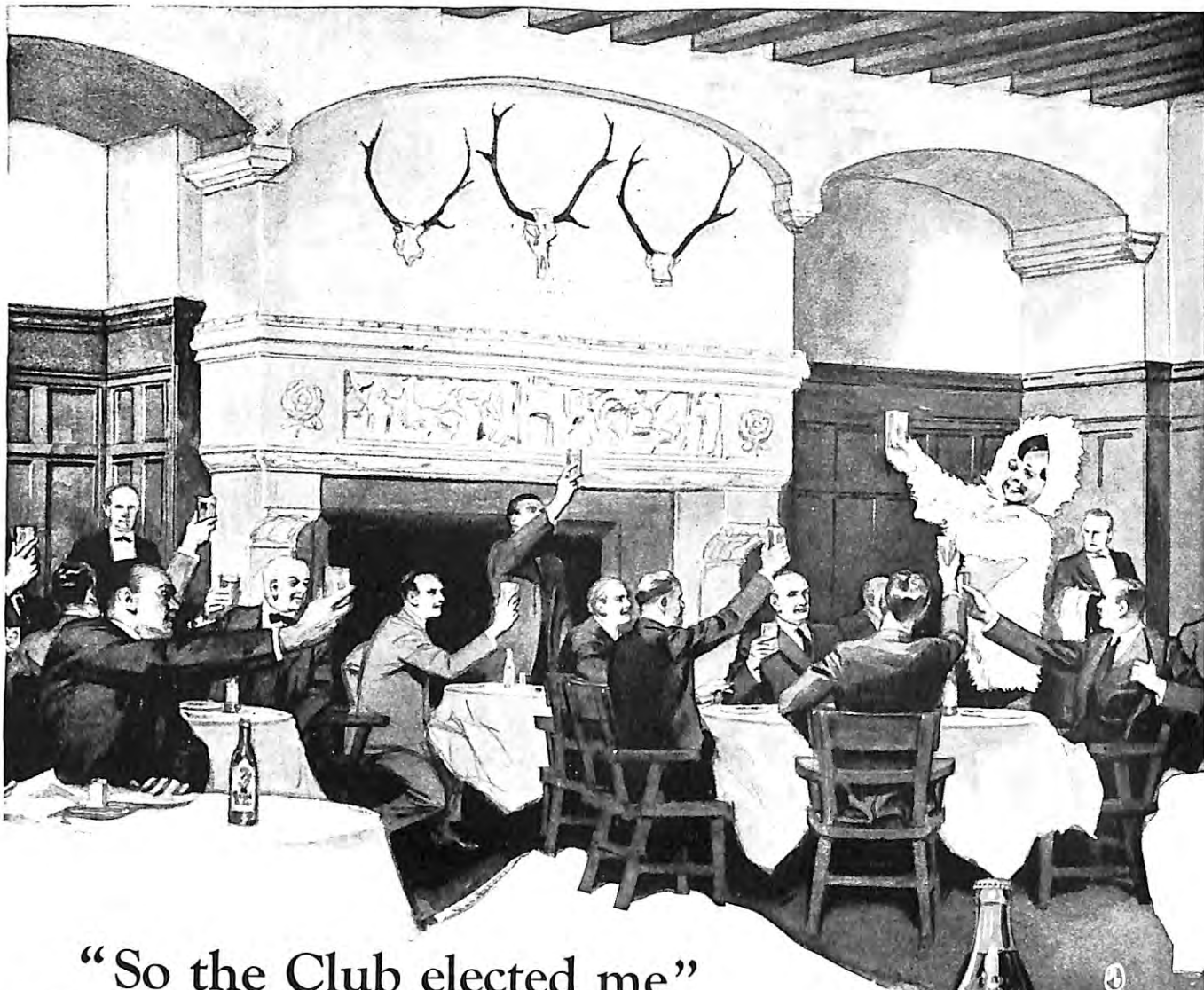
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"So the Club elected me"

"The good fellows got together. Amber lights shone on white shirt-fronts. Glittering table silver caught the lights and threw them back. Soft-footed, low-voiced waiters glided around with choice foods.

"After the dinner the members elected their officers.

"And whom shall we nominate for our late beloved Leader of the Feasts? Who will take the place of him 'who came with vine leaves in his hair'—him whom Volstead killed?"

"In the sudden silence that followed, a voice from the table said to the

waiter, 'Y'know. The Eskimo Boy—Clicquot Club.'

"'Clicquot Club is right,' shouted the chairman.

"So they elected me Leader of the Feasts and gave me a toast in my own Ginger Ale."

Clicquot Club Ginger Ale is being admitted to life membership in many of the best clubs. It is a man's drink—a gentleman's.

Yet it is gentle enough for women and children. As a matter of fact—they all like it.

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