



# ELKLINER

OCTOBER 2021 | Madison Elks Lodge #410

## OFFICERS

Exalter Ruler **Bridget Esser**  
Leading Knight **Don Geier**  
Loyal Knight **Mike Verveer**  
Lecturing Knight **Geoff Gaston**

Secretary **Dan Curd**  
Treasurer **Scott Thornton**

Esquire **Patrick Fitzpatrick**  
Chaplain **Laura MacIsaac**  
Tiler **James Maas**  
Inner Guard **Vacant**  
Organist **Lois Hoornstra**

## TRUSTEES

1 Year **Kristopher Stecge-Reimann**  
2 Year **Cliff Fisher**  
3 Year **John Skillrud**  
4 Year **Tom Lyons**  
5 Year **Michelle Braithwaite**

*Membership meeting held on the  
2nd Wednesday of the month.*

## ELKLINER

Editor **Dan Curd**  
Photographer **John Lorimer**

*If you would like to submit  
something for publication or  
place an advertisement,  
please email:*

**secretary@madisonelkslodge.org**

## LADIES AUXILIARY



In 1868, the B.P.O.E. was founded but called the Jolly Corks, a men-only social club. As early as 1870 it was proposed that ladies – “mothers, wives, sisters and female friends” – be invited to the Lodge for their own social evening. Early on it was suggested that there be an official Ladies Auxiliary, but in 1907 the Grand Lodge ruled that, “There shall be no branches or degrees of membership in the Order, nor any insurance or mutual features, nor shall there be other adjuncts of auxiliaries.” The Elks enforced this edict through the 1970s. Regardless, many informal organizations emerged at the local level, calling themselves the Emblem Club, the Lady Elks, the Benevolent, Patriotic Order of Does, etc. These women, wives of the members, were often affectionately known as Elkettes. In Madison, women dubbed themselves Elks Ladies 410. After the Grand Lodge finally changed its statutes to allow Elks Ladies Auxiliaries, on September 16, 1980, Madison Elks #410 Ladies Auxiliary was formally organized. Its mission statement is “Create a social atmosphere for all generations while raising funds to help the good of our community and our Lodge.”

Pressure grew throughout the 80s and 90s for the Elks to allow women as members. In 1993, the Utah Supreme Court mandated that all Elks Lodges admit women or lose their liquor licenses. The Elks Lodges of Utah voted to become unisex in June 1993 which was followed by a vote at the Elks National Convention in July 1995 to remove the word “male” from the national membership requirements. By this time, most of the 2,230 Lodges had active Ladies Auxiliaries. (Continued next page)



(Continued) In 2003, Madison Lodge #410 elected Wisconsin's first female Exalter Ruler, Jeanne B. Klemm. Women quickly became an integral part of our leadership. Proof of that is the past four Exalted Rulers have all been women. Yet, the Ladies Auxiliary remains alive and well. They continue to support the activities of our Lodge, raise money for charities and provide social and volunteer opportunities for all its members. If you have admired the summer flowers at the Lodge, you can thank the Auxiliary. A special shout out goes to Auxiliary President LaVerne Schwengel and Organist Lois Hoornstra who recently undertook weeding the entire lawn and parking lot – a monumental task! This month on Saturday, October 16 from 6:30 until 8:30 p.m., the Auxiliary will host a country and western themed night with musical entertainment. More information about that follows. The Auxiliary is always seeking new members. If you are interested in becoming an Elkettes or would like to know more about what they do, please contact LaVerne Schwengel at (608) 222-3130 or [laverne2222@att.net](mailto:laverne2222@att.net). If you would like a membership application (dues are \$25 annually) please email the Secretary: [secretary@madisonelkslodge.org](mailto:secretary@madisonelkslodge.org).



### NEW GENERAL MANAGER: JULIE PULLEY

We are pleased to announce the restaurant and bar have a new manager, Julie Pulley. She has over 20 years of experience in the hospitality industry and is the former secretary of the Dane County Tavern League. Several members from Middleton already know her from her last managerial position at Paul's Neighborhood Bar. Julie is the mother of two children and grandmother of two grandchildren with another on the way. She loves animals, growing her own vegetables and being around people. We look forward to having her on our Elks service team. Please introduce yourself when you see her at the Lodge. Welcome!

### FROM THE SECRETARY

The fiscal year (April 1, 2021 – March 31, 2022) is half over. If you are a lapsed member, please pay your dues – we don't want to lose you! If you have any questions about your status or are having difficulty making your payment this year, please contact me. The Grand Lodge National Convention in July amended several sections of the statutes of our Order, including adding Section 17.052 which reads **"Each Lodge shall enact and have in force a House Rule prohibiting the over service of alcohol as defined by local law ordinance."** This is a mandatory addition. The change will be proposed at the October 13 membership meeting and then voted on at the November 10 meeting. If members have other changes they would like made to our House Rules or By Laws, this would be good opportunity to propose them. If you are unfamiliar with the House Rules they appear at the end of the By Laws, are posted in the Lodge lobby and dining room, or can be found by members here: <https://www.elks.org/secure/elksLogin.cfm?dID=30765751&mk=9231702>

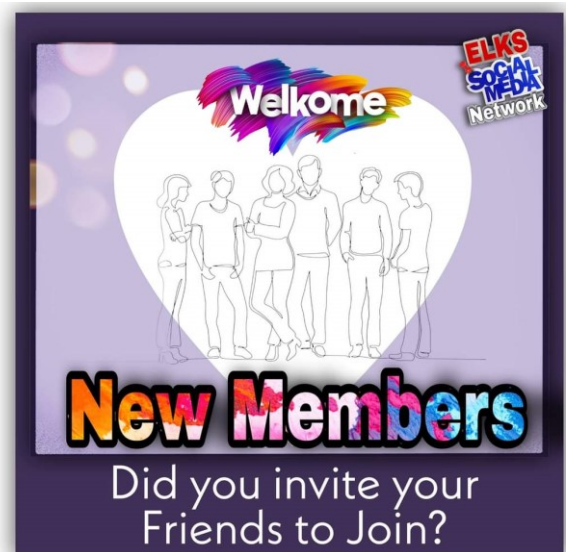
### FROM THE GRAND SECRETARY

As of March 31, the Order ended the year with a total membership of 729,112 with a significant loss compared to last year of 39,814 (-5.17%). As we slowly recover from the pandemic, membership remains the principle focus.

Totals from the Annual Charity Reports show the Order donated \$208,880,238 in time, mileage and in-kind gifts.



*Be sure to follow us on Facebook for the latest news about your Lodge. Please "like" our "Elks Lodge 410" page. You might also like "ELKS Social Media Network" and join the group, "Wisconsin Elks Association".*



d i a n e   g l e a s o n   d e s i g n s



### **P.E.R. ASSOCIATION**

*Chairman* **Richard Olson**

*Secretary* **Sherie Sasso**

*Treasurer* **Lynn Aspinwall**

### **ACTIVE MEMBERS**

**Dan Aspinwall**

**William Aspinwall**

**Kristi Barbian**

**Chuck Hoornstra**

**Ed Ledwidge**

**James Mueller**

### **LADIES AUXILIARY**

*President* **LaVerne Schwengel**

*Past President* **Gloria Simley**

*Vice President* **Donna Campanelli**

*Secretary* **Tammy O'Brien**

*Treasurer* **Helen Duncan**

### **BOARD MEMBERS**

**Ann Bailey**

**Carol Rohde**

# WANTED

Join the Elkettes for a fun western evening.

Cowgirls wanted: to join our auxiliary, to help plan more fun events, and raise money for our charities.

**REWARD** - Gift basket drawing for the best dressed Cowgirl!

**Featuring : Mike Fuss**

**The Cherokee 3**

**October 16th 6:30-8:30**

ELK MEMBERS & GUESTS ARE WELCOME

**meineke**  
DOING CAR CARE RIGHT

# \$24<sup>95</sup>

## **BASIC OIL CHANGE PACKAGES**

Basic oil change includes standard oil filter and up to 5 quarts of 5W30 conventional or synthetic-blend oil. Oil type is based on availability and may vary by location. Special oils and filters are available at an additional cost. Offer valid on most cars and light trucks at participating Meineke locations. Offer does not include a tire rotation. Discounts apply to regular retail pricing. One offer per service per vehicle. Not valid with any other offers, special order parts, or warranty service. Additional shop supplies or disposal fees may apply. Coupons have no cash value and must be presented at time of estimate. See the center manager for any additional details. Void where prohibited. Limited time offer.

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## POSTCARD FROM THE PAST



*Interior of the Four Lakes Ordinance Building during the Elks Circus in 1921. Located at 2824 Atwood Avenue on Madison's eastside, the structure still stands today and is part of the Madison Kipp Corporation. When built, it was one of the largest enclosed spaces in town.*

## THE ELKS CIRCUS

If you're thinking this was something like the Zor Shrine Circus with animal acts, acrobats and clowns performing in a big tent, think again. Though envisioned as an annual Lodge event, it was held only once, April 2 – 9, 1921, indoors at the Four Lakes Ordinance Building on Atwood Avenue. General admission was 10 cents per day. The purpose was to raise money for the 40-man drill team from Madison Lodge 410 to attend the National B.P.O.E. Convention in Los Angeles. More accurately described, the extravaganza was an exposition and billed in the March 20, 1921, *Wisconsin State Journal* as the "biggest event of its kind ever held in the state." It included many bands, choirs and vaudeville acts performing daily, featuring both local and out-of-town talent. Many Madison merchants and manufacturers showed and sold their wares. True to its circus theme it boasted "one of the most expensive in the country" merry-go-rounds, "one of the best circus bands in the country," and a carnival-style midway (with all the participants "censored by the advisory committee of the Elks"). Making the cut among the midway acts were Princess Violet, "the smallest mother in the world," and a monkey speedway – monkeys racing toy cars around a track. It also vaunted numerous concessions then popular at fairs; stands selling "blankets, dolls, electric lights, candies, fruits..." Probably the biggest attraction of all was the "thousands of dollars' worth of articles" given away during the circus with a drawing for a \$4,000 National automobile the final day. Encouraging attendees to buy local, the motto for the week was "WHY NOT MADISON?"

A circus-style parade kicked off the opening of the exhibition. The parade formed in front of the Lodge on Monona Avenue at 10:30 a.m., Saturday, April 2nd with Professor Mazzacopa's Royal Italian Band at the front. The route went up to the Square, then down State Street to Park Street to University Avenue, and back to State Street and again around the Square to Monona Avenue, ending at the clubhouse. Captain Arthur J. Gallagher's mounted trumpeters heralded the start of the parade. The bands and buglers were followed by Mayor Isaac Milo Kittleston and a contingent of police and fire department officers riding in vehicles. Many bands and motorized floats sponsored by community businesses completed the procession.

# Elks' Indoor CIRCUS

**This Afternoon and Tonight**

**BUILDING  
TAKE FAIR OAKS CAR  
AT FOUR LAKES ORDINANCE**

**\$4000 DOLLAR  
CAR GIVEN AWAY  
TONIGHT AT 11 O'CLOCK**

**Many Other Useful Free Prizes--Values  
from \$10 to \$200**

**Given Away by Exhibitors**

**ADMISSION 10c**



Another highlight was wrestling matches, where participants would take on all-comers, forfeiting \$25 to any person they could not throw in 10 minutes. In the last bout, Wisconsin wrestling coach, George T. Hitchcock was defeated by "The Mysterious Conductor," Charley Callender, a former world champion lightweight wrestler. The circus came to a close with the drawing for the \$4,000 National auto. Number F-877 was drawn from a cement mixer and Ralph U. Hult of the Capital Garage became the lucky owner.

According to an April 10, 2021, *Wisconsin State Journal* article, both attendance – estimated at as many as 10,000 per day – and revenues exceeded the expectations of the Elk planners. Regardless, this one prove to be Madison's only Elks Circus.



Pictured here is a 1921 National Motor Company Sextet sedan, similar to the one given away at the Elks Circus. The company produced high-end cars in Indianapolis between 1900 and 1924.

## At The Elk's Exposition

The Trio of Modern Utilities Which Have Met With the Popular Approval of Everyone Who Has Viewed Them

The Leonard Cleanable  
Superb Porcelain Lined

Detroit Jewel

Refrigerators

Gas Ranges

### The Famous Horton Ironer

It would be hard to find another card to fill out a hand so good as these three best cards in the desk.

See  
Our  
Booth  
at the  
"Expo"

Guessing  
Contest  
Prizes!

Five Prizes will be given away. Contest closes Friday night and prizes will be awarded Saturday in our booth at 7:30.

### Investigate the Horton Ironer

The Cost Is But  
3c per Hour

The cost of operating the Horton is but a trifle—3c per hour.

This includes the cost of gas—for heating the ironing surface, and the electric current for operating the machine, which is driven direct from motor.

At the bottom of the machine there is a foot pedal.

By the pressure of your foot on that pedal you are able to constantly lock the pressure of the padded roll against the ironing surface—which is heated by gas. This foot pedal has a quick-release and quick-locking attachment, making it unnecessary for you to keep your foot on the pedal all the time.

The machine is so scientifically designed that the heat is uniformly distributed over the entire contact surface of the polished metal, heated shoe and ironing roll; and this, coupled with the uniform distribution of pressure, makes possible a quality of work that could never be equalled by the hand-process of ironing.

You will be amazed at the beautiful ironing the Horton will do for you. See the Horton demonstrated—and judge for yourself.

The easiest, fastest and best method of ironing in the home!



SAVES  
LABOR,  
TIME,  
MONEY

### Wolff, Kubly & Hirsig Co.

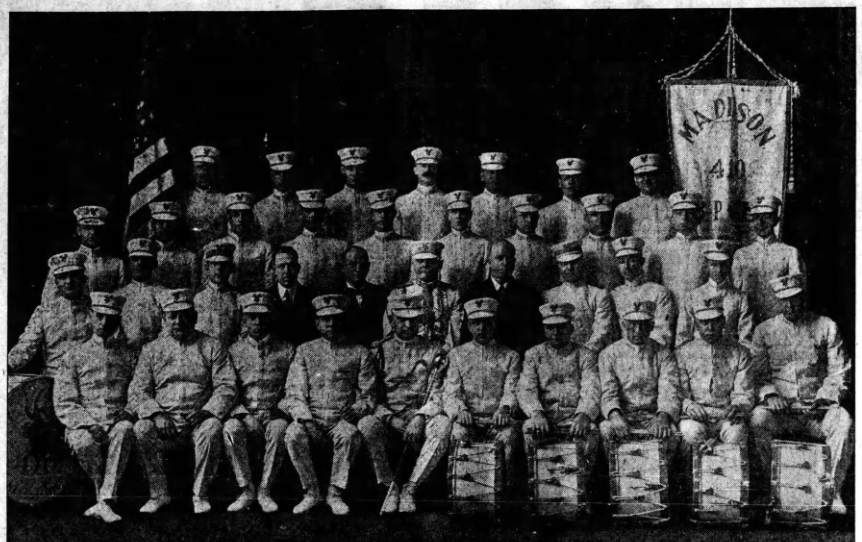
17 S. Pinckney St. 3. 616

TWO STORES

401 W. Gilman St. B. 1349

One of the many ads that ran in a special Elks Circus supplement to the *Wisconsin State Journal* on April 2, 1921.

### ELKS' DRILL TEAM TO BE SENT TO LOS ANGELES CONVENTION



ABOVE is a photograph of the drill team of the Madison Elks' lodge, which will be sent to Los Angeles this summer to represent this city in the drill team competition at the national convention of the order. The proceeds of the big indoor circus and made-in-Madison exposition now in progress in the Four Lakes Ordinance building, Atwood avenue, will be used to defray the expenses of the trip.



## OCTOBER BIRTHDAYS

- 1 Luke Hutchins
- 2 Donna Hellenbrand, John Hofer
- 3 George Choles, Kathy Condit, David Pawloski
- 4 Richard Heller, Vincent Rust, Heidi Schaefer
- 5 Thomas Benell, Debra Goff, Ginger Perkins,  
Connie Ryan, LaVerne Schwengel,  
James Stelsel
- 7 Christopher Atkinson, Merline Gerber
- 8 Lars Barber, Scott Kelly
- 9 Laura MacIsaac, Lupe Montes, William Robus
- 10 Lonnie Lingard
- 12 Thomas Lyons
- 15 Gerhardt Fregien, Jean Jones, James Mandt,  
Michael Schmidt
- 16 Kevin Hanna, Brian Hellmer, Brian Martin,  
Eugene Murphy
- 17 Anthony D'Antoni, John DeWitt, Peter Gunderson,  
Michael Peters
- 18 Michael Gilomen, Dennis Hull, Steven Keppy,  
Thomas Thompson
- 19 Robert Bartlett, Robert Gundlach, Dennis Heiden,  
Donald Shillinglaw
- 20 Gordon Burdick, Patricia Carroll, Donald Hurtgen,  
Daniel Reed
- 21 James Conklin, Joseph Muenich, Steven Traudt
- 23 Daniel Schlehta
- 24 Carey Karabis, Judith King, David Sorgel
- 25 Charles Dykman, Donald Kelleher, Lisa Wilkins
- 26 Otto Gebhardt, Scott Roeming
- 27 Nancy Vidlak
- 28 Clare Bauer
- 29 Edward Kelm, Leigh Meier
- 30 Larry Collins, Pam Keiner, Christopher Klinge,  
Debra Luetzow
- 31 Jonathan Burk

## WELCOME NEW MEMBERS

*Initiated September 8:*

Alan Hembel  
Dan Henderson  
Curtis Hossman  
Ryan Neerland  
John Roberts  
Leslie Westmont



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Connie Ryan  
Member

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Hosted by:  
DJ John Sherman

**Every 3<sup>rd</sup>  
Wednesday from  
6pm - 8pm**



Based on 25 players,  
minimum payout \$10.00

	Payout		
Game 1	\$ 25.00	<b>6 game packets</b>	<b>\$24.00</b>
Game 2	\$ 25.00	<b>Single sheets for games 3-6</b>	<b>\$5 each</b>
Game 3	\$ 50.00		
Game 4	\$ 50.00		
Game 5	\$ 75.00		
50/50 Drawing		<b>50/50 Raffle Tickets</b>	
Game 6	\$ 100.00	\$5.00 each or 5 for \$20.00	



# OCT 2021

SUN	MON	TUE	WED	THU	FRI	SAT
						1
						2
3	4	5	6	7	8	9
					Lois Hoornstra, At the piano, Dining Room	Private Event, Lower Level
10	11	12	13	14	15	16
Columbus Day			Membership Meeting, Lower Level 7 p.m.			Country Western Evening 6:30- 9:30 p.m.
17	18	19	20	21	22	23
			Music Bingo, 6 – 8 p.m.			Private Event, Lower Level
24	25	26	27	28	29	30
			4 <sup>th</sup> Wednesday Bridge Club, Dining Room			
31						
Halloween						



Thank you to everyone who donated to the P.E.R. Backpack and School Supply Fundraiser. You raised \$3,350!





## **WE HOPE TO SEE YOU AT THE LODGE**

The office is open Wednesday, Thursday, and Friday from 10 a.m. until 1 p.m., or by appointment. Email: [office@madisonelkslodge.org](mailto:office@madisonelkslodge.org). The Bar is open Wednesday from 11:30 a.m. until 3 p.m., and Wednesday, Thursday, Friday, and Saturday from 4:30 p.m. until 10 p.m. The Dining Room is open Wednesday from 11:30 a.m. until 3 p.m. and Wednesday, Thursday, Friday, and Saturday from 5 p.m. until 9 p.m. For reservations or carryout, please call 608-255-1644 ext. 1..

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### **MADISON ELKS LODGE #410**

711 Jenifer Street  
Madison, Wisconsin 53703

[madisonelkslodge.org](http://madisonelkslodge.org)