

THE
Elks

MAGAZINE
FEBRUARY 1960



* OFFICIAL ELK JEWELRY

A Gift That Will be Worn Proudly by Any Elk

For the lodge or the individual wanting to give an Elk a lasting gift that he will proudly wear here is the answer. Handsome jewelry officially approved by the Grand Lodge and distributed by The Elks Magazine. Prices include federal tax.



No. 1—50 year emblem. Beautiful, 10k gold with gold plated post and attaching button and five single cut sparkling 2-point genuine diamonds. Price \$78.85. A splendid gift to honored members or officers.
No. 1A—Same design, set with five blue sapphires. \$19.25.



No. 7E—Economic membership pin, without years designation, in 10k gold plate finish. \$4.00.

No. 7—Same design as above, in 10k solid gold, with gold plated post and attaching button. \$7.35.

No. 7S—Same as No. 7 but set with one 4-point genuine blue sapphire. \$11.00.

No. 7A—Same design with 2-point diamond. \$20.15.

No. 7B—Same design with 4-point full cut diamond. \$28.40.



No. 13—Past District Deputy Pin. Designed especially as a decoration for extraordinary services rendered to the Grand Lodge and beautifully suited to the honor which it indicates. 10k gold ornamentation surrounding red, white and blue, hard-fired brilliantly enameled Elks insignia. Gold plated attaching post and button. \$13.00.

No. 13A—Same as above, equally handsome but with one 5-point genuine blue sapphire inset at bottom. \$17.00.

No. 13B—Similar to No. 13 with addition of brilliant 5-point diamond inset. \$46.00.



No. 9—Life Member Pin. This new distinctive pin was specially designed and created for life memberships attained by reason other than Honorary award. 10k gold with gold plated attaching post and button, \$9.15.

No. 9A—Same design with two 3-point sapphires, \$13.75.

No. 9B—Same design with two 3-point diamonds, \$49.50.



No. 2—Plain 50 year membership pin with no jewel but brilliantly enameled red, white and blue. 10k gold with gold plated post and attaching button. \$11.00.



No. 11—Past Exalted Ruler pin. An emblem of rare beauty for one who has distinguished himself in his lodge and among his Brother members. Same craftsmanship that makes official Elk pins such fine examples of jeweler's art. Clock and pin beautifully enameled red, white and blue. Past Exalted Ruler designation gold letters on blue background. \$12.50.

No. 11A—Same as above pin No. 11 but with 5-point diamond. \$46.00.

No. 11B—Similar to 11 and 11A but jewel is a 10-point diamond. \$70.00.



No. 8—Honorary life membership pin. 10k gold, gold plated post and attaching button. \$9.15.

No. 8A—Same design with three 2-point blue sapphires. \$13.75.

No. 8B—Same design with three 2-point diamonds. \$49.50.



No. 10—30-year membership, plain with no jewels. 10k gold with gold plated post and attaching button. \$8.25.

No. 10A—Same pin, same quality as No. 10 but set with one 1½-point blue sapphire. \$9.90.

No. 10B—Similar to above, set one 1½-point diamond. \$19.00.



No. 3—25 year membership, plain (no jewels) 10k gold with gold plated post and attaching button. Handsomely enameled red, white and blue. \$8.25.

All Pins Manufactured By L. C. Balfour Co., one of America's Leading Manufacturing Jewelers

THE ELKS MAGAZINE

386 Fourth Ave., New York 16, N. Y.

Enclosed is check for \$..... for emblem

Button No..... Quantity.....

Name.....

Street.....

City..... State.....

On N. Y. C. orders please add 3% Sales Tax.

* Registered designs of the B.P.O.E.

TM and © applied for.

A NEW AND PRACTICAL WAY TO Get Ahead Faster

New **SUCCESS PROGRAM** Gives You Short-Cuts to
Executive Skills—at Amazing Low Cost. Takes Minutes a Day!

NOW—in your own home—you can master the fundamentals of success—pave the way to a richer life for yourself and your family. You can benefit from the most practical, scientific plan ever devised to help men increase their earning power. Others have paid hundreds of dollars to learn the tested and proven *success secrets* now available to you in this remarkable new Program at the low cost of *only a few pennies a day*.

The New Nelson Doubleday PERSONAL SUCCESS PROGRAM

Month by month, the Nelson Doubleday Personal Success Program will show you how to develop the basic executive abilities that pay such handsome dividends today. One by one you'll acquire the important skills that mark "the man on the way up"—skills in getting along with people—creating new ideas—understanding business figures—winning new friends wherever you go—speaking in public—organizing your time efficiently—writing business letters, reports and memos.

You start with a remarkable memory trainer. Then every 30 days you will receive a new self-training Progress Kit on an important phase of the Program—another shortcut to mastery of an essential success subject.

There has never been anything like these "Progress Kits" available—for completeness, authority and detailed step-by-step guidance. Nothing has been left out. The expert business leaders, psychologists and educators who planned the Program have included all the know-how and *actual practice* you need. Their simplified new method enables you to gain "practical experience" in the odd moments that now go to waste every day.

Sample "Memory-Trainer Kit" only 10¢



To introduce you to this new kind of personal achievement plan, Nelson Doubleday offers you a valuable "sample kit" almost as a gift. You'll receive a remarkable 10,000 word handbook—*How To Remember Names and Faces*—that gives you the secrets of professional memory experts. In the first five pages you'll learn one easy trick that will double your memory power—*overnight*. Soon your new "automatic memory" for names, faces, facts will win new friends, gain recognition on the job.

As with each Progress Kit in the Program, a set of handy practice and application cards accompanies the memory handbook to help you "learn by doing." Slip them into the pocket holder provided—for use in your spare moments. They've been scientifically planned to add a "real life" dimension to self-instruction.

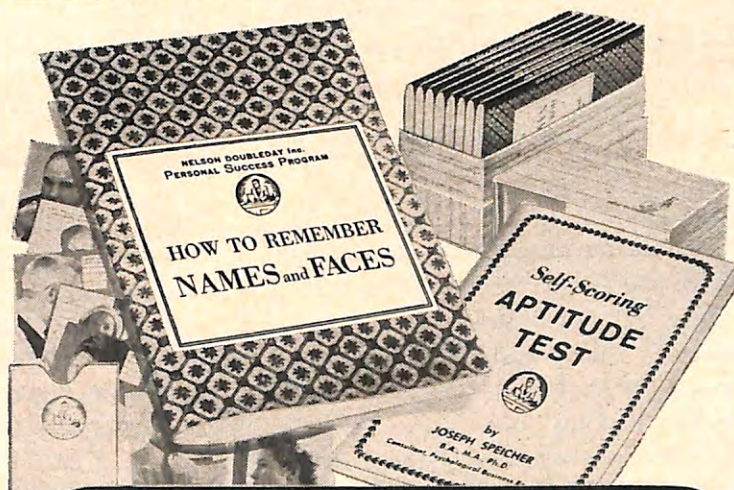
Along with your memory training material—as an extra bonus to launch your own Personal Success Program—you will receive a complete self-evaluation Aptitude Test.

Will you invest 10¢ in your future?

There's plenty of room for you "at the top." Leaders are sought and welcomed more than ever in the business world today. To begin qualifying for the opportunities ahead, accept the valuable introductory package offered by the Personal Success Program for only 10¢. There is no obligation whatever—and no salesman will call. This is merely a "demonstration offer."

If you are delighted with your first kit and wish to continue with the Program, you will receive a new "Progress Kit" each month, for which you will pay—not the many dollars charged by most "schools"—but only \$1 plus small shipping cost. You stop whenever you like. Mail the coupon today. The Nelson Doubleday Personal Success Program, Garden City, New York.

START WITH PRE-TESTED "MEMORY-TRAINER KIT" FOR ONLY 10¢



Here's What You Get for only **10¢**

1. "HOW TO REMEMBER NAMES AND FACES"—the self-instruction handbook that increases your memory power up to 500% in a few weeks. You possess a skill that's worth a million when you can instantly recall names, faces, facts. Here's an easy way to acquire it.

2. POCKET-TRAINER MEMORY CARDS—an exclusive feature of the Personal Success Program that allows you to sharpen your memory with inconspicuous "real life" practice anywhere. Handy pocket holder included.

3. HANDSOME DESK FILE—pictured above, for convenient storing of your Progress Kits.

4. FREE BONUS GIFT:

Self-Scoring APTITUDE TEST

Complete 32-page self-evaluator that scientifically reveals to you—and you alone—your present aptitudes, vocational interests, and "hidden potential." Discover how you "measure up" against others... see which direction you can move in most profitably.



SEND ONLY 10¢ TODAY—STOP WHEN YOU LIKE

**Nelson Doubleday Personal Success Program
Dept. EK-2, Garden City, New York**

I enclose 10 cents to help cover shipping charges. Send me at once my introductory package containing 1) handbook "How to Remember Names and Faces" 2) practice and application cards, plus pocket Card Holder 3) handsome desk-top File Case and 4) self-scoring Aptitude Test.

After examining this package, I will let you know within ten days if I do not wish to continue with the Personal Success Program. If I do continue, you will send me a new Progress Kit each month and bill me only \$1 each plus a few cents shipping. I am not obligated to take any minimum number of kits, and I am free to stop at any time.

Print Name.....

Address.....

City..... Zone..... State.....

SAME OFFER TO RESIDENTS OF CANADA: Personal Success Program, 105 Bond Street, Toronto 2. Offer good in U.S.A. and Canada only. PS-14

THE *Elks* MAGAZINE

VOL. 38 NO. 9

FEBRUARY 1960

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

THE ELKS NATIONAL MEMORIAL AND PUBLICATION COMMISSION

JOHN S. McCLELLAND Chairman
JAMES T. HALLINAN Treasurer
EMMETT T. ANDERSON Vice-Chairman
EARL E. JAMES Assistant Secretary and Assistant Treasurer
WADE H. KEPNER Secretary

JAMES R. NICHOLSON
General Manager

LEE C. HICKEY
Editor

REGINA M. FISHER
Associate Editor

WILLIAM O. CHESSMAN
Art Director

ROBERT ELMAN
Assistant Editor

GENEVIEVE G. CONGVER
Advertising Production

WILLIAM H. MAGRATH
Controller

JOHN SCHMITT
Circulation Manager

ARTHUR J. GROSSBARD
Promotion Manager

EDITORIAL OFFICES, 386 Fourth Avenue, New York 16, N. Y.

Cover Painting	TOM SHOEMAKER	
We Salute the Boy Scouts—A Message from the Grand Exalter Ruler.....		3
Getting UP to a Business.....	EUGENE RACHLIS	4
Baseball's Hardy Citizens.....	HAROLD ROSENTHAL	6
For Elks Who Travel.....	HORACE SUTTON	8
Are You Risking Your Car?.....	RAY T. DAVIS	10
The Elks and Freedom of the Press.....		12
Lodge Visits of Wm. S. Hawkins.....		14
Rod and Gun.....	TED TRUEBLOOD	16
The President Takes Notice— Elks National Service Commission.....		17b
News of the Lodges.....		18
Elks Family Shopper.....		24
In the Dog House.....	ED FAUST	31
Tom Wrigley Writes from Washington.....		32
Travelguide		43
Letters from Our Readers.....		45
Freedom's Facts		49
Elks National Foundation—"The Joy of Giving".....		52
Grand Lodge Convention Proclamation.....		54
Elks Home Workshop.....	HARRY WALTON	56
THE ELKS MAGAZINE Editorials.....		58



ADVERTISING OFFICES



CHICAGO 1
360 North Michigan Avenue
STATE 2-6662

NEW YORK 16
386 Fourth Avenue
MURRAY HILL 4-5495

LOS ANGELES 17
1709 West 8th Street
HUBBARD 3-0633

SAN FRANCISCO 4
511 Merchants Exchange Building
465 California Street

PORTLAND 25, ORE.
2685 S.W. 89th Avenue
CYPRESS 2-3858

POSTMASTER: Send notices concerning addresses to:
THE ELKS MAGAZINE, 386 Fourth Avenue, New York 16, N. Y.

Members are asked, in changing address, to send this information: (1) Name; (2) Lodge number; (3) Membership number; (4) New address; (5) Old address. Please allow 30 days for a change of address to be effected. THE ELKS MAGAZINE, Volume 38, No. 9, February, 1960. Published monthly at McCall Street, Dayton, Ohio, by the Benevolent and Protective Order of Elks of the United States of America. Second class postage paid at Dayton, Ohio, and at New York, N. Y. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1922. Printed in Dayton, Ohio, U.S.A. Single copy price, 20 cents. Subscription price in the United States and its Possessions, for Elks \$1.00 a year, for non-Elks, \$2.00 a year; for Canadian postage, add 50 cents a year; for foreign postage, add \$1.00 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this magazine assumes no responsibility for their safety.

Copyright, 1960, by the Benevolent and Protective Order of Elks of the United States of America

Here's a unique opportunity...

own a high-profit second business that runs itself!

Open a Philco-Bendix Self-Service Laundry Store! Many store owners, executives, professional people—businessmen of all kinds—are going into the self-service laundry business. The reasons are obvious. Many of these new-type laundry stores are delivering a 25% return on a small capital investment.

Here are some of the facts: The coin-operated laundry business is one of the fastest-growing businesses in the country. Customers simply come into the store, wash and dry their clothes in metered machines and leave.

Minimum supervision required. A coin-operated laundry needs no attendant. Only a couple of hours a week are required to empty the coin boxes and supervise efficient operation. There are no credit problems—strictly a cash business. Machine repair and daily maintenance can be contracted to local people. An owner can spend full time with his regular business or practice and let the coin store run itself.

Why are they so successful? Philco-Bendix coin-operated laundry stores offer a customer up to 65% saving over attended-type wash-and-dry service. They are convenient for busy people because they remain open 24 hours a day, seven days a week. They give customers a chance to do their own washing—their own way.

Small initial investment. The cost of opening one of these stores equipped with Philco-Bendix Commercial Washers, the only complete line of commercial washers engineered for coin use, is surprisingly low. Only a small initial investment is required. The balance may be financed through Philco Finance Corporation. Return is so rapid that many investors amortize the total cost within a year.

Act now! Investigate this exciting business opportunity today! Send the coupon for full data on business locations in your area and help in all phases of planning, financing and promoting a successful coin store.



COMMERCIAL LAUNDRY SALES

Philco-Bendix Commercial Laundry Equipment is brought to you by Philco Corporation.

PHILCO CORPORATION

Commercial Laundry Adv. Dept. E-5
Tioga and C Streets, Philadelphia 34, Pa.

Please send me information right away on Philco-Bendix Commercial Laundry Equipment. Also the name of my local distributor.

Name _____
Address _____
City _____ Zone _____ State _____





We Salute the Boy Scouts

As we proudly celebrate the 92nd Anniversary of the Order of Elks this month, we offer a fatherly salute to another great American organization that is observing an important milestone this month, the Boy Scouts of America. On February 8, the Boy Scouts mark 50 years of service to American boyhood, and we Elks can take great pride in that record, because we have had an important hand in writing it.

For forty years, the Elks have worked in partnership with the Boy Scouts, a partnership that has grown closer and more effective with the passing years. In 1920, ten years after the Boy Scouts were founded in this country, Elks lodges were sponsoring 14 Troops. In 1947, the number of Elk-sponsored Scout units had grown to 308. In that year, the Grand Lodge officially endorsed Scouting and made it a part of our youth program. As a result, the number of Scout units sponsored by Elks lodges—Cub Packs, Scout Troops, Explorer Posts—jumped to 735 by the end of 1958, latest figure available. This was a gain of 139 per cent in 11 years.

The real meaning of these figures is this: By sponsoring 735 Scout units, the Elks are giving thousands of American boys the golden opportunity to receive the finest kind of

training in citizenship, self-discipline, patriotism and moral principles. In short, we are helping to make them the right kind of leaders for the stern challenge of tomorrow's world. The Boy Scouts of today are the Elks of tomorrow.

When I realized that 1960 would mark the Golden Anniversary of Scouting, I decided that the most appropriate way the Order of Elks could honor this occasion would be to expand its sponsorship of Scout units so that thousands more of our American boys could have the benefits of Scout training. As our goal, I have asked our lodges to double the number of Elk-sponsored units to 1,470.

I am encouraged by the response that our lodges have made to this appeal. All over the country, lodges are awakening to this opportunity for practical community service by organizing a Scout Troop, a Cub Pack or an Explorer Post—and in many cases all three. To those lodges I give my grateful thanks, that they have responded to the urgent needs of American boyhood.

Of those lodges that have not yet acted, I ask: What are you waiting for?

The boys won't wait. They are growing up, and they need Scouting now! Our country needs Scout-trained men!

This was forcefully expressed by Fleet Admiral Chester W. Nimitz shortly after the end of World War II:

"Over a million men, or about 40 per cent, whom I commanded in the Pacific, had been Boy Scouts, but that 40 per cent won 60 per cent of the decorations awarded for valor. That was no mere coincidence. . . . More than half of the 285,000 Naval Reserve Officers in this war were former Boy Scouts. Their early training and discipline and co-ordination in meeting an emergency with coolness and ability to command the situation, aided them to become good Naval Officers, but I repeat, they were good Naval Officers because they had been trained to be good citizens."

Youthfulness is an outstanding characteristic of the Order of Elks. Even though we are entering our 93rd year our spirit is that of youth, exuberant, enthusiastic, ready always to take on and accomplish any job that is worthwhile. You can see that spirit at work wherever you go in Elkdom. Let's put that spirit to work on behalf of the boys of America, by organizing and sponsoring those Boy Scout Troops now.



WM. S. HAWKINS, *Grand Exalted Ruler*



Opportunities for success in small business have increased—for the man who checks all the trends that will affect him before he opens his doors.

Getting **UP** To A Business

By **EUGENE RACHLIS**

Risks of starting a small business are minimized by thinking—and planning—in advance. These suggestions may help

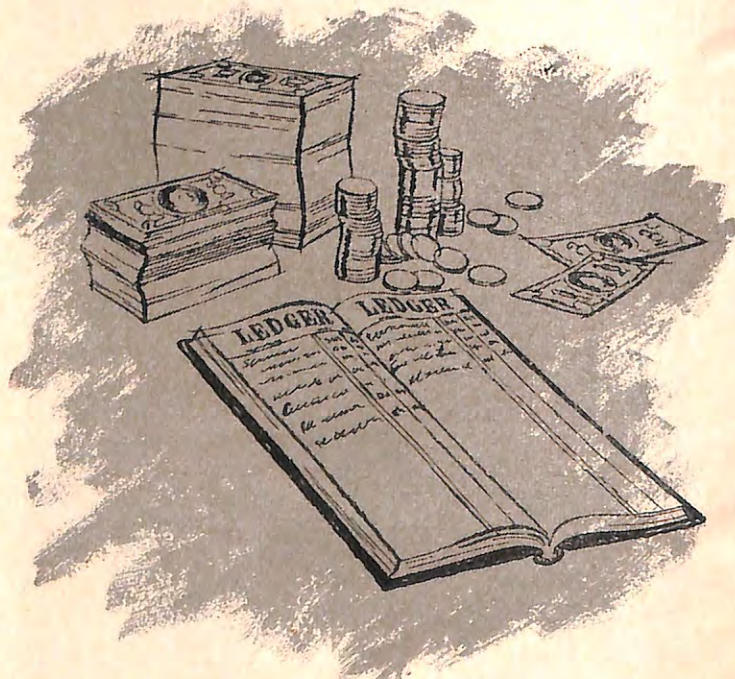
EVERY SINGLE DAY this year in the United States 1,000 new businesses will start, and more than 900 established businesses will come under new ownership. To customers, employees and the general public, the opening of a store or factory door for the first time is the symbolic gesture of a beginning, of a fresh start, of opportunities ahead. To most of the nearly 2,000 people who, each day, find themselves in the heady position of being their own boss, the opening of the door represents that—plus a great deal more. To them, it is not just the beginning, but the ending of months, even years, of dreaming and planning, of experiences gained and lessons learned, of savings and sacrifices. Most businessmen know that what they did and did not do before they opened shop had a direct bearing on the success or failure which came after.

Today, in an expanding economy, the opportunities for success in small business have increased, and show no signs of a let-up. A constantly growing population—220,000,000 Americans are predicted by 1975—represents vast new markets for businessmen of all kinds. New products and new services (many of which did not even exist ten years ago) as well as improved versions of standard products determine new types of stores and factories for thousands of businessmen throughout the country. Higher family income—economists see an average of \$8,000 a year after taxes by 1975, a 45 per cent increase over today's \$5,500—provides a ready flow of cash to spend. A shorter work week—which both labor and management officials see as certain to come—means added leisure time for thousands, plus a desire for the products and services to enjoy in that leisure.

All of this adds up to a continuing boom which is certain to be reflected in greater profits for business generally, and for small business particularly. But there is no guarantee of success written into the lease of a new store. More than ever before, financial success will depend to a great extent on the thinking and planning which went into the business before opening day.

The boom can be made to work for you, as you

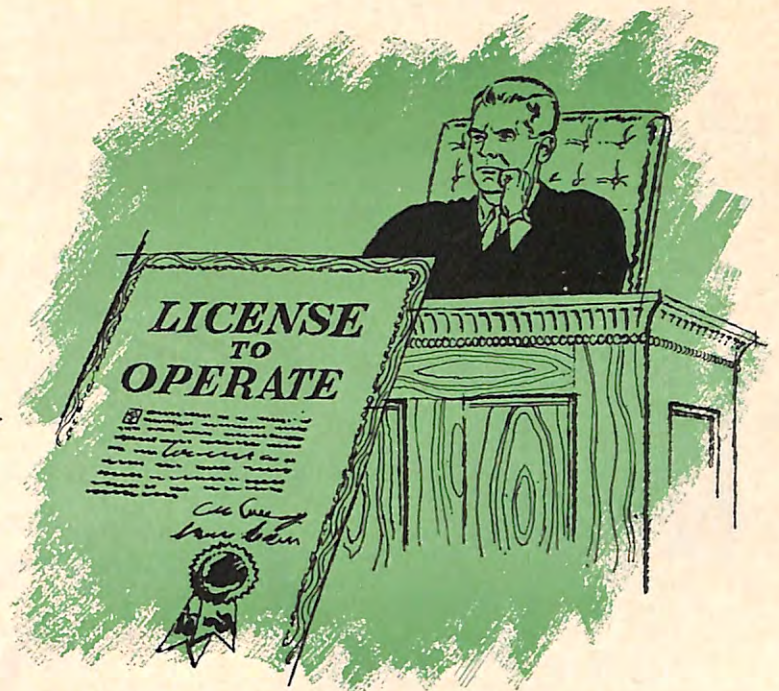
ponder starting a new business or expanding your present one. For example, the growing population is a fact which every potential businessman must consider in making his plans. But numbers alone are not enough of an index, for we are not growing at anything like an even rate throughout the country. Some states and cities are losing people. Others are gaining rapidly. Nor is the national growth the same for all age levels. As medicine continues to make inroads into the death-dealing ills of mankind, men and women are living longer than ever before. Already there are some 15,000,000 people in the country more than 65 years of age;



Appraise expenses in advance, bearing in mind that thousands of failures can be traced to faulty financing before the business got started.



The most logical place to discuss financing is the local bank. Bankers are eager to help business get started; their advice is usually sound.



Federal, state and local laws apply, no matter what business you enter. A license may be required, and the owner's responsibility regulated.

and these people, with their special needs for goods and services, will constitute an even larger part of the buying public in the years ahead. At the other end of the age spectrum, children will also make up a disproportionate segment of the population. The large number of young men and women born during World War II will reach marriageable age in the next few years, and will start homes and families of their own. Potential businessmen who look beyond the mere statistics of population growth can see what this is likely to mean in goods and services for homes, infants and children.

With the growing population has come a great deal

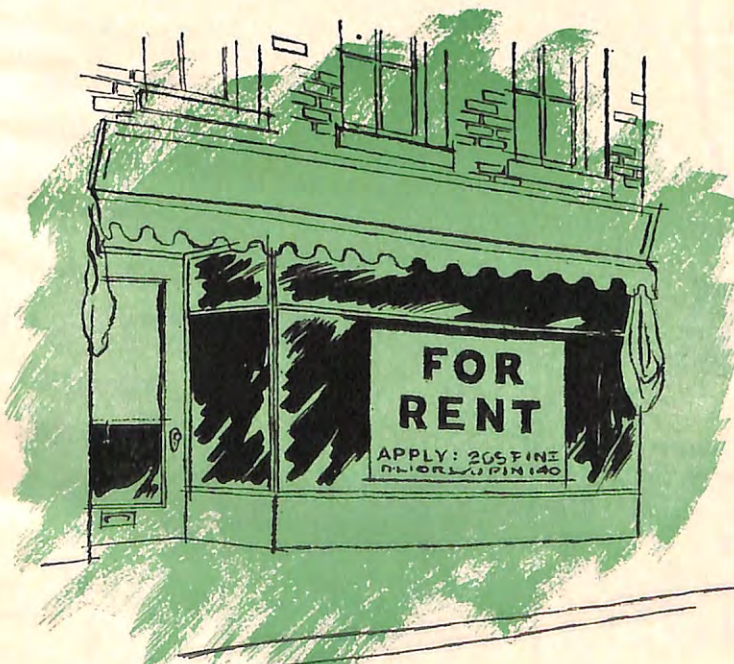
of movement, in the country as a whole, within states and regions, and within local communities as well. The trend toward the suburbs has not halted, nor is it likely to in the future. In many cities, the downtown areas, which once accounted for almost all of a community's retail business, are now fighting to hold their own against burgeoning suburban shopping centers. The move to the suburbs has brought changes in buying habits that are likely to be maintained for some years to come. The surge in sales of garden tools, outdoor cooking equipment and sports clothing are some of the manifestations of the changes.

These are only a few of the variations in the overall economy which will apply to you when you start, or buy a business of your own. There are dozens more which you will have to understand before you can begin to operate successfully. And even as you study the trends which will affect you, there are even more immediate considerations involved in going into business for yourself.

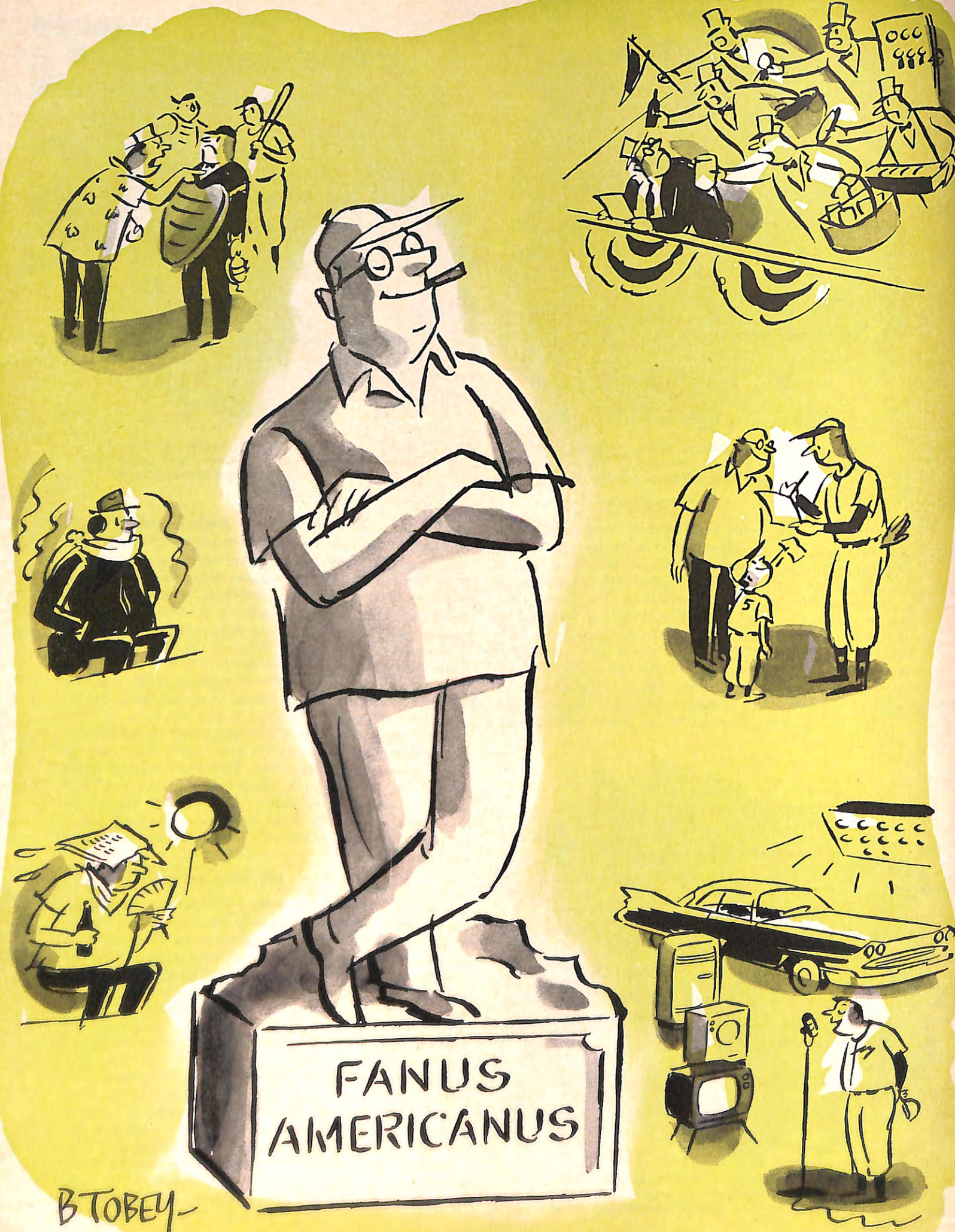
ARE YOU SUITED FOR SMALL BUSINESS?

It is not enough to determine that the housing boom in your town is likely to warrant the opening of a store specializing in household appliances, or that the construction of a new high school probably augurs well for a music and record shop in the next block. These may well be logical conclusions in general, but unless they apply to you specifically, they are meaningless. Do you have the experience in selling and servicing household appliances, how many existing shops are already in the area, and are they likely to expand before you can even get started? Or, if it is that music shop, have you checked to see whether teen-agers prefer to do their record shopping away from the school area, or for that matter, whether your own temperament is suited to the kind of customers you are likely to be serving?

As with many trades and professions, running a small business is a highly personal affair. Its success depends upon decisions you alone will (Continued on page 33)



Location helps to determine success. Rental terms, surrounding stores, nearby competition, and traffic flow are among factors to investigate.



FANUS
AMERICANUS

B TOBEY-

Baseball's Hardy Citizens

By HAROLD ROSENTHAL

SPORTSWRITER, NEW YORK HERALD TRIBUNE

There isn't a more rugged brand of sports customer than the baseball fan

IF A SEARCH should ever be undertaken for a candidate for that fifth profile on Mt. Rushmore and probable consequent stone-carved immortality, it could start and end with the American baseball fan. Like the Apache, he is tough, adaptable, and resourceful. Moreover, so are his women and children. In these days of super-saturation TV, lively counter-attractions, and monumental indifference and lapses into sheer lunkheadedness in some front offices, the fans' numbers actually have increased. There were 19,143,654 major-league baseball paid admissions in 1959. That tops 1958 by more than a million and a half, and a new season is with us.

Racing people will marshal figures to show that the turf has more devotees. Basketball, if you lump all the gyms and sweatboxes in the country, will probably top baseball, too.

We're all pretty well in agreement on why people go to racetracks, and if you insist that basketball is a better spectacle than baseball we won't get into that argument here. You'll receive stiff opposition, however, to any premise advanced that there is a hardier brand of sports customer than the baseball fan. A bit of built-in whackiness has helped over the years, too.

Item: When Chicago's White Sox clinched their first pennant in 40 years last September, the city air-raid sirens were turned on, as per instructions from City Hall. This caused the local Civil Defense co-ordinator, who hadn't even been consulted, to froth at the mouth in interesting fashion.

Everyone in Chicagoland was terror-stricken. The flood of phone calls into newspapers, radio stations and police stations proved the heaviest since the death of Franklin D. Roosevelt, 14 years earlier.

There were enough non-stricken fans, however, able to pile out of their homes and drive to Midway Airport, to cause a monumental traffic jam and a giddy parking problem once they got there. Adding to the confusion was that a lot of them were in pajamas. What did they have in mind? Welcoming the team back to Chicago.

The Sox had left that morning for a single night game in Cleveland. The plane was two hours late, but at 2 a.m.

the crowd was larger than it had been at midnight.

Item: A lady in Cincinnati sued Duke Snider because he had a bad knee. She had been hit by a foul ball Duke struck. Her claim was his defective underpinning (this was before the operation) "caused him to wobble and sway in such a manner as to cause the ball to take a wild course other than a home run." There have been many owners who would joyfully have sued a hired hand for failure to hit a home run.

This whackiness, intended or otherwise, has helped the American baseball fan not only to survive but to keep coming back despite awesome obstacles and deterrents. He has toughened, while the general public's physical and moral fibre has been sapped by easy living. A Louisville Slugger right between the eyes wouldn't cause him to miss more than an inning.

He can be found freezing on an April night in Milwaukee (wait'll they get

major-league ball in Minneapolis). He can be found broiling on a Sunday afternoon in the Los Angeles Coliseum (wait'll they get major-league ball in Houston).

The toughness of the baseball fan isn't confined merely to his ability to take extremes of heat or cold. His patience is a prize virtue. Caught in a Friday night traffic jam en route to the park he can give lessons to a yogi in indifference to the passage of time and physical discomfort. That is *yogi* as in one who has become expert in the discipline of prescribed postures, not "Yogi" as in a bowling-alley owner who also catches for the New York Yankees.

Tied up in single-lane departure an hour after the end of a game and with a 6:30 alarm in the offing the next morning, he is apt to grow philosophical, rather than frantic. Too much sleep, he figures, makes a fellow a little logy.

Someone, or something, has done a
(Continued on page 46)



"Let 'em holler," says Bill Veeck, of the White Sox. "Baseball is a holler-sport." Fans have a right to boo and, after all, the whackiest fanus Americanus has his virtues, too—among them, great patience.

The Bahamas:

SEVEN HUNDRED RESTFUL ISLANDS

By Horace Sutton

Nassau vacationers explore the slave-built walls of Fort Charlotte, or ride in horse-drawn carriages to go sight-seeing.

ON PAIN of seeming to offend the British, one must not, chaps, confuse the Bahamas with the Caribbean. The Caribbean is lots of things to lots of nations—the Dutch, the French, the Americans, the Haitians, and the respective private preserves of Trujillo and Castro, not to mention the British themselves. The Bahamas, on much the other hand, are seven hundred—count 'em—count 'em—islands, as well as 2,400 cays and rocks, all of them British and all of them just north of the Caribbean and south and east of the Florida Gold Coast. The Bahamas are, in fact, spread helter-skelter in a most disorderly and un-British fashion across about 90,000 square miles of the South Atlantic, or at least the beginnings of it. The average annual rainfall is less than fifty inches and the average annual sunfall warms the air to an average of sixty-eight in January, sixty-nine in February, and seventy in March. Thereafter it goes steadily upward.

It was ubiquitous Christopher who discovered the Bahamas and the New World, all in the same landfall, at the Bahamian island of San Salvador in 1492. Later, looking for the fountain of youth at Bimini, a Bahamas island, Ponce de Leon discovered Florida. Almost a century later, Charles I gave the Bahamas to the Attorney General of England in an outstanding and historical example of Elizabethan payola. The first island settled was Eleuthera—settled by a band of adventurers to whom it was chartered in 1647. It was not until near the end of the 17th century that a fort was built at Nassau, which is, of course, the current capital and the place you've heard most about. Another bastion called Fort Montagu was finished in 1742, and twenty years later an Amer-

A Bahamian fisherman makes repairs in the sheltered harbor of Hope Town, Abaco, just below the imposing lighthouse.



These docks at Bimini are a Mecca for fishermen. Charter boats and cruisers leave from them to search among the islands for game fish.

ican Naval Squadron under Commodore Ezekiel Hopkins took both Fort Nassau and Fort Montagu.

I tell you all this not idly, chaps, for there now is a hotel called the Fort Montagu, which has girls swimming in its pool for the benefit of dawdlers in the bar which is separated from the underside of the swimming tank by a sheet of plate glass. As for Fort Nassau, the site it was on is now occupied by a behemoth of a hotel called the British Colonial. The hotel is neither British nor Colonial since it is operated by some lads from Fort Lauderdale.

As for Bimini, executives from the eastern seaboard and elsewhere are still seeking the fountain of youth there, or at least a restorative. It is the home of a famous fishing club. In the matter of Eleuthera, it was, until the shortest while

ago, just about the way the adventurers found it in 1647, albeit with a little settlement here and another there. However, in widely scattered areas, it is the most promising place of development in the Bahamas (Nassau itself aside, of course). An American actor named Craig Kelly, has opened a handsome inn called French Leave astride a magnificent peach-colored beach. Though reason enough for installing oneself for an extended engagement, the beach is not the only attraction; for there is, as well, a pool shaded by drooping trees, a quartet of saddle horses, and either a steel band clanking on the drums at night, or better yet, a quiet piano. There is bonefishing in the nearby flats, and the dining is mostly out of doors.

Lately, a combine headed by Juan
(Continued on page 43)

EUROPE

from \$749

11, 12 and 13 COUNTRIES

Departures Weekly from New York
March thru November.

QUEEN MARY • QUEEN ELIZABETH
S.S. UNITED STATES • S.S. STATENDAM
EMPRESS OF BRITAIN • S.S. MAASDAM
S.S. FLANDRE • S.S. HANSEATIC
PAN AMERICAN JETS • BOAC JETS

ALL FIRST CLASS IN EUROPE—European Grand Tour visiting England, Holland, Belgium, Luxembourg, Germany, Switzerland, Liechtenstein, Austria, Italy, French Riviera, Monte Carlo, France. Also, tours including Ireland, Scotland and Wales and 3 WEEK AIR TOURS Available. Special Tours to Passion Play in Oberammergau and Several Tours Featuring Olympic Games in Rome. **PERSONALLY ESCORTED**—ALL EXPENSE including round trip tourist steamship or economy air fare. Later return if desired. Tours limited to 44 members. Early reservations necessary. SEE YOUR TRAVEL AGENT or write for Free Booklet 74-B

MEDITERRANEAN Cruise and Tour of North Africa and Southern Europe on American Export Lines, from \$1,098. If interested, write for Special Free Booklet No. 74-L

CARAVAN TOURS, INC.

220 S. State St. • Chicago 4, Ill.
Please send Free European Booklet No. 74-B

Name _____

Address _____

City _____ State _____



SAN FRANCISCO LODGE INVITES YOU...

... to stop and stay while visiting the city of the Golden Gate. You'll enjoy excellent cuisine—lunch and dinner—served in a magnificent main dining room. Large, comfortable rooms with all conveniences are available for overnight guests at attractive prices.

Making things still more enjoyable are recreational facilities galore: A beautiful cocktail lounge, swimming pool, solarium, steam and massage rooms, billiards and card rooms, a library, and many other attractive features to make your stay at San Francisco Lodge a memorable one.

SAN FRANCISCO B.P.O. ELKS NO. 3
456 Post Street, San Francisco, Calif.

i MEXICO!

Plan NOW to go to Mexico with me after the 1960 Dallas Convention—we'll have a ball! Write for my free folder on Official Elk's Post Convention Tour—by plane, train, car, bus or burro.

Dan Sanborn
SANBORN'S MEXICO TOURING SERVICE
McALLEN, TEXAS

Are You Risking Your Car?

Motorists lose millions of dollars yearly as auto thefts rise—but simple precautions could drastically cut losses

By **RAY T. DAVIS**

A FEW MONTHS AGO, on a routine night patrol of downtown Ann Arbor, Mich., Detective Gregory Katapodis spotted a face that seemed familiar. Katapodis, one of those rare policemen with the memory of a Univac, stopped his car and pondered a moment. His mind conjured an image of an FBI identification circular, released a full four years earlier: "Anthony Hollaren, aged 55, 5' 9", weight 180, receding hairline, blue eyes, wears glasses; 40-year record of auto thefts. . . ."

Katapodis cautiously tailed his subject at a discreet distance to await developments. He saw Hollaren approach a new Buick sedan parked on a side street, pass it for a moment while he surveyed the area, then saunter back. Swiftly and almost without effort, Hollaren forced the car's vent window with a small bar, reached inside and unlocked the door. He had jumped the ignition with a wire and was starting the engine when Katapodis jammed his gun into Hollaren's ribs.

At the police lockup it soon became evident that Detective Katapodis had hit the jackpot. The teletype machine jangled all night as one city after another requested a "hold" on the prisoner. Then from the FBI came the astounding information that 40 Federal charges might be filed against Hollaren, mostly violations of the Dyer Auto Act.

Meanwhile special agents arrived from the National Auto Theft Bureau, representing the nation's insurance companies, to question the prisoner. These agents had been hot on Hollaren's trail but he had proved a wily and elusive veteran who never roosted long enough in one town to be spotted.

Suddenly Hollaren surprised everybody with a willingness to talk. "Let's make a deal," he offered. "I'll tell you anything you want to know."

"No deals," the officers told him. They'd guessed his reasons. He had done time in a half-dozen prisons, including his latest five-year stretch in Atlanta. It was a tough jail and he had a horror of returning to it. In hopes

of being sentenced to a state institution, he began to talk.

Like most professional auto thieves, Hollaren had thought his own system foolproof. Actually it was crude; only sheer luck and the time element allowed him to escape as long as he did. He would drive around Michigan rural areas until he spotted a junk car rusting away in some farm yard. He'd purchase the car for a few dollars on the pretext that he wanted it to power a homemade log saw. All he really wanted was the title certificate; he never returned for the wreck.

Using the legitimate title, he purchased license plates. Next he stole a late model car. Then he carefully erased the junk car's description from the title and typed in a description of the newly stolen one, including motor and serial numbers. Finally he took a blank license application, typed in all this data along with the numbers of his new plates, and "validated" it with a fake state seal made from a child's rubber stamp printing set. Now he had a \$2,000 automobile, license plates, and an apparently valid title and license registration form.

It was a rough forgery job that would not fool Michigan car buyers who are familiar with their state seal. Also, Hollaren needed time to lam out of town after a sale. Usually he drove the car down to one of the Southern states, where he buttered up a used car dealer with a hard luck story of being a vacationist who had lost his money gambling and had no way to get home. To allay the dealer's suspicions, Hollaren always bought a cheap car as part of the deal. This he drove back to Michigan and either resold it or abandoned it on the street.

Before NATB agents had finished with Hollaren, they had definitely linked him with the theft and sale of some 60 cars conservatively valued at \$60,000. And by painstakingly examining auto registration records in several states, other agents doggedly traced and confiscated most of these

stolen cars from the gullible persons who had purchased them. The "clever" Hollaren? He was returned to Michigan State Penitentiary for violation of an old parole—his seventh trip to prison! After his release he must still face numerous Federal charges.

Despite the carelessness of some used-car buyers, beating the auto theft racket is more than ever a long-odds gamble for today's crooks. Professionals like Hollaren must not only cope with police agencies and the FBI, but the resources of the little known yet active National Auto Theft Bureau, too.

This unique agency was organized way back in 1912 by Fred Sauter, a Chicago insurance executive who still serves as its president. At first it served only as a mailing office for police circulars on stolen autos. But as auto

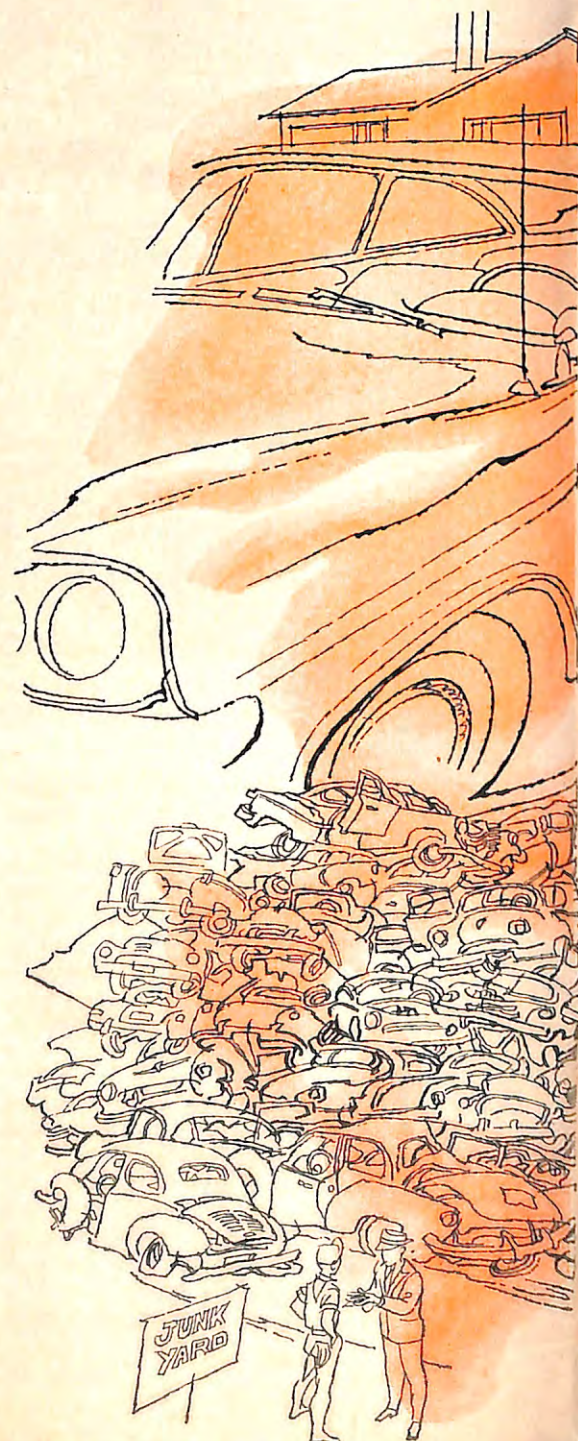


ILLUSTRATION BY LOUIS GLANZMAN

theft boomed over the years, so did the facilities of the NATB. Today it maintains elaborate division offices in New York, Chicago, San Francisco, Dallas and Atlanta, liaison offices in Mexico and Canada, and nine branch offices in smaller cities. These offices house the country's most complete and up-to-date files on stolen cars, both insured and noninsured. In addition, NATB has locked in its vaults top-secret dossiers on scores of big-time auto thieves, their whereabouts, associates and methods of operations.

"Modus operandi" is a key phrase with the bureau's 60 ace field agents and 100 inside workers, many of whom are former FBI agents, sheriffs, city and state cops. As soon as a new and unusual system of selling stolen cars is detected, these men move swiftly to

warn police agencies and expose loopholes in state registration laws. NATB's job is a huge one; an average of 250,000 autos are stolen yearly and they must maintain an "alarm card" on each one.

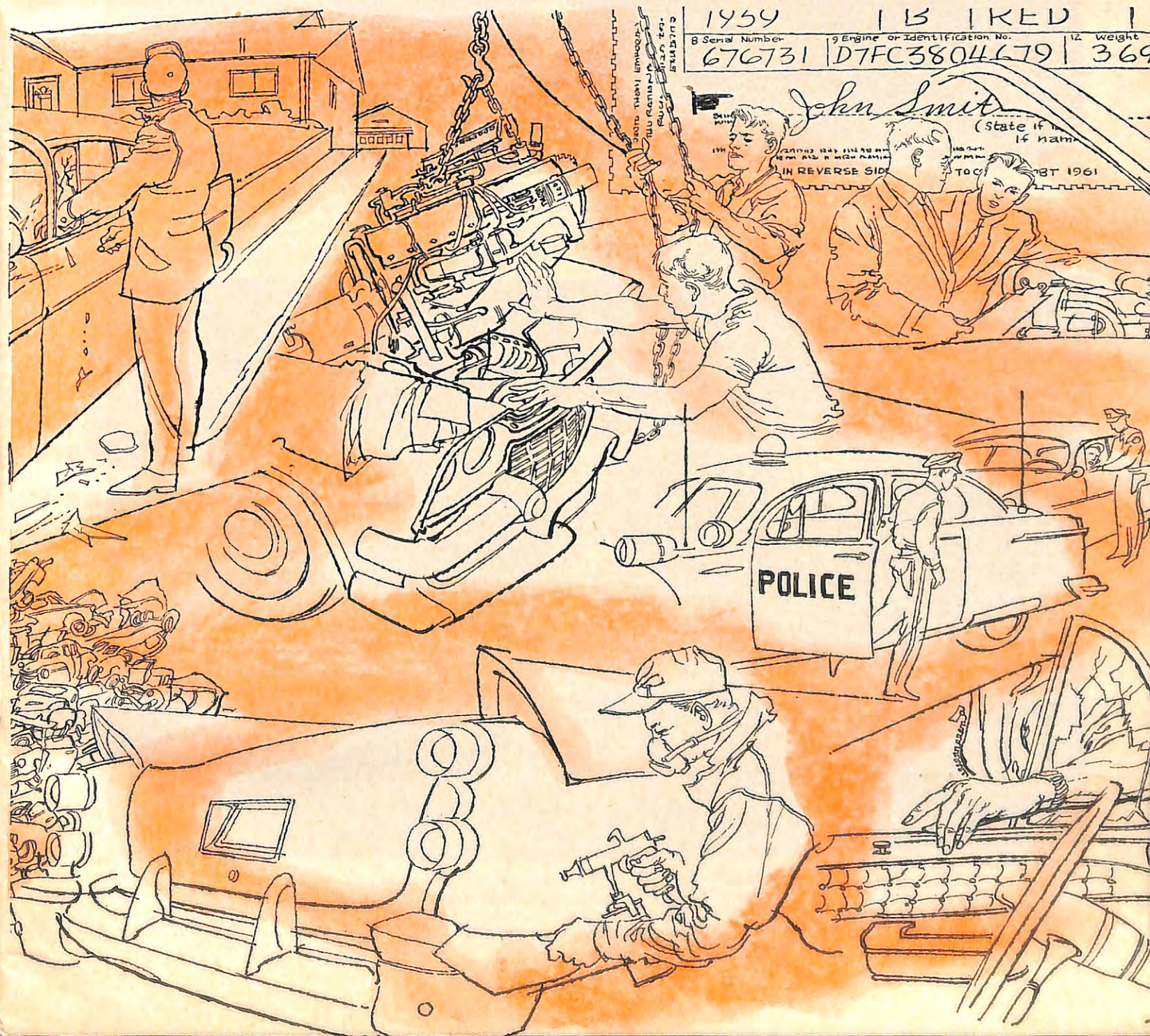
Some 93 per cent of them were quickly recovered. Most were taken by joyriding teenagers who abandoned them after a few hours, often stripped of accessories or damaged in accidents. Several thousand stolen car reports proved erroneous, made by heavy imbibers who awakened after a big night and couldn't remember where they had left their cars. A few thousand more "stolen" cars turned up in city pounds, towed away for parking violations by industrious policemen who then neglected to notify the owners.

The hard core of the theft figures numbers about 16,000 vehicles taken

each year by professional thieves who attempt to sell them for profit—a \$20,-000,000 steal if they were able to get away with it. This hard core is the NATB's toughest problem.

The public has not been very helpful. Most of us never become excited about auto theft—90 per cent of those stolen each day are driven off with the owners' keys in the ignitions—because we are usually able to pass the bill along to insurance companies. This apathy costs motorists millions of dollars a year in the form of increased premiums, since auto theft continues to rise. In the last few years, for instance, the value of stolen autos was greater than the total combined loot from all burglaries and robberies!

Once in a while a painful lesson hits
(Continued on page 52)





Students participated in Fulton, N. Y., Lodge's Newspaper Week activities. Pictured during presentation of awards are (from left) Exalted Ruler Floyd Hallenbeck, Essay Contest winner Frank Misco, Favorite Newsboy Tony Reisman, Poster Contest winner Douglas Johnson, Program Chairman Nicholas Hopman.



At Phoenix Lodge's program honoring newsmen, Master of Ceremonies Charles W. Pine (at right) presents a plaque in recognition of comprehensive news coverage to Charles D. Barton, City Editor of the *Phoenix Gazette*. Offering congratulations (at left) is Exalted Ruler Donald B. Dixon.

The Elks and Freedom of the Press

Lodges of the Order observe Newspaper Week, honoring the press for its part in guarding our liberty

"THE EXCELLENCE of the entries in this year's Newspaper Week Contest made it exceedingly difficult for the judges to select the winners. The superb quality of entries is evidence of the great importance which all Elks attach to Newspaper Week." Norman Hansen, of the Grand Lodge Committee on Lodge Activities, made the foregoing statement, an indication of the enthusiasm with which subordinate lodges observed National Newspaper Week, Oct. 15-21, 1959. The significance of this tribute to a strong, free and responsible press is underscored by these words of President Eisenhower:

"A strong society of free men must be kept fully informed. Liberty can flourish only in the climate of truth. When Americans know the truth, they

are strong and free to act for the best interest of the Nation and the world."

FOR JUDGING purposes, Newspaper Week entries were divided into two groups: those submitted by lodges with 600 members or less, and those sent in by lodges of over 600 members. After careful consideration, the Committee reached the decisions presented here.

Among those lodges with more than 600 members, First, Second and Third places were awarded, respectively, to Phoenix, Ariz.; Fall River, Mass.; and Woonsocket, R.I. Honorable Mention was won by Indio, Calif.; Newport, R.I.; Omaha, Nebr.; Scranton, Pa.; and Vancouver, Wash.

In the category of lodges with 600 members or less, First, Second and Third places were won, respectively,

by Fulton, N.Y.; Bethlehem, Pa.; and Ambridge, Pa. Those earning Honorable Mention were Cambridge, Md.; Cape Girardeau, Mo.; Hyannis, Mass.; Oelwein, Iowa; and Southampton, N.Y. The following account summarizes the endeavors which won top honors in both groups.

A resolution of commendation was issued by First Place winner Phoenix, Ariz., to 27 Arizona newspapers for their guardianship of our freedom of speech, assemblage and worship. Signed by Exalted Ruler Donald B. Dixon and Lodge Secretary Leo C. Gavagan, the resolution declared that these newspapers exemplify this year's Newspaper Week slogan—"Your Newspaper . . . Freedom's Textbook"—forming a bulwark against oppression. The week's

(Continued on page 50)



Fall River, Mass., Exalted Ruler George E. Pelletier and Esteemed Leading Knight L. V. Gaffney (extreme left and right) award plaques for outstanding achievement to newsmen F. M. Burke, of the *Herald News*; Rullel Hathaway, of the *Somerset Spectator*; and Jean L. Clapin of *L'Independent*, French-language newspaper.



Invitations to the program of Ambridge, Pa., Lodge were distributed personally by Brother Mote Bergman—a noted long-distance walker—who covered a distance of thirty-five miles on foot to deliver them. This photograph shows Mr. Bergman inviting Station Manager Roy Angst of WMBA, during a radio interview.



Exalted Ruler George Garcia (right) extends congratulations to City Editor William A. Crouse of the *Woonsocket Call*, who was principal speaker at the Woonsocket, R. I., program. Mr. Crouse described for the audience the process of presenting news, from its gathering to its final appearance in print.



Bethlehem Elks entertained the editors of local high-school newspapers as part of their observance. In photograph above, Toastmaster and Program Chairman Amandus Schaffer is shown greeting high-school Editors (from left to right) Joseph Huttie, Dorothy Keating, Charles Buck and Barbara Wismer.



In attendance at the grand opening of the Idaho Falls, Idaho, new lodge building, on Nov. 17 are (from left to right) State Pres. James Gridley, Grand Exalted Ruler Wm. S. Hawkins, Exalted Ruler N. D. Andersen and District Deputy Archie M. McFarland. Lodge Secretary E. C. Moore reports that more than 4,000 visitors toured the new facilities during the first few days that the building was open.



Shown as they prepare to read the charter at the institution of Milton-Free-water, Ore., Lodge on Nov. 28 are (from left to right) Past Grand Esteemed Lecturing Knight Frank Hise, District Deputy William S. Thomas, Exalted Ruler Harold Rhodes, the Grand Exalted Ruler and Past District Deputy G. B. Urlic. Mr. Urlic had been in charge of the formation of the new lodge.

**Lodge Visits of
WM. S. HAWKINS**

Westward Journey And a Four-State Jamboree

THE ITINERARY of Grand Exalted Ruler Wm. S. Hawkins led him westward following a meeting with the Board of Grand Trustees at the Elks National Home (reported in January), and enabled him to attend the opening of a new lodge home, the institution of a new lodge and a four-state jamboree and initiation.

Mr. Hawkins arrived in Idaho Falls, Idaho, on Nov. 17 to attend the opening ceremonies for the new building of the lodge. With the Grand Exalted Ruler for the occasion were State Pres. James Gridley and District Deputy Archie M. McFarland. The visitors were welcomed by Exalted Ruler N. D. Andersen.

Covering 34,500 square feet, Idaho Falls Lodge facilities include a large meeting room, lounge, 1,000-seat dining room, bowling alley, women's lounge, offices and three large recreation rooms. After a tour of the city and of the lodge home, Mr. Hawkins attended the first meeting held in the new building, and was present for the initiation of 180 candidates in his honor. More than 1,000 were on hand for Mr. Hawkins' visit. A highlight of the evening was the review of more than 125 Boy Scouts and Explorers, of Troop 387 and Group 487, which are sponsored by Idaho Falls Elks.

Among those attending were Scout-

master Phil Leahy and Explorer Group Leader Wayne Knowles. Special greetings were extended to Mr. Hawkins by a number of local Elks who are also members of the Eagle Rock Chapter of the Sons of the American Revolution. Mr. Hawkins is, himself, a member of the Fort Sherman Chapter, in Coeur d'Alene. At least 4,000 Elks and visitors arrived at the new building to participate in these and other activities during the first few days of its operation, reports Lodge Secretary E. C. Moore. The *Idaho Falls Post-Register* devoted a ten-page special section to coverage of the opening ceremonies and descriptive accounts of the facilities.



During Mr. Hawkins' visit to Williamsport, Pa., Nov. 3 (reported in the January issue), this group was photographed as they discussed Little League baseball, a movement that began in Williamsport. From left to right are Grand Secretary Lee A. Donaldson, Little League Official Albert Houghton, Mr. Hawkins, District Deputy H. B. Charnbury, Exalted Ruler K. N. Waltz and State Vice Pres. H. W. Klett.



A highlight of Mr. Hawkins' Idaho Falls visit was the special greeting extended him by a number of Elks who are members of the Sons of the American Revolution, a patriotic society to which he belongs. Members shown here are (from left) W. S. Wright, L. L. Branthoover, W. M. Hestir, C. B. Smith, J. R. Gobble, Mr. Hawkins, H. W. Benfer and R. E. Keller.

MILTON-FREEWATER, ORE. A new subordinate lodge was instituted on Nov. 28, at Milton-Freewater, Ore., and Grand Exalted Ruler Hawkins attended the ceremonies in the company of a number of Elk dignitaries. Past Grand Esteemed Lecturing Knight Frank Hise was present at the institution of Lodge No. 2146, as were three State Presidents—J. H. Moore, of Oregon; Walter Hagerman, of Washington; and James Gridley, of Idaho. Exalted Ruler Harold (Dusty) Rhodes and the other officers of the new lodge also welcomed District Deputies William S. Thomas, E. N. Butler and Lee McClendon, a number of Past District Deputies and many Past Exalted

Rulers of neighboring lodges. Among the visitors was Past District Deputy G. B. Urlie, of Condon, Ore., Lodge, who had been in charge of the formation of the new lodge.

FOUR-STATE MEETING. The Sixth Annual Four-State Jamboree opened in Joplin, Mo., on Dec. 5, and Mr. and Mrs. Hawkins were greeted when they arrived there by Mayor C. C. Haynes, Past District Deputy Walter Schweikert (who was Chairman for the Conference) and Exalted Ruler and Mrs. Arthur Struempf. That evening Mr. Hawkins addressed a gathering of some 400 who convened for the meeting from Arkan-

sas, Kansas, Missouri and Oklahoma. Conference activities included the initiation of 92 candidates from this area. Distinguished Elks present included Past Grand Exalted Rulers Henry C. Warner, Joseph B. Kyle and Earl E. James, former Grand Lodge State Associations Committeeman Guy D. Moore and Past State Pres. H. C. Oltman. A highlight of Mr. Hawkins' visit was his presentation, on behalf of local Elks, of a donation to the local Boy Scouts. The check was accepted by Scouts Jim Keagy and Jake Marbough, local Boy Scout Council President T. J. Cusack and Council Campaign Chairman Homer A. Miller.

Cat of MANY Tales

By TED TRUEBLOOD

THE FIRST FAINT GLOW of dawn was gently blotting out the eastern stars when we stepped from our tent. It was a crisp October morning, crystal clear and utterly quiet save for the mumbling of the river 200 yards away. We were hunting deer. Now, breakfast over, we paused briefly to contemplate the prospect of another perfect autumn day before starting the brisk walk that would take us to the haunt of our quarry by the time it was light enough to shoot.

As we stood there the stillness was suddenly shattered by a scream that could easily be described as hair raising or blood curdling, or maybe both, depending on the state of the hearer's nerves. It came from the river bottom below camp. It was not the high-pitched scream of a woman but sounded, rather, like that of a man in terror.

My companion immediately said, "A cougar!"

I was skeptical. Several parties of hunters were camped within half a mile of our location, and a mining company had sunk test holes here and

there in the river bottom to see whether there was enough gold to justify bringing in a dredge. Some of these holes were 30 feet deep and two-thirds full of water and all of them were about four feet in diameter. If a hunter, starting out before daylight, plunged into one he would certainly be justified in straining his vocal powers to the utmost.

We hunted there several days more without hearing the weird sound again or seeing the track of a single cougar, panther, puma, mountain lion, or catamount, as they are called in different areas. I'm still of the opinion that the sound we heard was not made by one of them. But it could have been. Certainly cougar, along with all other members of the cat family, have adequate vocal equipment, and if you consider that an old cougar tom might weigh twenty times as much as an alley tomcat and magnify the latter's wail twentyfold, the result would be a sound to remember.

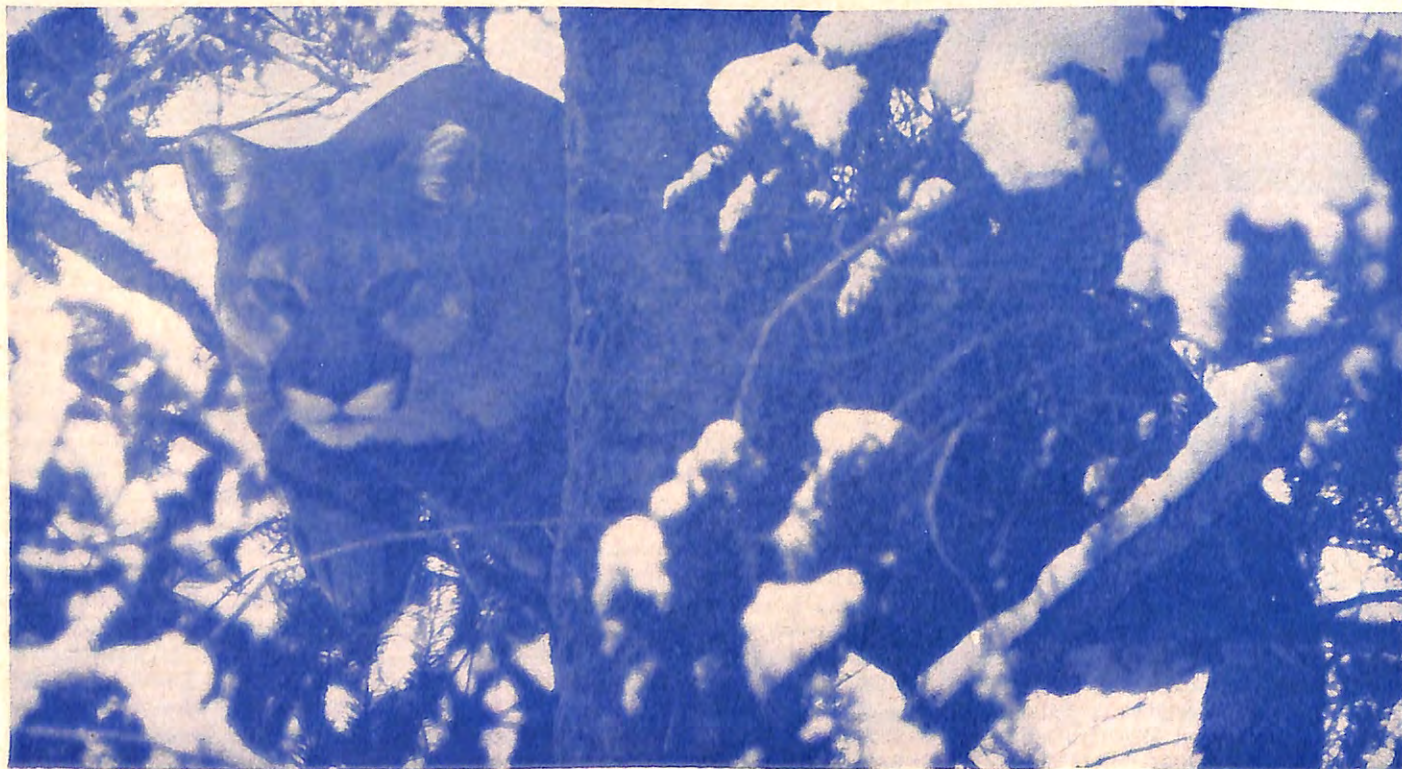
This, the cougar's scream, is a staple of American frontier lore. Dutch chil-

dren trembled to it in the Catskills; it terrified the early settlers of Indiana and Ohio; it rang through the night stillness of the Indian Territory that is now Oklahoma, and on the plains of Texas. When the first pioneers followed the Oregon Trail to its conclusion, they heard the scream of the cougar there.

Yet no topic of outdoor conversation is more controversial than whether cougar scream at all. No man I know who has spent a great deal of time in cougar country has ever heard one. I never have, if the noise described previously can be dismissed for lack of evidence. Most cougar are heard, as most are seen, by folks who spend perhaps a week a year in areas where the animal exists.

Yet cougar can and do scream. Ross Allen told me that he had listened to, and watched, a captive cougar scream at his Reptile Institute, in Florida. I believe him. Other cougar in various zoos have been observed in the act of screaming. Such evidence can't be denied. In the wild, however, it seems

(Continued on page 38)



Photos like this one by Ted are rare—for humans seldom glimpse the mysterious cougar.

WESTERN UNION TELEGRAM
 DE A 068 RA112
 W. P. MARSHALL, President

R WA254 GOVT PD=THE WHITE HOUSE WASHINGTON DC 4 1109AMC=
 CLIFFORD E CONKELL, BATTLE CREEK LODGE 131,
 BENEVOLENT AND PROTECTIVE ORDER OF ELKS=BATTLE CREEK MICH

IT IS A PLEASURE TO SEND GREETINGS TO THE MEMBERS AND GUESTS OF BATTLE CREEK LODGE 131 OF THE BENEVOLENT AND PROTECTIVE ORDER OF ELKS ASSEMBLED IN HONOR OF THE OFFICE OF CIVIL DEFENSE MOBILIZATION.

THIS IS A FINE DEMONSTRATION OF THE FRIENDLY AND COOPERATIVE SPIRIT WHICH UNITES THE EMPLOYEES OF OCDM WITH THEIR NEIGHBORS IN BATTLE CREEK AND ACROSS THE LAND. IT IS FURTHER TESTIMONY TO THE INSPIRED LEADERSHIP RENDERED BY THE DIRECTOR OF OCDM, GOVERNOR LEO A. HOEGH.

PLEASE GIVE HIM MY CONGRATULATIONS AND BEST WISHES=
 DWIGHT D EISENHOWER

The President Takes Notice

WHEN Battle Creek, Mich., Lodge honored the Office of Civil Defense and Mobilization, part of the observance was the initiation of a class of 42 men from the National Headquarters of the OCDM.

Guest of honor and the principal speaker on this occasion was the Director of the OCDM, former Gov. Leo A. Hoegh of Iowa, a devoted member of the Order of Elks.

Speaking authoritatively, Gov. Hoegh warned against the dangers of imprudent disarmament. "Survival cannot be insured by reprisal alone," he said, "and similarly important to recover from attack." He quoted the words "Civil defense is incomplete

and meaningless without a reliable and responsible home defense".

"The patient and painstaking efforts of federal, state and local governments have given rise to a new spirit of hopefulness and growing conviction that Civil Defense can assure the survival of our nation," Mr. Hoegh stated.

Informed of the Battle Creek Elks' observance of Pearl Harbor and Civil Defense Day, President Eisenhower sent a wire to Exalted Ruler Clifford E. Conkell commending the lodge for taking this action and extending his congratulations to Gov. Hoegh on his leadership as Director of the OCDM. This telegram is reproduced above.



s ever enjoyed by
 ital was provided
 ., Lodge's Veterans
 rles W. Levy, and

g, 12 members of
 rs and Mr. Schnurr,
 in private cars and
 entertainment to the
 vided by Vincent
 ipment—the organ,
 h are the tools of

not only a talented
 classics to bop on

request, but he can do so simultaneously on the piano and organ. In spite of his handicap, he is completely independent, gets around without any outside assistance.

Al Rando has been impressing audiences at a well known hotel in Manhattan for years, but it is doubtful that any were as deeply impressed as the attentive group of hospitalized veterans who heard him at Fort Hamilton. The program arranged so carefully by Dr. Levy was called "one of the finest shows ever held at the Brooklyn VA Hospital" by its Recreation Chief, Vincent Cody. Mr. Rando played for a full hour, with his audience applauding each number with unrestrained enthusiasm. Also appearing on the program were the delightful TV and recording stars, the Van Cleef Sisters, and Joey Sano, well-known entertainer who served as Master of Ceremonies.

WHY SHOULDN'T YOUR HEALTH INSURANCE PAY YOU MONEY BACK IF YOU STAY WELL ?

Read the story on Page 40



Gathered around the fabulous Al Rando when he entertained at the program held by Staten Island, N. Y., Lodge for veterans at Fort Hamilton Hospital are Est. Lead. Knight Manuel Noguera, Est. Loyal Knight Carl Randazzo, Veterans Committee Chairman Dr. Charles Levy, Vincent Schnurr, one of the Van Cleef sisters, several patients of the hospital and E.R. Frank Roughan.

Cat of MANY Tales

By TED TRUEBLOOD

THE FIRST FAINT GLOW of dawn was gently blotting out the eastern stars when we stepped from our tent. It was a crisp October morning, crystal clear and utterly quiet save for the mumbling of the river 200 yards away. We were hunting deer. Now, breakfast over, we paused briefly to contemplate the prospect of another perfect autumn day before starting the brisk walk that would take us to the haunt of our quarry by the time it was light enough to shoot.

As we stood there the stillness was suddenly shattered by a scream that could easily be described as hair raising or blood curdling, or maybe both, depending on the state of the hearer's nerves. It came from the river bottom below camp. It was not the high-pitched scream of a woman but sounded, rather, like that of a man in terror.

My companion immediately said, "A cougar!"

I was skeptical. Several parties of hunters were camped within half a mile of our location, and a mining company had sunk test holes here and

there in the river bottom to see whether there was enough gold to justify bringing in a dredge. Some of these holes were 30 feet deep and two-thirds full of water and all of them were about four feet in diameter. If a hunter, starting out before daylight, plunged into one he would certainly be justified in straining his vocal powers to the utmost.

We hunted there several days more without hearing the weird sound again or seeing the track of a single cougar, panther, puma, mountain lion, or catamount, as they are called in different areas. I'm still of the opinion that the sound we heard was not made by one of them. But it could have been. Certainly cougar, along with all other members of the cat family, have adequate vocal equipment, and if you consider that an old cougar tom might weigh twenty times as much as an alley tomcat and magnify the latter's wail twentyfold, the result would be a sound to remember.

This, the cougar's scream, is a staple of American frontier lore. Dutch chil-

dren trembled to it in the Catskills; it terrified the early settlers of Indiana and Ohio; it rang through the night stillness of the Indian Territory that is now Oklahoma, and on the plains of Texas. When the first pioneers followed the Oregon Trail to its conclusion, they heard the scream of the cougar there.

Yet no topic of outdoor conversation is more controversial than whether cougar scream at all. No man I know who has spent a great deal of time in cougar country has ever heard one. I never have, if the noise described previously can be dismissed for lack of evidence. Most cougar are heard, as most are seen, by folks who spend perhaps a week a year in areas where the animal exists.

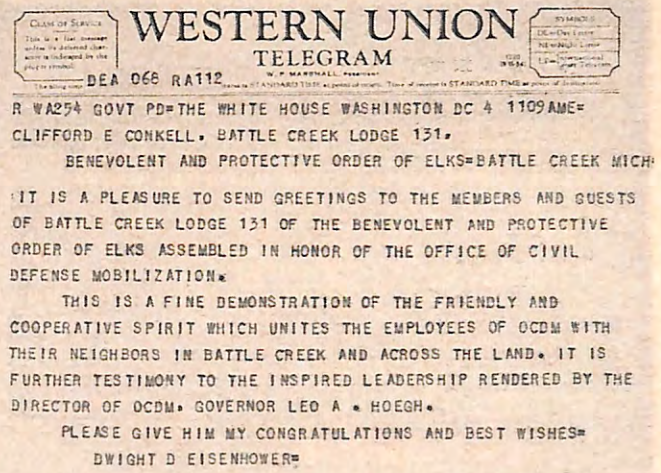
Yet cougar can and do exist. Allen told me that he had seen one and watched it kill a deer.



Photos like this one by Ted are rare—for humans seldom glimpse the mysterious cougar.

**TURN TO
PAGE 40**

**For information
about your
health
insurance**



The President Takes Notice

WHEN Battle Creek, Mich., Lodge honored the Office of Civil Defense and Mobilization, part of the observance was the initiation of a class of 42 men from the National Headquarters of the OCDM.

Guest of honor and the principal speaker on this occasion was the Director of the OCDM, former Gov. Leo A. Hoegh of Iowa, a devoted member of the Order of Elks.

Speaking authoritatively, Gov. Hoegh warned against the dangers of imprudent disarmament. "Survival cannot be insured by reprisal alone," he said, "and similarly important is the ability to recover from attack." He quoted the words of President Eisenhower that our "total defense is incomplete

and meaningless without a reliable and responsible home defense".

"The patient and painstaking efforts of federal, state and local governments have given rise to a new spirit of hopefulness and growing conviction that Civil Defense can assure the survival of our nation," Mr. Hoegh stated.

Informed of the Battle Creek Elks' observance of Pearl Harbor and Civil Defense Day, President Eisenhower sent a wire to Exalted Ruler Clifford E. Conkell commending the lodge for taking this action and extending his congratulations to Gov. Hoegh on his leadership as Director of the OCDM. This telegram is reproduced above.



ONE of the most inspirational programs ever enjoyed by the veterans at Fort Hamilton Hospital was provided through the efforts of Staten Island, N. Y., Lodge's Veterans Service Committee, headed by Dr. Charles W. Levy, and the cooperation of Elk Vincent Schnurr.

One evening, just before Thanksgiving, 12 members of the lodge, including the Committee, officers and Mr. Schnurr, traveled from Staten Island to Brooklyn in private cars and a moving van to bring their program of entertainment to the men at Fort Hamilton. The van, provided by Vincent Schnurr, carried 3,500 pounds of equipment—the organ, piano and electronic paraphernalia which are the tools of Al Rando.

Totally blind since infancy, Al Rando is not only a talented musician able to play anything from the classics to bop on

request, but he can do so simultaneously on the piano and organ. In spite of his handicap, he is completely independent, gets around without any outside assistance.

Al Rando has been impressing audiences at a well known hotel in Manhattan for years, but it is doubtful that any were as deeply impressed as the attentive group of hospitalized veterans who heard him at Fort Hamilton. The program arranged so carefully by Dr. Levy was called "one of the finest shows ever held at the Brooklyn VA Hospital" by its Recreation Chief, Vincent Cody. Mr. Rando played for a full hour, with his audience applauding each number with unrestrained enthusiasm. Also appearing on the program were the delightful TV and recording stars, the Van Cleef Sisters, and Joey Sano, well-known entertainer who served as Master of Ceremonies.



Gathered around the fabulous Al Rando when he entertained at the program held by Staten Island, N. Y., Lodge for veterans at Fort Hamilton Hospital are Est. Lead. Knight Manuel Noguera, Est. Loyal Knight Carl Randazzo, Veterans Committee Chairman Dr. Charles Levy, Vincent Schnurr, one of the Van Cleef sisters, several patients of the hospital and E.R. Frank Roughan.

Operation Grocery Store



CINCINNATI, Ohio, turned out in full force to watch the Elk-sponsored 50th Annual Thanksgiving Day Races, the second oldest classic in the country. Jack Blackburn, winner of the walking race, was photographed as he encouraged his mother in her own efforts to compete in this six-mile walkathon.



BROCKPORT, New York, Elks stock the shelves for the liquidation sale of an old-time grocery store which raised \$1,000 for its charities. "Clerks" are, left to right, Lee McCaffery, Cleon Vossler, Herman Lybarger and John Hinton.



MIAMI BEACH, Florida, Lodge home was a busy place when 500 citizens, mainly Elks, made blood donations to Mt. Sinai Hospital under the supervision of Bank Chairman Dr. M. B. Carlin, a member of the lodge. Here, Miss Elaine Velzer of the Juvenile Bureau of the city's Police Dept., takes a series of tests prior to making her donation.

UTILIZING INGENUITY, youthful Brockport, N. Y., Lodge, No. 2110, has increased its charity fund by more than \$1,000 in two hectic, but profitable, days.

The idea was born following the death of a prominent Main Street grocer who had served the community for more than 50 years in one of the few old-time grocery stores remaining in that area. Members of the six-month-old lodge became interested when they learned the stock and fixtures would be sold to settle the estate. The lodge officers held a special morning session, obtained an option until the next morning to purchase the inventory and furnishings for \$1,500. At the lodge meeting that night the plan was approved enthusiastically and the store belonged to the lodge after a \$200 deposit the next morning.

That weekend, the cleaning and dusting of the merchandise and a general markdown of prices were undertaken by the inexperienced Elk-clerks; a quick advertising campaign resulted in a line of customers prepared for the opening of the store on the first of the three-day sale.

Surprisingly, the first day's receipts approximated \$2,200; the second day found so little remaining on the shelves that it was decided not to reopen for the third day. What was left filled about 20 baskets for needy families.

TWO THOUSAND SILVER DOLLARS were presented recently to the Wyoming Society for Crippled Children and Adults by the Elks of Sheridan, Wyo., Lodge, No. 520, and their ladies. The gift was accepted by Miss Marge Hurst, Executive Director of the Wyoming organization, with Exalted Ruler William A. Springer and Mrs. Stanley Greenhalgh making the presentation.

The money was realized through the fourth annual Gymkhana, a joint endeavor on the part of the Elks and their ladies, held at the ranch of Kelly Howie who volunteered his property for this purpose.

The Gymkhana, which means a "meeting for athletic contests, mainly racing", drew a capacity crowd of rodeo fans from Wyoming and Montana. The event is actually a day-long affair opening in the morning with horsemanship contests for children and teenagers. Calf-roping and other rodeo events which lure hundreds of fans get under way early in the afternoon and continue until the top finalists have won their spurs. Throughout the day, refreshments are sold by the ladies with the sales receipts added to the charity bundle.

THE LARGEST MASS DONATION of blood ever to take place in the southeastern part of the country occurred under the



WAUSAU, Wisconsin, Lodge honored Miss Lynn Manicke recently at a dinner party when the young lady received a \$600 Elks National Foundation Award from E.R. Verne Rounds. Looking on are, left to right, P.E.R.'s A. W. Kowalchuk and Ben C. Schuck, Mrs. Manicke and Mr. Manicke, and State Pres. Jack Froom.



IRONWOOD, Michigan, Elksdom welcomed one of its members when D.D. Fred J. Michetti paid his homecoming visit there. Left to right are Esq. Tony Krizmanich, E.R. Earl Minkin, initiates S. J. Davey, Harvey Seeley and John Tibaldo, D.D. Michetti, Past State Pres. R. A. Burns and P.D.D. S. A. Jones.

auspices of Miami Beach, Fla., Lodge, No. 1601, just before Thanksgiving.

According to Dr. Mark Cirlin of Mt. Sinai Hospital's Blood Bank, and Edward T. Newman, Chairman of the Elks Blood Bank Committee, over 500 pints of plasma were received for hospital use.

The lodge home had the appearance of a wartime field hospital with doctors and technicians handling the steady line of donors. What was expected to be a five-hour activity went well into the early hours of the following day.

Members donated turkeys and local restaurants donated chicken dinners to increase the interest in the activity. A staff of about 50 Elks conducted the entire operation from start to finish, among them many of the lodge officers including Exalted Ruler Murray Sheldon.

This is an annual project of Miami Beach Elksdom, with the 1958 record of 96 pints put way back in the shade.

CRESTON, IOWA, Lodge, No. 605, initiated the largest class in its recent years when 50 men took the obligation in the presence of District Deputy Robert Weichman and State Assn. President Leo Gardner.

Exalted Ruler David Rissler conducted the ceremony which was followed by a dinner for 120 guests.

Creston Lodge has just voted to rejoin the Iowa Elks Association, thereby bringing lodge participation in the State organization to 100 per cent.

The members of this lodge have been very active lately. A family dinner it sponsored not long ago realized \$135 for charity. About 350 persons were served at the affair.

THE SECOND OLDEST RACES in this country are the annual Thanksgiving Day races conducted by Cincinnati, Ohio, Lodge, No. 5. This year marked the 50th anniversary of these competitions which start at Fort Thomas Veterans Hospital in Kentucky, through Newport and across the Ohio to the finish line in front of the lodge home. Two runners, Steve Takesky and Nick Kitt, ran a dead heat in the six-mile running race. Jack Blackburn, rated as one of the top three walkers in the country and representing the Ohio Track Club, broke his 1958 record in the six-mile walk. His mother, Corinn, also participated in the walk. Frank Geraci, 65 years old, was another competitor for his 20th year.

These well-publicized races are acclaimed by the National AAU as second only to the Boston Marathon as the country's oldest race. Olympic champions who have won the run over the half-century include Russel Paine, Clarence Demar and James Whitaker. James Denman, another Olympic titlist, won the walk in 1957.



POMPANO BEACH, Florida, Lodge's check for a \$1,000 Elks National Foundation Certificate is presented to D.D. O. Ralph Matousek, left, by E.R. W. J. Patrick. Several months ago, the lodge made a \$1,021 gift to the Harry-Anna Crippled Children's Home.



PLATTSBURG, New York, Lodge sponsored a group of representatives to the State Youth Conference at Albany in preparation for the White House Conference of young people for 1960. Pictured are, left to right, Elks Youth Committee Chairman C. E. Santor, and Ann Richardson, John Farewell and Gilbert Murray, the high school students who were sponsored by the lodge.

ARKANSAS' newest branch of the Order was instituted early in December when Rogers-Bentonville Lodge No. 2144 came into being. Fayetteville Elk officers initiated the Charter Member Class following the institution conducted by District Deputy James M. Vaughan and officers of Hot Springs Lodge. Mayor Harold Roberts of Rogers gave the welcoming address at the banquet which preceded the ceremony, and Exalted Ruler L. G. Burrell of Fayetteville Lodge served as Toastmaster. The new lodge was organized through the efforts of Mr. Burrell and Special Deputy Charles F. Lilly, with the experienced assistance of Chairman Bert Wysor of the Grand Lodge Auditing Committee.

Following the election of the Charter Officers who were installed by State Association President Victor Wilder, Past Grand Exalted Ruler Earl E. James delivered a most informative indoctrination address.

HIGHLIGHTING the opening ceremonies of a three-day celebration of the 50th Anniversary of Wapakoneta, Ohio, Lodge, No. 1170, was the initiation of a class of 55 candidates, the largest in recent years. These ceremonies were conducted in the presence of many Elk luminaries, with E. Gene Fournace of the Grand Lodge Youth Activities Committee as the featured speaker. Other officials who spoke briefly included State Assn. Pres. D. S. Goldschmidt and Past State Presidents Charles Schmidt and L. A. Kuenzli.

The celebration continued with a fish fry for members of the lodge, climaxed by an Anniversary Ball. As part of the observance Herman Piel received an Honorary Life Membership in his lodge.

SOMETHING NEW in inter-state, inter-lodge visitations in New England took place when 30 members of Westfield, Mass., Lodge, No. 1481, traveled to Vermont to be the guests of Hartford Lodge No. 1541 for the weekend.

Activities enjoyed during their stay included a football game at Dartmouth College, with a supper-dance at the home of Hartford Lodge in the evening. On the following afternoon, a team of Past Exalted Rulers from Westfield initiated a class of candidates for their hosts and then were treated to a typical New England banquet of corned beef and cabbage.

The highly successful event was arranged by District Deputy Peter Hall of Hartford Lodge and Westfield Past Exalted Rulers Odias Emard and Reign Rix, as well as current officers of both lodges involved.

Among the dignitaries on hand were Massachusetts State Vice-Pres. Thomas Gibbons and Vermont Past State President Melvin W. Moore.



LACONIA, New Hampshire, Lodge's new lodge room and remodeled home were dedicated recently. Participating in the program were, left to right, foreground, Charter Members Col. E. S. Tilton and W. S. Wallace, U.S. Senator Styles Bridges, P.E.R. of Concord Lodge, and 51-year-member M. J. Carroll. Standing are, left to right, Past State Presidents F. E. Normandin, and Edward Govangeli, Massachusetts Elks Past Grand Exalted Ruler John F. Malley, Grand Trustee E. A. Spry, Chairman John E. Fenton of the Grand Lodge Judiciary Committee, and Past State Pres. Wilfred J. Paquet, N. H. State Pres. Ralph Rosa, and P.E.R.'s Donald W. MacIsaac and Trustee Wm. H. Nadon.



WESTBROOK, Connecticut, Lodge celebrated its 10th anniversary by burning the mortgage on its home. Pictured are, left to right, P.E.R. James Bombaci, Trustee William Economy, E.R. John Holbrook, Jr., and Trustees Fitz Dibble and Morris Austin.



GRIFFIN, Georgia, Lodge raised \$3,000 for "Aidmore", the State Elks Crippled Children's Hospital, at its annual Trust Fund Banquet. Pictured when the presentation was made are, left to right, foreground, Robert G. Pruitt of the Grand Forum, Pres. of "Aidmore", Inc.; "Aidmore's" Exec. Dir. Al Koch; Mrs. C. J. Williams, wife of the late founder of the Trust Fund Banquets, and E.R. Charles H. Kite. In the background are Committee Co-Chairman C. E. Pruett, D.D. Geo. C. Imes, Jr., of the State Trust Fund Committee, Mrs. Angelyn Patterson of the Elks ladies who furnished the entertainment for the banquet and lodge Secy. F. D. Hunt. Co-Chairman H. D. Grissom was not present for the photograph.



CARLSBAD, New Mexico, Lodge welcomed D.D. James N. Bujac on his official visit when the entire panel of officers presented \$100 pledges to the lodge's Elks National Foundation Chairman P.E.R. R. J. Cunningham, and a class was initiated in honor of State Pres. LeRoy Ramirez. Pictured are, left to right, foreground, D.D. Bujac, E.R. R. J. Boyd and Pres. Ramirez; background: initiates W. R. Brown, L. M. Bynum and Lee Roy Jones.



NEW HAVEN, Connecticut, Lodge's Elks National Foundation Committee was photographed at the program it held to help the lodge purchase its second \$1,000 Foundation Certificate. Left to right, foreground, Treas. Dean Hunt, E.R. Eugene Sheil, P.E.R. and Chairman Clarence Hennessey and P.E.R. William Hunihan; background, James Carton, Capt. Anthony Teta, Est. Lect. Knight Donald Maloney, Thomas Collins and William Jaspers.



WINCHESTER, Virginia, Lodge recently welcomed three representatives of the third generation of the Huntsberry family into its ranks. Pictured on that occasion were, left to right, E.R. Huntsberry, Jr., P.E.R. Walter Huntsberry, an Elk since 1903, James W. Huntsberry, E.R. Charles Bish, Charles R. Huntsberry and E.R. Huntsberry, Sr., an 18-year-Elk.



SUFFOLK, Virginia, Elkdom's State Ritualistic title-winners include, left to right, Jack Chapman, Est. Lect. Knight; Paul L. Haynes, Est. Lead. Knight; G. S. Hobbs, Jr., E.R., and A. H. Clark, Est. Loyal Knight, both of whom also won All-State honors; Charles M. Ward, Chaplain, and Patrick J. McLaughlin, Esq. Not pictured is Inner Guard G. P. Jackson.

LODGE NOTES

Congratulations are in order for Wm. S. Gould whose 88th birthday was marked on November 21st. Mr. Gould is serving his 65th term as Secy. of Scranton, Pa., Lodge which he joined in 1893. He was made an Honorary Life Member in 1911. Two years ago he retired as Secy. of his State Elks Assn. after serving 41 consecutive terms.

Speaking of birthdays, about 150 persons gathered at the home of Decorah, Iowa, Lodge on November 19th to celebrate the 100th birthday of its only living Charter Member, Dr. F. W. Conover. Messages of congratulations came from dignitaries all over the country, chief among them a wire from President Eisenhower. Although the Doctor was unable to attend the program, it was recorded on tape and played back for him at his home. A special guest on this occasion was Charlie Stinson of Walla Walla, Wash., who was initiated 61 years ago during Dr. Conover's term as Exalted Ruler.

Another birthday worth mentioning this month occurred when M/Sgt. George J. Hunt of Bergstrom Air Force Base in Austin, Texas, celebrated his 71st. Although the Sergeant is a member of Brownsville, Texas, Lodge, he

is also an active "Associate Member" of the Austin branch of the Order since he has been stationed at the Base there. One of the honors conferred upon him was the title of "Honorary Citizen of Texas," presented to him by a delegation of Austin Elks on behalf of Gov. Price Daniel who is also a member of the Order.

Past State Pres. Raymond L. Wright reports fine progress for Mainland, Texas, Lodge. Instituted through the efforts of Grand Lodge Committeeman Carl R. Mann and Past Exalted Ruler Phil Cleator and Frank Harling of Galveston Lodge, as well as Mr. Wright, two months later this lodge welcomed District Deputy P. Walker Henckell on his official visit and initiated a class of 46 candidates to bring its roster to over 500 members.

Pascagoula, Miss., Lodge is very active. Recent successes included a family banquet, several teen-agers' dances and a fashion show and luncheon attended by 265 women. These Elks sponsor a Little League team which has taken the local title four times out of six under Coach C. W. Peterson and Mgr. Charles Nelson. A Boy Scout Troop is the latest undertaking.

Edwin R. Bayliss, Honorary Life Member of Ferndale, Mich., Lodge since 1945, passed away recently. He would have been 90 years old on January 17th. Well known throughout his State, Mr. Bayliss was initiated into Bessemer, Mich., Lodge in 1918, transferring to Ferndale in 1934. After serving that lodge as Secy. for 22 years, he retired in 1958. He is survived by two daughters, eight grandchildren and 11 great-grandchildren.

Weehawken, N. J., Lodge entered a spectacular "Birthday Cake" float in the Township Centennial Parade.

Quincy, Mass., Lodge's Exalted Ruler John M. Barry recently presented its \$1,200 check to Mayor A. A. Della Chiesa to furnish a two-bed unit in the new addition to Quincy Hospital.

A few days later, 500 Elks gathered at the lodge home for the homecoming visit of District Deputy Joseph E. Brett. One of the 30 candidates initiated at the time was Mr. Brett's son-in-law.

Euclid, Ohio, Lodge, in conjunction with the local Teachers' Association, played host at a gala dinner for 70 new teachers of the Euclid School System. Approximately 150 people attended the dinner welcoming the instructors.



PASCAGOULA, Mississippi

... PASCAGOULA, MISS., Lodge's 1st annual family party drew 200 persons, including members, their wives and children, as well as other relatives. P.E.R. Tom Dawson was the principal speaker and E.R. William J. Terry was Master of Ceremonies for this very well-received program which included dinner and entertainment.

... DAYTON, OHIO, Lodge honored State Pres. Dr. David S. Goldschmidt with a banquet and the initiation of a special class. Photographed at the speakers' table are, left to right, Past State Pres. Chas. J. Schmidt, D.D. Harold M. Scott, Dr. Goldschmidt and E.R. John A. Ryan.



DAYTON, Ohio

... BELOIT, WIS., Lodge made another important contribution to the local hospital with the presentation of the Bird negative-positive pressure unit, a life-saving device which performs emergency artificial breathing for a patient. Hospital Adm. Mrs. Mary Evans demonstrates the \$550 machine with the assistance of Nurse Betty Bergman. Looking on are, left to right, E.R. Theron Vickerman, Elk Trustees Pres. Mike Wardlow and City Mgr. A. D. Telfer.



BELOIT, Wisconsin



LIBERTY, Texas

... LIBERTY, TEX., Lodge's E.R. E. B. Farris, Jr., stands at right with Grand Lodge Credentials Committeeman Carl R. Mann, left, at the Kick-Off Dinner for the Fund Drive of the Muscular Dystrophy Foundation, founded in Liberty by the Misses Nadine and Sallie Woods, foreground. The Elks are ardent supporters of this Drive.



DOWAGIAC, Michigan



NEW ORLEANS, Louisiana

... DOWAGIAC, MICH., Lodge's only surviving Charter Members got together for the first time in years. They are 90-year-old George Chapman, left, and 79-year-old Fred Kline, both 57-year Elks.

... NEW ORLEANS, LA., Lodge's E.R. Lloyd Adams, left, presents an American Flag to Judge Paul E. Chasez, a P.E.R. of the lodge, at the dedication of the new Civil Courts Building.

... BRAZIL, IND., Lodge, marked the visit of D.D. James Hyland by presenting to him a \$700 check for the Indiana Elks Assn.'s Cancer Research Program. Left to right are E.R. Dr. Ray Mienheartt, Secy. Alfred Bradshaw, D.D. Hyland, Est. Lead. Knight Wm. F. Crabb and P.E.R. Stanley Schopmeyer.



BRAZIL, Indiana



LUBBOCK, Texas, Lodge has broken ground for a \$124,000 home. P.E.R. Hubert Griffin, a Trustee of the lodge and Chairman of the Building Committee, wielded the shovel; D.D. T. O. Wilkins delivered the principal address on this occasion; P.E.R. and Trustee Clyde Barger served as Master of Ceremonies; E.R. C. T. Richardson represented his Brother Elks, and Mrs. Clay Barger represented the Elks' ladies. Pictured with these participating officials is the Boy Scout Troop which the lodge sponsors.



HAMBURG, New York, Lodge's second annual Elks Night at Buffalo Raceway produced a nice sum for the charity programs of West Dist. lodges. Pictured with the winning horse in the feature race were, left to right, Raceway Asst. Secy. Jerry Monahan, Fair Nedra and her driver, Elk Tom Dufford, D. D. Raymond Barnum, P.D.D. Gordon McKay, Hamburg E.R. Charles Christmann, Chairman P.E.R. Dr. Francis Stone, P.D.D. William Wean and Elk Trustee Paul Keim, Racing Secy. for the track.



ESSEX FIELDS, New Jersey, Lodge's newly organized group of young musicians, complete with two Drum Majorettes, was photographed at the lodge home, wearing their handsome new uniforms.



FOSTORIA, Ohio, Elkdom is proud of this class. Of the 24 candidates, 18 are sons of Elks. With them are lodge officers led by E.R. Robert Gillig, fifth from left, foreground.



LONGMONT, Colorado, E.R. Don Schofield, left, foreground, presents the final \$1,000 check on his lodge's pledge to Community Hospital to its Treas. Mrs. Reggie Blatt and Pres. Milton Nelson of its Directors. Standing, left to right, are Elk Trustees Chairman Henry Dirks, State Pres. Wm. R. Brennan, Est. Lead. Knight Lloyd Viers and Chairman Oscar Wikholm of the Hospital's Fund-Raising Committee.



BELLEVILLE, Illinois, Lodge held an awards program not long ago when scholarships were presented to Roger Koesterer and Patricia Hayes; five copies of J. Edgar Hoover's "Masters of Deceit" went to each of the three local high schools, and a check was presented to the Parents Group for Retarded Children, represented by Ben Reissen, left. P.D.D. R. E. Costello, Jr., right, made the presentation. A similar check went to the Cerebral Palsy Fund. Also pictured are high school students Judy Zacharski, Kenneth Arnold and Gary Orr who accepted the FBI Chief's books.



LONG BRANCH, New Jersey, E. R. Robert Olivadotti is pictured with the winners in his lodge's first Coaster Derby. They are, left to right, Glenn Morris, 12, winner in the lightweight division; Bonnie Baker, 11, medium-weight winner, and Claude Sparks, Jr., 7, heavyweight winner who also won prizes for making the fastest time, and having the best looking car.



LEWISTON, Idaho, Elk leaders welcomed the officers of MOSCOW Lodge recently when both official groups became Participating Members in the Elks National Foundation, along with D.D. Roscoe L. Williams, several members and four Lewiston P.E.R.'s. The new Participating Members pictured here offer their action as a suggestion that all lodges might follow.

You will ENJOY pleasant, vigorous **VIBRATORY MASSAGE** with the Genuine **Battle Creek HEALTH BUILDER**



for the Home, for Athletic Clubs, for Reducing Salons—for MEN and WOMEN!
 Enjoy the relaxing, stimulating benefits of efficient vibratory massage! Health Builder gives you pleasant, scientific deep-tissue manipulation — "at the snap of a switch." Helps weight and figure problems, muscle-toning, blood circulation. Widely used in Health Institutions. Built for years of service—fully guaranteed. WRITE today for literature and new booklet. "BE GOOD TO YOURSELF!"

Battle Creek EQUIPMENT CO.
 Battle Creek Z-15, Mich.



GET YOUR COPY



Day-n-Night Mailbox Marker . . \$1.95

Your name (or any other wording you want, up to 17 letters & numbers) appears on both sides of your Day-n-Night Mailbox Marker—in permanent raised letters that shine bright at night! Fits any mailbox—easy to install in a minute. Rustproof—made of aluminum; baked enamel finish; black background, white letters. Your marker shipped within 48 hours. Satisfaction guaranteed or money back. Only \$1.95 postpaid from

SPEAR ENGINEERING COMPANY
 387 Spear Bldg. Colorado Springs, Colo.

New Way to Sleep



Tee-PJ's resemble a T-shirt, but are over a foot longer. Rib-Knit, soft combed cotton. Gives when you move, eases up when you relax. No bind, no bunch, no chafe, no buttons! If not most comfortable sleeper you've ever worn, return within 7 days for full refund and we send you regular T-shirt FREE!
 S (34), M (36-38), L (40-42), XL (44-46, for weight over 180 lbs. and/or over 6 ft.)
\$2.25 ea. 3 for \$6
 NOW! Tee-PJ's available in long sleeves with knit wristlets.
\$3.25 each 2 for \$6
 Available only by mail
WITTMANN TEXTILES
 6505 S. Dixie, Dept. 489
 WEST PALM BEACH FLORIDA

QUICK DRAW
BUSCADERO BELT & SIXSHOOTER
\$16.95 COMPLETE



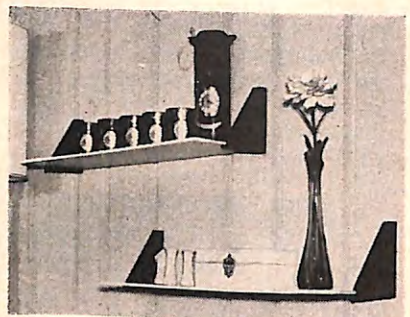
You receive a complete outfit including one top grain cowhide quick draw holster with leg tie and wide buscadero buckle-on belt also of top grain cowhide. Include waist measurement and right or left hand with order. Purchase price also includes one original W&S six shooter. These guns are about 50 years old and they have seen service. However, we guarantee that they are mechanically perfect in every respect, with clean, sharp bores. They are in regular U.S. .45 caliber with ammunition available in every sporting goods store. This outfit will give you the same shooting fun and practice as a \$150 rig. Buscadero belt is our own make and this complete set of gun and belt is a \$30 value.
COMPLETE SATISFACTION OR YOUR MONEY BACK.
 TO ORDER: Send check, cash or M.O. \$5 deposit for C.O.D. Shipped Exp. Coll. F.O.B. Los Angeles. Enclose signed statement: Am not alien, never convicted crime of violence, not under indictment or fugitive. Am 21 or over. Mass., Mo., Mich., N.Y., N.J., N.C., R.I., Omaha, N. Orleans, require permit. In Calif. order thru local dealer. Dealers inquire.
THE ELLNER CO. Dept 20E
 1206 Maple St., Los Angeles 15, Calif.



ELKS




DAZZLING AS A DIAMOND and just as white, the Kenya Gem is a true, man-made miracle. And more amazing is its low price . . . only \$39 for a 1-carat gem. Any size gem can be set in a style of your choice; for instance, "The Nominee" shown above with a 1-carat gem is \$92.00. Write for free illustrated booklet. Kenya Gem Corp., Dept. EL, Philadelphia 44, Pa.



PAIR OF SHELVES. Pretty and practical, these shelves are so easy to hang, so handy for displaying knick-knacks, books or what have you. Pre-cut and pre-slotted, they're assembled in seconds without tools. Brackets are select 3/4" walnut or pine; shelves are chalk-white masonite, 2' long. Set of 2, \$5.95 plus 87¢ post. Contempo House, Box 97, Dept. E, Calabasas, Calif.



COFFEE COATS OF PRETTY PAISLEY for mother and daughter. 100% polished cotton coats have handy front sash closing, 3/4 length push-up sleeves, extra full skirt. Washable. Choice of lipstick red or blue; trimmed in solid contrasting piping. Mother's sizes 10-20, 14 1/2-24 1/2, \$4.95; daughter's sizes, 7-14, \$3.98. Add 25¢ post. Old Pueblo Traders, Box 4035, Dept. ELR, Tucson, Ariz.



FLY LIGHT with Flite-Light Luggage. Three handy lightweight pieces . . . 24-in. Weekender, 21-in. Overnighter and 18-in. Quickie . . . in red MacGregor plaid with sturdy wood frames, water-repellent linings, solid molded handles and polished brass hardware. All 3 pieces are \$14.95 plus 10% tax, shipped exp. coll. Barilen Corp., 11 E. 47 St., Dept. 1407, New York 17.

Except for personalized items, there is a guaranteed refund on all merchandise returned in good condition within 7 days.



SNOOTY CAR PLAQUE—\$1.49. If he takes pride in his car—get him custom-made Car Plaque. Shiny 3"x1" nickel Plaque is deeply etched with an official-looking: "This Car Made Especially For (any name you want)." Removable self-adhesive back attaches to dashboard. **Guaranteed!** Specify name. \$1.49 postage paid. Sunset House, 298 Sunset Bldg., Beverly Hills, Calif.

221 STAMPS 25¢
 plus 88 FLAGS OF THE WORLD plus PLANET MAIL SHEET



Look what you get for only 25¢! You get the stamps shown here — plus Indonesia "Wild Cow" Stamp, Germany "Sputnik", Transvaal King Edward (over 50 years old), French Antarctica bird set, St. Pierre, Grand Comoro, etc. Total 221 stamps — all different! You also get 88 Flags of the World in full color — plus unique Planet Mail Souvenir Sheet. All this for 25¢ to introduce our Bargain Approvals. Midget Encyclopedia of Stamps included FREE.
Send 25¢ Today. ASK FOR LOT FR-20
 ZENITH CO., 81 Willoughby St., Brooklyn 1, N.Y.

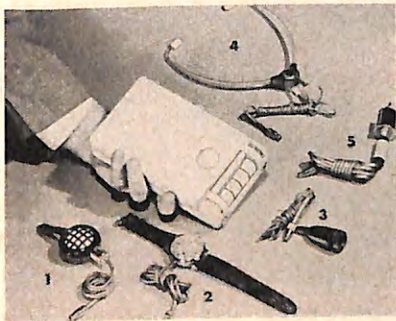
FAMILY SHOPPER



A PET TO PLEASE? Treat him to new Chaperone Flea Seat Pad. Wonderfully warm, soft pad is treated with a safe ingredient that kills fleas while Fido sleeps. Removable orlon-acrilan cover is washable. Regular 14" x 28", \$4.95; Super 28" x 36", \$6.98; King Size 36" x 48", \$12.90. Cat Pad, 14" x 18", \$3.95. All ppd. Sudbury Laboratory, Dept. E, Sudbury, Mass.



MAGNIFICENT MOONBALL. This is an excellent reproduction in plastic relief of the known side of the moon. Everything is shown in scale from the dips of the craters to the raised mountain sections. Important facts are listed. It's in bright silver and measures a big 20" around. With identifying map, only \$2.95 ppd. Davis Scientific Co., 509 E. 80th St., Dept. EK-2, New York 21, N.Y.



POCKET WIRE RECORDER. Used internationally by businessmen and police, it records 4 hours through grill (1), wrist watch (2) and telephone (3) mikes. Plays back through earphones (4), radio or phono attachment (5). Pushbutton operated; German-made; weighs under 2 lbs. About \$269.50. For free brochures, Lincoln Electronics Inc., 1306-EK Lincoln Bldg., 60 E. 42 St., N.Y. 17.



SPLIT HEART KEY CHAINS for you and your "better half". Halves are hand-pierced and match-mated to fit only each other. First names and that special date are engraved on face of 1 1/2-in. dia. heart. Set, in sterling silver, \$6; 12 kt. gold-filled, \$7; 14 kt. gold, \$50. Incl. engr., tax and post. 1 wk. air delivery. Wayne Silversmiths, 546E So. B'way, Yonkers, N.Y.

Merchandise shown on these pages can be ordered direct from the companies listed. Enclose a check or money order.

Giant Tropical Plant Lights



FACTORY OFFER

only **\$9.95** post paid

Striking indoor—dramatic outdoor garden light!



Beautify any room with this life-like giant two-foot wall lamp. Handsomely sculptured in hi-impact styrene, comes complete with lamp, extension cord, and variable switch... bright for indirect room lighting, soft for romantic glow on any wall. For indoor or outdoor use—beautiful point of interest patio or garden light. Satisfaction guaranteed. Send \$9.95 to: S & R RESEARCH, Box 16-A, San Gabriel, California



COMFORTABLE WEDGE SHOE.....\$6.95
Soft glove leather—Cushion Crepe Sole Casual—a delight to wear. Zig-Zag design in White, Saddle Tan, Red, Turquoise, Beige and Black. Sizes 4-10 Medium, 5-10 Narrow, 1/2 sizes too. \$6.95 Same shoe with Higher Wedge in White, Beige and Turquoise. 4-10 Medium, 5-10 Narrow.....\$7.95
Add 35c postage each pair

Send Check, cash or M.O. For COD's send \$3 deposit

OLD PUEBLO TRADERS Box 4035, Dept. EZ5 Tucson, Arizona

For Those Who Do Not Want

GREY HAIR

Now **Top Secret's** amazing scientific formula gives a natural looking color to faded or gray hair... makes you look years younger! **Top Secret** does not streak or injure hair, does not wash out.



"I noticed results after just a few applications," says Jan Garber, Idol of the Airlines. "Top Secret is easy to use—doesn't stain hands or scalp. **Top Secret** is the only hair dressing I use."

Time-proven **Top Secret** has been used by famous personalities for years.

Send \$5 (Fed. Tax incl.) for 6 oz. plastic container convenient for traveling, too. Ppd. No COD's, please. Money back if not delighted with results of first bottle! **Albin of California**, Room 24-91, 3100 Vanowen St., Burbank, Calif.



Mrs. Douglas J. Baldwin
1926 Apple Valley Road
Rockland, Connecticut

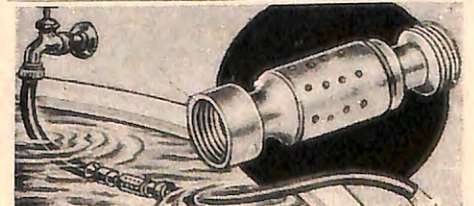
500 PRINTED NAME & ADDRESS LABELS - 25¢

500 gummed economy labels printed in black with ANY name and address, 25¢ per set! In two-tone plastic gift box, 35¢ per set. 5-day service.

DE LUXE GOLD-STRIPED LABELS—500 FOR 50¢
Superior quality paper with rich-looking gold trim, printed with ANY name and address in black. Thoughtful, personal gift, perfect for your own use. Set of 500, 50¢. In two-tone plastic box, 60¢. 48-hour service.

Walter Drake

2302 Drake Building
Colorado Springs 10, Colo.



PUMP WATER DRY—SAVE MONEY

SUCT-DRI
Only **\$2.75**

postpaid

MEDFORD PRODUCTS, Dept. EL2, Box 39, Bethesda, N.Y.

Without electricity or moving parts this suction drainer pumps 300 gallons of water per hour from flooded cellars, pools, trenches, washing machine, etc. Just attach with a garden hose to any screw-type faucet, attach another section of hose to the discharge end, turn on the water and it goes to work. Mail your order today.



FOLDING BACK REST

Ingeniously improved Folding Back Rest gives you the joy of sitting-up support when you read, eat, doze or watch T.V. Provides 3 positions, especially selected for maximum comfort. Anchored by non-skid base. Elastic strap holds your own pillow where you want it. Folds "tuck-away" flat. Conveniently light, Wood grain finish. Gifts mailed direct. We ship immediately for only \$3.98 postpaid.

MONEY BACK GUARANTEE

BETTER SLEEP, INC., Dept. 469
New Providence, N. J.



WRITE FOR NEW
FREE!
STYLE BOOK

36 Styles
Unmatched
Selection

**YOUR OLD FUR COAT INTO \$22.95
NEW CAPE • STOLE • JACKET**

MORTON'S remodels your old, worn fur coat, jacket or cape into a glamorous new fur fashion for only \$22.95. Includes restyling, new lining, interlining, monogram, cleaning, glazing. Order from **MORTON'S**, World's Largest Fur Restyling Service. Get selection unmatched (36 styles), greater value. Styling praised by Harper's Bazaar, Glamour, other fashion leaders. Send No Money! Just mail old fur, state dress size, height. Pay when new restyled fashion arrives.
Or write for Morton's new 1960 Style Book.
MORTON'S, Dept. 45-B Washington 4, D. C.

FREE! AIRMAILS



Fabulous collection of all-different genuine foreign Airmail Stamps from remote corners of the world — Africa, Europe, Exotic Orient, everywhere! World's Largest Airmail, Flying Doctor, Bomber, \$2.00 Helicopter, many others. PLUS Collection of thrilling Space-Age stamps . . . Sputniks, Jets, fantastic Moon Rocket stamps. Both of these remarkable collections — containing stamps worth up to 25c each! — for only 10c to cover mailing costs. Extra: Other sensational stamps for your free examination, plus Big Bargain Catalog. Rush 10c today to:
Jamestown Stamps Dept. F20EM, Jamestown, N.Y.

SHAVER SALE!

Electric Shavers, brand new, factory fresh and fully guaranteed. All of these shavers are the latest model and are complete with all attachments exactly as sold in all stores. Our price is your complete cost, we pay the postage!

MEN'S MODELS	VALUE	OUR PRICE
RONSON—C-F-L	\$20.00	\$11.95
NORELCO—SPEEDSHAVER	\$24.95	\$14.95
SUNBEAM—ROLLMASTER	\$24.95	\$16.45
REMINGTON—ROLL-A-MATIC	\$29.95	\$17.95
SCHICK—3-SPEED	\$28.50	\$17.95
LADIES' MODELS	VALUE	OUR PRICE
LADY SUNBEAM	\$12.95	\$ 8.95
LADY RONSON	\$16.50	\$ 9.85
NORELCO—COQUETTE	\$17.50	\$ 9.95
REMINGTON—PRINCESS	\$17.50	\$10.45
SCHICK—CROWN JEWEL	\$17.50	\$11.75

We mail all orders within 24 hours. We will make a complete refund to you, if you are not fully satisfied with your Shaver. Send check or money order to:

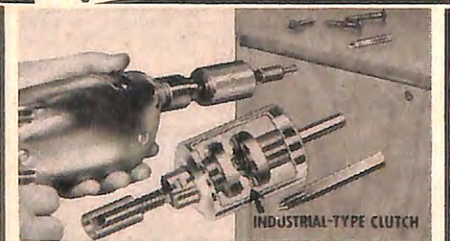
BROOKS, DEPT. 70, BOX 212, ST. LOUIS 66, MO.

GIANT 9' x 12' (108 Sq. Ft.) PLASTIC SHEET 1¢ EA.

Others charge \$1.00 or more for huge 9x12 ft. (108 sq. ft.) tough, durable, transparent plastic sheet, but our price is only One Cent each, when you buy another same size and exactly the same quality sheet for 99c. In other words, you get TWO 9x12 ft. sheets for \$1.00! First quality, not seconds or throw-outs! Protects rugs, furniture, and floors when painting. Perfect cover for cars, boats, buggies, appliances, bicycles, lawn furniture, etc. Make into aprons, tablecloths, lamp shades, appliance covers, etc. Water-proof, grease-proof, dirt-proof, clean with damp cloth. Each cover is full one piece. No seams. You pay Only \$1.00 for TWO 9x12 ft. plastic sheets (plus 10c for postgr.), or \$1.10 in all!

PLASTIC CLOTH, Dept. PL-656, Box 881, St Louis, Mo.

ARCO SCREW-MATIC



Every Elect. Drill a **POWER SCREW DRIVER** EXCLUSIVE! Drives biggest screws perfectly everytime with powerful non-slip **Industrial-type Clutch**. Clutch disengages automatically when screw is driven home. **Special Bit Holder** prevents bit from slipping off screwhead to damage work or hurt operator's hand. **No attachment under \$10 has these 2 important features!** Incl. Phillips Bit & 1/4" Bit for slotted screws. \$5.95 1-Year Factory Guarantee \$5.95
 At your dealer, or order direct postpaid on 2-day Money Back Guarantee. (COD plus post.)

ARCO ARROW METAL PRODUCTS CO.
 Dept. EL-2, 421 W. 203 St., N.Y. 34, N.Y.

100 GOLD INITIALS \$1

R T A

Make your own **MONOGRAMS** or **NAME** with these instant self-adhering **RAISED GOLDEN INITIALS** and personalize ANY item for pennies! Adheres **PERMANENTLY** to **LEATHER, WOOD, PLASTIC, METAL, GLASS, PAPER, CLOTH, CERAMICS**, etc. Looks and feels like expensive **14-K GOLD METAL INITIALS**. Not affected by heat or cold. Personalize your own items or gifts.
KIT OF 100 ASSORTED A to Z INITIALS only \$1.00. Two Kits, \$1.75 ppd. Mailed first class. Money-back guarantee.
IMPERIAL MONOGRAMS, INC., Dept. 106
 150-26 Hillside Av., Jamaica 32, N. Y.

WORLD'S LOWEST PRICED CALCULATOR!

NEW! NEW! NEW!
TOM THUMB ADDING MACHINE
 With beautiful *Leatherette* carrying case.
MADE IN AMERICA BY AMERICANS.
 Beware of cheap imported imitations. **ADDS UP TO ONE BILLION—1,000,000,000. SUBTRACTS—MULTIPLIES—DIVIDES.**
 Mistake Proof—Positively 100% accurate—Lightning Fast—Shock Proof Mechanism—**GUARANTEED FOR YOUR LIFETIME.**
 Ideal for Housewives, Shoppers, Students, Engineers and Tax work. Take it to the Super Market—Save \$ \$ \$ every week. We pay postage if you send check, cash or money order—or just send your name & address and pay postman \$1.97 plus postage. Immediate Delivery—10 Day Free Trial—Satisfaction Guaranteed or money refunded by return mail.
SPECIAL GIFT OFFER 2 Machines for only \$3.49
AGENTS WANTED—Make easy money selling a Top Quality Calculator at our unbelievably low price.
TOM THUMB ADDING MACHINE
 P. O. Box 5066 Dept. F-70 Philadelphia 11, Penna.

write shorthand in just 4 days!

Learn Abreviatix in a few days—increase your writing speed by more than 50% with the shortest shorthand method ever devised. Prepare you for a job in just weeks. Especially good for busy people with limited learning time. Use it for conferences, meetings, telephone conversations—quick, permanent records for future reference. Not a correspondence course. 4 easy-to-understand lessons in one book. Highly recommended. 13th large reprinting—thousands of satisfied users. Manual and Practice Books. Complete course—nothing more to buy—\$2.98 ppd.
Order from Publisher: Fineline Co. (Dept. 557), 303 Fifth Avenue, New York 16, N. Y.
FREE LITERATURE AVAILABLE

CHRONOGRAPH WATCH

FOR THE MAN OF THE HOUR!

Precision workmanship. Rugged Shock-Resistant Case. Radium hands & numerals. Sweep hand. Measures distance. Speed of cars, Planes, Horses and other moving objects. A timekeeper and a Stop-Watch, Telemeter, Tachometer. **TWO YEAR GUARANTEE.** Full operation instructions. 10 day money back guarantee.
3 Dial Chronograph \$9.95 only tax incl.
 Send cash, check or M.O. or C.O.D.
CRYDER SALES CORP., Dept. C-606
 Box 79, Whitestone 57, N. Y.

508 Different STAMPS

CATALOG VALUE \$15 Yours FOR ONLY 35¢

This fabulous offer is made to win new friends for Littleton. 508 different stamps — from all over the world — for only 35¢! Standard catalog value guaranteed to be at least \$15. Imagine the excitement of owning exotic stamps from Nationalist China, the United Arab Republic (shown here), Morocco, Indonesia, Pakistan, and many other legendary lands! Yes, you get a really generous assortment from every continent — for only 35¢ with approvals. (Offer open to adults only.) Simply rush your name and address, and only 35¢ to: **LITTLETON STAMP CO., Dept. EL-2, Littleton, New Hampshire.**

ELKS



CAMEL SADDLE SEAT, styled like an actual camel saddle, is deep-cushioned and comfortable for everyone. This conversation piece is imported from the Near East and made of genuine pigskin (red or natural) with hardwood legs (ebony or blonde). 21 1/4" x 14 1/2" x 15 1/2". \$19.95 plus \$1.00 shpg. chgs. **Scott-Mitchell House, 415 So. B'way., Dept. 5, Yonkers, N.Y.**

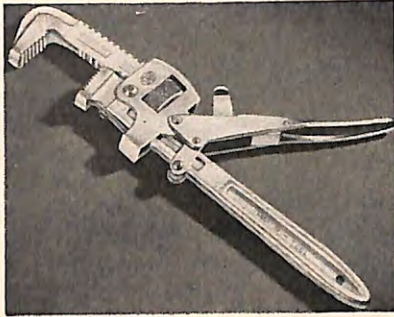


DON'T BOWL with this ball even though it looks just like the real thing. Do plant some pretty greens in it . . . or let it hold a box of cigarettes. In fact, try both, as in the pair shown here—a novel touch for a desk or table. Personalized with any name. \$1.00 each plus 20¢ post. Add 5¢ post. for each additional one. **Stratton Snow, P.O. Box 1898, Dept. E2, Delray Beach, Fla.**



CORNERSTONE FOR YOUR HOME can now be molded in a 12" x 12" x 1" plastic, shield-shaped mold that reads "The Home of (your name up to 11 letters)" and bears house number, horseshoe design, chipped stone background effect plus dry color. Uses about 20¢ worth of prepared cement mix. Print name, number, color. \$5.00 ppd. **Anson, 1901 S. 12th St., Dept. E, Allentown, Pa.**

FAMILY SHOPPER



NEW GRIP WRENCH. Home workshop-
 per will appreciate this really remark-
 able tool, the first clamp wrench ever
 made. Clamp at side locks wrench head
 with 2,000 lbs. gripping pressure. Fine
 as lock or pipe wrench, clamp or port-
 able vise. Nickel-plated steel. Made in
 Germany. 10" wrench, \$2.95; 14"
 wrench, \$4.50 ppd. Lee Products, 103
 Park Ave., Dept. EK-2, New York 17.



CIVIL WAR MARINE INSIGNIA. Found
 in an old uniform warehouse, these
 have been mounted on 10" polished
 wood plaques with several brass hat
 buttons. Emblem is on old-pattern red,
 blue, gold shield. Red worsted shoul-
 der epaulette has brass button, Marine
 emblem. Authentic and striking. \$4.95
 ppd. each. C. Bonner and Sons, 305
 Madison Ave., Dept. EK-2, N.Y. 17.



MYSTERY WATCH is truly a "watch of
 the times." For, instead of hands, it
 has two "satellites in orbit" to tell the
 hour and minute. Handsome watch
 also bears a precision Swiss movement
 and anti-magnetic chrome case. Avail-
 able for both men and women with
 one-year guarantee. \$9.95 ppd. includ-
 ing band. Cryder Sales Corp., Box
 79, Dept. M-71, Whitestone 57, N.Y.



*Send for
 Free
 Style Book*

YOUR OLD FUR COAT INTO NEW CAPE, STOLE. \$22.95 Tax Free

I. R. Fox, fur specialist, restyles your old, worn fur coat regardless of condition, into a glamorous new cape or stole. Remodeling service includes cleaning, glazing, repairing, new lining, interlining, monogram. \$22.95 complete. Send no money! Just wrap up your old fur coat, mail it to us now. Send your dress size and height on postcard. Pay postman \$22.95 plus postage when new cape arrives. Or write for free style book.

I. R. FOX, 146 W. 29th St., Dept. G-30, N. Y. 1

Dog-Gone Fleas!

KILLS FLEAS AND "B.O." WHILE PETS SNOOZE

Rid your dog of fleas, lice, ticks! Swap his scratching for restful sleep! Protect children from flea bites or snapping by tired, flea-harrassed pet. Its soft comfort and cedar aroma entices dog from chairs and rugs, ending soiled cushions, dog hairs and odors. Attractive plaid, mothproof. Has zipper to remove inner pad.

FLEA-SCAT BED

Regular 15x28 in. **\$4.95**

Super 28x36 in. **\$6.98**

King-Size 36x48 in. **\$12.90**

Kittie Cootie Chaser—Similar warm, flea-killing bed for cats, with real catnip aroma. 14x28 in. **\$3.95.**

ORDER TODAY—Send check or money order and save yourself all postal charges.

CHAPERONE Money-Back Guarantee Box 615, Sudbury, Mass.



YOU PLANT THESE POTS - 40 for \$1

Plant summer seedlings, cuttings or slips in these Pots made of pressed fertilizer. They'll get a head start...with faster, stronger growth! To transplant, put Pot and all into the ground! Pots disintegrate — roots grow right through with excellent aeration — with no shock. You need no fertilizer, and much less water. 2 1/4" diameter. Guaranteed to please or your money back!

40 PLANT POTS for only \$1, postage paid. 100 PLANT POTS, \$1.95. Order from Sunset House, 298 Sunset Building, Beverly Hills, California.

OWN • WEAR • ENJOY

Genuine DIAMONDS

For As Little As **\$16.00 DOWN**

YOUR credit is good at Kaskel's. America's Oldest Diamond Discount House serving over 1,000,000 satisfied customers since 1882. Select from hundreds of styles. Bargain prices defy competition. Only 10% down. Illustrated Guide explains Standard Diamond Grading System and Bonded Guarantee that protects you 100%. Send for FREE Buying Guide today. No obligation.

SEND FOR FREE DIAMOND BUYING GUIDE

KASKEL'S • 41 W. 57 St., Dept. 67B, N. Y. 19, N. Y.
 Send Free Buying Guide and advice about diamonds, also details of easy payment plan.

Name.....
 Address.....
 City & State.....



MAGIC 16 FOOT FLOWER CARPET \$1

Just Unroll It... Watch It Grow!

Amazing MAGIC FLOWER CARPET automatically plants a 16-foot garden of premium annuals. Over 1500 pre-planted seeds are impregnated into a 16"x6" carpet. Can be cut to any size. Simply unroll, water, and watch it burst into gorgeous blooms. In 6 weeks you have a close-massed riot of flowers. Marigolds, petunias, asters, poppies, snapdragons, zinnias — more than 25 varieties in all. Guaranteed to give you a prize-winning garden or your money back. Only \$1, postage paid — 3 for \$2.79. Order MAGIC FLOWER CARPET direct by mail from Sunset House, 298 Sunset Building, Beverly Hills, California.



Like Walking On Air!

WALK ON AIR MOCCASINS... handiaced, exquisitely comfortable... with light bouncy foam crepe soles. Choice leather, smartly styled for work or play. Over 223 sizes in stock—purchases can be exchanged. In Red, Smoke, White, Black or Taffytan leather. Guaranteed to delight! Women's full & half sizes 3 to 13. AAAAAA to EEE. Factory to you \$5.95 plus 50¢ post. (C.O.D.'s accepted)

MOCCASIN-CRAFT, 65-EB MULBERRY ST., LYNN, MASS.



FAMILY ARMS

genuinely emblazoned from old records filed under 100,000 British & European surnames. In relief and full colour on immaculate 10" x 12" OAK WALL SHIELDS for mural decoration.

Enrich your home
 Dignify the office

\$15.00 postpaid. Your check is returned if the Arms cannot be traced. School, Ship, Regimental and Air Badges etc. similarly reproduced. Write Britain direct... Dept. 110

HUNTER & SMALLPAGE, YORK, ENGLAND

MEN! WE FIT W-I-D-E FEET!

E to EEEEE Only
 Sizes 5 to 13

Men only. Casual, dress, work shoes that really fit. Top quality, popular prices. Money Back Guarantee.

Not sold in stores

Write Today for FREE CATALOG

HITCHCOCK SHOES, Hingham 11-B, Mass.

Free! NORTH AMERICA PLUS 87 FOREIGN FLAG STAMPS!

SENSATIONAL Get-Acquainted OFFER For stamp collectors and EVERYONE seeking an exciting new hobby. Get this big valuable collection of genuine, all-different postage stamps from Greenland (North Pole!), St. Pierre, Newfoundland, Mexico, United Nations, Civil War Commemorative. Sensational Canada picturing walrus, rare whooping crane, Eskimos, Indians, scarce 1851 train stamp. United States: ancient 19th century; spectacular commemorative—first train, automobile, ship, Wild West, etc. **PLUS** 87 gorgeous flag stamps of 87 different foreign countries! **EXTRA!** Big bargain catalog; booklet, "How To Recognize Rare Stamps"; other exciting offers. Enclose 10c for mailing costs. *Supply Limited. Send Today.*

USE THIS HANDY COUPON

KENMORE, Milford EF-105 New Hampshire
RUSH my FREE North America Collection, Flags, Big Bargain Catalog, booklet, etc. I enclose 10c for mailing costs.

Name

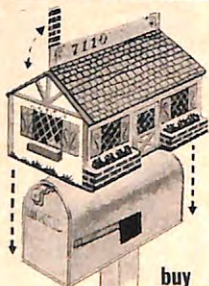
Street

City & State

SLIPOVER HOUSE

Covers your unsightly mailbox in seconds!

Why pay \$1000's for a lovely home and put an ugly mailbox in front? Now you can enhance and give character to your home. Attractive, practical, and convenient. Opens just like your mailbox. End of house opens with the mailbox door. Fits all standard mailboxes. Or fasten to any base and use as mailbox, birdhouse, dollhouse. Your house number on rooftop sign 50c extra. Guaranteed. Send to—



buy direct!
\$4.98 post paid
Don't pay \$10

S & R RESEARCH, Box B-15, San Gabriel, California

An Amazing, Money-Saving Quality Value!

Portable "EIGHT SEATER"

• GAME and CARD TABLES



OUR PRICE
\$19.95
express collect

Why hasn't someone thought of it before? Here's a folding card and game table that seats 8 grown-ups... lets ALL the family join in the fun... brings ALL the boys together for that big poker game! Rugged all wood construction in natural finish, with double locking leg braces to insure absolute rigidity. Overall width 45". Has 8 large compartments for chips, glasses, ashtrays, etc., big 33 1/2" playing surface covered with tough green Durahyde that is scratch, alcohol and heat resistant. Sets up or folds in a jiffy—stores in a closet—turns any odd corner into a "rumpus room!"

FREE! DINING TABLE TOP 45" flat-top of lifetime masonite transforms table into dining table for 8. Wonderful space-saver for the small house—great for parties and family get-togethers!

Send check or M.O. If C.O.D., send \$5 deposit. Money-back guarantee.

SCOTT MITCHELL Inc. Dept. A2
415 South Broadway, Yonkers, New York

FOR TALL MEN ONLY! SHIRTS WITH YOUR EXACT LONG SLEEVE LENGTH



PERFECT FIT IN your big size! Sleeve lengths to 38, neck sizes to 18 1/2! Ivy League stripes, plaids, solid-tones, whites in Sport and Dress styles. New wash-and-wear fabrics! Bodies cut 4" longer than ordinary shirts! Not sold in stores—by mail only! We are America's best-known specialists for **BIG MEN ONLY!** A postcard brings you big color Catalog, FREE! Write today!

BIG FREE CATALOG!

Shoes, size 10AAA to 16EEE! Fine quality in smartest new dress styles. Also sport and work shoes, boots, socks, slippers. All **FOR BIG MEN ONLY!** A postcard brings you big color Catalog, FREE! Write today!

KING-SIZE, INC. 7330 BROCKTON, MASS.

LIVING FENCE



Amazing Fast Growing Red Rose

See the sensational Red Robin Living Fence (Gloire Des Rosomanes) that's sweeping the country! Surround your property with beauty and protection for as little as 12c a foot. Plant this spring, have a vigorous Living Fence bursting with fragrant red roses this summer. Grows up to 6 feet. Not a multiflora. Keeps out intruders, noise. Available only from Ginden Nursery. Send name, address for free full-color landscape book, prices, guarantees, etc.

GINDEN NURSERY, Dept. 3052, San Bruno, Calif.

LURE FISH BY SMELL



NEW! GETZEM is fortified with QUMOX hormone attractant and concentrated food odors fish love. One tube catches dozens of fish. Not an oil that stays on surface. Instead, it disperses, penetrates deep into water. Legal in every state. Only \$1.25 per tube (8 for \$2.95). Six flavors. Indicate choice: Trout, Cat, Carp. Other fresh water, Salmon. Other salt water. 30-day money-back guarantee. Post-paid except C.O.D.'s.

NORKIN LABORATORIES, Dept. EK-20N
809 Wyandotte Kansas City, Mo.

Please remember to print your name and address clearly on your order and include zone numbers for faster delivery.



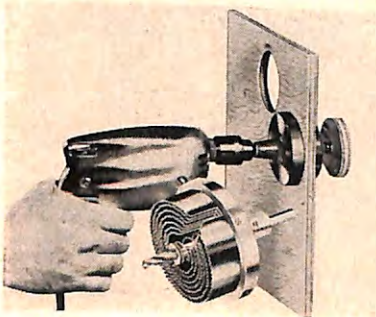
FREE! 100 WORLD-WIDE STAMPS ...just released!

HURRY! SEND TODAY for colorful, valuable collection of 100 World-Wide stamps. Get new issues of past 12 months. From far corners of the world... Ghana, Togo, China, Polynesia, India, Australia, Honduras, Iceland and many others. Wonderful new additions to your collection. All different, all genuine, topicals, pictorials, bi-colors, mint and used. Limited supply. Only one to a collector. Get all these exciting, new stamps FREE, plus other offers for your FREE inspection. Send name, address, enclose 10c for handling and postage. Garcelon Stamp Company, Dept. 2EMX, Calais, Maine.

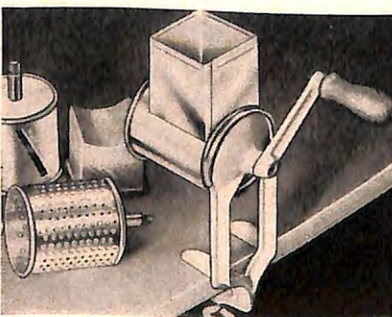
ELKS



SERVE HOT FOODS PIPING HOT. It's easy with the new Hot-Tile Table Trivet. Constant, locked-in, all-over heat of 160° keeps hot foods at their tasting-best. Yet it's specially built not to burn you or the food. Decorative tile rests on a wrought iron stand. Pink or black. 6" square. With cord, \$2.49 ppd. Sunset House, 75 Sunset Bldg., Beverly Hills, Calif.



"ARCO HOLE-SAW" cuts perfect holes in steel, wood, plastic. Slug-ejector pops out discs immediately. Fits any electric drill, drill press, etc. Model 600, \$5.95 ppd., has 4 blades to cut 1, 1 1/2, 2, 2 1/2 in. holes through 3/4" stock. Model 650, \$7.95 ppd., has 7 blades to cut the above plus 1 1/4, 1 3/4, 2 1/4 in. holes. Arrow Metal Products, 421 West 203 St., Dept. EL-2P, New York 34, N.Y.

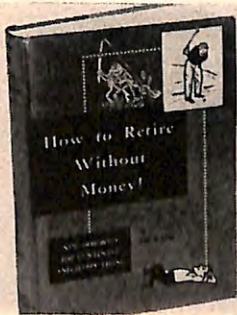


SALAD MAKER AND FOOD GRINDER for only \$1.25! This mighty little machine may be smaller than large bulky grinders but it shreds, chops, grates, peels, slices, waffles and crumbs just as well. And its price is low because it's precision-made in West Germany where overhead costs are less. \$1.25 ppd. L & M Company, Box 881, Dept. E, St. Louis, Mo.

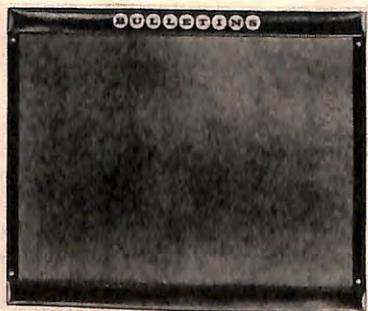
FAMILY SHOPPER



FUR SHAWL COLLAR glamorizes your favorite sweater in a "snap" . . . thanks to special snap-on tape supplied free. Choice of six shades of Natural Mink, \$39.95; Natural Raccoon, \$14.95; Bunny Rabbit in white, blue, chartreuse, red, beige, green or black, \$8.95. All ppd. incl. tax. Ask for information on remodelling old furs too. I. R. Fox, 146 W. 29th St., Dept. E, New York 1.



HOW TO RETIRE WITHOUT MONEY . . . It's no trick to retire *with* money but *without* takes a little ingenuity. This fascinating book tells you what countries to go to and where to get the most for little money—art colonies, islands, bargain paradises. Published at \$4.95. Specially priced for this offer at \$2.95 ppd. Angus Books, 305 Madison Ave., Dept. EK-2, New York 17.



HERE'S A CORKING IDEA . . . pin up your inter-office (or inter-family) messages on this good-looking Cork Bulletin Board. It's attractively bound in washable "leatherlex" in brown, green or ivory and is equipped with brass eyelets for easy hanging. Two sizes: 18 x 12 inches, \$2.00; 24 x 18 inches, \$3.00. Add 25¢ mailing charge. Medford Products, Box 39, Dept. E, Bethpage, N.Y.

SAF-T-BAK

NON-SKID RUG BACKING

Guaranteed to prevent rugs from slipping

FOR SAFETY'S SAKE

- Easy to apply
- Makes rugs lie flat
- Prevents ends fraying
- Increases life of rug
- Stays on in washings no tools needed

AVAILABLE AT YOUR FAVORITE DEPARTMENT STORE OR SUPERMARKET

Pint size \$1.29 ppd.

Quart \$2.29 ppd.

Or send order direct. Check or M.O. only. No C.O.D.'s please.

TESTWORTH PRODUCTS CORPORATION
Box 797, Dept. E-2 Itasca, Ill.



It's EASY to be TALLER

Why be Average?

Now you can be dramatically taller...it's just as easy as stepping into a pair of "ELEVATORS"! These amazing shoes instantly add that all-important height you need to make you a BIG man . . . give you the boost you need to command the respect of everyone! And it's your secret because smartly-styled "ELEVATORS" look and feel like other fine shoes! Give yourself a lift—mail coupon NOW! Send for Free Booklet illustrating 34 styles TODAY!

BROCKTON FOOTWEAR, INC., Dept. 16-20, BROCKTON 68, MASS.

Please send Free Illustrated Booklet and name of nearest dealer. I understand that my inquiry will be held in strict confidence and that no salesman will call.

NAME _____ PLEASE PRINT

ADDRESS _____

CITY _____ STATE _____



THE ORIGINAL AND GENUINE
ELEVATORS
HEIGHT-INCREASING SHOES
"YOUR PERSONAL PEDestal"
TRADE MARK OF BROCKTON FOOTWEAR, INC.

\$3.00 post-paid
Special Factory Offer

Long Barrel
.12 CALIBER

NEW WESTERN HAIG

USES 4.4 MG. POWDER CHARGE

This small bore gun shoots .12 cal. lead bullets fired by small 4.4 mg. powder charge. Not a CO. gun! You'll like the handsome lines, grip, and balance. Western in style, but patented ball and cap action allows this low price. 9 3/4" steel barrel cased in knurled styrene stock, overall 13 1/2". Develop pistol form, accuracy at a fraction of cost of large caliber pistols. Comes with 50 lead bullets. Satisfaction guaranteed. Send \$3 to:

HAIG MFG. CO., Box O-27 Alhambra, Calif.

PARADE FASHIONS
1313 W. RANDOLPH
CHICAGO 7, ILLINOIS

"Whirl-Skirted" Glamour Dress

with Separate Flirt-Ruffled CRINOLINE PETTICOAT!

SIZES FOR EVERYONE:
7 to 17
10 to 20
14 1/2 to 24 1/2
GUARANTEED WASHABLE!

You get both . . . **DRESS and PETTICOAT** for only . . .

\$3.98 Complete

ORDER ANY 2 OUTFITS for \$7.85

Available in both . . . **BORDER PRINT and POLKA-DOTS!**

<p>PRINT COLORS:</p> <ul style="list-style-type: none"> • YELLOW • BLUE • ROSE 	<p>POLKA-DOT COLORS:</p> <ul style="list-style-type: none"> • NAVY } with white dots! • RED } • LILAC }
--	---

Be portrait pretty in this lovely, guaranteed washable, silky-fine percale beauty with saucy scoop neckline; pert sleeves; posy decked self-belt; deep side pocket; side zipper opening . . . EACH comes with separate Crinoline Petticoat styled with WIDE MATCHING RUFFLE to peek out flirtatiously as you walk or dance. Be smart—order both patterns!

FOR IMMEDIATE DELIVERY—RUSH THIS COUPON!

SENT ON APPROVAL

PARADE FASHIONS, INC. Dept. 368
1313 W. Randolph St., Chicago 7, Ill.

Send me (Quan.) "Whirl-Skirted Glamour Dress(es)" on approval. I'll pay postman \$3.98 or (2 for \$7.85) plus C.O.D. postage. If not delighted, I may return them within 10 days for full refund.

NOTE: Save C.O.D. charges by enclosing payment plus 36c for postage.

PATTERN	QUAN.	SIZES	1st COLOR	2nd COLOR
PRINT				
DOT				

NAME (Print) _____ APT. _____
ADDRESS _____ ZONE _____ STATE _____
CITY _____

CHECK or M. O. ENCL. C. O. D.



Housebreak Your Dog Easily! - \$2

No more ruined carpets, no more spanking puppy! Just put two drops of **HOUSEBREAKING SCENT** on puppy's newspaper, box or on the grass and he knows *that's* the spot! Completely train the most mature dogs and puppies with one bottle or less. *Guaranteed to do the job or your money back!* Only \$2, postage paid. Order **HOUSEBREAKING SCENT** from **Sunset House, 298 Sunset Building, Beverly Hills, California.**



If Your Child is a Poor Reader

See how **The Sound Way to Easy Reading** can help him to read and spell better in a few weeks. New home-tutoring course *drills* your child in phonics with records and cards. Easy to use. University tests and parents' reports show children gain up to *full year's grade* in reading skill in 6 weeks. Write for free illustrated folder and low price. **Bremner-Davis Phonics, Dept. T-19, Wilmette, Ill.**



PROTECTION FOR CAR UPHOLSTERY.

Dacron and Nylon Covers easily fit over seats to save them from wear and tear. Attractive covers are durable, washable, dry quickly. Choice of blue, green or tan. Specify split or solid style for front seat. Solid style only for rear. \$2.98 per cover; set, \$5.75. Add 25¢ post. **Cryder Sales Corp., Box 79, Dept. N-605, Whitestone 57, N. Y.**



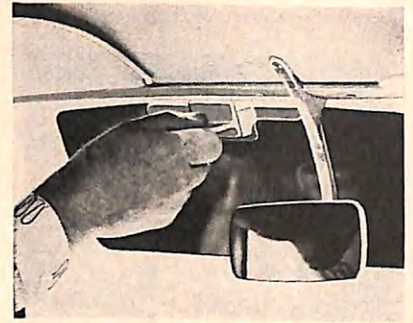
New World Trade Boom Offers Big Profit Opportunity to Ambitious Men and Women. Learn how to import thousands of products at low foreign prices for buyers in your locality at high U.S. prices—operate a worldwide mail-order Import-Export business from your home. **START WITHOUT CAPITAL** or previous experience. Training includes shipment to you of many sample imports from 'round the world. Opportunity world travel. Save on personal purchases of Clothes, Tools, Gems, Watches, Cameras, etc. **HERE'S PROOF**... an import from overseas **SENT AT OUR COST.** Mail this ad with 25¢ (coin) and we'll rush you this \$2 Melson Automatic cigarette lighter to convince you of tremendous profits. Send for your lighter and full details showing how to learn World Trade secrets to put you on road to your own Profitable Home Business. (No lighter without this ad—only one to a person.) You can get details alone **FREE**, but the lighter is actual proof of import values. Either way, **WRITE TODAY!** **MELLINGER COMPANY, Dept. C392, 1717 Westwood, Los Angeles 24, Calif.**



ELKS FAMILY SHOPPER



MONSTROUS MENAGERIE on genuine world-wide postage stamps. This spectacular **STAMPede** pictures exotic beasts . . . from vicious alligators to weird zebus. The collection—featured on the cover of **LIFE**—plus a bonus assortment (119 stamps in all) will be sent you for 10¢ and the privilege of sending approvals. **H. E. Harris & Co., Dept. L-10, Boston 17, Mass.**



MAGNETIC MOVABLE SUN VISOR. Keep the sun out of your eyes while driving with **Magna-Vu**. It's a smoke-gray plastic visor with a heavy magnet that holds it without wobbling to any part of windshield and you can shift it with one hand while driving. It won't distort vision. Almost 14" wide. \$2.49 ppd. **Walter Drake, EL-12, Drake Bldg., Colorado Springs, Colo.**



The History of The Order of Elks

... no finer gift for an Elk.

You couldn't choose a more appropriate gift for an Elk than a copy of the authoritative **HISTORY OF THE ORDER OF ELKS**.

This handsomely bound, well-written book contains 432 pages, 145 illustrations, and a wealth of facts about the Order of Elks not generally known to many members. Some of the interesting highlights include: the founding of the Order; who started it; how the ritual originated; its outstanding personages, and the Elks accomplishments over the years.

As a gift, or for your home, lodge or community library, **THE HISTORY OF THE ORDER OF ELKS** will be welcomed and enjoyed. Send for your copy today. Price—\$4.17 post paid. For New York City orders add 12 cents sales tax. Send remittance to: **BOOK, THE ELKS MAGAZINE, 386 Fourth Avenue, New York 16, N. Y.**

SUB-MACHINE GUN FULL SIZE MODEL

- Magazine loading clip.
- 15 moving parts.
- Fires 10 rounds automatically.



.30 caliber pellet firing automatic

Automatic full size model of famous sub-machine gun. Beautiful gun with complete take-down action. A real collectors piece. Crafted in styrene like famous guns used by troops, law enforcement agencies. Over 28 inches in length. Fires as fast as you can pull the trigger. Loads 10 complete rounds in magazine clip which snaps into frame. Comes with complete instructions on operation and maintenance plus full supply of .30 caliber pellets. Satisfaction guaranteed. Send \$6.95 to: **WHOLESALE IMPORT CO., Box D-20, San Gabriel, Calif.**

how to slenderize HEAVY LEGS

A New Home Scientific Method for Bulging Hips - Flabby Thighs Bulging Knees - Heavy Calves Heavy Ankles Approximating Feet and Ankle



"HOW TO SLENDERIZE HEAVY LEGS"

... an easy-to-follow scientific method for slimming bulging hips, thighs, knees, calves and ankles. Instructive book is written by an expert Physio-therapist and contains step-by-step illustrated exercises that take just 15 minutes a day at home. Only \$1.98 ppd. **Modern Methods, 296 Broadway, Dept. EL-30, New York 7, N. Y.**



INTRODUCING THE PRISON PRINT... a new pajama fashion for you "Long Terners." Mate-matched pajamas have realistic black and white prison stripes and even bear a registration number. Sanforized poplin. Men's and women's sizes: small, medium, large, \$4.98 a pr.; 2 pair (man and woman's), \$8.98. Add 35¢ post. **Dome Sales, Box 1242, Dept. PAJ, New York 17, N. Y.**

On Trial

By **ED FAUST**

I DON'T KNOW what your dog thinks of me, but recently an outspoken friend had me wondering.

"You must be a pain in the neck to the dogs whose owners read you," he chuckled, adding that down on his farm the pups just grow Topsy-like without anybody making them miserable with a lot of social do's and don'ts. Maybe he has something there. Once in a while, this department does sound off on ways to improve Fido's conduct.

Well trained dogs attract a gallery of willing admirers if they aren't just parlor performers. They are the dogs that you'll see in the official Obedience Trials which are frequently held in connection with the all-variety, formal dog shows. You'll also see them in exhibitions held for them alone. If you are a dog enthusiast, you'll like a dog show, noise and all, but the Trials make what many believe a more interesting exhibition. These are held under the supervision of the American Kennel Club, whether a part of formal shows or independent spectacles. All dogs in Obedience Trials must be pure-breds of any recognized breed or eligible for inclusion in the "miscellaneous" class at any A.K.C. show. In contrast to the requirements of formal dog shows, dogs that have been altered can be entered in the Obedience Trials.

Altogether, there were more than four-hundred such Trials held in the United States during 1958—three-hundred and thirty-one associated with formal dog shows, one-hundred and eight independent Trials and twenty-two tracking tests (the latter being the toughest of all Obedience Trials and earning the highest rating). The more than thirty-thousand dogs entered in Obedience Trials were not judged as are those in the usual show ring, for conformation, gait, size, color or the scores of requirements established for the officially recognized breeds. The only test is how well they follow the commands related to each task they are required to perform. These tasks are graduated, as we'll learn later. In all, there are five titles a dog can win:

the first, C. D., signifying Companion Dog; the next, C. D. X., meaning Companion Dog Excellent; next, U. D., Utility Dog; then T. D., Tracking Dog; following which is U. D. T., or Utility Dog Tracker. Here is how the title holders shaped up for 1958:

C. D.....	2,903
C. D. X.....	814
U. D.....	296
T. D.....	23
U. D. T.....	25

Now that we've taken care of the statistical department, is there anyone present who hasn't seen an Obedience Trial? Among the many who read THE ELKS MAGAZINE, there must be

some who haven't, so suppose we take a look at one. The ring, which isn't a ring at all but an indoor oblong 30 feet wide and 40 feet long (this can be extended under the rules to 50 feet long), is occupied by a number of dogs, depending on the number of entries—you name the breeds, for they might be an assortment from any of the recognized breeds. At one end of the ring, dogs are lined up with their handlers. Over there is the judge. You will note that there is little conversation between dog handlers and the judge, and that little is limited to a few words from the judge directing each
(Continued on page 44)

PHILIP GENDREAU



Dalmatians, such as the dog shown here, are among the numerous breeds that are seen at the Obedience Trials.

Tom Wrigley

WRITES FROM WASHINGTON



TOMMY WEBER PHOTO

OUR BIGGEST rocket engines are only half the size of the huge Soviet boosters, but a brand new type of engine is now in the works. It uses liquid hydrogen and oxygen, and is designed to be used in the upper stages of a rocket's flight. First use of a liquid hydrogen engine is scheduled for next year in the Centaur, now being designed by the National Aeronautics and Space Administration.

\$10,000 BILLS are scarce, the U.S. Treasury reports in what might be called the understatement of the year. There are only 600 in circulation. Back in 1941 there were 4,900. Bills of \$5,000 denomination are also way down to a mere 600. Hundred dollar bills are plentiful. There were \$14 million of them 20 years ago and now there are \$58 million. They're only worth half as much, however, as they were then.

PRESIDENTIAL SECRETARIES are known to only a few in Washington, but no person in government works more faithfully or more devotedly. Mrs. Ann Whitman, for instance, Confidential Secretary to President Eisenhower, is an outstanding example of a long line of wonderful women. Their job is to take the personal dictation of the President, letters, speeches and a multitude of other things. Ann Whitman, small, with gray hair, was with the President on his 22,000-mile tour. She had more pep than anyone else. Mrs. Whitman

has been with the President since 1952 and simply loves her six-day-a-week, twelve-hour-a-day job. White House newsmen will long remember her, as they do "Missy" Le Hand, Grace Tully and Roberta Roberts back in the days of F.D.R.

AN OLD BUILDING has survived the wreckers in fast-changing Washington. The monstrosity known as the Pension Building at 5th and F Sts., N.W., will be made over into a repository for all government military records. Built in 1883 of red brick, it has a Civil War frieze, three feet high, of terra cotta extending all around the top, depicting war scenes. The huge inner court was used for Presidential Inaugural Balls from Grover Cleveland's to William Howard Taft's.

SECRETS of deep oceans will be explored by a new fleet of 22 United States research ships, the National Science Foundation announced. The first, an all-weather ship for the Woods Hole, Mass., Oceanographic Institution, will cost \$3,000,000 and will be built at once. The entire fleet is expected to be ready by 1970. Russia is now far ahead of this country in oceanic research. Rep. James C. Oliver, Me., said: "The nation which first unlocks the secrets of the ocean depths may hold the key to future survival." The sea-going laboratory will replace the 28-year-old *Atlantis*.

GOVERNMENT keeps spending more than it takes in, and Congress is worried over the size of the National debt. It is now over the \$290 billion mark and growing. Added to that is \$300 billion which is to be paid in pensions and veterans' compensations and about \$50 billion more to go for highways, soil bank checks to farmers, public works, housing and other projects. That is one reason why Budget Director Maurice H. Stans finds it mighty hard to cut the budget total.

STENO-TYPISTS are needed by the government in increasing numbers, and Civil Service has announced a new nation-wide examination in this category. The test will grade applicants in more classifications than previously, and will provide more jobs with higher pay for clerical workers in the upper brackets.

RETIREMENT PENSIONS by 1970 will cover 90 per cent of all Americans over the age of 65. This prediction is made by Deputy Director Robert M. Ball of the Bureau of Old Age and Survivors Insurance, Social Security Administration. He said that increased eligibility for Social Security benefits will gradually reduce public assistance payments.

STRANGE EMBASSY MIXUP occurred when a couple called at the wrong house to visit friends. They were graciously received and tea and cakes were served. Finally, when the conversation turned to names, they learned they were in the home of Haitian Ambassador and Mrs. Ernest Bonhomme. The Ambassador and Mrs. Bonhomme presumed they had met the couple someplace.

IBM SPACE CENTER, on Pennsylvania Ave., N.W., has strange machines. Here, in what was once a bus terminal, scientists are preparing the computations which will be used to put a man into orbit and then bring him safely back to earth. It is "Project Mercury" and electronic machines will be the brains to make split-second decisions which will guide the rocket with a man in the capsule. A. Robin Mowlem, Manager of Orbit Computations, says no human could make the decisions in the 20 or 30 seconds required. The program is being rushed in the hope of putting a monkey into orbit this summer as a first step toward sending a man. • •

Getting Up to a Business

(Continued from page 5)

be called upon to make. You will be, in a sense, the most important employee on the premises. You should check your own credentials even more carefully than you would those of a prospective clerk, accountant, or secretary. Are you a good salesman but a weak administrator? Do you have experience in the kind of business you plan to enter? Does keeping accounts bore you? Do you have an understanding of displays, advertising, and public relations methods?

Deficiencies in many of these skills do not, of course, rule you out of operating your own business. Salesmen and accountants can be hired. Advice on advertising and public relations is available in most communities. But nothing can take the place of the owner's personal experience, and nobody can run the business for him. If you lack the experience and if you honestly feel you cannot control the diverse elements which are involved in even the smallest business, you are better off investing your money in other ways.

But small business, because it is so deeply involved with the personality of its owner, can also thrive on a minimum of skills if they are accompanied by a maximum of ideas. In a middle-sized city not long ago, a new salesman at one of the shoe stores noticed the occasional demand for men's oversized shoes—size 13 and up. His store did not stock them, and he soon found out that they were not available at the other shoe stores either. There just wasn't enough demand for an ordinary shoe store to invest in that kind of inventory.

The young salesman figured out that the number of calls he had, multiplied by the number of shoe stores in the city, made a total demand that a single specialized store could fulfill profitably. He decided to open that store. Because the service he offered was unique, he did not have to worry about a major investment in a high rent location or fancy fixtures. His customers would come to him. And they did. Soon, he had a line of out-size shirts, suits and underwear for large men. His small investment has more than paid off—and it took only a few months of experience at a shoe store to teach him what he needed to know to start a business of his own.

HOW MUCH MONEY WILL IT TAKE?

Now, assuming that you have the skills, and the desire, the most important problem facing you will be the matter of financing. If you are in the position of most people about to start, or buy, a small business, you are undoubtedly counting on personal savings—and borrowed money—to see you

Does Your Stock Portfolio Show Profits that Compare With These?

We set up four new model stock portfolios on January 1, 1958, as a guide for our regular subscribers who wanted to make use of our stock market knowledge and experience. In just 18 months this was their amazing record:

The \$1,000 Stock Portfolio had gained 73% for a profit of \$754.57!

The \$5,000 Stock Portfolio had gained 95% for a profit of \$4,668.70!

The \$10,000 Stock Portfolio had gained 78% for a profit of \$7,887.73!

The \$25,000 Stock Portfolio had gained 78% for a profit of \$19,376.83!

In the same period, the stock market as a whole, as measured by the Dow Jones Industrial average, gained only 49%!

Would you like to see what stocks are now being recommended for these portfolios? We will be glad to send you the complete list with our compliments. This is just one of many valuable investors services available to subscribers to our Dow Theory Forecasts Investment Services.

ALL THIS COMES TO YOU BY RETURN MAIL

Simply mail us the coupon below and we will enroll you as a FREE Trial Subscriber to our Service for the next 30 days. (All we ask is a dollar bill to cover handling costs.) As a Trial Subscriber you will receive such useful up-to-the-minute information as: (1) Our Weekly Market Forecast and Commentary; (2) Our Stock Services Digest, a consensus of the current recommendations of 18 other leading investment services; (3) Our Master List of

Low Priced Stocks; (4) Growth Stock Recommendations; (5) Model Stock Portfolios (mentioned above); (6) Industry Surveys; (7) Master Lists of Stocks for Investment, as well as Speculation.

ALSO SENT TO YOU AS AN EXTRA BONUS:

You will also receive our latest report: "Two Under-priced Stocks for the Next Rally." All this is yours by mailing us the coupon with a dollar, and you are under no obligation to become a regular subscriber. No salesman will call. This offer open to new trial subscribers only. Here is a rare opportunity to make free use of some of the shrewdest market brains available.

MAIL THIS COUPON TODAY

DOW THEORY FORECASTS, INC. Dept. E-2
17 E. 48th Street, New York 17, New York

Please enroll me as a FREE Trial Subscriber to your Dow Theory Investment Service for the next 30 days, and rush me your Model Stock Portfolio listings together with your report on "Two Under-priced Stocks for the Next Rally." I enclose a dollar to cover mailing and handling costs of your Weekly Forecasts, Service Digests, and other information.

Name.....
Address.....
City..... Zone..... State.....

PART TIME INCOME!
Sell Advertising Matchbooks to Businesses in Your Area!
Fast, easy "order from the catalog" selling, with big cash commissions and steady repeat orders. Free sales kit shows you where and how to get orders. Part or full time. No experience needed. No investment, no risk. Every business a prospect! Write today for details!
MATCH CORPORATION OF AMERICA
Dept. MR-20, 3433-43 W. 48th Place, Chicago 32, Ill.

OWN a BUSINESS
Earn \$8,750.00 Your First Year!
Start part-time if employed. You'll be trained by a nearby dealer and 45-day training school. As carpet-upholstery cleaning expert, you provide 6 services to multiply profits and customer satisfaction. No shop needed. Just 2 average jobs a day nets \$8,750 first year. We help build your business with 27 regular services. Send for FREE booklets.
DURACLEAN CO., 0-542 Duraclean Bldg., Deerfield, Ill.

FRANCHISES
Be selective: choose from best offers available. Nation-wide openings. Excellent opportunities for the establishment of your own distributorship, dealership or sales agency. Learn of the really choice franchises before you act. Write today for interesting, free "Franchise Profit Letter."
NATIONAL FRANCHISE REPORTS, B-528
333 North Michigan Ave. Chicago 1, Ill.

MEN AND WOMEN WANTED—SPARE TIME
IT AIN'T SELLIN' — just servicing. Take over YOUR AREA as our Service Distributor, keeping retail stores supplied. Nationally advertised 30-year-old line pays you up to \$20 an hour. For samples, highly successful plan—FREE—write NOVO, 3855 Lincoln Ave. Dept. M-10, Chicago 13

BE A CLAIM INVESTIGATOR
INVESTIGATE ACCIDENTS!
Many earning \$750 to \$1000 a month. Thousands of insurance companies, airlines, steamship lines and Government Offices need Claim Investigators. Also big opportunities for your own spare time business. We train you at home. National Placement Service FREE of extra charge. Bill King writes: "Your course has paid off for me with large earnings. You can quote me — your Adjuster Training Course is worth many times the cost." Write TODAY for FREE book.
UNIVERSAL SCHOOLS
University Park, Dept. K-2, Box 8202, Dallas 5, Texas

A TEXAS OIL COMPANY Wants a Man Over 45
WE NEED a good man at once and we are willing to pay top earnings. We prefer someone between 45 and 65 . . . who can make short auto trips . . . and can call on small town industrial and rural property owners.
WORTH \$14,000.00
Our top men in other parts of the country draw exceptional earnings from \$12,500 to \$18,000 in a year. This opening is worth just as much to the right man. We pay earnings in advance. Write a confidential letter to F. K. Swallow, President, Box 789, Fort Worth 1, Texas.

NEW Monroe FOLD-KING



NO. K-3 TABLE
TEMPERED MASONITE
PLASTICIZED TOP

FOLDING TABLE LINE

Trucks for
TABLES, CHAIRS

7 MODELS.
SMOOTH, ROLLING.
EASY HANDLING, STORAGE.

Kitchen committees, social groups, attention! Direct-from-factory prices — discounts up to 40% — terms. Churches, Schools, Clubs, Lodges and all organizations. Our new Monroe 1960 Fold-King Folding Banquet Tables are unmatched for quality, durability, convenience and handsome appearance. 68 Models and sizes.

FREE—BIG 1960 CATALOG

Color pictures. Full line tables, chairs, table and chair trucks, platform-risers, portable partitions, bulletin boards. 52nd year.

THE MONROE CO., 90 Church St., Colfax, Iowa

B. P. O. E. LODGE No. 1901
JACKSONVILLE BEACH, FLORIDA

BRONZE MEMORIAL PLAQUES

Signs, honor rolls, Add-a-Plate tablets, hand-chased BRONZE since 1882.

NEWMAN BROS., INC.
Dept. 722, Cincinnati 3, O.
Makers of "The Memory Book"

Write for catalog.

THE FAULTS OF OUR BROTHERS WE WRITE UPON THE SAND
THEIR VIRTUES UPON THE TABLETS OF LOVE AND MEMORY

SAVING MILES • DOLLARS

HULL AUTO COMPASS

One wrong turn means wasted hours and mileage, lost dollars, lost appointments. Eliminate guesswork with a famous, dependable HULL AUTO COMPASS. \$5.95 to \$7.50. At your dealer's or write for literature. BOAT OWNERS NEED 'EM, TOO!

HULL MFG. CO. • P. O. Box 246-EE-1 • Warren, Ohio



Better Than Your Own

SHOE STORE AT HOME

No investment, no experience needed. Just show magic cushion comfort to friends, neighbors, co-workers. Advance commissions to \$4.00 a pair, plus Cash Bonus, Paid Vacation, \$25.00 Reward Offer. Outstanding values for men, women, children. Money back guarantee. Shoe samples supplied without cost. Write TODAY for FREE new 84 page catalog and full details.

TANNERS SHOE CO., 475, BROCKTON, MASS.



Two-Eyelet Hit With Cushioned Comfort

Decorator Line

Aluminum COAT and HAT RACKS

Shelf No. 21

Shelf No. 31

Shelf No. 11

Smartly styled, quality built of closed-end aluminum tubes rigidly held in cast aluminum brackets. Permanently beautiful in "clear" or "gold" anodized finishes. Mount at any height, on any wall—singly, end-to-end or in tiers. Brackets adjustable to exact centers. Any lengths by the even foot up to and including 8 feet.

Write for Bulletin DL-3

Packaged—Ready to put up. Shelves come boxed, fully assembled ready to install.

VOGEL-PETERSON CO.

Rt. 83 and Madison St., Elmhurst, Ill.



through. The big question is: how much of each? And that can be answered by you, only after a thorough study of all the factors that may be involved in the specific business you are undertaking.

There are no such things as averages which will apply to you, since the figures change according to the kind of business, its location, competition and costs at the time you start to operate. But there are guidelines, based on the experience of others, which can tell you how to arrive at a realistic figure for yourself.

The Small Business Administration publishes handy worksheets which make it easy to figure out initial capital requirements for a wide variety of small businesses. They are available at local S.B.A. offices, or from the Administration's main office, located at Washington 25, D.C.

The worksheets are published with the assistance of the nation's leading trade organizations and embody hard-headed experience in various fields. In each of them, one important warning is included: available capital must exceed initial capital requirements by a safe margin. Most businesses take months, some a year or more, to become self-supporting. Having money to get started is not enough; there must be a reserve to keep the business going during the important early period when it may not provide any income at all.

Your own worksheet might start with a list of all the furniture, fixtures and equipment you need to start your business. Some items require a cash outlay, others can be purchased on the installment plan. At least one installment plus your down payment must be included in your initial capital requirements. You will also need cash for decorations and remodeling, installation of fixtures and equipment, initial inventory of goods, initial advertising and promotional expenses, plus an amount to cover unforeseen contingencies. Other items for which you will need capital at the start include at least enough for two months of salary and wages for all employees; two months of rent, utilities and building services; two months or more of supplies and delivery expenses; a fourth of your annual advertising budget; plus enough to cover a wide variety of regular expenses such as fire, theft and other insurance (where you may have to pay a year's premium at the outset), unemployment compensation and social security for employees, donations and dues, licenses and local fees and taxes.

The list of figures you add should be, if anything, on the generous side. Thousands of business failures can be traced to faulty financing before the business got started—and faulty financing can come from an unrealistic appraisal of what it will take for initial capitalization. If you do not have suf-

ficient cash at the time you start in business you are, in effect, cheating yourself. You may not be able to afford enough employees, thus putting an extra burden on yourself. You may not be able to buy the most modern equipment available and thus find yourself at a disadvantage with your competitors. You may not be able to buy enough stock to build the kind of volume you seek, or to take advantage of discounts some suppliers offer their customers for cash purchases.

What is more, even if you attain a degree of success, the handicap of starting with too little capital may take years to overcome. A Midwestern haberdasher, who today has branch stores in prosperous suburban shopping centers, recently recalled his early days in business, and how close he came to having no business at all because of faulty financing. "For the first few years," he said, "I borrowed money from banks and friends. And every time I showed a profit, interest rates wiped it out. I got out of that hole and then relied on special terms with my suppliers. But what should have been large profits stayed small because I kept losing discounts. It took six years of operating in the black for me to see profits I could call my own. If I were starting again, the first thing I would attend to would be the financing."

WHERE IS THE MONEY COMING FROM?

Once you know how much money it will take to start the business of your choice, you then have to determine where to get it. There are a great many sources of money available to able men and women who wish to start a business. Choosing the right one is frequently as significant for future success as getting the money itself. With your own savings as a starting point, you may wish to invite friends, relatives or others to invest in your business. There are advantages to bringing in stockholders and even partners in order to obtain the necessary funds: no burdensome debts, no notes to meet, no collateral. But the advantages do not apply in all cases, stockholders and partners may dilute the kind of ownership you contemplated for your business, and so you may not want that kind of financing at all.

The most logical place to obtain financing, and to discuss it frankly and realistically, is your local bank. Banks are in the business of lending money. They are eager to help businesses get started on the right road, which invariably brings them more business. Their advice is usually sound; what is more, it is free.

Dealing with banks does not require any special skills. All that is demanded of you is a sound proposition, a reputation for honesty, and frankness. The banker will not betray your confidence. He respects it as much as a doctor,

lawyer or minister does. Prepare your case fully and carefully, in written form if possible. The banker will want to see your work sheet on initial capitalization and your estimate of future costs and earnings. He will undoubtedly have helpful ideas on both of these subjects.

Other sources of initial financing are the companies from which you buy supplies and equipment. Most of them extend credit. Often this is a more expensive way of borrowing money than from a bank, but it may be all you need at the time you start. By all means, look into the possibilities. If you are a veteran, you have some loan privileges which are not open to non-veterans. Your local Veterans Administration office, or the Veterans Administration, Washington, 25, D.C., can give you specific information. Under certain circumstances, the Small Business Administration makes loans which a bank might not. Check your local office, or the Small Business Administration in Washington.

One important warning is given by all small business authorities: stay away from loan sharks and from promoters who promise to raise your capital for a fee. Chances are you will lose more than you can possibly gain. If in doubt about such a proposition, check your Better Business Bureau.

Remember, too, that money is as much a tool with which to fashion your business as the stock you sell or the display windows out front. Borrow only the kind of money you need. For instance, money for immediate needs, and which you can repay within thirty days, should not be borrowed on a long-range basis. Conversely, if you need money for future expansion, don't promise to pay it back in thirty or sixty days. The rule of thumb which financial experts give is a simple one: the use for which you need the money should provide the means by which to repay it—and leave you a profit when repayment is made on the loan.


CHOOSING A LOCATION

Whether you are starting a business or are planning to open a branch of an existing store, one of the most important decisions affecting its success, as well as your personal happiness, will concern its location. In this period of mushrooming population, especially in suburban areas, the decision acquires even more significance than it has always held. Large department stores and the big chain stores spend thousands of dollars to investigate exhaustively each new locality before they even think of opening a new store, an indication of the importance they attach to location. Obviously, you can not afford the kind of research the large stores put into this aspect of planning, but you must be prepared to give it a good deal of attention. You

Will mechanized accounting pay?

Free fill-in folder lets you know—shows whether you're better off with pen and ink accounting or whether you'd actually save with a low-cost accounting machine from Burroughs P-600 line. Get the facts in minutes with this easy "Do-It-Yourself Cost Comparison Calculator" folder. **Then** decide whether the benefits of mechanized accounting—speed, accuracy, legibility, efficiency—are for you. Burroughs Corporation, Burroughs Division, Detroit 32, Michigan.





Burroughs Corporation

E-47

"NEW DIMENSIONS / IN ELECTRONICS AND DATA PROCESSING SYSTEMS"

Burroughs Corporation, Burroughs Division, Detroit 32, Michigan
Please send me without obligation my free "Do-It-Yourself Cost Comparison Calculator" folder.

NAME _____

FIRM NAME _____

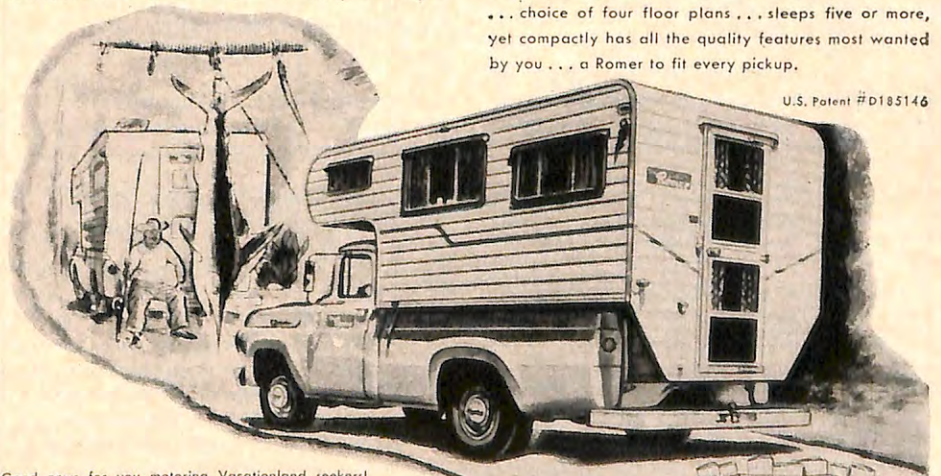
STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

Roam with Romer ...to hidden, far-away places...

Imagine, comforts of home yours, no matter where you roam... like living on a magic carpet, your Romer will

bring those thrilling, far-away places within your reach... to hunt and fish as never before. Big roomy Romer... choice of four floor plans... sleeps five or more, yet compactly has all the quality features most wanted by you... a Romer to fit every pickup.



U.S. Patent #D185146

Good news for you motoring Vacationland seekers! Planning a trip to Mexico, Alaska or Canada? ... write today for Romer's Free TRAVEL PACKET and name of your nearest dealer. It's loaded with maps, travel info., regulations, etc. Simply send your name and address to:

Going places?

Write for Free TRAVEL PACKET.



Write for Free Literature

Romer

Dealer and Distributor inquiries invited.

HONORBUILT TRAILER MANUFACTURING COMPANY
756 Hansen Ave., Lakeview, Riverside Co., Calif.

SIEGMUND WERNER INC. DIVISION
225 Belleville Ave., Bloomfield, N. J.

can get help from wholesalers and manufacturers, bankers, Chambers of Commerce, as well as Federal, state and local government agencies. But the final decision has to be yours alone because you alone will know all the factors involved.

Initially, chances are that you have determined on the general area; or even the town in which you plan to locate. It may be your home town or one in a state or region in which you have always wanted to live. This personal part of the choice is very important. You certainly would not want to operate in a community which did not please you. Unless there are strong overriding factors, such as declining population, a deteriorating economic situation or an overwhelming amount of established competition, the choice of the community will be dictated almost solely by your personal preference.

Finding out if these overriding factors exist is not as difficult as may appear. Bureau of Census figures are available free and can help you figure out the composition of the population, including a breakdown by income, occupation and age. All of these factors will influence your potential sales volume.

For the overall picture you should get accurate figures on the town's recent pattern of growth or decline in pop-

ulation and industry. If a number of factories have moved out recently, leaving an unemployment problem in their wake, your market is likely to suffer as well.

Existing competition in the business of your choice is also fairly easy to determine. In very small towns, a personal tour is all that is needed. If you ponder location in cities of upward of 50,000, you will have to rely on census figures as well as your own observations.

There are a number of country-wide averages which can be used as a general guide if you bear in mind that they are not arbitrary. It has been found, for example, that there is one grocery store for about every 600 inhabitants nationally. Yet in many up-state New York cities, a recent survey shows, there is one grocer for some 800 inhabitants, and the ideal number may be far less in the community of your choice.

Census figures show one bicycle store for every 100,000 inhabitants, but some suburban areas with fewer people but a larger teenage population undoubtedly could support one or more bicycle stores. Even if you think the competition is not numerically overwhelming, you ought to check the reasons for that. Is one store so dominant that no others stand a chance

against it? How well would a newcomer do as a rival to a long-established store?

There are also intangibles to be checked in determining the choice of town—the nature of its civic associations, the spirit of its people. Is there cooperation on community projects, or is there local lethargy? Does the town have a good balance of churches, schools, amusement areas? Does it welcome fresh ideas and newcomers to the community?

After the choice of the town itself, two other factors about location are involved: the choice of area within the town and the selection of a specific site in that area. Both of these must be measured against certain criteria, and the measurements start with the kind of business you plan. As a general rule, clothing stores, jewelry stores and department stores do well in central shopping areas, whether downtown or in a suburban center, while groceries, bakeries, barber shops and meat markets can succeed in non-business neighborhoods.

The rent you pay will be an important consideration in location. Shopping centers and main streets get higher rents than outlying areas and neighborhood stores. In determining your financial worksheet you will have come to a rent figure you can safely afford to pay. In addition, the trade associations have come up with some guides to rent which may be useful. They are based on safe rentals as a per cent of total sales, and they range from one per cent for a lumber and building supply dealer to five to seven per cent for jewelers. The trade association in your field will be glad to advise you on this question.

What does the area offer you for the rent you pay? What is the volume, kind and timing of customer traffic? Traffic counts should be made at various times during the day, and under different weather conditions. Check for the ratio of men, women and children during these periods. What is the parking situation, if at a shopping center or downtown; and what is the public transportation system like, if downtown? Is the prospective location near a school, a theater, an athletic field, and if so, does the proximity help or hinder your business? Are there one-way streets, and how do they affect the area's traffic pattern? What about zoning laws? These are some of the questions which personal observation alone will not answer. But newspaper editors, bankers and real-estate men are helpful sources and should not be overlooked.

Now, after you are satisfied with the town, and have chosen the area within it which you believe offers the most promise, there comes the selection of the actual site itself. Frequently, and this is especially true in popular shopping areas, you will not have much

THE ELKS MAGAZINE Small Business Articles

Articles of a business nature regularly appear in THE ELKS MAGAZINE. These articles are published in the interest of the very substantial percentage of members of the B.P.O.E. that, surveys prove, are engaged in small business. Previous articles included:

SMALL BUSINESS' STAKE IN BIG BUSINESS, BY EMLYN LLOYD (January 1958). How a giant corporation works with 12,553 suppliers.

GOING AHEAD WITH EMPLOYEES, BY ROBERT FROMAN (March 1958). Basic employee relations.

WHAT THE SBA CAN DO FOR YOU, BY WENDELL B. BARNES, Director, Small Business Adm. (May 1958).

ENGINEERS IN THE NEW ERA OF SCIENCE, BY DR. EDWIN S. BURDELL (February 1959).

PROGRAM FOR PROTECTION, BY EUGENE RACHLIS (March 1959). Types of company insurance for a small businessman to consider.

GOVERNMENT REGULATIONS AND SMALL BUSINESS, BY DICKSON HARTWELL (April 1959).

WHEN BIG BUSINESS MOVES TO TOWN, BY DICKSON HARTWELL (May 1959). Why industrial plants make desirable neighbors.

WHEN CREDIT GOES TO WORK, BY EUGENE RACHLIS (August 1959). Credit policies for the small businessman.

ADDING UP YOUR ASSETS, BY DONALD I. ROGERS (October 1959). How to read a corporation report.

CREATE YOUR OWN ADVANTAGES, BY ROBERT FROMAN (November 1959). Ways in which small businesses can effectively increase sales.

Copies of any, or all, of the issues in which the previous small business articles appeared are available without charge. In ordering copies, please specify date of issue and enclose 5 cents in stamps for each issue requested. Orders should be sent to THE ELKS MAGAZINE, 386 Fourth Avenue, New York 16, N.Y. Because of limited supplies, please limit requests to one copy of any issue.

Your comments and criticism or suggestions about this series of articles are welcome.

choice. If you do, most of the information you have obtained to select the part of town will now come into play—competition, traffic flow, rent, parking facilities. In addition, you will now want to know the kind of lease being offered, the facilities of the building and a history of the site.

The lease and the store's facilities are usually judged together, since the landlord is often responsible for maintenance and physical appearance. Find out how many alterations are at your expense, how many at the landlord's. What are his responsibilities in case of lawsuits, what are yours? What happens in the event the building has a fire? Do you want a long-term lease at a comparatively low rental or a short-term lease at a higher one, but with an option to renew? Does the lease contain a provision that the landlord will not rent to competitive stores in the same building? These are only a few of the questions you will have to answer and, as with most of your planning before you start in business, you will want the advice and help of your lawyer. He should sit in on all lease negotiations.

In checking the history of the site, you may need the help of a reliable real-estate agent. You ought to know how long the store has been vacant and why. You ought to know how many previous tenants there have been in recent years, what kind of business they operated, and how long they stayed in business. If many of them have failed at the same place, there may be a sound reason which escaped you despite the most intensive checkup. While you are at it, you ought to look into the history of neighboring stores as well, especially if they are also vacant. Empty stores next door discourage customers from coming to yours.

And, after you have made a choice based on the best evidence available, you can still break all the rules and be successful. In the Midwest recently, a young man found that by all the standards for a sporting goods store, a site in the downtown area near a popular men's restaurant and away from any strong competition made the most sense. But the rent seemed high, and he had an idea he wanted to work out. He rented a lot on the highway leading out of town, built a store there, leaving plenty of room for cars. Behind the store, he built an archery range; a safe distance away he dug a pool for flycasting; near that he set up a small putting green. He invited local sportsmen to use the back room of his shop as a meeting place. His business prospered from the day it opened.

SPECIAL LAWS AND REGULATIONS

No matter what kind of business you enter, you will find that there are federal, state and local laws which affect you. Your lawyer is your best source

of information on these laws. They will usually not be operative until you are actually in business, but you should have some understanding of them before you begin to operate. For example, the kind of ownership you establish will be governed by law. If it is as an individual owner, certain rights and obligations will accrue to you which would not if you were operating in a partnership or a corporation. Your tax situation will vary according to the kind of ownership as well. Some forms of ownership may give you financial advantages you will want, others will give you a particular legal status you may prefer.

Above all, learn what they are before you open shop.

Many cities, towns and villages have licensing laws. There will be fees for most of them, and certain codes regulating standards of sanitation, safety and responsibility of owners. Some occupations are regulated by the state, and may call for you to pass examinations to determine your qualifications to practice certain trades. Most often you will have to apply in writing for the license you require. Your business may also be affected by regulations on pricing. In some states there are statutes prohibiting price discrimination; in others there are fair-trade laws. Some laws regulate advertising practices. It is your responsibility to be familiar with those which concern you.

If you have one or more employees, there will be a number of state and federal regulations with which you will have to comply. There are safety and sanitation rules, wage and hour regulations, workmen's compensation laws, unemployment insurance and social security. In addition, there are certain prohibitions in some states—against the employment of minors in some occupations, or of women in others. Some states have laws regulating labor disputes, or laws against discrimination in employment.

You will need to know how all of these laws affect you. Otherwise you can find yourself in costly trouble or litigation.

Rules and regulations, laws and licenses, are facts of business life, as much as rent and overhead. They are weighed against the satisfaction and the profit to be derived from being in business for one's self, and being one's own boss.

More and more Americans are deciding each day that despite the drawbacks, there is more to be said for being an employer than for being employed. As the figures on our population and prosperity keep mounting, there is no denying that the promise of success exists in the United States today as never before. To realize that promise requires a healthy imagination and wise planning—before you open your own doors.

THE LUCKIEST \$7 I EVER SPENT

By a Wall Street Journal
Subscriber

Not long ago I picked up my first copy of The Wall Street Journal. I expected dull reading. Imagine my surprise when I found some of the best articles I'd ever read!

I sent for a Trial Subscription. For the first time in my life I began to understand why some men get ahead while others stay behind. I read about new inventions, new industries and new ways of increasing my income. Also I got ideas on what to do to reduce living expenses and taxes. My Trial Subscription to The Journal cost me \$7. It was the luckiest \$7 I ever spent. It has put me hundreds of dollars ahead already.

This story is typical. The Journal is a wonderful aid to men making \$7,500 to \$25,000 a year. To assure speedy delivery to you anywhere in the U.S., The Journal is printed daily in five cities—New York, Washington, Chicago, Dallas and San Francisco.

The Wall Street Journal has the largest staff of writers on business and finance. It costs \$24 a year, but in order to acquaint you with The Journal, we make this offer: You can get a Trial Subscription for 3 months for \$7. Just send this ad with check for \$7. Or tell us to bill you. Address: The Wall Street Journal, 44 Broad St., New York 4, N. Y. EM-2



**YOU
can
acquire**

**LAW AT HOME!
EARN LL. B. DEGREE**

LaSalle's famous Law Library—used as reference in many Law libraries and Law offices—has enabled thousands to master Law surprisingly fast, in spare hours at home, for business and professional advancement.

These 14 remarkable volumes, compiled by leading professors and lawyers, cover the whole basic field of Law in condensed, orderly, simplified manner.

You advance rapidly with this great library, plus special lectures furnished. We guide you step-by-step with personalized Problem Method of instruction... you learn by doing—handling legal problems—not by memorizing rules.

Send for two FREE booklets, "Law Training for Leadership," and "Evidence," answering questions about Law and its value to you. Mail coupon below. No obligation.

Accredited member, National Home Study Council

LA SALLE EXTENSION UNIVERSITY
A Correspondence Institution

417 S. Dearborn St. Dept. 2328L Chicago 5, Ill.

Send me your two FREE booklets described above, without obligation.

Name.....Age.....

Street.....

City, Zone & State.....

How I Started My Own Little Drive-In on a Shoestring and Made \$16,000 in One Year

Let me show you the secret of making money in a small place . . .



I'll show you how to make money out of even smallest diner or roadside stand—and I'll show you how to start on a "shoestring" the way I did. I'll show you how to attract the crowds and how to get the cash coming in within an hour after you open your doors for business. No matter where you live—small town or big city—there are money-making opportunities all around you, provided you get off on the right foot. The big thing to remember is this: Don't get into the restaurant business blindly and trust to luck to succeed. To make money, you've got to know what you're doing. And I am in a position to give you all the information you need to get off to a flying start. Give me a chance to prove it. Just send me your name for my Free Book "Making Money on Food". There is no charge for the book—now or at any other time—and no salesman will call. Send name on postcard today to Ken Kessler, SCHOOL OF RESTAURANT BUSINESS, 335 W. Madison Street, Dept. R-302, Chicago 6, Ill.

ACCOUNTANT BECOME AN EXPERT

SEND FOR FREE SAMPLE LESSON
Executive Accountants and CPAs earn \$5,000 to \$10,000 a year and up. Thousands needed. We train you thoroughly at home in spare time for CPA examinations or executive accounting positions. Previous experience unnecessary. Personal training under supervision of staff of CPAs and Expert Accountants. Write for free book, "Opportunities in Accounting" and sample lesson.
LASALLE Extension University, 417 So. Dearborn St.
A Correspondence Institution, Dept. 2328H, Chicago 5, Ill.

PLAY RIGHT AWAY!

Even if You Don't Know a Note of Music Now
Now it's EASY to learn any instrument. No boring exercises. Start playing real pieces by notes right away. Amazing progress at home, in spare time. No teacher. Low cost! 1,000,000 students including Lawrence Welk. Write for FREE Book "U. S. School of Music, Studio 1052, Port Washington, N. Y. No written or in-classroom in leading cities. Diploma awarded. Write TODAY for free book! No obligation. Approved for World War II and Korean Veterans
WEAVER SCHOOL OF REAL ESTATE (Est. 1936)
2020H Grand Avenue Kansas City, Mo.

REAL ESTATE BE A BROKER

PAYS BIG! SEND FOR FREE, BIG, ILLUSTRATED CATALOG NOW! Graduates report making substantial incomes. Start and run your own business quickly. Men, women of all ages, learn easily. Course covers Sales, Property Management, Appraising, Loans, Mortgages, and related subjects. STUDY AT HOME or in classrooms in leading cities. Diploma awarded. Write TODAY for free book! No obligation. Approved for World War II and Korean Veterans
WEAVER SCHOOL OF REAL ESTATE (Est. 1936)
2020H Grand Avenue Kansas City, Mo.

earn as TAX EXPERT

\$15 HOUR
Our students earn as much as \$3,000 in 3 short months preparing income tax returns in spare time—also operate lucrative Business Tax Service yielding steady monthly fees of \$10-\$50 per client, year round. Enjoy professional standing in dignified home-office business. No experience necessary. We train you at home and help you start. Write today for free literature. No agent will call. Approved by New Jersey Dept. of Education. UNION INSTITUTE OF TAX TRAINING, Lakewood, 12H, New Jersey.

BIG MONEY IN SPARE TIME!

Learn at home. Tune pianos in 30 days
No musical knowledge needed. Low cost training by experts. Records giving true piano tones, tools, instructions furnished. FULL TRAINING in piano repair—and how to line up work for big, steady earnings. Personal instructions available. Write today for FREE illustrated booklet.
CAPITAL PIANO TUNING SCHOOL
3160 S. W. 16th Ct., Dept. 9, Fort Lauderdale, Fla.

\$2200 PROFIT...FAST!
I Sold 44 KANT-SLAM DOOR CHECKS to Just 4 Customers! Says Segrest of Texas

Join Our Exceptional Men Who Make Big Money Every Day
Amazing new invention . . . world's lowest-priced hydraulic door check stops slamming doors, closes heaviest doors gently, smoothly, positively. Guaranteed 3 years. Every home, office, factory, building needs 1 to 20 . . . and you make up to \$5.00 profit on each one! Repeat orders, too. You can make really big money with KANT-SLAM!
FREE! Send name, address NOW for complete money-making details. Free demonstration. Offer to producers. No obligation. Write TODAY!
KANT-SLAM CO., Dept. B-16, Bloomfield, Indiana



ELKS NATIONAL HOME NEWS

December was a very eventful and gratifying month for residents at the Elks National Home, in Bedford, Va. Among especially noteworthy occasions were the following.

On Sunday, December 6, the annual Memorial Service was held, in tribute to Our Absent Brothers. The observance took place at the Fred Harper Memorial Auditorium, and the guest speaker was the Reverend P. C. Helmtoller, Pastor of Main Street Methodist Church. The Church Choir provided music for the solemn occasion.

The subordinate lodge at the Home became an honorary member of the Virginia Elks Association on December 14, when the lodge observed Virginia Elks Night. State President Paul S. Johnson, guest of honor, extended the Association's membership invitation, and it was accepted by acclamation. In his address to the meeting, Mr. Johnson made special note of the very able

administration of National Home Superintendent Thomas J. Brady.

For the fourth consecutive year, Roanoke, Va., Elks and their ladies entertained the Brothers at the Home. On December 20th, a group of 35 journeyed from Roanoke for the party, an event to which the Home's residents always look forward eagerly. Several church and high-school groups also came to the Home to sing carols.

Again this year the beauty of the outdoor Christmas display at the Home attracted many visitors and drew praises in the press. The Bedford Democrat ran a photograph of one feature of the display, a scene showing the shepherds tending their flocks. Other components of the decoration included the Wise Men, the Manger, Santa, his sleigh and reindeer, and a huge illuminated star. In an account of outdoor displays in the area, the newspaper commented: "The big attraction, as usual, is the spectacular display at the Elks National Home."

Rod and Gun

(Continued from page 16)

likely that cougar exercise their vocal powers only on extremely rare occasions. Most of the weird night sounds heard occasionally by anybody who sleeps out in the big sticks probably should be attributed to something else.

Seeing cougar is akin to hearing them scream. The big, tawny, long-tailed cats are sly and secretive, a trait that probably is responsible for most of the stories concerning them, and many a man who has spent a lifetime in the mountains of the West has never seen one. Most cougar sightings reported by occasional visitors to their territory result from a combination of imagination and a bobcat, coyote, or even a German shepherd dog. Nevertheless, somebody occasionally does see one, and hardly a fall passes but what some lucky deer or elk hunter sees, shoots, and brings in a cougar.

So firm a grip has this mysterious feline on the imagination that even its tracks are sometimes reported in areas where the chance of seeing one is about as likely as seeing the track of a two-toed sloth. Most such tracks are actually those of bobcats, stretched by imagination from their actual two-inch diameter to the four-inch diameter of an adult cougar track. A really big cougar may leave a track nearly six inches across, and that, as anybody would agree, is a really awesome cat track.

While at least a few cougar apparently existed originally in every state except Alaska, they have now been exterminated in most states. There are a few left in southern Florida. Otherwise, its range is the mountainous West, from northern British Columbia south through Mexico, Central, and South America. According to the authoritative book, "The Puma, Mysteri-

ous American Cat" by Stanley P. Young and Edward A. Goldman, published by The American Wildlife Institute, the cougar had the widest distribution of any American mammal, from Patagonia north through 100 degrees of latitude.

Thus, almost everywhere there were once cougar, and the big cats no doubt inspired more exciting tales than any other animal except the bear. Naturally, the cougar is no longer a topic of campfire stories where the animal has long been gone, but in areas where it still occurs it is one of the most popular. And most such yarns are scary.

When I was about seventeen, three of my school mates went deer hunting one fall and saw (or thought they saw) a cougar. They were walking along a brook and it was lying on a rocky ledge some distance to one side. They were nearly full-grown men and each of them had a rifle. They did not shoot, however. Instead, they hurried to camp, packed their outfit, and went home.

Ernest Thompson Seton in "Wild Animals at Home" flatly stated that the cougar "is never known to attack man." This is a little like saying that quail never perch in trees. In the main it's true, but there are exceptions. There have been a few well-authenticated cases of cougar making unprovoked attacks. Young and Goldman recorded one that occurred in 1924 near Malott, Washington, in which a thirteen-year-old boy was killed by a cougar.

In this case, tracks in the snow revealed that the boy saw the cougar following and ran, apparently with the intention of climbing a tree. Perhaps if he had not run the cougar would have. No one knows. At any rate, the trait of following a human being, though nearly

always far behind and unseen, has been observed many times where cougar are plentiful. Apparently motivated by curiosity, the big cat follows at a distance, and the person followed never realizes it unless he returns over the same route and sees the tracks.

Billy Mitchell—not *the* Billy Mitchell, but a twentieth-century mountain man who had a little ranch on Marble Creek, a tributary of the Middle Fork of the Salmon River, in central Idaho—once walked down the trail from his cabin on several consecutive winter days, and observed each time on his return that a cougar had followed him. Finally, he took his rifle one morning and hid behind a point of rocks along the trail. After he had waited fifteen or twenty minutes, the cougar came trotting along and he shot it.

I know only two experienced cougar hunters, Pat Reed and Rob Donley, but the former has something over 300 to his credit and the latter about 150. Of this number, Pat said, one ran down unwounded from the tree up which the dogs had chased it and came toward him. He killed it with a Luger at a range of about five feet and believes that it was charging. "But," he added, "it might have been running from the dogs and didn't even see me."

Two cougar, both wounded, came toward Donley. They could have been charging and they could have been running blindly from the dogs. He doesn't pretend to know.

Whatever motivated the big cats in these particular instances, they are notoriously timid where man is involved, and though you may never see a cougar, it is a sure thing that if you spend much time where they are plentiful a cougar will certainly see you. He may watch from some rocky ledge or brushy covert as you go by, or follow so quietly and cautiously that you never suspect his presence. In either case, you will be infinitely safer than you would be driving through the streets of your home town.

This timid nature, which enables a small, yapping dog to tree a cougar five times as big, is belied by its fierce appearance, large size, and beautifully muscled physique. Though its endurance apparently is not great—in timbered country a cougar will normally tree much sooner than a bobcat—it is very fast on a short sprint, and very strong. Its staple diet throughout most of its range in North America is deer, but it is perfectly capable of killing animals the size of elk.

Killing an animal so big is not easy, however. Cougar seldom spring from tree or ledge onto their prey, as is so often pictured, but hunt by careful stalking terminated with a swift rush and leap. Several years ago, I scared a large cougar—his bloody tracks were five inches across in an inch of fresh snow—off a big cow elk he had just

killed. Unfortunately, I approached down wind so that he smelled me and bounded away before I had a chance to see him, but the evidence was clear in the snow.

He had followed the cow for a half mile or so around the side of a mountain. When the tracks came to a clump of evergreens, they showed that she had skirted the left edge; he had hurried around the right. He was waiting when she rounded the farthest point.

Tracks in the snow and claw marks on the elk indicated that he had jumped her, apparently landing on shoulders and neck, and had hooked the big claws of his forefeet into her face beneath the eyes. She went down, struggled wildly on the ground over an area twenty feet in diameter, got up, ran thirty feet and went down again. Once more the struggle on the snow was repeated, and again she got up and ran about thirty feet. The third time she went down, she stayed. Her neck was broken. When I arrived the blood was still trickling from the claw cuts.

Occasionally cougar are seriously, even fatally, injured in these encounters. When I was hunting with Donley three years ago, he found a cougar curled up, dead and frozen solid, in a small cave. It had no broken bones nor other obvious injuries, but it could have been hurt internally in an attack

on an elk, bighorn ram, or even a big buck deer.

I have killed but one cougar and have no particular desire to kill another, although I might if the opportunity arose and it was an exceptionally good trophy. The big cats are, on occasion, very destructive to sheep and cattle, and they are especially fond of horse flesh. Because of this, they are hunted hard on livestock ranges and will probably never become numerous, even in the back country where there is no stock. With the incentive of a bounty, skillful hunters such as Pat Reed and Rob Donley can all but wipe them out during a single season, even in a comparatively large area.

The timber wolf is gone from the Northwest and, with the exception of Alaska, the grizzly is all but gone from the United States. The great tawny cats—actually, their coats range from reddish tan to slaty, gray-brown—could easily follow in their footsteps.

Though most of us will never see a cougar, it is an important part of our wildlife heritage, as uniquely American as the grizzly or black bass. It has been the inspiration of a thousand tall tales and it will inspire a thousand more around the campfires of the future so long as the angler or hunter can thrill to the sight of a cougar track on sand or snow.

DO YOU OWN OR MANAGE A STORE?

Often, prospective advertisers for THE ELKS MAGAZINE request information concerning the number of ELKS who are owners or managers of retail stores. Of course, the larger the number we can quote, the stronger is our portrayal of THE ELKS MAGAZINE as a forceful advertising medium.

If you have not returned the coupon below, will you please do so today. The return of the coupon will be of material assistance to your Magazine.

260

THE ELKS MAGAZINE
386 4th Avenue, New York 16, N. Y.

MY NAME IS _____

ADDRESS _____

CITY _____ STATE _____

TYPE OF BUSINESS _____

(PLEASE CHECK BELOW)

I OWN THIS STORE

I AM PART OWNER
OF THIS STORE

I DO NOT OWN
BUT MANAGE THE STORE

Read About the Hospitalization Policy 50 Million Families Have Been Waiting For!

NOW! HOSPITAL-MEDICAL-SURGICAL INSURANCE

**PAYS MONEY
WHEN YOU'RE
SICK!**



**GIVES MONEY
BACK IF YOU
STAY WELL!**



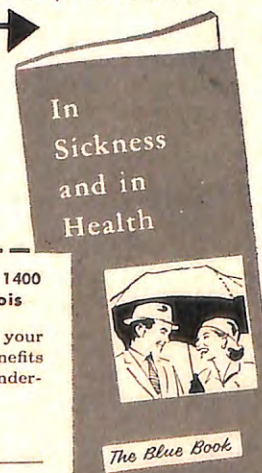
**Either Way
You MUST Collect!**

WHEN SICKNESS OR ACCIDENT STRIKES YOU COLLECT GENEROUS BENEFITS

All over America men and women are realizing that with today's skyrocketing medical costs they don't have enough hospitalization insurance. Now a new kind of hospitalization insurance gives the EXTRA CASH protection you need. You get liberal benefits for doctors, hospital rooms, surgeon's fees, drugs, ambulance service, even medicine prescribed by your doctor when you are out of the hospital, PLUS another important advantage. If you stay well and don't need to use all the benefits provided by the policy you get a REFUND in CASH. Amount depends on the benefits you have already received, and length of time the policy has been in force.

GUARANTEED PROTECTION TO AGE 75 or until you have been paid the full amount of the principal sum in specified benefits.

**FREE Interesting
BLUE BOOK**
Tells 6 Features
Never Before Combined
In One Policy!



BANKERS LIFE & CASUALTY COMPANY Dept. 1400
4444 West Lawrence Avenue, Chicago 30, Illinois

Gentlemen: Please supply me with a copy of your new "Blue Book" and information on rates and benefits available to me under your new policy NC-701. I understand there is no charge or obligation.

Name _____

Address _____

City _____ Zone _____ State _____

09-0020

THE WHITE CROSS PLAN

offered by

BANKERS LIFE & CASUALTY CO.

An Old-Line Legal Reserve Stock Company HOME OFFICE: CHICAGO 30, ILLINOIS

STAY WELL AND GET CASH BACK

Isn't this exactly the kind of hospitalization policy you have always wanted? When you're sick you get cash to help pay those bills, to provide the best care, the best doctors available, but if you stay well you haven't paid out money purely for protection. Instead you get a cash refund back. You can't lose. If you need to use the money it's there to help you, if you don't, you've built a savings account of your own. Remember this new kind of hospitalization insurance, policy NC-701 is available only from Bankers Life & Casualty Company as part of the famous White Cross Plan. Write today for your FREE copy of the BLUE BOOK that gives full details on the six revolutionary advantages never before combined in one policy. No obligation of any sort.

NOW in this low cost policy you can get the vital protection you need to help meet today's rising medical costs. Write for your FREE BLUE BOOK TODAY. Read how this policy cannot be cancelled even if you become a poor risk. Read how rates can't be raised EVER. Read how after 3 years you build cash values as long as you pay the premiums. Read how you get the full face value of the policy either in specified benefits or in a contingent cash refund. Read about the generous payments specified for doctor, hospital room, drugs, surgery, etc. Read about the reasonable waiting periods and exceptions that help enable us to give you the protection you need for a very low cost. Look over the FREE BLUE BOOK in your own home, decide for yourself whether you want the one policy that guarantees you can't lose.

**DETACH AND MAIL
BOUND IN POSTCARD**

No Postage Needed

OR CLIP COUPON TODAY



For Elks Who Travel

(Continued from page 9)

Trippe, whose main job as Chairman of the Board of Pan American takes up most of his time, has bought and rehabilitated two other settlements on Eleuthera—Rock Sound and the Cotton Bay Club. Rock Sound is a posh playground, very trim and all, with a number of cottages spread all around a pool, itself guarded by royal palms. It is a short safari to the beach, for which purpose one will need a rental car, available on the premises at \$12 a day. It is all air-conditioned at Rock Sound and there is room for 85 types who are ready to pay \$35 to \$50 a day for two people, a tariff that includes the room, breakfast and dinner. Lunch, in other words, is extra. Another fourteen miles away is Cotton Bay Club which—it has just been officially announced—has been opened to the public. Originally, the Cotton Bay thing was a private preserve with a fabulous golf course, open only to members. There are great plans for building more cottages and a marina so the customers will have a place to park their yachts. Meanwhile, there is the

come in your own cruiser and a fine beach not far off.

The center of all this life among the atolls is, to be sure, Nassau itself, whence the planes of Bahamas Airlines bust out hither and yon to link up the islands. Plenty is doing on Nassau without even going outside it. There are the giant hotels previously noted—to wit, the British Colonial and the Fort Montagu, both by the edge of the sea. Newest of the grand establishments, one of the handsomest to my mind, is the Nassau Beach Lodge a mere four miles from town, with a lovely stretch of flat sand right outside the window. The place is built rather like a big white concrete U with a pool in the courtyard, and umbrella-topped tables. Luncheon is served out of doors, or indoors if you prefer, and evenings you have your choice of dressing up and sitting in the air-conditioning, or not dressing up and being served under the Bahamian moon. The beach is equipped with powered water skis. Next door is the Emerald Beach Hotel. The Bahamas Country



THE ELKS MAGAZINE TRAVEL DEPARTMENT

THE YEAR 1960 has been proclaimed by President Eisenhower as Visit-the-U.S.A.-Year. This is aimed at stimulating world tourism and encouraging more citizens of other countries to come to America. Travel officials point out that increased tourist traffic has great economic value, and visitor-exchange between the United States and other countries now runs about two-to-one—with an estimated 10 million Americans abroad as against 5 mil-

Find Out How You Can Get MONEY BACK FOR STAYING WELL

READ THIS AD MAIL THIS CARD

learn about new plan that pays you **CASH if you get sick . . . CASH if you get hurt**
MONEY BACK IF YOU STAY WELL!

Yes, with this wonderful new plan NC 701 you must collect . . . even if you never have a sick day in your life! You get the full face value of the policy—either in benefits or refunds or both. Policy is Guaranteed Renewable to age 75 or until the full face value has been paid.

ONLY YOU CAN CANCEL
Your rates can never be raised—benefits can never be reduced. Pays specified amounts to help with all 5 major costs of sickness or accident.

- HOSPITAL ROOM AND BOARD
- DOCTOR BILLS • SURGEON'S FEES
- HOSPITAL EXTRAS • MEDICINES

And this same policy will pay you *money back* if you stay well!

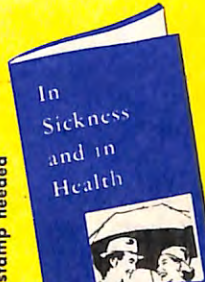
MAIL CARD FOR FREE "BLUE BOOK"

Print your name and address on the attached card, tear it off and drop it in the mail to get your free copy of the Blue Book "In Sickness and In Health." It tells the full story of the NC 701 "Money Back" Plan.

MAIL THIS CARD FOR FREE BLUE BOOK

THE WHITE CROSS PLAN offered by **BANKERS LIFE & CASUALTY CO.**

An Old Line Legal Reserve Stock Company • Home Office: CHICAGO 30, ILL.



FREE!

BLUE BOOK

No charge—now or any other time

MAIL THIS CARD

Bankers Life & Casualty Co., Dept. 1410
4444 W. Lawrence Ave. Chicago 30, Ill.

Gentlemen: Please see that a Free Copy of the Blue Book reaches me at the address below. There is no cost or obligation on my part.

NAME _____
ADDRESS _____
CITY _____ ZONE or COUNTY _____
STATE _____

09-0020

with room for twenty, Lowe's Beach Cottages with three two-bedroom bungalows, and, if you don't mind living on a houseboat, the Abaco Anglers Club, a floating hotel. The Berry Islands, to the south, offer the Berry Island Club Hotel, which has twelve doubles, all with bath and screened verandahs, and boats and guides that will take off in search of marlin and bonefish. Over on Exuma let no traveler forget the new inn known as the Club Peace and Plenty, with its own pool, a fine harbor in case you

in other goods—Danish silver, Swiss watches, Italian ceramics and such, Nassau still does not have the collection that St. Thomas can put together. Nor has it the likes of the smart resort-wear of either St. Thomas or Bermuda. Basketry is varied and different though, and Nassau is about the center for it among southern islands. Perfume, which I failed to mention, is a fraction of its cost up here, and you can go home scented like a botanical garden for peanuts. All that and a suntan too. • •

Authority to operate the first nonstop air service between Chicago and Honolulu has been requested from the Civil Aeronautics Board by United Air Lines. United has proposed that the DC-8 Jet Mainliner service begins in 1962. In the same year, the line also plans the first through-plane jet flights from New York, Philadelphia and Detroit to Hawaii, with daily round-trip service on the New York-Chicago-Honolulu route, six round-trips weekly from Philadelphia and Detroit, via Los Angeles. • •

the star-
able fu-
at 4,730
ime be-
Los An-
average
te. An
ots that,
will use
six-hour

's Gold
is noted
on the
vacation,
n't beat
the golf
ng pools
s down.
lers can
ocean,
ts from
orth on
season,
to \$10

**Read About the Hospitalization Policy
50 Million Families Have Been Waiting For!**

NOW! HOSPITAL-MEDICAL-SURGICAL INSURANCE

**PAYS MONEY
WHEN YOU'RE
SICK!**



**GIVES MONEY
BACK IF YOU
STAY WELL!**



DETACH CARD

MAIL AT ONCE

**NO POSTAGE
NECESSARY**

**Get Your FREE
BLUE BOOK**

plus information about how you can get
CASH if you are SICK—CASH if you get
HURT—OR MONEY BACK if you stay
well!

WHEN COLLECT

ing that w
enough hos
insurance g
liberal ben
ambulance
you are out
you stay w
policy you
benefits yo
has been in

GUARANTEE
have been p

FREE
Tells 6
Never E
In One

FIRST CLASS
Permit No. 12735
Chicago, Ill.



BUSINESS REPLY MAIL
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY —

Bankers Life & Casualty Company
An Old-Line Legal Reserve Stock Company
4444 W. Lawrence Avenue
Chicago 30, Illinois

BANKERS LIFE & CASUALTY COMPANY
4444 West Lawrence Avenue, Chicago 30, Illinois

Gentlemen: Please supply me with a copy of your new "Blue Book" and information on rates and benefits available to me under your new policy NC-701. I understand there is no charge or obligation.

Name _____

Address _____

City _____ Zone _____ State _____

09-0020



The Blue Book

BOUND IN POSTCARD
No Postage Needed
OR CLIP COUPON TODAY



THE WHITE CROSS PLAN
offered by
BANKERS LIFE & CASUALTY CO.

An Old-Line Legal Reserve Stock Company HOME OFFICE: CHICAGO 30, ILLINOIS

For Elks Who Travel

(Continued from page 9)

Trippe, whose main job as Chairman of the Board of Pan American takes up most of his time, has bought and rehabilitated two other settlements on Eleuthera—Rock Sound and the Cotton Bay Club. Rock Sound is a posh playground, very trim and all, with a number of cottages spread all around a pool, itself guarded by royal palms. It is a short safari to the beach, for which purpose one will need a rental car, available on the premises at \$12 a day. It is all air-conditioned at Rock Sound and there is room for 85 types who are ready to pay \$35 to \$50 a day for two people, a tariff that includes the room, breakfast and dinner. Lunch, in other words, is extra. Another fourteen miles away is Cotton Bay Club which—it has just been officially announced—has been opened to the public. Originally, the Cotton Bay thing was a private preserve with a fabulous golf course, open only to members. There are great plans for building more cottages and a marina so the customers will have a place to park their yachts. Meanwhile, there is the golf course, a scattering of rooms in waterside longhouses, very uppity-puppy, to be sure, and the chance as well of rubbing a patched elbow with a scion of industry on the links. That is what has happened to Eleuthera in 300 years.

Andros has a big development on it, too, notably the Lighthouse Club at Andros Town. The rooms are spacious, with big terraces. There is a beach and, most appealing of all, the bone fishing is merely a few yards away, whither guides will pole you in flat-bottomed skiffs. Members of the Bang-Bang Club take pot luck on Pot Cay, nestled within the cut-up fringes of Andros Island.

Elsewhere in the Bahamas the Jack Tar people, who run a big hotel in the Keys of Florida, are installing a similar venture here on Grand Baham Island, former site of the Billy Butlin holiday camp. Private citizens like Hume Cronyn and Jessica Tandy have bought their own private hideaway, far from the footlights and for that matter far even from the headlights. Among the Abacos, a Bahamas group just west of Palm Beach, there are small nests such as the New Plymouth Inn with ten rooms, the Sandy Point Fishing Club with room for twenty, Lowe's Beach Cottages with three two-bedroom bungalows, and, if you don't mind living on a houseboat, the Abaco Anglers Club, a floating hotel. The Berry Islands, to the south, offer the Berry Island Club Hotel, which has twelve doubles, all with bath and screened verandahs, and boats and guides that will take off in search of marlin and bonefish. Over on Exuma let no traveler forget the new inn known as the Club Peace and Plenty, with its own pool, a fine harbor in case you

come in your own cruiser and a fine beach not far off.

The center of all this life among the atolls is, to be sure, Nassau itself, whence the planes of Bahamas Airlines bust out hither and yon to link up the islands. Plenty is doing on Nassau without even going outside it. There are the giant hotels previously noted—to wit, the British Colonial and the Fort Montagu, both by the edge of the sea. Newest of the grand establishments, one of the handsomest to my mind, is the Nassau Beach Lodge a mere four miles from town, with a lovely stretch of flat sand right outside the window. The place is built rather like a big white concrete U with a pool in the courtyard, and umbrella-topped tables. Luncheon is served out of doors, or indoors if you prefer, and evenings you have your choice of dressing up and sitting in the air-conditioning, or not dressing up and being served under the Bahamian moon. The beach is equipped with powered water skis. Next door is the Emerald Beach Hotel. The Bahamas Country Club flanks the other side and both places smile on guests.

I haven't gone into the subject, but that doesn't mean there isn't a welter of smaller dens on Nassau itself—cottages, apartments, guest-houses, pensions, and hammocks under the trees. The Nassau people, who have offices in New York, Miami, Dallas, Chicago, Toronto, London, as well as in Nassau, will be glad to fill you in.

In case I haven't mentioned enough ways of spending money, there are the shops of Bay Street which are eager and ready to exchange goods for cash, all, allegedly, at fabulous savings. The best of the savings are on hootch and you will save handily on five bottles of almost anything, that being Uncle Sam's limit for re-entry without paying duty. Other than that, there is a rather good assortment, I thought, of British china-ware—especially in those patterns some aunt is always asking you to find. Men's clothing still doesn't come up to the selection available in Bermuda, and I'm afraid the cashmere sweater story is a bit of a myth, for the sale price back home is almost the same as the going price in these so-called free markets. In other goods—Danish silver, Swiss watches, Italian ceramics and such, Nassau still does not have the collection that St. Thomas can put together. Nor has it the likes of the smart resort-wear of either St. Thomas or Bermuda. Basketry is varied and different though, and Nassau is about the center for it among southern islands. Perfume, which I failed to mention, is a fraction of its cost up here, and you can go home scented like a botanical garden for peanuts. All that and a suntan too. ● ●



THE ELKS MAGAZINE TRAVEL DEPARTMENT

THE YEAR 1960 has been proclaimed by President Eisenhower as Visit-the-U.S.A.-Year. This is aimed at stimulating world tourism and encouraging more citizens of other countries to come to America. Travel officials point out that increased tourist traffic has great economic value, and visitor-exchange between the United States and other countries now runs about two-to-one—with an estimated 10 million Americans abroad as against 5 million foreigners who come here.

Lockheed has come up with the startling news that in the "foreseeable future" we will be traveling at 4,730 miles per hour, cutting the time between the Netherlands and Los Angeles to 98 minutes. That's an average speed of 62 miles per minute. An executive of Air France predicts that, in only six or seven years, "we will use supersonic planes to cut the six-hour trans-Atlantic flight to three."

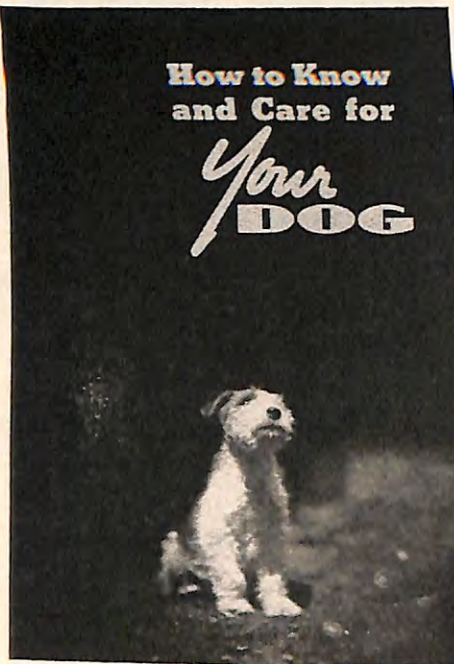
Delray Beach is on Florida's Gold Coast, but is unglittering. It is noted for its mile-long, quiet beach on the Atlantic Ocean. For a serene vacation, not far from Palm Beach, you can't beat it. When the day ends and the golf courses, tennis courts, swimming pools are quiet, the community settles down. For \$3.75 a day, deep-sea anglers can enjoy drift fishing out in the ocean, aboard one of the party boats from Boynton Beach, five miles north on U. S. Route One. Early in the season, rooms are available from \$8 to \$10 double, European plan.

Authority to operate the first nonstop air service between Chicago and Honolulu has been requested from the Civil Aeronautics Board by United Air Lines. United has proposed that the DC-8 Jet Mainliner service begins in 1962. In the same year, the line also plans the first through-plane jet flights from New York, Philadelphia and Detroit to Hawaii, with daily round-trip service on the New York-Chicago-Honolulu route, six round-trips weekly from Philadelphia and Detroit, via Los Angeles. ● ●

In the Dog House

(Continued from page 31)

How to Know and Care for *Your* DOG



This is the title of the dog book by Ed Faust, author of "In the Dog House" which appears regularly in The Elks Magazine. The 48 pages of this book are packed with information that will help you care for your dog. Here you'll find answers to the problems of feeding, training, common sickness—told concisely and in an easy-to-read manner. Many illustrations and descriptions of popular breeds. Thousands of copies have been sold to pleased readers. Endorsed by leading dog authorities.

PRICE ONLY 35c POSTPAID

Please do not send stamps

IT'S THE ANSWER

to your dog problems—so

SEND FOR IT TODAY

Please print name and address

**THE ELKS MAGAZINE
386 FOURTH AVENUE
NEW YORK 16, N.Y.**

handler as his or her turn comes to put a dog through its paces. Incidentally, no dog belonging wholly or in part to the judge is permitted to enter the Trial being judged by that official. This rule prevails for all classes. The class we see now is Novice Class—dogs that have not won the title of C. D., Companion Dog.

First, the dog must heel on leash, and that means no lunging ahead but walking quietly with its handler. Next, the dog must stand to be examined by the judge. Any reluctance, shying, backing away is penalized. Test three is for the dog to heel off leash. Again, both handler and dog parade the length of the ring and return to their original places. This may sound easy, but it's a lot different in the ring I can assure you. Bear in mind that the dog is off leash, hedged in by a crowd on all four sides of the ring and stimulated by the noise and excitement of the Trial, plus the proximity of other dogs. Next is the recall test, during which the handler leaves the dog at a signal from the judge and walks to the far end of the ring. At a brief command or a wave of the hand, the dog must go directly to its handler and sit there quietly. When the judge either orders or gives the signal to finish the test, **the dog must promptly go to heel.** Next test is the "long sit" during which the handler again leaves the dog seated while he goes to the far end of the ring. After one minute the handler is ordered back to his dog. The dog must remain seated throughout this test; change of position or lying down is penalized. The final test is the "long down" which is the same as the long sit but the time is extended to three minutes.

The dogs are scored for each performance, with a total maximum of 200 points, less penalties for imperfect performance. Each exercise is allowed a definite number of points, but the dog must score 50 per cent of allotted points for each to gain a total of 170 and win the title of C. D., or Companion Dog. Winning the title is difficult because the dog must win this number of points at three separate Trials, each with six or more dogs competing.

To win the C. D. X., or Companion Dog Excellent, the procedure is pretty much as the foregoing, with the additional test of retrieving a light object, a wooden dumbbell, both on a straight-away flat course and over a hurdle, and another test—clearing a broad-jump of one and one half times the height of the dog at its withers, or three feet (whichever is less).

Trials for the honor of U. D., or Utility Dog, are limited to dogs that

have won the C. D. X. title, and the tests include scent discrimination. In this the handler is permitted to employ three objects, one of wood, one of leather, and one of metal. These he places at random around the ring, some six inches apart. The dog is not permitted to see where these are placed but must locate them by scent alone. The pup must not pick up any article except the one selected. A reasonable amount of time is allotted, and after locating the object the dog must promptly return it to his handler. With the three objects there are also nine more which have not been handled. The three in question must be numbered, and the job of the dog is to select those three from the total of twelve placed around the ring. In other words, Fido must discriminate between the three and the remaining nine.

A further test is the "seek back" exercise. In this the dog and handler walk toward the far end of the ring and, at a signal from the judge, the handler drops an article, one that is not white or conspicuous and is unknown to the dog. Both dog and handler must proceed about 30 feet after the object is dropped. At a signal from the judge, the handler and dog halt and the handler commands his dog to seek back and retrieve the object. Further exercises show obedience to signal commands only from the handler. These include a jumping test wherein the dog is directed by its handler to clear designated jumps. The final stunt in this round is the group examination, which requires the dogs to line up in the ring while the handlers move to the side, leaving their dogs alone. Dogs must remain standing. The judge then examines each dog. A full three minutes is required time for handlers to remain away from their dogs.

Scoring procedure for all tests for the Utility Dog title is the same as for C. D. and C. D. X. Dogs successfully passing and C. D. X. Dogs are awarded the coveted U. D. For titles of U. D. T. and T. D., Utility Dog Trackers and Tracking Dogs, we'll have to leave the show ring. These are outdoor tests which oblige the dogs to track over a designated course laid down by a man. The dogs, of course, are not permitted to see where the man goes, although the course is designated by flags placed at intervals.

The few dogs that have achieved these exalted positions in dogdom are really the Einsteins of their kind; out of the thousands that entered the Trials of this year there were only 25 U. T. D. titles awarded and just 23 T. D. awards.

For more data about the trials, drop me a line. Except for medical questions, this department is glad to answer inquiries about dogs. ● ●

FROM OUR READERS

The cover of the December issue showed what a rural mail carrier must do sometimes to deliver the mail. We don't have snow to buck out here in California, but in winter we do have high water in places. However, artist John Pike depicted a letter left on the snowy ground—and that would be a very grave offense on the part of a letter carrier!

C. B. BISHOP
SEBASTOPOL, CALIF. Rural Carrier

We agree no carrier would leave a letter in the snow. Artist John Pike suggests that because of the high wind and the number of Christmas packages delivered, the letter may have blown out of the mailbox.

The article in the January issue by Dr. Marcus Nadler—"As Business Moves to 1960"—was read with interest, as his articles always are. I hope that you will continue to print Dr. Nadler's articles.

H. H. UMHOLTZ
GRATZ, PA.

I want to congratulate you for procuring the services of a man who is so well known, so well thought of and so renowned in his field as Dr. Marcus Nadler to contribute the financial analyses and forecasts in THE ELKS MAGAZINE.

F. J. CONWAY
President
THORP, WIS. Thorp Finance

I have read with interest the Editorials in THE ELKS MAGAZINE emphasizing our part in the fight against communism. The efforts of the Order in this fight are very commendable. In this connection, I wish to bring to the attention of our Brothers some observations made by F.B.I. Director J. Edgar Hoover at an August, 1958, meeting of the American Bar Association in Los Angeles. Mr. Hoover expressed deep concern over the problem of law enforcement among youth, and the menace of the communist conspiracy. He said that we are facing the greatest challenge of our history, and that the challenge can only be met successfully by the faith and dedication of the citizens in our system of justice—by upholding and preserving the Constitution and the fundamental principles of freedom, based upon law and order. The

lawless conspiracy of communism remains a constant and serious menace. A recent study, said Mr. Hoover, indicated that the Soviet Union had violated virtually every agreement made with another nation.

LOS ANGELES, CALIF. SAMUEL MICON

I read the "Elks Home Workshop" by Harry Walton, and find time to work on many of the projects described. Thanks for the articles.

MELBOURNE, FLA. RAY REIFF

This is a lusty and sincere *thank-you!* to the Magazine and to my Brother Elks for their support—thanks from an unknown number of children and adults, suffering from muscular distrophy, cerebral palsy, poliomyelitis and a number of other diseases treated at the Crippled Children's School in Jamestown, N.D.

In December and in January, the Magazine mentioned my book—"The Best of Dogs in Peace and War"—all proceeds from which go to the School. Dr. Ann Carlsen, Superintendent, tells me that orders have been rolling in since then.

HAROLD K. JENSEN
MANDAN, N.D. Past State President

"The Best of Dogs in Peace and War" may be ordered direct from the Crippled Children's School, Jamestown, N.D. The price is \$2.00, and proceeds are used for research and study. Mr. Jensen, who is himself incapacitated by arthritis, compiled the book as an endeavor to aid others.

I found the "Report on 1960 Cars" by Joe H. Wherry, in the December issue, of great interest.

However, I would like to point out a mis-statement in the article. The author states that the top seller in the imported car field is the Renault. Being a Volkswagen dealer, I feel strongly impelled to call your attention to this fact: since these cars have been imported, there has been only one month in which Renault outsold Volkswagen.

BOISE, IDAHO C. G. WIEHLE

In his original report, Mr. Wherry topped the sales list of imports with Volkswagen. As the Magazine went to press, Renault temporarily topped it, and the list was changed to comply with sales fluctuations.

"I'M MAKING MORE THAN \$1000 a Month"



C. KAMA



HAVEN'T TOUCHED BOTTOM YET!"

—reports Charles Kama, Texas, one of many who are "cleaning up" with orders for PRESTO. Science's New Midget Miracle Fire Extinguisher. So can YOU!

Amazing new kind of fire extinguisher. Tiny "Presto" does job of bulky extinguishers that cost 4 times as much, are 8 times as heavy. Ends fires fast as 2 seconds. Never corrodes. Guaranteed for 20 years! Over 3 million sold! Sells for only \$4.95.

Show it to civil defense workers, owners of homes, cars, boats, farms, etc., and to stores for re-sale—make good income. H. J. Kerr reports \$20 a day. Wm. Wydallis \$15.20 an hour. FREE Sales Kit. No obligation.

MERLITE INDUSTRIES, Dept. P-41K
PRESTO DIV., 114 East 32 St., New York 16, N.Y.
Canada: Mopa Co., Ltd., 371 Dowd St., Montreal 1, P.Q.

HUNDREDS OF IDEAS

for BRONZE PLAQUES

FREE illustrated brochure shows hundreds of original ideas for reasonably priced solid bronze plaques—nameplates, awards, testimonials, honor rolls, memorials, markers.

Write for FREE BROCHURE A For trophy, medal, cup ideas ask for Brochure B.

INTERNATIONAL BRONZE TABLET CO., INC.

Dept. 40—150 West 22 St., New York 11

JOY JUICE FISH SCENT

If you have the courage to spit in the eye of a fly fisherman and the common sense to know live bait takes most fish, this is for you. It will not make fish swim to and fasten themselves on your stringer nor jump out of the stream into your creel, but you should catch more fish than the fisherman not using it.

\$5.00 per ounce bottle, postpaid

JOY JUICE FISH SCENT
Post Office Box 829 Lewistown, Pa.

20 Ferris NORTHERN GROWN EVERGREENS

3 YR. OLD 4-8 IN. SEED-LINGS

Four each of Colorado Blue Spruce, Douglas Fir, White Spruce, Norway Spruce and Scotch Pine. All 20 only \$1.00 postpaid. One to customer, please. Handsome, colorful 1960 Ferris Nursery Catalog FREE. 60 big pages. 91st Anniversary Edition. Write EARL FERRIS NURSERY 471 Bridge St. Hampton, Iowa

YOU CAN BE A REAL HE-MAN!



CHARLES ATLAS

DON'T let anybody tell you that you're just "naturally" skinny... Flabby... soft. I'll show how you can have the handsome muscle-mighty HE-MAN BODY that Nature meant you to have! In just 15 minutes a day I can make you a NEW MAN! I'll build smooth, powerful layers of muscle wherever you want 'em — arms, chest, stomach, back, legs, etc. — send wonderful new pep and energy surging through your whole body!

WRITE FOR FREE BOOK. Tells about famous "Dynamic Tension," the NATURAL way I built my own famous body. How I've built up other fellows. What I can do for YOU. Address:

CHARLES ATLAS, Dept. 842, 115 E. 23rd St., New York 10, N. Y.

Send for FREE BOOK

NOW- Series E Bonds

turn \$18⁷⁵

into \$25⁰⁰

fourteen months quicker
than ever before



Here are three new reasons why today's Savings Bonds are the best ones in history:

1. Every Bond bought since June 1, 1959, earns 3 $\frac{3}{4}$ % interest when held the full term. Series E Bonds now mature in 7 years, 9 months—fourteen months faster than ever before.
2. Your older Bonds now earn more—an extra $\frac{1}{2}$ % from June 1 on, until maturity.
3. All Series E Bonds, old and new, carry an automatic extension privilege now. This means they'll automatically keep earning liberal interest for 10 years beyond maturity.

Plan to start saving with U.S. Savings Bonds — they're the best ever.

YOUR MONEY GROWS 33 $\frac{1}{3}$ %
IN JUST 7 YEARS AND 9 MONTHS
WITH NEW SERIES E BONDS

YOU SAVE MORE THAN MONEY
with U.S. Savings Bonds

The U.S. Government does not pay for this advertising. The Treasury Department thanks The Advertising Council and this magazine for their patriotic donation.



Baseball's Hardy Citizens

(Continued from page 7)

tremendous job of indoctrination on the breed *fanus Americanus baseball* since the first one shoved his 50 cents through the wicket at the first paid-admission game played on Long Island more than a hundred years ago. And chances are he got the same "Sorry, you'll-have-to-take-what-we-got" snarl then which greets his great-grandson's request not to be seated behind some pole.

We're probably blackening some box-office hustler's honorable ancestor here on this pole business. No one was seated behind a pole a hundred years ago because not only were there no poles but there were no seats. The first baseball crowds stood around close to the scene of action, alternately encouraging the players and denouncing the impassive fellow standing a few feet to one side of the batter's box carefully observing the action. He wore a brimmed beaver hat and a long frock coat, if we're to believe Messrs. Currier and Ives. Umpires' costumes have since undergone a change for the better.

So has the lot of the fans in regard to seating, etc., but progress has been slow and painful. For instance, when they finally did put in seats for the customers, it took a generation to figure out that a screen behind home plate might save hundreds of busted noses and thousands of broken teeth. It seems almost incredible that the pews behind the plate originally had no protection.

Equally incredible is that these seats were always crowded by fans who cheerfully asked for locations in what was jocularly referred to as the "slaughter pen". The Providence club, an early National League member, made a lasting contribution by installing screening in the '80s.

You can still get your nose busted or have your smile altered in a ball park today, and a lot of people find this to be their lot even though the area behind home plate is screened off. The rest of the park isn't, and if you sit in the non-protected area and get one between the eyes you haven't any basis for a suit, as proved over and over in the courts.

It has something to do with "assumption of risk" and the club is legally free of any involvement, provided it has a seating plan available showing the seats behind the screen. The idea is, if you're the worrying kind, you have an opportunity to ask for locations there. After you're told there aren't any, you're now free to assume the risk of purchasing one of the 43,000 other seats in the park. You'd be surprised at the number of people who do.

In fairness to the ball clubs, however, no one has lost his front teeth, etc., in a major-league ball park recently as the result of a foul tip, etc., and not had the club pick up the tab for the doctor,

dentures, etc. The clubs carry insurance against this.

Actually, the seated fan in the ball park today, particularly the newer one, is considerably more comfortable than his grandfather, or even his father, was. In San Francisco's new Candlestick Park, the seats represent the peak of the engineer's art. They're curved in form-fitting fashion, top and bottom, eliminating the pressure points which were so painful in the past. They're hooked directly onto the concrete structure instead of standing on those archaic iron legs, and the all-weather finish the American Seating researchers worked out in their Grand Rapids labs practically guarantees a splinterless existence for the Giant fans.

The scoreboards are infinitely better than in the days of Cobb, Mathewson and McGraw, easier to see and vastly more informative. Last year, most major-league clubs instituted a kind of code, with the key printed in the scorecard, explaining the cause for any unusual delay or decision on the field. For instance, if a "23" flashed on the board it meant the runner was out because he had run outside the basepath, or if a "15" showed it meant interference by a fan. That's progress.

Well, where do the ball clubs fall down in making the game an experience of pure and unalloyed joy, given of course the good weather and a reasonable amount of talent on the field? Or do they really fall down?

A couple of seasons ago, only a few months before his untimely death, Whitey Lewis, Sports Editor of the *Cleveland Press*, drew up a biting bill of particulars against the owners.

Whitey dissected the typical major-league operation and came up with a couple of dozen suggestions. We're concerned here only with actual attendance at the ball park, and it could prove worthwhile examining the distillate of Lewis' many years of watching big-league ball. These are some of the suggestions he offered:

Cut down the number of night games, thus copping a fresh plea for the family trade. Also, who watches TV on a sunny afternoon?

Slash the roster of each major-league team to 20 men, thus saving heavily in payroll and perhaps doing away with those ridiculous lefthanded-right-handed "percentage" switches that bore the brains out of the customers.

Insist that a batter, once he has stepped into the box, remain there until he is finished with his turn. Phoney cinders in the eye and dirty looks at umpires would thus be curtailed.

Schedule night games on Friday and Saturday only, mainly to aid in the fight against juvenile delinquency and also

to insure shut-eye for the older patrons who have to work a five-day week.

Reduce teams of umpires to three men, plenty to handle all ball games. The more umpires, the more decisions; and the more decisions, the more officiousness; and the more officiousness, the more arguments, and it all adds up to longer, and duller, games.

Hire enough cops, tough ones, to patrol the stands and make them safe from pests who would be clanged out of the park on their duffs.

No time out would be permitted a flea-brained fielder to allow a batboy or some stooge to search for his sun glasses while our hero holds up the game. If the bum forgets his glasses let him fight the sun on his own.

Go back to 3 o'clock ball games, thus permitting office workers to get in most of a day's work and allowing time for early-shift workers to get to the park.

Ban fireworks, automobile giveaways, bank nights, orchids, nylons, men's nights, and other synthetic gimmicks. Keep Ladies' Day and tickets for school children.

LEWIS made no suggestions about player-fan relations because this is one of the more ticklish aspects of the game, and subject to local pressures and considerations. Clubs generally want the players to accede to fan requests. They feel that the nuisance factor of pesty fans isn't nearly as serious as the absence of fans.

You'll find a rookie, unless he's psychotic and antisocial, will be happy to stand around all day or night signing old scorecards and slips of paper certain to be thrown away in a few hours. As he matures and remains in the majors, he becomes less anxious, especially after he begins to spot the same pointy-headed repeaters in the crowd.

Although the vast majority of fans are decent, upstanding people, interested only in the emotional belt of watching a ball game, participating in moves of grand strategy, etc., there is undeniably a small, lunatic fringe which uses the game as a stage to parade its collective paranoia. It is a mistake to say that these persons must be tolerated because they pay the players' and owners' salaries. They are paid despite them.

It is only a tremendous tribute to the other well-behaved 98 per cent that they keep coming back despite the antics of the looneys, swillers, and dubious dervishes. Every so often, one slips over the edge completely and we get a case for the police, as in that deranged girl's shooting of Eddie Waitkus, a man she had never met except on a bubble-gum card.

Once in a while you'll get a slightly mulled customer seeking to take out his resentment against the team of his choice losing. The most amusing, and at the same time terrifying, example I ever saw was during a Yankee double-

header in Baltimore when the Orioles had lost the first game and were losing the second. The field is separated from the stands by a drop of a dozen feet, but one fellow made it like a well-trained orangutan in a determined search for a target on which to vent his spleen. He managed to drop out of the stands unobserved, slithered into the Baltimore dugout, and proceeded to belabor the Baltimore trainer, Ed Weidner, without even a do-I-know-you?

In one of those inexplicable demonstrations of group paralysis, the Orioles sat and watched the shameful charade in open-mouthed fascination. There wasn't any question about numbers—they were at bat at the time and there were more than enough around to handle the interloper. Any one of a half-dozen could have separated him from his flapping ears.

The spell was broken by big Gus Triandos who happened to be on first base at the time. He halted the game, raced over to the dugout and ended this ludicrous pantomime with a couple of well-directed blows, and the cops carted off the remains. But supposing the nut had been carrying a gun?

The greatest current area for fan-testing is, of course, Los Angeles, where Walter O'Malley had the unparalleled luck to win a world championship in a second season of occupancy. Los Angeles fans not only pushed their cash money through the wickets in giddy volume, but they further enriched the Dodgers and all others concerned with the financial health of major-league ball in Southern California by unprecedented support of Dodgers' concessions.

Concessions used to consist pretty much of a dime hot dog, a cup of coffee costing the same, a twenty-cent beer (you might not remember these prices but your father will), and the inevitable nickel scorecard. Everything has doubled and trebled, of course, but the choice of available items has increased perhaps fifty-fold.

There was a new type of audial fan manifestation in Los Angeles this past year, or rather a dual manifestation. There were always several customers on hand equipped with those big air horns used on express busses. They sounded them at key moments.

Providently, these horn-hounds were few in number. On-the-spot psychologists figured the only reason Walter O'Malley tolerated these meatballs was his secret regret at having stifled an urge to run away and become a bus driver after his graduation *cum laude* from the University of Pennsylvania.

But there was another group of cacophonists who made a picturesque—and incidentally, profitable—segment of the Coliseum's customers. These noise-makers blew a four-note call on a toy bugle which triggered a tremendous cry of "Charge" among the customers. It was a carry-over from the big-time

Bass Fisherman will Say I'm Crazy . . .

until they try my method

But after a fair trial, if you're at all like the few other men who know, you'll guard it with your last breath

I have no fishing tackle to sell. I make a good living out of my regular profession. But fishing is my hobby. And because of this hobby, I discovered a way to get those giant bass—everytime I go after them—even in waters most fishermen say are "fished out."



I don't spin, troll, cast or use any other method you ever heard of. Yet, without live or prepared bait, I can come home with a string of 5 and 6 pound beauties while a man twenty feet away won't even get a strike. You can learn my method in a few minutes. It is legal in every state. All the equipment you need costs less than a dollar and you can get it in any local store.

No man who fishes your waters has ever used my method—or even heard of it. When you have tried it—just once—you'll realize what terrific bass fishing you've been missing.

Let me tell you about this method—and explain why I'm willing to let you try it for the entire fishing season without risking a single penny of your money. There is no charge for this information. But I guarantee that the facts I send you can get you started toward the greatest bass fishing you have ever known. Send me your name today—on the handy coupon. You've got a real fishing thrill ahead of you.

ERIC O. FARE, Highland Park 9, Ill.

**Eric O. Fare,
HIGHLAND PARK 9, ILLINOIS**

Dear Mr. Fare: Please send me complete information without any charge and without the slightest obligation. Tell me how I can learn the method of catching big bass even when old-timers are reporting "no luck".

Name

Address

City.....Zone.....State.....

MARTIN'S FLAGS

★ ALL KINDS
★ ALL SIZES

DISPLAYS FOR ORGANIZATIONS-TOWNS-SCHOOLS-FAIRS

Prompt shipment. Ask for our colorful WHOLESALE Catalog No. 60-E

MARTIN'S FLAG CO., FORT DODGE, IOWA

RUPTURE!

An amazing Air-Cushion Invention allows body freedom at work or play. Light, neat, cool, sanitary. Durable, cheap. Day and night protection helps Nature support weakened muscles gently but surely. No risk. **Send on Trial!** Write NOW for free Booklet and **Proof of Results.** All correspondence confidential.

Brooks Company, 114-D State St., Marshall, Mich.

RAIN CAPE WITH HOOD

Protects From Head to Toe

Folds into a snappy Purse Package the size of a pack of cigarettes. Just open up case " presto! "—out pops the cape and attached hood for complete rain or snow protection. Its illusive transparency (made entirely of sturdy vinyl plastic) drapes easily over every garment into a full size cape.

Only **\$1.25** plus 25¢ for postage and handling.

No C.O.D.'s, please. **Money Back Guarantee**

ARCO DISTRIBUTORS, Dept. PG
P.O. Box 20, Cathedral Station, New York 25, N.Y.

college football games played for a generation in that arena.

The Dodgers' concession department figured something that had escaped the collegiate big-domes—the fans would not only obey the bugles, but would pay for ones to blow themselves. Bugles were right up there as a prime item on the concession stands in '59.

Before the Dodgers' appearance in Los Angeles, a per-capita figure of about 75 cents would have rated as excellent in the concessions department of any ball club. (It's about 22 cents in football, where the customer keeps his hands in his pockets for warmth and is loath to withdraw them.) The Dodgers have already passed the dollar mark and are looking higher.

Up to a few years ago, only baseball players felt at home in baseball caps. Now, from the neck up at a ball park you can't tell the players from the customers unless you happen to spot a moustache. (Baseball players, for some unwritten reason, all keep the fuzz off their upper lip.)

Now, once you get to a ball park for a day game, you either whip out your baseball cap or a buck for one that approximates your headsize. What you're getting at this price is only a thin replica of the real thing. The genuine costs the ball club \$5 a copy.

In this connection I had an interesting experience with my last Dodger cap. During the 1959 World Series, all the working press, with the exception of a handful that could be squeezed into the regular press box, were invited to fry in makeshift press arrangements outside, along with the \$8 and \$10 customers. The smarter ones among us bought hats, the smartest going for the coolie type of headgear which protects the back of the neck as well as the face. My choice was the regular baseball cap with the "LA" pasted in front.

For twenty years I had covered baseball without ever knowing there was a back to my neck. I learned about it in Los Angeles. For the next two weeks I had to sleep nose-downward.

There was an interesting sequel to the hat business, and you'll see that I can scarcely begrudge the Dodgers their modest profit on the transaction. Shortly after the Series, I was on an assignment in the Near East. In a hotel in Herzlia, outside Tel Aviv, I had a maid who apparently spoke only an obscure dialect of Aramaic. My English drew only an uncomprehending shrug. It made getting an extra towel, etc., an international problem.

One afternoon I had worn my Dodger cap as a protection against the sun. That evening when the maid came in to make up the bed she spotted the cap on the dresser. "Oh, a Los Angeles Dodgers cap," she gurgled, "my favorite team."

Ultimately, she departed with it perched on her head, bearing a faint but

undeniable resemblance to my great and good friend, Pee Wee Reese. You'd be surprised, Mr. O'Malley, at the number of towels I commanded during the rest of my stay.

Probably the greatest thing ever to happen to the customers was the return of Bill Veeck as boss man of the White Sox. And the greatest thing ever to happen to Bill Veeck was the White Sox's winning the American League pennant during the first year of his stewardship. Veeck came up with all sorts of gimmicks (awarding 1,000 box seats to some unlucky fan for a single game was one, a year's supply of French-fried ants was another) to titilate the fans.

They loved it. Of course, they also had the winning team and the Sox drew 600,000 more than in their previous year, a figure topped only by the Indians, whose gain was actually more (834,171) than its total draw (663,805) of the previous season.

Bill saved his floral touches for the World Series. Outside the park, the grimy streets looked shockingly unfamiliar. There were baskets of flowers hanging from the lampposts as though some Roman proconsul was due to pass. Inside Veeck had distributed daily 20,000 American beauty roses to all the ladies on the premises, regardless of where they were sitting.

It was a pixyish, and still another unexpected, touch by a master showman who is on record as regarding baseball as a "holler sport".

"Let 'em holler," offered the White Sox boss who sits in no ivory tower himself, but is always in there arguing, talking and listening. "This isn't any Sunday school." So far no "holler" guy has taken a punch at him.

FROM personal observation, the thought is that if a magnate is to get belted, his chances would be best in the White Sox park, which draws the toughest clientele in the majors.

Comiskey Park probably holds the dubious distinction of most arrests made during a Sunday doubleheader. You won't find it in any record book, but three years ago there were pinches during a Yankee twin bill for everything from pocket-picking to armed robbery, all accomplished to the incessant, drumming racket of Yankee base hits off White Sox pitching on the field.

Hating the Yankees has been a prime pastime for American League fans for a decade and it has had an unquestioned salubrious effect on all gates. In a good many instances, the Yankees have constituted one-third of a club's total home attendance. They have also consistently drawn more on the road than at home.

It isn't necessary for the Yankees to leave home to be booed and hooted, although there was a noticeable switch-around last year in direct ratio to the sag in Yankee fortunes. They were

cheered more than at any time in Casey Stengel's stewardship. Mickey Mantle was booed more.

On the theory that there was something more to this than merely Mickey's having his worst year since he achieved stardom, one of the New York newspapers put an investigative team on the problem. These reasons were given:

1. He's over-rated.
2. He's over-paid.
3. He hasn't justified himself.
4. He's not hitting the way he should.
5. He's not fielding the way he should.
6. The boos-ers boo because they're afraid to beat their wives.
7. It's a compliment. They like him. All great players are booed.
8. I'm a Dodger fan.

Mantle has been booed more than any current top player save Ted Williams. Stan Musial has probably been booed the least. A couple of years ago, Musial made a couple of errors in St. Louis against the Dodgers which cost a ball game. The amazed crowd heard booing directed at this all-time star for the first time. The next day there was a paid ad in the papers apologizing publicly. It was signed, "ten of your millions of admirers."

Fans have a right to boo (see Veeck's earlier capsule summation) and in a crowded ball park there's not much an unfortunate fellow-fan can do except sit and take it if he happens to draw a seat by a real doll-baby. In Brooklyn, the Dodgers had a season-box customer who had a sort of splintered personality. He paid for a season seat, but insisted on a different location for each game.

"I'm pretty much of a pain in the neck," he told the Dodgers' ticket manager, Harold Parrott. "Why should I make one person suffer all the time?" The club obliged.

Although it doesn't seem that way too often, clubs will tell you they try to oblige the customers whenever and wherever they can. You can't please everyone, however, and if you think so, consider the Detroit Tigers, whose new front-office boss, the sagacious Bill DeWitt, has virtual orders to win the pennant with a club a lot of people regard as good as any around.

Winning just isn't that simple, and the reference here is not to pitchers getting the ball over, hitters executing the hit-and-run, etc.

Up in Kalamazoo there is a Tiger fan 110 years old. When he was 106, William (Dad) Eddington was asked the usual questions about what he attributed his longevity to, etc., etc. He told the interviewers what they wanted to know, then added gratuitously, "I intend to live until the Tigers win a pennant." Since then Dad Eddington has outlasted three Tiger managers.

Your problem, Mr. DeWitt. ● ●

A Communist Myth

PROPAGANDA MILLS grind on and on, as the communists make all sorts of charges against the Western powers, alternating with all kinds of offers to exchange "mutual concessions"—about which there is often nothing mutual at all. A current communist myth is that the West started the cold war, and that the Soviet Union looks toward summit meetings to end it by the granting of such concessions. That myth is exploded in this month's excerpt from Freedom's Facts—monthly publication of the All-American Conference to Combat Communism. Consisting of fifty national organizations, including the B.P.O.E., the Conference publishes these facts to help safeguard democracy and preserve our liberty.

A particularly dangerous myth that Soviet Premier Khrushchev is promoting goes like this: Western powers began the cold war by re-arming, building military bases around the socialist camp, and planning military intervention in the internal affairs of socialist and other "peace-loving" states. The rising power of the Soviet Union (and especially Premier Khrushchev's visit to the United States) has now defeated this Western strategy and, therefore, the world is now on the way toward universal peace.

The Communist definition of "universal peace" is a socialist world run by Communist Parties. Repeated statements by leaders, ranging from Premier Khrushchev down to U.S. Communist Party Secretary Eugene Dennis, on the coming of universal peace, reflect their belief that Red rule of the world is just around the corner.

All Communists—those in the United States and in Moscow—are looking to the proposed summit meetings to further this march toward an all-Communist world. Many people do not appear to realize what the Communists are up to.

Yet, Premier Khrushchev's words are about as clear on this subject as you can expect from Communism's chief propagandist. In a speech to the Supreme Soviet on October 31, Khrushchev declared: "In questions of ideology we have firmly stood and will continue to stand like a rock on the basis of Marxism-Leninism . . . Vladimir Ilyich Lenin taught that the working class, before as well as after it has gained power, must be able to pursue a

flexible policy, compromise, and come to agreement whenever life and the interests of the cause demand it."

The cause, of course, is world victory as Lenin, Stalin and Khrushchev have said repeatedly. As the world goes into what Khrushchev calls a period of "mutual" concessions, in order to assure peace, he tips his Red hand by the concessions he expects to be made at the summit meeting and afterwards. In his speech to the Supreme Soviet he mentioned these areas for concessions:

- Disarmament. Communists want complete world disarmament within four years, leaving peoples armed with no more than small arms.
- Liquidation of U.S. military and rocket bases abroad and an end to defensive military alliances, including NATO, CENTO, and SEATO.
- Solution of the German problem and the question of West Berlin.
- Recognition of Communist China and surrender of Formosa to Communist Chinese rule.
- Removal of U.S. forces from South

Korea and unification of Korea along lines acceptable to the North Korean Communists.

Note this. Khrushchev did not mention any "mutual concession" which would weaken the Communist empire, but he did mention major "mutual concessions" which would weaken the West.

It is just over ten years since the Communist take-over in Czechoslovakia caused the West to re-arm, form defensive alliances, and set up military bases ringing the Communist empire. Now the concessions Khrushchev asks for would bring the West full circle back to its weak and relatively defenseless position in the post-war period prior to 1948.

Obviously, once the West is militarily and morally disarmed, the huge Communist world-wide apparatus can move forward with greater speed. With world-wide propaganda apparatus, their ability to concentrate foreign trade to achieve specific political objectives, their cooperative Communist parties and front groups in every country of the free world, and their expertness in small-arms guerilla warfare, all the cards would be stacked in the Communists' favor.

Communists have good reason to be enthusiastic about their "peace" campaign. Their propaganda condemns any Western act or statement opposing their goals as a threat to peace.



**A SUPPLEMENT
TO YOUR PRESENT
SALARY** ?

*An Income
When You
Retire ?*

**Coin-Operated
Norge Equipped
Self-Service**

Launderamas . . .

the ideal, low-investment, high-return, "second business" for the man who wants the extra security of an additional income.

For many years these fully automatic, coin-operated, self-service Laundry Stores have received community-wide acceptance and have proven highly profitable. Launderamas feature the best equipment available at the lowest financing terms in the industry—as low as 10% down with the balance financed at 6% over a three year period.

Launderamas are self-amortizing and conducive to chain operation. Because they are fully automatic, they demand little of your time. Because there are no salaries or franchise fees, the cost of operation is extremely low, and you are able to offer your customers a 40% to 60% savings on their laundry needs.

The sole purpose of our national organization is to assist and guide you in developing your own coin-operated laundry store operation. Our staff is made up of independent associates who are able to offer you the benefit of their years of experience in this tried and proven successful field.

For complete information and name of nearest office, call or write—

Zeolux Corp.

DEPT. EK
261 MADISON AVENUE YUkon 6-9740
NEW YORK 16, N. Y.

DON'T QUIT SMOKING

... Before Giving My Pipe a Trial!

New principle that contradicts every idea you've ever had about pipe smoking. I guarantee it to smoke cool and mild hour after hour, day after day, without rest without bite, bitterness or sludge. To prove it, I'll let you try a new Carey Pipe. Send name today for my FREE complete trial offer. Write to: **E. A. CAREY**, 1920 Sunnyside Ave., Dept. 204-B, Chicago 40, Ill.

Make Rubber Stamps for BIG PAY



Need more money? Earn \$30-\$50 a week, spare time, at home making rubber stamps for offices, factories, individuals. Hundreds of uses. Hundreds of prospects—everywhere. Right in your own community. Turn out special stamps for names, addresses, notices, prices, etc., in minutes with table-top machine. We furnish everything. Rush card today for free facts. No salesman will call.

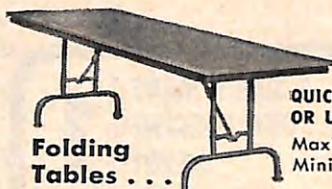
Rubber Stamp Div., 1512 Jarvis Ave., Dept. R-24-B, Chicago 26



**FOR
MEMORABLE
OCCASIONS
PLAQUES
IN BRONZE
OR ALUMINUM**

A few dollars buys a lifetime of appreciation with United States Bronze plaques, honor rolls, testimonials, memorials, and awards.

UNITED STATES BRONZE Sign Co. Inc.
Dept. E, 101 W. 31st Street, N. Y. 1, N. Y.



Folding
Tables . . .

QUICKLY FOLD
OR UNFOLD!
Maximum Seating
Minimum Storage

PERFECTIONEERED



Better appearance,
durability and strength.
Finest construction,
workmanship, finish.
Choice of many top
materials and colors.
Write for Folder

MITCHELL MANUFACTURING CO.
2748 S. 34th St., Milwaukee 46, Wis., Dept. G

Look How Easily You Can Make
\$75.00 with **CREATIVE**
EVERYDAY CARDS

You make 75¢ on each \$1.25 "Fabulous Parchment" Ensemble of 24 fine quality birthday cards. No experience needed to make \$75.00 on 100 in spare time. Let friends choose from 143 newest \$1.00 and \$1.25 assortments, Studio-style and Religious greetings, clever Gift Novelties—and you will make more money plus Bonus Gifts.



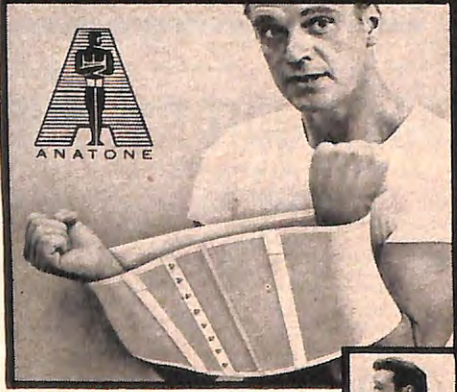
Just Send Your Name for Samples
Send no money. Mail coupon for FREE Stationery samples, Assortments and Gift on approval. Get \$1.00 Dutch Set on FREE offer for acting quickly.

Exclusive Dutch
Boy & Girl
Salt & Pepper
Set Offered
FREE

CREATIVE CARD CO., Dept. 114-N
4401 West Cermak Road, Chicago 23, Ill.
Please send money-making samples on approval, with \$1 Gift Set on FREE offer for being prompt.

NAME _____
ADDRESS _____
CITY _____ STATE _____

Anatone gives healthful support, slim appearance



Supports sagging stomach muscles. Helps you get blessed relief from nagging backache. Slims inches off your waist. The scientifically-developed ANATONE BELT now helping thousands of men in all walks of life. Made of elasticized fabric with reinforced stitching, special stays to prevent wrinkling and rolling. No crotch piece. Feel and look younger . . . results guaranteed or purchase price back. Waist sizes 26" thru 52"



Unconditional
Money-Back
Guarantee
\$4.98
10 day free trial
...send no money

MAGIC-MOLD Inc., Dept. A188
467 Livonia Ave., B'klyn 7, N. Y.
Rush me on 10 days' FREE TRIAL on ANATONE BELT. I will pay postman \$4.98 (plus postage). If not completely satisfied, I may return the ANATONE for full refund of purchase price.
My waist measure is _____ inches
Name _____
Address _____
City _____ Zone _____ State _____
 Save money. Enclose money now and we pay postage. Same money-back guarantee. (Canadian and Foreign orders, Prepaid only. Add 50c extra.)

State Associations Bulletin Contest

Editors and publishers of all State bulletins are urged to enter their publications in the 1960 State Associations Bulletin Contest. Three issues of these bulletins, published during this Lodge Year, are to be mailed to Grand Lodge State Associations Committeeman Billie T. Gresham, P.O. Box

14, Princeton, Ky. Do not mail entries to the Grand Secretary or to the Magazine. Plaques will be awarded for the best bulletins, and certificates of merit for other outstanding entries, at the Grand Lodge Convention in Dallas. Entries must be submitted prior to April 16, 1960.

The Elks and Freedom of the Press

(Continued from page 13)

activities were publicized via an article in the lodge's publication, *Elks Tracks*, press releases, window displays and handouts. In addition, proclamations calling attention to the observance were issued by Governor Paul J. Fannin and Mayor Jack Williams. At an award banquet, Charles D. Barton, City Editor of the *Phoenix Gazette*, was presented with a plaque in appreciation of comprehensive coverage of community events by him and his staff. Co-chairmen Charles W. Pine and Irving Moore handled arrangements for the occasion, and Charles J. Smith entertained with an illustrated lecture on the history of newspapers through several centuries. Mr. Smith's hobby of collecting front pages led to his founding of the International Newspaper Collectors Club.

In First Place among lodges with less than 600 members, Fulton, N.Y., included in its observance an essay contest, a poster contest and a "Favorite Newsboy" contest, thus combining worthy youth activities with Newspaper Week events. Awards were presented to the winners at a dinner held by the lodge. Students also went on a tour of newspaper plants, arranged by Fulton Elks. A cocktail party and a dinner were held for local newsmen and their wives, who were welcomed by Exalted Ruler Floyd Hallenbeck. Toastmaster was Past Exalted Ruler James B. Hanlon, State Youth Activities Committee Chairman. Attended by 135 persons, this was the fifth annual dinner held by the lodge for Fulton newsmen. Program Chairman was Nicholas Hopman. Dr. Frederick Winn, Professor of Social Studies at Teachers College, State University of New York, delivered the principal address, on the topic of Soviet-American relations.

The activities which won Second Place for Fall River, Mass., among lodges of over 600 members, included an essay contest for students, with savings bonds as awards, a trophy for the school submitting the best school newspaper, a program attended by 185 students, and the presentation of plaques for outstanding achievement to three local papers: the *Herald News*, *The Independent* and *The Spectator*.

Mayor John M. Arruda issued a Newspaper Week proclamation, a framed copy of which was presented to Exalted Ruler George E. Pelletier by Brother Thomas Britland, the Mayor's Administrative Assistant, at a program honoring the local press. Principal speaker at this program was John T. Crowley, Head of the Journalism Department at B. M. C. Durfee High School. Co-chairmen for the observance were Brothers Frank A. Connolly and Frank M. Burke. Mr. Connolly reports that over 350 attended the program.

To win Second Place among lodges of less than 600, Bethlehem, Pa., invited local educators, high school editors and their advisors to participate in an evening of combined education and celebration honoring the press. Newspaper Week Committee Chairman Amandus Schaffer arranged for the attendance of Editor John Strohmeier and Managing Editor C. F. Ritter, both of whom addressed the gathering. After outlining a history of the press, Mr. Strohmeier explained to the young people present the opportunities for youth in the field of journalism. Five student editors then took the rostrum, and each delivered a five-minute talk on what a newspaper means to the community. In summarizing these remarks, Exalted Ruler J. W. Trotter commented that our support of the free press strengthens all of our freedoms, not only within a given community but throughout the Nation.

A proclamation by Mayor K. K. Coleman officially began the observance that won Third Place for Woonsocket, R.I. Radio publicity and coverage, arranged by the committee under the Chairmanship of Romuald Bourget, led to a novel and effective innovation at the evening program held by the lodge. Station Manager Zel Levin of WWON turned on a radio when his turn came to deliver one of the principal talks; the assembly then heard, on the nine o'clock news broadcast, an account of the evening and of the week's activities. Mr. Levin had telephoned his news report to the station just in time for inclusion on the broadcast, even summarizing the addresses prior to his own. Another principal speaker of the eve-

ning was City Editor William A. Crouse, of the *Woonsocket Call*, who guided the audience through the exciting intricacies of reporting—from the gathering of the raw news through its preparation and final appearance on the printed page. Not only were members of the press represented at the program, but the youth of the community as well. Exalted Ruler George Garcia presented awards to outstanding newsboys, who attended with their parents at the invitation of the lodge.

The other Third Place winner, Ambridge, Pa., delivered invitations to the lodge's Newspaper Week party by hand. Brother Mote Bergman, a noted long-distance walker, strode a total of 35 miles to deliver invitations to the staffs of Radio Station WMBA and the newspapers of the area; as a result, these invitations received fine press coverage. Activities at Ambridge also included an essay contest, which emphasized the role of the local radio station as a member of the press. The topic: "Why I like to listen to WMBA." Also to arouse the interest of youth and to spread the word of Newspaper Week, lodge members joined young newscarrriers on their rounds. A notable feature of the week was a series of articles about the free press, which appeared in the local papers and were written by Exalted Ruler Andrew J. Span and other prominent local Elks and civic leaders. A dinner, arranged by a committee under the supervision of Lodge Secretary C. F. McRobbie, was attended by almost 200 journalists, including representatives of WMBA, the *Ambridge Times*, *Beaver Valley Times*, *Sewickley Herald* and other newspapers. One of the evening's highlights was a panel discussion on politics in the Middle East, moderated by *Ambridge Times* Promotion Director Sal Perrotta, and participated in by newspaper people and special guest K. E. El-Hilu, a Syrian student at the University of Pittsburgh.

FLOYD R. HYER

Okmulgee, Okla., Lodge, No. 1822, mourns the death of one of its most devoted members, Floyd R. Hyer, who passed away on November 20th at St. John's Hospital in Tulsa, Okla. He was 69 years old. Mr. Hyer was senior Past Exalted Ruler of his lodge and served as District Deputy for Oklahoma North-eastern in 1953-54.

A champion of the Order's many charitable endeavors, Mr. Hyer acted as State Chairman for the Elks National Foundation for many years and was largely responsible for Oklahoma Elksdom's increasing interest in the Foundation's work. The Floyd R. Hyer Trophy is presented annually to the Oklahoma lodge showing the best cooperation with the Foundation.

Exceptional Profits Reported from
MAYTAG
UNATTENDED LAUNDRY STORES

- An ideal investment for individuals or groups.
- Requires less time than normal investments yet returns higher yield.

Investigate the unusual profit potential of Maytag equipped coin laundry stores now. New Maytag unattended Coin Laundries are a proven and established business—tailored to modern American methods of living and shopping. The Maytag commercial coin laundry requires no experience, moderate investment, and can be managed easily without interfering with other investments.

Write, wire or phone for full information today:

THE MAYTAG COMPANY
 America's Leading Laundry Specialists
COMMERCIAL LAUNDRY DIVISION
 Dept. E-2, Newton, Iowa

COIN-OPERATED WASHERS

YOUR OWN SHOPPER

Thousands of Elk families have learned the convenience and pleasure of shopping by mail through their ELKS FAMILY SHOPPER. Right now, why don't you turn to this month's SHOPPER pages and see all the interesting, attractive and useful items offered—all under the guaranty of a refund if you are not satisfied with your purchase.

"I've seen them all... CAPE CORAL IS MY CHOICE! it's Florida's waterfront wonderland!"



"It's truly a Waterfront Wonderland, with everything you look to Florida for — and then some! It's the community of tomorrow — ready TODAY — rich in Nature's generous gifts, made even more wonderful by inspired planning and lavish improvements. Story-book location — ideal climate — High, dry, fertile land — Full-scale construction program — A social life you'll love — all adding up to Waterfront Living at its best."



says **BILL STERN**,
 Dean of
 American Sportscasters

"THE PERFECT HOME... THE PERFECT HOMESITE... THE PERFECT COMMUNITY!"



says **CONNIE MACK, Jr.**

"You've never seen a parade of homes like Cape Coral's! Designed to take advantage of Florida's delightful year-round climate, they invite the outdoors in, and give a bright new golden meaning to every moment of your life. All sizes, too — from 2 Bedroom, 1 Bath to 4 Bedroom, 3 Bath with swimming pool. Why not select your homesite in Cape Coral now — TODAY — and plan for a better tomorrow!"

\$20 DOWN STOP WISHING... START FISHING!

Spacious Quarter-Acre HOMESITES from \$1320

Send for the Cape Coral Story today

Gulf Guaranty Land & Title Co., Dept. F41
 1771 Tamiami Trail, Fort Myers, Florida

Please rush my FREE copy of "The Cape Coral Story" in full color.

Name.....

Address.....

City.....Zone.....State.....

Chamber of Commerce Member
 Ft. Myers, Dade County, Florida State



ELKS NATIONAL FOUNDATION



"The Joy of Giving"



Miss Esther J. Schoenecker, who received a Foundation tuition grant for study at Syracuse University, is shown here with a student at Independent School District No. 281, Robbinsdale, Minn. The child, Nancy Kammann, is working on a peg board, copying a design from another peg board. This perceptual training is an important factor in educating a child with brain damage.



Presentation of a Foundation scholarship and grant took place at Batavia, N.Y., Lodge, following a regular meeting. Miss Josephine Pellegrino received a \$550 Foundation grant to assist her studies in modern techniques of cerebral palsy therapy; and Chester J. Gabriel (second from left) was awarded a "Most Valuable Student" Scholarship of \$1,000 at the 1959 Grand Lodge Session. With the winners (from left) are Exalted Ruler Arthur F. McGettigan, County Judge Philip J. Weiss, speaker at presentation, and Carroll Johnson of the Lodge's Scholarship Committee.

With a patient, Karin Garofano, are Foundation award recipient Miss Ann Marie Sullivan and Mother Mary Annunciation of the Staff of Kennedy Memorial Hospital. The Knights of Columbus Research Center of the Hospital, in Brighton, Mass., is dedicated to the investigation of neurological handicaps of children.



SPECIAL NOTICE—ELKS NATIONAL FOUNDATION

A student entering the Elks National Foundation "Most Valuable Student" Scholarship Contest should file the required application and supporting exhibits with the Secretary of the State Elks Association in the state of student's legal residence. Read and follow the instructions in the announcement which appeared in the September, 1959, issue.

Risking Your Auto

(Continued from page 11)

home when some luckless citizen loses his auto—and the money he paid for it—after it develops he has purchased one of these hot cars. Sure, the auto agency that sold him the car is responsible for its legitimacy—but just look at what happened in Tulsa, Oklahoma. . . .

Early in March, 1955, officers of the Missouri highway patrol flagged down a new Mercury for speeding near Kirkwood, Mo. The young driver, one Robert Vaughn, nervously explained that the car belonged to a friend, Henderson Richardson, of St. Louis. Vaughn didn't look right, so the officers checked his car's description by radio with headquarters. In a moment they were advised it had been stolen in St. Louis a few days earlier.

St. Louis police were notified and they picked up Richardson at his home. He denied any knowledge of the Mercury, but a search of his pockets turned up a receipt for a \$770 cashier's check covering the sale of another auto to Murdock Auto Sales in Tulsa, Oklahoma. Sensing something big, the St. Louis police turned the case over to the FBI.

In Tulsa, two FBI agents, accompanied by two NATB special agents, interviewed Murdock. He admitted buying the car from a speculator named Willie Potter. "I bought lots of cars from Potter," he explained helpfully. "All of them were in fine condition."

Murdock showed the officers to the questioned car parked on his sales lot. The NATB men, experts at auto identification, examined it carefully and then shook their heads. "Motor numbers have been altered and the serial number plate is a replacement," one agent reported. "This car is hot."

Murdock, an honest businessman, turned white. "Why I know three dealers who bought at least two hundred cars from this same source!" he gasped to the astonished agents.

This was the big break. It led to the smashing of one of the largest interstate auto theft rings to operate in recent years. Wasting no time, 20 law officers and NATB men descended on the four auto agencies with a court order and began examining sales records. Other agents went to the State Motor Vehicle Department and started checking auto registrations one by one, looking for title transfers bearing the name of Willie Potter.

An inspection station was set up in a police garage and hundreds of people who had purchased cars from the four dealers were being notified to bring in their vehicles for examination. After the story broke in Tulsa newspaper headlines, notifications were no longer necessary. Worried auto owners from

Tulsa and a dozen surrounding towns swamped the garage, fearful but determined to learn whether they were driving stolen cars.

In the first five days 105 of these autos were impounded as stolen property. Before the month was out, this figure had leaped to an incredible 220 vehicles, valued at over \$300,000. The stunned people who lost their cars—many still owed a couple of years' payments to finance companies—caused an uproar that shook Tulsa for weeks.

NATB agents used their own scientific methods to identify the cars. Utilizing a highly secret acid process, they managed to develop the genuine numbers on most motor blocks even though the originals had been ground off and the surfaces restamped with fake numbers. The process is based on the fact that factory stamping depresses the metal molecules into the block and the acid solution reveals them, something like the way chemicals develop in film.

NATB also has a way to double-check its findings for accuracy. In addition to serial number plates attached to every new car—these are easily interchanged by thieves—auto manufacturers conceal duplicate numbers on certain parts of the vehicle. Locations of these numbers are shifted each year and only police agencies and the NATB are told where to find them.

While the cars were being identified in Tulsa, FBI agents were busy in St. Louis tracking down the gang. Vaughn and Richardson named several men who had worked with them. They were promptly picked up and questioned until they informed on the others. Within a few days identities of the complete gang, totaling 24 men, were known and 13 were in custody. The remaining 11 scattered to different hiding places but were nabbed one by one in the following weeks. The gang was tried in Federal court at Oklahoma City. Ringleader Potter was sentenced to 20 years; Richardson got 15 years, Vaughn received five, and the other gang members got equally stiff sentences.

How did this gang manage to fool authorities and honest businessmen while conducting such a big operation for so long? Bill Davis, manager of

Negatives Needed

Since adopting the policy of requesting negatives with all glossy prints submitted for publication, we have received a number of letters which reflect intelligent understanding of this policy.

While we are receiving this cooperation from the majority of our lodges, and deeply appreciate it, we are publishing this reminder for those who may have overlooked previous announcements.

NATB's Western Division with offices in Chicago, explains it: "The Potter gang bought wrecked or burned-out cars from junkyards to obtain titles, then stole vehicles of the same make, model and color off the streets. They switched the serial number plates from the wrecked car to the stolen one. Motor numbers were ground off and numbers corresponding to the wreck were stamped on. New locks and keys completed the job.

"Potter's men, we learned, stole as many as five cars a night, selecting only clean-looking jobs. Each man was paid a flat \$100 per car, including the drive to Tulsa. Potter followed along in his paid-for Cadillac to handle the business details and return the men home.

"It was a weak link in law enforcement which allowed Potter to obtain Oklahoma titles to these cars and subsequently sell them. Oklahoma law requires that an officer examine each car entering the state for sale. (It was at the urging of NATB executives, a few years earlier, that this law was passed.) But for some unclear reason Potter was trusted and allowed to bring stencils of motor numbers to the Motor Vehicle Registration Office without having his cars examined. The forged motor numbers were a makeshift job that would have been easily detected by a trained inspector and the plot exposed. This weakness in registration procedure was quickly rectified and other states have taken similar precautions."

What about the 220 recovered cars? Many had been stolen from owners who carried no theft insurance, and they were understandably happy to get them back. The others, covered by insurance, were turned over to the companies which had paid out claims on them. Dozens of lawsuits were eventually filed against the four dealers by the unlucky people who had purchased stolen cars from them. A police investigation established that these firms had paid Potter regular market prices for the cars, proving that they didn't know the cars were hot. But being unable to reimburse their customers, all four went into bankruptcy and nobody received a dime.

Professional auto thieves are forever coming up with fantastic new angles to bedevil NATB men. A Detroit gang's specialty was stealing cars from factory parking lots after their owners had checked in for work. By the time a theft was discovered, eight hours or so later, the car was usually hidden in a garage hundreds of miles away and being groomed for sale with a new set of numbers.

A gang in Flint, Michigan, using a junkyard and used auto parts store as a front, stole late model cars and took them entirely apart, selling the pieces as replacement parts to unsuspecting customers. As it invariably happens with auto thieves, the law of averages

YOU CAN SAVE YOUR HEARING!

The United States Public Health Service has published a booklet of vital interest to all who care about their hearing. This booklet, entitled "How to Protect Your Hearing," tells what can cause a loss of hearing, and how to guard against losing your hearing. It offers valuable suggestions to those who have suffered a hearing loss. It explains the problems of hearing difficulties in children. To obtain a free copy of this reliable, authoritative booklet, simply fill out the coupon below.

FREE BOOKLET

For your free copy of "How to Protect Your Hearing," plus descriptive literature on Zenith Hearing Aids, just write:

Zenith Hearing Aid Division, Dept. 270
6501 W. Grand Ave., Chicago 35, Ill.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

RUPTURE-EASER

(APIper Brace Truss) ®



Double... \$5.95

Right or left
Side \$4.95

No Fitting Required

Pat. No. 2606551

A strong, form-fitting washable support for reducible inguinal hernia. Back lacing adjustable. Snaps up in front. Adjustable leg strap. Soft, flat groin pad. No steel or leather bands. Unexcelled for comfort. Also used as after operation support. For men, women, children. Mail orders give measure around the lowest part of the abdomen and state right, left side or double. We Prepay Postage except C.O.D.'s.

PIPER BRACE CO.

811 Wyandotte Dept. EK-20 Kansas City 5, Mo.

APPLY FOR OLD LINE LEGAL RESERVE LIFE INSURANCE

If you are under 80, you can still apply for a \$1,000 life insurance policy to help take care of final expenses without burdening your family.

Handle entirely by mail. No obligation. No one will call.

Tear out this ad and mail it today with your name, address and year of birth to Old American Insurance Co., 4900 Oak, Dept. L255M, Kansas City, Missouri.

caught up with this bunch. A passerby recognized a half-stripped auto in the junkyard as one stolen from him a few weeks earlier and he took his suspicions to the Flint police.

An inventive Georgia auto thief parked a big moving van in a secluded spot, swiped a new car and drove it up a ramp and into the van. Even while state police were watching for the stolen car, he was able to transport it leisurely over the highways to his hideout where he doctored the numbers. He stole and sold one car a week for a year until he was nabbed by FBI men. He had made the mistake of taking some of these cars across state lines, which put him afoul of the National

Motor Vehicle Theft Act (Dyer Act), a Federal law. He got ten years. (Just to dissuade anybody contemplating professional auto theft, over 100,000 auto thieves have been sent to Federal prisons under this tough law!)

As fast as each of these gangs was broken up, and inside details of their theft patterns became known, a liaison section of the NATB passed along this information to police stolen auto bureaus in all U.S. cities, so that any repeat performances could be swiftly halted.

A few years ago the "ghost" car racket was revived by a Midwest gang which operated from a secluded country garage. These thieves would buy

a wrecked or burned out car from a junkyard to obtain its title, then steal a car of exactly the same model and description. If the engine in the wreck was serviceable, it was switched to the stolen car along with the serial number plates.

This gang operated its own small used car lot, and since it got its cars for nothing it had no difficulty selling them at below market prices. It's a paradox about Americans that of every 100 persons who lay out \$1,200 or so for a good used car, not more than one or two will have the foresight to check its motor numbers against the numbers on the title. These crooks recognized this frailty of buyers and they banked on it.

Now came their slick touch. A few days after a car was sold, a gang member went out and stole it back! Taken to the garage, its original motor was reinstalled if that was required, and its proper license plates were bolted back on the car. Then it was dropped off on some lonely side street where police eventually discovered it and returned it to its legal owner.

The other reported theft, the ghost car, could never be solved, the crooks smugly believed, since the car existed only for a few days—except on the books of the insurance company stuck with the claim. At the request of these companies, NATB men began investigating the puzzling thefts.

One of their routine jobs was to periodically examine auto registration records in the state files, on the lookout for obvious discrepancies. While performing this task one day, Agent Jim Burns—that's not his real name, as these agents elect to work in strict anonymity—got an inspiration. He decided to compare some of these new titles with his bureau's file of so-called "salvage" cards.

Although it is not generally known, whenever an insurance firm pays off on a complete loss it sends a "salvage" report which fully describes the vehicle, its identification numbers and the name of the junkman who bought the car.

Burns knew that he was getting hot when he discovered that several of these supposedly "dead" autos had been resurrected and were being sold at below market prices by, of all people, a used car dealer. He went into conference with local police.

Next day, pretending to be in the market for a car, Burns strolled around the car lot, looking under the hoods of several vehicles as though observing their mechanical condition. He wasn't interested in motors—only their numbers.

By checking them against a list of salvage cars, he established several "makes". He raised his hand in signal and a squad of police moved in. Before this case was closed, a dozen men were

Convention Proclamation

To All Subordinate Lodges and Members of
the Grand Lodge of the Benevolent and Protective
Order of Elks of the United States of America

GREETINGS:

The Grand Exalted Ruler, by and with the approval of the Board of Grand Trustees of the Benevolent and Protective Order of Elks of the United States of America, acting upon authority given him under Section 6, Article 3, Grand Lodge Constitution, does hereby proclaim that the next session of the membership and representatives of the Grand Lodge of the Benevolent and Protective Order of Elks will convene in Dallas, Texas, July 10, 1960, with the opening and public meeting to be held in The Arena of The Dallas Memorial Auditorium, 717 South Akard Street, on Sunday, July 10, at eight-thirty o'clock in the evening.

The opening business session will convene in The Arena of The Dallas Memorial Auditorium at 9:00 Monday morning, July 11, 1960, at which time the election of officers for the ensuing year will be held. Business sessions will continue thereafter each morning at 9:00 on July 12, 13 and 14 until the business to come before the sessions is finished.

The Adolphus Hotel (1321 Commerce Street) and The Baker Hotel (1400 Commerce Street) have been selected, jointly, as Headquarters for the 96th Session of the Grand Lodge. Space in the Regency Room on the lobby floor of The Adolphus Hotel has been set aside for the REGISTRATION of all Grand Lodge Officers, Committeemen, District Deputies, Subordinate Lodge Representatives, Grand Lodge Members, Visiting Elks and ladies.

Room reservations for Past Grand Exalted Rulers, Grand Lodge Officers, Committeemen, and District Deputies will be made by Franklin J. Fitzpatrick, Convention Director, 161 East 42nd Street, New York 17, New York. He will mail reservation forms and a letter outlining the procedure.

Room reservations for Subordinate Lodge Representatives, Grand Lodge Members, all Elks and their families—with the exception of the Grand Lodge Party as outlined in the preceding paragraph—will be made through the State Associations. The National Convention Committee, following the practice of previous years, will allot rooms to each State Association and those planning to attend the Convention are urged to make the fact known to their State Association Housing Chairman immediately. Neither the National Convention Committee nor the Dallas hotels will accept reservations direct from Lodges or individual Elks.

Dated: February 1, 1960.

Attest:

L. A. DONALDSON
GRAND SECRETARY



WM. S. HAWKINS
GRAND EXALTED RULER

jailed for long terms and some 40 auto thefts were solved.

Many a big-time crook, successful in other criminal fields, has taken a flyer in auto theft only to wind up behind bars, unable to outwit the highly coordinated forces of local police, the FBI and the NATB. One of the most dangerous of these was clever William Frederick Graf, who called Lawndale, California, his home, although he operated across the whole U. S.

Graf—age 29, 6' 1", 190 pounds, horn rim glasses, natty dresser, good conversationalist—was a personable fellow who used his talents to operate flim-flam games under some 50 aliases. Two years ago, in Chicago during a lull in his work, Graf purchased a new Cadillac. Immediately he began scheming on a way to use the car to make some money.

Studying his certificate of title—Illinois titles are photostats of the original papers—Graf wondered whether he could reproduce reasonably good copies. A real camera bug with complete equipment, he experimented by making photostatic copies of the title under different light conditions. After his system was perfected, he placed typewritten slips of paper bearing motor and serial numbers over the proper numbers on the title, and photostated them. The result was a fairly good copy, although not one which would stand close scrutiny.

With these fake titles he managed to obtain sizeable loans on his Cadillac from finance companies until the firms compared notes one day and got wise. Looking around for a new angle, Graf teamed up with some local auto thieves who snatched only expensive Cadillacs and Oldsmobiles. He made counterfeit titles for the cars and drove them to Milwaukee, where he sold them to dealers.

Finding his system successful, he contacted old cronies in other states and began masterminding an interstate gang of car thieves whose basic rule was "Steal 'em in one city, sell 'em in another." In his role as ringleader Graf agreed to supply all the forged papers needed to market the cars.

In Milwaukee, meanwhile, Graf carelessly sold two more flashy Cadillacs to an auto agency at prices well below their real value. After the salesman had finished congratulating himself on his business acumen, a seed of suspicion began to grow in his mind. Deciding to play it safe, he asked Milwaukee police to check the vehicles. The officers had nothing in their files on Graf or his autos but they knew an agency which specialized in this field. They contacted the NATB.

At that very moment, Bill Davis' agents were investigating a rash of big-car thefts in the Chicago area. Spotting the questioned Cadillacs in their alarm card files, they hurried to Milwaukee

to aid in the investigation. Graf was preparing to leave town when detectives crashed into his room and arrested him.

A search of his bags and auto turned up enough illegal material to furnish a small crime museum: counterfeit currency in \$5, \$10, \$20, \$50 denominations; counterfeit auto titles, some of them made out for cars not yet stolen; bogus checks bearing the names of a dozen non-existent firms; mailed reports from Graf's accomplices in other states; and a detailed blueprint for future large-scale thefts of autos in various cities around Chicago.

FBI men rounded up the entire gang, numbering eight men and one woman, while NATB agents rounded up the stolen cars and returned them to their legal owners. Graf later had a bad day in court; he was sentenced to five years in a Federal prison, after which he will have to face additional charges placed by other states.

NATB Division Manager Bill Davis, who is also a licensed attorney, has spent most of his adult life in this war against auto thieves and knows every angle of the business. "Ninety per cent of today's auto thefts could be averted," he reveals seriously, "if every motorist remembered to remove his keys from his car after parking, close all windows and lock all doors. It's as simple as that.

"Another three or four per cent reduction should be effected in the next couple of years after auto manufacturers begin to install planned steel housings around ignition systems of new cars. This will frustrate amateur thieves. The remaining six or seven per cent of auto thefts—mainly the work of skilled professionals who scoff at locks and safeguards—can be reduced by a cautious public.

"Here's how. Next time you buy a used car, make it a point to check its motor and serial numbers against the numbers on your title or bill of sale. If the numbers on your motor block look one bit suspicious, as though they have been altered, ask a detective from your local stolen auto bureau to examine it. *If every motorist in America today was to check his car numbers—even if he has owned the car for years—thousands of thefts would be revealed and there would be all hell to pay.*"

Another matter which worries the NATB is the big crop of post-war babies who are now coming into their teens; the dangerous age when youths feel an irresistible itch to drive a car—anybody's car. If sheer numbers are any indication, auto theft will increase along with allied crimes like hit-run accidents, looting and stripping of cars. So, too, will your auto insurance rates increase!

Auto theft can be licked—but only with the full cooperation of the car owner himself.

Now! Life Insurance Birth to Age 80

\$1000 First
30 Days
ONLY 25¢
Per Policy

CASH FOR YOUR FINAL EXPENSES
AVOID BEING A BURDEN TO YOUR FAMILY

Introductory Offer. Answer these 9 questions on a plain piece of paper and mail with only 25c for 30 days' protection. Regular rate shown on policy.

Amounts usually issued without doctor examination.

Ages	Amount	Ages	Amount
0 to 15	\$1000	45 to 65	\$1000
15 to 45	2500	65 to 80	500

1. Full name and address? Print
2. Date of birth?
3. Height? 3a. Weight?
4. Occupation and duties?
5. Race or color?
6. Beneficiary and relationship to you?
7. Are you free from injury, deformity and loss of sight of either eye?
8. State condition of health? Any serious illness in past 5 years or rejection for insurance?
9. Amount desired, and sign your name.

NO AGENT WILL CALL

Actual policy will be mailed you direct from Home Office. **You be the judge.**

Mail to: **S. B. Hunt, President**
AMERICAN LIFE & ACCIDENT INSURANCE CO.
305 American Life Bldg., St. Louis 8, Mo.

YOU NEED NEVER HAVE GRAY HAIR

Use remarkable AS YOU WERE POMADE and LOOK 10 YEARS YOUNGER

Change is so gradual friends and family forget you once had gray hair. Applies like a hair dressing. Grooms and conditions while gradually restoring natural youthful color. Recommended for both men and women. Satisfaction Guaranteed. Order Today 3 months supply \$3.30. Postage Prepaid.

AS YOU WERE ASSOCIATES—Dept. E-2
150 E. Superior St. Chicago 11, Ill.
AGENTS WANTED

RUPTURED?

NEW LASTING RELIEF

ENJOY NEW FREEDOM

Yes, enjoy freedom of action, peace of mind and comfort at work or play. Proven, patented MILLER holds your rupture back Day and Night—will bring you lasting relief, has helped thousands. For FREE facts in plain wrapper. Send Name and Address To:
Dept. 44-B, FRED B. MILLER
Hagerstown, Maryland



FALSE TEETH

That Loosen
Need Not Embarrass

Many wearers of false teeth have suffered real embarrassment because their plate dropped, slipped or wobbled at just the wrong time. Do not live in fear of this happening to you. Just sprinkle a little FASTEETH, the alkaline (non-acid) powder, on your plates. Holds false teeth more firmly, so they feel more comfortable. Does not sour. Checks "plate odor" (denture breath). Get FASTEETH at drug counters everywhere.



The BALL CLINIC

Dept. 759, EXCELSIOR SPRINGS, MISSOURI
Specializing since 1919 in the treatment of Rheumatism, Arthritis and associated chronic conditions.

WRITE FOR FREE BOOK TODAY!

ELKS HOME WORKSHOP

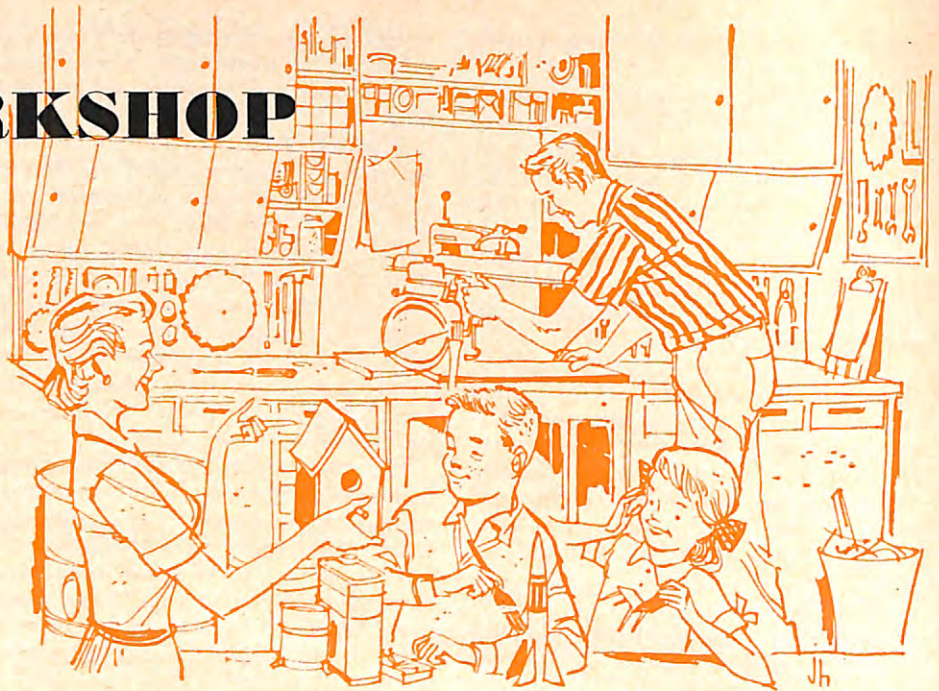
By HARRY WALTON

Foam Rubber

Makes

Upholstering

Easy



IT TAKES care rather than skill to reupholster simple pieces of furniture or to pad a homemade footstool or headboard. Modern foam rubber, packed with built-in air cells, can replace springs and loose padding material, making the task much easier than ever before.

This material, widely available in department stores and from the big mail-order houses, is very light, lintless, odor-free, mildew- and mothproof, and nonallergenic. It won't pack down or wear out. All these advantages make it worth its extra cost, but it further pays its way by enabling the amateur to do work that would cost a great deal more if done outside.

The most common forms of foam rubber for upholstery are sheet stock 1 inch or more thick, cored stock with air chambers, 3 inches and 4 inches thick, and cushions of various sizes and

can serve as a pattern for cutting the new cover to shape.

Remove any loose padding, moss or hair. The chances are that it has lost its resiliency and is packed down. You may have to remove the cambric dust-cover underneath to see whether the springs are in good condition. If they are, a spring new pad can easily be installed.

With large shears, cut a piece of 1" thick foam rubber (or cored thicker stock if you prefer) $\frac{1}{4}$ " larger than the area all around. Then cut a bevel on the edge as in Figure 1. You may find the material easier to cut if you repeatedly dip the scissors in water.

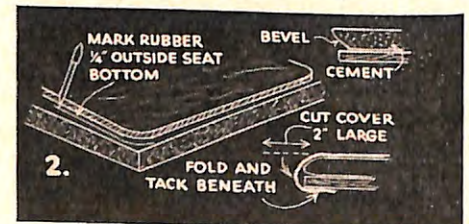
Place this cushion in position, the beveled edge down. When it is precisely aligned at all edges, carefully fold back a corner and apply rubber cement thinly to both the spring cover and the underside of the cushion. Hold the surfaces apart about five minutes; then lower the cushion and press it into contact. It will stick tightly on contact, so be sure it is properly aligned. Fold back the other corners and cement the cushion down all over. Then apply new covering as described below.

SPRINGLESS SLIP SEATS, common on kitchen and dining chairs, can be given a pleasing shape and made more comfortable with foam rubber. Such seats are usually attached with screws from underneath the frame. Remove these, take off the seat, and pull out the tacks that hold the outer covering. Lay this and any padding aside.

Place the seat panel on a $\frac{3}{4}$ " or 1" foam-rubber sheet, $\frac{1}{4}$ " inside one of the straight edges. Use a ball-point pen to draw a line $\frac{1}{4}$ " outside the other three sides. Cut the piece out and bevel all edges as in Figure 2.

Cement this cushion to the seat panel

with the bevel down. Cut covering material 2 inches larger all around. Center the cushioned pad on it and fold the material over at the middle of one side, tacking it with 3-oz. tacks. Next, pull it taut at the opposite side and tack it

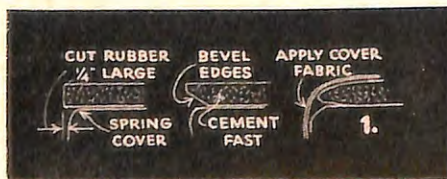


there. Inspect the surface to make sure you have created no wrinkles. Then tack the covering across the other two sides.

Fasten it to within 2 inches of the corners. Pull these taut from both sides, tucking in excess fabric, and tack them. Then refasten the seat to the chair.

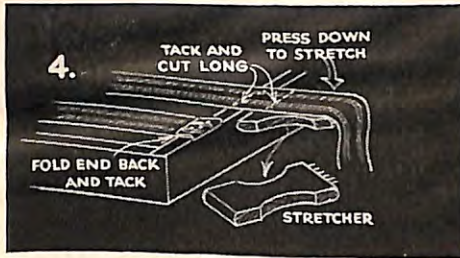
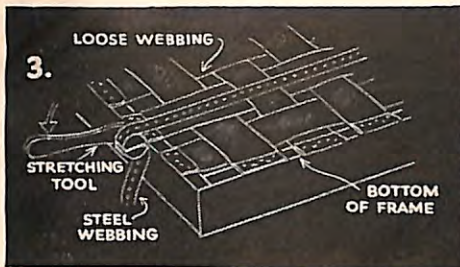
To avoid wrinkling later, experts warn, take care not to use stretchable covering fabrics over foam rubber. With plastic-film fabrics, tack a muslin or denim undercover over the foam rubber first. Without this, chemical action between the materials may stiffen and stain the plastic film. An undercover is also desirable if the covering material has a slippery undersurface.

LIVELY NEW CUSHIONS of the lift-out kind are easily made with foam-rubber cushion stock. Cut the stitches at one back edge of the cover and remove the inner springs and old padding. Buy or cut a foam cushion about 1 inch wider and longer than the cover, as measured from cord to cord, but the same thickness as the edge measurement. Fold the cushion to work it into the cover. Pin the open seam and sew it shut with carpet or linen thread.



thicknesses. The size and spacing of the air chambers, or cavities, inside the stock determine how firm or soft the material will be.

GOOD REUPHOLSTERING begins with painstaking removal of the outer covering. Use an old screwdriver or, better, a tack puller. Take careful note of the way edges are folded, corners tucked in, and trim tape (or gimp) attached. It may even pay to make little diagrams of these details. Try not to cut up the old material. Left intact, it



WHEN SPRINGS GO BAD, they must be rebuilt or replaced by some other sound support. You may find coil springs supported on metal rods, wooden crosspieces, or wide jute webbing. If webbing is damaged, install a new one as described below. If it has sagged but is otherwise intact, it can be reinforced with steel webbing as in Figure 3.

Using special screw-shank nails, sold for the purpose, nail one end of the metal strapping to the center of a frame member directly over the jute webbing (since this is done with the chair upside down, the reinforcement will be under the old webbing). Across the frame, slip the slot of the metal web stretcher onto the strap, the handle of the tool lying over the frame. When swung down, it pulls the strap taut.

Working out on both sides from the center, add strap webbing over each strip of jute webbing. Then interlace cross strips over and under the first set, again starting at the center.

If any springs have pulled free from the jute webbing at the bottom, resew them with a 4-inch curved needle and linen thread. Attach each spring at several places.

INSTALL NEW JUTE webbing starting at the frame center. Let 1 inch of the webbing overhang as you nail it to the frame edge with five No. 10 tacks. Now fold back the overhang and fasten it with five No. 14's.

Tighten jute webbing with the stretcher shown in Figure 4. Fasten the stretched webbing with the smaller tacks as before, cut it 1 inch from the frame, fold the end back, and secure with the longer tacks. Weave cross-webbing over and under the first strips.

Ready-made spring units, with tied coils encased in muslin or burlap, can be sewed to the webbing. On top of uncovered or thinly covered metal springs, lay burlap, jute or cotton felt to provide a smooth surface for the foam cushion and save it from damage.

Deeper, cored foam-rubber cushions can be used without springs, directly

over webbing or even on a hard surface such as plywood. A solid bottom should be vented with numerous holes to let the rubber cavities "breathe" freely.

DROP-IN CUSHIONS, made to rest on cleats in the furniture frame, are easily made with a suitably vented plywood bottom, as in Figure 5. Cut the foam rubber $\frac{1}{4}$ inch oversize all around. Cement tacking tape to the edges, let it set a few hours, then pull it down and tack it to the plywood edges.

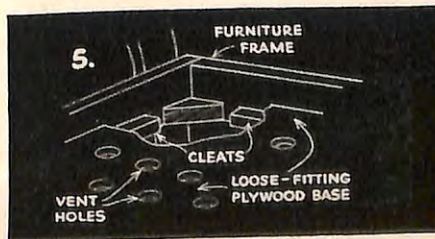
For rounded edges, cement the tape to the top surface 1 inch back from the edge (Figure 6). Bevel the under corner of the cushion. Then pull the tape down as tightly as necessary for the desired effect and tack it. If you want a heavily bolstered edge, cut the cushion a full $\frac{3}{4}$ inch oversize all around. Cement on tape and pull it down to pinch in the extra material (Figures 6 and 7). For special shapes, cut foam rubber into suitable parts and then cement the parts together.

TO CUT NEW COVERING after the old, follow the main outline but don't notch the corners as yet. Tack the material to the underside of the frame at the middle of the front edge. Pull it back tightly and tack it at the rear. Place tacks 1 inch apart, to within a few inches of each corner. Then pull the covering tight across the sides and tack it there.

Snip a square of material out of each corner, leaving enough to fold under a generous seam. Bring fabric from the front around the sides; then neatly fold the side fabric on a vertical line to cover the other, and fasten it with small-headed gimp tacks. Cut off overhanging material around legs, but turn it under the frame elsewhere and tack it there.

At rear chair legs, cut out a square of material. Fold in the edges and tack around both sides of the leg post.

Gimp, or decorative tape, is attached with glue to conceal cut edges and tacks. Hold it on with small tacks until the glue sets. If driven between the decorative cords, gimp tacks will be virtually invisible.



NEW! POWERFUL 500 FT. PHONE SET



Only \$10.95 Complete

SAVE NEEDLESS STEPS. Just buzz and talk. Perfect for communication between office and shop, kitchen to upstairs sick-room—or on farm between main house and tenant house, barn or other distant points. Conversation is loud and clear.

250 FT. WEATHERPROOF WIRE. No installation problems—wire is easily strung anywhere—even on the ground for temporary use. More wire can be added for operation up to one mile.

HAS BUILT-IN BUZZER, powered by flashlight batteries which fit in case. Costs nothing to operate. Phones are standard size—designed for one handed talking and listening. Rugged—practically unbreakable.

READY TO USE. Satisfaction guaranteed. Nothing else to buy. Item 3212, Wt. 7 lbs. Spec. Factory price \$10.95

MASTER MECHANIC PORTABLE LIGHT PLANTS (Item 24) Push Button Start—700 watts 115 v. 60 cye. AC. Powered by a rugged 2.2 hp. easy starting Briggs gas engine.

No wiring necessary. Just plug in and operate. Plenty of current for any radio, television, oil burner, freezer, pump, lights, etc., which require up to 700 watts. Ideal for camp, cottage, trailer or boat! Includes voltmeter and built-in winding to charge 6 v. auto batteries. Wt. 76 lbs. Easily fits in car trunk. Be prepared if storm knocks out power lines. Fully guaranteed. Regularly \$27.65. Special factory price..... \$143.50

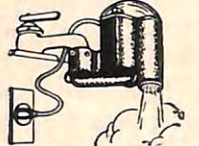
1200 Watt Plant (Item 45) same as Item 24 but with larger motor & engine—50% greater output \$199.50

MASTER MECHANIC'S NEW "ELECTRONIC BRAIN" NOW AVAILABLE ON ALL OUR PLANTS TO 100,000 WATTS

Allows plant to sputter along at a thrifty idle till electricity is called for. Then instantly . . . automatically, plant comes up to full speed with a steady 115 volts of power. When demand stops, the BRAIN returns plant back to that same thrifty idle. Saves gas, doubles engine life! If BRAIN desired, specify and add 3 lbs. and \$35 to price of plant.

FAUCET WATER HEATER

Instant hot water for just pennies—You just slip MASTER MECHANIC'S new Faucet Water Heater over any faucet—plug it in a wall outlet and you've got steaming hot water instantly for dishes, shaving, washing baby's bottle, etc. Simple and safe—operates on ordinary 110 v. house current—costs only 2 1/2 cents per hour for hot water. Ideal for homes, shops, cabins, trailers, etc. Easily regulated from lukewarm to full hot. Fully guaranteed. Wt. 2 lbs. (Item 408) Factory price \$4.95. Send 10c for Big New Catalog. Free with order. 10 day money back guarantee. Send check or M.O.



Master Mechanic Mfg. Co., Dept. P-26, Burlington, Wis. Southern Customers Write Dept. P-26, Box 65, Sarasota, Fla.

COLLECT BAD DEBTS

Our method GUARANTEES real success and immediate response in collecting bad debts. Money refunded if not completely satisfied. Entire system for collecting 25 delinquent accounts costs you only \$3.50 postpaid.

FREE EXAMINATION! Return in 5 days for full refund if not satisfied. Send check or money order to

R-H COMPANY, INC., Dept. B 1010 Madison St. Maywood, Ill.

HOW TO PUBLISH YOUR BOOK

Join our successful authors in a complete publishing program: publicity, advertising, handsome books. Send for FREE manuscript report and copy of How To Publish Your Book. COMET PRESS BOOKS WRITE DEPT. 8P2 200 Varick Street, New York 14

Model Changeover Sale 8" TILT ARBOR POWER SAW

1959 MODEL BLADE TILTS TABLE ALWAYS REMAINS LEVEL. Heavy duty all cast iron and steel construction. Precision ground cast iron table. Price includes massive cast iron mitre gauge and patented motor drive that fits any motor. Does everything same as saws costing 4 times as much—cross cuts, rips, bevels, mitres, dados, cuts compound angles. Adjustable depth of cut: 0" to 2 1/2". SPECIAL BARGAIN during model changeover. This is a 1959 model. Brand new—sent to you in factory sealed cartons. Sold and guaranteed direct from factory at a fantastic bargain during changeover of assembly lines to 1960 models.

MONEY BACK GUARANTEE Try this famous saw 10 days. If not completely delighted—FOR ANY REASON—return for immediate refund. SEND EXPRESS COLLECT—Send check or M.O. \$2.00 deposits on C.O.D.'s. We reserve right to refund money if stock is exhausted. Avoid disappointment. Order right now!

AMERICAN MACHINE & TOOL COMPANY Royersford 39, Pa.



Comp. As Shown Less Blade NOW \$9.95 Was \$24.95

The Order's 92nd Birthday

It was 92 years ago this month that the Order of Elks was established by fifteen men engaged in some form of theatrical enterprise or activity, largely entertainers.

Unquestionably, there was not one of those 15 men whose imagination ran riot to the extent of visualizing that their little group would ever develop into one of our country's greatest fraternities.

They simply had formed the organization for mutual assistance, and it is very doubtful that any of them expected that their group would expand beyond the confines of New York City, where they were located.

And yet, this birth-month copy of THE ELKS MAGAZINE will go to 1,273,569 members of this great fraternal, charitable and patriotic Order that now has reached its 92nd birthday.

Not only has it reached the membership figure just indicated, but it has also established its lodges now in all of the states, including the new states of Hawaii and Alaska, and there are also Elks lodges in the Canal Zone, Puerto Rico, Manila and Guam.

The total number of lodges in activity now is 1,901, and they have an average membership of over 600.

The assets of these subordinate lodges have grown to well over \$300,000,000.

The charitable, welfare and patriotic expenditures of the Order have attained a total during the years of \$150,000,000. At the present time such expenditures are averaging about \$7,000,000 a year.

The great attainment, the great services of the Order to the communities in which the lodges are located, its many benevolent services and its acts of patriotism are not so important in terms of the large amount of money that has been expended as they are in the selection of

the character of the various activities to which the funds have been devoted.

Those funds have been expended in causes which have been carefully examined and thoroughly considered by the Grand Lodge and the subordinate lodges.

One need not be so much impressed by these totals, spelled in millions, as in the thousands of crippled children who have been assisted, the thousands of victims of cerebral palsy who have had restored to them the opportunity of taking their place in life and its activities, the thousands of young people, boys and girls, who, because of the benefactions of the Order, have had an education which otherwise would have been impossible.

The amount of money spent in patriotic activities is not important compared to the character of the services rendered, among which are hospitals furnished for our Army in France, the reconstruction hospital built in this country and turned over to the Army in World War I, and the enlistment services rendered to the Army and Navy in World War II.

The amount of money spent in the interest of our servicemen in World War I, World War II and in the Korean War has to yield in importance to the comfort and entertainment rendered to them when entering our country's Armed Forces, serving in those forces and coming out therefrom—or the services still continued, contributing to the comfort, the entertainment and the happiness of the hospitalized veterans, and to be continued as long as there is a hospitalized veteran and our Order lives to assist him.

The past of the Order of Elks is secure. Judging from that past, we may face the future with confidence that even greater growth and accomplishments lie ahead.

Membership and New Lodges Committee

At the 1958 Grand Lodge Session, the State Associations Committee, which had a membership of ten, was reduced to a membership of five, and there was created a new Committee to be called the Membership and New Lodges Committee, also with five members.

The first Committee carrying this title was appointed that year and the Chairman was Past Exalted Ruler James A. Gunn of Mamaroneck, N.Y., Lodge.

The other members were Brothers Hugh L. Hartley, of Owosso, Mich., Lodge; Campbell F. Rice, of Colorado Springs Lodge; Oscar W. Stutheit, of Orange, Cal., Lodge; and Edward W. McCabe, of Nashville, Tenn., Lodge.

This year the organization of the Committee was repeated as to membership, except that Brother Gerald F.

McCormick, of Pittsburg, Cal., Lodge, succeeded Brother Stutheit.

In the first report of the Chairman of the Committee, presented at the Grand Lodge Session in 1959, it was stated that 45 lodges had been instituted during the year and that in that year there was a total membership gain of 17,844.

The Chairman further stated that the new lodges brought in 8,715 members, or about 50 per cent of the total gain.

An analysis of the figures of Elk membership by states, as reported by the Grand Secretary at the Grand Lodge Session, indicates that five of the states showing gains in membership in that report would have been classed as showing a loss were it not for the new memberships resulting from the institution of new lodges.

These states were important Elk states.

During the six months following the last Grand Lodge Session, 32 new lodges were instituted.

It is not practicable to secure the present membership figures of those lodges, but a check does show that on their charter list there were 4,709 new members.

It is not over-optimistic to think that in the full year the number of new members resulting from the institution of new lodges will approach 10,000.

The current Membership Committee has sent out a very comprehensive brochure giving full particulars relative to the institution and organizing of new lodges.

The degree to which this information is disseminated among members of the Order is important in making a larger percentage of our members acquainted with the steps that have to be taken to form new lodges.

The number of towns and cities in the country capable of supporting successfully a lodge of Elks, and having no such lodge, is very large and offers great opportunity for the building up of our fraternity.

INVEST IN FLORIDA'S "GATEWAY TO PROGRESS"

2 1/2 **BIG TROPICAL ACRES** **\$ 395**
TOTAL PRICE
\$ 10 DOWN \$ 10 MONTHLY

● NO INTEREST

● NO TAXES

● WARRANTY DEED

ABSOLUTELY NO OTHER CHARGES

COLLIER COUNTY—Here is your opportunity to cash in on the advice of many South Florida's real estate experts . . . who are predicting that **COLLIER COUNTY**, until recently called "South Florida's Last Frontier", will soon be opening up for development. The easy payment plan, with no "added extras" to dissipate your monthly budget . . . now allows you to become the owner of a full 2½ Acre Tract of some of South Florida's best speculative land at the low, low investment price of just \$395.00, with an additional savings of 10% of total possible if you are able to pay the balance due within 30 days after receiving full information about these premium 2½ Acre Collier County Tracts.

IMPORTANT FACTS ABOUT 2½ ACRE COLLIER COUNTY TRACTS

- **IT IS NOT IN THE EVERGLADES!** The Florida Everglades . . . the famous broad, shallow, "river of grass" which made so much of South Florida's land "useless" for many centuries, touches Collier County only in the extreme Northeast Corner . . . many, many miles from your purchase.
- **HIGHER ELEVATION THAN MOST OF GREATER MIAMI!** These 2½ Acre Tracts have a **MEAN ELEVATION OF 9' ABOVE SEA LEVEL** . . . higher than the average residential areas of Miami.
- **THE NATIONS EARLIEST MARKET BASKET!** Collier County grows fresh vegetables . . . the earliest yield in the nation! Tens of thousands of *rich, black earthen acres* are under constant cultivation, yielding the first vine-ripened tomatoes, lettuce, corn, sweet potatoes, etc.
- **ALL TRACTS 330' X 330'!** This "convenient" apportionment affords a greater development facility when progress comes. You will own 108,900 sq. ft. when 39 months have passed.

POPULATION AND INDUSTRY . . . "following the sun" . . . to sunny, sunny Florida . . . have all had their affect in soaring land prices . . . Obviously, people *want* Florida! They want Florida's prime attractions, too — Sea and sun! This is *why* an investment in tropical **COLLIER COUNTY** looks exceptionally good now . . . while prices are still low . . . and before the fantastic population spiral in Florida has affected this virgin territory. When development comes to Collier . . . it will be primarily residential development . . . to accommodate some of the **3,000 PEOPLE WHO MOVE TO FLORIDA EVERY SINGLE WEEK!** And the roads and canals that must be built may link your 2½ acres to one of the tropical, waterfront playgrounds natural to sunny South Florida.



As you can see from the map, these 2½ acre tracts are strategically situated west of the proposed fresh water lake which will be a major recreational facility for South Floridians . . . and only 2 miles North of the famed "Tamiami Trail", which links Greater Miami to Florida's Gulf Coast. The creation of the lake . . . called a "necessity" by the Central and South Florida Flood Control District . . . will affectively divert the "river of grass" . . . called "The Everglades" from flooding tens of thousands of acres of Dade County's "useless" land . . . in effect . . . making drainage of the land to the West possible, and indeed, feasible for residential development, while at the same time it cuts short the westward expansion of Greater Miami at a definite point — an added extra to purchasers of these strategically located tracts.

We are sincere in our belief that when this development comes, it has to affect your purchase. "Just as soon as the first builder moves into this area — watch that land skyrocket to about \$2000 an acre", stated a 40 year veteran Florida realtor! This is *why* we are so enthusiastic about the future of this land . . . why we believe that in spite of the fact that there are no roads, no developments, no farms or villages *now* existing . . . that this land has one of the *only real big speculative futures* in the United States.

THE NEW FLORIDA LAND BOOM

With 3,000 permanent new residents coming to Florida weekly, the old *law of supply and demand* has affected land values in developed areas throughout the Sunshine State. To date, there has remained enough usable land to accommodate the newcomers . . . and the resulting industrial flow, which rushes in to utilize the new labor pools as they are formed.

SOUTH FLORIDA LEADS IN attracting these new residents . . . for the very obvious advantage of superb climate in the frost-free zone exists only in *South Florida*. U. S. Chamber of Commerce statistics show that Florida leads the nation in percentage increase in • **POPULATION** • **INCORPORATED NEW BUSINESSES** • **INDUSTRIAL CLASSIFICATIONS** • **RETAIL TRADE ADVANCES** • **LIGHT, SERVICE INDUSTRIES.**

The **BOOM IS SOLID** . . . and it *can affect you*, and your children. This nation is just beginning its population spiral . . . a growth which will continue to affect every corner of the nation, and there **CAN BE NO DOUBT** that while Florida is in the minds and hearts of millions of citizens now . . . **HER CLIMATE WILL BE IN EVEN GREATER DEMAND IN FUTURE YEARS!**

Yes, **NOW** is the time to make your Florida investment. These 2½ Acre Tropical Collier County Tracts can be purchased on easy terms of \$10 monthly . . . **AND YOU TAKE NO RISK IN SENDING YOUR \$10 RESERVATION DEPOSIT TODAY.** However, we must ask that you do send a deposit, as the supply of these premium tracts is necessarily limited. We will send you a brochure describing the property and its features, a sales agreement for your signature should you decide to go ahead with purchase, maps of the property and of South Florida showing her fantastic development, and all other pertinent data. **YOUR RESERVATION DEPOSIT WILL BE REFUNDED IMMEDIATELY,** if . . . after evaluating all data . . . you are not 100% convinced that this is a speculative investment you want to make on **SOUTH FLORIDA'S FANTASTIC FUTURE.**

RUSH RESERVATION NOW

Golden Age Investment Co. EK-2
 Box 35-416
 Miami, Florida

Enclosed is my \$10 deposit on . . . 2½ Acre Tracts. (Reserve as many as you wish). Please rush complete details, including maps, brochure, etc. I must be convinced that this is an excellent speculative investment — or my deposit will be refunded at once!

Name

Address

City Zone State



REFERENCES:
 Miami-Dade Chamber of Commerce



AD59070

First National Bank of Miami



Treasure Hunter...

Skin diver, Don Pinder, is as much at home in the water as he is on land. His "office" — the Florida Keys. His job — recovering sunken treasure for museums. His cigarette

— Camels. "I've tried other brands, but then I found I was smoking more — because none of them gave me the satisfaction I get from a Camel every time I light up."

IF YOU'RE SMOKING MORE NOW—BUT ENJOYING IT LESS...
have a real cigarette—have a CAMEL



R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

If your present cigarette doesn't give you the satisfaction you want — change to Camels. Really enjoy smoking again. The Camel blend of costly Turkish

and domestic tobaccos has never been equalled for rich taste . . . mildness . . . for *real* satisfaction. **The best tobacco makes the best smoke**