

THE
Elks

MAGAZINE
OCTOBER 1963

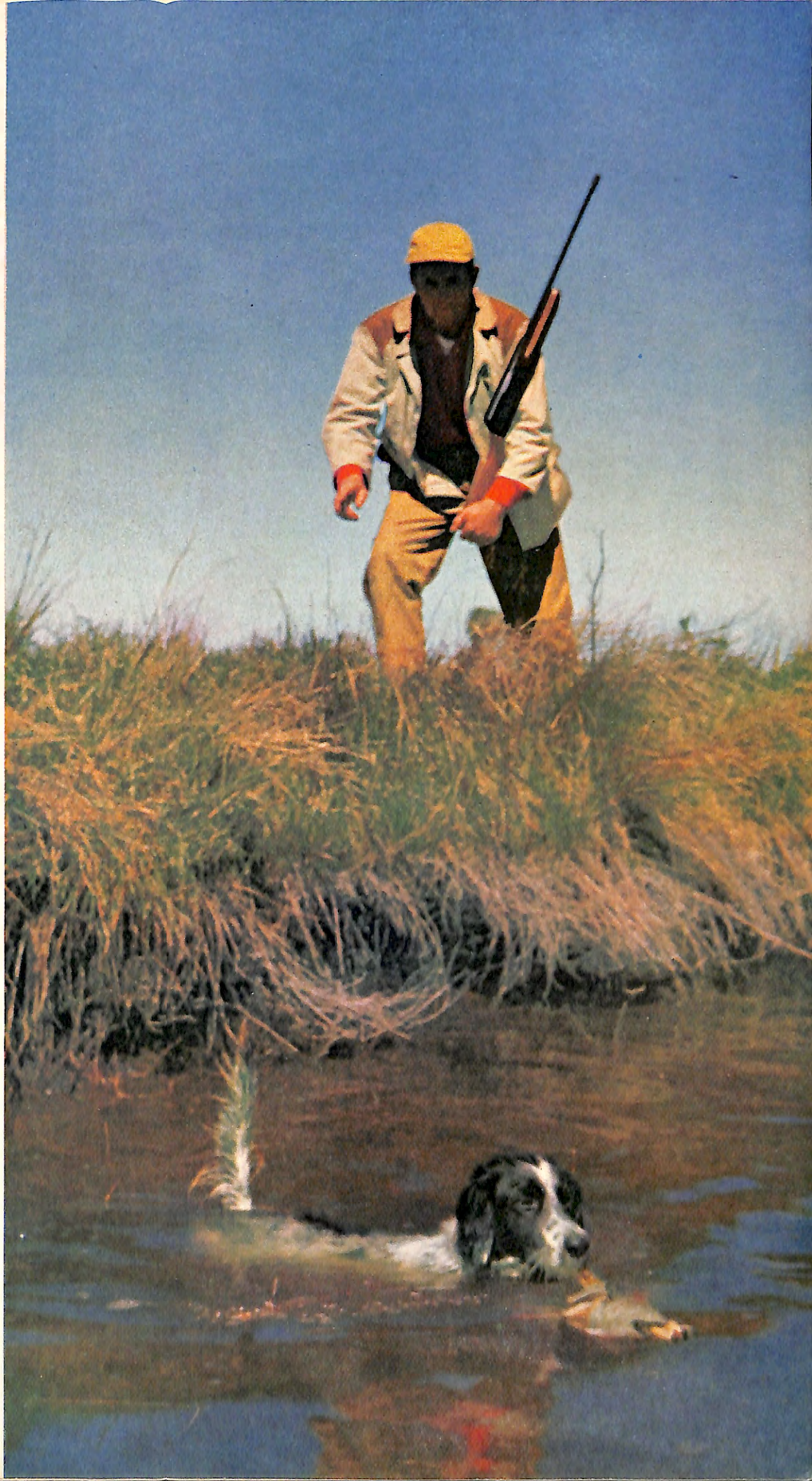
In this issue:

**“INSTANT
HUNTING”**

By RAY OVINGTON

**The Facts About
PRODUCT
COUNTERFEITING**

By GEORGE J. JAFFE



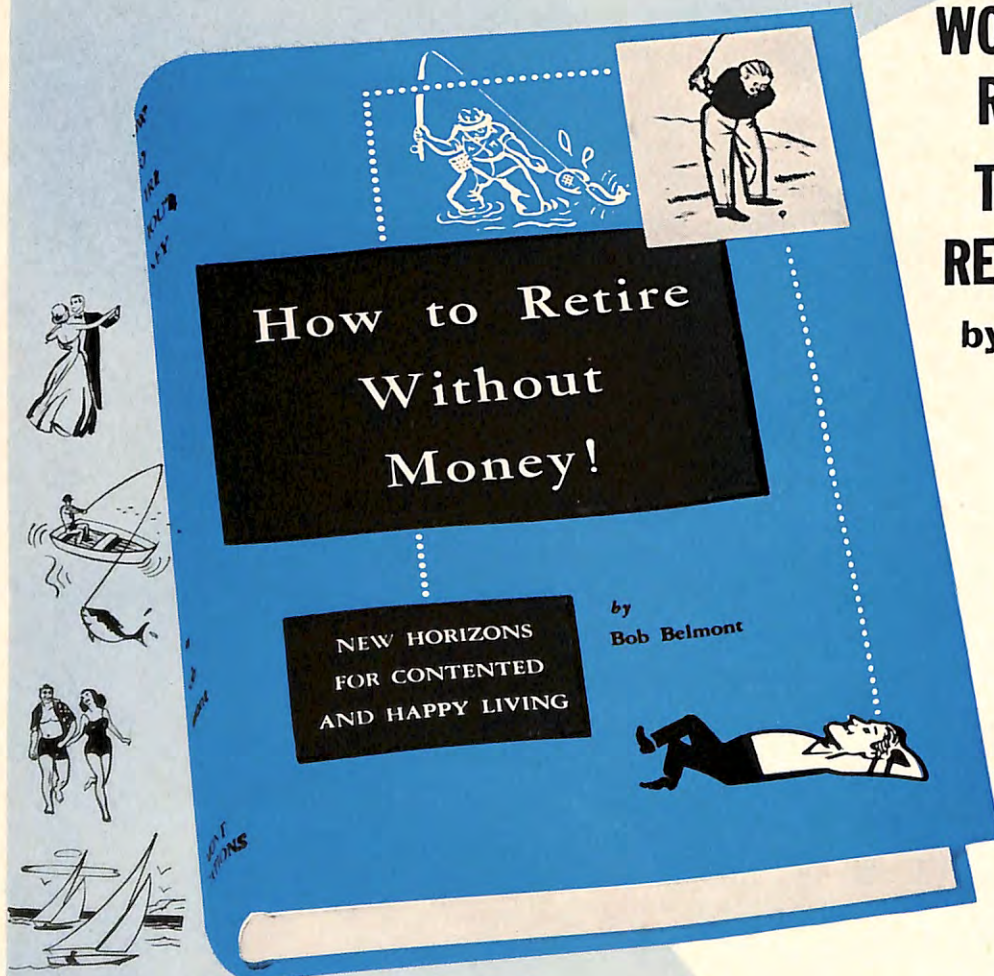
Would YOU like to relax and enjoy life?

WOULD YOU LIKE TO RETIRE...NOW? THEN READ THIS REMARKABLE BOOK
by **BOB BELMONT**

319 pages

of exciting and valuable facts on retirement and good living:

- Advantages of early retirement
- Some bargain paradises
- Retiring on a small income
- How to escape jobs and bosses
- Some paradises for men
- What art colonies are like
- Principles of wealth acquisition
- How to occupy yourself while retired
- The best retirement areas:
Mexico • Spain • France • Italy
Greece • Austria • Great Britain
Morocco • Japan



It's no trick even these days to retire with a lot of money. Given a sizable income, anyone can stretch out at the beach and forget his worries, BUT retiring with little money . . . well, that's an art. It can and is being done, and that's what this fascinating book is all about. It's a book meant for the 99% of us who deserve every bit as much to get out of the rat race and take it easy—but who don't have the bulging bank account to do it. The average life expectancy these days is 69. About the best most of us can hope for is to retire at 65 with a pension and social security. At this age it's often hard to enjoy life to the hilt. Our lives have been spent in the mad competitive scramble to buy a new car, get a bigger house, put a TV set in every room—earn enough to keep up with the Joneses. But why? At the end, most of us find ourselves with little left over, husband and wife both

working, and always the grim threat of bad times and job layoffs. So why don't you relax and enjoy life *now*? This unique book is intended to show you how to retire in your present circumstances. It gives scores of examples and case histories of others, including the author, who have done it. And it doesn't matter what your educational background is, or how much money you have in the bank. It doesn't matter how old you are either. This book takes you step-by-step through some of the most remarkable places in the world, here in America and abroad. It takes you to the low-priced retirement areas, little out-of-the-way havens, and through the art colonies and the bargain paradises. And best of all, it shows how others before you have been able to do it. The treadmill, the rat race, the workaday world . . . all of these you can forget. It's up to you. Read this book—and Good Luck!

EXAMINE AT NO RISK—In sending for this book you have no other obligation except the one you owe yourself to live comfortably, quietly, when and where you want. Pay \$4.95—10 day money-back guarantee.

RETIREMENT BOOK CO.

Dept. EK-10, 887 Second Avenue, New York 17
Rush me copies of **HOW TO RETIRE WITHOUT MONEY** at \$4.95 each.

Enclosed is check or m.o. for \$ _____

NAME _____

ADDRESS _____

CITY _____ STATE _____

Add 35¢ postage & handling.

Specially selected for

ELK'S

readers...Newest mail order values from

SPENCER GIFTS

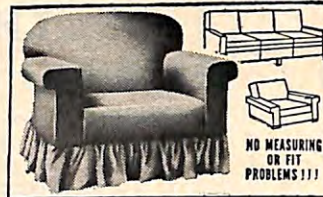
AF-75 Spencer Bldg., Atlantic City, N.J. 08404



ELEVATE YOURSELF INSTANTLY... Add 2 full inches to your height...and it's your secret. Slip these pads into any shoes. Instantly, invisibly, your appearance is improved, your confidence fortified. No more conspicuous, expensive elevator shoes! Foam rubber and felt pads. Order, Small (up to 8 1/2 shoe size); Large (over 8 1/2 shoe size). Pair.....**\$2.98**



GIANT ELECTRIC CLIMBING SANTA Who's that climbing on your roof? Why it's faithful old St. Nick himself! **LIFE-SIZE**; constructed of brilliantly colored weather-resistant paperboard material. Illuminated by 8 outdoor lights. 3' x 4'. Mount on chimney, roof, window. U.L. approved cord. Order: Climbing Santa: Electric.....**\$3.98** Plain.....**\$1.98**



S-T-R-E-T-C-H ON FURNITURE COVERS ...One size fits any sofa or chair, regardless of style or size. Washable, no iron, go on in a jiffy. Give complete coverage. Miracle knit upholstery fabric is remarkably durable, lint free. 6 handsome shades; mix or match. State beige, grey, gold, green, wine or turquoise. Sofa Cover..**\$7.98** Chair Cover..**\$3.98**



ELECTRIC CIGARETTE LIGHTER... No wick, no lighter fuel needed! A quick flick of the switch & secret panel opens to provide instant light for cigarette, despite wind or weather! Feather-light engraved metal case, with built-in flashlight. Uses 2 pen light batteries obtainable anywhere. For men or women. 2 for.....**\$1.89** Each.....**98¢**



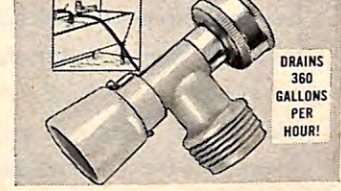
"NEW FRONTIER" PLAYING CARDS It's all the Kennedys on cards: Jack, the Big Ace; Jackie, Queen of Hearts; Ted, King of Clubs; Bobby; Ethel; Papa; Rose; and many more...the whole clan. Regulation deck...play any card games...only faces have been changed for the forward look. State 1st choice, red or blue. 2 Decks**\$1.98** Each Deck**\$1.00**



ELECTRIC HOT POT boils 4 cups of water in minutes—for instant coffee, tea, cocoa. Heats soup, canned foods, baby bottles, etc. **Electric, break-resistant!** Easy-pour spout, stay-cool base & handle. Perfect to use right at table—with electric desk! Polished aluminum, with electric cord. Great for home, school, travel. 2 Hot Pots....**\$5.50** Hot Pot....**\$2.95**



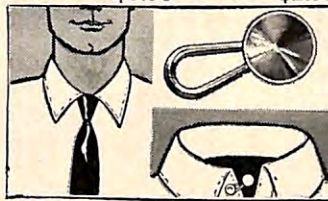
REMOVE FUZZ FROM SWEATERS! No more "matted" sweaters, blankets, coats or dresses! A few strokes with D-Fuzz-It Comb does the trick. Whisks away unsightly balling, matting and pilling from all napped fabrics in seconds! Fast! Easy to use. Lengthens the life of your clothes. Tortoise-tone plastic with gilt edge. Each.....**98¢**



AUTOMATIC DRAIN PUMP... drains 360 gallons of water an hour! Empties flooded cellars, boats, washing machines, etc. Even pumps out swimming pools! Easy to use. No more "bucket filling"...no more work! Just attach to faucet and turn on water. Siphoning begins automatically. Plastic & metal; fits standard faucet or hose. **DRAIN PUMP****\$1.98**

ROOSTER SPOON TOWER

holds 4 spoons. Like an extra hand at cooking time, this attractive kitchen accessory holds up to 4 tasting or stirring spoons in just inches of space. Deep tray catches all drippings...protects stove top and counters from grease...keeps them clean. Colorfully painted ceramic, with a mighty king rooster on top. 6 1/4" x 4 1/4". Spoons not incl. Each...**\$1.00**



SHIRT COLLAR TOO TIGHT? Stretch Button instantly adds a full 1/2 size to too-tight or too-starched shirt collars! Just slip loop over neckband button and button into buttonhole for instant "right-fit" relief. Neat. Hidden by tie. No sewing necessary. Transfer from shirt to shirt. Of miracle zytel nylon. 4 for.....**\$1.00** 2 for.....**59¢**



GIANT GARAGE DOOR GREETING "shouts out" your warm "Season's Greetings" to the world. Novel garage door decoration is 52" x 76". High-lighted with brightly flickering candles and poinsettia blooms. In brilliant colors on strong paperboard. Comes in reusable storage tube. At season's end, tuck it away for use next year. Each...**\$2.98**



1000 ADDRESS LABELS... Printed with your name and address, to save your time! Gummed backs. Just wet and stick. Terrific for stationery, books, checks, packages. You'll never have to write your return address. Printed in blue on white stock. Easy to read—prevent errors. State name, full address in 3 lines. 6 sets**\$5** 1000 labels**88¢**



ONE-HANDED ADDING MACHINE keeps accurate running account of what you're spending with one hand—leaves other hand free for supermarket shopping. Unique push-button device records cents, dimes, dollars up to \$20. Eliminates guesswork and overspending. 3 3/4" x 1 3/4". Lightweight colorful plastic. 3 for**\$2.79** Each**\$1.00**



EMERGENCY DENTAL KIT... No more embarrassing waiting period. Now you can repair your own dental plates at home or office. Save time and money. Kit includes everything necessary for fixing cracks, chips, breaks—and for replacing loose teeth. You get enough material for up to 6 repairs. Easy-to-follow directions included. Each.....**\$1.98**



TINY PALM-SIZE CAMERA & CASE. Precision designed to take clear, finely detailed pictures...and it actually fits in the palm of your hand! Just 2" x 1 1/2", it's fully equipped with single fixed focus lens, 1 speed shutter, and leather case. Film is high speed, panchromatic—10 pictures per roll. Camera.....**\$1.00** 6 rolls of film.....**79¢**



35 TREE LIGHTS CHANGE COLOR! Change from red, to green, to amber, to blue! Constantly blink a different color! Each bulb burns independently of the rest. Imagine your tree sparkling with a color-changing rainbow of these enchanting lights! Over 21 ft. long, to wrap gracefully around tree. 110 V. 70 Lights**\$5.79** 35 Lights**\$2.98**



MOST FEMININE UNDIES EVER!...3 exotic styles in lacy-soft Helanca that fits like a second skin! Daring Bikini—reinforced seams, opaque crotch. Panty Brief; heat resistant elastic waist & legs. Garter Panty for stockings. 1 size fits all—4 to 7. White or black.

NOT RETURNABLE IF WORN
Bikini 2 for.....**\$2.49** ea.....**\$1.29**
Panty 2 for.....**\$2.79** ea.....**\$1.49**
Garter Panty 2 for **\$4.79** ea.....**\$2.49**

WINKING GIANT SANTA DOORMAN

...identifies your home with your family name—or illuminates door with electric lights. 5-feet tall by 21" wide. All styles have winking eyes! Weather-resistant, lacquered paperboard in full color. In tune with the season. Plain..**\$1**. Personalized Santa, (specify name).....**\$1.50**. Electric (with UL-approved cord)**\$2.98**.



Mail to **SPENCER GIFTS** Today

SPENCER GIFTS, AF-75 Spencer Bldg., Atlantic City, N.J. 08404

Name _____ PLEASE PRINT _____

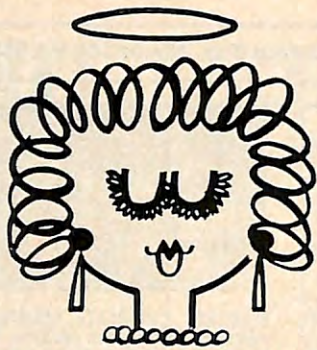
Address _____

City _____ Zone _____ State _____

HOW MANY	NAME OF ITEM	PRICE

SORRY, NO C.O.D.'s WE PAY ALL POSTAGE.

(Enclose a check or money order with your order) **TOTAL ENCLOSED**



"My Wife Sold Me"
(bless her!)

"I was looking for another stable business to diversify my farming, elevator and cotton ginning interests," says Mr. C. T. Bernard, Earle, Ark. "My wife saw the possibilities with franchised One Hour Martinizing® Dry Cleaning. We opened our first store and I was so impressed that I decided to develop the idea. We now own 10 stores! The franchise and national aspect of Martinizing is invaluable."

You, too, can profit from Martinizing, as have over 1500 other people from all walks of life, from coast-to-coast, Canada and Puerto Rico. An initial cash requirement of about \$10,000, good business sense and the will to succeed, plus a desire to be your own boss, are basic. The average store should net 20% to 25%. Martinizing offers the complete dry cleaning system . . . regular type plus new coin-op type service (the lowest cost way to enter the field). You get complete advice and help on location, training and business methods, plus the industry's largest year 'round advertising support at both national and local levels.

Martinizing has been called the outstanding small business opportunity in the service field today. Let us give you the full One Hour Martinizing story! Write:

MARTIN EQUIPMENT SALES
 Dept. E1064

5050 Section Avenue • Cincinnati 12, Ohio

ONE HOUR
MARTINIZING
 CERTIFIES
THE MOST IN DRY CLEANING

American Laundry Machinery
 Industries
 Division of McGraw-Edison
 Company



® Certification Mark Reg. U. S. Pat. Off.

THE ELKS MAGAZINE

VOL. 42 NO. 5

OCTOBER 1963

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

EMMETT T. ANDERSON
 Vice-Chairman

JAMES T. HALLINAN
 Treasurer

WADE H. KEPNER
 Secretary

EARL E. JAMES
 Assistant Secretary and Assistant Treasurer

WILLIAM H. MAGRATH
 General Manager

JAMES R. NICHOLSON
 General Manager Emeritus

REGINA M. FISHER
 Associate Editor

WILLIAM O. CHESSMAN
 Art Director

ROBERT C. MALONE
 Associate Editor

WALTER ARPS JR.
 Editorial Assistant

JOHN SCHMITT
 Circulation Manager

THEODORE I. SCARR
 Promotion Manager

ALICE M. DOERLE
 Advertising Production

EDITORIAL OFFICES, 386 Park Avenue South, New York, N. Y., 10016

"Forecast: Successful Season"
 —A Message from the Grand Exalted Ruler..... 4

They Rang for Freedom..... 6

But It *Looks* Like the Real Thing.....GEORGE J. JAFFE 8

Instant HuntingRAY OVINGTON 10

In the Dog House.....ED FAUST 12

Tom Wrigley Writes from Washington..... 14

Elks Family Shopper..... 16

Grand Lodge Officers and Committeemen..... 25

For Elks Who Travel.....JERRY HULSE 26

News of the Lodges..... 28

Family Affair—1963 36

News of the State Associations..... 42

Elks National Service Commission..... 44

Elks National Foundation—"The Joy of Giving"..... 45

Flag Day 1963..... 50

Freedom's Facts 51

THE ELKS MAGAZINE Editorials..... 52

COVER PHOTOGRAPH BY CHARLEY DICKEY



ADVERTISING OFFICES



CHICAGO 60601
 360 North Michigan Avenue
 STATE 2-6662

NEW YORK 10016
 386 Park Avenue South
 MURRAY HILL 4-5495

LOS ANGELES 90036
 5909 West 3rd Street
 WEBSTER 1-1371

SAN FRANCISCO 94108
 333 Kearny Street
 EXBROOK 2-4073

POSTMASTER: Send notices concerning addresses to:
 THE ELKS MAGAZINE, 386 Park Avenue South, New York, N. Y., 10016

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 42, No. 5, October, 1963. 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 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, 1963, by the Benevolent and Protective Order of Elks of the United States of America



We are seeking ambitious men who would like to study LAW as a means of business advancement

THIS TRAINING IS COMPLETE AND PRACTICAL, REQUIRES ONLY SOME OF YOUR SPARE TIME AT HOME, AND IS GIVEN TO YOU BY LASALLE'S DISTINGUISHED FACULTY OF LAW INSTRUCTORS. THE COST IS REMARKABLY LOW.



LOOK at the background of today's most highly-paid corporation executives. In an extraordinary number of cases, you will find the man at the top has had training in Law somewhere along the way.

Have you ever considered acquiring that training for yourself? Have you ever considered what it might do for you—how it might lead to a more interesting job, move you to higher income levels, win privileged status for you in business, social and community life? Do you know that you can acquire this training comfortably, enjoyably, in your own home—and that you may be eligible for it regardless of your background or previous schooling?

We at LaSalle are teaching Law to thousands of men and women in Accounting, Insurance, Real Estate, Credit, Sales, Law Enforcement and many other fields. Thousands more, without any specialized background at all, are also taking LaSalle Law training with every expectation of profiting by it in their daily work.

Today's opportunities for the Law-trained man are greater than ever before. Just about every current activity of business is heavily involved in legal considerations. The expanding role that Government is playing in business is one reason behind the increase in legal problems. Tax complexities are another. And there are inescapable

legal involvements in such everyday matters as purchase, contracts, employment, insurance, liability, installment selling, financing, shipping, real estate transactions—and much more.

The man with a Law background has the edge on his colleagues when there is a position to be filled at the decision-making level. And the Law-trained businessman can conduct his affairs with greater assurance, greater competence and greater profit.

Why shouldn't you be that man?

A complete law library is included

As a LaSalle student you will receive LaSalle's famous 14-volume library, "American Law and Procedure"—widely recognized as one of the great legal training achievements of the century. It is yours to keep not only for the duration of the course, but permanently—as a constant source of refreshment and inspiration. Upon completion of your training, you are awarded a Bachelor of Laws degree if qualified.

Mail coupon for free booklet

If you are determined to get ahead in business—if you want to see how LaSalle's training can help you further your career and get more out of life, you should read LaSalle's famous booklet, "Law Training for Leadership." It is free. Mail the coupon to LaSalle, 417 South Dearborn St., Chicago 5, Illinois.

LA SALLE EXTENSION UNIVERSITY

A Correspondence Institution

417 South Dearborn St., Dept. 22-086, Chicago 5, Ill.

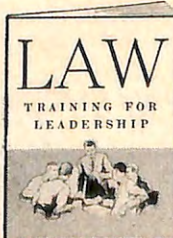
Please send me, free of cost or obligation, your illustrated booklet "Law Training for Leadership."

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

Address.....County.....

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

Occupation.....Working Hours.....A.M.....P.M.



235



Forecast: SUCCESSFUL SEASON

It is established policy for a football coach, before the season opens, even though he has a great quantity of material and the prospect of success is good, to issue statements to the effect that he anticipates a bad year and that the prospects are bad indeed. Then when he has had a good season, it makes his rooters and his alumni believe that he has done a wonderful job with very poor material.

I am going contrary to that philosophy and will be brash enough to say that I have had a chance to look over some of the material available in my year, and I can only prophesy a very successful season.

The prospect is pleasing even though I have had time to visit only a small percentage of our lodges and State Associations up to the writing of this message, but I have been inspired and made very confident by the opportunity to meet and greet the Elks of several states and to view their enthusiasm and dedication to our Order.

In the state of California, the devotion of our Brothers to the mobile cerebral palsy therapy program which is the Major Project of that state has already made an outstanding mark for the rest of the country to aim at. In the state of Montana I was privileged to hear about and study the reports of their mobile speech and hearing therapy project. In West Virginia our Brothers concentrate on three camps for crippled children. In Virginia the Elks are making a fine record with their splendid camp for underprivileged boys. The Elks of Maryland, Delaware, and Washington, D.C., known as the Tri-State Association, maintain an unusually fine youth camp as their major project.

It is worthwhile noting that in every one of the states I have visited to date, the Elks are concentrating on assistance to the youth of their areas, ap-

preciating fully how valuable it is to the future of our country that they give guidance and assistance to those who will be our leaders of tomorrow. Here we have concrete examples of that part of our program which calls for youth activities on the part of every lodge and State Association.

The only criticism that a Grand Exalted Ruler making these visits could possibly have is the over-enthusiasm of each host. They are all so desirous of making the Grand Exalted Ruler acquainted with outstanding points of interest and with their projects that it has been necessary for me to wear a pair of elastic stockings donated by a good California Elk, to make sure that the Grand Exalted Ruler would still have his pedal extremities functioning in good order.

I had anticipated that the traveling and attendance at these various functions would tire my wife Helen, but I found out that she thrives and blooms on it and that the concern should be not for the distaff side of the family, but rather for the suddenly aging Grand Exalted Ruler.

All in all, it has been a thrilling experience to have a visit with my Brother Elks in their states and to enjoy their hospitality, because each of their groups in every place visited has given unstintingly of their time and has spared no expense to make sure that the Grand Exalted Ruler, as a leader of their fraternity, should know that he was welcome and should experience every possible comfort and enjoyment.

I am looking forward to a continuation of these visits and the opportunity of learning first-hand of other wonderful Elk projects, and meeting and greeting the outstanding men who belong to this fraternity and who are devoting their time and efforts to Elksdom's major objectives.

RONALD J. DUNN, *Grand Exalted Ruler*

**What's a star
salesman
doing sticking
stamps?**



“I was the best business getter in my old outfit—wasn't happy until I started my own. It wasn't easy. On the road most of the time, I tried to get back to my office Friday. Even so, I sometimes spent Saturday morning answering inquiries, sending out bills, checks, and literature. Wetting stamps and sealing envelopes seemed to be the last straw. When I learned about the little Pitney-Bowes postage meter, I got one pronto.”



Busy people prefer metered mail. It's a big improvement over sorting, sopping and sticking or safeguarding adhesive stamps or using pre-stamped envelopes. Today even the smallest business can have the little low-cost

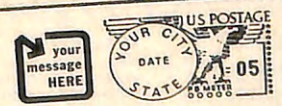
DM, the desk model postage meter. You print your own postage as it's needed right on the envelope or on special tape for parcel post. And alongside every meter stamp, you can print your own small ad, too. You always have the right stamp, for any kind of mail. Mailing is faster, and neater. Cost? About 30¢ a day.

Postage is protected in the meter from loss, damage, misuse and your postage is accounted for automatically. Powered models for larger mailers. Call any of Pitney-Bowes' 170 offices, and ask for a demonstration of the meter you need.

FREE: New booklet, "8 Questions to Ask Yourself About Your Use of the U.S. Mails" plus handy chart of latest postal rates. Send coupon.



Pitney-Bowes
Originator of the
POSTAGE METER



PITNEY-BOWES, INC.
2149 Pacific St., Stamford, Conn.

Please send free booklet and postal rate chart.

Name _____

Address _____

Early American

by SCHULT*



*Modern/Traditional, Provincial interiors are also featured in Schult Custom Mobile Homes.

Write today for attractive literature on the Schult line and the name of your nearest Schult Dealer. Learn, too, how the Schult Custom can be specially planned for you.



Dept. E
SCHULT MOBILE HOMES CORP.
 Box 401 ELKHART, IND., Ph. Middle-
 bury 825-2131 ■ Box 299, ELKTON,
 MD., Ph. EXport 8-2100 ■ Box 659,
 IRONWOOD, MICH., Ph. 932-3230

SALES OPPORTUNITY

With well-rated 68 year old manufacturers of calendars, specialties and executive gifts, servicing banks and leading business firms throughout the U.S. Our full-time salesmen earn over \$12,000 per year. Part-time \$150 per mo. and up. No investment in samples. Year round income. Write for available local territory and details. Bankers Advertising Co., Iowa City, Iowa.



THOUSANDS OF
ELKS CLUBS
 and other fraternal groups
SAVE MONEY

Leader For
 Over Half
 A Century!

with
Monroe
FOLDING TABLES

Clubs, lodges, churches, and other organizations save money for other needs by buying Monroe Tables direct from our factory. Many different models and sizes. Over 65,000 satisfied customers! Also direct factory savings on folding chairs, table and chair storage trucks, platforms, stages. Tested "DONOR PLAN" and new color catalog FREE. Write today!

THE MONROE CO.
 90 Church St. Colfax, Iowa

FOLDING CHAIRS

ROUND GAME TABLES

SQUARE CARD TABLES

They Let Freedom Ring



Elks promoted the ringing of bells in their communities as a Salute to Freedom on July 4th. This selection of pictures represents a few of those which cooperated in this patriotic effort.

Florence, S. C., Lodge's July 4th bell-ringing ceremony took place on the grounds of the lodge home with a large turnout of members and their families. The club sponsored the bell-ringing on a city-wide basis, with full radio, TV and newspaper coverage. Pictured, left to right with children of lodge members, are E.R. and Mrs. M. A. Barody and Est. Loyal Knight Ed Holman.



Fulton, N. Y., Lodge's Americanism Committee sponsored the ringing of bells on Independence Day. Here, P.D.D. James B. Hanlon, left, and Americanism Chairman Nicholas Hopman, P.E.R., begin four minutes of jubilant sound.



Belmar, N. J., Lodge's Americanism Committeemen were photographed as they tolled the huge old school bell in their community, as part of the observance of our Independence Day, a ceremony attended by many Elks and other residents. Left to right are Joseph Conway, Martin Laden, Robert Ricca and Chairman James Faraher.



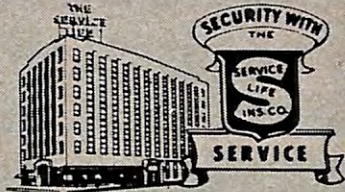
Bells rang in Moscow, Idaho, thanks to the local Elks who received fine cooperation, particularly from radio station KRPL and the Chamber of Commerce. Elks' Freedom Chairman Donald Ward is pictured at right, painting a red, white and blue block at a busy Main Street corner. Looking on are Chamber of Commerce Pres. Elmer Nelson, left, and Freedom Drive Chairman M. A. Peterson. In the background are young William Bode and Marty Ward.



new, low-cost SERVICE LIFE INSURANCE hospital plan protects YOU and YOUR FAMILY against staggering medical and prolonged hospital expenses

PAYS YOU \$100⁰⁰ A WEEK FOR 52 WEEKS

SERVING THE 50 STATES
THE SERVICE LIFE INSURANCE CO.,
OMAHA, NEBRASKA



YOUR POLICY PAYS \$100.00 A WEEK (WHICH IS \$14.28 PER DAY) FOR 52 WEEKS (\$5200) FOR ANY ONE CONFINEMENT. HALF BENEFITS ARE PAID FOR CHILDREN UNDER EIGHTEEN (\$2600) AT REDUCED RATES. ALL BENEFITS ARE PAID DIRECTLY TO YOU IN ADDITION TO ANY OTHER INSURANCE YOU CARRY!

SPECIAL GET-ACQUAINTED ENROLLMENT OFFER!

MONEY BACK GUARANTEE

If you don't agree that this policy is the finest there is, just return it within 10 days and receive your dollar back. What could be fairer . . . more honest? You examine this policy carefully. No salesman will call. We want you to be completely satisfied. There is absolutely no risk.



YES, one dollar is all you pay for two full months of hospital protection for you and your entire family if you use the easy-to-fill-out application below.

AFTER THE SECOND MONTH, you pay the low premiums listed below which are 25% to 45% less than you would pay for the same coverage elsewhere.

EACH PERSON Age	Monthly	3 Mos.	6 Mos.	12 Mos.
18 to 39	\$1.50	\$ 4.35	\$ 8.55	\$16.45
40 to 49	2.00	5.80	11.40	21.90
50 to 54	2.50	7.25	14.25	27.40
55 to 59	3.00	8.70	17.10	32.85
60 to 64	3.50	10.15	19.95	38.35
65 to 69	4.00	11.60	22.80	43.80
70 to 75	7.10	20.60	40.45	77.50
For Each Child Under Age 18	.75	2.20	4.30	8.25

Don't let prolonged hospital expenses rob you of your life's savings. Hospitalization expenses now are at an all time high. Since sickness or accidents come when least expected, you owe it to yourself and your family to be protected with Service Life's new, low-cost hospital plan! This sensible plan protects your savings, gives you peace of mind, the extra money you need just when you need it the most.

This policy helps you afford the best care . . . the kind that assures a fast return to good health. You may choose your own Doctor of Medicine and enter any hospital equipped for major surgery and providing 24 hour nursing service.

Hospital benefits are paid for accidents starting the day your policy is issued. Covered sicknesses are those originating 30 days after policy date; TB, cancer, heart disease, female conditions, back impairments and sickness requiring surgery are covered when originating six months after the policy date.

The policy provides a full 31 day grace period. You may renew this policy to age 75 with the consent of the company. THESE ARE THE ONLY EXCLUSIONS: The policy does not cover suicide, venereal disease, intoxication, criminal acts, military risks, mental disorders, dental treatment (unless for fractured jaw), maternity (except by Maternity Rider at small extra cost) and rest cures.

WHY THIS SPECIAL OFFER IS MADE

Because we employ no salesmen and pay no commissions, we use this means to acquaint you with the tremendous premium savings you get with this policy. It costs a great deal more than \$1.00 to issue this SPECIAL GET-ACQUAINTED POLICY, but we're willing to risk this initial expense to put the policy in your hands so you can see for yourself how good it is and that you will want to keep it in force.

WHY THESE PREMIUMS ARE SO LOW

Because you deal direct with us we eliminate high selling costs. We employ no salesmen and pay no commissions. Costs are reduced to a minimum and savings of 25% to 45% are passed on to you in the form of lower premiums.

WHY CLAIMS ARE PAID FAST

Because you deal direct, your claims are processed fast.

There are no adjusters or district offices for claims to pass through, which could result in loss of time . . . just when you need extra money the most, and fast. To file a claim, just notify us in writing and claim blanks are sent by return mail, with easy-to-fill instructions. Thus you can get fast action no matter where you live!

SPECIAL COVERAGES MAY BE ADDED

Your basic policy pays for hospital room, board and general care for covered sickness or accident. At small extra cost, you can add surgical or medical benefits, or maternity benefits to cover pregnancy or its complications, at home, in the doctor's office or in the hospital. Loss of Wages Benefits up to \$300 per month are also available at low cost. For information on each, check application blank below when sending your \$1.00 for our Special Offer.

OVER \$18,500,000 IN CLAIMS PAID

Since 1923, policyholders and beneficiaries have benefited from Service Life Insurance Company. Domiciled in Nebraska as a legal reserve company, more than \$18,500,000 on all forms of coverages in all states have been paid.

FILL IN AND MAIL TODAY! Takes only a minute to complete for family protection! Do it now!

THE SERVICE LIFE INSURANCE COMPANY OF OMAHA • DEPT. E-294, 1904 FARNAM ST., OMAHA 2, NEBRASKA

Gentlemen — I am enclosing \$1.00 in payment for two (2) months' insurance and I hereby apply to The Service Life Insurance Company of Omaha, for a Family Hospitalization policy for myself and for my dependents, if any, whose names appear below:

Full Name of Applicant _____ Sex _____
 Address _____ Date of Birth _____
 City _____ Zone _____ State _____
 Occupation _____ Height _____ Weight _____

ONE POLICY MAY INCLUDE AS MANY AS ARE IN THE FAMILY (Applications for 1 person may be issued to adults only). (Please print full names of members whom you wish included in this policy)

	FIRST NAME • MIDDLE NAME • LAST NAME	DATE OF BIRTH				HEIGHT	WEIGHT	SEX
		MO.	DAY	YR.				
1.								
2.								
3.								
4.								
5.								

- Are you and all persons named herein now in good health and free from any physical defects or deformities to the best of your knowledge?
- Have you or any other person named herein during the last five years had any medical or surgical advice or treatment or any other departure from good health? Yes _____ No _____
If the answer is yes, please give details _____

I have read the foregoing questions and I represent and affirm each answer to be true. I agree to accept the policy that may be issued upon this application. I also agree that the company shall not be liable for payment of any benefits upon sickness, disease, or injury, arising prior to the date of acceptance of this application. I reserve the right to return the policy within 10 days and receive my money back if I should decide not to continue it. Dated this _____ Day of _____ 19 _____

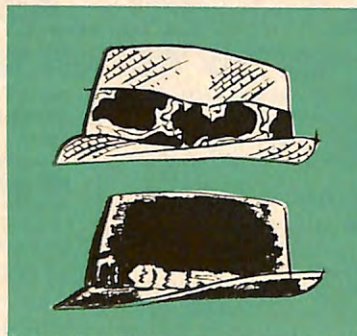
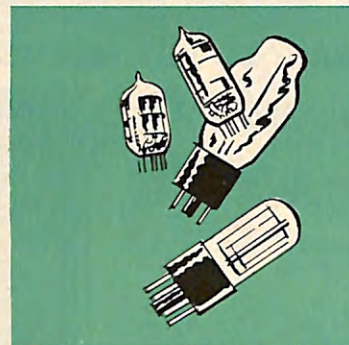
SIGNATURE

(Applicant) Head of the Family or Individual Applying Be Sure to Sign

WRITE—DO NOT PRINT

Please send information about your—
 Surgical/Medical Expense Rider Maternity Benefit Rider
 Loss of Wages Rider

What's in a name? Brand names are supposed to protect manufacturer, merchant, and consumer alike. But . . .



But IT Looks LIKE THE REAL THING

By **GEORGE J. JAFFE**

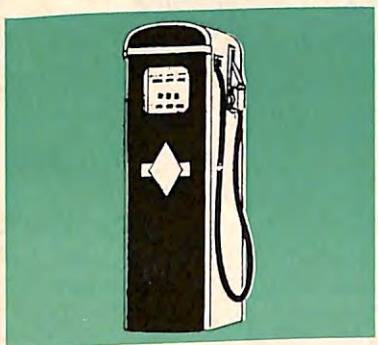
COUNTERFEITING: To most of us the term automatically conjures up the image of a printer furtively turning out specious greenbacks. This is a natural reaction, considering the play currency counterfeiters have received in fiction and from scriptwriters. But there's an equally insidious though less publicized form of counterfeiting that affects you—the American businessman and consumer. Namely, product counterfeiting.

Product counterfeiting operations, originating both here and abroad, hit the U. S. marketplace where it hurts most—the cash register, mulcting our economy of untold billions annually. In case you doubt the serious extent of this problem, here are some eye-opening statements from the victimized and other authoritative sources:

Dr. Stephen Ladas, of Langner, Parry, Card & Langer, a prominent trademark and patent law firm, has predicted: "Millions of dollars' worth of counterfeit brand-name goods will be sold in the United States this year, as well as around the world. No one could begin to estimate the true extent of damage, to consumer and legitimate retailer alike, perpetrated by 'product pirates.'"

The Ford Motor Company has estimated that "more than \$500 million worth of bogus automobile parts and accessories are sold annually—roughly 20 per cent of the market's total volume."

A number of drug industry executives contend that the sale of fake drugs totals more than \$120 million annually; they include G. Wayne Bye, western sales manager for Merck, Sharp & Dohme, who said in an address before the



... scores of trademarked products—including those pictured and many others—are being counterfeited today

DRAWINGS BY GEORGE WILSON

Nevada State Pharmaceutical Association: "There [is] counterfeit drug merchandising to some degree in practically every large city in the country." He went on to say that this situation potentially "could undermine public confidence in the integrity of the profession of pharmacy."

Of course, the threat of the public's confidence being undermined is the prime danger brand-name manufacturers face from product counterfeiters. The secondary danger is the resultant loss of profit by manufacturers, distributors, and retailers. Finally, the consumer doesn't get his money's worth, else counterfeiting would not be so profitable.

For example, in the last couple of years the phonograph record business has been so badly attacked by the onslaught of phony operators that the situation warranted mention in Congress. New York Representative Emanuel Celler, head of the Federal House Judiciary Committee, wasn't just trying to be funny when he declared: "Counterfeiters of phonograph records are cleaning up to the tune of at least \$20 million a year."

The Bureau of Ethical Security, a private detective agency specializing exclusively in the perfume field, claims that practically every fine, high-priced fragrance on the market has been sold over retail counters, either in outright imitations or in adulterated forms.

Simply listing the authorities who could be cited on the vast scope of product counterfeiting in today's market would take many times the length of this article. A briefer, more effective way of making the point is probably to list

some of the familiar items that have been counterfeited since World War II. The list includes: Bulova, Longines, and Hamilton watches, Singer sewing machines, Coca-Cola, Chanel and Lanvin perfumes, RCA Victor records, Revlon nail polish, Lewyt vacuum cleaner parts, all of the top-name TV and radio tubes. Also, Swift's margarine, White Rock soda, Dobbs and Knox hats, Leica cameras, BVD underwear, Pepperell bed sheets, Good Humor ice cream, and every brand of gasoline on the market. And more.

What's more, when the United States Trademark Association—the only non-profit organization dealing exclusively with trademark matters—recently polled its more than 200 members, which include the nation's leading trademark owners and manufacturers, the majority reported that they were constantly being plagued by product counterfeiters.

Advertising Age magazine reported that national manufacturers spent \$12.5 billion in advertising last year. But no amount of advertising can undo the harm done to a product's reputation once a customer has purchased an inferior imitation.

You may wonder why brand-name owners haven't done something to squelch counterfeiting operations. Actually, they have done and are doing all in their power to combat the problem, but it's an enormous undertaking. For one thing, product counterfeiting is worldwide in scope. In addition to the homegrown varieties, specious goods emanate from places like Thailand, Indonesia, Hong Kong, and South America. To detect, catch, and prosecute foreign operators is, of course, appallingly (*Continued on page 46*)

Instant Hunting

By RAY OVINGTON

Good hunting with guaranteed game is largely replacing "natural hunting" via the commercial shooting preserve. The cover photo depicts duck hunting at a preserve



Bobwhite quail are flushed for a husband-and-wife hunting team.

ZING, WHAM, BOOOOM! Three birds—all prime cocks with long pointed tails—whirred up from the brush. Falk twisted around and nailed two of them. Had he had my three-shot pump instead of a double barrel, chances are he might have downed all three.

"How do you like that?" Henry asked me.

"Like shooting fish in a barrel!" I exclaimed. I could hardly believe it. Here it was 1963—many years since we had hunted here as boys, and there was plenty of game.

It was good to be out bird hunting again; it had been a long wait since the end of last season. John Falk and I had both been eager to get going as we got out of the car. We quickly collected the shotguns and let the two English set-

ters out of their cages in the rear of the Land Rover; this would be their first outing after game. We had parked under an elm in front of the old farmhouse that was near the fields which had been the first hunting grounds for each of us.

Over the years, the pheasant population in this area had steadily declined because of the heavy shooting pressure and the rise of a housing development nearby, to say nothing of the general decline in hunting conditions as natural cover became scarcer and scarcer. Ironically, as the supply of game dwindled, the number of hunters steadily increased.

But recently the farm had been taken over by a mutual friend, who had turned it into a commercial pheasant

and duck hunting preserve where, for a per-bird fee, anyone would be able to hunt by appointment.

As this was his first season, we felt somewhat apprehensive, wondering if the artificial, plant-and-shoot conditions could possibly provide as good results and as much fun as we had had there years before.

In fact, our friend Henry Bransford, proprietor of the new "Pheasant Haven Preserve," had informed us we were to be his first customers. When we hit his frontyard, Henry hurried out of the house, greeting us heartily.

As we walked to the barns, he discussed "building" the preserve, conveying his excitement over launching this new venture. At one point, he was interrupted by the familiar *erk, erk* of a

cock pheasant; the sound wafted across the field from down in the valley. Our steps quickened. John's two setters became more alert. Henry led us to his kennels, where several pointers and setters were restive, barking their desire to hunt with us. Henry selected two pointers, and we were soon on our way to the hunting grounds, which actually bordered the shadow of the barn.

The general layout of the hunting territory of the farm was cupped in a gentle valley. A small creek twisted its brush-choked way through the broken cover and irregularly planted fields, providing ideal concealment and food sources for the birds.

The four dogs ranged in front, then circled the first bit of cover. One of Henry's dogs skidded to the point. John's two setters quickly came to point to honor the first dog's discovery. Henry's other pointer merely looked in the general direction, being too far away to catch the scent. John walked up to within about 50 feet of the pointer and waited.

"Funny," Henry said to me. "There wasn't a bird this close in to the barns this morning. It must be one of the birds I released last week while I was training the dogs."

Seconds later John had downed the two birds, which had prompted me to make that remark about shooting fish in a barrel. Henry didn't let that one pass.

"Wait a while, Ray," he rejoined. "Things will get tougher. I released 20 birds for you down by the brook yesterday. They'll show you some tough shooting."

How right he was became an embarrassing fact after two hours of scouring the brook and adjacent fields. We found birds, plenty of them, but they

were such tricky fliers that each of us shot up a box of shells with only two birds apiece to show for our efforts. Like shooting fish in a barrel, eh? Not by a long shot.

Pen-raised birds instinctively know how to dodge and fly a tricky path, even though, in the main, they're first-year birds and haven't been hunted before. If anything, these were even more unpredictable than those we'd hunted in the same cover years before—birds that had been born and bred here without human assistance. The diet provided by Henry probably accounts for the pheasants' extra vim and vigor, for the food is far superior to that which the birds would have been able to find by fending for themselves.

By the time it had grown too dark to shoot, John and I had come to realize that Henry's commercial techniques would produce hunting far superior to the natural type we'd enjoyed in the best years long gone.

Pheasant Haven Preserve isn't unique. Commercial shooting preserves of this type gain popularity each year—for a variety of sound reasons. One is accessibility. Conveniently located at this writing in 44 states, preserves offer excellent hunting on well-stocked, privately owned farms. America's most popular game bird is the pheasant, and since the pheasant naturally inhabits farm land, a great many hunters have never had it so good.

How about waterfowl? The mallard is our number-one game duck, even though its natural distribution during the hunting season migration has dwindled over the last years in many areas of the country. However, mallard shooting is available at many of the commercial shooting preserves. The great majority of America's 20 million hunters

prefer these two birds—the mallard and the pheasant—over all others. Both can thrive in semi-civilized areas. Not only this, they can be easily pen-raised, whereas doves, grouse, and many types of ducks are difficult to raise under these conditions.

For many years, free-access and public-hunting areas for these two popular game birds were more available than they are now. As cities expand and suburban and exurban areas with them, upland farms and open spaces, which have been suitable habitat for game birds, are being invaded by home builders. This means that there are now fewer game-bird areas within easy distance of our population centers. Also, many farms that are farther out have been posted against hunting, turned into clubs, or for some other reason are closed to the public. With the diminution of small farms, plus the modern farmer's more efficient utilization of every inch of arable soil on his land, the hedgerow areas along farm borders, where game birds used to nest and feed, are now largely nonexistent.

In states with still a lot of farm and semiurban areas, there's still some prime open hunting land, of course, but even most of these sections have been overhunted, so that bird limits have had to be set low.

The mallard decline has been caused by some additional factors. It's a puddle duck; that is, it feeds in shallow water. Since it's not a diving or fish-eating duck, the mallard is most at home in a lake pothole or a pond, particularly if it's near corn fields or brushy areas, where broods can be raised in comparative safety from predators and the intrusion of man.

However, more and more of our lakes
(Continued on page 38)



A preserve operator catches pheasants to be released in cultivated cover that simulates the best of natural conditions.



Preserve hunters may ride or walk as they choose. This permits elderly persons and sometimes even invalids to hunt.

Those Blessed Events

By **ED FAUST**

THIS COLUMN has often made mention of the fact that many people summarily turn thumbs down on a dog if it's a lady of the species. A common belief is that the female provokes troublesome visits from the stork. And further, finding a home for puppies can be a problem.

But this prejudice against the female is largely unjustified, since simple precautions on the part of the owner can preclude the arrival of unwanted pups. Cupid lets fly his arrows only twice a year for the female—and then for no more than three weeks at a time. During these three-week periods she is “in season.” But it's only during the second week of these twice-a-year cycles that the lady is in the mood to mate. At other times during the year, she doesn't evidence any interest in becoming a mother. A Lothario seeking her favor at non-in-season times may regret it, since she can be plenty tough in protesting his attentions. As a matter of fact, at most times the lady is the boss. Mr. Fido knows this and behaves accordingly.

It was always amusing to me to watch our last pair of housedogs—Imp and Penny—at play; they were Welsh terriers. Just as soon as Penny had had enough of Imp's attention, she let him know it, in no uncertain terms. He always made a hasty retreat. Many a time I saw him cautiously peer around the living room doorway before entering that room if Penny was in it. All she had to do was bare her teeth, and Imp would be off, traveling elsewhere.

If you don't want her to have pups, it's not difficult to prevent a mating, but the lady must be confined when in season. And this confinement requires strict supervision. During those three weeks, the lady mustn't be allowed to run loose outdoors. Indoors, it's best to confine her to one room, unless you're sure she won't have an opportunity to bolt outdoors unobserved. Although the middle week of the three-week periods is the critical one from the standpoint of conceiving, to be on the safe side lady should be kept away from Mr. Dog throughout the cycle. In many homes where the companionship of the female dog is enjoyed, this watchdogging is simply a routine matter, and the trouble it involves is more than offset by the pleasures of having lady in the household.

Of course, there are many owners who want their dogs to have puppies. Others view this as a household calamity. I can sympathize with the latter when the imminent arrival of a litter presents a new and bewildering



When your female dog displays evidence of imminent motherhood, she needs special care. So do her bundles of joy.

problem. In this case, the entire matter can be put into the hands of a veterinarian for whom supervising lady's maternity is no problem at all, as long as she's normal and healthy. Vets' fees are not exorbitant for this service, so the dog owner who's inexperienced in canine midwifery may find it the better part of wisdom to delegate the entire job to a professional. If the owner chooses to have the Blessed Event staged at home, then the vet should be forewarned, and, if possible, arrangements should be made for him to stand by in case of emergency. In any case, the wise owner will have Mrs. Fido examined by the vet in advance of her accouchement.

For most dogs, whelping pups is pretty routine. Lady simply does what comes naturally, and really needs little or no assistance. In fact, she's best left alone, although it's wise to keep a sharp eye on the progress of the deliveries. Common sense will tell you if she gets into distress. Should this happen then it behooves you to move fast: Get the dog to the vet, or get him to her.

Let's see what should be done before a whelping, during the event, and afterwards. If you know the date of the mating, you can expect the pups to arrive in about 63 days. It's okay if the whelping begins a day or two earlier, but if the stork hasn't paid his call

by the 63rd day, your veterinarian should be promptly notified. A delay of this sort could cost lady her life.

But let's consider prenatal preparations. One of the first things to do is to provide a whelping box. Anyone who knows how to wield a hammer can make one. Size? About six to eight inches longer than the length of the dog when she's stretched out and a little better than three times the dog's width. The four sides of the box should be about five inches high, a height that's comfortable enough for her to clear when she later wants to leave the pups in order to attend to herself. At a height of about three inches from the bottom of the box, fasten a railing (round or square) to three inner walls of the box. It should be about as thick as a broomstick, and it should project about 2½ inches from each wall, so as to prevent the possibility of lady inadvertently suffocating any of her pups by crowding them against a wall.

For bedding there's nothing more convenient or suitable than layers of newspaper. Papers are easily disposed of and replaced. Cushions or cloth are unsanitary, because they're difficult to keep clean. And the tidy homekeeper will find straw, hay, excelsior, and similar bedding too untidy. Ideally, the box should be raised a few inches from the floor, although this isn't essential.

However, a piece of linoleum should be placed underneath the newspapers for a bedding base.

Incidentally, don't shred the papers, but if the mother does in creating a nest for herself, don't stop her. Set the box in a dry, fairly warm (70-72°), and draft-free place. This room temperature should be consistently maintained, since a sudden chill or overheating are harmful to both mother and pups. Additionally, have on hand a pair of rubber gloves for handling newborn pups—if you have to assist the mother—as well as a pair of sharp scissors with blunt ends, a small bottle of iodine, and a number of large clean cloths.

It's entirely likely that you may not know when the mating took place, but even so you'll recognize the signs of on-coming pups: A swelling of the dog's body and a sharp increase in her appetite up until the day of the whelping, when she may refuse all food. During the latter days of pregnancy, she's likely to become more affectionate with members of the family, particularly the person she's always favored the most.

Assuming you've provided a whelping box, you should see to it that the lady uses it consistently beforehand as her sleeping place. As the critical time approaches, she'll have her own ideas

(Continued on page 41)

--- Exciting New Way To Earn \$6.44 An Hour ---

INVESTIGATE ACCIDENTS

440,000 auto collisions, fires, storms each day create a great opportunity for men 18 to 60

Step into this fast-moving Accident Investigation field. Train quickly in your own home in spare time. *Already* hundreds of men we have trained are making big money. Joe Miller earned \$14,768 in one year. A. J. Allen earned over \$2,000 in ten weeks. William Roane says "I'm now earning \$300 a month *extra* investigating accidents in my spare time... Universal's course is wonderful."

BE YOUR OWN BOSS — ENJOY EXTRA BENEFITS

Right now there is an acute shortage of men who know how to investigate accidents. Our *proven* and *approved* training makes it easy for you to step into this huge, expanding field.



CAR FURNISHED — EXPENSES PAID

You can be your own boss. Independent accident investigators average \$6.44 an hour. Let us show you how to start *your own* profitable business. Begin part time — with your home as headquarters. Later expand to full time. Or if you prefer to be a Company Claims Investigator — our Placement Bureau will assist you. Leading firms call upon us for trained men. Enjoy big pay, your own secretary, a car for personal use, and all business expenses paid.

EASY TO START — NO SPECIAL EDUCATION OR PREVIOUS EXPERIENCE NEEDED

We know the Accident Investigation Business from A to Z. We *can* and *will* show you how to get into this exciting new career in just a matter of weeks. You can more than pay for the entire course with your very first check. Send today for **FREE BOOK**. No salesman will call. You are not committed in any way. Just mail the coupon or send a post card to me, M. O. Wilson, Universal Schools, Dept. K-10, Dallas 5, Texas.

Mail Now for FREE BOOK

M. O. Wilson, Dept. K-10
Universal Schools,
6801 Hillcrest, Dallas 5, Texas

Please rush me your **FREE BOOK** on Big Money In The Booming Accident Investigation Field. I will not be under the slightest obligation — and no salesman will call upon me.

Name

Address

City

Zone

State



Tom Wrigley



WRITES FROM WASHINGTON

MEMORY COURSE offered State Department and U.S. Information Agency workers has an unusual lesson: You



memorize the order of a full deck of shuffled playing cards by dealing thru it only once.

MORE THAN A MILLION Smiths, 1.3 million to be exact, are recorded as dividend-receiving stockholders by the new machines in the Internal Revenue Service offices. There are also 900,000 Johnsons, 750,000 Williamses, 650,000 Browns, 550,000 Millers. Many of these stockholders have the same first names or initials, but the machines somehow keep them all separated.

THE PENTAGON finally, after many years, has an identifying sign. It reads: "The Department of Defense." Until recently the only sign on the huge building was one which said: "Pentagon Trash Pickup, Gate Three." The Pentagon is 20 years old.

HUGE TOURIST CENTER costing \$25 million, to be built near Union Station, is proposed by Washington businessmen. It would be a center of information for the millions of visitors who come to the nation's Capital each year. The Government would pick up the tab, which would include \$12 million to build the Center and \$13 million for a 4,000-auto parking lot. The Center would be expected to handle some 50,000 visitors a day by 1980.

QUACK CANCER BOX is being exhibited by the Food and Drug Administration in the lobby of a federal office

building. After a ten-year battle, the FDA finally outlawed the contraption. It's made of plywood and metal and lined with steel wool. Patients were told they could be cured of cancer by sitting inside the box for specified periods.

THE PRESIDENT got his tie clasp back and Bowo Soerjosoedarmo, the Indonesian student who took it, has one in return. The tie clasp was grabbed when 2,500 American Field Service foreign exchange students mobbed the President at a reception. When the boy brought it back, Mr. Kennedy gave him a boat-shaped gold tie clasp. The boat? PT-109.

ZIP CODE for Santa, dear children, is North Pole, 99701. Meanwhile, a new Christmas stamp already has been produced for the 1963 holiday season, and the National Tuberculosis Association has established the design of its Christmas Seal. The Post Office and Tuberculosis Association will put on a



joint campaign with signs on 45,000 postal vehicles to mail early with Christmas stamps and seals. The Christmas stamp depicts a Christmas tree with the White House in the background. Two billion stamps go on sale November 1.

CLOSED-DOOR HEARINGS utilize a gimmick to keep the press from getting the lowdown. Testimony is "sanitized" by experts, who mark all words and phrases to be deleted for the public version. Then a special knife is used to shave off the words. It does

such a beautiful job that even a microscope can't detect what was deleted, and the paper is not damaged. The testimony is then mimeographed for release to the press.

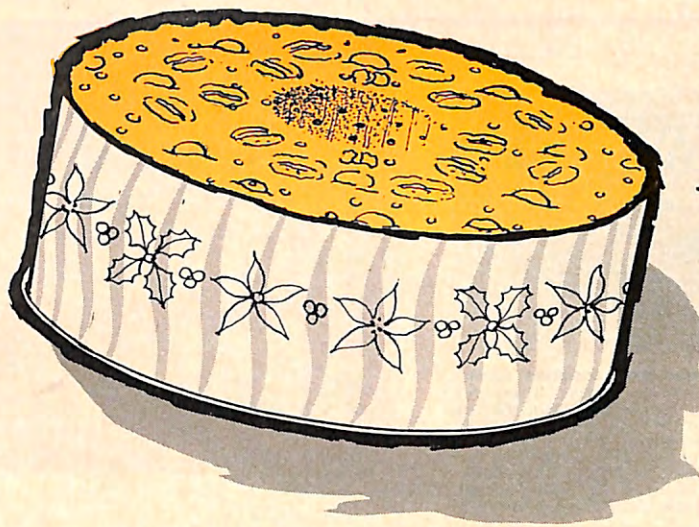
SERIOUS COIN SHORTAGE is sweeping the nation, and Treasury appeals have gone out not to hoard coins. The U.S. Mint cannot turn out enough hard money, especially nickels, dimes, and quarters, to meet demand. Some



banks are rationing supplies of coins to supermarkets and other places. The Federal Reserve Bank believes vending machines, phones, parking meters, and other coin-operated services are responsible.

ARMED FORCES RECRUITING competition has attracted the scrutiny of Senator Young of Ohio. He said the military services have 23 recruiting stations in Cleveland but only 19 in New York City. Other cities have varying numbers. The senator suggests that consolidation would save taxpayers' money.

FALL FILLERS. . . Food companies are test-marketing instant coffee in individual bags, like tea. . . "Howlers" (large electric horns) on fire alarm boxes have cut false alarms 10 per cent here. . . Alcoholism is now the No. 3 public health problem, reports the Washington Institute of Scientific Studies for the Prevention of Alcoholism. . . The Government is spending \$21,000 to learn more about toads, and some congressmen are all hopped up about it.



It's Fruit Cake time!

Famous Continental Fruit Cakes Offer You Two Great Holiday Opportunities!

- 1** GIVE THEM AS GIFTS TO EMPLOYEES, FRIENDS, CLIENTS, BUSINESS ASSOCIATES! THIS IS A FRUIT CAKE YOU COULDN'T BUY ELSEWHERE AT THIS VERY SPECIAL PRICE!
- 2** USE THEM AS FUND-RAISERS FOR YOUR ORGANIZATION!

Either way you'll be handling a quality fruit cake, complete with keepsake tin, that you'll be proud to be associated with.

*Make it
a holiday
to remember*

**MAIL COUPON TODAY
FOR COMPLETE DETAILS!**

CONTINENTAL FRUIT CAKE
Box 289
Harrison, New York

I would like to know more about Continental Fruit Cake.

Name _____ (PLEASE PRINT) _____ Tel. No. _____

Address _____

City _____ Zone _____ State _____



**CHILD'S
SIT 'N STAND
AUTO
SAFETY BELT**

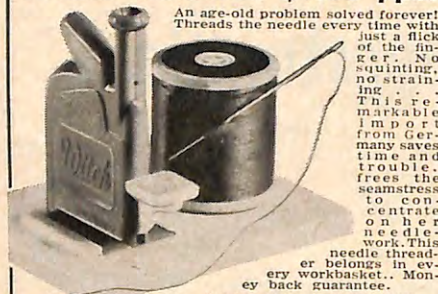
Children ride in the front seat in perfect safety while you drive relaxed. Amazing auto safety belt helps reduce injuries during sudden stops, opened doors and other dangers. 2-piece heavy gray woven canvas belt with safety buckles has 47.5-lb. minimum breaking strength . . . permits child to stand, sit or lie down. One belt adjusts around child . . . other belt adjusts over seat and need not be removed. Adds greater safety and peace of mind. Order several for yourself and as gifts. Free catalog of unique gifts.

2 Sets \$3.98
for
1 Set for \$2.50

Send check or money order. Satisfaction guaranteed. Immediate shipment.

HOB INC., DEPT. E103, FLUSHING 52, N. Y.

NEEDLE THREADER \$1.00 ppd.



An age-old problem solved forever! Threads the needle every time with just a flick of the finger. No squinting, no straining . . . This remarkable import from Germany saves time and trouble. Frees the seamstress to concentrate on her needle-work. This needle threader belongs in every workbasket. Money back guarantee.

Free Catalog of DEERSKIN GIFTS

DEERSKIN TRADING POST, Rt. 1 at 1142, Danvers, Mass.

**YOUR OLD FUR COAT
INTO NEW CAPE
STOLE, JACKET** **24.95**

MORTON'S remodels your old fur coat, jacket, or cape into glamorous new fashion for only \$24.95. Includes restyling, new lining, interlining monogram, cleaning, glazing.

ORDER FROM MORTON'S, WORLD'S LARGEST FUR RE-STYLING SPECIALISTS, LARGEST SELECTION AT ANY PRICE. OVER 40 STYLES

Praised by Harper's Bazaar, Glamour, others. Send no money! Just mail old fur, state dress size. Pay postman, plus postage, when new style arrives.

Or write for Morton's new FREE Style Book.

MORTON'S, Dept. 45 J
WASHINGTON 4, D. C.

WRITE FOR NEW
FREE BOOK



Deal The
Winning Hand!

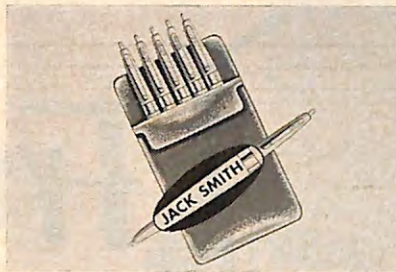
KENNEDY CARDS

All the honors cards in this new deck feature the fabulous Kennedy clan. JFK is the ace and Jackie (of course) the queen of hearts. Finest through brothers, sisters and in-laws. Good quality standard deck is grand slam fun to own and give.

\$1.25 per deck ppd. 2 decks for \$2

FREE CATALOG OF HAPPY GIFTS

GREENLAND STUDIOS DEPT. EK-10
MIAMI 47, FLA.



PERSONALIZED PENS IN 5 COLORS. Write with the color ink you fancy—blue, red, green, gold, black. Each long-lasting ball point pen in this set uses a different ink and each is engraved with the owner's name in gold. Set is \$1.19; Deluxe set with handy plastic holder to fit pocket, \$1.39. Ppd. Alexander Sales, Dept. EL, 140 Marbledale Rd., Tuckahoe, N.Y.



STORMY WEATHER OR BLUE SKIES? This handsome, hand-blown swan tells you which to expect. Liquid rises up his long, graceful neck for stormy skies, stops midway when a change is due, and returns to level for clear weather. Uses water (color as desired). Approx. 4" high on 3" x 2" base. \$1.69 ppd. Spencer Gifts, 614 Spencer Bldg., Atlantic City, N. J.

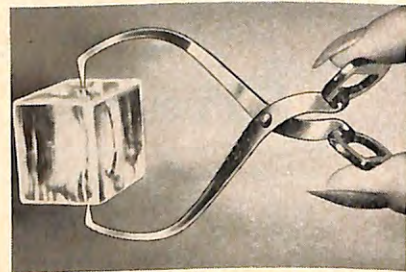


JIFFY JIG-SAW fits any electric drill. It does the work of jig, keyhole, coping, rip, crosscut, band and hacksaw—cuts patterns in wood, plastics, metals—even cuts 2x4's and makes own starting hole. Air Jet blows away sawdust. 1-yr. guarantee. \$9.95 list. Special price \$5.88 ppd. with blade. Shop-King, Inc., Dept. EL-10P, 425 W. 203 St., New York 34, N.Y.

**ELKS
FAMILY
SHOPPER**



ONE-MAN COMBO. The kazoo horn toots, the drum beats, and the cymbals clashing—all played simultaneously by one little performer when he blows this amazing instrument. A pull-cord lets him play rhythm accompaniment. His first name is inscribed on the drumhead. \$1.29 ppd. One-Man Band, Box 1561, Dept. E-75, Beverly Hills, Calif.



TINY ICEMAN TONGS. Your favorite bartender (you?) will get a kick out of this miniature replica of the old-time ice carriers. They're spring-loaded to snap up a cube (up to 1 1/4" size) at a touch and deliver it neatly. Just 3 1/4" long in a gleaming chrome-plated finish. \$1.00 ppd. Sunset House, 75 Sunset Bldg., Beverly Hills, Calif.

For Those Who Do Not Want
GREY HAIR

Now Top Secret's amazing scientific formula gives a natural looking color to faded or grey 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 104-91, 3100 Vanowen St., Burbank, Calif.

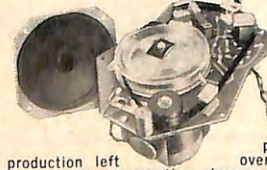


NEW! 13 oz.
Giant Size \$9

TAPE RECORDER

(liquidation stock)

\$8.99



Liquidation of our special purchase of tape recorders complete with excellent 2 1/2" speaker and microphone. A \$20 value. This production left over from giant national department store promotion where recorders were taped with a message to give to passing customers. Comes complete with standard 1/4" magnetic tape. Use for messages, rig with remote control invisible thread for detective work. Has unique endless loop feature. Hide anywhere, conceal in toy animal and let it make outrageous remarks to guests. Hundreds of uses. While they last. Send \$1 deposit for C.O.D. Satisfaction guaranteed.

MISSION LIQUIDATORS,
735 Celis Street, San Fernando 60, California

Merchandise shown on these pages can be ordered direct from the companies listed. Enclose a check or money order. Except for personalized items, there is a guaranteed refund on all merchandise returned in good condition within 7 days.



HOW TO HOLD ON TO YOUR MONEY! Keep it in the zippered inner pocket of top grain cowhide Monogrammed Money Belt. 1 1/2" wide belt has a gleaming buckle engraved with 2 or 3 initials. Brown with gold plated buckle, or black with silvery rhodium buckle. Waist sizes 28 to 44. \$2.98 ppd. Breck's of Boston, P-37 Breck Bldg., Boston 10, Mass.



12 PERSONALIZED GOLF BALLS. There's no mix-up on which golf ball is yours when you use these fine quality, liquid center balls. Your name (up to 18 letters or spaces) is imprinted on both sides. Cut-proof covers. 12 are packed in a reusable leatherette case to make a handsome gift. \$9.95 ppd. per dozen. The Light-house Inc., Dept. E-4, Plymouth, Mass.



DIA-PLEAT SHIRT. This exclusive creation of imported broadcloth has diagonal pleats that never iron out. White or blue. French cuffs. 14 to 19 neck; 29 to 37 sleeve. \$8.95 ppd. Silk tie with 2 or 3-letter monogram (state color). \$5.00 ppd. Diner's Club, American Express. Free catalog. Lew Magram, Dept. L10, 830 Seventh Ave., New York 19, N. Y.

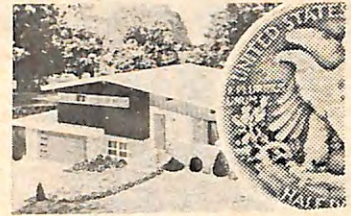


NEW 1963 ANTIQUE PRICES in this big 379-page dealer's price handbook will save you worrying about what to pay for antiques. New 7th edition lists value of 32,000 American antiques. Includes pictures, prices of such varied objects as china, weapons, furniture, glassware, 225 other groups! \$5.95 ppd. Madison House, Dept. EK-10, 122 East 42nd, N. Y. 17.



\$1,000 BANK ON WHEELS is a marvelous new copy of the massive Mosler safes our grandfathers used. This all-steel black one has authentic colorful eagle and gold leaf designs, a combination lock and is big enough (6"x7"x9") to hold \$1,000 in change! A nice way for young and old to save. \$5.95 ppd. Antique Toy, Dept. EK-10, 380 Lexington Ave., N. Y. 17.

125 FOR 50



Check your choice of books and mail with cash, check or money order today. (Books prepaid in U.S. & Canada)

- Ranch and Suburban—125 popular designs, conventional and contemporary... 50c
- Deluxe Small Homes—large selection of small modern designs, 2 & 3 bedrooms... 50c
- Cape Cod & Colonial—fine selection of 1 1/2 and 2 stories, 2 to 4 bedrooms... 50c
- Plans for New Homes—New book of 117 designs, 2, 3, and 4 bedroom sizes... 50c
- Suburban Living—124 latest designs, split level, hillside and contemporary... 50c
- New American Homes—110 of our larger size homes. Selection-tested for resale... 50c
- Income Property & Retirement Homes—over 125 duplex, multiple unit plans, residential income and small retirement homes... 50c
- Lake Shore & Mountain Cottages—over 60 designs for year around, town or country... 50c
- All American Homes—120 different designs in varied construction types... 50c
- Homes in Brick—114 designs, medium and large homes. A color section of ranch styles in brick, stone and frame... 50c
- Home Planners Check List—120 most important questions... 25c
- SPECIAL OFFER—All above books, \$5.00 Builders Special—Complete Garlinghouse Library of 18 books, over 1,000 plans. A \$10.00 value, only \$8.00 Ppd. With binder \$10.95.

Name _____
Address _____ \$ _____
City/State _____ Amount Enclosed _____

L. F. GARLINGHOUSE CO., INC.
Dept. E-103,
TOPEKA, KAN. 66601



1000
Name & Address Labels \$1
ANY 3 DIFFERENT ORDERS \$2 ppd.
SAVE! SPECIAL OFFER!

Sensational bargain! Your name and address hand-somely printed on 1000 finest quality gummed labels. Padded. Packed with FREE, useful plastic GIFT BOX. Use them on stationery, checks, books, cards, records, etc. Beautifully printed on finest quality gummed paper—1000 only \$1. SPECIAL—SAVE MONEY! ANY 3 DIFFERENT ORDERS \$2. Makes an ideal gift. If you don't agree this is the buy of the year, we'll refund your money in full. HANDY LABELS, 1006 Jasperson Bldg., Culver City 1, California.

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



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!

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! Finest quality at sensible prices! Satisfaction Guaranteed! Write for FREE Catalog!

17253 Forest St., Brockton, Mass.

FREE CHRISTMAS CATALOG



Don't start your Christmas shopping until you've sent for this free book!

Walter Drake

2310-18 Drake Bldg., Colorado Springs, Colo.

1" PRAYING HANDS CHARM

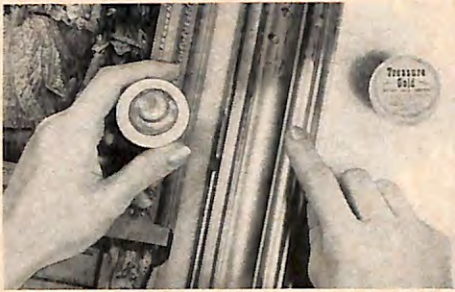


ANIMAL CHARMS FOR PET LOVERS



PUTTING ON THE DOG or Cat or Bird Charm will make any pet owner proud. All breeds of dogs; Parakeet, Canary and Finch; Tabby, Siamese, Angora. In Persian cats, Pet's name engraved free on back. 1 1/2" 14K Gold \$4.95, 1" \$3.60. Sterling Silver 3/4" \$2.50, 1" \$3.50. Cufflinks 14K Gold \$3.00, Sterling \$1.00. Tie-tack 14K Gold \$8; Sterling \$4. Neck-chain, keychain, bracelet see above. Prompt delivery.

THE JAMAICA SILVERSMITH
50 Delancey St. AK 10, New York 2, N. Y.



TREASURE GOLD

For Decorating & Restoring Gold Leaf

The original non-tarnishing gilt in wax form. It can be used on almost any surface — wood, metals, plaster, leather, plastics, statuary. Easy to use; apply with finger or cloth, let dry one minute, buff with soft cloth to a fine lustre. Dries immediately; permanent; ideal for decorating, 'antiquing', highlighting. 1 1/4 oz. jar will cover 10 to 12 medium-size frames. Also in silver. Satisfaction guaranteed. \$2 jar, ppd.

TREASURE GOLD, Dept. E
P. O. Box 7187 Louisville 7, Ky.

SHOE AWAY FOOT MISERY!

Helps healthy as well as
"ACHING" FEET



NEW IMPORTED 'PEDI-MOLD' ARCH-SUPPORTING INSOLE

Your FIRST STEP with PEDI-MOLD will be your LAST STEP with FATIGUE and ACHING FEET! Expertly modeled to shape of foot. Pedi-Mold's exclusive construction adds spring to each step, for TOES MOVE FREELY at last. Circulation is increased, muscles strengthened. Bunion discomfort disappears due to Pedi-Mold's recessed ball area and cushioned metatarsals. Flexible arch, cupped out heel for maximum comfort, correct heel position. Soft foam rubber, won't flatten out.

Men: Specify shoe size, width. \$3.00 pair / 2 for \$5.70 ppd.
Women: Specify shoe size, width, type of shoe, high heels or flats.

PEDI-MOLD of New York

Dept. EL-10, 505 Fifth Ave., New York 17, N. Y.



Hidden Treasure BOOK SAFE

Looks like a book—Serves as a SAFE! Protect valuable papers, jewels, documents and cash from theft. Book Safe looks like a standard leather-covered volume with appropriate gold-stamped title. No one would suspect that inside is a safety compartment with a combination lock that you can change to your own liking. Insert slot for coins and currency. Add 35c pp.

GREENLAND STUDIOS DEPT. EK-101 MIAMI 47, FLA.

NEW GOLF BAG PROTECTO-COVER

Now you can keep your bag and clubs like new — year 'round. Coverall stores easily in bag pocket, handy for quick use if it rains. Perfect for travel or end-of-season storage. Will guard against mildew, rust, dirt and damage. Made of an extra heavy gauge vinyl, with non-snap brass full zipper front, gusseted sides. 50" x 18", fits all \$295 bags — #91405.



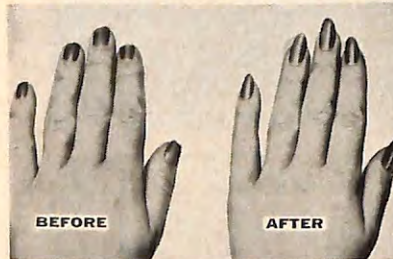
BRECK'S, S-43, Breck Bldg., Boston 10, Mass.



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. O-19, Wilmette, Ill.

NEW! STOP NAIL BITING!

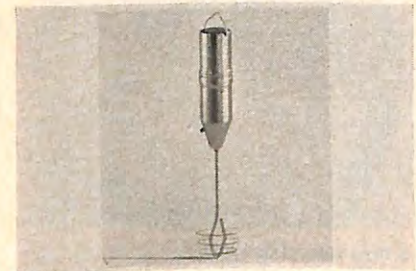


YOU CAN'T BITE your nails when you coat them with "Kant-Bite." One brushing of this completely safe scientific formula forms a diamond-hard coat that cannot be bitten. It also prevents annoying splitting, chipping and breaking of nails. At work or play, you'll keep your nails long and beautiful. \$1.50 ppd. **GUARANTEED!** Kant-Bite Co., Dept. E-18, Box 98, Cedarhurst, N.Y.

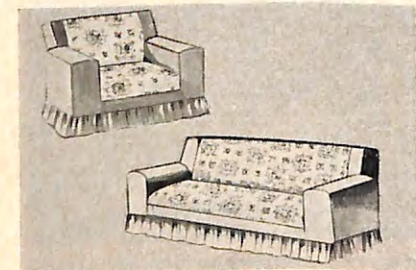
ELKS FAMILY SHOPPER



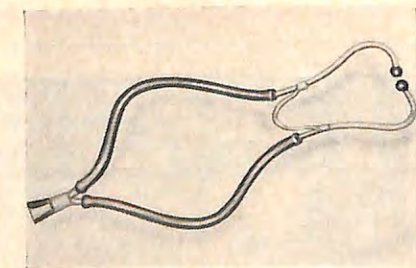
TAKE YOUR OLD FUR OUT OF MOTHBALLS—it can be made into a glamorous stole, cape or jacket like the above through the magic of Morton's furriers. Morton's will send you a photo brochure presenting 40 beautiful styles, all only \$24.95. You select the style you want and send them your old fur. Morton's, Dept. J-45, 312 Seventh St. N.W., Washington 4, D.C.



JIFFY POWER MIXER. Whip up a smooth, cool drink, a tasty milk shake, a delicious omelet, gravies, salad dressings, with this mighty mixer. It's battery-operated and starts with a touch of the finger. Chrome finish cleans easily. With a battery and extra stem, Mixer is only \$2.00 ppd. Whirlee, Inc., Dept. EM1, 31-01 Steinway St., Long Island City 3, N. Y.

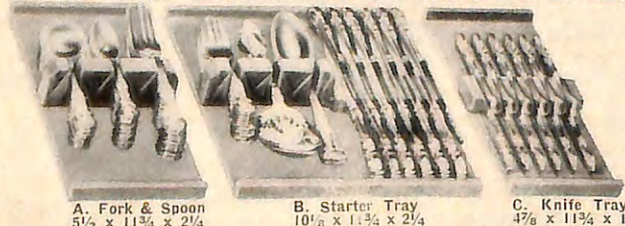


SLIP COVERS THAT S-T-R-E-T-C-H to fit any size, style and shape sofa or chair pose no fitting problems, require no measuring. Heavy-weight cotton sharkskin upholstery fabric won't wrinkle, is never too tight. In a smart print. Choose beige or green. Sofa, \$11.98. Chair, \$5.98 ppd. Nancy Ellen, 614 Spencer Bldg., Atlantic City, N. J.



U.S. MEDICAL CORPS STETHOSCOPE. Anyone who's ever tried buying one of these will recognize this brand new U.S. Medical Corps Stethoscope as a real "find". Ideal for doctors, engineers and mechanics (to spot motor troubles etc.), educational and fun for children and adults. Good value for \$2.95 ppd. Banner Supply, Dept. EK-10, 125 East 41st St., New York 17.

CONVERT YOUR DRAWER INTO A PACIFIC SILVER CLOTH-LINED SILVER CHEST



A. Fork & Spoon
5 1/2 x 11 3/4 x 2 1/4

B. Starter Tray
10 1/2 x 11 3/4 x 2 1/4

C. Knife Tray
4 7/8 x 11 3/4 x 1

Our sectional trays can be fitted into any drawer, can be removed at will for place setting or silverware cleaning. No need to line the drawer itself. Trays are covered with "Pacific" cloth which prevents tarnishing. Maximum tray height 2 1/4".

A—Fork and Spoon Tray—holds 36 pieces.....2.25
B—Starter Tray—holds 48 pieces including 12 knives.....3.75
C—Knife Tray—holds 12 knives.....2.25
Weighted Pacific Cloth Blanket—18" x 27".....2.50
(Add 55c for postage and handling per order)

HERE'S HOW CO. INC., E-32, 15 WEST 26 St., New York, N.Y. 10010

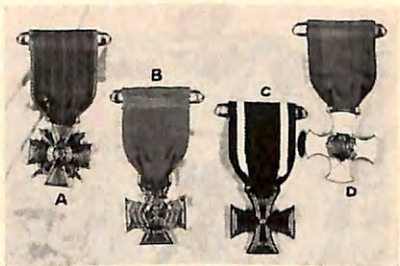
ELKS FAMILY SHOPPER



CALENDAR JEWELRY celebrates a memorable occasion in your life. A semi-precious stone is hand set to mark any date from 1800. In 14 kt. gold, charm is \$15; tie clasp, \$22.50; cuff links, \$30. In sterling: \$6, \$9.50, \$10 respectively. For a genuine diamond in gold only, add \$5 per diamond. Jamaica Silversmith, Dept. E, 50 Delancey St., New York 2, N. Y.



GIANT 12-FOOT METEOROLOGICAL BALLOONS are great fun to play with and perfect for use as an advertisement to attract attention at openings, fairs, sports events, etc. Long-lasting neoprene rubber; inflate with gas or air to a giant 12-18 feet high. New surplus, \$2.50 ppd. Davis Co., Dept. EK-10, 122 East 42nd St., New York 17, N. Y.



WORLD-FAMOUS MILITARY MEDALS are authentic reproductions of treasured military decorations—exact in every detail, perfectly colored, with woven ribbons. Choose: A. Croix de Guerre (France); B. Victoria Cross (England); C. Iron Cross (Germany) D. Order of the Crown (Italy). \$1.00 ea. ppd. Mimi's Gift Shop, 614 Spencer Bldg., Atlantic City, N. J.



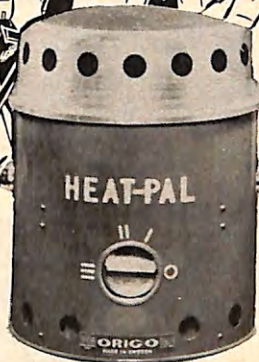
EMBOSS YOUR OWN STATIONERY. You can create personalized, expensive-looking stationery with this new easy-grip Hand-Embosser. It has a reversible name-plate that makes a raised letter impression of your name and address (3 lines). Excellent for clubs, businesses. Print name, etc. \$5.98 ppd. Gifts Galore, Box 272, Dept. G-18, Culver City, Calif.

HEAT-PAL KEEPS TENTS, CABINS, CARS WARM IN COLDEST WEATHER — COOKS FOOD PERFECTLY PROVIDES SAFE, CONTROLLED HEAT — ANYWHERE!

2-in-1 HEATER-STOVE



**Windproof
Waterproof
Smokeless
Non Toxic
Odorless
Economical**



ALSO AVAILABLE: BOAT HEAT-PAL—Heavy-gauge aluminum with all working parts of brass or stainless steel. Can't rust—ever. Enameled in Boat Blue. Otherwise same specifications as Heat-Pal—\$24.95 plus \$1 pp & hdig. New HEAT-PAL 5000. Built to same exacting specifications as the Heat-Pal, but larger—delivers more heat—app. 5,000 BTU's per hr. \$27.95 plus \$1 pp & hdig.

Delivers Up to 3600 BTU's Per Hour

HEAT-PAL gives you the heat you want almost INSTANTLY—anywhere you need it—doubles as a top-quality cook stove. You adjust the handy outside volume control to get complete range from low-low to intense high heat.

HEAT-PAL is a scientifically-designed, sturdy steel and aluminum unit—a product of Swedish precision engineering. (Over-all size: 9" x 11 1/4" x 9"). Guaranteed to give a full lifetime of service with perfect safety. Steel fuel container is crammed full of non-inflammable absorbent that "soaks up" alcohol, then releases it in a series of "gas-like" flames. It burns generated fumes, not raw fuel—safest method known. Bottom air-intake keeps base of unit cool—SAFE TO PLACE ON ANY SURFACE.

Steel body has red lacquered finish with upper portion made of heavy-duty spun aluminum. Special vents release maximum heat. For cooking you get special holders for frying pans—deeper pots fit right into stove.

Uses inexpensive denatured alcohol or alcohol solvent. Gives up to 20 hours of heat with 1 1/2 pints of fuel. Can be used anywhere—in boats, in trucks or trailers—in tents, cabins, garages—even on dry grass! Will give you a lifetime of wonderful, dependable service. Completely guaranteed. Order today. Keep warm \$19.95 all winter long—every year

RESERVE FUEL CONTAINER for carrying extra alcohol. 2-pint capacity . . . \$2.25



Cooks Complete Meals—You can't cook better at home. Heat-Pal gives steady-regulated heat.



For Ice-Fishing—Duck Blinds—Heat-Pal provides instant, safe heat, no matter how cold the weather.



Take Heat-Pal Anywhere—Always handy—easy to carry. Use it in boats, tents, camps, trailers, trucks, etc.

ORDER FROM

EMPIRE MSG. CO. Dept. EL-10, 140 Marbledale Rd., Tuckahoe, N. Y.

REWARD \$11,750.00 FOR THIS COIN!



Coins do not have to be old to be valuable. Thousands of dollars have been paid for coins as recent as 1940 to 1956. Stop spending valuable coins worth hundreds of dollars! Illustrated 1804 silver dollar—19,000 minted—only 12 accounted for—where are the rest? NEW LATEST 1964 catalogue lists hundreds of coins we want to buy and gives the price range we will pay for these United States Coins. Certain Half Cent Coins are worth up to \$3,500.00 for Canadian Coins. Send only \$1.00 for this valuable coin book. It may reward you many thousands of dollars. Sold on Money Back Guarantee. Send only \$1.

BEST VALUES CO., Coin Dept. A-718
285 Market St., Newark, New Jersey

\$500,000.00 SEARCH FOR

FOR CERTAIN COINS WE PAY UP TO:

	CERTAIN	
Gold Coins Before 1929	\$35,000.00
Nickels Before 1945	16,000.00
Silver Dollars Before 1938	11,750.00
Half Dollars Before 1947	5,500.00
Pennies Before 1919	4,800.00
Dimes Before 1946	4,750.00
Quarters Before 1941	4,500.00
Half Cents Before 1910	3,500.00
Lincoln Pennies Before 1940	250.00

People 50 to 80

MAY NOW APPLY FOR A \$2000 LIFE INSURANCE POLICY

... at a special money-saving rate! Let us send you information about how to apply for this \$2000 old line legal reserve policy by return mail.

There is no obligation and no one will call on you at any time. You can handle the entire transaction by mail direct with Old American of Kansas City.

Simply tear out this ad and mail it today with your name, address and year of birth to Old American Insurance Co., Dept. T1055M, 4900 Oak Street, Kansas City 12, Missouri.



Luxurious—Refreshing—Relaxing!
ENJOY BATTLE CREEK
Nusuuna
STEAM VAPOR BATH

A JOY TO USE at home . . . stimulates circulation . . . soothes nerves . . . increases elimination . . . relaxes! All fibre-glass . . . wipes clean. Has thermostat; plugs in wall outlet . . . no plumbing. Choice: Pink or green cabinet, white door. Top-quality. WRITE NOW for Free Folder and low price! Money-back Guarantee.

Battle Creek EQUIPMENT COMPANY
BATTLE CREEK 22, MICHIGAN

Relax and Enjoy
**EFFECTIVE
 DEEP-KNEADING
 MASSAGE**
 *
 Write for
**FREE
 Literature**



OWN A Battle Creek MASSAGE ROLLER
 Now—benefit from relaxing, deep-kneading massage right at home. Like having a masseur at your call, day and night! *Thorough and effective for heaviest adults.* Stimulates circulation—reduces tension of tired muscles—hips, legs, abdomen, etc.
 *10-day User's Trial, Money-Back Guarantee.
 Write for **FREE Literature & Premium Offer.**

Cash or monthly terms
Battle Creek EQUIPMENT COMPANY
 Battle Creek 20, Michigan

MEN! be TALLER
 in seconds!



Slip new, original **HEIGHT INCREASE PADS** in any ordinary pair of shoes. Now, step into them and you're almost 2" taller! Have the same height increase as expensive height increasing type shoes. Join the thousands of happy wearers! Feel, look better, gain confidence in business, romance. She'll love looking up to you! Cloudy-comfortable felt and foam rubber (invisible) can be switched in and out of all your shoes. **STATE SHOE SIZE.** Only **\$2.95** pair ppd.

PLEASE PRINT CLEARLY.
 Sorry, no COD's. Satisfaction Guaranteed.

HUDSON INDUSTRIES

Dept. EL-10, 550 5th Ave., New York 36, N. Y.

THE ROCKWELLS-917
DAY-N-NIGHT
MAILBOX MARKER
 • Your name is bright to friends at night!
 • Reflector-beaded letters on both sides!
 • Embossed aluminum, baked enamel finish!

Style M **\$1.95** postpaid

Personal Gifts For Christmas
ENGRAVED WALNUT DESK MARKER
WALTER A. KNIGHT
 STYLE KWC **\$1.95** postpaid

• Distinctive gold letters engraved in solid gunstock walnut, 8 1/2" by 2 1/2"
 • Name line up to 20 letters (add 50¢ for title line)
 • 48 Hour Service—Satisfaction Guaranteed

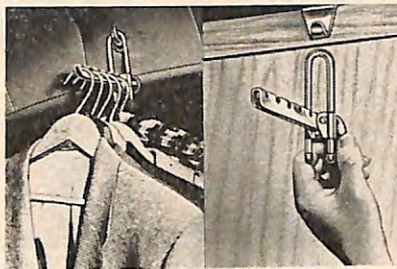
Spear ENGINEERING COMPANY
 483-7 Spear Building, Colorado Springs, Colorado 80907

Direct from England!

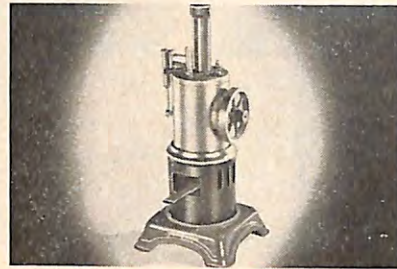


Famous "Export Parcel" includes scarce old Classics, modern Pictorials, Regionals, Electronic issues! You get: Great Britain 1864 **QUEEN VICTORIA**; W. Australia 61 yr. old "SWAN"; 58 yr. old **QUEENSLAND**; unusual regionals for **ULSTER, SCOTLAND, GHANA INDEPENDENCE**; First 2 Electronic Stamps—with graphite on back; mint Queen & Sultan issues from scarce colonies—**KEDAH, GILBERTS, NAURU, TRISTAN, ASCENSION, MALACCA**. Many others. Total 115 different. Regularly \$1.68—bargain export price 24¢ to introduce overseas approvals.
IMPORT DIRECT—SAVE 20-60%. Buy direct—buy where dealers buy. Exciting offers, low prices—all yours from London the easy 14 day approval way.
Satisfaction Guaranteed. SEND 24¢ IN UNUSED U.S. STAMPS (NO COINS). Ask for Lot 2M-6.
BROADWAY APPROVALS, LTD.
 50 Denmark Hill, London S.E. 5, England.

ELKS FAMILY SHOPPER



CAR HOOK HANGER keeps clothes wrinkle-free during traveling and can be carried intact to your room to hang in a closet. It attaches instantly and securely to the car hook to hold 10 garments without obscuring the driver's rear vision. Attachment included slips over top of any room door. \$1.00 ppd. Jane Reef, Box 1561, Dept. R-75, Beverly Hills, Calif.



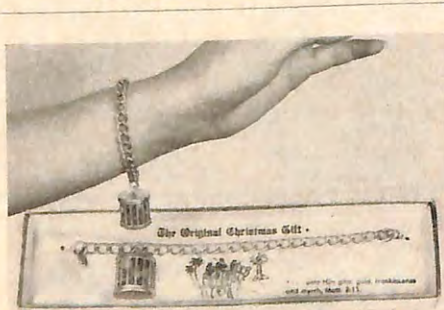
MODEL STEAM ENGINE—Precision-made live-steam engine adds realistic power to any operating model. Develops 1/30th h.p. at 1800 r.p.m., has brass boiler, hand-throttle, steam whistle, grooved pulley wheel. Operates off safe dry fuel, stands 10". Made in Europe. \$8.95 ppd. Extra fuel, \$2. William Products, Dept. EK-10, 10 East 81st, N. Y. 28.



BACK-EZE. Counter-balanced to stay put where you want it. Back-Eze is specially scaled down to 14" x 7 1/2" to firmly support the small of your back with a minimum pressure on the spine. Use in chair or car or as a head rest on high-back chairs. \$2.89. With washable cotton cover in tan stripes, \$3.49. Ppd. Better Sleep Inc., Dept. E-10, New Providence, N. J.

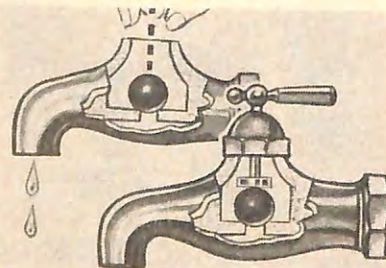


STOP EYEGASSES FROM SLIPPING with Ear-Loks. No adhesive is needed to attach these soft elastic tabs on your glasses. They stretch to fit over the ear piece and prevent glasses from sliding. Invisible and comfortable. For men, women and children's glasses. 59¢ a pr.; 2 prs. for \$1.00. Ppd. Dorsay Products, Dept. EK4, 200 W. 57th St., N. Y. 19.



FIRST TIME OFFERED NATIONALLY

"The Original Christmas Gift"
 A Gold Plated Bracelet with a charm containing authentic frankincense and myrrh. An ideal gift for the coming Christmas season. Will be treasured by those receiving such a unique gift. \$1.75 each or six (6) for \$10.00. Limited supply for 1963. **THE MILTON Company, 313 N. Morton, Okmulgee, Oklahoma.**



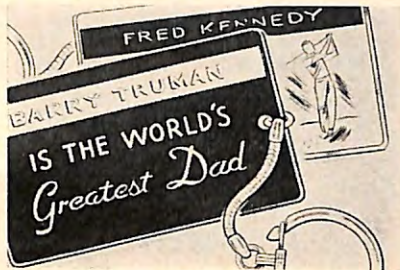
END FAUCET DRIP just by dropping a Ball Sealer into the faucet. It stops the leak instantly. Neoprene sealers last longer, are not affected by hot or cold water. They come in assorted sizes to fit standard faucets. Use in kitchen, bath, on outdoor spigots. 12 Sealers, 59¢ ppd. Albany House, Dept. 614, 1601 Albany Ave. Blvd., Atlantic City, N. J.

QUALITY CANDY AT IT'S BEST! from the originators of the **GIANT CANDY CANE**. For all ages... shut ins love it!
AN IDEAL GIFT PACKAGE FOR ANY OCCASION. 3/4 lbs. of old fashioned peppermint hard candy. It melts in your mouth! 3/4 lbs. fresh tasty peanut brittle... loaded with nuts! Both packages for only \$2.00, shipped anywhere in the U.S. We pay the postage. **ORDER NOW FOR XMAS.**
 Satisfaction guaranteed or money back. Washington residents add 8¢ sales tax.
STONE CANDY CO.
 Box 34, Olympia, Washington



FED UP With TV Commercials?
 Cut 'em Out With "SOUND OFF!"
 New remote control cuts commercials ALL the way off—leaves picture unchanged. Exclusive 3-wire circuit **CAN-NOT HARM YOUR SET** like 2-wire imitations! 25 ft. special cable fits any normal room—complete instructions make installing easy. **IDEAL GIFT for Do-It-Yourselfers!** Order "SOUND-OFF!" Today—\$3.95 Post Paid, or 3 for \$10.95.
DAVCO SPECIALTIES, DEPT E-1,
 Box 2253 Pio Nono Stn., Macon, Ga.

ELKS FAMILY SHOPPER



"WORLD'S GREATEST" KEY CHAINS lightly tell him how high he rates with you and family. You can choose "World's Greatest Dad" in black, "Golfer" in white, or "Bowler" in white—imprinted with his full name. Made of high impact plastic with gold-plated self-locking key chain. 1 1/4" x 2 1/4". \$1.00 plus 10¢ post. Breck's, T-70 Breck Bldg., Boston 10, Mass.



SANTA'S ELF BOOT—a delightful little imp of a slipper-boot to keep her feet wonderfully warm. It has a pert turned-up toe, fur trim, fleece lining and padded suede sole. Of cowhide, it retains its unique shape. Natural color. Women's sizes 3-9; children's, 7-2. \$3.95 plus 35¢ shpg. Deerskin Trading Post, Dept. E, Rt. 1 at 114, Danvers, Mass.



FRUSTRATED GOLFER'S FOOT WEDGE is not approved by any golf association but what a hilarious gift for a golfer prone to playing off the fairway. When in the rough or behind a tree, he just slips it over his shoe and chips out with a gentle, unnoticed kick. Fits all golf shoes. \$1.29 ppd. Greenland Studios, Dept. EK-10, Miami 47, Fla.



ELKS RING. This handsome, heavy, highly styled ring is one of the most attractive ways we know to wear the Elk emblem. It's available in 10 kt. gold with a dramatic onyx stone for only \$26.95, or with a ruby or blue stone for \$30.20 ppd. In 14 kt. gold, add \$5.00 to each price. Garden City Jewelers, Dept. E, 20 Hillside Rd., Cranston, R. I.



STOP DRIVING BLIND. All-View Auto Wing Mirror eliminates blind spots to the left and right so you can pass and park safely, see behind on winding roads, make a safe parkway approach. Fully adjustable mirror attaches easily to any size or shape standard rear-view mirror. \$2.98 ppd. Stadri Prod., Dept. E, 147-47 Sixth Ave., Whitestone 57, L. I., N. Y.



FOR MEN WHO KNOW STYLE

The new—the different—imported footwear, in a handsome variety for street, dress, casual wear. Sizes 5 to 13; A to EEE. From \$12.95 to \$19.95.

#2001 Demi-boot slip on in the smart new ankle height.

Eleganza
IMPORTS

1593 Freight St. Brockton, Mass.

Write for **FREE** catalog TODAY!



Mrs. Frederick Johnson
2216 South 23rd Ave.
West Highland Park
Colorado Springs, Colo.

500 PRINTED LABELS — 50¢
Rich Gold Trim—Free Plastic Box

Everybody wants labels to personalize stationery, checks; identify books, records. 1,001 uses; wonderful gift! Sparkling white gummed paper with rich gold trim, distinctively printed in black with ANY name and address up to 4 lines. 2" long. Set of 500 Gold-Stripe labels in free plastic gift box, just 50¢ postpaid. Fast service guaranteed. Money back if not pleased.

Walter Drake

Send for free catalog.
2310-19 Drake Bldg.
Colorado Springs, Colorado

20 SHAVES & MORE

From Famous Double Edge

**STAINLESS STEEL
BLADES \$1.50
10 FOR 1 ppd.**



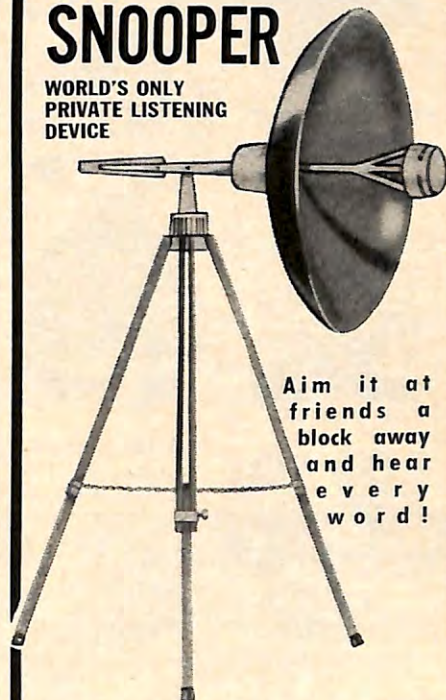
Bonus Money-Back Guarantee. If you don't get the best shave you've ever had, return 9 blades, we'll refund your money PLUS 25¢ additional. **SWORD SHARP EDGES.** Get the smoothest, closest, most irritation-free shave ever. Imported from the United Kingdom. Blades resist dulling — your second shave is better than the first. Just rinse, no drying, no rust. Fits all safety razors. Order all you want.

**BARCLAY DISTRIBUTORS, Dept. 51-L
170-30 Jamaica Ave., Jamaica, N.Y.**

AMPLIFIES SOUND
1,000,000 TIMES

THE SNOOPER

WORLD'S ONLY
PRIVATE LISTENING
DEVICE



Aim it at
friends a
block away
and hear
every
word!

This is literally an electronic marvel that's a direct result of the space age. Incredible as it may seem it does amplify sound 1,000,000 times. Sensitive 18" disk reflector will pick up normal conversations at a distance (500 ft.) where you can't even see lips moving. Just think of the ways you can use this. Portable, complete with tripod and stethoscopic earphones. The best part—a regular tape recorder can be plugged into the back to take everything down. Transistorized. weighs 4 lbs. Have fun! \$18.95 ppd.

LINCOLN CO., Dept. EK-10, 122 East 42nd St., N.Y. 17

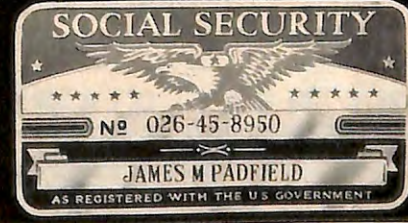
**LIGHT
MELODY!**

**\$5.95
ppd.**

Press, it lights up and concealed music box plays loudly, clearly. Choose from Anniversary Waltz, Smoke Gets in Your Eyes, Some Enchanted Evening, I Could Have Danced All Night, La Vie En Rose, Moulin Rouge. Give 1st and 2nd choice. Fine imported movement, stylish golden metal case, gift boxed—fits smallest purse or pocket! A fascinating gift any smoker will love! Guaranteed.



PAUL BROWN CO., Dept. M-18, 16 Clapp St., DORCHESTER 25, MASS.



LIFETIME SOCIAL SECURITY CARD

At last, lifetime protection for your Social Security number. New permanent card is crafted of solid aluminum, enameled in red, white and blue. Wallet-size (2" x 3 1/2"), personalized with your full name and U.S. Govt. Social Security number. Indestructible, cannot be harmed by fire, water, anything! Print name, number. Order #41467. **\$1.00 ppd.**

BRECK'S, P-31, Breck Bldg., Boston 10, Mass.

SAVE MONEY on ELKS JEWELRY

SEND FOR FREE COMPLETE CATALOG

NEW COLLEGE RING
R300 \$29.95
10kt Onyx
14kt \$37.95
Ruby or Blue stone add \$3.25

R155 \$26.95
10kt Onyx
14kt \$31.95
with Diamond \$41.95
Ruby or Blue stone add \$3.25



JIM D'AMBROSCA



R60 10K \$34.95
14kt \$42.95
with Diamond \$52.95

E50
10kt \$5.75
with Diamond \$15.95

E45 10K \$2.95
14kt \$4.50
with Diamond \$14.95

All Items Available With Larger Diamonds
GARDEN CITY JEWELERS
20 HILLSIDE RD. CRANSTON, R. I.

KEEP SLIM—Enjoy a Battle Creek RO-TRIM

HERE'S CONVENIENT BODY-CONDITIONING FOR YOU... AT LOW COST!



Now—enjoy progressive exercise that is always convenient—in the privacy of your home. Ro-Trim stimulates circulation, "symmetrizes" and tones all major muscle groups. "Adjus-Trol" instantly alters resistance for easy or vigorous rowing as you wish.

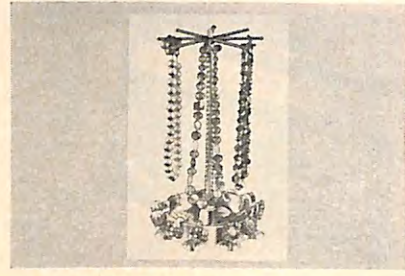
NEW! Streamlined, unitized frame
Sturdily built; smartly styled; padded chair-height seat. All your family can enjoy using in den or bedroom. Money-back Guarantee!
70 Day User's Trial—Write for Free Literature!

Battle Creek EQUIPMENT CO.
Battle Creek 44, Mich.

ELKS FAMILY SHOPPER



DEERSKIN MOCCASINS hand-crafted by Wisconsin's Chippewa Indians. The wonderfully soft genuine deerskin and extra-heavy sole padded with airfoam give your feet matchless comfort. "Oh-So-Soft" Mocs come in cream, white, and saddle tan. Adult sizes 4 to 12. \$6.95 per pr. ppd. Thomsons, Dept. E-10, 310 East River Drive, New Richmond, Wisc.



DANGLE YOUR BANGLES on the Necklace Tree. Gleaming, golden-finished tree brings order to the tangled bangles in your jewel box. 10" high, it holds loads of necklaces while earrings fit around the base rim with room for rings, pins, etc. in the center. Sturdy plastic, snaps together. \$1.00 ppd. Walter Drake, EL40 Drake Bldg., Colorado Springs, Colo.



SMOKING FIJI DOLLS. Put a cigarette in the mouth of a hand-carved wooden Fiji Doll, light it up and watch the doll puff smoke rings until the cigarette is consumed. Chocolate brown dolls are gaily dressed in native costume, 3 1/2" high. Each comes with 24 cigarettes, 3 for \$2 ppd. Extra packets, 25¢ ea. Bostonian Gifts, S-47 Breck Bldg., Boston 10, Mass.



UNDERWATER SPOTLIGHT works on auto or boat battery. Sealed beam light, rated at 46,000 candle power, is completely waterproof. It floats or can be used under the water. With extension cord, battery clips, lighter socket adapter, \$8.95. Your name on light free. Specify 6 or 12 volt model. Thomas Edlyn Co., Dept. E-10, P.O. Box 362, Collingdale, Pa.

FAMILY ARMS

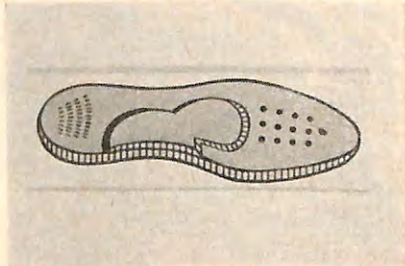
genuinely emblazoned from old records filed under 100,000 British & European surnames. In relief and full colour on immaculate OAK WALL SHIELDS for mural decoration.



7" x 6"—\$ 9.00
12" x 10"—\$20.00
14" x 12"—\$25.00
22" x 18"—\$40.00

postpaid. Your check is returned if the Arms cannot be traced. School, Ship, Regimental Shields, Trade Marks, etc., similarly reproduced. Write Britain direct.

YORK INSIGNIA LTD., YORK, ENGLAND



RELIEF FOR TIRED, ACHING FEET. Just slip soft, spongy Dr. Barron's Foot Cushions into your shoes. It's like walking on a pillow. You get relief from the pressures of corns, callouses, weak arches and heels. Give shoe size, width, man or woman. \$1.98 pr.; 3 prs., \$5.50 ppd. Free "Foot Care Advice." Ortho Prod., Inc., Dept. 210, 270 Lafayette St., N. Y. 12.

BUY REAL DIAMONDS THIS NEW WAY SAVE 1/3 TO 1/2!



1 Carat Brilliant White Diamond Lady's or Man's Solitaire Ring
\$495.

The talk of the Country—You can now buy diamond jewelry by mail direct from one of America's Well Known Diamond Cutters. Any ring mailed direct for FREE 10 DAYS inspection without any payment, if references given. Even appraise it at our risk. Send for free 72 page catalog.

Over 5000 styles \$50. to \$100,000.

EMPIRE DIAMOND CORPORATION
Empire State Building, New York 1, New York
Send FREE Catalog 27

Name
Address
City State.....



PERSONALIZED DEN-SHUR CUP

Now you can give valuable plate-work a soothing bath without harmful scrubbing or scouring that often dislodges metal fittings. Dentist-designed, this new cup can be used with any denture cleanser. Opaque plastic, inscribed with any 1st name to 10 letters. Spillproof, watertight, unbreakable, with hinged lid. Fits any bridge \$1.00 or plate. ppd.

WHIRLEE, INC. Dept. E-10

31-01 Steinway St., Long Island City 3, N. Y.

ELKS FAMILY SHOPPER



YOU'LL SCORE HIGH with a bowler when you give him this beautiful and practical Bowling Bag. It's high quality vinyl covered textile with leather handles, padded ball holder. Separates ball and shoes. Choose white, black, brown, beige, black and white, brown and beige. \$8.50 ea.; 2 for \$15.00 ppd. Three B's Co., Dept. E, 3414 Barstow, Toledo 13, Ohio.



SHOE PUFFS keep your shoes in shape. Pretty polka dot pads just pop into the toes of your shoes. They're made of "expanding" latex foam that preserves the shape of your shoes. Puffs are polished cotton in bright red, blue, aqua or yellow with white dots. Specify 2nd color choice. \$1.25 pair ppd. E. W. Teltcher, Inc., Dept. E-10, 20 W. 47 St., N. Y. 36.



SOOTH A SIMPLE HEADACHE by applying Comfort Eye Mask. It uses no messy ice cubes but contains a harmless liquid that can be chilled or heated. Put entire Mask in refrigerator for a few minutes for cooling comfort. It's firmly held by an adjustable strap. \$2.00 ppd. 2 for \$3.50 ppd. Best Values Co., Eye Mask Dept. E, 285 Market St., Newark, N. J.

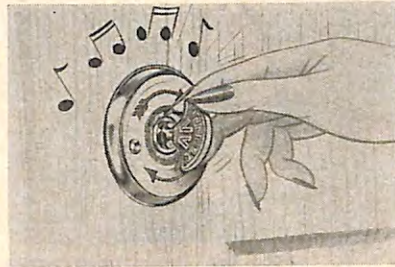


New CAR EMBLEM

- ATTACH TO CAR—NO TOOLS NEEDED
- REFLECTIVE COLORS, LASTS FOR YEARS

The B.P.O.E. Emblem is your introduction on the road wherever you go. Attractive blue, brown and gold design. Rustproof heavy gauge steel. Send \$1.98 or 2 for \$3.49. Money back guarantee.

STA-DRI PRODUCTS CO.
147-47F 6 Ave., Whitestone, N. Y.



COLONIAL DOOR BELL gives guests a warm, old-fashioned welcome. A twist of its knob brings the tinkling of a musical bell to announce your caller. Bell is non-electric and solid brass, built for long use in the early American tradition. 2 1/4" face plate. Easy to install in minutes. \$2.00 ppd. Mike's Place, Dept. EK-10, 3735 N.W. 67th St., Miami 47, Fla.



DERRINGER GUN-LIGHTER. Pull the trigger and light up this authentic model of a famous Derringer gun—so handsome for den or office. In heavy metal—chrome and black or gold and black—it has a large wick-guard and fuel chamber. On a colonial stand. \$6.95 ea. Special: 2 for \$12.95. Ppd. Paul Brown Co., Dept. G-11, 166 Clapp St., Dorchester 25, Mass.

LIVE SEAHORSES FROM FLORIDA



Receive LIVE MATED SEAHORSES by Jet Air Mail PPD from FLA. Supply of food, our catalog and simple instructions for raising these fascinating and exotic little creatures from the deep. All you need is water. The whole family, young or old, will enjoy many hours observing these amazing aquatic performers. Educational, Interesting, Hardy and easy to raise. Guaranteed Live Delivery.

\$3.50 A PAIR.
\$7.00 SPECIAL—Order TWO PAIR
and receive ONE PAIR FREE.
F. F. MARINE LIFE
P. O. BOX 626-EK DANIA, FLA.

Attention Electric Shaver Owners

CLOSER SHAVES GUARANTEED TWICE AS FAST

Your electric shaver now works on alternating current (AC). PARKS SHAVER JET electronically converts AC to direct current (DC). For the first time, your shaver runs on full power. It's like using ethyl gas in your car. Shaving becomes easier and faster! Old or new, any AC/DC shaver outperforms itself. Use with:

NORELCO - REMINGTON - SCHICK - SUNBEAM
Parks Shaver Booster (Standard Model)...\$5.95
Parks Shaver Jet (New Model).....\$6.95
At shaver dealers or send check or money order to:

7421 Woodrow Wilson Drive
Hollywood 46, California — Dept. F



\$6.95
The Perfect Gift

PARKS PRODUCTS

only 10¢ NORTH AMERICA COLLECTION

PLUS 121 FOREIGN FLAG STAMPS!

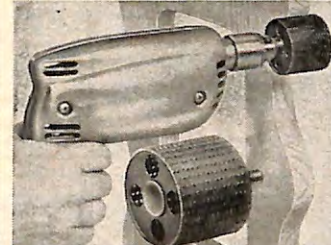


SENSATIONAL GET-ACQUAINTED OFFER.

Big collection of valuable, genuine, all-different postage stamps of Greenland (North Pole), St. Pierre, Newfoundland, Canada—Eskimos, Indians, 1862 British Columbia Cent., Nova Scotia, etc. United Nations. U. S. Stamps—19th century, First Plane, Steam Boat, Pony Express, many others. ALSO, complete Colonial & Civil War issues. PLUS flag stamps of 121 foreign countries. EXTRA! Collector's Catalog; exciting selection of stamps on approval; and "How To Recognize Rare Stamps." Send 10¢ for handling.

KENMORE STAMP CO.
Milford EF-539, New Hamp.

ARCO ROTO-FORM



SHAPES
CUTS
FORMS
MILLS

Fits any electric drill, drill press. Saves hours of work shaping contours, removing paint, planing, sanding, beveling, model making. Cuts woods, metals, plastics, wallboard, etc. Quality-made in U.S.A. of hardened steel. Never clogs or needs sharpening. 1 1/2" diameter with 1/2" shank. Terrific Value. No. 1252

\$1.98
postpaid

SAVE! SET OF 3 ROTO-FORMS (1 1/2" dia. drum above plus 3/4" & 1 1/4" dia. drums) No. 5500...\$3.95
Send Check, M. O. today—20-day Money Back Guarantee.

ARCO ARCO TOOLS, INC.
Dept. EL-10, 421 W. 203 St., N.Y. 34, N.Y.

Relax in style in the

BILL PARRY Lounger

for him 'n her

Designed and tailored by California's quality-famed sportswear creator. Full-length zipper, elasticized waistband, short sleeves.
MEN'S SIZES — S, M, L, XL
WOMEN'S — 8, 10, 12, 14, 16

Faded Blue Denim11.95
Cotton Random Cord13.95
Wash 'n Wear Cotton Poplin...14.95
Silk Nub (90% rayon, 10% silk)14.95
Crompton Cotton Corduroy18.95
Add 4% sales tax in Calif.
COLORS: Black, Blue, Sand, Olive (Denim in blue only)

To charge Diners' Club, Carte Blanche or American Express, send Account No. & Signature.
Send orders to **JOEL MCKAY**
Dept. EK-103 335 So. Raymond Pasadena, California

Shorts, Longs, XXL sizes Available—Write for Free Catalog



RETAIL STORES WRITE FOR INFORMATION



TITANIA

the Gem stone you read about in The READER'S DIGEST
MORE BRILLIANT DIAMONDS
 More Beautiful than

Unset "Titania" gems, 1 to 5 carats, for your own rings, brooches, etc. Per Carat \$12* ONLY...



1 carat "Titania" Solitaire set in a beautiful 14 kt. gold mounting. Complete ONLY \$2700*

1 carat "Titania" set in a Masculine box style 14 kt. mounting. Complete ONLY \$3500*

Write for FREE HANDY RING SIZE CHART & 48 PAGE FULL COLOR JEWELRY CATALOG.
 *Plus 10% Federal tax



REGENT

10 Day Money-Back Guarantee
LAPIDARY CO.

Dept. EL-71, 511 East 12 St., New York 9, N. Y.

Amazing New Soling Stretch Boots



Free replacement if they leak or tear. Featherlight, all pure gum rubber. (No plastic, no cloth.) Folds to carry in your pocket, put it on easily (with just 2 fingers) over any kind of shoes. Factory guaranteed for long wear. Amazingly tough sole. Weighs just 9 oz. No zippers, buckles or buttons to fumble with. Best looking, lightest, easiest to put on of any boot ever. Give size. Rush order now. Jet Black. Money back if not 100% pleased. **\$5**

STORMDRY, E-147-47 6 Av., Whitestone, N.Y.



HELP FOR SLOUCHERS!

Posture-Perfect gives women a dramatic beauty lift... men a broad shouldered look... prevents muscle strain. Comfortable, undetectable beneath clothing. Adjustable. Order by lower chest size (women, below bustline). Specify Small (28"-33"), Medium (34"-37"), Large (38"-41") or Extra Large (42"-45"). POSTURE-PERFECT, \$3.98 postpaid. Money-back guarantee! Order from Sunset House, 444 Sunset Building, Beverly Hills, Calif.

ELKS FAMILY SHOPPER



IT'S ALL "GO" for Junior Astronauts wearing this authentic replica of the U.S. Astronaut Helmet. It has an easy lift-up, panoramic, plastic face shield, a bar to clamp the shield in place and a microphone mouth piece with voice vibrator. Adjusts to all head sizes, even girls'. \$3.98 ppd. Staze Dri, Dept. E, 147-47 6th Ave., Whitestone 57, N. Y.



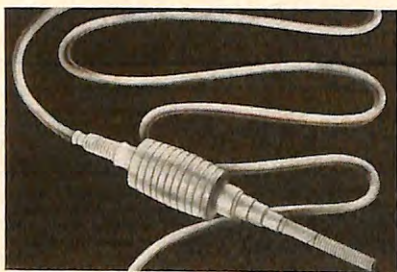
MEASURE THE MILES YOU WALK every day with this precision-made Pedometer. You'll be surprised at the total. Carry it in your pocket or attached to a belt. It adjusts to your stride and records up to 100 miles. Beautifully finished in polished chrome. A "must" for hiking too. \$7.75 ppd. Hudson Industries, Dept. EL, 550 Fifth Ave., New York 36, N. Y.



BE A STAMP SLEUTH and identify the genuine stamps in this valuable collection from mysterious lands—Ruanda, Azerbaijan, Kwangchowan, Tanganyika, Antarctica, North Pole, other exciting places. Comes with a Stamp Finder to identify nearly all strange stamps. Only 10¢ plus privilege of sending approvals. H. E. Harris, Dept. A-17, Boston 17, Mass.



FOR PROUD MOMS AND GRANDMOMS—Silhouette Bracelet has boy and girl silhouette charms engraved with the first name and birthdate of each child (up to 11 letters, spaces per line). In rhodium-finished sterling or 12 kt. gold-filled. Each silhouette, \$1.10. 7 1/4" Chain Bracelet, \$1.10. Ppd. Mother Hubbard, Dept. B-14, 176 Federal St., Boston 10, Mass.



AUTOMATIC SIPHON PUMP requires no electricity, nor do you need to put the tube to your mouth. You simply squeeze the bulb to start the liquid flowing. The 6-foot tube is transparent so you see the flow. Tubing will not corrode, or wear out. Useful in house and car. \$1.99 ppd. Barclay Distributors, Dept. 51, 170-30 Jamaica Ave., Jamaica, N. Y.



"3-DIMENSIONAL" MAP OF MID-MANHATTAN. Visitor or native will find this 7 sq.-ft. color map helpful and fascinating. Created from 67,000 aerial and ground photos, it shows every building and street in 8 square miles of mid-Manhattan in true perspective. \$1.25 ppd. incl. free guide. Empire Merchandising, Dept. EL, 140 Marbledale Rd., Tuckahoe, N. Y.

NEED MONEY? BORROW \$100 to \$1000 BY MAIL

Always have cash when you need it! Personal BORROW-BY-MAIL plan provides cash for any reason... on your signature only. Private, entirely by mail. No endorsers, no personal interviews. Terms to fit your budget. Small payments, 24 months to repay. Fast service everywhere. State supervised. Details sent in plain envelope. No obligation. Inquire now.

Amount of Loan	24 Monthly Payments
\$120	\$ 7.09
\$250	\$14.76
\$450	\$25.91
\$650	\$36.14
\$1000	\$53.17

WORLD FINANCE CO. Dept. PW-123
 620 Symes Bldg., Denver 2, Colo.

Name _____
 Address _____
 City _____
 Age _____ Occupation _____

CREATE BEAUTIFUL BOWS automatically AT HOME

Amazing New Bowmatic bow making machine

IMAGINE! Create bows more beautiful than those from the finest Department Stores, (and no waiting at the wrapping dept.). Lovely, individual creations—never before possible by hand, are made with the new Patented BOWMATIC in just seconds. Really add your personal touch to your gift packages with a decorative bow of your own design. Not a sewing machine—a brand new invention. The BOWMATIC is easy to operate. Insert any ribbon roll—turn the dial for size and style, and by pushing lever arm, a fantastic bow blossoms before your eyes automatically. Use it for all occasions—birthdays, weddings, parties, holidays, etc. Bows to decorate center pieces, hats, clothing—literally hundreds of uses. Make bows for resale. Terrific for Churches and fund raising. A type machine that sells for hundreds of dollars industrially. A limited offer. Sturdy 16 1/2" long, 10 high, 7 wide machine, comes complete with four rolls of ribbon, scissors, fasteners. Unconditionally guaranteed. You must be satisfied or money cheerfully refunded. Send \$14.95 plus \$1.00 for freight and handling, check, cash or money order to: Dept. 4-E ... S & R RESEARCH, 837 East El Monte Street • San Gabriel, Calif.



Only \$14.95

Grand Lodge Officers and Committeemen • 1963-1964

GRAND EXALTED RULER

RONALD J. DUNN, Oneida, N. Y., Lodge No. 767.
109 Lenox Ave., 13422

GRAND ESTEEMED LEADING KNIGHT

ARTHUR M. UMLANDT, Muscatine, Iowa, Lodge No. 304. Box 17, 52761

GRAND ESTEEMED LOYAL KNIGHT

EDWARD D. SMITH, Lewistown, Pa., Lodge No. 663. 12 Market St.

GRAND ESTEEMED LECTURING KNIGHT

C. B. URLIE, Condon, Ore., Lodge No. 1869. Box 157, Arlington, Ore., 97812

GRAND SECRETARY

FRANKLIN J. FITZPATRICK, Lynbrook, N. Y., Lodge No. 1515. 2750 Lake View Avenue, Chicago, Illinois, 60614

GRAND TREASURER

JOHN B. MOREY, Palo Alto, Calif., Lodge No. 1471. Box 730, Menlo Park, Calif.

GRAND TILER

FRED F. QUATTROMANI, Westerly, R. I., Lodge No. 678. 17 Narragansett Ave., 02891

GRAND ESQUIRE

FRANCIS P. HART, Watertown, N. Y., Lodge No. 496. 117 No. Massey St.

GRAND INNER GUARD

ROBERT A. BURNS, Bessemer, Mich., Lodge No. 1354. Pharmacy Building, Wakefield, Mich., 49968

GRAND CHAPLAIN

DR. KENNA T. TROUT, La Junta, Colo., Lodge No. 701. 1021 Belleview Ave.

SECRETARY TO GRAND EXALTED RULER

HARRY J. BIRD, Oneida, N. Y., Lodge No. 767. 109 Lenox Ave., 13422

BOARD OF GRAND TRUSTEES

EDWIN J. ALEXANDER (Chairman), Aberdeen, Wash., Lodge No. 593. 621 South Plymouth, Olympia, Wash.

R. LEONARD BUSH (Vice-Chairman), Inglewood, Calif., Lodge No. 1492. 225 North LaBrea Ave., Inglewood 90301

EDWARD W. McCABE (Approving Member), Nashville, Tenn., Lodge No. 72. 2467 Peachtree Road, N.E., Atlanta, Ga., 30305

NELSON E. W. STUART (Secretary), Cleveland, Ohio, Lodge No. 18. 1426 Bunts Road, 44107

ARTHUR J. ROY (Pension Member), Willimantic, Conn., Lodge No. 1311. Box 106, 06226

JOSEPH F. BADER (Home Member), Lyndhurst, N. J., Lodge No. 1505. 232 Post Ave., 07071

RAYMOND C. DOBSON (Building Applications Member), Minot, N. D., Lodge No. 1089. Box 1150, 58702

ROBERT E. BONEY (Building Applications Member), Las Cruces, N. M., Lodge No. 1119. Drawer 310, 88001

ADVISORY COMMITTEE

JOHN L. WALKER (Chairman), Roanoke, Va., Lodge No. 197. Box 720

LEE A. DONALDSON (Secretary), Etna, Pa., Lodge No. 932. 481 Browns Lane, Pittsburgh, Pa., 15237

JAMES R. NICHOLSON, Springfield, Mass., Lodge No. 61. Box 425, Old Lyme, Conn.

JOHN F. MALLEY, Springfield, Mass., Lodge No. 61. 40 Court Street, Boston, Mass., 02108

JAMES T. HALLINAN, Queens Borough, N. Y., Lodge No. 878. 161 East 42nd Street, New York, N. Y., 10017

EDWARD J. McCORMICK, Toledo, Ohio, Lodge No. 53. Owens Illinois Bldg., 43604

JOHN S. McCLELLAND, Atlanta, Ga., Lodge No. 78. 31 28th Street, N.W., 30309

WADE H. KEPNER, Wheeling, W. Va., Lodge No. 28. 1308 Chapline St., 26003

L. A. LEWIS, Anaheim, Calif., Lodge No. 1345. Box 628, Whittier, Calif.

GEORGE I. HALL, Lynbrook, N. Y., Lodge No. 1515. 161 East 42nd St., New York, N. Y., 10017

ENMETT T. ANDERSON, Tacoma, Wash., Lodge No. 174. 758 Commerce St., 98402

SAM STERN, Fargo, N. D., Lodge No. 260.

EARL E. JAMES, Oklahoma City, Okla., Lodge No. 417. 824 N.W. 35th St., 73118

WILLIAM J. JERNICK, Nutley, N. J., Lodge No. 1290. 44 Alexander Ave., 07110

FRED L. BOHN, Zanesville, Ohio, Lodge No. 114. 50 South Third St., 43702

H. L. BLACKLEDGE, Kearney, Neb., Lodge No. 984. First National Bank Bldg., 68847

H. R. WISELY, Salinas, Calif., Lodge No. 614. 121 East Cabilan St., 93901

W. S. HAWKINS, Coeur d'Alene, Ida., Lodge No. 1254. Wiggitt Building

JOHN E. FENTON, Lawrence, Mass., Lodge No. 65. Land Court, Pemberton Square, Boston, Mass., 02108

W. A. WALL, West Palm Beach, Fla., Lodge No. 1352. Box 986, 33402

GRAND FORUM

ROBERT G. PRUITT (Chief Justice), Buckhead (Atlanta), Ga., Lodge No. 1635. 3174 Peachtree Drive, N.E., Atlanta 5

DONALD K. QUAYLE, Alameda, Calif., Lodge No. 1015. Alameda County Court House, 12th and Fallon Streets, Oakland 12, Calif.

BENJAMIN F. WATSON, Lansing, Mich., Lodge No. 196. 804 American Bank & Trust Company Bldg., Lansing 68

THAD EURE, Raleigh, N. C., Lodge No. 735. State Capitol

RICHARD J. HUGHES, Trenton, N. J., Lodge No. 105. State House

COMMITTEE ON JUDICIARY

JOHN T. RAFTIS (Chairman), Colville, Wash., Lodge No. 1753. Dorman Building, 99114

PETER T. AFFATATO, Levittown-Hicksville, N. Y., Lodge No. 1931. P.O. Box 32, Hicksville

WILLIS C. McDONALD, New Orleans, La., Lodge No. 30. 3014 Metairie Road, Metairie, La., 70005

THOMAS A. GOODWIN, Wheeling, W. Va., Lodge No. 28. 800 Riley Law Building, 26003

GLENN L. MILLER, Logansport, Ind., Lodge No. 66. 216 Fourth Street, 46947

BERNARD LAWLER, Redondo Beach, Calif., Lodge No. 1378. 7907 Cowan Ave., Los Angeles, Calif., 90045

JOHN A. FUHRBOP, Galveston, Texas, Lodge No. 126. Masonic Temple Building, 814 22nd Street, 77550

ALFRED E. LaFRANCE, Racine, Wis., Lodge No. 252. Box 516, 53401.

COMMITTEE ON CREDENTIALS

MARVIN LEWIS (Chairman), Brawley, Calif., Lodge No. 1420. 522 Main Street, 92227

LEON H. JOHNSON, Kodiak, Alaska, Lodge No. 1772. Box 413, 99615

JOHN J. HARTY, Lawrence, Mass., Lodge No. 65. Box 173, Methuen, Mass.

M. B. KLINE SMITH, Grove City, Pa., Lodge No. 1579. 606 Lincoln Avenue, 16127

WAYNE A. SWANSON, Maryville, Mo., Lodge No. 760. 514 W. Second Street, 64468

GERALD L. POWELL, Peru, Ind., Lodge No. 365. 445 South Broadway, 46970

RAYMOND J. SHEAHEN, Highland Park, Ill., Lodge No. 1362. 1491 St. Johns Ave., 60035

MILLARD E. PIKE, Wichita, Kans., Lodge No. 427. 1908 S. Millwood

AUDITING AND ACCOUNTING COMMITTEE

PHILLIP F. BERG (Chairman), Ballard (Seattle), Wash., Lodge No. 827. 1130 N.W. Market Street, Seattle, 98107

BERT WYSOR, Holdenville, Okla., Lodge No. 1796. Box 508, 74848

ROBERT E. DAVIS, Waterloo, Iowa, Lodge No. 290. 157 Pershing Road, 50701

J. PIERCE SMITH, Gainesville, Fla., Lodge No. 990. 1115 Northeast Fifth Terrace, 32601

JAMES W. PLUMMER, Zanesville, Ohio, Lodge No. 114. 2838 Center Drive, 43705

JOHN H. BENNETT, Renovo, Pa., Lodge No. 334. 2511 Crestwood Circle, Sheboygan, Wis., 53081

MILTON P. COLLINS, Pomona, Calif., Lodge No. 789. 630 N. Park Ave., 91767

WILLIAM P. MENNEALY, Bath, Maine, Lodge No. 934. 18 Fourth Ave., Auburn, Maine, 04210

LODGE ACTIVITIES COMMITTEE

ALEX A. MCKNIGHT (Chairman), Dallas, Texas, Lodge No. 71. Box 6211, 75222

PATRICK H. KING, Boise, Ida., Lodge No. 310. Box 1698, 83701

JAMES A. GUNN, Mamaroneck, N. Y., Lodge No. 1457. 437 Mamaroneck Ave. H. FOSTER SEARS, Macomb, Ill., Lodge No. 1009. 720 W. Orchard Drive, 61455

ROBERT G. STEEB, Ann Arbor, Mich., Lodge No. 325. 512 Berkeley

CHARLES H. PECKELIS, Fort Pierce, Fla., Lodge No. 1520. Box 545, 33451

THOMAS J. REESE, San Pedro, Calif., Lodge No. 966. 2812 Vista Mesa Drive, 90732

EDGAR B. HERWICK, Frackville, Pa., Lodge No. 1533. Box 77, 17931

NEW LODGE COMMITTEE

CAMPBELL F. RICE (Chairman), Colorado Springs, Colo., Lodge No. 309. 401 Southgate Road

HUGH L. HARTLEY, Owosso, Mich., Lodge No. 753. 815 W. Oliver St.

CHARLES A. HOTALING, Red Bank, N. J., Lodge No. 233. 17 John St.

CLIFTON B. MUDD, Salem, Ore., Lodge No. 336. 680 State St.

GEORGE T. HICKEY, Chicago (North), Ill., Lodge No. 1666. 2750 Lake View Ave., 60614

ADIN BATSON, Florence, Ala., Lodge No. 820. 126 Norwood Court

THADDEUS J. PAWLOWSKI, Norwich, Conn., Lodge No. 430. 287 Main St.

ELMAN PAGE, Safford, Ariz., Lodge No. 1607. 1622 N. Sunset Drive, Tempe, Ariz.

STATE ASSOCIATIONS COMMITTEE

JOSEPH E. BRETT (Chairman), Quincy, Mass., Lodge No. 943. 254 Fenno Street, 70

BROOKS BICKNELL, Alva, Okla., Lodge No. 1184. Box 331, 73717

JOHN C. GREEN, Park City, Utah, Lodge No. 734. Box 921

LOYD B. PAHLMAN, Easton, Md., Lodge No. 1622. Box 677, 21601

VAL E. SMITH, Henderson, Ky., Lodge No. 206. 210 Oakway, 42420

C. L. SHIDLER, Terre Haute, Ind., Lodge No. 86. Box 2081, Idaho Station, 47802

EDWARD B. SCHLESING, St. Paul, Minn., Lodge No. 59. 43 Hatch Ave., 55117

LAUREN W. LAPPIN, Boulder City, Nev., Lodge No. 1682. 713 Arizona St., 89005

RITUALISTIC COMMITTEE

JOHN FRANKS (Chairman), Tucson, Ariz., Lodge No. 385. Box 2150, 85702

RAYMOND J. QUESNEL, Montpelier, Vt., Lodge No. 924. 5 La Gue Drive, 05601

LOYD CHAPMAN, El Dorado, Kans., Lodge No. 1407. 121 East Pine Ave., 67042

CHARLES P. BENDER, Wabash, Ind., Lodge No. 471. RR 8, Box 285, Evansville, Ind., 47711

L. DALE TIPPENS, Parkersburg, W. Va., Lodge No. 198. 1106 Lynn St., 26102

J. R. CASANOVA, Watertown, Wis., Lodge No. 666. 107 North 1st St., 53904

EDWARD J. NELSON, Portland, Ore., Lodge No. 142. 1532 Southwest Morrison

SAM J. TODD, JR., Rock Hill, S. C., Lodge No. 1318. Box 489, 29731

YOUTH ACTIVITIES COMMITTEE

E. GENE FURNACE (Chairman), Newark, Ohio, Lodge No. 391. 3706 Eaton Road, N.W., Canton 5, Ohio, 44708

MELVILLE J. JUNIOR, Green Bay, Wis., Lodge No. 259. 414 Dousman St., 54303

EDWARD C. ALEXANDER, Great Falls, Mont., Lodge No. 214. 1901 4th Ave., North, 59401

JAMES P. EBERSBERGER, Latrobe, Pa., Lodge No. 907. 942 Terrace Drive

ROBERT W. HOLDER, Tacoma, Wash., Lodge No. 174. 4508 N. 34th St., 98407

MICHAEL J. McNAMARA, Brockton, Mass., Lodge No. 164. 111 Russ St., Randolph, Mass., 02368

BEN N. SALTZMAN, Mountain Home, Ark., Lodge No. 1714. 126 W. 6th, 72653

JAMES A. DYER, Richmond, Calif., Lodge No. 1251. 474 31st St., 94804

AMERICANISM COMMITTEE

VINCENT H. GROCOTT (Chairman), Santa Barbara, Calif., Lodge No. 613. 1312 Anacapa St.

J. A. McARTHUR, Lewiston, Ida., Lodge No. 896. 827 Main St.

MAURICE W. LEE, Chicago (South), Ill., Lodge No. 1596. 1 North LaSalle Street, 60602

FRANCIS M. SMITH, Sioux Falls, S. D., Lodge No. 262. 310 South First Ave., 57102

HOWARD F. V. COLE, Corning, N. Y., Lodge No. 1071. 185 Reynolds Ave., 14832

DENIS A. G. LYONS, Passaic, N. J., Lodge No. 387. Box 115, 07056

LAWRENCE H. HOOVER, Harrisonburg, Va., Lodge No. 450. 411-14 First National Bank Building, 22801

LESLIE G. SCRIMGER, Columbus, Ohio, Lodge No. 37. 439 Clinton Heights, 43202

CONVENTION COMMITTEE

GEORGE I. HALL (Chairman), 161 East 42nd St., New York, N. Y., 10017

L. A. LEWIS, Box 628, Whittier, Calif.

JOHN S. McCLELLAND, 31 28th St., N.W., Atlanta, Ga., 30309

WILLIAM S. HAWKINS, Wiggitt Bldg., Coeur d'Alene, Ida.

LEE A. DONALDSON, 481 Browns Lane, Pittsburgh, Pa., 15237

ELKS NATIONAL MEMORIAL AND PUBLICATION COMMISSION

JOHN S. McCLELLAND (Chairman), 31 28th St., N.W., Atlanta, Ga., 30309

ENMETT T. ANDERSON (Vice-Chairman), 758 Commerce St., Tacoma, Wash., 98402

JAMES T. HALLINAN (Treasurer), 161 E. 42nd St., New York, N. Y., 10017

WADE H. KEPNER (Secretary), 1308 Chapline St., Wheeling, W. Va., 26003

EARL E. JAMES (Assistant Secretary and Assistant Treasurer), 824 N.W. 35th St., Oklahoma City, Okla., 73118

ELKS NATIONAL FOUNDATION TRUSTEES

JOHN F. MALLEY (Chairman), 40 Court St., Boston, Mass., 02108

L. A. LEWIS (Vice-Chairman), Box 628, Whittier, Calif.

JOHN E. FENTON (Secretary), Land Court, Pemberton Square, Boston, Mass., 02108

H. L. BLACKLEDGE (Treasurer), First National Bank Bldg., Kearney, Neb., 68847

SAM STERN, Fargo, N. D.

EDWARD J. McCORMICK, Owens Illinois Bldg., Toledo, Ohio, 43604

JOHN L. WALKER, Box 720, Roanoke, Va.

ELKS NATIONAL SERVICE COMMISSION

JAMES T. HALLINAN (Chairman), 161 East 42nd St., New York, N. Y., 10017

GEORGE I. HALL (Vice-Chairman), 161 East 42nd St., New York, N. Y., 10017

WILLIAM J. JERNICK (Treasurer), 44 Alexander Ave., Nutley, N. J., 07110

JOHN L. WALKER (Secretary), Box 720, Roanoke, Va.

ENMETT T. ANDERSON, 758 Commerce St., Tacoma, Wash., 98402

FRED L. BOHN, 50 South Third St., Zanesville, Ohio, 43702

WILLIAM A. WALL, Box 986, West Palm Beach, Fla., 33402

For Elks Who Travel

An American In Athens

By JERRY HULSE

PHOTOS BY J. ALLAN CASH from RAPHO GUILLUMETTE

I RECENTLY visited an ancient city that is also relatively new—from the standpoint of tourism, that is. In bygone days, when tourists vibrated about in propeller-driven airplanes, one did well if he got to all three of Europe's glamour capitals during a short vacation: London, Paris, Rome. But then, a few years ago, along came the jet, changing all this—abruptly. Now if one returns home without claiming Athens as well, his friends are apt to shun him as one of the uncultured.



"Truly de luxe" is the way our American in Athens characterized the Hotel Grand Bretagne, overlooking Constitution Square which contains Greece's Tomb of the Unknown Soldier.

This Corinthian-style temple was built in Athens in honor of Zeus—top dog among gods in Greek mythology. The promontory in the background is, of course, the renowned Acropolis.

For the jet has done for Athens what no campaign by its Greek National Tourist Organization ever succeeded in doing (and believe me, they tried). Namely, to bring this city of ancient splendor and land of oracles within the reach of untold thousands of new visitors. Even the most breathless and time-conscious of travelers now is willing to budget a few days of his precious vacation to include Athens. (Flying time, Paris to Athens: about three hours.)

In addition to the jet, tourists are drawn by memories of that delightful cinematic spoof *Never on Sunday*, starring a contemporary Greek goddess by the name of Melina Mercouri. Like the American tourist in the film, the actual tourist is now bent on running about smashing glasses to show what a helluva fine time he's having. That's just fine with the Greeks. But please remember, you'll be charged for every glass you break.

At any rate, a land long plagued by a succession of conquerors is under siege again. In earlier times the natives all hotfooted it up to the safety of the Acropolis whenever an invader appeared. But now they merely stand happily by, delirious in the knowledge that they frequently face a barrage of cold cash sprinkled along the trail as the tourists, not themselves, struggle up the Acropolis to look at the ruins. One of the worries plaguing Athenians is that tourists will cart off the Parthenon, piece by piece. Everybody wants a chip as a souvenir. So serious has the threat become that a pebble-spotter

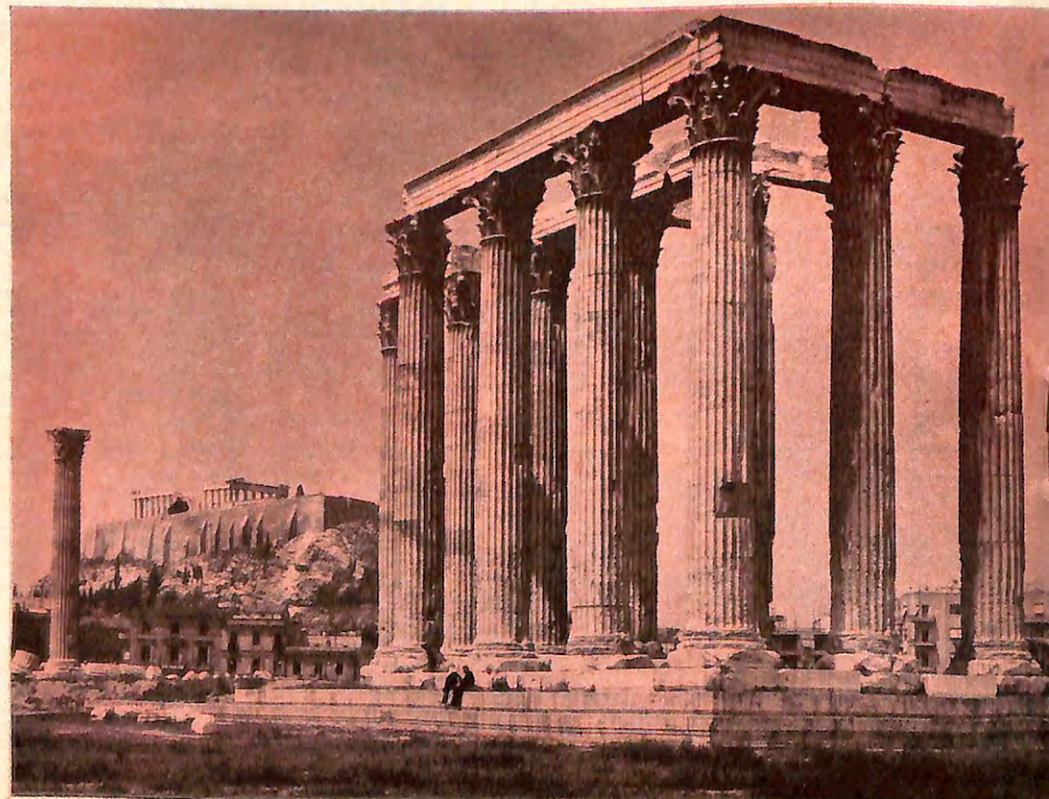
brigade was formed recently. Now, anyone caught carrying off so much as an ordinary stone is likely to get stoned himself.

Last year upwards of 600,000 visitors descended on Athens, the most numerous being we peripatetic Yankees. The tourist tidal wave breaking on the Aegean coast grows greater as the months slip by, with totals tripling since just 1955. (This year they expect 750,000 visitors, and by 1968 the total will double, according to government estimates.)

Why the sudden popularity? It's not just the jets or *Never on Sunday* fame—not altogether. For here is a city still unspoiled, still relatively inexpensive, beautiful, and also hospitable. Even the cops are friendly. You can spot them by their khaki uniforms with the flag of the country whose language they also speak sewn on the breast pocket.

Just how long Athens will remain at the top of the popularity poll is anybody's guess. But, just between us, the Greeks already loathe the theme song "Never on Sunday." It's been played to death, as "Beyond the Reef" has in Hawaii. Nevertheless, play it they do in the belief that the American tourist wants to hear it in the original setting.

To accommodate the growing tourist assault, Greece is responding with an offensive aimed at supplying some needed new hotels and new roads. During 1963 alone, 3,000 additional beds will be placed on the market in Athens and a like number elsewhere in



Greece. Foremost among them is Mr. Hilton's latest temple to tourism, the Athens Hilton. Except for the Parthenon, it is the most magnificent stone pile in Athens. (I am speaking of its bigness.) Rising a lofty 12 stories and holding 480 guest rooms (doubles start at \$10), the Hilton also offers a supper club, two ballrooms, a taverna, and a rooftop bar where one may stare off at the moonlit Aegean or the floodlit Parthenon. The other truly de luxe hotel in Athens is the Grand Bretagne.

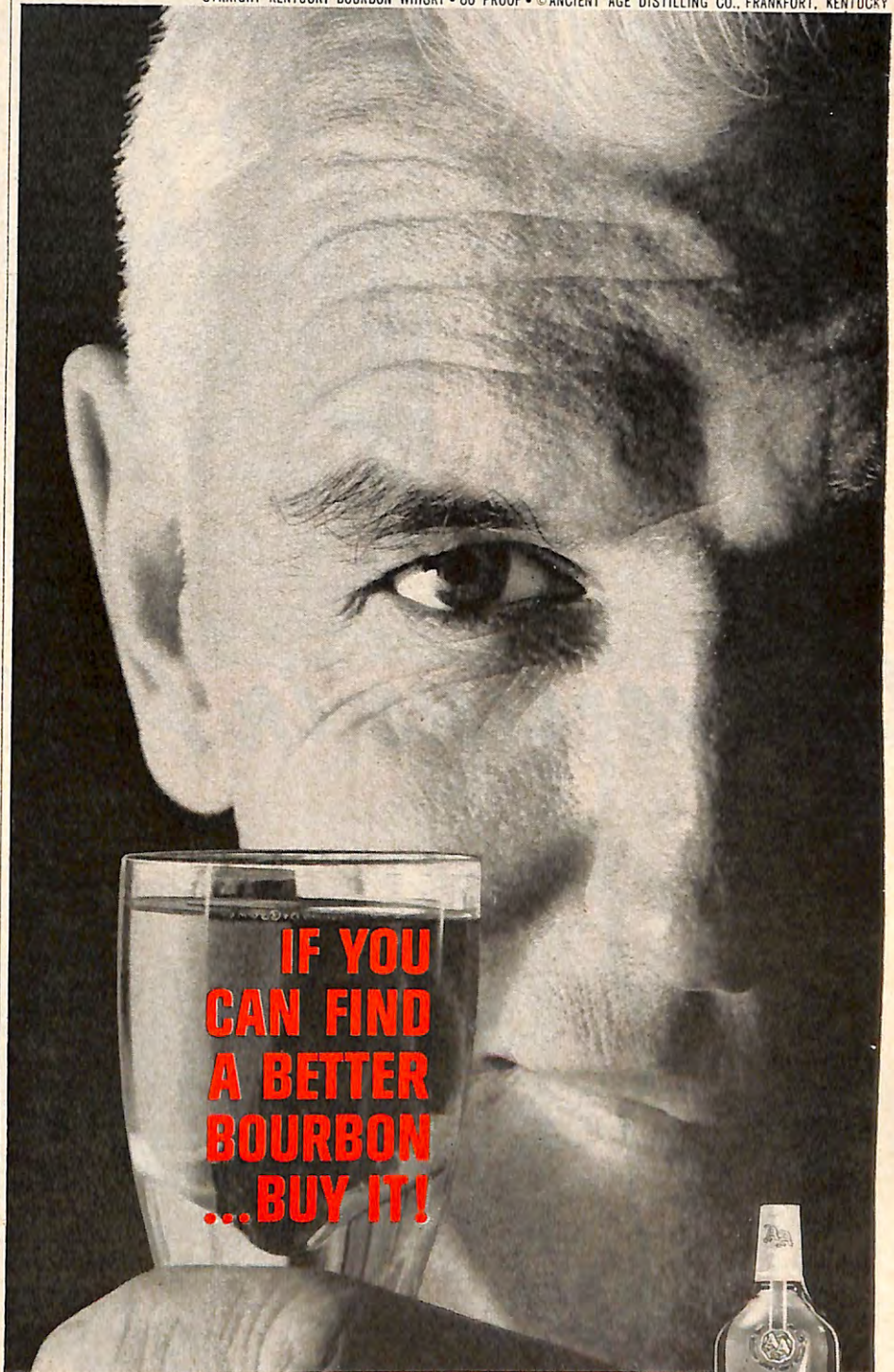
Because marble is cheaper than wood in Athens, the Hilton was constructed largely of marble. When the builders ran short they bought up an entire quarry on Salamis, the island where Themistocles defeated the fleet of the Persian King Xerxes nearly 2,500 years ago. Other marble was hauled from Arta in northwestern Greece, Tinos in Cyclades, Lefkas in the Ionian Sea, Doirani in Macedonia, and even Penteli Mountain, which supplied the marble for the 2,376-year-old Parthenon.

From my window I gazed one recent night at the Parthenon, which stood bathed in moonlight and floodlight. It was like turning the page of a book and seeing history spring to life. I am disturbed, though; the Greeks have opened a new restaurant at the foot of the Acropolis. Still, it is tastefully done and perhaps will not offend the gods who gaze down from the hill. It is the only snack bar I know of, outside of Le Drug Store in Paris, where one may order such diverse drinks as a chocolate malted milk and a dry martini.

(Continued on page 37)



The Greeks had a word for it: amphitheater. This magnificent, acoustically perfect one was erected in the 4th Century B.C. at Epidaurus. It holds 14,000 people for performances of ancient Greek tragedies.



**IF YOU
CAN FIND
A BETTER
BOURBON
...BUY IT!**



Original and Authentic Ancient Age is the choice of *knowing* Bourbon buyers. It's aged much longer than other leading Bourbons, yet costs no more. And Ancient Age is distilled *and* bottled in the famed Frankfort, Kentucky distillery... your assurance of consistently superb quality.

Ancient Age

BOURBON

America's Largest Selling 6 Year Old Kentucky Bourbon

News of the Lodges



CORVALLIS, Oregon, Elks have always been generous to the Camp Fire Girls, recently gave them 37 acres of wilderness area. In the foreground are, left to right, Est. Loyal Knight Chuck Skinner, E.R. Worth Blacker, P.E.R. Wm. F. Raw who originated the program 25 years ago, Special Deputy Frank Hise and Youth Chairman Roger Anderson. In the background is former Youth Chairman C. W. Fruitt.

Summertime in Pictures



NEWPORT NEWS, Virginia, Lodge has sponsored a Sea Scout Ship for 21 years. This photograph was taken on the occasion of the christening of the remodeled ship when Asst. Dist. Commissioner of the Boy Scouts, L. S. Schultz, right, presented the charter to E.R. L. J. Richman, center. At left is the ship's skipper, Frank Reisner.

LEVITTOWN - HICKSVILLE, New York, Youth Chairman Robert Callahan, second from left, and E.R. Arthur Sobecki present a fine new tent to Brownie Troop #548, represented by area Chairlady Mrs. William Aronoff. Looking on are Brownies Phyllis Berg and Lori Kauffman.





TWIN FALLS, Idaho, Lodge entertained over 1,500 at its family picnic when a complete turkey dinner was served to the crowd in less than four hours. In addition to 1,000 pounds of gobbler, there were hundreds of hamburgers served, with ice cream, soda, and so on. The lodge's most successful affair, it's been going on for 17 years.



MIAMI, Florida, Lodge's annual picnic attracted over 500 Elk families who obviously had a ball—with pony rides, races and prizes and the lodge's Teenagers' Band.



SOMERVILLE, New Jersey, Lodge's 6th annual Golf and Dinner Outing had 160 golfers participating. Left to right are J. B. Riddlemoser, E.R. C. A. Khoury, State Amateur Golf Champion Wm. W. Anderson, P.E.R. E. J. Oliver, Tournament Chairman, and Anthony Del Rocco.



RED OAK, Iowa, Lodge's 50th Anniversary honored 50-Year Members M. H. Wambaugh, Dr. B. F. Spicer and John L. Evans, left to right center, with E.R. Robert Malick, left, and State Pres. George Soumas, right. Charter Member Charles D. Finley was also honored on this occasion.



NEWTON, New Jersey, Lodge's hard-working Youth Chairman Joseph Bigg, second from left, looks on as Elks' Wrestling Coach John Davis, second from right, presents N. J. AAU Wrestling Championship Trophy to P.E.R. John Benne, center. Others are 136-lb. champ Lou Terranova and 165-lb. champion Mike Perona, right, both Elk-sponsored.



NEW HYDE PARK, New York, P.E.R. Frank X. Murray was honored at a testimonial dinner. Photographed at the affair were, left to right, P.D.D. John L. Frank, former Grand Lodge Committeeman John F. Scileppi, Mr. Murray, former State Vice-Pres. Bill Steinbrecher and Est. Lead. Knight Joseph Waldinger.



WEBSTER, Massachusetts, Lodge honored Leon Makarewicz, its long-time Steward and Golden Antler Award winner, with a supper attended by 100 persons. Left to right are P.D.D. Alfred J. Mattei, Mr. Makarewicz, E.R. Stanley J. Kwasny and State Trustee Francis W. Ostrowski, P.E.R.

BELLOWS FALLS, Vermont, Lodge observed Golden Antler Night with the initiation of 43 candidates in honor of Henry Willette, eighth from left foreground, between E.R. E. J. Aumand, Jr., and Secy. J. M. Tolaro who spearheaded the membership drive with P.E.R. Donald Roach and Patrick Bowen. Golden Antler award recipients and the new Elks enjoyed a banquet at the Indocrination Party.





OLD TOWN, Maine, Lodge's 50th Anniversary celebration was highlighted by the presentation of a \$200 Award to State Youth Leader Judith Hill, pictured with her parents as she received the prize from State Vice-Pres. R. C. Messier.

SAMUEL CUTLER, Charter Member of Old Town, Me., Lodge, No. 1287, was the recipient of a 50-year membership pin presented by former District Deputy Howard Ragsdale during the 50th Anniversary banquet of the lodge. Over 130 Elks and their guests enjoyed the banquet at which City Manager LeRoy Picard was the speaker, citing the Elks of Old Town for their many fine activities, particularly those in which the youth of the community benefit.

Robert Messier, Vice-President of the Maine Elks Assn., presented a \$200 State Youth Leadership Award to Judith Hill, and it was announced that a Life Membership had been awarded to Gerald Beaulieu.

The three-day celebration was well attended. In addition to 16 Past Exalted Rulers and current lodge officers, State Association Trustees Robert Bell and Dennis de Marco were participants.

BUSY POINT PLEASANT, N. J., Lodge, No. 1698, is still talking about the annual family picnic which drew 700 Elks, their families and guests to a full afternoon on the clubhouse grounds. Stanley Grabaz and the House Committee handled the arrangements.

No. 1698 is considering applications for college assistance loans on a plan perpetuated under the Past Exalted Ruler Dave Doran Loan Fund administered by the lodge's Social and Community Welfare Committee.

This lodge is going in heavily for football, participating in sponsoring the highly successful State Association's first annual Pro-Exhibition Football Game between the New York Jets and the Boston Patriots last month for the benefit of the Crippled Children's Committee. Point Pleasant's Elks are again sponsoring a Pop Warner Football Team this season, with Perce Amone continuing as head coach.

THE LATEST project put on by Bill Vose, Jr., and his Youth Activities Committee of Laconia, N. H., Lodge, No. 876, was an unqualified success.

The event was the first annual Elks Pet Show held at the parking lot of the lodge home, when nearly 50 children, ranging in age from four years to 15, paraded their pets before 200 spectators, including the parents and summer visitors. Extensive radio and newspaper coverage was given the show, in

which over 50 entries were divided into 23 categories, taking care of everything from the usual dogs and cats, to horned toads, ducks and chameleons.

State Veterinarian Dr. Robinson W. Smith handled the judging, assisted by Bill Vose and Past Exalted Ruler Bernard Cashin. Gold, silver and bronze medals with ribbons were awarded to all winners a week later at a special ceremony that included the showing of a film from the SPCA on the care and handling of animals. A Best in Show trophy went to nine-year-old Susan Harper for her 15-month-old miniature poodle. Two national pet companies, Calo and Happy Pet Products, contributed additional prizes, so that every child went home a winner. Everyone enjoyed free ice cream and coke.

THE ELKS of Atlantic City, N. J., Lodge, No. 276, have chosen an exemplary means of honoring the memory of the late Dr. George Saseen, whose death shocked his fellow Elks last April. It occurred in Fort Lauderdale, Fla., following a heart attack.

George Saseen was initiated into the Order in 1938, served as its Exalted Ruler in 1957-58. He was elected to head his lodge again last spring, but death took him before he had the opportunity to take office.

As a memorial, his fellow Elks set up a George Saseen Foundation, and that Committee recently presented a \$5,000 check to the Atlantic City Hospital where a new wing will be dedicated in his memory. In addition, the Committee is completing arrangements for the installation of a plaque at the Betty Bacharach Home for Crippled Children in Atlantic City to which a donation

will be made as a tribute to Dr. Saseen.

A devoted Elk for 25 years, George Saseen was deeply interested in the Boy Scouts, was the originator of the Merit Badge Workshop for Scouts for which he received Grand Lodge recognition. His efforts in behalf of the crippled children of his State will be well remembered.

A TWO-DAY observance marked the Golden Jubilee of Red Oak, Iowa, Lodge, No. 1304, when a class of 50, the second largest in lodge history, was initiated. Addressing the initiates was President George Soumas of the Iowa Elks Association.

Another feature of the celebration was the presentation of awards to the four 50-year members of the lodge. Awards were also made to 20 members of 40 years' affiliation by Past District Deputy M. P. Herkenrath.

A dinner-dance was the closing event of the program.

NOT ONLY do the Elks hold a deep interest in the Scouts, the Camp Fire Girls are under the Elk wing in many areas, too—particularly in Oregon.

Not long ago Corvallis, Ore., Lodge, No. 1413, received special recognition from campers and staff at Camp Kilowan, one of the Camp Fire Girls sites, for its generous contribution of \$3,000. This gift made possible the purchase of 37 additional acres of property, allowing the camp to expand its facilities for the more than 800 girls who attend each summer. The Elks were represented by a delegation of lodge officials and members who have been active in the lodge's Campfire Girls program over the years.

LODGE



ARLINGTON-FAIRFAX, Virginia, Lodge sent this contingent of 15 youngsters to the State Elks Boys Camp, five of them winners of "outstanding camper" awards. In the background are, left to right, Charles Walker, E.R. Harry F. Lewis, Secy. Ed Marcey, Camp Director Buddy Hackman and Tiler Paul O'Dell. P.E.R. Herman Anderson and Est. Lead. Knight Neil Cahill head the local program. The Camp recently had a full-page illustrated story in the *Northern Virginia SUN*.



BOWLING GREEN, Kentucky, Lodge's Federal League Pelicans won both halves of a split season in their Little League, were entertained by the lodge at a local amusement park. Left background, Mgr. William Jackson; at right, Coach Larry Netherton.



ESCONDIDO, California, Lodge's Little Leaguers streaked ahead to take the city National League crown and bring pride to its sponsors. In the background are Mgr. Bob Warren, left, and Coach Mel Hogan, right.

TYLER, Texas, Lodge is accepting congratulations on the triumph of its Pony Leaguers. With the capable assistance of pitchers Lee Burch and Pat Baldwin, and the fine playing of first baseman Thomas Clyde, the errorless team led the League with a 7-3 record.



Two \$2,200 scholarships were awarded this year by Webster, Mass., Lodge. One went to Roger Roy in June, the second to Edmund Ryan a month later. Both young men will attend Nichols College for the next four years. Esteemed Leading Knight George Brusco made the presentation to Mr. Ryan at ceremonies attended by District Deputy Alfred J. Mattei, State Trustee Francis W. Ostrowski and Past District Deputy Wm. H. Evans.

William A. Heint, a Past Exalted Ruler of Englewood, N. J., Lodge, died recently at the age of 68. He is survived by his wife, one son and a daughter, and by his brother, three sisters and four grandchildren.

One of the winter projects undertaken by Rochester, Minn., Lodge was the raising of money to buy a canoe for the youngsters attending the State Elks Youth Camp this summer. Not only did the lodge accomplish this, its members sent 12 underprivileged boys of the area to the camp for a two-week stay. On hand when the canoe was presented were Youth Chairman George Klaus, State President M. J. Haack, Youth Camp Chairman Obert

NOTES

Benson, and State Vice-Presidents L. E. Moening and W. Howard Comstock.

Past Grand Exalted Ruler Fred L. Bohn offers an interesting piece of news about the membership of New Philadelphia, Ohio, Lodge. Of its 852 members (in a community of approximately 13,000 people), 700 reside in that city. In checking the birthplaces of that 700, it was found that 47 of the State's counties were represented in the list as well as 20 other States, and six areas outside the continental United States—Italy, Germany, Switzerland, Canada, Korea and Puerto Rico.

Elk Raymond A. Brown tells us the 9th annual Reunion of the *USS West Virginia*, B.B. 48, will be held December 7th at the VFW Hall, 1822-162nd Street in Gardena, Calif. For reservations, contact Brother Brown at 1733-247th Street, Lomita, Calif.

John C. McMichael, a member of Los Angeles, Calif., Lodge, is a resident of the Elks National Home in Bedford, Va., who likes to keep busy. He has a "hobby shop" set up at the home where he does lapidary work, cutting and polishing semi-precious gems. He informs us that he



BELLAIRE, Ohio, Lodge presents a movie projector and a year's supply of film to the Belmont County Children's Home, its favorite project for 15 years. Left to right are P.E.R. Dom Presutti, Jr., Home Supt. William Diab, Trustee Robert Smith, E.R. Joseph Booth, P.E.R. W. R. Lewis, Trustee, and Tiler Gene Marinacci.

has stones from several countries in his possession.

New York, N. Y., Lodge is proud of fellow Elk Harry Wm. McHose who has just received the Sprague Award, the highest honor the National Press Photographers Assn. can bestow.

Middlesboro, Ky., Lodge offers a challenge. It claims to have the youngest Exalted Ruler, 25-year-old Richard Bisceglia, and the oldest Secretary, 72-year-old Foster C. Hatfield, combination.

Laurance Hart, a devoted member of Metuchen, N. J., Lodge and an authority on George Washington, has been publishing the Hart Chart, a comparison of encyclopedias, since 1929. The current

edition is his 67th. His comparisons of dictionaries, which has raised blood pressure in some areas, was begun in 1947, is now in its 17th edition.

For the first time, Milford, Conn., Lodge is introducing Pop Warner Football to the youth of the community. This will make continuous sponsored recreation activities available throughout the year. The Elks' team is competing in the Fairfield County Midget Football Conference.

A large crowd of well-wishers attended the dinner honoring Past Exalted Ruler and Mrs. Stewart A. Cox of Euclid, Ohio, Lodge. Mr. Cox will assume the duties as assistant secretary of the Ohio School Employees' Retirement System in Columbus where they will reside.



FAIRLESS HILLS, Pennsylvania, Lodge's P.E.R.'s Class included Tom Wilson whose father, P.E.R. Warren Wilson, presented to young man his grandfather's Life Membership Card as a memento. Left to right are P.E.R.'s Harry Rue of Donora and George Hughes, Ellwood City; candidate Tom Wilson, and Fairless Hills P.E.R.'s Merrill Newman, Warren Wilson and M. D. Tilla.



ERIE, Pennsylvania, E.R. F. L. Golden, left, presents his lodge's \$300 scholarship to Joyce Shannon as Elks Memorial Scholarship Fund Chairman G. E. Goodill, P.D.D., right, presents another to Suzanne Swabb. At center is \$600 Elks National Foundation scholar Jay Hebert. A \$300 prize also went to John Thompson.



OHIO ELKDOM'S Cerebral Palsy Training Board Members present a new Buick station wagon to the Society for Crippled Children, through the generosity of the Ohio Northeast (North) Dist. Elks. Left to right are H. M. Watkins, P.D.D. James A. Ryan, D.D. Charles Campbell and State Vice-Pres. George Walker. Young Johnny Pantus accepts the keys.



MINOT, North Dakota



NEW ORLEANS, Louisiana



JOLIET, Illinois



WARRENSBURG, Missouri



MINNEAPOLIS, Minnesota

LANCASTER, Ohio



... Past State Pres. Paul E. Chasez, left, presents the NEW ORLEANS, LA., "Elk of the Year" award to P.E.R. and lodge Trustee George J. Lupo, Past State Pres., State Trustee, Elks' Christmas Party Chairman, Veterans Hospital Chairman and member of the State Elks Eye Bank Board.

... This was the scene when Grand Trustee Raymond C. Dobson was welcomed home to MINOT, N. D., Lodge whose members had a three-piece band and banner-carrying delegation for the reception.

... This class was initiated into JOLIET, ILL., Lodge as a tribute to P.E.R. Jack Sullivan, new State Secy., right background.

... E.R. Arthur Marr, fourth from left, accepts the State Elks Championship Bowling team trophy from WARRENSBURG, MO., team Capt. Autry Lewis, second from right. Others are team players, left to right, Robert Dyer, Glenn Shepherd, Vernon Smith and John Kurtz. Fifty teams participated in the competition, with another Warrensburg quintet taking second place.

... Jim McGovern, right, representing the Save the Children Federation, presents a plaque to Inner Guard Robert Meloy for MINNEAPOLIS, MINN., Lodge which led the State in assisting in a mail appeal for support of the SCF Envelope program.

... Pictured when 125 persons honored 50-year LANCASTER, OHIO, Elk W. J. Baumgardner, long-time Steward and Club Mgr., were, left to right foreground, E.R. J. W. Clark, Mrs. Baumgardner and her husband, P.E.R. Phil Floyd and Chairman Wilkins; background: James Richards, and P.E.R.'s Paul Lang, Al Brasseur, H. M. Guyton and James Mills.



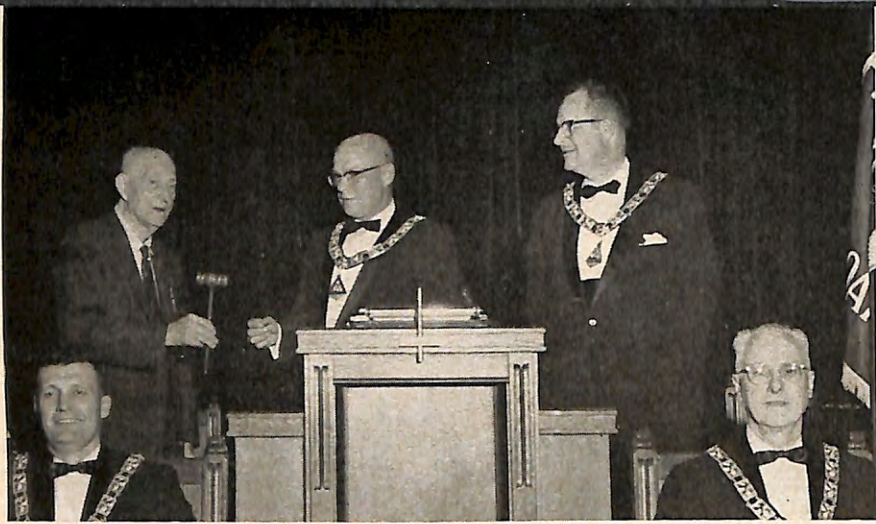
'My Whiskey'



Two words that reflect the warm, personal
pride a man has in a brand that's true to his trust.
Say Seagram's and be Sure

SEAGRAM DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY. 86 PROOF. 65% GRAIN NEUTRAL SPIRITS.

THE ELKS MAGAZINE OCTOBER 1963



The first full-term E.R. of Royal Oak, Mich., Lodge, 95-year-old George J. Scott, Sr., left background, presents the gavel to his son, G. Jason Scott, Jr., center, on his installation as E.R. Looking on at right is Est. Lead. Knight Robert B. Thomas. In the foreground are Esq. Ron Hill, left, and Chaplain Edward Barnhart. George Scott, Sr., has another son who is an active Elk, and two grandsons who will be initiated this year.

Family Affair— 1963



Pictured at the installation of Nicholas Leone as E.R. of Huntington, N. Y., Lodge were, left to right, Quentin Leone of Levittown-Hicksville Lodge, and Huntington Elks Sam Leone, Trustee Bruno Leone, E.R. Leone, and Nat and Anthony Leone, all brothers. In addition, Bruno Leone's son Camillo was installed as Inner Guard. E.R. Leone's son, an Air Force Captain, is also an Elk, as are Bruno Leone, Jr., and three cousins.



At the Webster City, Iowa, ceremony, Robert Clelland, a P.E.R. of Fort Dodge Lodge, served as installing officer for his nephew, E.R. Robert Ostlund whose brother John, a Webster City P.E.R., served as Grand Esquire. In the foreground, left to right, are E.R. Ostlund, Mr. Clelland, John Ostlund and retiring E.R. John Hunter. In the background are P.E.R.'s Whit Hemingway, W. N. Primrose, D.D. Douglas Long, Robert Long, A. W. Van Diest and Joe Katzer.



Arthur J. Britton, a P.E.R. of Holyoke, Mass., Lodge, left, presented the gavel of office to his son, E.R. James A. Britton, third from left, the new E.R. of West Springfield-Agawam, Mass., Lodge. P.D.D. Raymond Goddu of Holyoke Lodge looks on at right. Second from left is junior P.E.R. J. J. Morrissey. The elder Mr. Britton is a Life Member, an Elk for 56 years.



Flint, Mich., Lodge's installation ceremony found three P.E.R.'s installing their sons as officers. They are, left to right background, P.E.R.'s Herbert E. Heath, Sherman M. Bean and P.D.D. Karl M. Smith, Sr. In the foreground are Esq. G. Terry Heath, E.R. Wm. M. Bean and five-year Trustee Karl M. Smith, Jr., P.E.R.



P.D.D. Bruce H. Marsh, at left, installed his son F. D. Marsh as E.R. of Inglewood, Calif., Lodge.

Family Participation in Elkdom is not only something enjoyed by members of the same family; it is something in which blood relatives feel deep responsibility.



A fine father-son relationship exists among the officials of Gardena, Calif., Lodge. Clark L. Sanders, pictured at left, is Exalted Ruler; his father, right, is Secretary.



P.E.R. Thomas B. Jones, Sr., congratulated his son Thomas, Jr., immediately after installing him as the new Exalted Ruler of North Little Rock, Ark., Lodge.



P.E.R. Carlo F. Perantoni, right, had the pleasure of installing his brother, Elmer G. Perantoni, as the 1963-64 Exalted Ruler of Princeton, N. J., Lodge.



Quincy, Mass., Lodge's first father-son officer combination in its 58-year history are P.E.R. Edward A. Densmore, current lodge Secretary, left, and his son, 25-year-old Exalted Ruler Robert W. Densmore.



Stanley J. Tarala, and Elk for 15 years, right, presented an Elk's ring to his son, 27-year-old Robert R. Tarala, when the young man took office as Exalted Ruler of West Hartford, Conn., Elkdom.

For Elks Who Travel

(Continued from page 27)

Life in Athens ebbs to a standstill each day between 1 and 5 P.M. Then at 8 o'clock, all businesses close and the rush hour begins. Along about 10 P.M. an urge for food becomes noticeable. Small tavernas and restaurants begin filling up. First just a trickle; then by 11 o'clock they're packed. The Greeks live mostly on fish and vegetables and fruit, although sometimes they eat meat. You might wish to avoid one of the dishes they consider a delicacy—*cocoretzi*, or intestines.

When you eat in a Greek taverna, it is the custom to go to the kitchen and select your food. The fish and vegetables are most always all right. Our guide in Athens gave us this bit of advice: Dine where you see the most cats. There are many cats in Athens, and they choose only the very best restaurants. Beware if you go to a restaurant and find no cats. Strangely, we found this to be generally true.

Tourists in Athens may choose from among 75 different sightseeing trips. Greece's largest port—Piraeus—is just a few minutes by bus or car, and from Athens it takes only about four hours to reach Delphi on the Gulf of Corinth. Here the temple of Apollo stands in glorious ruin. You pass an intersection where Oedipus is reputed to have slain his father.

At Corinth we walked along the old Roman road and stood on the steps where St. Paul once stood. Nearing the end of a spectacular drive from Olympia to Nauplia, we looked down upon the plains of Argos, a site of civilization some 5,000 years ago. And there were other breathtaking drives into the Greek countryside.

Island hopping, though, is the big attraction now. To accommodate tourists, a fleet of cruise ships has been pressed into service. Others operating as inter-island ferries carry cars as well as passengers. Cruise ships plying the Dodecanese, Cyclades, and Sporades archipelagos charge as little as \$50 for five days—meals included. It is a marvelous way to escape the modern civilization for which the Greeks laid the cornerstone. One may explore ancient ruins on the islands or simply soak in the sun as the ship slips blissfully through peaceful waters.

Of all the Greek islands, the most popular nowadays is Hydra, where *Boy on a Dolphin*, starring Sophia Loren, was filmed. It takes three hours to get there by regular boat or 1½ hours by fast hydrofoil. Either way, the roundtrip tab is \$7. A sign on the rickety pier at Hydra says simply: "Welcome To The Island Of Joy." We thought we'd found our paradises in

places like Bora Bora and Kauai, but then we found Hydra, rising sun-soaked and rocky out of the Aegean.

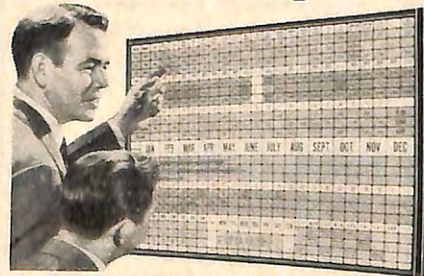
This is an island inhabited but uninhabited. It is a refuge for writers and painters, or anyone seeking escape from a burdensome world. On Hydra there's not a single car, not even a bicycle. If one chooses to ride, then one rides a donkey. It's either that or walk. Hydra's single harbor—and its only real civilization—reminds me of an unspoiled St. Tropez, small and crescent-shaped and, on the day we went ashore, pleasantly warm. Small fishing boats rocked on the gentle waters. And beside a sea wall, children squatted, watching fishermen repairing their nets.

Bordering the harbor—it takes only five minutes to walk from one end to the other—are little sidewalk cafes, tavernas, a bakery, a tobacco shop, and an outdoor barber shop where one may sunbathe while getting clipped. Later, as day ends and the sea turns a silvery blue, visitors sit and sip *retsina* by candlelight and listen to the melody of a single violin. Like Byron, they have discovered the magic of the Greek islands.

As total darkness crowds out the dusk, the tavernas on the waterfront glow with the light of many candles burning in old brandy jugs and of ship lanterns. At the Porto Fino, someone slips a disc on a record player and the room fills with dancers. The melody? What else? "Never On Sunday."

Next door at the Marina Club, four lifesize fishing boats hang from the ceiling. The visitors sing and dance 'til night is gone. It is this way in all the tavernas of Hydra. With the dawn they shuffle sleepily outside, slip off

How To Get Things Done



BOARDMASTER VISUAL CONTROL

Your operations are pictured at a glance. You save time, money and prevent mixups by Seeing What is Happening at all times. Ideal for Production, Maintenance, Inventory, Scheduling, Sales, Etc. Easy to Use. You write on cards, snap on metal board. Over 750,000 in Use.

FREE 24-Page BOOKLET No. EK-40 Mailed Without Obligation
GRAPHIC SYSTEMS
925 Danville Road • Yanceyville, N.C.

Feel all tied up
in knots?

UNWIND ON
AN EXERCYCLE



EXERCYCLE®

Exercise away your everyday tensions on this wonderful machine . . . in your own home or office . . . in just 15 minutes a day. Its principle: relaxing, muscle-toning exercise for every part of the body . . . in easy doses that don't tire you. Its results: firmer muscles that mean a trim figure . . . mental irks and quirks eased away!

Mail this coupon today for full details.

Mr.; Mrs.; Miss: _____

Street No.: _____

City: _____ Zone: _____

State: _____

249

EXERCYCLE CORPORATION
630 Third Ave., New York 17, N.Y.

(EXERCYCLE® and ALL-BODY ACTION are trademarks identifying the exerciser made by the Exercycle Corporation)

their shoes—if indeed they wear shoes—and dive into the inviting waters of the sea.

A maze of sidewalks and stairways runs steeply above the harbor. They cross cobbled paths, and red poppies grow in the cracks. In Hydra one can find lodging for as little as \$1 a night, either in a private home of a small hotel up on the hill. Once mostly uninhabited, Hydra became wealthy when Napoleon began his trade war with the British. The ship captains of Hydra made fortunes running the blockades of the British navy. But the wealth of Hydra is no more; it vanished in the costly war with the Turks in 1821. Yet the mansions built with the old wealth still stand, jutting proudly above the necklace of shops along the harbor far below.

Artists come from all over the world to paint the peaceful panorama. The inhabitants, like their forebears, still look to the sea for their living. They fish or serve in the merchant fleet, or they gather sponges along the coast of Africa. They go to sea young and come home old to live out their lives in the pleasant warm sunshine. They sip *retsina* and doze at tables along the waterfront.

The social life of Hydra revolves around this harbor. In the morning the cathedral bell tolls loudly, and it is heard again in the evening. And there is happiness reflected in the faces of the guests at the sidewalk cafes. They sit quietly, gazing out across the Aegean. Maybe the wealth will return to Hydra, because so many tourists are discovering it. If so, it will be sad. Its quiet naturalness is

Travel Notes

MINNESOTA: Although Ray Ovington's article in this issue talks up commercial hunting on shooting preserves, there's still plenty of the old-fashioned variety in Minnesota. Statewide, pheasant and Hungarian partridge season opens Oct. 26, to be followed on Nov. 9 by the opening of deer season.

ARGENTINA: San Carlos de Bariloche, the world-famous resort town in the Argentine lake region, where former President Eisenhower took time off to go fishing during a trip around South America, will hold its Fifth Annual Fishing Contest Nov. 30 through Dec. 9. Traveling anglers will be rewarded by fast and furious action, since Argentina's rainbow and brown trout and landlocked salmon are as scrappy as those found anywhere. Prizes and trophies to be awarded.

PORTUGAL: Not to be overshadowed by its big neighbor, Spain, Portugal boasts its own version of the bullfight. Colorful, exciting, and sometimes comic, the Portuguese bullfight combines all the elements of the classic Spanish—except that the sword isn't used at the "moment of truth." Killing bulls in the ring is illegal in Portugal.

the island's special charm. Already, though, a change is taking place. Only 22,000 visitors came in 1958. Last year there were more than 78,000. Now Onassis, the ship builder, plans a luxury hotel for Hydra.

But that is tomorrow. Tonight there is a moon, and Hydra is singing. • •

Instant Hunting

(Continued from page 11)

near population centers are being turned into resort areas. This means shorelines devoid of feed and cover. Furthermore, water pollution is increasing. As a result, the mallard and other ducks are finding fewer and fewer places to touch down during the migration season, which in most sections is late fall. And although sanctuaries have been established, there aren't enough to accommodate all of the migrants. Of course, except under specific and limited conditions, hunting is disallowed in these havens.

This then is the picture today presented to the hunter of our two most popular game birds. For over 50 years the situation has warranted counteraction, if such hunting is to continue to be feasible for the average man, who is usually unable to travel great distances to hunt or bear the expense of joining an exclusive club.

Private shooting preserves and clubs,

however, have been very successful in providing members with excellent sport for some years now. Although the clubs cater only to a limited number of persons, their operational practices have in large measure been used as a guide for techniques used today by the new crop of commercial operators.

Another aspect of modern life has contributed to the rise of the game preserve's popularity. For those living in large cities, time for outdoor recreation, paradoxically, can only be enjoyed in quick and small doses. Despite shorter working hours and consequently more leisure, as well as higher income, the average person still cannot afford the time and money to drive the required greater distance from his home that is necessary to reach suitable hunting areas. Twenty-five years ago, a person might be able to take time off from his job to go hunting, but few can do so today. Thus, today the urban dweller

in great part has to forego hunting other than as a vacation, unless it's available relatively close by. In effect, what's wanted is "instant hunting." And that's what the commercial shooting preserve offers.

Near New York City, for instance, there are preserves only an hour or two away, guaranteeing birds that are fast, healthy, and smart. The hunter who can't afford to "waste" several hours hunting coverts in the vague hope of getting in a few shots at wild birds or even state-stocked birds is the man who is attracted to the preserve. He knows that birds will be there for him. Judging from available statistics, there are a great many men and women for whom the preserve is the only hunting answer. Furthermore, it's anticipated that their number will continue to rise in the coming years.

Suppose you wanted to try your luck at a commercial shooting preserve. How does it work? What can you expect?

Let's suppose you live in a big city, say Boston or Chicago. You'd like to get in a few hours of bird hunting; you want to see lots of birds, plenty of action. You don't have a gun dog or any idea where there's good open hunting. And you aren't a member of a private club. Furthermore, friends are coming for dinner some night soon, and your wife has hinted broadly that she'd like to serve something special: pheasant or wild duck.

The first thing to do is to find the name and address of the nearest commercial shooting preserve—in the phone book, in a promotion folder (obtainable at your local sporting goods store), or from a member of a local rod and gun club. Then phone the owner and tell him the number that will be in your party and how many birds you'll want released into the coverts of his farm prior to your arrival.

The cost of preserve hunting is based on the number of birds you order released. Most preserves set a minimum, perhaps five birds, and the cost per bird will be about \$5 to \$10. Don't forget that you need a hunting license.

While making your reservation, tell the operator if you don't have a dog; he'll plan to supply one (or more) for you. The owner will personally accompany you, or he'll have one of his guides work the dogs and generally supervise the hunt.

If your hunting partners are new at the game, the preserve usually has a practice trap for shooting instruction. If you have a young dog that you'd like to work with an old pro at the pointing and fetching game, explain this to the preserve manager. He'll make one of his older, more experienced dogs available to you so that your pup gets some field training under actual hunting conditions. If you're a begin-

ner, the birds will be planted minutes before you arrive. For real old-fashioned hunting, they can be released a good bit earlier.

Out you go into the first covert. The dog quarters the area, then comes to a point. You walk up carefully, expectantly, gun at the ready, waiting for a flurry of feathers. The bird rises, and you fire away (or your partner does).

If your aim is accurate—and preferably blessed with luck—the bird falls, to be retrieved by the dog. Otherwise, it's onward to flush another.

For the absolute beginner (or someone who's training a dog), birds are planted in a specific covert after having been "stoned," as the gamekeepers call it. This process involves stunning a bird by temporarily making it dizzy. The man who plants the bird in the coverts holds the bird, its head tucked under a wing, extended from his body. He rotates it to make it dizzy; then the bird is gently placed in thick cover, where it gradually recovers its equilibrium and begins to walk around and feed.

This controlled hunting situation affords beginning hunters and/or first-time field dogs the chance to get the very best of instruction, which will later be of help under more difficult hunting conditions.

If you enjoy the sport more than the

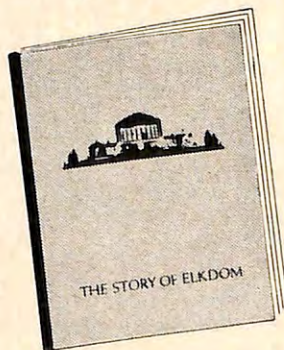
kill, you may instruct the operator to release the birds at various points around the farm. There is no way then to control where they'll set down. So, in effect, this system is a way of simulating the best of natural hunting conditions. The only difference, really, is that you know you're not wasting your time; you know there's a certain amount of game around.

Under natural field conditions, it could well take a full day to find and bag a specific number of birds. But if you've been at a preserve, when you return to your car at the end of a day, chances are you'll have experienced hunting and shooting that surpasses anything your father or his father ever knew in the "good old days" of hunting in "natural" surroundings.

What about the preserve itself and its operator? In order to provide top quality game shooting, a preserve operator must know his hunters, game birds, and dogs. He must have the facilities and knowledge to raise pheasant from the egg or chick stage in large well-built pens, located away from the hunting territory itself and, certainly, well away from the kennels.

A successful preserve operator is a combination naturalist and game warden. In addition, he has to know how to instruct hunting and shooting novices. Sometimes this requires the patience of

**LOOK
INTO
IT...
TODAY!**



Look into *The Story of Elkdom* . . . featuring a guided grand tour through the Elks National Memorial Building. Contains a wealth of black & white and *full color* reproductions of its magnificent art treasures—the *only published story* behind this elegant shrine, once compared in beauty to India's Taj Mahal. For only \$2.25 you get acquainted with the Memorial—plus the story of Elkdom. The utmost care and attention to detail have gone into producing this splendid volume, and no Elk or Elks Lodge library should be without it. For inspiration, *look into it. . . .*

order yours now

HUBERT E. ALLEN, Elks Memorial Building
2750 Lakeview Avenue, Chicago 14, Illinois

Yes, send me "The Story of Elkdom" today. Payment is enclosed.

NAME

ADDRESS

CITY Z STATE

Make checks payable to B.P.O.E. USA

ONLY
\$2.25
complete

★ PRESIDENT ★
KENNEDY
 COMMEMORATIVE SPOON

ONLY **10¢**

To interest you in collecting the famous Presidents Commemorative Spoons, we offer to send you the John F. Kennedy spoon for only 10¢! The collection consists of 34 spoons in all, from Washington to Kennedy. Each one commemorates a different president; displays his portrait, name, and term in office. Engraved in the bowl is the outstanding event of his term. All are extra-heavy quality silverplate, made by International Silver. With the Kennedy spoon we tell you how to collect the entire series by mail, three at a time, for only \$1.25 each spoon. Send for your Kennedy spoon today! Limit, one to a family. Mail coupon with 10¢, name and address to: Presidents Spoons, Dept. K-8, P. O. Box 48-457, Miami, Florida.



PRESIDENTS SPOONS, DEPT. K-8
 P. O. Box 48-457, Miami, Florida

Send me the John F. Kennedy Commemorative Spoon, and tell me how to get the others in the collection. I am enclosing 10¢.

NAME _____
 ADDRESS _____
 CITY & STATE _____

**Is it true
 what they say
 about oysters?**

You'll find the answer in "An Oyster a Day" an exciting little book filled with interesting news for men and women who feel too old or tire too easily.

This book was written by one of America's leading authorities on oysters and oyster culture. In it he offers scientific evidence to prove that oysters really do contain cibarious elements which the human body needs in order to perform its functions normally. He tells how you can be sure to get these elements every day the year around wherever you live.

Send today for FREE BOOK

If you would like to read "An Oyster a Day," mail your request for a free copy today. It will be sent to you postpaid with no charge. Address letter or postcard to Oyster Products Co., Inc., 320 Pine Avenue, Long Beach 12, California, Suite 1047.

Job, especially if he's dealing with a customer who's holding a shotgun in his hands for the first time or who has no idea of what bird hunting is all about.

The preserve is laid out somewhat like a golf course. Suitable food-bearing plants, bushes, and crops are planted in the "fairways" and cover is allowed to grow along the edges. Such an arrangement demands that the preserve operator be an expert farmer and have enough farm equipment. A lack of suitable cover would provoke the birds to fly elsewhere after being planted, especially after being shot at. It often happens that the total number of birds released for a customer will not be killed, so that there are some birds "left over," as it were, which means a potential bonus for the next hunter who comes along.

The techniques for planting and holding pheasant are also used for quail. On preserves, quail usually are released before the gunner in coveys of six or more birds, so that the gunner has approximately the same number of birds rise to the dog as he would find on the best-stocked Southern hunting farms. In the North, however, it's rare indeed to find quail in any numbers, so that the commercial shooting preserve in this area provides game that a hunter would ordinarily have to travel hundreds of miles for.

Ducks are a special case. They require ponds, and not every preserve has one. Furthermore, the ducks must be trained to fly to "their" pond and return home to their pens. Otherwise, when released they'd just head out as any wild duck would do.

To insure the correct flight pattern, the ducks are fed at in cages which are located at the release point. Then they're walked to the pond for their drink of water and their paddling. Thus, they learn to associate leaving the release point with going to the pond. A duckwalk—usually fenced in to keep the strays in line, is erected in the spring and used until the ducklings are able to fly. By the time they take wing, the habit pattern of moving from release point to pond has been established. From then on, during the summer, they're released once, sometimes twice a day to insure that the habit is retained.

During shooting season, the ducks are released according to the hunter's order. He sits in a blind, awaiting their flight to the pond. Although the hunter is situated in direct line with the flight, this isn't as easy shooting as it might seem.

These ducks make their flight to the pond because they know that they'll be rewarded there—they needn't do any searching. As a result their flight is usually more rapid than the hunter expects. There are other factors that can

make this tricky. Quite often wild ducks will migrate to a preserve because of its feeding grounds; since they're untrained, they don't fly quite so straight or so fast as the preserve's birds.

I know. I've experienced many misses on pen-raised mallards because I misjudged their flight speed. I know more than one expert who's been highly embarrassed by the number of misses on these trained birds, even though they knew the mallards were coming over the blind and where they were heading. Embarrassed, but not discouraged; the preserve offers too many inducements:

Since the legal open season on ducks varies through the country, the generally longer preserve season offers more opportunities for the duck hunter to enjoy his sport. Also the bag limit is limited only by the size of the hunter's pocketbook.

In addition to those I've already mentioned, other species of game birds are enjoying popularity with the hunters and commercial preserve operators. Chukar partridge and Hungarian partridge have been used successfully in both the East and Far West. And in the Western states, California valley quail and doves have been added to the list. Although several varieties of ducks have been tried, the mallard remains the favorite; it's the easiest to raise and train. Some operators are also raising wild turkey.

It's surprising the number of commercial shooting preserves that are located in states which have an abundance of natural, open-land bird shooting. For instance, New York has more than 50 preserves, and Pennsylvania has more than 25, although both are good "natural" duck and pheasant states. Michigan has more than 40 commercial preserves, while being well known for its large natural pheasant population and endless miles of suitable farms. A top pheasant state and duck state, Illinois lists over 60 commercial preserves, while Florida and California each boast about 20.

The provinces of Ontario and Quebec have a good number of commercial preserves, catering to both Canadian and American hunters. You can obtain a complete listing of the American and Canadian game preserves by writing to Sportsman's Service Bureau, 420 Lexington Ave., New York, N.Y. (10017). The listing tells what varieties are available at a preserve, the phone number, mailing address, and the nearest town to it.

So, while "commercialism" is the bane of many a man's existence, as far as his personal philosophy goes, it has worked out well in the hunting of this day and age. Instant hunting, to me, suits a man's tastes more than, say, instant coffee.

In the Dog House

(Continued from page 13)

about where she wants to welcome her puppies, and she's likely to choose a most inappropriate place—your favorite armchair, a bed, the linen closet, under the porch—literally any place she fancies. Although this may strike you as daffy, actually she's simply looking for a nest, and any place she thinks will serve as a nest will be just that to her.

But the wise owner will gently, albeit firmly, lead her to the place he's selected, preferably a whelping box, and see that she stays there until the Big Moment arrives, even if he has to keep her tied there. When the time comes for her to deliver her pups, there shouldn't be anybody around to disturb her, particularly strangers. As previously mentioned, if she seems to know what to do, she should be left strictly alone to finish the job. Even so, you want to check up on her every so often to make sure everything's going well.

Likely as not she'll lie on her side, panting heavily at intervals during delivery. She will continue panting and straining intermittently as each pup arrives. Normally, a puppy is born encased in a fluid-filled sac, which the mother will break with her teeth. The first pup should come along about two hours after contractions begin. If three hours should go by and nothing has happened, then the veterinarian should take over as soon as possible. If the mother doesn't break the birth sac, then whoever is supervising the event should gently pick up the sac and stretch it apart so the pup can emerge.

It's usual for the pup to be cleaned by the mother, but if she doesn't, this is when the previously provided cloths are put to work. The supervisor should rub the youngster vigorously to dry him and stimulate his circulation. The little one needs air quickly, and if his mouth should be clogged with mucus, this can be drawn out with an eyedropper. If this doesn't work, however, then hold the puppy firmly out in front of you and swing it in a circle, stopping abruptly. The jolt should force the fluid out of the pup's mouth and nose.

Normally, the mother will sever the natal cord by biting it. If she neglects to, the cord should be cut at a point about an inch from the puppy's body. A few dabs of iodine will sterilize this. The afterbirth or placenta—the tissue that has sustained the pup before it came into this wicked old world—will be eaten by the mother. Some people regard this as gruesome, but it's just part of the process; some believe it's beneficial to the mother.

After each pup is dried, it should be

placed where it can reach its normal milk supply from the mother. Puppies are born blind and remain so for about 10 days. You should never attempt to force open a pup's eyelids during this period. During the week following the arrival of the little family, strangers and children shouldn't be permitted to come too close to the whelping box. Occasionally a mother dog, especially one new to the role, will become very temperamental while she's raising her family and evidence nervous concern about her pups. Resentment of strangers, undue noise, and handling of puppies has been known to move mother dogs to desert her pups, refuse to nurse them, try to hide them—eventually destroy them. So privacy is in order.

A day or so after delivery, it's wise to call in the vet and have him give the mother and her family a check-up.

At this time, he may also advise about future care. For about a month after birth, puppies nurse. Because of this, the mother needs more food than usual. During this time her diet should include plenty of milk, the yolk of a raw egg once a day, and as much vegetable juice over her cereal foods as she'll take. And she may relish a shredded-wheat biscuit liberally doused with orange juice. Highly seasoned and spiced foods should be avoided, and her diet should include raw (or cooked) beef, plus any other cooked meats, except pork. She'll set up her own exercise routine, and it's a good idea for you to respect it.

After four or five weeks, the lady will remember that there's a big world outside of the whelping pen. She'll begin to wean the pups, leaving them on their own for successively longer periods each day. And when she begins to treat them like strangers, you can be sure mamma has decided that they're on their own. ● ●

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-L, Chicago 40, Ill.**



ACCORDIONS UP TO 1/2 OFF!

Save up to 1/2 off retail prices of comparable accordions!

5-DAY FREE TRIAL

Buy Direct from world's Largest Dealer!

Compare our low Importer-to-You prices!

See how you save! Over 50 models—finest

genuine Italian makes! New, easier

terms! Bonus Gifts Free. Rush name and

address for FREE Color Catalogue and

Direct Importer-to-You prices. Write

Accordion Corporation of America

2003 W. Chicago Av., Dept. K-103, Chicago 22

What's the quickest way to RELIEVE ARTHRITIS PAIN?



Many doctors all over the country recommend the Niagara method to ease the minor pain of chronic rheumatoid arthritis. Touch Niagara to your body where it hurts and instantly feel pain start to fade. Doctors know that while no positive cure for arthritis has yet been discovered, Niagara will bring quick, effective relief from minor arthritis pain, whenever it occurs. Get all the facts about this quick, simple method many doctors recommend. Mail coupon today for FREE booklet.

NIAGARA THERAPY CORP., Dept. F-8, Adamsville, Pa.

MILLIONS OF PEOPLE... THOUSANDS OF DOCTORS... have discovered this dynamic new concept of body care. You can get this information FREE.

Name

Address

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

FREE BOOKLET



Copyright 1963
Niagara Therapy Mfg. Corp.

News of the State Associations



Attending the Montana State Convention at Livingston were, left to right, retiring Pres. John J. Cunningham, Grand Exalted Ruler Ronald J. Dunn, Past Grand Exalted Ruler William S. Hawkins and incoming Pres. Lucian B. Smith.



Hugh Hartley, Chairman of the Michigan Elks Handicapped Children's Committee, center, accepts \$1,154 from E.R. Barney Jarsky of Plymouth Lodge, and \$300 from Mrs. Shirley Swadling, representing the ladies of Plymouth Lodge. At the right of the picture is retiring State Pres. Don Frisinger.

THE FIRST OFFICIAL State visit of the new Grand Exalted Ruler Ronald J. Dunn was to Livingston, Mont., where the Montana State Elks Association was holding its 61st Annual Convention July 24th through the 27th. His inspiring address was well received by the 1,300 delegates and their wives.

Past Grand Exalted Ruler William S. Hawkins was also a guest, speaking on the Association's Major Project, the Mobile Speech and Hearing Therapy Program for handicapped children on which approximately \$30,000 was expended during the past year.

Retiring President John J. Cunningham announced an increase in membership, with the total for the State set at 23,216. A class of 140 candidates was initiated the opening night of the Convention by Missoula (Hellgate) Lodge's State Championship Ritualistic Team. State Chairman Gilbert A. Lemelin presented several Elks National Foundation Scholarships to winning students, and Past District Deputy Arnold Huppert, Sr., conducted the Memorial Service and delivered the eulogy. Chairman Clarence Mieyr announced that 7,150 hides had been collected and shipped for tanning, in the Hides for Veterans program, giving the State top place nationally in this project. Another report revealed that Montana's lodges had contributed \$15,250 to child welfare during the year, with an additional \$35,000 spent on Youth Activities.

Social highlights of the Convention for which Arnold Pavey was General Chairman included luncheons, boating and fishing, a street parade and dancing, with musical units from Great Falls, Billings, Havre, Butte and Livingston entertaining.

The January 25th-26th Meeting of this organization will be held at Red Lodge "Beartooth," and Missoula Elksdom will be host to the annual meeting July 22nd to the 25th, 1964. New officers are President Lucian B. Smith, Billings; Vice-Presidents Phil Johnson, Kalispell, and William Flink, Deer Lodge; Secretary-Treasurer Ray Kelly, Polson, and Trustees Richard Gilder, Red Lodge, Leroy G. Seymour, Great Falls, and August Vidro, Anaconda.

Montana Welcomes Ronald J. Dunn



Nebraska State Ritualistic Champions from Kearney included six All-State winners of the possible seven. They are, left to right, foreground, All-State Esq. James Knapp, All-State Lect. Knight Ken Purdy, All-State E.R. Justus Dobesh holding the H. L. Blackledge Trophy, Chaplain James Anderson and All-State Lead, Knight William Lechner; background: All-State Inner Guard Wayne McKinney, Candidate Leo McCoy, All-State Loyal Knight Marlowe Rogers and Team Coach Wm. E. Nutzman, P.E.R.



Ohio's Ritualistic Champions from Troy are, left to right, foreground, Est. Loyal Knight Ned Elleman, Lead. Knight Thomas Hennessey, Jr., E.R. George R. Schnell and Lect. Knight Art Reid, Jr.; background: Inner Guard Sam F. Kramer, Chaplain H. H. Spillman, Esq. Lewis Kilpatrick and Coach Willard Miller.



Dignitaries at the Maine Meeting included, left to right, foreground, Vice-Pres. William Mennealy, Pres. Gene A. Palmer and Vice-Pres. R. C. Messier; background: Secy.-Treas. Edward R. Twomey, former Grand Est. Lead. Knight Edward A. Spry and Special Deputy Harold J. Field.

WITH 400 ELKS and ladies in attendance, and all 12 lodges represented, the annual Convention of the Utah Elks Association at Ogden was an unqualified success. Opening June 13th, the three-day session was highlighted by an outdoor Flag Day program in which all lodges participated. Rev. C. S. Logan, an Ogden Elk, presided at the Memorial Services, and Provo Lodge won the State Ritualistic Contest.

Distinguished guests of the Convention included Past Grand Exalted Ruler Wm. S. Hawkins, Grand Lodge Committeemen John C. Green, Jr., and John D. Frakes, former Grand Tiler Seth Billings, former Grand Trustee Douglas E. Lambourne, District Deputies Hamilton Laird and James Burton, and three visitors from Colorado—Past State President Miland Dunivent, former District Deputy Wayne Patterson and Glenn Dollar.

Reports revealed that \$2,110.90 had been expended on the Association's Major Project, the care of the crippled and handicapped, and that the Association had completed payment on its second Permanent Benefactor's Certificate in the Elks National Foundation, with the donations to that body for the year totaling \$5,580. In addition to \$2,387.10 spent on the work of the Veterans Committee, the Association's Hides for Veterans Program had produced 900 deer hides.

The 1963-64 officers of this State Elks group are President Alton J. Thompson, Salt Lake City; Vice-Presidents Edwin Soles, Provo, and J. V. Smith, Cedar City; Treasurer Frank J. Nelson, Salt Lake City; Secretary Mont A. Gowers, also of Salt Lake; Sergeant-at-Arms John Paulos, Tooele; Chaplain Carl M. Fannesbeck, Logan; Organist Bud Workman, Ogden; Inner Guard T. J. Burkhart, Brigham City, and Tiler Ed Tomsic, Moab. Trustees are Reid Allred, Price; Howard Berry, Park City; Robert Thomas, Eureka; Wayne Garrett, Logan, Keith Wangsgard, Ogden.

MORE THAN 1,000 Elks and their ladies from the 70 lodges of the Michigan Elks Association registered for the 59th Annual Convention of this group at Pontiac. Guests included such luminaries as retiring Grand Exalted Ruler L. A. Donaldson, Past Grand Exalted

Ruler Fred L. Bohn, Benjamin F. Watson of the Grand Forum, and Special Deputy Irvine J. Unger. Mr. Donaldson was the principal speaker at the President's Banquet before a capacity crowd of 600.

Highlight of the meeting was the presentation of \$40,000 to Chairman Hugh Hartley of the State's Major Project Commission for its handicapped children's program.

Jackson Lodge was selected as host for the annual Convention next year with Benton Harbor the site of the fall meeting. Officers installed at Pontiac were President Carl Fernstrum, Menominee; Vice-President-at-Large Milton D. McKay, Albion; Secretary Leland L. Hamilton, Niles, and Treasurer S. Glen Converse, Lansing. District Vice-Presidents are A. F. First, Dowagiac; R. V. Playford, Jr., Hillsdale; R. B. Helm, Detroit; H. B. McCara, Flint; Richard Genter, Ludington; Walter Anderson, Sault Ste. Marie, and A. J. Wickley, Hancock. Trustees are Chairman O. J. Collins, Iron River; F. E. Gilbert, Ludington; Ralph Sulters, Battle Creek; J. F. Sliger, Sault Ste. Marie; Grant Barkley, Kalamazoo, Ray Creith, Plymouth, and Harrison Orwig, Alma.

St. Joseph Lodge took top honors in the Ritualistic Contest, with first place in the Drill Team competition going to Muskegon.

Since 1926! The Halvorfold



\$7.00 Black or brown Morocco **\$9.00** Smooth black or brown Calfskin
 Plus 10% Federal Excise Tax
 Now with or without **ELK** emblem outside front

"Made to Order" for ELKS

Free Examination!
Send No Money—Pay No C.O.D.
 Means exactly what it says. No strings. Mail coupon. Halvorfold comes by return mail. Examine it carefully. Slip in passes and cards. See how handy it is. Show it to your friends and note their admiration. Compare it with other cases at more money. I trust Elks and all the Mrs. Elks, who buy annually, as square-shooters. And I am so sure the Halvorfold is just what you need that I am making you the fairest offer I know how. Send coupon NOW. Avoid last minute rush!

FREE In 23K Gold. Name, Address and any Emblem. Would ordinarily cost \$3.00 extra. Ideal Gift with friend's name and any fraternal emb. on it.

PLEASE CHECK HERE:

<input type="checkbox"/> Black Calfskin \$9.90	<input type="checkbox"/> Brown Calf. \$9.90
<input type="checkbox"/> Black Morocco \$7.70	<input type="checkbox"/> Brown Mor. \$7.70
<input type="checkbox"/> Gold filled Snap & Corners \$1.50 extra	
<input type="checkbox"/> 4 fold (8 pass)	<input type="checkbox"/> 6 fold (12 pass)
<input type="checkbox"/> 8 fold (16 pass)	
Elks Emblem Outside <input type="checkbox"/> Yes <input type="checkbox"/> No	

Name:
 Address:
 if you send cash with order, we ship postpaid. Money back if not satisfied.



Elks Asked to Continue Used Playing Card Collections for Hospitalized Veterans

Our much publicized, and successful, drive for the collection of used playing cards has evidently established a nationwide reputation for the Order of Elks, judging by recent requests for assistance in this area.

It will be recalled that when the program was first instituted it was in answer to needs in a number of Veterans Administration hospitals. Within a matter of months, it was discovered that city, county and state hospitals, especially those treating long-term patients, also welcomed used playing cards for "Companionship Therapy" purposes.

The cards donated by our lodges were particularly welcome because they were carefully examined and screened to insure that the decks were complete, clean and usable before they were shipped out. Newer decks were Brailled for the blind. All things considered, the program proved to be a worthwhile, well-supported community service.

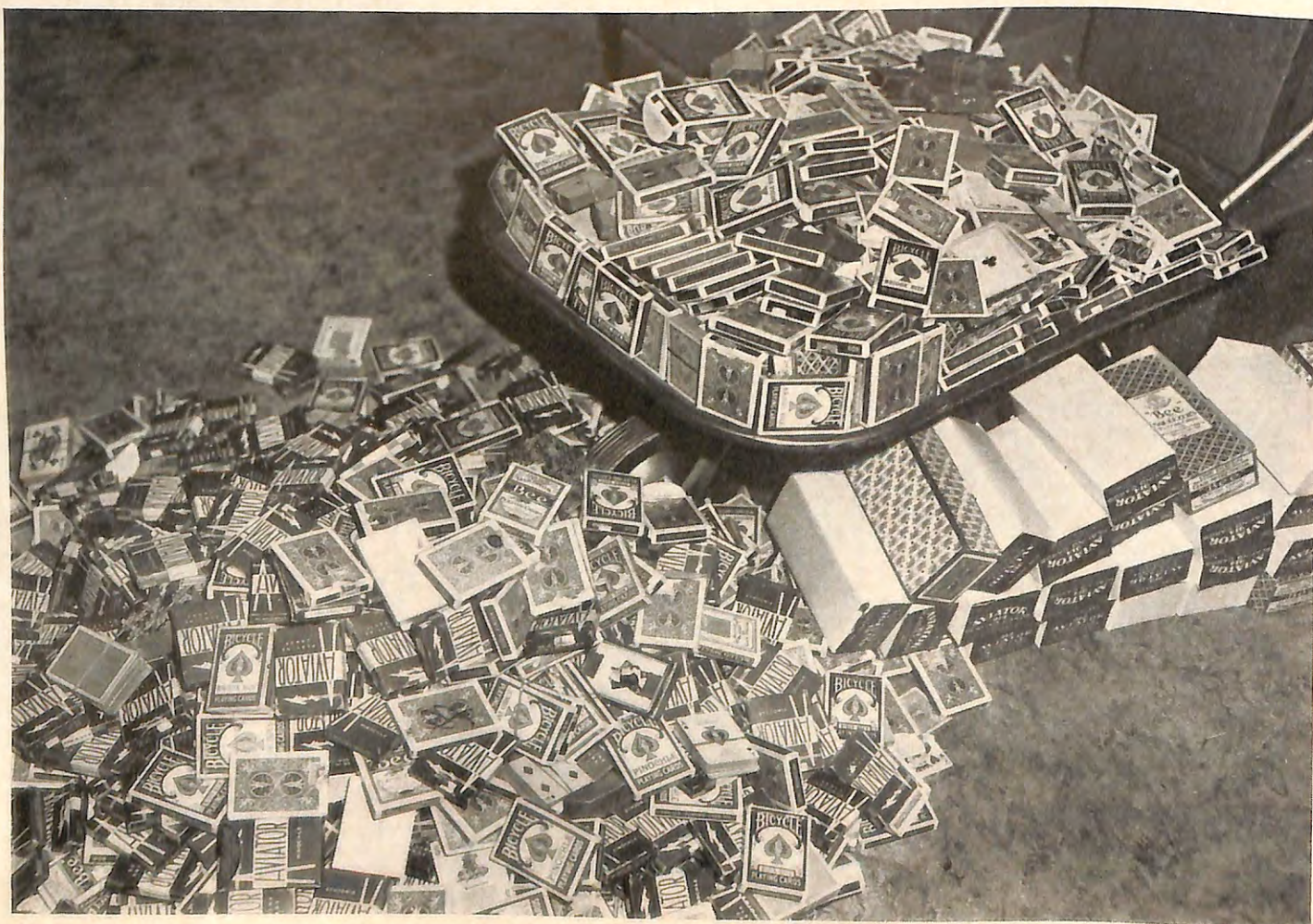
Requests continue to come in to the Elks National Service Commission. The latest is from the State Department in Washington, D. C. The United States Information Agency

has brought to our attention requests from Peace Corps workers establishing recreation centers in newly developing countries where efforts to inculcate democratic principles through recreational projects have shown that cards, and other games, furnish a means to break through language barriers, and to bring people together.

In launching our new drive, lodges will be requested to fill local needs first, and then ship excess cards to a central collection point where they will be kept on inventory to meet requests received during the year. Instructions and guides to assist in publicizing the program locally will be sent to each Exalted Ruler.

It is expected that the drive will provide another medium to call public attention to the willingness of all Elks and their friends to respond to a call for assistance in any worthy cause.

Future issues of *The Elks Magazine*, lodge bulletins, local newspapers, radio and TV stations will give detailed instruction to all who are interested in co-operating.



ELKS NATIONAL FOUNDATION

"The Joy of Giving"



Two Outstanding Lodges



Toward the end of his term as Grand Exalted Ruler, Lee A. Donaldson presented Latrobe, Pa., E.R. Joseph Roman with an Elks National Foundation certificate, which cited the Lodge for its \$8,000 in contribu-

tions. Others shown observing the presentation: Grand Lodge Youth Activities Committeeman J. P. Ebersberger, Foundation Committeemen J. L. McAtee and Ronald Arbuckle, and Secy. Alex J. Gareis.



Commending Dearborn, Mich., Lodge for its outstanding work on behalf of the Elks National Foundation during the past lodge year, State Foundation Coordinator Ray Creith, right, presented a plaque to Dearborn E.R. Duane Dunick during the Michigan State Association convention in Pontiac. Looking on: Dearborn Lodge Foundation Chairman Boyd Holmes.

Dearborn, Mich., Lodge received honors from the Michigan State Elks Association for its outstanding efforts in obtaining new Elks National Foundation subscriptions for the lodge year, 1962-63. A plaque award was presented to the Lodge last spring in Pontiac, Mich., at the State Association Convention, at which then Grand Exalted Ruler Lee A. Donaldson and Past Grand Exalted Ruler Fred H. Bohn were present. In his presentation, Michigan

State Foundation Coordinator Ray Creith congratulated Dearborn Exalted Ruler Duane Dunick and his Foundation Chairman Boyd Holmes for obtaining 106 new subscriptions (others have subsequently been received), which brought the lodge's membership participation in the Foundation up to more than 50 per cent. Additionally, he noted that paid-up contributions for the year from the lodge totaled \$1,640, while pledges of \$10,600 were subscribed.



ADDITION CAN BE A REAL HEADACHE. NOW HERE'S FAST RELIEF...



WORLD'S FIRST ELECTRIC PORTABLE ADDING MACHINE AT SUCH A LOW PRICE

Trying to add up figures in your head (or by hand) is worse than a pain. It's a waste of your valuable time.

But here's just the prescription: the new electric REMINGTON Model 8.

And the price is especially easy to take; just \$79.50 plus tax.

In fact, the whole machine is easy to take—wherever you want it. It's portable. Weighs just 9 lbs. A carrying case is available also.

And it gives you printed tapes for your records. Lists 8 columns. Totals to 9,999,999.99. 100% American-made. 90-day Remington warranty. And more!

For a free demonstration, call your nearest Remington office or office machines dealer. Or mail the coupon now.

Remington Rand
OFFICE MACHINES

DIVISION OF SPERRY RAND CORPORATION

Dept. EX-103, Sperry Rand Building
New York 19, New York

Please give me free demonstration of the new Remington Model 8—on the job—and without obligation.

Please send me a brochure on the new Remington Model 8.

Name _____

Title _____

Company _____

Address _____

City _____ Zone _____ State _____

ELKS NATIONAL FOUNDATION

PAST GRAND EXALTED RULER JOHN F. MALLEY,
CHAIRMAN. 40 COURT ST., BOSTON 8, MASS.

where every dollar contributed becomes a source of good work, untouched by expenditures of administration

My Smartest Investment of all was the Six Bucks

From a Barron's reader

Like many other men, I was a hit-or-miss investor—who too often missed. One day I saw a Barron's ad in the paper, and it made sense. So I sent in \$6 for a trial subscription.

I remember the first issue I got, because it made me change my mind about a stock I was going to buy.

Since then, every issue of Barron's has given me information on industries and on a number of companies. Barron's tells me how they are doing and where they are going—the information I've got to have to pick good investments instead of lemons.

That's how Barron's has helped me increase my capital. You can't read it without becoming a better judge of investments.

And my smartest investment of all was the six bucks I paid for Barron's itself.

This story shows how Barron's National Business and Financial Weekly serves its readers. There's no other publication like it. It is written for the man who makes up his own mind about his own money.

Barron's is a Dow Jones publication and has full use of Dow Jones' vast, specialized information in serving you.

A trial subscription—17 weeks for \$6—brings you:

Everything you need to know to help you handle your business and investment affairs with greater understanding and foresight—the investment implications of current political and economic events—the perspective you must have to anticipate trends and grasp profitable investment opportunities.

See how important Barron's can be to you in the eventful weeks ahead. Try it for 17 weeks for \$6 (full year \$15). Just send this ad today with your check for \$6; or tell us to bill you. Address: Barron's, 200 Burnett Road, Chicopee Falls, Mass. E-1063

ELECTRIC SHAVERS



Brand new, latest models, fully guaranteed. All orders mailed in 24 hours.

MEN'S MODELS	LIST PRICE	OUR PRICE
Norelco "20" Speedshaver...	\$19.95	\$12.45
Ronson - C-F-L - Mark II...	23.50	12.65
Norelco "30" Floating Head...	29.95	15.85
Ronson "Big Daddy"...	31.50	17.95
Remington - Roll-A-Matic "25"...	29.50	15.85
Schick - 3 Speed, Model #10-66...	31.50	16.95
Sunbeam "NS5" Shavemaster...	26.25	16.85

Add \$1.00 extra for Postage & Sales Tax. Complete refund will be made, if you are not satisfied. Send check or M.O. to:

JOHN BROOKS, DEPT. 159, BOX 212, ST. LOUIS 66, MO.

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 little pieces by notes right away. Amazing progress at home, in spare time. No teacher. Few cents per lesson. 1,000,000 students! Write for FREE BOOK, U. S. School of Music, Studio A10510, Port Washington, L.I., N.Y. (Est. 1898.) Licensed by N.Y. State Educn. Dept. Tear out.



If Ruptured Try This Out

Modern Protection Provides Great Comfort and Holding Security

An "eye-opening" revelation in sensible and comfortable reducible rupture protection may be yours for the asking, without cost or obligation. Full details of the new and different Rice Support will be sent you Free. Here's a Support that has brought joy and comfort to thousands—by releasing them from Trusses that bind and cut. Designed to securely hold a rupture up and in where it belongs and yet give freedom of body and genuine comfort. For full information—write today! WILLIAM S. RICE, Inc., ADAMS, N. Y. DEPT. 13 R.

But It Looks Like the Real Thing

(Continued from page 9)

expensive as well as time-consuming. However, just halting American-based counterfeiting is not much easier, although it doesn't involve such huge cash outlays. The trouble lies largely in the fact that once a trademark owner has caught a counterfeiter, he finds himself thwarted in properly prosecuting the culprit because of ineffectual laws. Lawyer Sherwood S. Silliman, former U. S. Trademark Association president, pinpointed the situation when he explained:

"In the United States, due to dual sovereignty between the federal and state governments, the criminal statutes governing product counterfeiting offenses are a hodge-podge. In the first place, there is no federal statute providing a criminal remedy against counterfeiting of trademarks and labels. As for state laws, they offer rather little, ineffective remedies."

Phony operators know only too well the trouble and difficulty involved in bringing them to justice. Take the case of Charles W. Kile, probably the most "successful" counterfeiter of auto parts on record. When he was stopped a few years back and handed a ridiculously mild one-year jail sentence, New York County District Attorney Frank S. Hogan estimated Kile had sold five million forged Auto-Lite, Ford, and Delco-Remy parts in a four-year period, during which he cleared more than half a million dollars. In order to stop Kile, the Ford and Auto-Lite companies report they spent \$50,000.

But, actually it's the smaller operators with their gimmicks and schemes who turn trademark owners into insomniacs.

In April, 1962, a counterfeiter named Francis Anthony Agresti, of Silver Spring, Maryland, was fined \$2,500 and given a short jail sentence when it was proved he's unloaded more than 20 thousand cases of adulterated Vitalis hair tonic. Agresti watered down the tonic, rebottled and relabeled it, and then sold it as the genuine item to such reputable firms as Korvette, Klein's department store, the Drug Guild Cooperative, the Food Fair supermarket chain, and others. Agresti made about \$30 thousand before he was caught by Francis X. Connors, a New York City attorney-at-large and specialist in trademark cases. The most startling aspect of the case was that Agresti was brought to justice only by accident. He was apprehended initially by the FBI on the charge of faking dollar bills. Operation Vitalis had been just a slick sideline!

Devious though they are, men like Agresti are finding it increasingly diffi-

cult to operate without detection. Brand-name owners are beginning to watch their sales charts more closely than ever for sudden sectional sales drops, which often are tip-offs to counterfeiting. Once this suspicion arises, stated a Midwest vice-president, "My company leaves no stone unturned. We're out to protect our retailers. I can name a number of instances when we've hired a crew of investigators to track down trouble, just because of one store owner's suspicion.

"And this can be costly. A half dozen private investigators, each costing twenty to fifty dollars a day, must be assigned to a case for several weeks, often much longer. Legal fees for bringing even a fly-by-nighter to trial can run \$25,000, upwards.

"In comparison," this executive pointed out, "starting a shady operation takes much less of an investment: about \$1,000 for prints and labels."

A counterfeiter can even get around this basic expenditure—if his gimmick is clever enough. Witness the case of the operator who, until recently, plagued Johnson & Johnson, manufacturers of first-aid products and proprietary drugs. It took investigators over a year to catch up with this sharpie whose operation resulted in J & J receiving complaints from retail druggists up and down the West Coast.

This is the way he worked: He'd choose a medium-size town, drive through the main business street in his flashy convertible, singling out the drugstore that looked most prosperous. His wife, a stunning blonde, and a handsome Dalmatian hound were always in the car with him.

Entering the establishment he'd picked out, the faker would busy himself rearranging the Johnson & Johnson display in the window or on the floor. Naturally, the manager or owner assumed the man was an authorized J & J salesman. Before long, the two men would be talking "shop."

As soon as he sensed the proper rapport had been established, this slick operator moved in with his pitch.

Reaching into his samples bag, he'd bring out a tin of green tablets. These pills were a harmless concoction that had been colored green with vegetable dye. In a tone that implied the druggist was being singled out for a good thing, the phony salesman explained that the tablets were a new product "his company" wanted to introduce. The druggist was told that his store had been chosen as an ideal test outlet for the new product, which he alleged was good for everything from eliminating body odor to alleviating nasal

congestion. Even this sweeping claim didn't arouse the suspicion of any of his victims.

As a clincher, the salesman promised that his company would fully credit the store for all unsold quantities of the new product. With so little risk involved, plus the assumption that it was a J & J product, the druggist was ready to buy. Being really shrewd, this faker never sold a storekeeper more than \$30 worth of pills. With good reason. In the states in which he was plying his con game, an illegal operation has to involve more than \$50 in order to be classed as a felony. Thus, by hitting 10 different towns a day, he was clearing \$300 daily while not doing anything "seriously" illegal. Pulling this stunt all the way up the coast from California through Oregon to Washington and back, he was stopped only after J & J was able to alert druggists along the route of the man's *modus operandi*.

Unfortunately for the purposes of detection, not many counterfeit operations involve such a simple plan or means of execution. When it comes to items like radio and TV tubes, the ruses employed become quite sophisticated. Philco Corporation estimates that counterfeiters bilk legitimate manufacturers of these items to the tune of about \$100 million annually.

One of the most flagrant cases of tube counterfeiting came to light a few years ago when the Barracks Electronic Corporation, a Brooklyn, N. Y., outfit, was grossing about \$250,000 before being put out of business by the Kings County (N. Y.) racket squad. Since the scheme employed was not unlike others executed against electronic manufactures, it's worth seeing what *Business Week* had to say about it:

"In a trim shop in Brooklyn, the women worked busily. One sat at a testing device, checking the radio and television tubes that had come into the shop that day. The tubes were not brand-new, but many still had a glimmer of life.

"These were sent on to a chemical bath, where a second woman cleaned off the markings on the glass. At a third station, a woman buffed each tube at its plastic base, removed the manufacturer's trademark.

"In a small backroom, another woman worked at a marking machine. She put a new trademark on each tube base, new code numbers on its glass dome. Sometimes she marked the tubes with the trademark of Sylvania Electric Products, Inc., sometimes General Electric Company, sometimes Radio Corporation of America.

"Then the spruced-up tubes were put into cartons and sold to radio and television suppliers."

The extent of the Barracks' racket

was brought to light after one manufacturer was besieged by dealers for credit on more than 18,000 defective tubes within a single month.

It's worth noting that the manufacturers don't take the threat lightly. In fact, about the only bright spot in the ugly fake-product picture is the way brand-name owners rise to protect their retail outlets.

For example, after Barracks was stopped, Sylvania Electric Products, Inc. instituted a standing reward of \$1,000 to anyone furnishing "information that will make possible the legal punishment of an individual or company fraudulently affixing its name to used tubes."

Philco Corporation went even further: To keep falsely stamped tubes from circulation, it initiated a policy of crediting 5¢ for each used tube turned into them by radio and TV servicemen, technicians, and storekeepers. These tubes are smashed in the presence of those who hand them over.

To protect retail outlets, other industries that have been attacked by counterfeiters have devised a variety of approaches to the problem.

As noted, the perfume industry is one of the hardest hit by phony purveyors. In recent years, perfumes that have been faked or adulterated include such luxury fragrances as "White Shoulders," "My Sin," "Arpege," "Intoxication," "Chanel No. 5," and, ironically, "Shocking."

The perfumers' biggest headache is the rebottling or *divergence*, in trade parlance, of name-brand eau de cologne in smaller perfume bottles that are palmed off as the more expensive stuff. In an attempt to combat this practice, perfume companies, led by Lanvin Parfums, several years ago organized the Bureau of Ethical Security, the main purpose of which is to investigate complaints of divergence.

When I interviewed the Bureau's director, John Daley, for THE ELKS MAGAZINE, he stated: "Millions of dollars in profits are lost each year by perfume firms and their legitimate dealers because of hard-to-catch rebottlers. Though we're doing our best to stop this activity, it's a constant fight."

To illustrate the struggle, Mr. Daley told me about a fairly typical divergence operation that was uncovered during the 1962 Christmas shopping season.

"When Lanvin Parfums, makers of Arpege, were tipped off that many discount outlets in the Niles, Ohio, area were selling Arpege at ridiculously low retail prices, they asked us to look into the matter," Mr. Daley related. "After a couple of weeks of investigation, we found our man who'd come up with a new wrinkle in counterfeiting. The supposed Arpege perfume the character

CHRISTMAS TREE FLOCK

DOUBLE YOUR PROFIT

on trees this year with Hughes "Snow-Bond" Flock!

- SELF ADHESIVE
Just use plain water
- FOG-RAIN RESISTANT!
Eliminates weather worries
- SHAKE-PROOF!
- WHITEST!
- MOST ECONOMICAL!

AS LOW AS
24¢
LB.
72¢ Flocks av.
6 Ft. Tree

SEND FOR SAMPLE & INFORMATION
Free sample, 12 page catalog with info on flocking, machines, ideas, accessories and prices!

Write For Info & Address of Nearest Distributor
HUGHES MFG. CO. 5946 S. Western Av. Los Angeles 47, Calif.

ART LEARN AT HOME!

Enjoy glamorous high-pay career or profitable hobby. Learn Commercial Art, Painting, Cartooning, Fashion Art, Lettering, TV, etc. We train you at home, in spare time. TWO 22-pc. art outfits (worth \$25) included at no extra charge. LOW COST—only 20¢ a day. FREE Book. No salesman. Washington School of Art, Studio 14210, Port Washington, L. I., N. Y. (Est. 1914.) Licensed by N. Y. State Educ. Dept. Tear ad out!

MAKE UP TO \$5.00 AN HOUR AT HOME

Let Me Prove It To You FREE!

I'll show you how Plastic Sealing and Laminating at home, spare time, can give you as much as \$5.00 each hour you operate. Table-top machine sets up anywhere. Easy. Fun. No experience needed. We furnish everything. We'll even help finance you. No house-to-house selling. Orders come by mail. Write for facts FREE. No salesman will call.



WARNER ELECTRIC, 1512 Jarvis, Dpt. L-24-L Chicago 26, Ill.

ELKS PARTY FAVORS

On party nights favor your ladies with a selection of beautiful Elks emblem gifts. Distinctively designed pins. Set in goldtone or rhodium. Enameled Elks emblems. And when planning a party you'll want emblem decorations, napkins, doilies, place mats, cards, etc. Write for complete selection and prices.

RUSSELL-HAMPTON CO.

15 S. Wacker Dr. Dept. E Chicago 6, Illinois

Wanted MOTEL-RESORT MANAGERS

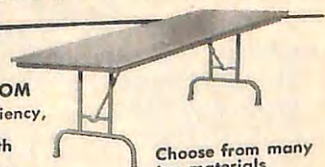
Men, women. Qualify for hundreds of fascinating, leisurely well-paid executive positions now open with luxurious Motel-Resorts coast-to-coast. Pick your own location, climate! Employment assistance! Experience unnecessary. Learn at home, spare time.

FREE! "Resort-Motel Opportunities" booklet.
MOTEL MANAGERS TRAINING SCHOOL
Dept. EL-103, 612 So. Serrano, Los Angeles 5, Calif.

Mitchell tables FOLD-O-LEG

MAKE FULL USE OF EVERY ROOM

Increase efficiency, and provide versatility with . . . Mitchell Fold-O-Leg Tables . . . rectangular, square and round. Flat or edge loading trucks for all sizes.



Choose from many top materials and colors.

Write For Brochure Department G

MITCHELL MANUFACTURING CO.
Milwaukee 46, Wisconsin

MAIL THIS COUPON
FIND OUT HOW YOU CAN
FINISH HIGH
SCHOOL AT HOME!

FREE BOOK GIVES DETAILS—If you're 17 or over and not in school, send for Free Book, "Graduate to Success," plus full information on famous low-cost spare-time study plan.

Mail to: **WAYNE SCHOOL**
 417 S. Dearborn St., Dept. 22-506, Chicago 5, Illinois

Name _____ Age _____

Address _____

City _____

County & Zone _____ State _____

Accredited Member—National Home Study Council



FOR ARMCHAIR SHOPPING
550 Unusual Gifts

From America's most interesting distributor of unusual gifts, toys, gadgets, imports. All colorfully illustrated in large catalog. This Christmas shop in leisure at home.



It's Free!

Dept. 3-126, 251 E. 5th St., St. Paul 1, Minn.

TELLS HOW TO SELL YOUR INVENTION

If you have an invention that you believe has merit, write us at once for copy of copyrighted booklet "How to Go About Selling Your Invention." We work with manufacturers, and booklet reveals present markets, qualities of a saleable invention, current royalty rates being paid by manufacturers. Booklet is FREE, is offered to encourage new ideas we might submit to manufacturers. Just send name (no drawings please) to Kessler Sales Corporation, Dept. D-3810, Fremont, Ohio

LAW FREE BOOK **THE LAW TRAINED MAN**

Write today for a FREE copy of illustrated law book, "THE LAW-TRAINED MAN," which shows how to earn the professional Bachelor of Laws (LL.B.) degree through home study of the famous Blackstone Law Course: Books and lessons provided. Moderate cost; easy terms. Write now. **Blackstone School of Law, 307 N. Michigan Ave. Founded 1890 Dept. 117 Chicago 1, Illinois**

30,000 LAUGHS!

Largest library of professional comedy material in show business! One-liners, routines, monologs, sight bits, ad-libs—you name it. 36 books plus monthly topical gag service. Over 400,000 copies sold to performers throughout the world. Send for your free catalog now:

ORBEN COMEDY

3536 Daniel Crescent Baldwin, New York

LOW COST RUPTURE APPLIANCE **Guaranteed**

TO BRING

HEAVENLY COMFORT and SECURITY or it Costs You Nothing!

Rejoice, Ye Ruptured! This patented Brooks Air Cushion Appliance—for most forms of reducible rupture—now is positively guaranteed to bring you heavenly comfort and security, day and night, at work or play—or it costs you nothing! Light. No springs or hard pads. Low cost! Buy NO rupture device till you get our free facts. Write! **BROOKS CO., 316-A STATE ST., MARSHALL MICH.**



had been palming off by the case, in reality toilet water, had been rebottled in perfume-size bottles with the label: 'Arpege, Specially Made for the Seattle World's Fair 1962.' The fellow's sales pitch was that the phony Arpege was 'distress' merchandise left over from the Fair. Ordinarily, he claimed, each vial listed for \$17.50 per, but he was selling it for \$5, as low as \$2.50 a vial, to unload it for Lanvin Parfums.

"Well," continued Mr. Daley, "we caught and arrested this operator, but all he was fined was a measly \$500. We suspect he made many times that amount in clear profit!"

Mr. Daley mentioned another gimmick, involving college youngsters, that's currently plaguing perfume manufacturers. "These college kids, we find, are being used as pushers for cheap, rebottled containers of high-priced cologne sprays. Racketeers contact the kids and sell them cases of 'Arpege' cologne for about 60¢ a container, which the youngsters peddle to classmates for one dollar. The product is actually worth 15¢. The kids are innocent, of course, but a great deal of money is being made by those behind the scheme.

"Though the Federal Trade Commission, Better Business Bureaus, and our Bureau constantly keep after such rackets, new operators pop up for each one detected and stopped.

"But," Mr. Daley pointed out, "all our jobs would be made easier if storekeepers would help us. How? By dealing only with authorized companies and perfume distributors and by notifying local BBB offices or manufacturers of any suspicious perfume offers.

"Also, dealers should be aware that if these marks are lacking, chances are the perfume is bootleg: (1) fluid content should be marked both on the outside wrapper and on the bottle, and (2) the American distributor's label should appear on the *outside* of each package.

"While alert dealers can help us fight counterfeiting in this country," concluded Mr. Daley, "there's not too much that can be done about the flow of bootleg perfumes into our country from abroad. It's a fact that more fine, high-priced perfumes are smuggled into the U. S. than are sold over the counters."

Nine out of ten trademark owners I interviewed for this story cited the fact that the counterfeiting abroad of American products is big business the world over. While naturally concerned about their losses in foreign markets because of counterfeiting, most of those interviewed expressed equal concern about the amount of fake goods that wind up in the domestic marketplace. It's an all too common occurrence.

For example, Cluett, Peabody &

Company, Inc., makers of Arrow Shirts, recently had an experience with a counterfeiting group which was headquartered in Hong Kong, which, by the way, is a major center of phony operations. The company's experience illuminates the cleverness with which some foreign operators prey on famous brand-name manufacturers.

Initially, the Hong Kong ring made up hundreds of men's shirts, of the cheapest, lowest grade cloth it could find. The shirts were deliberately not labeled then. Next, a "sales force" of pretty girls went after and got orders for shipments of Arrow shirts from prominent exporters, based in Hong Kong. To fill these orders, the cheaply made shirts were moved to another warehouse, where phony Arrow labels were sewn on. The fake shirts not only bore the seemingly genuine Arrow labels, they also had duplicates of the distinctive round-headed pins Arrow uses. Each shirt was further authenticated by "Made in U.S.A." and "Sanforized" symbols. They looked real all right, but they shrank so much during the first washing that they were unwearable. As quantities of these inferior shirts were returned to Cluett, Peabody by American shopkeepers, the company had to make good on each one to insure that its dealers sustained no losses.

While an entire article could be written on product counterfeits that reach American counters from Hong Kong alone, there are a number of other spots in Asia that provide their share of trouble for U. S. manufacturers and retailers. Taiwan (Formosa) is one of them.

Because the international copyright law is not recognized in Taiwan, counterfeit publishing ventures flourish there. As a result, countless cheaply produced copies of textbooks, magazines, even multi-volume encyclopedia sets have turned up on the shelves of American bookstores. In June of last year, the following warning by Charles G. Bolte, executive vice-president of Viking Press, was quoted in *The New York Times*: "Chinese book pirates on Taiwan are flooding United States campuses with cheap editions of known American textbooks."

Last October *Advertising Age* magazine reported that pirated versions of the *Encyclopedia Britannica* were being shipped from Taiwan for as low as \$60 for the complete set, as well as bogus copies of *Reader's Digest*.

Actually, it seems that no product is too unlikely for the counterfeiters who operates either abroad or right here at home.

For instance, during the last few years, the lowly discount coupon has proved fair game for counterfeiters. One of our largest soap manufacturers

(name withheld by request) was taken by a gang that printed phony coupons over a two-year period. Superficially, counterfeiting discount coupons seems like a small-peanuts operation, but this counterfeiting gang redeemed more than \$1 million worth of their false coupons before being found out.

The liquor industry also hasn't been spared. A short time ago, the bottlers of Canadian Club whisky were so eager to help liquor store owners fight counterfeiters of their product that they conducted a national advertising campaign to educate consumers. The ad series featured the picture caption: "Why did all these whiskies (65 of them!) try to imitate Canadian Club?" Above the caption was a picture of 65 bottles that looked like Canadian Club—but weren't.

By and large, trademark owners maintain a vigilant attitude toward protecting themselves against product piracy. At the slightest suspicion of wrongdoing, the majority of them enlist the services of investigators to see what's up. "It's a darn good thing they do!" one storekeeper remarked to me. "I'd hate to think even one of my customers could get stuck with inferior merchandise from my stores."

To lessen the chances of fake goods being exported from foreign countries, a number of companies (Eveready Batteries, Ray-O-Vac, Terylene, the Swiss Watch Manufacturers, etc.) now enlist a watchdog service, such as Fidelity Inspection Service. Based in Hong Kong, Fidelity is in a good position to keep an eagle eye on Asian operations that might prove troublesome to clients.

There's another form of protection for American businessmen that manufacturers have had to resort to, in some cases. For example, in 1961 the Ford Motor Company discovered that the trademark for its replacement parts—FoMoCo—was being counterfeited in Japan under the name FuMoCo. Some of these phony parts were turning up in the States. Ford clamped down on this operation at its source. Then, as an added safeguard, it redesigned its FoMoCo containers. One of its distributor arms used to be packaged in an ordinary cardboard box with tuck-in flaps. Now it comes in a box that's open on one side and covered with transparent plastic. This design change was effected because the plastic would be too expensive for a counterfeiter to duplicate. Of course this protection is an extra expense for Ford.

Incidentally, Japan was once one of the most active counterfeit centers in the world. A town there was even named Usa so imitations of American products could be stamped truthfully "MADE IN USA." Although counterfeiting still goes on in Japan, it's been sig-

nificantly curtailed. Apropos, the Japan Machinery Exporters Association recently drew up a program to help prevent the export of items with pirated trademarks. Dorothy Fey, executive director of the U. S. Trademark Association, pointed out to me that her organization works closely with the Trade Mark Owners Association of Japan, both organizations having a mutual goal.

As we've seen, it's the manufacturer who bears the brunt of the fight against illegal operations, while the Main Street shopkeeper shares in the benefits, whether the battle is waged here or abroad, in the form of protection. That's why some observers close to the scene express concern about what they consider somewhat lenient state and/or federal laws governing product fakery.

One executive states, "There's little that will stop a counterfeiter from plying his trickery in new territory immediately after a conviction which resulted in his getting a nominal fine and a suspended sentence. Of course, I don't advocate death as a punishment—an extreme measure prevalent in 16th Century France for counterfeiting goods—but I do feel our laws should be strengthened to at least discourage product piracy."

There have been some indications that federal lawmakers are beginning to recognize the need for stiffer legislation. For example, last May a House Judiciary Subcommittee (on patents, copyright, and trademarks) passed a counterfeit phonograph record bill that, when passed, will make anyone found guilty of dealing in falsely labeled records—on an interstate basis—subject to a \$10,000 fine or 10 years imprisonment, or both.

Similar laws-with-teeth are need to protect each industry that's troubled by illegitimate operators. Until such legislation is passed, how can a store owner best protect his customers and himself?

One rule to follow is to alert the appropriate manufacturer of any suspicious merchandise that's presented to you.

Another is to heed the suggestions of trademark specialist Francis X. Connors, who warns to be on guard against "(1) offerings of unusually large quantities of hard-to-get items from unknown sources, or items not obtainable through normal channels, or (2) when payment for merchandise is strictly cash-on-delivery, rather than through billing and payment by check."

Even though you can take comfort in the knowledge that most trademark owners today are doing all they can to stamp out product counterfeiters, there's also the sound advice first expressed centuries ago by Roman business leaders: *Caveat emptor*—let the buyer beware!

\$14,000 A YEAR ...NOW I AM REALLY LIVING!

By a Wall Street Journal
Subscriber

A few years ago I was going broke on \$9,000 a year. High prices and taxes were getting me down. I had to have more money or reduce my standard of living.

So I sent for a Trial Subscription to The Wall Street Journal. I heeded its warnings. I cashed in on the ideas it gave me for increasing my income and cutting expenses. I got the money I needed. And then I began to forge ahead. Last year my income was up to \$14,000. Believe me, reading The Journal every day is a wonderful get-ahead plan. Now I am really living!

This story is typical. The Journal is a wonderful aid to men making \$7,500 to \$30,000 a year. To assure speedy delivery to you anywhere in the U.S., The Journal is printed daily in seven cities from coast to coast.

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-10

TRY
NEW
KAYWOODIE
PIPE TOBACCO
YOU'LL LIKE IT

Send for free sample and pipe booklet, Kaywoodie Pipes, N. Y. 22

BRONZE PLAQUES
FOR ALL OCCASIONS
Write for FREE Catalog P12
For Medals & Trophies Catalog T12

INTERNATIONAL BRONZE TABLET CO., INC.
150 W. 22nd St., N. Y. 11, N. Y. WA 4-2323

FRANCHISES

Operate your own profitable franchised business. Excellent opportunities nationwide. The 10-year-old NFR service has alerted thousands of ambitious men to best openings. It can help you. Write today for interesting, free "Franchise Profit Letter."
NATIONAL FRANCHISE REPORTS, Dept. E-528
333 North Michigan Ave., Chicago 1, Illinois

FREE CATALOG

CHAIRS • TABLES

Manufacturers of
• SCHOOL FURN.
• BLACKBOARDS
• TENNIS TABLES

IMMEDIATE DELIVERY!

Factories:
DALLAS
BOSTON
LOS ANGELES
CHICAGO
PITTSBURGH

ADIRONDACK CHAIR COMPANY
104-N.W. 17th • N. Y.

CUSTOM TITLES



35 MM
TITLE
SLIDES

YOUR OWN WORDING
PROFESSIONAL QUALITY
FOR HOME OR COMMERCIAL PRODUCTIONS

\$1.00 EACH P.P. IN U. S.

UP TO 5 LINES
UP TO 100 LETTERS & SPACES

CUSTOM TITLE SLIDES
BOX 4 5 4 6 FT. LAUDERDALE, FLA.

NEW SLEEPING COMFORT



Why use up vital body energy warming a cold, damp bed? Electro-Warmth will stop this waste, and you'll feel a big improvement the very first night. Much needed appliance used year around. Completely automatic and patented. 5 year warranty. Send for FREE details NOW. (Unusual opportunity for agents, full or spare time. Ask about guaranteed sales plan.)

Patented Products Corp.
Dept. E-103 Danville, Ohio



HOME-IMPORT BUSINESS—Make Big Profits

New Drop Ship Plan offers you first day profits! Deal direct with overseas sources at prices shown. Dazzling bargains with **no investment**. Fill or spare time. Write for FREE BOOK today to...

MELLINGER, 1554 S. Sepulveda, Dept. K39A, Los Angeles 25



POKER CHIPS

REGISTERED, non-duplicate chips, monogrammed with your initials or your club's insignia. Extra heavy, square edge, in 10 colors. Also HI-TEST Precision Dice. Complete Clubroom Equipment and Carnival Wheels.

POKER TABLES

Write for Free Catalog!

GEORGE & CO., 9 E. Swan St., Dept. K, Buffalo 3, N.Y.

Improved EZO Helps Relieve Pain of Pressure and Slipping of FALSE TEETH

Chew in comfort with NEW, SOFTER
EZO DENTAL CUSHIONS

Grips Dentures Firmer, Quicker!

Helps Keep Seeds Out
Helps Ease Pressure on Gums
Helps Plate Fit Snug
Helps Prevent Clicking



Ask for New EZO Heavy Gauge Cushions!

AT YOUR FAVORITE DRUG COUNTER 60c

Coupon for advertisement on Second Cover.

RETIREMENT BOOK CO.

Dept. EK-10, 887 Second Avenue, New York 17

Rush me copies of HOW TO
RETIRE WITHOUT MONEY at
\$4.95 each.

Enclosed is check or M.O. for \$.....

Name.....

Address.....

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

Add 35¢ postage & handling.

Flag Day 1963 THE WINNERS

More Than 750 Members

Massapequa, N. Y.

Honorable Mention

Utica, N. Y.
Portland, Ore.
Boise, Idaho
Phoenix, Ariz.
Yuma, Ariz.
Chambersburg, Pa.
Woonsocket, R. I.
Alameda, Calif.
Norwich, N. Y.
New Hyde Park, N. Y.

750 Members or Less

Scottdale, Pa.

Honorable Mention

Waterville, Maine
Dunkirk, N. Y.
Rocky Mount, N. C.
Las Cruces, N. M.
Princeton, W. Va.
Hempstead, N. Y.
Oak Ridge, Tenn.
Midwest City, Okla.
Montebello, Calif.
Lompoc, Calif.

AT THE ELKS National Convention in San Francisco in July, the Grand Lodge Americanism Committee—of which Vincent H. Grocott is Chairman—named Massapequa, N.Y., and Scottdale, Pa., Lodges winners of the Order's annual June 14 Flag Day observance. For over a half century now, the B.P.O.E. has promoted homage to the American flag through observances intended to familiarize the public with the flag—its history, proper display, and symbolic significance.

A full year in planning, Massapequa's observance featured a parade that included 25 band units alone, among many others. Scottdale Lodge's week-long observance was highlighted by a parade of 7,500 participants, ranging from Little Leaguers to members of other fraternal organizations. Gilbert A. Lewis and Roy Tallman, Exalted Rulers of Massapequa and Scottdale Lodges, respectively, were present at San Francisco to accept their Lodges' awards—a plaque and an American flag. The two flags were those that flanked the platform steps during the Convention proceedings.



Announcing trophy winners following the Flag Day parade in Massapequa is E.R. Gilbert A. Lewis (right). Others on the platform are, l. to r., P.E.R. Edward Turner, Trustee Monroe E. Lewis (then District Deputy), and Philip Moromarco.

Scottdale's Little League district cooperated with the lodge in staging the Flag Day observance. Here the Scottdale Lodge float and some Little Leaguers wait for the parade to get underway.





Gray Flannel Reds— Their Means & Goals

THE OLD IMAGE of the bewhiskered, conspiratorial, bomb-throwing Bolshhevik has given way to the clean-shaven, well-dressed, and fast-talking Party organization man.

Political leadership and organization management is what top-level U.S. Reds are selling today. They are looking for buyers among leaders of the popular mass movements.

The Worker of June 23 contained a strong sales pitch aimed at the "Left forces whose effectiveness is determined by relationship to the working class, the Negro voter, and popular movements."

What these forces have, the piece declares, is the ability to seek new solutions to political problems and, in the process, to create political upheavals. What these forces need, the piece continues, is the "aid of those who can help chart a course which will aid in winning their struggle."

What He Claims

Here is where the new communist political management expert comes in. He has the know-how to coordinate activities of popular movements, to build solidarity around key issues, to extend the effective relationships to embrace other broad popular movements.

While unifying the popular movements, the Red political manager has the added ability to "take advantage of . . . even the most temporary differences in the capitalist class or within the Democratic Party or the Kennedy Administration."

The target, of course, is "the major electoral battles of 1964." Are there any buyers for such exceptional political talents?

Leaders on all levels in both major political parties should have their eyes out for such professionals. Their ultimate aim is U.S. surrender to communist rule. They should be blocked from any leadership position, no matter what temporary advantage they may claim to offer.

In an effort to keep members of the Order aware of developments in the global struggle between the forces of freedom and communism, each month THE ELKS MAGAZINE publishes excerpts from Freedom's Facts, the monthly publication of the All-American Conference to Combat Communism. Membership of the conference includes some 40 national organizations, including the B.P.O.E. Readers who wish to subscribe to Freedom's Facts may do so by writing to All-American Conference, 906 Edmonds Bldg., 917 15 St. N.W., Washington 5, D.C. The cost is \$3 per year. Please note your Elks membership.

Red Rioters' Amazing Schools

In troubled Northeast Brazil recently, more than 2,000 students and student leaders gathered for what appeared to be a harmless "student seminar." Among the group were students from Africa and Europe. Also there was a delegation of Red Chinese "educational workers," led by a man named Fang Ming.

For a week or more the students examined such revolutionary subjects as "students and the struggle for national liberation" . . . "the university and the development of university reform" . . . and "the underdeveloped world and peace."

Behind the seminars and study sessions was the shadow of the Czechoslovakian-based International Union of Students. Its purpose here, as everywhere: Training selected students in the ungentle arts of street demonstrations; turning agitation for university reform into an attack on the country's social, economic, and political rule; conducting guerrilla warfare; and identifying the struggle for peace with the struggle for communist victory.

One Lone Protest

While over 2,000 future crisis-makers studied under top communist "educators" in Northeast Brazil, a lone voice was raised in protest and warning.

The Secretary General of the Brazilian Democratic Alliance warned that the aim of the seminar and those behind it was "deceiving young people ideologically and turning them against their own countries."

You can remember this seminar in a few months (12 at the outside), when demonstrations, riots, demands for university reform, crises, chaos, and guerrilla warfare break out in Brazil.

Such attacks do not take place spontaneously. They are not led by amateurs. Behind them are weeks and months of hard training in the art of Red revolution.

FOR MEMBERS ONLY

The simple, inexpensive answer to a very common lodge problem. Only an approved member's Card-Key will unlock this door—nothing else will open it. That is why more than 40% of all ELKS lodges are now using Card Keys.

Be sure your lodge also gets the benefit of this Card-Key System. For Free Information, without obligation, write to:

CARD KEY SYSTEM, INC.
P.O. BOX 589, BURBANK, CALIFORNIA



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

BRONZE MEMORIAL PLAQUES

Signs, honor rolls, Add-A-Plate tablets, hand tooled bronze, since 1882. WRITE FOR CATALOGS.

NEWMAN BROS. INC.
Dept. 722, Cincinnati, O. 45216
Makers of "The Memory Book"

THEIR VIRTUES UPON THE TABLETS OF LOVE AND MEMORY

Double Your Income

While employed, double your income with YOUR OWN business. Free illustrated booklet tells you how. Then expand full-time. Gross hourly profit: \$9 plus \$6 on each serviceman. Your service is nationally advertised. It's worldwide. Endorsed by McCall's and Parent's Magazine. We'll finance you for all but a few hundred dollars. We'll mail details and free book. No obligation. No salesman will call. Write TODAY.

DURACLEAN CO., 3-540 Duraclean Bldg., Deerfield, Ill.

EARN MORE be a TAX CONSULTANT

Our students earn lucrative fees in 3 month busy tax season preparing income tax returns in spare time—and operate profitable Business Tax Service yielding steady monthly fees of \$10-\$50 per client, year round. Enjoy professional standing in dignified full or part-time home-office business. No experience necessary. We train you at home and help you start. Write today for free literature. No agent will call. Licensed by N.Y. Education Dept.

NATIONAL TAX TRAINING SCHOOL, Monsey E-12, N.Y.

1000 RICH GOLD TRIM LABELS 50¢



FREE GIFT BOX!

Sparkling white gummed paper with rich gold trim, printed with any name and address and Zip Code. Set of 1000 Gold-Stripe Labels in free plastic box 50¢ postpaid. 3 sets and 3 boxes, same or all different \$1.25. Money-back guarantee.

BARKAY Studios,
Box 1658-AB, Topeka, Kansas

Would You Like to Make \$1,000 A MONTH?

That's what Stanley Hyman made selling the amazing new Presto Fire Extinguisher! Many others "cleaning up"—so can you! Amazing tiny new "cleaning up"—so can you! Presto Fire Extinguisher ends fires fast as 2 seconds. Guaranteed for 20 years! Sells for only \$4.95! Write for Free sales kit. No obligation. Merlite Industries, Dept. P-41M, Presto Div., 114 East 32nd Street, New York 16, N. Y.

BORROW BY AIRMAIL

\$100-\$300-\$600 or MORE

NO embarrassing investigations: NO representative will call on you. Collateral and co-signers are not required; all loans are granted on your personal signature!

EXAMPLE	
Cash You Get	24 Mo. Pay'is
\$418.92	\$2400

THE ABOVE EXAMPLE INCLUDES INTEREST CHARGES, PRINTING, AND TOWN AND COUNTY TAXES. CREDITORS OF THE BORROWER WILL BE PAID IN FULL.

BANKERS INVESTMENT CO., 14-X
4th & Joplin, Joplin, Missouri

Mr. R. D. Osborn, Vice President
BANKERS INVESTMENT CO., 14-X
4th & Joplin, Joplin, Missouri

Please rush "Loan Agreement" in plain envelope.

Name _____ Occupation _____

Address _____ Age _____

City _____ Zone _____ State _____

IS YOUR LODGE PROPERLY AUDITED?

In recent years THE ELKS MAGAZINE has published a series of articles dealing with the problems faced by small businesses and offering expert advice on how to cope with them. One of the most informative and valuable of these articles covered the subject of maintaining sound auditing and accounting practices and controls. Its central point was that the businessman who ignored them was headed for certain trouble, and it cited bankruptcy records to prove the point. What is true of business is equally true of Elks lodges. Sound accounting and audit controls are indispensable for their financial health, and a lodge that is unhealthy financially is already in serious trouble.

Thus, amendments adopted in 1960 required subordinate lodge Auditing Committees to engage "a qualified public accountant" to do a complete audit of all books and records of the lodge.

Furthermore, each subordinate lodge was required to file copies of its annual audit with the Grand Secretary, for review by the Grand Lodge Auditing and Accounting Committee, thus providing a further, important check against unsound practices.

The results of this new legislation, in its first two full years of operation, have been highly satisfactory. Robert E. Walker of Santa Ana, California, Chairman of the Grand Lodge Auditing and Accounting Committee, told the Grand Lodge Conven-

tion in San Francisco that compliance with the statutes has improved greatly. More importantly, the quality of the audits has shown a tremendous gain over those of previous years. Nevertheless, his Committee has noted widespread deficiencies that foreshadow difficulties unless speedily corrected.

"A small percentage of subordinate lodges are in financial difficulties, and more are going to be unless corrective steps are taken," he warned. "Management cannot intelligently direct the activities of a lodge without the information compiled from a complete and accurate accounting system." Furthermore, the Committee reported, some lodges fail to act on suggestions and recommendations made by qualified accountants.

Lodge officers, who are in positions of responsibility, should take heed of these warnings and insist that their lodge comply fully with the provisions of Sec. 132 of the Grand Lodge Statutes providing for lodge audits by qualified accountants. They then should make sure that, instead of ignoring the audit report and its recommendations for more efficient operation of the lodge's financial affairs, the lodge gets its money's worth by putting these recommendations into effect. Not only the officers but members generally, in the best interests of their lodge, should let it be known that they want their lodge to have the protection of sound auditing and accounting.

Behind the Sino-Soviet Quarrel

One of the most effective propaganda tools employed by communists is anti-colonialism. The Kremlin has used it with great success against Western nations in its drive to establish communist domination of the world. That Russia has succeeded in creating for itself the image of the white knight that will slay the dragon of imperialism is the more remarkable in view of Russia's long history of imperialist conquest. Not everyone is deceived by this pose, however—especially those who have been the victims of Russian expansion. Among those who have not forgotten are the Chinese, and it is this recollection of past wrongs that may well be at the root of the quarrel between Peking and Moscow rather than the ideological differences around which the struggle is being fought on the surface.

It was just 400 years ago that the Russians began their penetration of Siberia from their frontier on the Urals.

By 1639, the Russians had established a settlement on the Sea of Okhotsk. En route, the Russians collided with the Chinese Empire at several points. In 1689, the two giants signed a treaty in which the Russians gave up any claims to the Amur River. Just over a hundred years ago, however, the Russians forced China to cede a large area north and east of the Amur. In this area are such important Russian cities as Khabarovsk and Vladivostok.

In addition, Russia compelled China to grant trading rights in various cities in remote frontier areas, including the city that is now Ulan Bator, the capital of Outer Mongolia, thus paving the way for the later extension of Russian influence in that strategic buffer state and the ousting of the Chinese. As of now, Russia has emerged the victor in this contest.

Although the Chinese communists now in power in Peking were the beneficiaries of Russian aid, they have not forgotten, and have not forgiven, Russia's expansion at the expense of China.

This was made clear by Peking in the aftermath of the Kremlin's backdown in Cuba, when the Red Chinese leaders seized the opportunity to intensify their ideological attack on Khrushchev. Stung by Peking's taunts, Khrushchev was so unwise as to retort that China had no room for criticism, for hasn't she allowed the British imperialists to remain in possession of Hong Kong instead of liberating that part of the homeland? Peking's reply was cold and ominous: It was, said Mao Tse-tung, stupid of Moscow to bring up the question of Hong Kong when Russia holds so much land that she stole from China.


Moscow is not the only expansionist communist power. So, too, is Red China. While Peking is not strong enough at the moment to press territorial claims on Moscow, the question for the Reds in the Kremlin is what the Reds in Peking will do when they have developed a nuclear capacity and the ability to deliver it atop their almost unlimited manpower. That is cause for concern indeed of the whole world, but it must be a nightmare to Khrushchev.



**YOU PAY
FOR FULL
POWER...**



**...WHY
SETTLE
FOR LESS?**

Ordinary paper shells start losing power from the day they're made. Moisture, humidity and temperature steal power...up to 28% in just twelve months. And the longer you keep 'em, the more they lose. Plastic shells made by Remington keep 100% of their power. They start out as the most powerful shells made...and stay that way. And the tough weatherproof plastic case means they'll never scuff, swell or split. Now made in a wide range of "Express" high-base loads and new "Shur Shot" low-base field loads. Remember, Remington plastic shells keep your power dry! Ask for them by name. **Remington** 



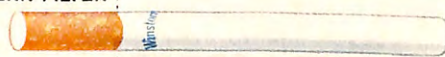


TOWER OF PLEASURE

That's Winston... America's favorite filter cigarette because it's America's best-tasting filter cigarette! For flavor you can count on every time, why don't you change to... Winston!

©1963 R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

PURE WHITE,
MODERN FILTER



PLUS FILTER - BLEND UP FRONT

Winston tastes good like a cigarette should!