

THE

Elks

MAGAZINE

MAY 1964

THE NEW YORK WORLD'S FAIR

Highlights of the Year's Biggest Jamboree
With Full Color Illustrations

TURN TO PAGE 26

W



pre-spring sale! reduced from \$19.95 to \$8.50

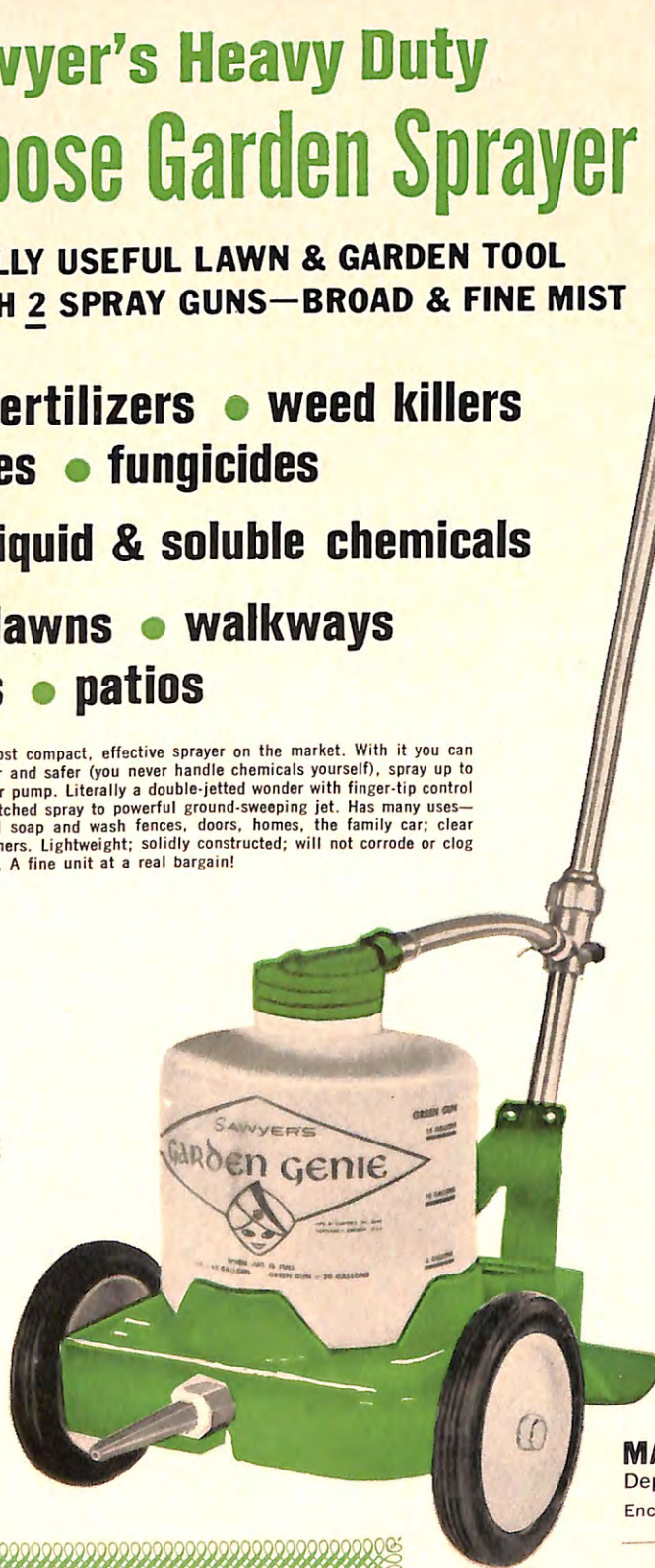
Sawyer's Heavy Duty All-Purpose Garden Sprayer

A NEW REALLY USEFUL LAWN & GARDEN TOOL COMPLETE WITH 2 SPRAY GUNS—BROAD & FINE MIST

- Applies—fertilizers ● weed killers
- insecticides ● fungicides
- Sprays—liquid & soluble chemicals
- Sweeps—lawns ● walkways
- driveways ● patios

This is a tremendous buy—the most compact, effective sprayer on the market. With it you can do all garden work quicker, easier and safer (you never handle chemicals yourself), spray up to 60 gallons with nothing to carry or pump. Literally a double-jetted wonder with finger-tip control to switch from wide-angle high-pitched spray to powerful ground-sweeping jet. Has many uses—all garden work; load with liquid soap and wash fences, doors, homes, the family car; clear driveways of leaves etc.; many others. Lightweight; solidly constructed; will not corrode or clog (absolutely no spray "blowback"). A fine unit at a real bargain!

Powered by water pressure. Attaches to any garden hose, makes spraying lawns and gardens as simple as turning on water.



~~\$19.95~~

PRE-SPRING SALE PRICE

only

\$8.50

WE GUARANTEE that this is a genuine Sawyer Garden Genie Sprayer sold nationally at \$19.95. This is not a "suggested" price, but the actual retail price. This is a legitimate sale, and the advertisement is in full accord with Federal Trade Commission sale regulations.

MADISON NURSERIES

Dept. EK-5, 125 East 41st St., N. Y. 17

Enclosed is check or M.O. for \$_____

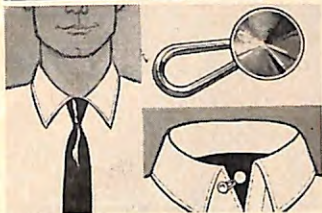
_____ Sawyer Garden Sprayers at special sale price of \$8.50 each.

NAME _____

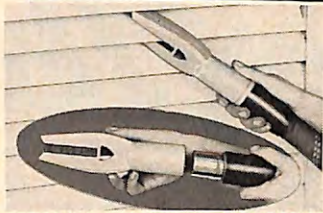
ADDRESS _____

CITY _____ STATE _____

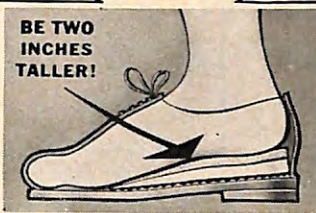
(Please add \$1.45 shipping charges)



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! Transferable. Zytel nylon: **STRETCH BUTTONS.**
8 for.....\$1.00 4 for.....59c



VACUUM VENETIAN BLINDS!!! Whisk dirt away electrically . . . save hours of work! Sucks dirt up & away . . . won't spread or drop it. Cleans both sides of slat at once. No need to take blinds down. Durable plastic; removable nylon brushes can't harm blind. Fits any size hose.
BLIND-VAC\$2.98



BE TWO INCHES TALLER!
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 built-up shoes! Of rubber and felt. **Small** (up to 8 1/2 shoe size); **Large** (over 8 1/2 shoe size). **Pair**\$2.98



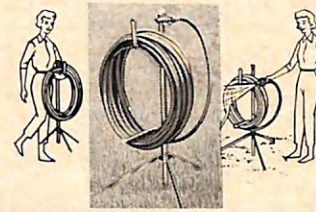
TINY PALM-SIZE CAMERA & CASE. Precision designed to take clear, finely detailed pictures . . . and it actually fits in your hand! Just 2" x 1 1/2", with single fixed focus lens, 1 speed shutter, and leather case. Film is high speed, panchromatic—10 pictures per roll.
Camera\$1.00
6 rolls of film79c



WATCH YOUR MONEY GROW!!! . . . Revolving Coin Bank lets you know amount of savings at a glance! Drop coins in slots and watch them stack up, up, and up. Clear transparent lucite bank holds over \$50 in pennies, nickels, dimes, quarters & half dollars. Lock & key included. Measures 5 inches high.
View Bank\$1.98



MOST FEMINE UNDIES EVER! . . . 3 exotic styles in lacy-soft Helanca! Daring Bikini—Panty Brief—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



PORTABLE HOSE CADDY!!! Carries and stores 100' of garden hose!!! Take the whole thing with you! It's light and easy. Slip off only the amount you need. No dragging heavy wet hose! Clip for "no-hands" sprinkling. Enamelled green steel with no-tip legs.
HOSE CADDY\$3.95



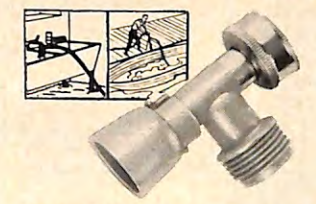
TRIM HAIR IN SECONDS . . . AUTOMATICALLY! Save expensive and annoying "in between" barber shop visits! Simply glide cutter over your head. Great for use on children . . . no dangerous exposed edges! Fast and easy. No electric wires! Sturdy, break-resistant plastic.
HAIR CUTTER\$3.98



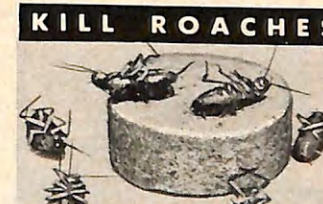
END SHOULDER STOOP INSTANTLY!!! Posture Brace lifts & holds slouched shoulders!!! Gives women a glamorous lift . . . men a broad-shoulder look!!! Foam-cushioned ventilated material. Measurement order: (Men: fullest part of chest. Women: below bust). Small (28"-33"), Med. (34"-37"), Lge. (38"-41").
SHOULDER BRACE\$3.98



SHUFFLE CARDS
AUTOMATICALLY
SHUFFLE CARDS AUTOMATICALLY!!! . . . 1, 2, even 3 decks at one time . . . Card shuffler does a thorough job automatically!!! Fast, easy . . . just place cards on tray and revolve! Presto; a "square deal" every time! Use bottom side as a Canasta tray! Sturdy plastic, gay assorted colors.
Shuffler\$1.00



AUTOMATIC DRAIN PUMP . . . drains 120 gallons of water an hour! Empties flooded cellars, boats, washing machines, etc. Even pumps out swimming pools! No more "bucket filling" . . . no more work! Just attach to faucet and hose and turn on water. Siphoning begins automatically. Plastic & metal.
DRAIN PUMP\$1.98



KILL ROACHES
KILLS ROACHES, WATERBUGS FAST. Just moisten solid, odorless cake and place anywhere . . . draws roaches and waterbugs out of hiding places and kills them on contact. No more damaging sprays or mess. Proven results! Inconspicuous indoors or out. 2 oz. cake comes in sanitary plastic dish.
2 Cakes \$1.50 Each Cake 79c



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. Order:
Dental Kit\$1.98



DOG AND CAT IDENTIFICATION TAGS Every dog (and cat) has his day to stray! And, what if your loved pet suddenly finds himself among strangers! This stainless steel identification tag assures his prompt and safe return! Specify pet's name . . . and your name, address and telephone No.
Dog Tag \$1.00 Cat Tag \$1.00



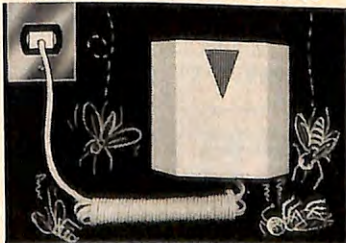
DISPOSABLE DRESS SHIELDS!!! Instant protection for your fine clothes!! They're self-adhesive!! No sewing . . . no pins . . . no straps . . . stick instantly to any fabric! When soiled, just throw them away. No washing!! **Disposable!!** Super-absorbent tissue on soft inner layer.
10 REGULAR SHIELDS, \$1.00
10 SLEEVELESS SHIELDS, .79



"ONE STROKE" KERNEL CUTTER . . . Cuts whole kernels from ear of corn . . . ready for deep freezing, cooking, cold packing or creaming. Just slip Kutter over end of corn . . . one single down stroke snips off all kernels. Expands to fit any size ear. Solid stainless steel, 10 inches long.
KERNEL CUTTER\$1.98

ELECTRIC BUG KILLER
... \$1.95

One Unit Sufficient For An Average Size Home
KILLS Flying Moths — Flies — Mosquitoes — Silverfish — Gnats — Spiders — Wasps — Centipedes — Exposed Ants — Roaches.
INSECT DOES NOT HAVE TO COME IN CONTACT WITH UNIT. Clean, electric Lindane Bug Killer controls, kills insects—actually fumigates 1500 cubic foot area. Uses no more current than an electric clock. Guaranteed mechanically for 10 years. Multiple units also ideal for business and commercial use. Each unit complete with package of 10 Lindane Tablets. U.L. Approved cord & plug.
ELECTRIC BUG KILLER, \$1.95; 2 ELECTRIC BUG KILLERS.....\$3.89
40 EXTRA LINDANE TABLETS.....79c



Mail to **SPENCER GIFTS** Today

SPENCER GIFTS, AF-82 Spencer Bldg., Atlantic City, N. J. 08404

Name _____

Address _____

City _____ Zone _____ State _____

HOW MANY	NAME OF ITEM	PRICE

Sorry, NO C.O.D.'s All orders sent Postage Paid.

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

Satisfaction Guaranteed or Money Refunded

FOOL MISTAKES WERE KEEPING ME BROKE

So I Sent \$7 to The
Wall Street Journal

I always seemed to make mistakes. I sold some land when prices were low. I bought a home when prices were high.

Then one day I picked up a copy of The Wall Street Journal. I saw right away that it had the facts I needed to help me in my personal affairs and in my job. So I sent \$7 for a Trial Subscription.

The Journal not only enables me to earn more money — it also tells me how to get more value for the money I spend. And articles on taxes guide me on what to do to keep my taxes down.

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-5



**THE
Strongest
POKER CARD
*
KEM®
WIDE-SIZE
ARROW**

For poker and gin rummy, you want a card strong enough to take plenty of shuffling, riffling, dealing—without getting dog-eared, marred or frayed at edges. And this calls for Kem poker-size (2½") ARROW, made of tough, costly acetate cellulose plastic. ARROW comes in good-looking travel case of flexible plastic, red or blue. \$4.25 single deck. Write for samples and catalogue.

KEM PLASTIC PLAYING CARDS, INC.

Dept. E564.

660 Madison Avenue, New York 21, N. Y.



NO MONEY DOWN!



Florida HOME-SITES \$495

Lovely ¼ acre sites in Central Florida hills, lake, grove area \$495, no money down, \$10 a month • 5 miles from famous Rainbow Springs • Electricity, phones • 22 miles to Gulf Coast • Fish, hunt • Invest or retire. FREE color folder • Write Dept. 612-E, Rainbow Park, Box 521, OCALA, Florida.

A certified statement and offering statement has been filed with the Department of State of the State of New York. The filing does not constitute approval of the sale or issue or offer for sale or lease by the Department of State or any officer thereof, or that the Department of State has in any way passed upon the merits of such offering. A copy of the offering statement is available upon request from the subdivisor, NYA 402.

AD62070 (K) (4)

THE ELKS MAGAZINE

VOL. 42 NO. 12

MAY 1964

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

"Elkdom's Forward Look"—A Message from the Grand Exalted Ruler.....	4
Letters	6
How the SBA Helps Small Business.....RAY T. DAVIS	8
Which Motor for Tomorrow's Car?.....AL GRIFFIN	10
Earthquake!	12
"Someone Cares"	14
Winning Bulletins	15
Lodge Visits of Ronald J. Dunn.....	16
Freedom's Facts	17
News of the Lodges.....	18
The Big Fair.....HARRY F. WATERS	26
Elks Family Shopper.....	34
Elks National Service Commission.....	40
1964 Youth Leadership Winners.....	41
Play Cards with John R. Crawford.....	42
Tom Wrigley Writes from Washington.....	48
Elks National Foundation—"The Joy of Giving".....	54
THE ELKS MAGAZINE Editorials.....	56

COVER: THE UNISPHERE ® PRESENTED BY UNITED STATES STEEL
Copyright 1961 New York World's Fair 1964-1965 Corporation



ADVERTISING OFFICES



CHICAGO 60601
360 No. Michigan Ave.
STATE 2-6662

NEW YORK 10016
386 Park Ave. South
MURRAY HILL 4-5495

LOS ANGELES 90036
5909 West 3rd St.
WEBSTER 1-1371

SAN FRANCISCO 94108
333 Kearny Street
EXBROOK 2-4073

POSTMASTER: Send notices of address corrections to:
THE ELKS MAGAZINE, Circulation Dept., 386 Park Avenue South, New York, N. Y. 10016

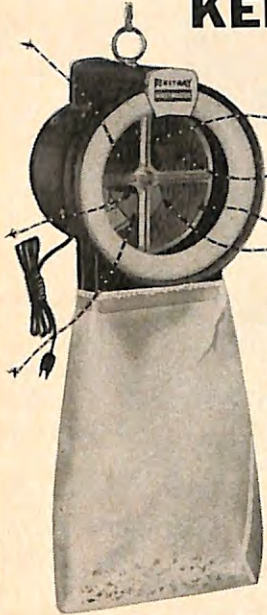
MEMBERS: Changes of address should be made through your lodge Secretary. Give him advance notice of at least 30 days. Remember that the day you write, your next copy is already in the mails. Before you move, file your new address at the post office to have mail forwarded. In writing us regarding an address change, please give: Full name, lodge number, membership number, address to which copy is being mailed, and complete new address. Attach label from recent issue if available. Mail to New York office, not to Ohio.

THE ELKS MAGAZINE, Volume 42, No. 12, May, 1964. Published monthly at McCall Street, Dayton, Ohio, by the Benevolent and Protective Order of Elks of the United States of America. Second class postage paid at Dayton, Ohio, and at New York, N. Y. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1922. Printed in Dayton, Ohio, U.S.A. Single copy price, 20 cents. Subscription price in the United States and its Possessions, for Elks \$1.00 a year, for non-Elks, \$2.00 a year; for Canadian postage, add 50 cents a year; for foreign postage, add \$1.00 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this magazine assumes no responsibility for their safety.

Copyright, 1964, by the Benevolent and Protective Order of Elks of the United States of America



New Outdoor Electric "Black-Light" Insect Trap
KEEPS HUGE AREAS
INSECT-FREE



\$19.95

Plus \$2
 PP & Hdlg

- Quality-Made by Nationally-Known Penetray Corp.
- Attracts All Night-Flying Insects—Drops Them Into Disposable Bag

Enjoy an insect-free summer—SAFELY. No harmful sprays or powders—nothing to harm children, pets, birds. We've sold this type of Special Trap to dairies, convalescent homes, nursery and play schools, farmers and homeowners. Extremely powerful—it attracts all night-flying insects with a miracle ultra-violet black light that lures the insects to the trap, where a powerful motor pulls them into a disposable bag. Cyclonic action can clear an area of thousands of bugs each night. No odors—no danger—no fuss. Instantly clears an average lawn, yard, patio or pool-side. Compact—19" high overall; 9" diameter. Hangs on pole, side of house—anywhere. Lifetime, sealed-in motor uses less current than a 40 watt bulb. Comes complete with 6 ft. of cord and 6 extra bags.

Order now—keep your home and grounds pleasantly free of insects all summer. This Bug Trap is a known product of Penetray Corp. You're not buying an off-beat, unknown brand. This is a quality, tested unit. Traps like this have sold for \$39.95 and more. Now you can get this new, improved model at the low, low price of only \$19.95 ea. plus \$2 pp & Hdlg. Rush your order.

COMPLETELY UL APPROVED—AND SATISFACTION GUARANTEED

PORTABLE ELECTRIC REFRIGERATOR

New Low Price ONLY
\$49.95

- Operates On Either Regular Electric Outlet (110-15V. AC) or 12V. DC
- Carry It Easily. Use it Anywhere
- 3 Yrs. Mfrs. Warranty—UL Approved

Now an amazingly rugged, durable, efficient refrigerator unit is available at only \$49.95! This is a quality refrigerator—backed by a full 3 year unconditional warranty against any mfg. defect. Now you can have the convenience of electric refrigeration anywhere—right at hand—at camp—or on a trip. Take it aboard your boat—or in your car. Comes with 2 separate cords—one for regular electric outlet, another for 12-volt battery (plug into cigarette lighter). Uses less current than your parking lights. It's compact—but a roomy 14" wide, 12 1/2" high, 12 1/2" deep. App. 1/2 Cu. Ft. Capacity. Has a small ice-cube tray, too! Absorption type. No moving parts—nothing to break! A marvel of present-day Japanese skill and electric technology. Weighs only 16 lbs. Hi-impact plastic. Beige or black trim. \$49.95 plus \$3 Exp. or Frt.



FOR BOATS, CAMPS, PATIOS, ETC.

Slims, Firms, Trims the Entire Body
 In 60 Seconds a Day!

NEW ISOMETRIC EXERCISE KIT

Complete with Copyrighted Exercise Chart
 Not available in cheaper sets

Our Price Only **\$5.95**



UNCONDITIONAL GUARANTEE!
 We guarantee that if you use the ISOMETRIC Exercise Kit according to instructions for 30 days, that you will look and feel better or, if you wish, you may return it at any time—up to 6 mos. for full refund.

ISOMETRIC EXERCISE is the wonderful, new, quick way to build strength—to change a flabby or fat look into a trim-figure appearance. Works fast! Instead of long exercise periods, you spend as little as a MINUTE A DAY using the ISOMETRIC CONTRACTION method. Works equally well for men and women—for people of all ages! The basic principle of Isometric Contraction is to develop the muscles by using their force against an immovable object. Instead of strength being used up in motion, stretch and shortening of muscles, the effort is applied directly to the fiber of the muscles—building GREATER STRENGTH—MUCH FASTER. Use this only a minute a day—anywhere—at home, office, plant, wherever it's convenient for you—and see for yourself how it improves your appearance, your muscle tone, the way you feel!

COMPLETE—FOR MEN & WOMEN

This Isometric Kit has everything for special exercises to help improve posture, etc. Comes complete with instructions and illustrated Exercise Chart. We guarantee you will become stronger, that you will feel more fit and healthier after using it—or you may return it for a full refund. Order now. Mail coupon.

NEW! FRENCH GLASSES

Let you see fish BELOW surface of water



Penetrate All Surface Reflection . . . Eliminate All Surface Glare . . . in Trout

Streams, Lakes, Ponds, Weed Beds, Brush Piles, etc. . . . Let You Spot Fish Below Water!

Amazing import now gives fishermen an easy way to see below water surface—while you fish. No interruptions. No cumbersome gadgets. Slip these glasses on—and water that you can't see into at all with the naked eye becomes clear as glass. You immediately see below the surface-level . . . spot fish, see marine life. Instead of your vision bouncing off the water, it now penetrates it! You see into holes—even in swift-running streams. You see into Brush Piles, Weeds—down into lakes, ponds and salt water. These glasses—called "Lunette Radar"—are light (6 ozs.)—unbreakable. For more fish, more pleasure in fishing—or for studying marine life under water, get these now. Only \$9.95 a pair (Plus 50¢ PP & Hdlg.) Two Pair, \$20.50 postpaid.

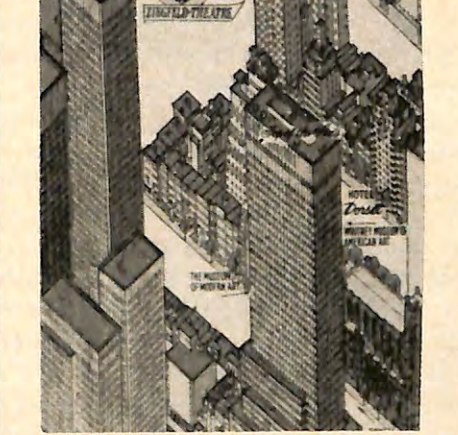
SATISFACTION GUARANTEED—Or Your Money Back



PERMANENT MATCH

Lights Up to 10,000 Times

Ingenious match lasts for many years. Just pull it out of its slim case, strike on the side . . . it's lit! Replace into case to extinguish. Guaranteed to light up to 10,000 times. Only 1 3/4" high, feather-light. Metal construction. Has its own small ring for easy attachment to any key chain. You always have a light in any weather. . . . Only **59¢ 2 for \$1**



3-DIMENSION MAP OF NEW YORK
 "World's Fair Town"

Created from 67,000 aerial and ground photographs. Every building in 8 square miles of mid-Manhattan is shown in apparent 3-dimension and full color. You can see exactly where every building is and identify it from the map or as you stand in front of it at street level. 7 sq. ft. masterpiece of map-making identifies streets and rivers as well as buildings—in true perspective. Reverse side has complete street map of entire city—plus subways, bus routes, etc. Indispensable for a World's Fair visit. A thoughtful gift for out-of-town or overseas friends and business people. A beautiful wall decoration. FREE! A colorful 48-page booklet of a multitude of New York places to visit, including restaurants, historic sites, etc. Only \$1.25 (postpaid).

SNAKEY FUN FLOAT

Pure rubber float inflates fast—just blow it up and wrap it around body for an aid in floating or swimming. Set it down and it coils into a soft air-cushion. Great fun for youngsters! Useful for adults! Order now for all-summer use.



Only **\$1.98**

EMERGENCY
 New Switch Converts Your Car Lights Into
4-LITE EMERGENCY WARNING SIGNALS \$3.95



Now—with a flick of a switch, you can protect yourself—and your car—summon help at night. If you have a flat tire, or engine trouble, this converts your present parking lights and tail lights into flashing signals. They blink on and off—just like police cars and ambulances. Summon help and warn cars coming from either direction—up to 1/2 mile away! Signals like this now required in some states. It's a life-saver and property-protector. Easily installed on dashboard.

Comes with complete, easy-to-follow instructions.

ALEXANDER SALES CORP., Tuckahoe, N. Y.

MAIL THIS HANDY COUPON
ALEXANDER SALES CORP., Dept. EL-564
 140 Marbledale Rd., Tuckahoe, N. Y.

Enclosed is Pay't. of \$
 Please send the items listed below (or listed on the attached sheet) on a satisfaction-guaranteed basis.

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



ELKDOM'S FORWARD LOOK

Elkdom has a rich store of traditions accumulated over the nearly 100 years since the Order was founded. Tradition usually is associated with reluctance to change, or inability or unwillingness to adapt to changing conditions. Such, however, is not true of the Order of Elks, for it is just as modern, just as responsive to contemporary life in this year of 1964 as it was when it was founded in 1868.

I think that this is one of the important reasons why the Order has maintained its steady growth year after year. This growth is measured not only in total members but also in the number of lodges, and it is here, in the growth in the number of lodges, that we find the best evidence of the modernity of Elkdom.

If our Order lived in the past, if its outlook were hostile to progress or to new programs and activities responsive to current conditions and attitudes, there would be little that appeals to the forward-looking men of today, little reason for them to establish new lodges or to join existing ones.

It is especially interesting to note, as I have traveled about the country, that Elkdom's growth has been particularly great in those areas such as California and Florida that have shown the greatest population gains. Whole new towns have been created from the ground up, as modern as it is possible to be, and in these new towns you will find Elks lodges playing their role of community center just

as they do in the older, established communities.

In contrast, I recently signed a dispensation for the institution of an Elks lodge in Williamsburg, Va., one of the oldest communities in the country.

We cherish our traditions, among them our commitment to the principles of charity, justice, and brotherly love, and we stand firmly devoted as our predecessors stood devoted to America's democratic freedoms. These are basic and will never change. It is in our programs and activities through which we put these principles into effect, keeping our fraternalism responsive to changing times, in which Elkdom has stayed young, stayed modern, has continued to be contemporary in outlook and thus attractive to each generation of American men.

So long as we do this, the Order of Elks will remain a vigorous, growing fraternity capable of rendering great service to the community and to the nation.

The largest measure of responsibility for seeing that our lodges hold to this course belongs to the Exalted Rulers. To you who ended your terms last month, I wish to extend my sincere thanks in appreciation for the cooperation you have given my administration. To you who have just assumed the duties of leadership as Exalted Rulers, I offer my best wishes and the assurance that diligence and devotion to Elkdom's finest traditions will reward you with a year of gratifying achievement.

RONALD J. DUNN, *Grand Exalted Ruler*



**Can a one girl office
afford an electric typewriter?
Yes!
If you can afford any typewriter at all.**

The Smith-Corona® 250 costs no more than a manual typewriter, yet it's a full-featured office electric. It has the same full-size keyboard and carriage that your secretary is used to... makes 12 carbons... offers a unique half-space key, and has 5 electric repeat actions. Actually, it has more features than typewriters costing twice as much. The Smith-Corona 250 is the beginning of a whole new trend in office typewriters. See why. Call your SCM representative today. (If you would like a free book on typing tips, just drop a line to Mr. Arthur Wales, SCM Corporation, 410 Park Avenue, New York 22, N. Y.)

**SMITH-CORONA
250 OFFICE
ELECTRIC**



SCM CORPORATION 410 Park Avenue, New York 22, N. Y.

Let Barron's become Your No. 1 Guide To Investing

17 weeks' trial . . . \$6

When you start reading Barron's, you quickly find that it gives you everything you need to know to help you handle your investment affairs with greater understanding and foresight:

First, you are shown what, where, and why the REAL VALUES are, behind current security prices.

Second, you get a fund of information that enables you to weigh the merits of different securities—and pick the ones you want to suit your investment objectives.

Third, you increase your understanding of all financial information you may read or hear elsewhere. You acquire a know-how about investing that helps you build your capital and increase your investment income.


No other publication is like Barron's National Business and Financial Weekly. 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 information in serving you.

Barron's subscription price is \$15 a year, but you can try it for 17 weeks for \$6. This trial subscription brings you the investment implications of current political and economic events . . . and 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. Just send this ad today with your check; or tell us to bill you. Address: Barron's, 200 Burnett Rd., Chicopee, Mass. E-564

HOW DARE RADATRON
INVENT THIS
RADAR DETECTOR



TO SIGNAL
DRIVERS OF RADAR ZONES

HERE'S WHY!

Every conscientious law abiding citizen does not deliberately desire to speed in their high powered, easy rolling autos. Sometimes it happens unconsciously! With Radar Sentry, a driver, upon entering his auto, is reminded to watch his speed. Users agree they drive more carefully and happily.

Radar Sentry alerts a driver of a controlled radar speed zone far in advance of the critical clocked area. As the radar beam is picked up, the Radar Sentry sounds a steady beep reminding the driver to slow down and stay within safe speed limits. Radar Sentry increases driver attention!

Miniature magnesium case 3 1/2" W x 2 3/4" D x 2 1/4" H. clips on sun visor—no wires—completely transistorized—approved in many states for safe driving.

only \$39.95 **RADAR SENTRY**

10 DAY MONEY BACK GUARANTEE

RADATRON, INC.	<input type="checkbox"/> BEIGE
2416 ZIMMERMAN ST.	<input type="checkbox"/> SAPPHIRE BLUE
North Tonawanda, N.Y.	<input type="checkbox"/> EMERALD GREEN
Send and bill my Diners' Club Acct. # _____	
Each, \$39.95.	
Name _____	
Address _____	
City _____ Zone _____ State _____	

LETTERS

Reprint Permission Granted

As a member of the Order, I wish to congratulate you on the article "The Peaceful Road to Communist Serfdom" by Bruno Shaw (March issue). This article is terrific!

I would like to obtain 200 reprints of this article. Weiser civic clubs are jointly sponsoring three seminars about communism. Your article is a presentation of just what we are trying to impress on our people here and just how serious this problem is.

EUGENE V. HALSTROM
Weiser, Idaho

Brother Halstrom was granted permission by the Magazine and the author to reproduce the article locally, since no reprints were available. Permission is hereby granted for others to reprint the article as well, providing credit is given the author and THE ELKS MAGAZINE. A file copy and note about distribution will be appreciated.

—The Editors

We wish to thank you for "The Peaceful Road to Communist Serfdom" by Bruno Shaw. This comprehensive analysis of the present trends in international politics was inserted in the *Congressional Record* on March 9, 1964. It has thus been brought to the attention of the Members of Congress, and we sincerely hope that it will receive the attention it deserves.

MRS. JOSEPH FALTUS
Elk Grove Village, Ill.

This is to congratulate you on your excellent article "The Peaceful Road to Communist Serfdom."

NEWTON M. PENNY
Experiment, Ga.

"The Peaceful Road to Communist Serfdom" seemed very out of place in a benevolent and protective Order's Magazine. In the illustration you used two of the symbols of the Church, an angel and a dove as well as a halo. In your signs you used a direct quotation from Christ himself (Math. 5:43) "Love your enemies, bless them that curse you, do good to them that hate you, and pray for them which despitefully use you and persecute you."

We say that one thing we have against communism is their attitude toward religion. Articles like this make us look insincere.

O. J. ACKER
Aberdeen, Wash.

Cartoon illustrator Harry Devlin used various universal symbols to depict the insincerity of the communists' posture

toward peace and coexistence, which is described in the article. —The Editors

Another "Tallest"

Your writers seem to have trouble with the tallness of buildings. One tried to make the National Aeronautics and Space Administration tower at Cape Kennedy top the San Jacinto Monument, to the dismay of Texans.

Now Jerry Hulse, in the March issue, disturbs us. His "Mexico City" article calls the 44-story Torre Latino-America structure, likely 600 feet at best, the "highest" reaching structure in North America because it was erected at the 7,800-foot altitude of Mexico's capital.

We call down to him, from our two-mile-high lofty mountain perch, that he isn't even close. Highest reaching in Leadville is the Annunciation Catholic Church steeple—150 feet above Leadville's 10,200-foot elevation. And 13 miles north, at Climax in 11,318-foot Fremont Pass, are a half dozen three-story office and hotel buildings of the Climax Molybdenum Co.'s mining operation.

We couldn't even use the top floor of Torre Latino-America for a subbasement of our Lake County Courthouse.

JACK EAST
Leadville, Colo.

Jerry Hulse referred to Latin America in his article; our caption writer unfortunately changed this to North America under the photo. We New Yorkers seem to feel comfortable only when talking about the tallest office building in the world—the Empire State Building.

—The Editors.

Freighter Travel

Last year I sent for a booklet on freighter trips (\$1). It contained information on all ships of this type leaving all ports in the United States, Canada, and Mexico. Also, information on how to dress, tipping, etc.

The book was very popular with my friends—and somewhere along the line was lost. Where is a booklet of this type available?

MRS. CLIFTON E. LORD
Mt. Holly, N. J.

Jerry Hulse, who does not appear in this issue because of the special World's Fair article, replies: There are two excellent freighter guides—Ford's Freighter Travel Guidebook and Around the World by Passenger-carrying Freighters. Ford's book sells for \$2.75. For a copy write to Robert E. Clark, Box 505, Woodland Hills, Calif. The other sells for \$1 and is available by writing to Crown Publishers, Harian Publications, Greenlawn, N. Y.

—The Editors


Don't be unconventional



Consult Eastern Air Lines for the most convenient and comfortable flight to the convention

Eastern's gotten so good at getting conventioners to conventions, to call anybody else is unconventional. An Eastern ticket agent will find the ideal flight for you — one that neatly wraps up all the special considerations of family, companions, fare, business considerations, after-convention travel plans, get-away time, you name it.

And Eastern people guard that special carefree convention spirit of yours — with impeccable service, special attention on the ground and in the air, helpfulness in every possible way. Special group fares available, if you're interested. Always remember — Eastern's got the planes and the connections to get you anywhere. For information anytime, call Eastern Air Lines or your Travel Agent.

come fly with Eastern 

How the

By **RAY T. DAVIS**

America is a land of industrial giants—and millions of small businesses. The latter are especially vulnerable to the vagaries of the market, natural disasters, etc. To aid in keeping this vital segment of the economy strong, the Small Business Administration helps the small businessman to help himself

ILLUSTRATED BY
JOHN LAWN



SBA Helps Small Business

NOT LONG AGO, in the Missouri bootheel, heavy rains destroyed the area's entire cotton crop, leaving the business community on the verge of financial disaster. For traditionally in this area storekeepers and other small businessmen would extend liberal credit to their farmer-customers, who paid their bills in full *after* their crops were harvested and sold.

This time, of course, things were different. The farmers were unable to pay their debts as expected, while the storekeepers themselves were in considerable debt to suppliers. A rash of bankruptcies seemed imminent, inevitable. But local bankers averted this dire turn of events by calling in field agents for the Small Business Administration—a little-known, sometimes maligned U.S. Government agency.

In short order, the agents determined the financial situation of these businessmen, pinpointing the degree to which they qualified for "disaster"

funds. Recapitalization loans totaling over \$2,000,000 were authorized that helped put the suffering firms back on their financial feet. Repayment terms were also helpful: five to ten years at a modest interest rate of three percent.

This wasn't a unique case by any means. The SBA makes thousands of such disaster loans annually. While the records list the biggest single cause prompting such loans as "drought and excessive rainfall," other common conditions are tornado, hurricane, earthquake, flood, fire, even federally financed urban renewal, which, potentially, can be a death knell for an established business.

Created by an Act of Congress in 1953, the Small Business Administration is primarily in existence to help the small businessman help himself through solving his financial and technical problems, particularly those that arise when the small businessman finds himself competing with today's giant

corporations that are capable of devouring him. Although the small businessman has always had a rough road, all indications are that it will get rougher, since ours is an age of bigness.

In 1961, a total of 437,000 new businesses were started, while 398,000 enterprises were discontinued, for a wide variety of reasons. These figures reveal an encouraging gain of about 40,000 new firms, 75 percent of them in the common service industries and retail trades. However, in the last three years, about 16,000 firms a year—half of them retail stores—are known to have been forced into bankruptcy. Thousands more firms are believed to have folded because of not being able to satisfy creditors, but no figures are available. Understandably, these conditions continue to worry SBA economists.

Making loans constitutes only a small part of the SBA's services. It operates

(Continued on page 51)

Among the ways the Small Business Administration aids small business is with "disaster" loans. Nature can wreak havoc with a community and thereby jeopardize many businesses. When this happens, the SBA stands ready to help.

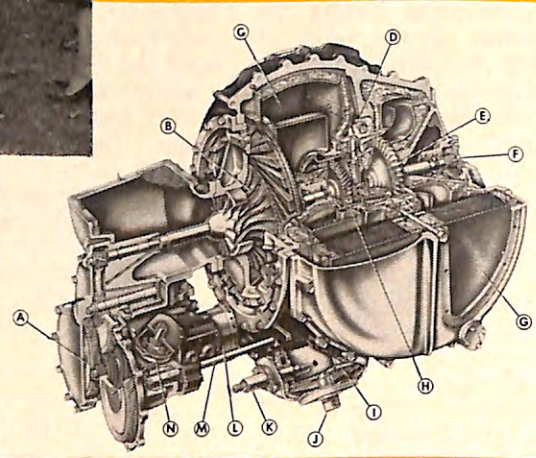


Which Motor



CHRYSLER

After years of experimentation, Detroit and foreign automakers may be on the verge of scrapping the conventional four-cycle engine. At least they've come up with some promising alternatives



Above, left: The first Chrysler turbine car to go into consumer-test use went to Richard E. Vlaha of Broadview, Ill. Holding his youngest child, he shows the car to curious neighbors.

Above: The principal parts of the Chrysler twin regenerator gas turbine are keyed in the diagram: (A) accessory drive; (B) compressor impeller, which draws air in and compresses it; (C) right regenerator rotor, which recovers heat from exhaust gases to heat incoming air; (D) variable nozzle unit, which provides engine braking, improved acceleration, and fuel economy; (E) power turbine, which provides the power to the rear wheels; (F) reduction gear, which reduces power turbine r.p.m. approximately 10 to 1; (G) left regenerator rotor; (H) first-stage turbine, which drives compressor impeller and accessories; (I) burner, where fuel burns with air to produce a temperature of 1,700 degrees, providing energy to drive the two turbine stages; (J) fuel nozzle, which sprays fuel into the burner; (K) igniter; (L) starter-generator; (M) regenerator drive shaft; (N) ignition unit.

LAST NOVEMBER a Chicago suburbanite and his family became pioneers in blazing a trail that may open a new era in transportation. Richard E. Vlaha of Broadview, Ill., was the first of 200 "guinea pig" motorists to start driving Chrysler's new passenger car powered by a radically different turbine engine. He and the others are giving the car the kind of trial which automotive engineers can only hope to approximate with their sophisticated test conditions: actual consumer use.

When Vlaha turned in his pilot model at the end of January for the next "family test driver" to use for another three-month trial, he had been using ordinary diesel oil for the entire 90-day workout. His report: "no bugs whatever." (And the turbine has been improved since then.)

Unveiled last summer in a blaze of publicity, the turbine car runs on anything from whale oil to kerosene. The engine has one-fifth the number of parts in a conventional V-8, and should last an estimated 400,000 miles.

In this day of rapid scientific and technological advancement, a somewhat jaded public received the news with only mild enthusiasm. Yet the average car owner, who often has heard last summer's purr become this winter's ping, may soon be willing to reconsider his allegiance to the venerable reciprocating piston gasoline engine. Detroit has always liked to tinker with its products, and engines have undergone great changes since Henry Ford first put our country on wheels—yet up to now it has been the same basic engine, recognized by most engineers as a dependable but relatively inefficient power source.



Firebird III, General Motors' experimental turbine-powered automobile

In a conventional power plant, with its four, six, or eight cylinders, four critically timed jobs are required of each piston for each thrust of power: intake, compression, power, and exhaust strokes. And as each is completed, an energy-wasting reversal of direction takes place. The hardware required to effect this sequence—cams, valves, carburetor, timing gear, distributor, etc.—makes quite an array of complicated and expensive paraphernalia, as any car owner with a fistful of repair bills can testify.

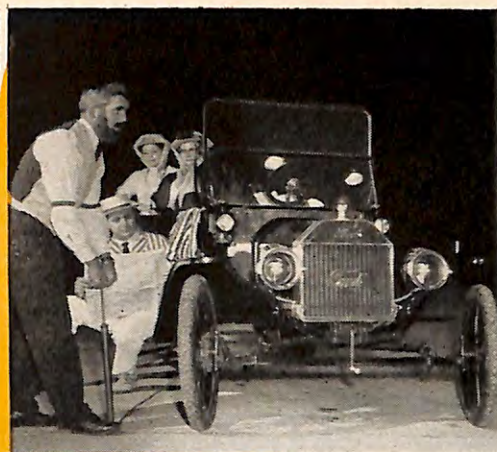
By comparison, a turbine engine is relatively simple to build, to operate, and to maintain. It's based on one of mankind's earliest sources of power: wind. Air is compressed and mixed with fuel, then ignited and fired like a blow-torch through a turbine wheel (windmill) which turns the wheels.

Wind, water, and steam turbines have been used for centuries. In the aircraft industry, where conventional piston engines consist of two to eighteen of those infernal cylinders, the turbine is taking over in the form of the jet

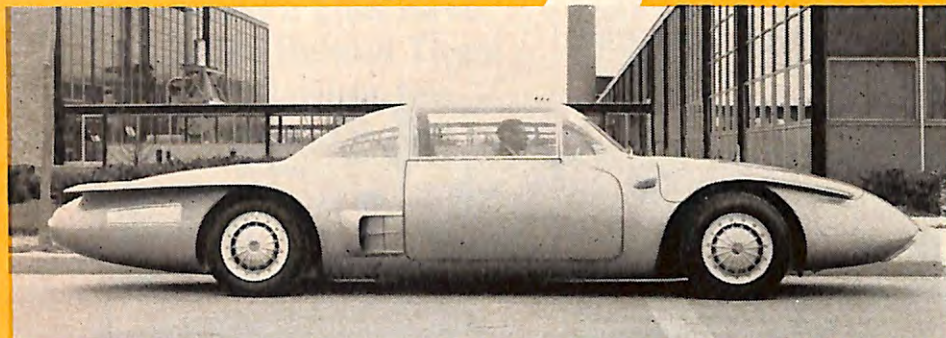
for Tomorrow's Car?

By AL GRIFFIN

PURE OIL CO.

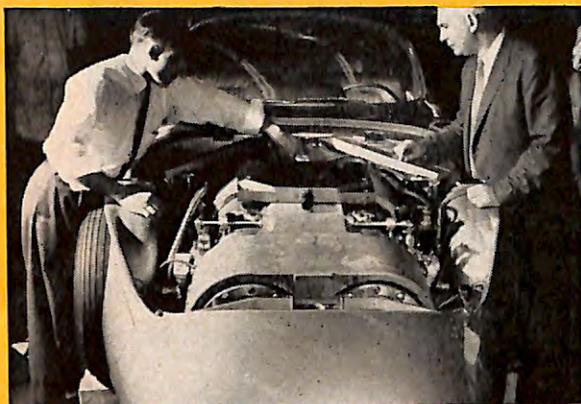


Henry Ford's Model T was the car that put conventional engines on the road in quantity. Its four-cylinder motor has been improved on a great deal, but the same operating principles power virtually all production cars today.



GM

A flop—or not? Above is General Motors' XP-500 with a free piston engine, circa 1956. At left is the view under the hood. GM didn't get excited about this experimental car, but the fact that they built it demonstrates their willingness to seek new power plants for automobiles.



BELOW: Not exactly the car of the future, nonetheless this golf cart represents a return to an old type of power—electrical. Electric cars with rechargeable batteries have been built, and someday we'll have them with fuel cells instead.

A. DEVANEY



engine. A "prop-jet" is essentially the same as an auto turbine; a "pure jet" uses its turbine only to compress incoming air and for auxiliary power. Basic patents for the modern turbine engine were filed as early as 1930 in England, and by 1950 British engineers were using gas turbine power in a Rover automobile that hit 151 miles an hour in road tests—better than the 1963 speed record set by Parnelli Jones at the Indianapolis 500.

Detroit was by no means complacent about the innovation. GM built its first experimental gas turbine car in 1954 as the Firebird I, and subsequent models culminated in the Firebird III, a veritable "car of tomorrow." At the other end of town, Ford engineers made so much progress in the field that

the company was awarded a \$5 million Army-Navy contract for gas turbine engines, which are being used in tanks, weapons carriers, and other heavy land vehicles, as well as in minesweepers, hydrofoils, and similar marine applications.

Military procurement personnel like the simpler-to-build and easier-to-keep-running turbine engine because it contains no pistons, no radiator, no carburetor or distributor, and no crankshaft; even the single spark plug which fires only once to start the engine is never used enough to wear out. The turbine engine requires no antifreeze, oil changes, tune-ups, or other conventional maintenance, because basically the only moving part in the engine is a simple straight shaft spinning on plain,

old-fashioned type sleeve bearings.

How soon Chrysler is likely to start mass marketing its turbine car isn't known. It's partly up to Dick Vlaha and his counterparts, and it's partly a matter of economics. A tremendous investment will be required to tool up for mass production, and the engine will be expensive in the meantime. A lot of conventional piston engines can and will be turned out cheaply in the interim.

Nevertheless, the ice is broken. The behind-the-scenes tinkering of the auto industry is now bearing fruit. For the first time since the motor car came of age, there may soon be competition in basic principles of propulsion as well as in manufacturers' marques. What's more, the turbine engine is only one of a dozen or so power systems in varying stages of development.

A near relative of the gas turbine engine is the free piston engine, sometimes known as the "bounce cylinder engine." It works something like a bicycle pump, or hand-operated tire pump. Low grade fuel is injected into a high compression chamber at the center of the "tire pump," and the resultant explosion drives two opposing pistons towards the ends of the cylinder. There, the pistons compress air cushions which in turn bounce them back to "dead center." The free (unattached) pistons are not directly connected to the power-take-off; they simply force the hot engine gasses through a pipe to a rotary turbine wheel which provides the actual running power.

This two-cycle engine runs on such cheap stuff that even Bunker C fuel oil provides good performance. It has no connecting rods or critically moving parts such as a crankshaft. Because

(continued on page 45)

EARTHQUAKE!

Little is known about one of Nature's most terrifying and destructive acts. Scientists are accumulating a body of knowledge, however, which some day may explain the phenomenon

By KATE HOLLIDAY



UPI TELEPHOTO

This photo, showing earthquake destruction in Anchorage, Alaska, became available in time to replace one taken at Skopje, Yugoslavia, in 1963. The accompanying article was prepared well in advance of the Alaska disaster.

THERE'S A RUMBLE. Then without further warning, the earth becomes a living, heaving instrument of death. *Earthquake!*

Buildings fall. Water mains break. Gas lines shatter. Holocaustal fires rage. The screams of the maimed fill the air. Bodies are buried by tons of rock and debris. The seas themselves bring horror.

It happened in the U.S. in San Francisco in 1906. In Lisbon in 1775; Assam, India, 1897; Columbia and Ecuador, 1906; Tokyo, 1923 and 1933; Agadir, Morocco, 1960; Chile, 1960; and Skopje, Yugoslavia, 1963.

Probably no natural phenomenon is so completely terrifying to man as the

unheralded upheaval of the earth, inspiring as it does an absolute helplessness in the face of an uncontrollable power. Scientists have diligently studied and continue to study quakes.

But besides the knowledge that the ground does heave, generally speaking, the "facts" about earthquakes are tenuous ones. Such is the nature of these occurrences that it seems what is thought to be admissible evidence about them on the basis of one series of quakes is completely discredited by the next.

However, Professor of Seismology Charles D. Richter at the California Institute of Technology (Pasadena) is undoubtedly one of the world's greatest

living authorities on earthquakes. Dr. Richter, who is also a Fellow of the Seismological Laboratory at the Institute, is the author of widely respected textbooks on the subject.

In 1935, he worked out the "Richter Scale" of quake magnitudes that runs 1 to 10 and is used internationally. A 5 or 6 on this scale indicates a quake of moderate size, with some destruction, depending on where it occurred. A 7 or 8-plus means a great quake. A 10 hasn't yet been recorded and is a practical upper limit only.

Ohio-born Dr. Richter, 63, is probably the only man alive who has a seismograph in his living room. His characteristic quiet humor is borne out

by his comment on this piece of furniture: "My wife was very doubtful about it at first. But now it's such a conversation piece that she wouldn't part with it!"

Dr. Richter, who received his PhD in theoretical physics from CalTech,

Alaska Elks Have Order Behind Them Following the Earthquake

As reports came in of death and destruction caused by the terrible earthquake in Alaska, the Grand Lodge acted to aid the Elks lodges and their members' families in the devastated area.

Due to communications difficulties, when this issue of the Magazine went to press, efforts had been unsuccessful to contact leaders of the Order in Alaska to determine the extent of damage and casualties, if any, and make arrangements for assistance.

At the direction of Grand Exalted Ruler Ronald J. Dunn, Past Grand Exalted Ruler Emmett T. Anderson dispatched Dick Harpole of Bremer-ton, Washington, President of the Washington Elks Association, to Alaska to make a firsthand survey and report back on possible relief measures that might be required on behalf of Alaska Elks.

This action reinforced the telegram offering aid that Grand Exalted Ruler Dunn had sent to Alaska's Governor, William A. Egan (member of Cordova Lodge), minutes after receiving first reports of the earthquake:

We are appalled at the news coming over the radio concerning the loss of life and property damage caused in your wonderful state. I recall my recent visit to many of the localities mentioned in the news reports. The Elks of America, through my office, express to you and your people our deep sympathy. Please call on us for any assistance within our power.

Meanwhile, many lodges throughout the country offered aid such as clothing, food, and medical supplies as they might be needed. Grand Exalted Ruler Dunn was holding relief measures by the Order in abeyance pending a report from Brother Harpole on the needs of Alaska Elksdom.

took over a spot in the seismological lab at the request of Nobel Prize physicist Dr. Robert A. Millikan—then director of the Norman Bridge Laboratory
(Continued on page 49)



Allen J. Indzonka, Attorney

Why Allen Indzonka uses a postage meter to mail 15 letters a day—

"There are only two people in this office, including me; and I'm out quite a bit. I like to dispense with detail as much as possible—that's why we got the postage meter. We buy postage only twice a year. We never run out. We always have the stamp we want. We got rid of a sponge cup and stamp sticking. Aren't those reasons enough?"

You may be a small business, but you can have the convenience, efficiency and neatness of metered mail. Pitney-Bowes DM—the low-cost, desk model postage meter machine is made for you. More than a hundred thousand small businesses use the DM. More than one-third of DM users average less than \$1 a day in postage!

The DM prints postage as you need it, directly on the envelope or on gummed tape for parcel post. Any amount for any kind of mail. You always have the right stamp. You don't have to keep a locked stamp box. Or make a trip to the postoffice when stamps run short.

You no longer need to separate and stick little adhesive stamps or stock pre-stamped envelopes. With every meter stamp, you can print your own small ad, if you want one.



The meter is set by the postoffice for as much postage as you want to buy, a little or a lot. It protects your postage from loss, damage, misuse; gives accurate automatic postage accounting on two registers.

There are powered models for the larger mailers. Ask any of 190 PB offices for a demonstration.

FREE: Booklet, "8 Questions to Ask Yourself About Your Use of the U.S. Mails," plus handy postal rate chart including new parcel post rates.

PITNEY-BOWES, INC.
2139 Pacific St., Stamford, Conn. 06904

Please send free booklet and postal rate chart.

Name _____

Address _____

City _____ State _____



Pitney-Bowes

Originator of the
POSTAGE METER

"SOMEONE CARES"

By EDNA
BUCHANAN

GEORGE WILSON



IF ILLNESS or accident strikes an elderly person who lives alone, he no longer needs to feel afraid or forgotten—at least in one part of Florida, a major mecca for American senior citizens.

Day or night, at the hour requested, the telephone rings in the Floridian homes of numerous senior citizens, and a friendly voice asks: "Is everything all right?"

A few minutes of cheerful conversation between the senior citizen and the Fon-A-Friend Reassurance Service (hereafter, referred to as FAF) assures the caller that everything is, indeed, all right, and the elderly subscriber is reassured that someone cares: he is not forgotten.

Now in operation in the Fort Lauderdale area, this service is designed to help keep lonely senior citizens and invalids in daily touch with the outside world via the telephone.

FAF was the brainchild of Mrs. Helene Biedermann of Florida Industries for the Handicapped, a non-profit organization which sponsors it. Mrs. Biedermann realized that all too many elderly people go for days without seeing or talking to another person.

Even sadder situations exist. She observed: "Someone may be ill or helpless for days with no one knowing that he is in need of help."

Mrs. Biedermann and her husband developed the idea of instituting such a service locally, following a tragic incident that occurred in an exclusive neighborhood nearby.

An elderly man who lived alone

Old folks who live alone often worry about being able to summon help if they need it. But there's a way for the help to be forthcoming simply because it isn't summoned

there used to be seen regularly each day, walking his dog. One day he didn't appear. He wasn't seen for several days, but no one in the neighborhood thought much about it. Finally, as bottles of milk accumulated outside his door, neighbors became concerned.

Upon investigation, it was discovered that the man had been dead for nearly a week. His small dog also died—of starvation.

This type of needless tragedy—for the man might not have died if immediate help had been forthcoming—has happened and is happening all too often throughout the country. FAF is helping to prevent it in the Fort Lauderdale area.

A subscription fee of one dollar per month is charged for FAF service, if the subscriber can afford it. If a person can't, the service is provided gratis. No one who wants to avail himself of it is denied for financial reasons.

Although intended primarily as a service for the elderly person living alone, most of whom are ambulatory but have a restricted social life, the service is also available to elderly couples and shut-ins.

"In fact," Mrs. Biedermann pointed out, "one of our subscribers is a woman of 58 living with her 85-year-old mother, who has had several serious strokes."

In this case, the daughter, who is overweight, suffers from high blood pressure and is subject to falls. Several months before FAF was initiated, the daughter fell after suffering a dizzy spell. She lay on the floor for hours before she could muster the strength to reach the telephone and summon aid. Nearby, her paralyzed mother lay helpless to do anything.

After that experience, the daughter lived in fear of falling again and injuring herself too severely or being too weak to help herself at all.

She was among the first to subscribe to FAF. Now both the mother and daughter have relative peace of mind—their first in a long time.

FAF has been very well accepted by the public. In a matter of hours after the first newspaper account of it ap-

peared, the FAF office received more than two dozen calls from interested parties.

Recently, an 80-year-old woman became a subscriber as a result of the death of her much-younger neighbor. The woman, who is unable to walk, had lived next door to a nurse who made a habit of looking in on the invalid daily. Then several consecutive days went by, during which the nurse didn't appear. When someone eventually checked her apartment, it was found that she'd been dead for three days. The octogenarian subscriber rests easy these days, reassured in her own mind that "that can't happen to me."

Many elderly people, although financially capable of hiring a companion or nurse to look out for their welfare, prefer to live alone. FAF is an ideal solution to the independent person; it provides a sense of security while allowing him to be a free agent.

The checkup calls are made from FAF's headquarters, where a complete file is maintained on each subscriber, including such information as his nearest neighbor, personal physician, next of kin, and so forth, as well as any pertinent health data that might prove invaluable in an emergency.

Although older people may tend to become overly concerned about the



state of their health, Mrs. Biedermann reports that the incidence of false alarms from subscribers is surprisingly low. FAF members seem to realize the importance of the service and its value to them.

FAF subscribers are provided with a printed identity card that carries the FAF telephone number. The subscriber carries the card on his person in the event of being taken ill or having a mishap when away from home. When subscribers expect to be out at their appointed call time, they notify FAF. Those who attend church services, for instance, usually request that they be called shortly after their arrival home.

More specifically, FAF works this way: If the prescribed-hour phone call from FAF goes unanswered, the caller—Mrs. Biedermann or one of her helpers—puts in a call to the subscriber's neighbor, who is asked to check. If the neighbor cannot be reached, FAF immediately dispatches a man to the subscriber's home.

Since time is often of the essence in situations like these, a street directory is kept on hand. While the man is en route to the subscriber's home, FAF calls another neighbor who is asked to check on the subscriber's well-being.

Although the local police and fire departments are quite willing to co-

operate with FAF, subscribers are promised that this will be resorted to only as a last effort to lend assistance. Most oldsters find sirens distressing and dislike the thought of curious crowds gathering.

Furthermore, a little-known fact is that when a deceased person is found by the police—without a doctor in attendance—an autopsy is mandatory.

Elderly people—and their relatives, too—recoil at the thought of an “unnecessary” autopsy. If a physician is first on the scene, it isn't necessary. All subscribers arrange to have their personal physician called before the

(Continued on page 49)

Winning Bulletins

Top entries in the 1963-64 Lodge Bulletin Contest

James A. Gunn of the Grand Lodge Committee on Lodge Activities submits the following information concerning those lodge bulletins which came out on top in the 1963-64 contest sponsored by that Committee. A total of 246 lodges competed, and awards were made to the top three in each of four divisions—lodges of more than 1,500 members; those of between 1,000 and 1,500 members; those of between 500 and 1,000 members, and those of less than 500 members.

The winners in each group, shown at right, are:

A OVER 1,500 MEMBERS

- 1—Muskegon, Mich.
- 2—Long Beach, Calif.
- 3—Vancouver, Wash.

B 1,000-1,500 MEMBERS

- 1—Plymouth, Mich.
- 2—Detroit, Mich.
- 3—Binghamton, N. Y.

C 500-1,000 MEMBERS

- 1—Douglas, Ariz.
- 2—Kalispell, Mont.
- 3—Lancaster, Calif.

D LESS THAN 500 MEMBERS

- 1—Biloxi, Miss.
- 2—Teaneck, N. J.
- 3—Belmar, N. J.

Those receiving Honorable Mention are:

OVER 1,500 MEMBERS—Eugene, Ore., Fort Worth, Texas, Pueblo, Colo., Richmond, Calif., San Bernardino, Calif.

BETWEEN 1,000 and 1,500—Appleton, Wis., Denver, Colo., Grand Island, Neb., Mendota, Ill., Miami, Fla.

BETWEEN 500 and 1,000—El Cajon, Calif., Galveston, Texas, Harlingen, Texas, Mainland, Texas, Price, Utah.

LESS THAN 500—Baton Rouge, La., Bloomfield, N. J., Midwest City, Okla., Ravenna, Ohio, Twentynine Palms, Calif.





During a visit to Hilo, Hawaii, Lodge, Grand Exalted Ruler Dunn took part in a sport fishing tournament for the benefit of the Hawaiian Heart Fund that resulted in his battling and boating a 540-pound Pacific blue marlin. With him, witnessing the weigh-in were, l. to r.: Hilo E.R. Walter E. Stanwood and P.G.E.R.'s Horace R. Wisely, H. L. Blackledge, and William A. Wall.



Mastering a Marlin

BILOXI, MISS. Grand Exalted Ruler Dunn, Past Grand Exalted Ruler William A. Wall, Special Deputy Robert Cameron, and their wives were recently special guests of Biloxi Lodge. During a visit that encompassed a weekend, Mr. Dunn had the opportunity to meet Elks from all over Mississippi. A recreational highlight of the visit was a tour of Fort Massachusetts on Ship Island. Mr. Dunn proved he can captain a boat as well as the Order when he took the wheel of the yacht *Happy Landing* during the return cruise. The Grand Exalted Ruler made the local citizens conscious of Elkdom through his appearance on WLOX-TV; he was introduced by Brothers Danny Guice—Mayor of Biloxi—and Ray Butterfield. Other events included a cocktail party, attended by 300, followed by a shrimp jamboree at the Buena Vista Hotel. Mr. Dunn was the principal speaker that evening. Other speakers were Laz Quave, who mentioned having served aboard the "Big O," a ship named for Mr. Dunn's hometown of Oneida, N.Y.; Mr. Cameron; and Mr. Wall, who introduced the Grand Exalted Ruler. Additionally, Mayor Guice presented Mr. Dunn with a plaque from the City of Biloxi, and State President Henry Schwan Jr. presented the Dunns with three ceramic pieces. In his talk the Grand Exalted Ruler stressed the Order's well-known record for lending a hand when and where it's needed and impressed his audience by citing Elkdom's \$8-million annual charitable expenditure.



In Biloxi, Miss., Mr. Dunn posed for this photograph with a roster of State and Grand Lodge officials. Front, l. to r.: Special Deputy Robert B. Cameron, State Pres. Henry L. Schwan Jr., and P.G.E.R. William A. Wall. Rear: D.D. J. E. Nichols, State Vice-Pres. T. J. Perry, D.D. J. S. Buchanan Jr., State Vice-Pres. Gerald Franciskato, and host E.R. Bernard P. Hazlitt.

Left: At the Massachusetts State Elks Assn. banquet for Mr. Dunn in Boston, the Grand Exalted Ruler was flanked by P.G.E.R. John F. Malley and P.D.D. Melvin R. Taymore. Standing, l. to r.: Elks Natl. Home Supt. Thomas J. Brady, Past Grand Trustee Edward A. Spry, Past Grand Forum Chief Justice John E. Mullen, Everett, Mass., E.R. Wm. H. Finnegan, P.G.E.R. John E. Fenton, Grand Tiler Fred Quattromani, and Grand Trustee Arthur Roy.

FREEDOM'S FACTS



**Disarmament:
An Old, Old Ruse
à la Russe**

Do YOU THINK that Nikita Khrushchev's proposals for total world disarmament are really new? Not by a longshot.

The then Soviet Prime Minister Rykov made the same proposals to the world on November 1, 1927. That's right. Virtually the same proposals have been made periodically since then.

In 1928 Lord Cushendun, of Great Britain, answered these proposals in these words:

"There are two kinds of war, and where there are two kinds of war there are two kinds of peace. There are international and civil wars, and of these the civil is more horrible.

"It is a fair question to ask whether the Soviet Government sets its face against civil war as resolutely as against international war. . . . For years past the whole basis for the Soviet world policy has been to produce armed insurrection amounting to civil war in every country where they can exercise influence. If that is so, before we proceed much further some assurance should be given to us by the Soviet that in that respect there is to be a complete change in policy."

History discloses there has been no change in the Soviet policy. Khrushchev, as much as Rykov, and as much as Stalin and Lenin, pursues a policy of avoiding international war between nations and promoting class war and civil war with non-communist nations.

The Pull of Freedom

VLADISLAW STEPANOVICH TARASOV, a native of Ukraine, jumped from a Soviet ship in the harbor of Calcutta, India, in November 1962, and swam to freedom. Here, as given to the House Un-American Activities Committee, is why:

"In 1961 and 1962 I began to feel that in the USSR I was only a grain of sand in the desert, which at any mo-

(Continued on page 47)

NOW .. Instant Steam

SAVE

\$70⁰⁰

**BIG 28%
SAVINGS**

**Limited
Factory Offer**

And
Save by owning your
own
STEAM CLEANER
In 1964

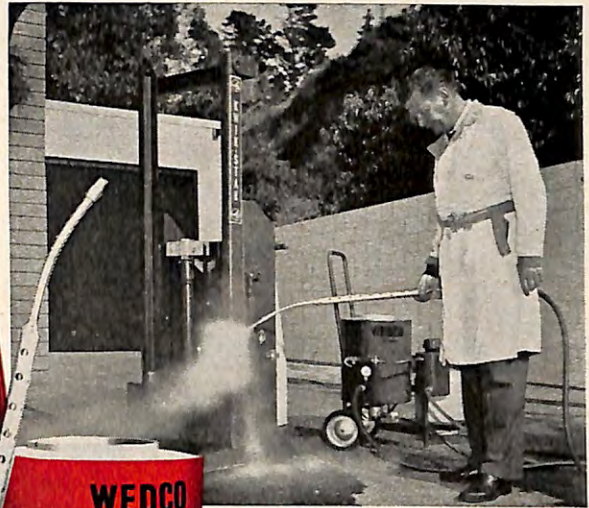
"WEDCO" Amazing
New Patented,
Industrial,
Commercial
Cleaning
Advancement that
Makes all
Others
Obsolete

**\$150.00 less
than any other
Steam Cleaner**



**Produces INSTANT STEAM
Whenever, Wherever Needed!**

**"WEDCO"
STEAM CLEANER**



**Are You In One Of
These Businesses?**

- Service Stations
- Truckers
- Garages
- Saw Mills
- Boats-Marinas
- Dairys
- Building Cleaning
- Ice Plants
- Farmers
- Lawn Mower Shops
- Motorcycle Shops
- Cafes-Hotels
- Industrial Plants
- Super Markets
- Meat Markets
- Animal Farms
- Fur Farms
- Domestic Establishments
- Air Conditioning Equipment

SPECIAL OFFER—LIMITED

1. **Hundreds of uses.** WEDCO the World's Best Buy—most portable. Simple to operate. **3 years guarantee.**
2. **No pumps, valves, motors** or gadgets to fowl up. Truly revolutionary.
3. **If you can't find a WEDCO dealer** you may now order direct from the factory. A regular priced WEDCO of \$259.50—save \$70.00 and pay only \$189.50 on this limited offer.
4. **Shipping Weight 125 Pounds.** Burns propane or butane gas. Neat and clean.

WEDCO

P. O. Box 973, Jackson, Wyoming

REF. Jackson State Bank

ORDER FROM FACTORY

WEDCO

P. O. Box 973, Jackson, Wyoming

Dept. E-5

- I do not know of a WEDCO Dealer but I want to save \$70.00. Ship me a WEDCO Steam Cleaner outfit **Complete.** Here is my check or money order for \$189.50. Discount price.
- I am interested, but don't want to take advantage of your discount offer. Send me information only.

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



L. A. LEWIS



H. R. WISELY

Coast-to-Coast Hookup

SAN RAFAEL, California. Lodge's 1,500 members have a magnificent new home. Known as Maple Lawn, the rambling ten-acre estate had been the home of Miss Louise A. Boyd who is now an "honorary member" of the lodge. Its beautiful grounds include an impressive formal garden where the dedication ceremony took place before an audience of 600 persons, with William Seeger, member of the lodge's Board of Trustees, (top) participating. Maple Lawn's buildings and grounds have been remodeled; a swimming pool has been opened, and the old carriage house remodeled as a community ser-

vice building and temporary lodge room.

The unusual Elk headquarters had an unusual twist to its dedication when the address was delivered by Grand Exalted Ruler Ronald J. Dunn over a coast-to-coast amplified telephone hookup while he was attending the Massachusetts Elks Association's annual dinner in Boston. During his talk, the Bay State diners saw slides of Maple Lawn projected on a huge screen.

Past Grand Exalted Rulers L. A. Lewis and Horace R. Wisely, above, were photographed during their conversation with the Order's current

leader, right. Both Mr. Lewis and Mr. Wisely were speakers at the program in San Rafael, and it was Mr. Lewis who introduced Judge Dunn to the California assembly when the time came for his address to be heard over the loudspeaker telephone facilities.

District Deputy Lewis H. DeCastle introduced the other speakers on the West Coast, including State Association President Vern R. Huck and former President Charles T. Reynolds.

Among the many California Elk dignitaries who were also special guests of 56-year-old San Rafael Lodge were Grand Treasurer John B. Morey and former



NEW YORK, New York, No. 1, Lodge celebrated the Order's, and its own, 96th anniversary with a dinner attended by these dignitaries. Left to right, foreground: Rabbi Arthur T. Buch, humorist Harry Hershfield, State Pres. John J. O'Brien, Chairman Dr. Jules V. Gilman, P.E.R., E.R. Bernard Lefkowitz, Grand Lodge Com-

mitteeman James A. Gunn, Rt. Rev. Msgr. Patrick B. Fay, Chaplain, and Est. Lect. Knight J. F. Reilly; background: Treas. Daniel Vona, Est. Loyal Knight Xavier C. Riccobono, Est. Lead. Knight H. P. McLaughlin, D.D. Wm. J. Steinbrecher, State Vice-Pres. R. E. Miller, Esq. J. D. Fink and Secy. Eugene Heffernan, P.E.R.

WISCONSIN Elksdom's Midwinter Conference found these dignitaries in Wisconsin Rapids, the host city. Left to right, they are host E.R. S. R. Parsons, General Chairman G. J. Sweeney, Grand Secretary Franklin J. Fitzpatrick, State Pres. Paul Fischl and Past Grand Exalted Ruler Fred L. Bohn.



R. J. DUNN

Grand Esquire Henry J. Budde. Frank Ench was General Chairman for the dedication program which closed with dinner in the main dining room and dancing in the carriage house.



HARLINGEN, Texas, Lodge was host to Past Grand Exalted Ruler and Mrs. George I. Hall on their tour of that area. Photographed at the luncheon held in their honor were, left to right, Past State Pres. H. S. Rubenstein, Mrs. Hall, Mr. Hall, E.R. Harold B. McDonald, and Dist. Judge and Mrs. Hawthorne Phillips.



CARLINVILLE, Illinois, Lodge's Youth Night banquet found the accent on sports, to the delight of 200 enthusiastic guests. Left to right are Past State Pres. R. G. Borman, Youth Chairman; E.R. James Leach; special guest Wyoming Jack O'Brien, and Kenny Boyer, the St. Louis Cardinals' third-baseman and guest speaker.

DUNKIRK, Indiana, Lodge, No. 1776, is a comparatively young branch of the Order, but it is a civic leader and the center of activity in a thriving community of some 4,000 people.

Not long ago its new home was dedicated at ceremonies at which Robert L. DeHority of Elwood, Ind., a Past State President and former Grand Lodge Committeeman, was guest of honor. Past District Deputy James St. Myers also participated in the dedication of the modern, well equipped home which represents an investment of \$40,000.

SALT LAKE CITY, Utah, Lodge, No. 85, has suffered the loss of two of its most valued members.

Often known as "Mr. Amateur Boxing", Harold M. McNeil died February 27th. A leader in amateur boxing and

Elk activities for over 40 years, he'd founded the "Big Brother" movement in Salt Lake City, and served on almost every Elk committee prior to becoming Exalted Ruler in 1941. After three years as Vice-President of the Utah Elks Association, he was elected President of the organization in 1950. He was a member of the Grand Lodge Committee on Credentials in 1943-44, and served as District Deputy ten years later.

Harold McNeil directed Elk sponsorship of the regional boxing trials for Olympic Games and for tournaments of the Intermountain Amateur Athletic union whose boxing committee he

Chairmanned for 30 years. Through his efforts, the Elks sent Rex Layne to Boston to win the national amateur heavyweight crown, and Jay Lambert to London as U. S. Olympic heavyweight titlist.

His wife, son, three grandchildren, two brothers and a sister survive him.

Harvey C. Peirce, Salt Lake City 1963-64 Exalted Ruler, died March 3rd after a six-week illness. He is survived by his wife, two sons, a grandson, three brothers and two sisters.

Extremely active in his lodge since his 1950 initiation, Exalted Ruler Peirce enjoyed seeing the membership of No. 85 increase by 715 during his term.

Montana's Youth Panel Scores



Judge Sid G. Stewart stands at center background with his panel of students who have successfully answered questions which have baffled most adults. They are, left to right, foreground, Nancy Davis, Tom Jovick, Christine McCormick, Judy Blaskovich, Nancy Dee, John Corrigan and Peggy Gilliland; background: Jerry Kriskovich, Rudy Spraycar, Liza Caton, Kathy Gish, Larry Jensen and Paul Davis.

Why juvenile delinquency is so prevalent and what can be done about it worried Montana District Judge Sid G. Stewart, just as those questions worry most of us. Judge Stewart is a member of Anaconda Lodge No. 239, and a man with a family.

Each day in his court, Judge Stewart was confronted with probation officers and youngsters in trouble. So many appeared before him in such constant flow that the Judge began to search for the causes of these problems and for the solution of them.

Reading every published authority on the subject, and studying the communities in the three counties under his jurisdiction, he came to the conclusion that the best source of knowledge in this area might be among the young people themselves. That was when his idea of a juvenile panel was born.

Judge Stewart made his initial move in this direction late in 1958, when he met with young people from junior and senior high schools, both public and parochial, and explained his idea of a juvenile panel whose function would be to advise and assist juvenile wrongdoers. The girls and boys he spoke with responded enthusiastically, and with the cooperation of school authorities they wrote essays on various phases of juvenile delinquency.

From these papers, several finalists were chosen by a committee of school,

church, civic and law enforcement people. Then the finalists appeared before the committee to read their papers and answer questions, to be rated on sincerity, knowledge, ability to "think on their feet."

By the Spring of 1959, the panel was ready. This new approach to the problem met with instantaneous success, and the panel has appeared before many civic, fraternal, religious and legal groups; their views, and replies to questions, have had a tremendous effect on many of those adults who are considered authorities on this all-important subject.

Judge Stewart's program has created a new, and welcome aura of understanding wherever the panel has appeared, because youth itself explains what the problems are, how they can be handled, and what can be done to prevent and correct them.

In 1961 the panel was invited to participate in the proceedings of the Convention of the National Council of Juvenile Court Judges at San Francisco. The money to finance the trip was raised in a matter of hours.

While perhaps none of the judicial dignitaries present expected much more than to be amused by these Montana youngsters, there wasn't one who did not join in the standing ovation that followed their panel discussion. The text of the story of this appearance, as recorded by Hon. Walter S.

Criswell, an official of the National Juvenile Court Foundation, in the Foundation's official publication, is a revelation; it proved exactly what these young people had advocated to prevent juvenile delinquency—the amazed authorities had stopped to listen to what youth had to say, and stayed to respect it.

One 18-year-old warned that youth has been marred by materialism and the deterioration in standards of conduct among adults; she urged that youth be influenced to do good, rather than to avoid evil. Another 18-year-old recommended that adults worry less about where the juvenile delinquent will end, and more about where he comes from.

"Give youth a mission in life," they pleaded, themselves living proof of the good that could come from following this principle.

In their presentation, each handles one of five categories—the responsibilities of the court, the parent, the church and school, the youth himself, and the community. The sixth handles the summary; then they all participate in an enlightening and encouraging question-and-answer period.

That the Elks of Montana are proud of, and satisfied with, this outstandingly successful project goes without saying. This is particularly true of the Elks of Anaconda who have become its cosponsors.

VICTORVILLE, California, Lodge was host to its fourth annual Invitational Joint Initiation Ceremony when these officials, representing Barstow, Big Bear Lake, Bishop, Mojave, Ridgecrest, Trona and Victorville Lodges, participated. In the background, left, and first, second and sixth from left respectively, are State Youth Chairman James R. Jackson, Past State Pres. Guy A. Daniels, DD, Nick Mandich, Jr., and State Ritualistic Chairman Frank Burns.





BLUE ISLAND, Illinois, Lodge's Fathers and Sons Night saw E.R. O. A. Taylor Bell initiate his two sons in the presence of their grandfather, Elk Harvey O. Antilla, and "Dizzy" Trout of baseball fame who entertained. The sons of four other Elks were also initiated. Pictured are, left to right, the fathers standing behind their sons, L. H. Witt, Sr., and son Larry; Robert P. Schultz, son Robert; E.R. Bell, sons Barry and Taylor, and Arthur R. Cavallini and son Arthur, Jr.



SIERRA VISTA, California, Lodge celebrated its sixth anniversary with a dinner-dance when Mrs. Cecilia Wilhelm and Mrs. Charlette Simpson presented \$100 subscriptions to the Elks National Foundation to E.R. S. N. Giacobbi as a tribute to the memory of their late husbands. On his installation, E.R. Giacobbi aimed for 22 new Foundation subscribers by the end of his term; nine months later there were 25 new subscribers, and the lodge was an Honorary Founder.



PETOSKEY, Michigan, Lodge honored 90-year-old Lou Hankey, center, on his 63rd anniversary as a Charter Member of his lodge. At left is E.R. Jack Hamill; right, Old Timers Night Chairman Fred H. Gilman.



KELSO, Washington, E.R. Ivan T. Golden, left, presents a \$2,442 check to Mrs. Roger Jensen and Mrs. Oscar Thorstensen, representing the Seattle Children's Orthopedic Hospital and Medical Center. At right is Bucks Club Chairman R. T. Harrold, P.E.R.



WEST ORANGE, New Jersey, Elk David Landwirth, left, receives his Life Membership from Past State Pres. Russell Williams, third from left. Looking on are E.R. Wm. E. Kennedy, Jr., right, and Judge D.A. Degnan. Twelve P.E.R.'s participated.

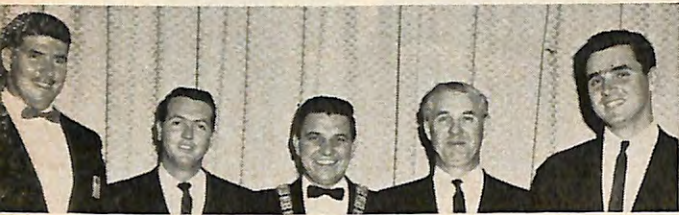


KNOXVILLE, Tennessee, E.R. Tom Ruggles is pictured at right with, right to left, Grand Trustee Ed. W. McCabe, State Pres. Sam Aaron, State Exec. Secy. John M. Smith and D.D. R. R. Tippy at a special conference.

LAKELAND, Florida, P.E.R. W. E. Thompson, center, presented the annual Elk trophies to the most valuable players on Lakeland's Senior High School football squad, Jim Perdicaris, lineman, and Kirk Quillian, backfield.



MASSACHUSETTS' Metropolitan Dist. Youth Leaders from Medford are honored. Left to right: Dist. Youth Chairman T. H. Kennedy, and Medford E.R. A. L. McDermott, Youth Leaders Donna McGinnis and Frank Howard, and Youth Chairman E. H. Lambert.



WESTCHESTER, California, E.R. John Mijal proposed and initiated a father and three sons who also happened to be his father-in-law and brothers-in-law, and only four of the 61 initiates. Pictured are, left to right, Victor McGraw, Jr., Michael McGraw, E.R. Mijal, Victor McGraw, Sr., and Henry McGraw.

LAKE CITY (Seattle), Washington, Lodge broke ground recently for its \$800,000 home. Participating in the ceremonies were, left to right, U. S. Sen. Henry M. Jackson, Lake City E.R. Austin Fraser, Everett E.R. Robert Ratcliff and Board of Grand Trustees Chairman Edwin J. Alexander, with a happy young man who represented the lodge's many youth programs. Several hundred Elks and guests attended the event.



YUMA, Arizona, Lodge's homecoming for D.D. Mulford Winsor, Jr., found the lodge's four living P.D.D.'s on hand and a class initiated in Mr. Winsor's honor. Pictured are, left to right, with their terms of office, P.D.D.'s U. L. Baker, 1960-61; Norman Bann, 1955-56; Dr. R. R. Knotts, 1916-17, and F. H. Johnson, 1948-49. Dr. Knotts, now observing the 50th anniversary of his term as E.R., was D.D. the last year Arizona was one district, and traveling was really rugged.

CASPER, Wyoming, Lodge initiated these 23 young Americans, left, as its John F. Kennedy Memorial Class.



LIVERMORE-PLEASANTON, California, Lodge welcomed State Pres. Vern R. Huck recently when its Youth Leader Grayce M. Gerton, was rewarded as District winner, and as third-place State Leader. Left to right are local Chairman Vern McNabney, Dist. Chairman George Chambers, Miss Gerton, Mr. Huck and E.R. Ken Bennett.

BAKERSFIELD, California, Lodge initiated this class of 98 new Elks, below, as a tribute to Grand Exalted Ruler Ronald J. Dunn.





WENATCHEE, Washington, Lodge honored State Pres. Dick Harpole with the initiation of 29 candidates. At center foreground, beginning fourth from left, are State Trustee Bud Fishnailer, Vice-Pres. Walter Hampton, Pres. Harpole, Vice-Pres. Chet Hawes and Secy. Bill King.



GARDEN GROVE, California, Lodge's first Honorary Life Member is James R. Jackson, a Charter Member, Trustee and three-year Chairman of the State Youth Committee, center, with E.R. John R. McKinley, left, and State Pres. Vern R. Huck.



ROCKY FORD, Colorado, Secy. Dale LaVoi appears at left with his nephew, Fred Ahlers, third from left, initiated on his 21st birthday. At right is the young man's father, Don Ahlers, a member for 21 years. Second from left is E.R. Allan Templeton.



CULVER CITY, California, Lodge had these dignitaries at the speakers' table during its tenth anniversary dinner. Right to left, P.D.D. and Mrs. Leroy J. Koos, State Pres. and Mrs. Vern R. Huck, D.D. Willard E. Fowler, E.R. Wm. C. Butler, Mrs. Fowler and Mrs. Butler.



MILWAUKIE, Oregon, E.R. Francis J. Burdick, left, had the honor of initiating his son Robert, right, with 51 other candidates in the presence of Grand Exalted Ruler Ronald J. Dunn, center.



QUINCY, California, E.R. Paul Kehrer is pictured at left as he presented his lodge's Elk of the Year Award to Robert Crawford, school teacher and coach of the local high school basketball team, who donated two acres of land, valued at \$15,000, to the lodge as the site of its new \$80,000 home.

RAWLINS, Wyoming, Lodge celebrated P.E.R.'s Night with the initiation of, left to right, Frank J. Hellman, John Johanson, Fred A. Ducolon and Joseph Zanetell. At 92, Mr. Ducolon is the oldest candidate ever initiated into that 64-year-old branch of Elkdom.





PASCAGOULA, Mississippi, Lodge's 6th Annual Carnival Ball found J. Guy Krebs and Mrs. Hal G. Vaughan reigning as King Antlers and Queen Doe. This year's Ball theme was "The Birth of the Blues," the decor was Bourbon Street, the result was terrific.



LEOMINSTER, Massachusetts, Elks honored over 200 local newsboys, newspaper officials and distributors at a dinner and awards program. Pictured were, left to right, in the foreground, with their prizes, Robert Johnson, Paul Le Blanc, Anthony Rodriguez and Gary Hendley, and, background, General Chairman E. R. Trudel, Dist. Youth Chairman Wm. A. Moore, D.D. D. P. Dululio, E.R. D. C. Foster and Grand Lodge Youth Committeeman Michael J. McNamara, principal speaker.

Lodge Notes

A large number of Webster, Mass., Elks and their wives visited Wrentham Hospital for Retarded Children not long ago and provided a full afternoon's entertainment for the 700 youngsters. Lodge Secretary Ben K. Cichon, a well known magician, performed tricks, to the children's obvious delight. This lodge selected St. Patrick's Day for the granting of Life Memberships to Oscar St. Georges, John Maciejewski and Frank Moskwa.

Another lodge to observe March 17th with something special was Point Pleasant, N. J., when a dinner-dance, attended by 300, brought financial backing to the Elk-sponsored Pop Warner Football Team which won the 1963 N. J. Southern Division title. Elmer Purdy was General Chairman.

News has come of the death of two long-time members—Wm. E. DeBolt of Connellsville, Pa., and Edward McMann of New Bedford, Mass., Lodge. Mr. McMann was born in 1879 and was initiated into the Order in 1904. He had been an active member until his death. After enjoying 63 years' affiliation with Connellsville Lodge, Life Member Wm. E. DeBolt passed away at the age of 86. A Spanish-American War veteran, Mr. DeBolt had served his lodge as Tiler continuously for 60 years, with the exception of a period in 1925 when he was chosen to fill the unexpired term of the lodge's Exalted Ruler.

Frank J. Stickney has just begun his 40th term as Secretary of Gardner, Mass., Lodge. A Charter Member of the 43-year-old branch of Elksdom, Secretary Stickney has never missed a regular session—of which his last was the 905th—or a Memorial Service, Flag Day program or any other special meetings, which is a record not equalled by many others.

John J. Allen, 444 Kennedy Blvd., Bayonne, N. J., would like to hear from any of the men who served aboard the *USS Wasp* (CV-18) from November, 1943 to 1945, and who are interested in attending a reunion in New York. Mr. Allen would appreciate their enclosing a stamped, self-addressed envelope with their letters.

Albany, N. Y., Elk Dave Marks was honored by the Variety Club of Albany when he received the Humanitarian Award of the year at a luncheon attended by about 300 persons. Not an annual award, this is the first time it has gone to a local resident in 30 years, the length of time "Uncledave" has been an Elk.

Former President James A. Farley of the New York State Elks Association, a member of Haverstraw Lodge, was recently appointed Honorary Postmaster for the New York World's Fair by President Johnson. The nation's former Postmaster General has also been designated as personal Good Will Ambassador to the Citizens of the World.

Another Elk to receive outside tribute is Wilbur R. Johnson of Altoona who has been appointed State Fire Marshal

by Iowa Commissioner of Public Safety, Wm. F. Sueppel.

Then there's Theodore W. Lynn, Jr., who was selected as the McChord Air Force Base nominee for the Man of the Year Federal Civilian Employee Award, sponsored annually by the Tacoma, Wash., Federal Business Association.

Thomas M. Garrity was chosen to be Quincy, Mass., Lodge's "Elk of the Year" during its regular Past Exalted Rulers Night program. On hand to pay him tribute were District Deputy Michael J. DeGeorge and State Rep. Joseph E. Brett, Past District Deputy. Mr. Garrity is his lodge's Veterans Committee Chairman. A class of 20 was initiated in honor of Grand Exalted Ruler Dunn at this program, attended by 200 Elks.

Another "Elk of the Year" is William H. Hurt, selected by the members of Petersburg, Va., Lodge for his consistent devotion to its charitable endeavors.

In San Juan, Puerto Rico, members of the Elks lodge chose their devoted Secretary of many years as their Elk of the Year—Rafael Bird, who has faithfully sent us news of his lodge for publication.

We are grateful to H. L. Trejo of Rawlins, Wyo., Lodge for telling us that the Lincoln Monument located near Laramie and pictured on page 29 of our March issue, would not be there had it not been for the untiring efforts and generosity of Dr. C. W. Jeffrey, a Rawlins Elk.

SOME TIME AGO, the Elks of Shreveport, La., Lodge, No. 122, gave a dinner for their title-winning Little League team and the boys' parents. At this affair, each youngster received a certificate as Good Will Ambassador of the city. There was a good reason for this—the boys had made a trip to Mexico City to play its championship team in three exhibition games, two of which were won by the visitors.

Coached by Bob Hill and Harry Chalmers, the Shreveport lads made a decided hit in Mexico where they got a wild reception from a crowd of more than 500, including a Mexican band. Speeches of welcome were made by Dr. John Nieberhausen, director of the Mexico City Little League, and by Paul Flores of the U. S. Embassy there; 7,000 enthusiastic fans packed their new stadium for each of the games.

This new good-neighbor program created a great deal of good will; on leaving Mexico City, the Shreveport juniors were invited to bring three of their baseball teams to Mexico City this summer—all expenses paid by Mexico's Pemex Oil Company.

LOGDES of the Rio Grande Valley enjoyed a recent visit from Past Grand Exalted Ruler and Mrs. George I. Hall when they were in the area for four full days of activity. Two highlights of the trip were Mr. Hall's participation in the Arbor Day tree-planting project of the Girl Scout Troop sponsored by Harlingen, Texas, Lodge, and his stirring address on Americanism at a Harlingen High School assembly when 1,600 students stood to give him a prolonged ovation.

The visitors were guests at a luncheon given by Harlingen's Elks, at a dinner in Mexico, dinner and family night at Brownsville Lodge, and a dinner-dance at San Benito Lodge. During their stay, the Halls also enjoyed dinner as guests of McAllen Lodge, and a breakfast meeting with members of Weslaco Elksdom.

NORWALK, Ohio, Lodge, No. 730, was host to 642 men who competed for \$1,134.06 in prize money in the 20th Annual No. Central Ohio Elks Handicap Bowling Tournament. Top honors went to F. Crall of Willard who also won the All-Events, and teamed up with D. Bores to take the prize for actual pin fall.

J. Smedley and B. Campana of Lorain split the first prize in the two-man event, and 125 quintets participated in the team activity won by a local team sponsored by Becker's Potato Chips. High individual scorer was M. Yancheck of Mount Vernon, and another special prize went to the Sinclair team from Norwalk. Bucyrus will host 1965 contest.



MAMARONECK, New York, Lodge welcomed State Pres. John J. O'Brien on P.E.R.'s Night. Left to right are E.R. Joseph De Litta, James A. Gunn, Judge O'Brien, Eugene Warrington who served the lodge twice as E.R., and P.D.D.'s Fred Crisp and Leo Heithaus. Past Pres. Martin Traugott was also a guest.



PORTAGE, Wisconsin, Lodge officers are pictured with 20 new members.



PONCA CITY, Oklahoma, Lodge's Ronald J. Dunn Class of 18 candidates appears with E.R. L. A. Chaplin, left, and D.D. John O. Rider, right foreground.



WEST HAVEN, Connecticut, Lodge honored its Elk of the Year at a dinner. Left to right foreground are C. E. Cocco, E.R. J. L. Perrone, Elk of the Year Thomas Cocco, P.E.R. Wm. J. Heffernan, M.C., and Mayor Gregory Morrissey. Background: P.E.R. Adam Bassetti, Chaplain, Joseph Carbonella, Ralph Cocco, Brent Windermann, Harold Hansen, Jerry Cocco and P.E.R. D. E. Garofalo, Chairman.

The Fair produced what is probably the greatest deluge of press releases ever to swamp editors, emanating from the Fair itself and the exhibitors. HARRY F. WATERS managed to finish this article before being engulfed by the flood. He is Associate Editor for Life & Leisure at "Newsweek" Magazine

THE BIG FAIR

By HARRY F. WATERS



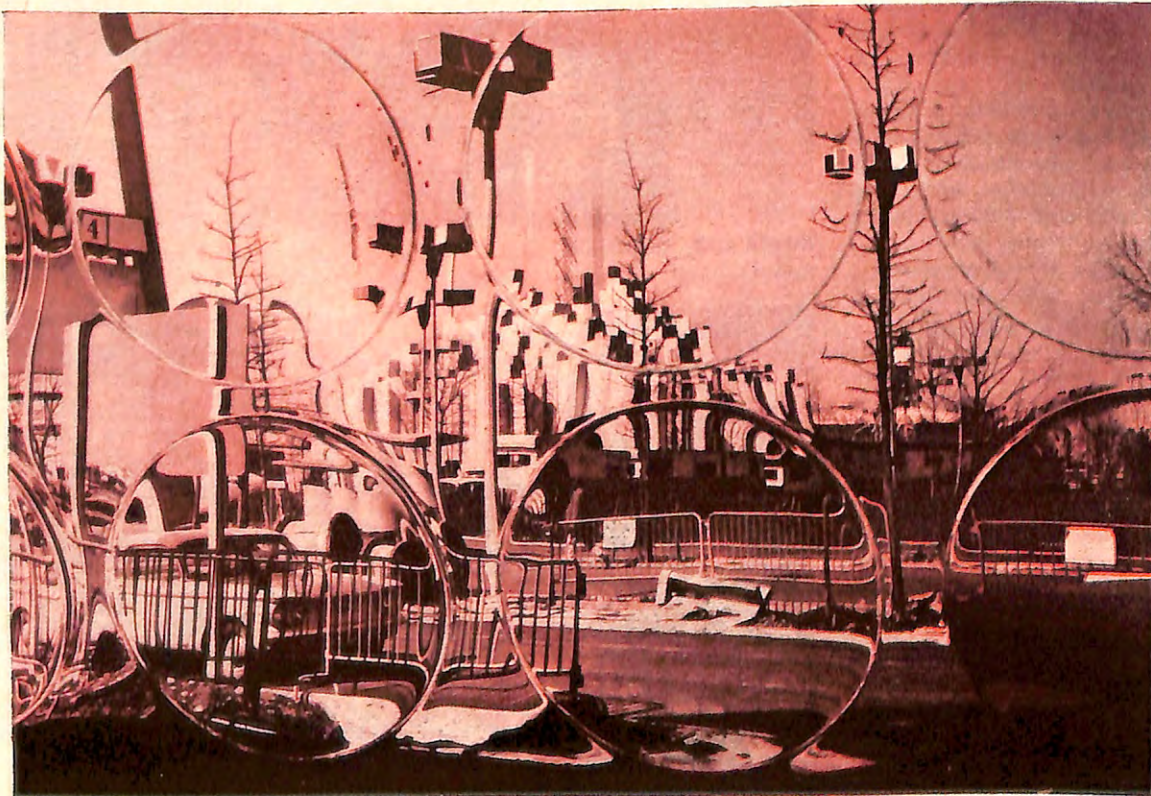
SUPERLATIVES, of course, have been the stock in trade of every world's fair—but now the 1964-65 New York World's Fair threatens to end all that. It just has too many "mosts" to be surpassed again.

It is the biggest; the 1962 Seattle frolic could be tucked comfortably into one-ninth of its 646 sprawling acres. It is the costliest; government and industry have showered a staggering \$1 billion on the once-swampy flatlands of Flushing Meadow. But most important, at least to the 70 million visit-

The Travelers Insurance Companies use their red-umbrella symbol to house an exhibit called "The Triumph of Man." In 13 life-size, lifelike dioramas, it depicts man's entire history.

ors expected to tramp its landscaped walks and parks, the mood of New York City's 300th birthday party is as diverse as the 51 countries, 24 states, and 350 American firms that have accepted invitations to it. There, side by side behind the weirdly colored, chrome and cement and plastic face of the Fair, one can find Darwin and Disney, salesmanship and showmanship, venality and vision, and enough fun to entrance children of all ages.

The paths of time crisscross everywhere. From prehistoric days, there is a 70-foot-high fiberglass brontosaurus meandering in front of the Sinclair Refining Co.'s exhibit; from the present, such wonders as the first public demonstration of nuclear fusion in the General Electric pavilion; and General



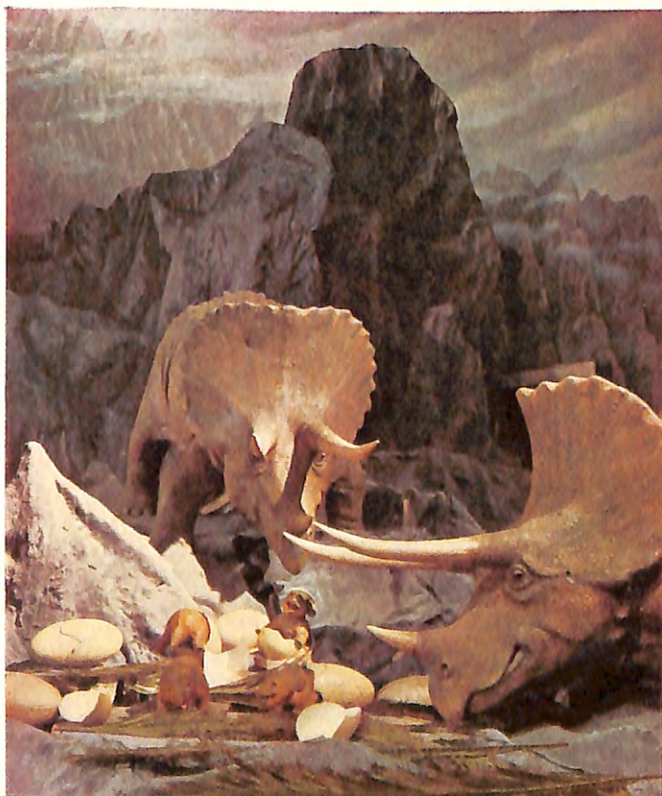
INGEBORG TALLAREK

Through the glass wall of Shaeffer's "Restaurant of Tomorrow," the Tower of Light, erected by investor-owned electric power and light companies, takes on a new shape. Shaeffer is a local beer.



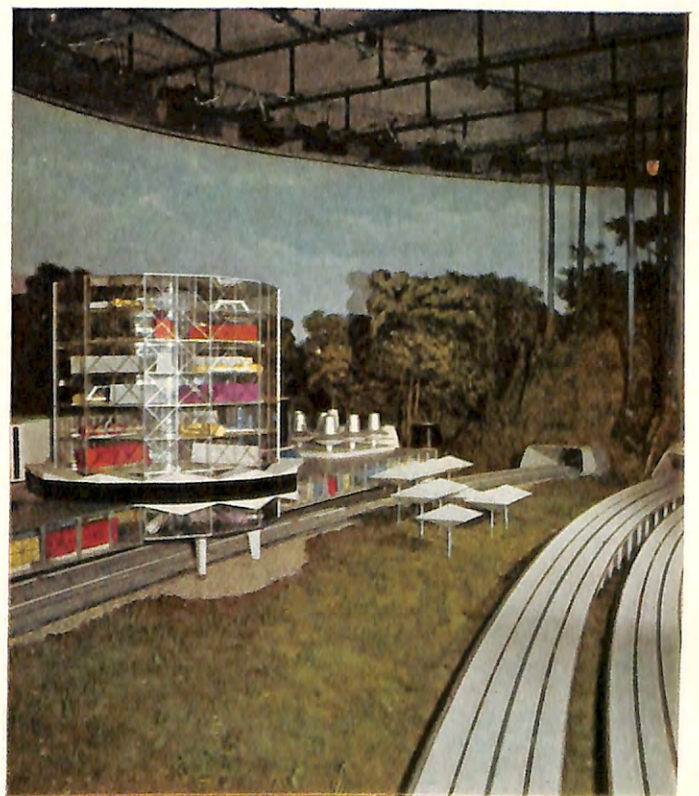
WORLD'S FAIR 1964-1965

General Electric's "Progressland": Atomic fusion will be demonstrated, along with Walt Disney's "audio-anima-tronic" figures (performing in a theater where the audience revolves around the stages), and other features.



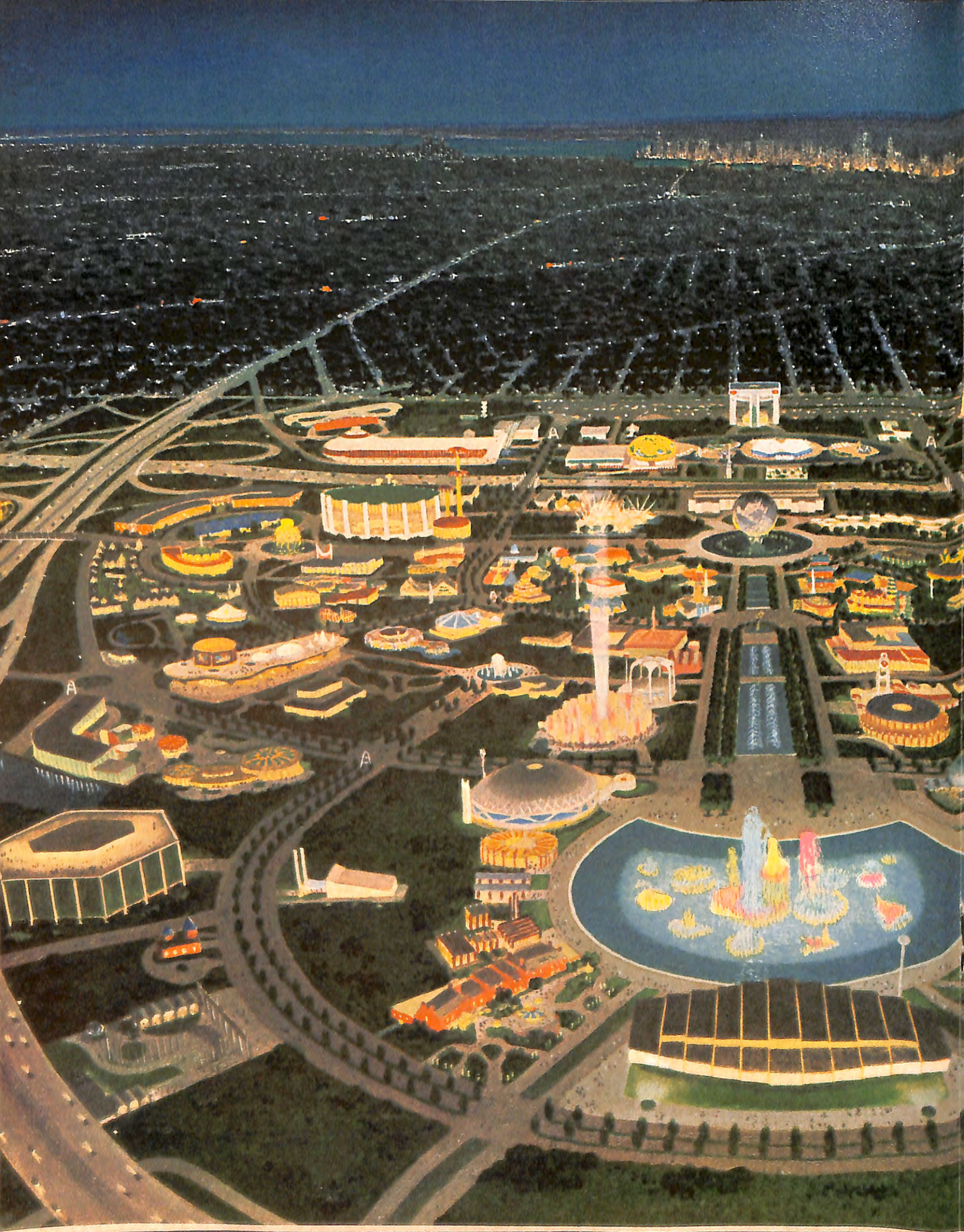
FORD MOTOR COMPANY

Ford's "Magic Skyway": In the world of prehistory, lifelike triceratops parents await new offspring as triplets are shown in various stages of hatching.



NEW YORK SUNDAY NEWS MAGAZINE

General Motors' "Futurama": A "World of Tomorrow" is on view. This scene shows a freight depot deep within a jungle, astride an electronically controlled highway.





Motors will show us the "World of Tomorrow," where hotels float underwater, jungles are leveled by laser beams, and city-dwellers travel on moving sidewalks.

Along each time path is something for every age and both sexes. In the Better Living exhibit, for example, the ladies can watch a daily fashion show or visit the dream home of the future, complete with furnishings and fabrics that have not yet come on the market. Or they can get tips on the most flattering shade of makeup from a computer in the Clairol exhibit, and discover what they look like in different hair shades by looking into special mirrors. Junior, on the other hand, can frolic on dozens of rides—from "shooting the rapids" aboard a hollow log to taking Walt Disney's "It's A Small World" ride in the Pepsi-Cola pavilion, where he will visit 26 countries and watch animated figures perform native songs and dances.

To see it all will take even those with superhuman stamina at least 12 eight-hour days. But there is plenty of time. The fair will be open for two seasons: April 22 to October 18, 1964, and April 21 to October 17, 1965. (Exhibits will remain open from 10 A.M. to 10 P.M., with the nightclubs and shows staying open to 2 A.M.)

Laid out in a giant horseshoe around the massive Unisphere—the Fair's soaring symbol of peace and understanding—are five areas: Industrial, International, Federal and States, Transportation, and Lake Amusement. In the Industrial area, which comprises a full one-third of the Fairgrounds, the nation's corporate giants are waging full-scale war to outdo each other, and their weapons are an ingenious blending of rides, films, stereo sound, three-dimensional effects, Disney-animated figures, and scientific demonstrations. Here are the major industrial pavilions:

General Motors: Behind the 10-story entrance canopy, or "tail fin," GM has gone all out to top its first Futurama show, the hit of the 1939-40 World's Fair on the same site. The new Futurama offers visitors a ride through the World of Tomorrow, whereas the 1939 spectacular encompassed only the United States. Seated in loudspeaker-equipped lounge chairs, one will start from a point somewhere in the Solar
(Continued on page 31)

The New York World's Fair, as seen looking past the Fountain of the Planets toward the Unisphere and, beyond, the Helipori.

PAINTING BY CHESLEY BONESTELL

Four Great Artists

VAN GOGH
MANET
RENOIR
MONET

From the masterpieces of these great Impressionist artists, the pictured floral still lifes were reproduced to beautify your home.



11 x 14 inch framed full-color prints are available through The Elks Magazine for the low price of \$1.25 each, or all four for only \$3.95.



Sunflowers—VAN GOGH



White Lilacs and Roses—MANET



Large Vase of Flowers—RENOIR



Sunflowers—MONET

..... USE THIS COUPON

THE ELKS MAGAZINE

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

Please send me the following framed Impressionist floral prints in true color. I have checked my choices below at \$1.25 each or all 4 for only \$3.95 postpaid. Satisfaction guaranteed, or money refunded immediately.

- Sunflowers—Van Gogh Sunflowers—Monet
- White Lilacs and Roses Large Vase of Flowers—Manet
- Renoir
- Send all 4 at bargain price of \$3.95

Enclosed is (total amount) \$ _____

Name..... (please print)
Address.....
City..... Zone
State..... Zip

Art was given a new form in the 19th Century: Impressionism. Rich colors were put on canvas in a way that shocked the art world into seeing things in a new light. In fact, light was the key; brushstrokes became the vehicle for pouring brilliance over familiar objects and giving them a new kind of beauty.

VINCENT VAN GOGH (1853-90), the eccentric Dutchman who sliced off his own ear, painted swirling yellow-gold "Sunflowers" against a pale lemon background, one of the most glorious flower paintings ever created.

EDOUARD MANET (1832-83) contrasted three fragilely tinted red and pink roses with white lilacs against a strong, dark background to create his "White Lilacs and Roses."

PIERRE RENOIR (1841-1919) painted delicate-toned spring nosegays in "Large Vase of Flowers," as reminiscent of a Dutch still life as the delft vase depicted.

CLAUDE MONET (1840-1926) also chose "Sunflowers" as a subject. With his characteristic short strokes, a sunburst of orange and yellow flowers is set off with masses of green leaves, arranged in a white vase that stands on a red cloth.

Each print is covered with unbreakable plastic and framed in a wood-like finish, ready for hanging. Overall size is 11 by 14 inches each. The four together make a beautifully matched grouping. Order them from THE ELKS MAGAZINE with the coupon at left.

The Big Fair

(Continued from page 29)

System, soar past the moon, and land on an "earth" where the wonders of science have been put to constructive, instead of destructive, use. A network of satellites predict weather by the minute, and the sea has become an underwater playground for tourist "aquacarts."

Ford: Aboard 180 new Ford convertibles, visitors will take Walt Disney's "Magic Skyway" ride from the dawn of history to the twilight of tomorrow. Disney, who is contributing to four pavilions at the Fair (some wags are calling it "Disneyland East") has created an ingenious animation technique called Audio-Animatronics. At Ford, the system brings to life prehistoric beasts that battle in the light of erupting volcanoes; a hush falls over the scene as Man appears for the first time.

IBM: Eero Saarinen's last design is a giant "egg," on which the letters IBM are repeated 1,000 times. Inside, a bank of seats called a "People Wall" will gently lift 400 people at a time before nine synchronized screens that dramatize how complex problems are solved in the computer age. Below this theater, in a garden of steel trees, IBM will illustrate such abstruse concepts as the Theory of Probability by using Punch and Judy shows and Sherlock Holmes skits with names such as "The Plurality of the Singular Green Moustache."

Kodak: Here amateur photographers will have a field day. Atop the pavilion, they can photograph relatives and friends on an abstract rendering of the moon's surface, or gaze at the eight-story-high Picture Tower which will display the world's largest color prints—five 30x36-ft. illuminated photos. Inside, Kodak technicians will comment on picture-taking techniques while a model of a spaceman demonstrates the microfilm library of the future, small enough to fit into his space capsule.

Bell: This may be the most imaginative architectural facade at the Fair—a cantilevered, 400-foot-long floating wing, hovering 20 feet above ground on what seems to be invisible support. Within, Bell will dramatize the story of man's attempts to communicate by carrying riders in moving chairs past demonstrations of everything from log-drumming to lasers and communication satellites.

DuPont: Its "Wonderful World of Chemistry" show will utilize an intriguing new concept of entertainment—the coordination of live performers with figures on movie screens. At one point, a screen character hands a bag of groceries to a live performer, and

The toughest decision in business?

John Hancock makes it easier for you. Illness or injury puts one of your key executives out of action. You hope he'll be able to come back. But if he can't return within a reasonable time, you'll be forced to replace him. How long do you keep him on the payroll?

With John Hancock's Keyman Salary Continuation insurance to help, you never have to face this decision. Your employees know exactly where they stand—and so do you. John Hancock can help you provide a guaranteed income for a definite period with outstanding tax advantages. You have a fixed, budgetable, deductible expense instead of an uncertain legal and moral obligation. You can cover all your employees, or just a few of them, or even one man. You can share the cost with them, or you or they can pay it all. And they're covered 24 hours a day, on and off the job.

Why not make your decision now? John Hancock will prepare a custom-tailored proposal for your key employees, without obligation, if you provide the necessary information on the coupon below.

John Hancock Mutual Life Insurance Company
Salary Continuation Plans, B-21
200 Berkeley Street, Boston, Mass. 02117

John Hancock
LIFE INSURANCE

Please send me a salary continuation proposal for the following key employees:

Age	Occupation	Income Required
A. _____	_____	\$ _____ a month for _____ months
B. _____	_____	\$ _____ a month for _____ months
C. _____	_____	\$ _____ a month for _____ months

Name _____ Company _____

Address _____ Title _____

City _____ State _____ Zip Code _____

E-1

later, a live actress uses a garden hose to wash a car projected on a screen, accidentally splashing a figure on an adjoining screen. There will also be a fashion show presented by Donald Brooks, Oleg Cassini, Ceil Chapman, and David Kidd.

Rheingold: Nostalgia reigns at the most relaxing spot at the Fair. The scene is "Little Old New York" in 1904, with a village green, bandstand, and park where one can stretch out on a bench and listen to a brass band or barbershop quartet, then retire to a turn-of-the-century Town House for a snack—and a beer, of course.

In the International area, a vitriolic dispute between Robert Moses, the Fair Corporation's controversial 75-year-old president, and Europe's 31-member Bureau of International Expositions has prevented the participation of most of the world's major nations. Nevertheless, the foreign guests will offer some exotic treats. Perhaps the biggest splash will be made by the tiny Vatican, which has sent over one of the most magnificent sculptural masterpieces in existence: Michelangelo's *Pietà*, which depicts Jesus lying in the arms of His Mother after the Crucifixion.

Art will also dominate the Spanish pavilion, the largest of the foreign pavilions. Within its walls, there will be concerts by Segovia, Yepes, and Cossado, dance exhibitions by the famed Antonio and a group of 45 Gypsies, and displays of originals by Picasso, Goya, El Greco, and Miro. Visitors will also find lavish collections of rare Hispanic ceramics, pottery, and jewelry and an authentic Spanish restaurant incorporating a mammoth wine cellar.

In the Swiss pavilion, the only thing lacking is the Alps. The motif is a re-creation of a tiny Alpine Village, dominated by a Swiss chalet where chefs will prepare such treats as boeuf fondue Bourguignon, and a boutique where one can purchase hand-fashioned cowbells, music boxes, and, of course, Swiss watches.

Japan boasts the most artistic architecture of the foreign pavilions—a feudal castle of delicately sculpted lava stone by famed stone sculptor Masayuki Nagare. It houses karate matches, Oriental tea ceremonies, and an Americanized geisha house. The more warm-blooded will probably prefer the Caribbean pavilion where, on balmy summer evenings, one can sit beneath palm trees and sniff the fragrance of tropical flowers while enjoying limbo dancers, calypso singers, and steel bands.

Other foreign offerings: Ninety-seven of the Dead Sea Scrolls will be displayed by Jordan; Venezuela will import a spicy Latin American nightclub;

Official "Fair Lodge" Named



Joseph J. Previte, center, Exalted Ruler of Queens Borough (Elmhurst), N. Y., Lodge recently was presented with a scroll by Grand Exalted Ruler Ronald J. Dunn that designates Queens Borough the Order's official New York World's Fair Lodge. John Redmond, right, is Chairman of the lodge's World's Fair Committee.

tiny Sierra Leone, its pavilion crowned by three cones to suggest the mountainous terrain of the tiny country, will show native dancers and rare African foods; and at the Pakistan pavilion, guests can stroll over a bridge above a lotus-dotted pool, loll on a terrace covered by multi-colored canopies in the traditional "Shamiana" style, or view antiques dating back to the 5,000-year-old Indus Valley civilization.

Between industrial might and foreign ingenuity, the current Flushing frolic will offer a cornucopia of treasures difficult to classify. The state of Hawaii, for example, will present what it calls "one of the largest arrays of hula talent ever seen on the mainland" six times a day in the exhibit's "Aloha-theater." On a more modern level, the National Cash Register Co. pavilion will demonstrate a "microencapsulation" of the King James version of the Bible, which has been reduced onto an area the size of a small file card. At the New York City exhibit, the only holdover structure from the 1939 Fair, one can ride small helicopter-like craft over an amazingly detailed scale model of the city. It contains some 800,000 buildings, from a two-foot Empire State Building to the smallest brownstone in Brooklyn.

But no exhibit will stagger the mind more than the eerie, lifelike figure of Abraham Lincoln in the Illinois pavilion. Designed by Disney (of course), the animated figure—capable of 17 facial expressions (laughter, boredom,

irritation, etc.)—will recite the Gettysburg Address to audiences with perfect Lincolnesque intonation.

Those Elks interested in Scouting—and that's quite a few—will see demonstrations of Scouting skills at the Boy Scouts of America "Wonderful World of Scouting" exhibit. When not on duty at their own Fair site, the Scouts have promised to do as many good turns each day as possible.

During the past few months, many newspapers have been gleefully reporting that the New York World's Fair will be short on entertainment. True, considering Moses' denunciation of "cheap midways with mechanical gadgets, freaks, shills, and dubious side shows," it seems likely that the hallowed tradition of World's Fair sex that began with Little Egypt at the 1892 Chicago Exposition has been abandoned. But publicist Bill Doll, who worked with Mike Todd at the 1939 Fair, claims this is not so: "Call it the Lake Amusement Area or whatever you please, but it's still a midway in my book."

Whatever you do call it, Moses' Mile will offer ample, if well-scrubbed, amusement. The most lavish extravaganza will be presented nightly at the 10,000-seat amphitheater by bandleader Meyer Davis and Leon Leonidoff of Radio City Music Hall. Called "Wonderworld," it will be performed on the ground, in the water, and in the air—but chiefly on the world's largest revolving stage. Highlights include the

rising of a nightclub from the bottom of a swimming pool and the "launching" of a lady astronaut to the moon.

For the more nostalgic, the Texas pavilion will show "To Broadway With Love," a sentimental look at 100 years of musical comedies. There will also be a John Ringling North Continental Circus, a Dick Button "Ice-Travaganza," a simulated helicopter ride, a daredevil auto stunt show, a porpoise show, a wax museum featuring such inhabitants as Joan of Arc, Lady Godiva, and Doctor Kildare, and the world's most famous puppet show—Les Poupées de Paris—which has been cleaned up a bit (the puppet ladies wear bras) but still features some 250 puppets speaking in the voices of Jimmy Durante, Mae West, Loretta Young, and Liberace.

The exterior of all this can be viewed from a 4,000-foot-long monorail—a train-like car suspended from an overhead track—that circles the Lake Amusement Area. For sea-lovers, a Mississippi River steamboat will anchor off shore, where it will rock with continuous 19th-Century-type entertainment including banjo players, barrelhouse piano stompers, and Gay Nineties beauty contests.

For entertainment at a slightly higher cultural level, one must rely on New York City—even though the Lincoln Center for the Performing Arts was named "official performing arts wing" of the Fair. They just refused to move Philharmonic Hall and the New York State Theater to the Fairgrounds.

How will one keep track of all that is going on? The General Foods Co. has supplied an elaborate answer: a computer-controlled communications system that will keep fairgoers informed of traffic and weather conditions and current happenings at the Fair by beaming messages to 11 flashing arches scattered about the grounds. The system, which has never been tried before, will circumvent a major drawback of past fairs where the absence of a central communications network caused visitors to miss many key events.

In fact, the Fair exhibitors seem to have thought of everything. RCA will operate a unique service for lost children: They'll get to appear on color television. When one of the Fair's 3,000 Pinkerton security officers discovers a wandering tot, he will simply take him to the RCA exhibition hall where cameras are set up. There the child's tearful image will be introduced to the Fair's TV audience via 300 receivers placed in key locations and, hopefully, his parents will be watching. For the footsore and weary, the Simmons Beauty Rest Center will supply 46 "Rest Alcoves" where, for 50 cents, one can take a half-hour nap in beds with push-button contour control and be awakened by "Beauty Rest Ladies."

For accommodating out-of-towners, the Fair is operating a special housing bureau which is already handling some 600 letters a day requesting hotel reservations. The bureau refers applicants to some 380 hotels and motels containing a combined 100,000 rooms; prices range from \$3 to \$23 a day for a single. To get to Flushing Meadow, which is about 10 miles from Times Square, there is an abundance of alternatives. The most exotic ones are "Aquafoils" (hydrofoils) via the East River and Long Island Sound, and helicopters (approximately \$6 for a six-minute ride) linking the heliport on the Top-of-the-Fair restaurant building with Newark, LaGuardia, and Kennedy airports. For the more economy-minded, the Long Island Rail Road will provide regular service to the main gates from Pennsylvania Station (50 cents for a 12-minute ride), and three subways will service the Fair. There also are docking facilities for some 1,000 boats at the marina and parking facilities for 25,000 cars in the vicinity of the Fairgrounds. About the grounds themselves, one will have a choice of buses and special tram-like taxis.

Once admitted (\$2 for adults, \$1 for children), the fairgoer will find 75 restaurants to appease his appetite. Among the best values are the Festival of Gas restaurant which, despite the connotations of its name, will have famed international chiefs manning the gas ranges; luaus at Hawaii's Five Volcanoes Restaurant; and such oddities as a full-course Chinese dinner for 99 cents and a Hongkongburger (hamburger with noodles) served from motorized rickshas.

Yet the most enduring memories of New York's big bazaar will surely be those that delight the eye rather than the stomach. Scattered about the grounds are some of the most beautiful fountains ever designed, especially the newest granddaddy of them all—the Fountain of the Planets, which will nightly present a synchronized symphony of water displays, color, music, and fireworks. And those present on the Fair's closing day will see the Westinghouse Co. lower a Time Capsule alongside its original capsule laid to rest in 1939. Destined for the eyes of the people of 6939 A.D., its contents will be chosen by a committee of experts in such fields as science, industry, and education.

Perhaps, however, the Westinghouse people might save themselves the trouble by including only one item in their capsule—a film of the 1964-65 New York World's Fair. It is, quite possibly, the most complete record of man's achievements, failures, and dreams ever assembled and, quite probably, the last "big" world's fair to come along. It's an experience not to miss. • •

CHICO SAYS:



Make travel plans now!

Elks National Convention New York City

July 12-16, 1964

Santa Fe provides a fleet of trains for your travel pleasure from California, Texas and the Southwest to Chicago, enroute to New York for the convention.

From Los Angeles:

Super Chief, The Chief and El Capitan.

From San Francisco:

The San Francisco Chief.

From Texas points:

The Texas Chief.

We urge early reservations, due to peak summer travel at time of your convention trip.

Write today for information

Ross E. Chappell, Gen. Pass. Traffic Mgr.
Santa Fe Ry., 80 E. Jackson Blvd., Chicago 4
I am interested in attending the 1964 Elks Convention, and wish to travel via Santa Fe to Chicago, en route to New York City. Please furnish facts about travel costs and schedules

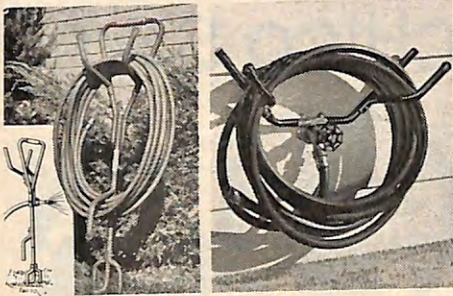
from _____

Number in my family or convention group _____

Name _____

Address _____

City & Zone _____ State _____



Portable Hose Rack Does 5 Jobs

Portable model (left photo) sticks in ground, holds 100 ft. of hose. For storage, hangs in garage or basement. Clip holds nozzle for sprinkling; prongs at bottom aerate lawn, pick up paper. Steel tubing, enameled red, non-tip base. **\$3.95 each, 2 for \$7.00.** Faucet-mounted model (right), bolts to faucet, needs no attachment to house, holds 100 ft. **\$2.39 each, 2 for \$4.00.** Money-back guar. Postpaid. Walter Drake, 2305-4 Drake Bldg., Colorado Springs, Colo.



NEW! PLAY BACKYARD GOLF!

Here's the newest, liveliest fun game for the whole family. Play golf in your own backyard. . . take "Back 9" on picnics, vacations . . . anywhere! Durable vinyl cups with poles and flags simply depress into your lawn turf (no holes to dig) for instant rolling fun. Set includes 5 "holes" with numbered flags, 4 vinyl balls and tees, complete instructions. Money back guarantee. At your sporting goods dealer or write.

\$7.95 postpaid

Washington residents add 3 1/2% state sales tax.

Send check or money order:

BACK 9 LAWN GOLF

P.O. Box 196-J Walla Walla, Washington

BE TALLER BY 2 FULL INCHES!



Slip these foam rubber and felt Height Increase Pads in any pair of shoes. Now, step into them to added walking comfort and 2" in height. The same height increase as expensive height increasing shoes. These invisible, interchangeable cushions need no gluing and are an aid to better posture. Durable and shock absorbing. Thousands now worn. **State man's or woman's shoe size.** Only **\$2.95 pair, ppd.** HUDSON INDUSTRIES, Dept. EL-54, 550 Fifth Ave., New York 36, N. Y.

Antique Replica **Apostle Jug**

White ceramic masterpiece from skilled Florentine Renaissance artisans reproduced with exquisite detail. 8" pitcher has insets of the apostles with classic handle, octagonal base. Wide mouth lip provides practical use—milk, juice, cream, syrup. **Prize find!**



Add **2.95**
35¢ p.p.

GREENLAND STUDIOS

Dept. EK-5
Miami 47, Fla.



ROMMEL AFRIKA CORPS SUN HELMETS. Made in 1942 for the African campaign and incredibly enough, just found in a European warehouse, these are *brand new surplus*. Expensive green wool-covered cork helmets have original color insignia, felt shock-proof liner, vented peak, etc. Sizes S, M, L. **\$5.95 ppd.** Page Prod., Dept. EL-5, Box 304 Gracie Sta., N. Y. 28.



50 U.S. COMMEMORATIVES for only 25¢. Specially selected stamps include the scarce Dag Hammarskjold error and regular issue plus the 48, 49 and 50 State Flag stamps—and 45 more large-size U.S. Commemorative stamps that go back through the years. 25¢ includes privilege of sending approvals. Garcelon Stamp Co., Dept. EMUS, Calais, Maine.



SPRAY AWAY GREASE and carbon from pots, frying pans, ovens, rotisseries, grills. You don't have to rub or scrub or even soak pans. Just spray on Carbon-Clean and rinse grease off. Chemical dissolves burnt-on carbon and grease. Safe for aluminum, chrome, porcelain. 6 oz. spray can, **\$1.00 ppd.** Nancy Ellen, 614 Spencer Bldg., Atlantic City, N. J.

ELKS FAMILY SHOPPER



W-I-D-E MOCCASINS FOR MEN. Rugged hand-sewn camp moc is one of the many handsome Hitchcock styles designed especially for the man with wide feet. Style 603, EEEE wide, 5-11, 12, 13 is full grain, waterproof, with rawhide laces, rubber sole. **\$11.50 ppd.** Send for Free Catalog of more than 60 styles. Hitchcock Shoes Inc., Hingham E-11, Mass.



GARDEN TOTER. Here's how to get rid of garden refuse in one big swoop. Spread this big hurlap tote in a handy spot; pile on raked leaves, grass clippings, pulled weeds; then gather up sturdy rope handles at corners and carry or drag giant bag away. 6 ft. sq. **\$2.69 ea.**; 2 for \$5. Ppd. Downs & Co., Dept. 3306, 1014 Davis St., Evanston, Ill.

ACAPULCO SHIRT-JAC

An incomparable sport shirt AND jacket from the "Shirtmaker to the Stars" created in fashionable Acapulco. A flattering hip-hugging jacket designed shirt of imported broadcloth featuring Jalisco pockets, vertical pleating in front and back, adjustable waist tabs. **WHITE, RED, BLUE, BLACK.** S-M-L-XL—(specify neck size) **\$9.95.** Your monogram (specify initials) **\$2.00.** Send check or M.O., No C.O.D.

Charge
Diners' Club or
American Express

FREE LM FASHION BOOK
"THE WORLD'S FAIR OF MEN'S FASHIONS"

leu magram
830-7th AVE. (near 53rd)
Dept. YL • New York 19, N. Y.

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."



NEW! 1.3 oz. Giant Size \$9.

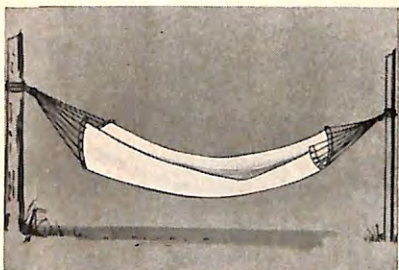
Time-proven **Top Secret** has been used by famous personalities for years.

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**, 1016 No. Hollywood Way, Room 15, Burbank, California.

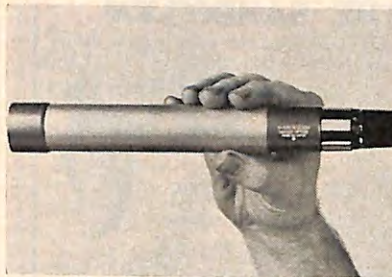
Merchandise shown on these pages can be ordered direct from the companies listed. Enclose a check or money order. Except for personalized items, there is a guaranteed refund on all merchandise returned in good condition within 7 days.



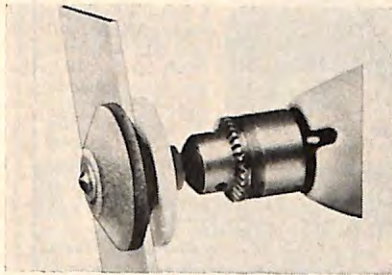
BIG MAN'S MADRAS SHIRT, button-down style, has extra long sleeves and extra body length. Superbly tailored shirt is of distinctive Madras plaid in choice of blue or olive. Size M, L, XL, XXL. Only \$5.95 ppd. (2 for \$11.45). Send for free 36-page catalog of fine shoes and apparel for big men. King-Size, 6294 Forest St., Brockton, Mass.



WHITE NAVY HAMMOCK—Old salts who remember these heavy white canvas hammocks, know they are sturdy and hold up well—are less money than commercial ones. Brand new; a full 36" x 74"; brass grommets; complete with all ropes and clues. A real buy (and a fine gift for Dad). \$8.95 ppd. Charles Co., Dept. EK-5, 10 East 81st St., N.Y. 28.



ZOOM HAND TELESCOPE gives a full range of power from 6 to 18 with a wide field of view. Focus is clear and sharp. When object is in range you can zoom to bring it even closer and sharper. Light (approx. 11 oz.) and compact (10 1/4" long, extends to 13"). 30 mm objective, coated lens. \$9.95 ppd. Empire, Dept. EL, 140 Marbledale Rd., Tuckahoe, N.Y.

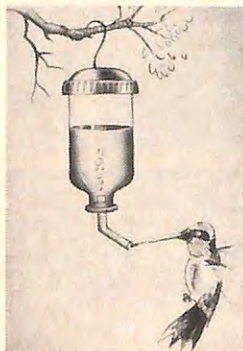


ARCO LAWN MOWER SHARPENER fits any electric drill. It quickly and easily sharpens Rotary Lawn Mower Blades (all makes and models), Roto Tillers, Moto Tillers, Sickle Bar Cutters, Hoes, Scythes. The grinding wheel is reversible for double life. Made in U.S.A. \$1.98 ppd. Arco Tools, Inc., Dept. EL-5P, 421 W. 203 St., New York 34, N.Y.



FREEZE 'N HEAT SET. Handy bowls go directly from refrigerator to stove to table. You can store left-overs, heat them and serve—using the same bowls. No extra dishes are dirtied. 8-ounce bowls come in bright metallic colors with air-tight translucent plastic lids. 7 for \$1.00 ppd. Sunset House, 75 Sunset Bldg., Beverly Hills, Calif.

HUMMINGBIRD FEEDER — \$1.00



Don't let these colorful little fellows pass your yard to seek a home elsewhere. Attract them with a special feeder. Watch them feed, hanging in air, flying backwards, feathers glinting in the sun. Just fill the red feeder with sugar water and hang anywhere. Birds guard their own feeder . . . the more feeders, the more birds. 2-oz. size, \$1.00; 3 for \$2.79; big 4-oz. size, \$1.39. Postpaid. Walter Drake, 2305-15 Drake Bldg., Colorado Springs, Colorado.

A GOLFING MUST!

TOURNAMENTS
and
SOUVENIRS

FIX BALL
MARKS
CLUB NAMES



ADVERTISE YOUR BUSINESS
No Charge for Designs—Shipped Ppd.

MARK-A-BALL Write for samples and prices
DEPT. E • P.O. Box 5844 • PORTLAND 22, OREG.



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 . . . \$2700* ONLY . . .

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

Write for **FREE HANDY RING SIZE CHART & 48 PAGE FULL COLOR JEWELRY CATALOG.**

*Plus 10% Federal tax



10 Day Money-Back Guarantee
LAPIDARY CO.

Dept. EL-10, 511 East 12 St., New York 9, N. Y.



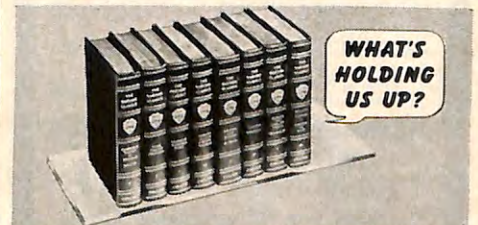
1000

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 gummable labels. Padded. Packed with FREE, useful plastic GIFT BOX. Use them on stationery, checks, books, cards, records, etc. Beautifully printed on finest quality gummable 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**, 506 Jasperson Bldg., Culver City 1, California.



WHAT'S HOLDING US UP?

INVISIBLE BOOKENDS—69¢

Look—undercover Bookends! Your books appear to stand upright by themselves. Actually, they're firmly supported by right-angle metal brackets concealed inside the covers of the end volumes. Hold up to 40 books in a row. Pair, each 4" high with 3" base . . . 56 sq. in. of book support! *Money-back guarantee!* **INVISIBLE BOOKENDS PAIR, 69¢.** Two Pairs, \$1.29. Postpaid. Sunset House, 683 Sunset Building, Beverly Hills, California.

A MIRACLE IN MINUTES!

WASH 'N WAX PRESTONE



CAR SPONGE

Special Low Price!

\$1.00

Send Only Postpaid

Wash AND WAX your car at the same time with money-saving, work-saving, car-saving Prestone Car Sponge. It's loaded with detergent and magic silicone waxes that are activated by water. Contains no abrasive. You simply wash your car as usual . . . Prestone Wash 'N Wax sponge does a glossy wax job in minutes . . . provides a deep, bright, lasting shine; chrome gleaming and protected. Specially designed for new acrylic and super enamel finishes.

AUTO CARE, Dept. 1-6

3130 Hempstead Tpke, Levittown, New York

EL DORADO[®] COACH FOR FISHING FUN!



It's the season and the reason for traveling EL DORADO CAMPER COACH wherever you go. Choose from compact models to the most luxurious, complete, self-contained coaches . . . all priced for your budget.

See why families everywhere are so glad they choose EL DORADO.

For a Free Brochure and name of nearby dealer, write nearest factory:

**HONORBUILT TRAILER
MFG. CO., INC.**

19940 Hansen Ave., Lakeview, Calif.
1200 W. 10th St., Minneapolis, Kansas

NEW BRITISH PATENT SENSATION THE SANDIFLEX

Revolutionary sander head that molds itself to the job and fits any electric drill.

Will sand smoothly corners, curves, flat or any shaped work. The resilient foam head shapes itself to the contours of the surface and acts as a cushion. No other sanding equipment of any description is necessary if you have this Sandiflex. 17"x2½" cloth garnet belt. 5½" diameter with extra belt included. Extra belts available. Send check or M.O. Money Back Guarantee.

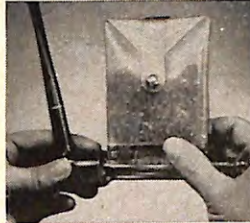


\$3.95

Postage Paid

YORKMINSTER CO., Dept. K, 110 West 40th St., N. Y. 18

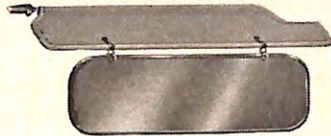
A PIPE DREAM COME TRUE



his pipe automatically. A press of the plunger does the trick, no spill. Tobacco keeps fresh and moist for better smoking. Of heavy water proof vinyl, 3½" x 4⅞". Giftboxed. Price \$2.75 postage paid.

GILBERT PRODUCTS CO.

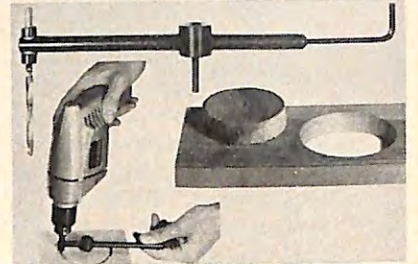
Dept. E, 508 Atlantic Ave., Pittsburgh, Pa. 15221



FULL DRIVING VISION - NO GLARE 98¢

No more squinting or peering under sun visor. See-More Car Visor is a transparent green plastic sun-shield that clips to the visor of any car or truck. Doesn't block view, swings down to protect where built-in visor can't reach. Almost doubles the size of your visor. 10¾" wide, 4" high. Money-back guarantee. See-More Car Visor, 98¢; 2 for \$1.79. Postpaid. Walter Drake, 2305-16 Drake Bldg., Colorado Springs, Colorado 80901.

ELKS FAMILY SHOPPER



CUT PERFECT CIRCLES—not an oval or strange shape but a perfectly rounded circle—with Compass Cutter. It attaches from 1½" to 12" in diameter with one revolution. Safe and simple to use. Make holes for speakers, pipes, ceiling lights, etc. \$3.95 ppd. John Surrey Ltd., Dept. EL-16, W. Hempstead, N.Y.



HIDE UGLY BLEMISHES under Kover-All Cream. It blends in with your skin to completely cover ugly leg veins, tattle-tale age spots, disfiguring scars and blemishes on any part of your body. Waterproof. Regular \$5 jar now only \$2.98 ppd. Choice of shades: Light, Medium or Dark. House of Charles, Mail Order Dept. KE-1, Box 98, Cedarhurst, N.Y.



CLEAR REAR WINDOW for your convertible. Converta-Clear restores your convertible's dirty, dull rear window to its original sparkling clearness. With one application, you remove dirt, grime, even minor scratches and again have vital visibility. Supply for 1 year, \$1.98 ppd. Barclay Distributors, Dept. 51, 170-30 Jamaica Ave., Jamaica, N.Y.



SAFELY "DE-HOOK" YOUR FISH by using Mouth Spreader and Hook Extractor. You insert U-shaped spring "spreader" into fish's mouth. It flips open his jaws, holds them gaping wide, rigid, and powerless to bite. Then use "hook extractor pliers" to safely extract hook. Kit, \$2.00 ppd. Hibbs Tackle Mfg., Dept. E, 927 Creston Ave., Des Moines, Iowa.

GUILD MAKES NEW OFFER

AUTHENTIC PORTRAITS IN OIL

EVERLASTING GIFTS FOR GRADUATION AND FATHER'S DAY. Your portrait brought to life from your favorite photo by the artist of your choice. Painted with rich oils on finest imported canvases. Do not confuse these original oil paintings with processed photos. Each Guild painting—a portrait in the classic tradition—a delight today and a heritage for generations to come. The widest choice at the price you wish to pay. Exclusive hand-made frames also available at below-market prices. Portrait sizes: 12 x 16" to 30 x 48". Likeness Guaranteed

From \$37.50

12x16"

EXTENDED PAYMENT PLAN

Write for Free Catalog E-5

AMERICAN PORTRAIT GUILD

8635 HATILLO AVE.

CANOGA PARK, CALIF.



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

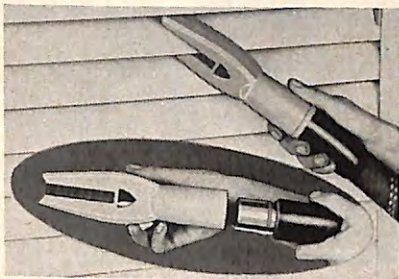
Send FREE Catalog 27

Name

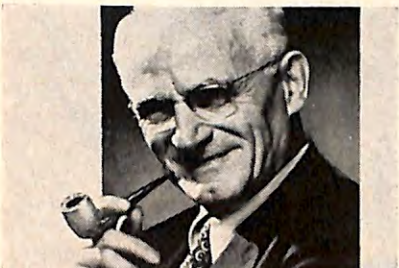
Address

City State.....

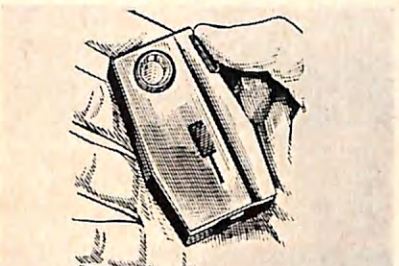
ELKS FAMILY SHOPPER



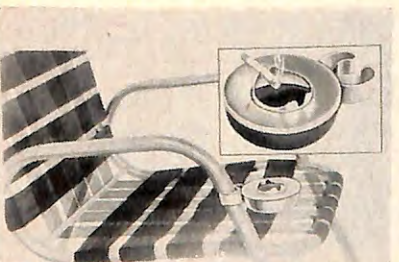
VACUUM VENETIAN BLINDS with one easy sweep of Blind-Vac. Vacuum Cleaner attachment cleans both sides of slat at once and sucks dirt up without spreading or dropping it. No need to take blinds down. Removable nylon brushes will not harm blind. Fits any vacuum cleaner hose. \$2.98 ppd. Spencer Gifts, 614 Spencer Bldg., Atlantic City, N.J.



PIPE DREAM? No—you can smoke this new Carey Pipe for 30 days without risking a cent. Based on a new principle, the pipe is guaranteed to give you a cool, mild smoke day after day without bite, bitterness or sludge. Send for free facts without obligation. E. A. Carey, Dept. EL-5, 1920 Sunnyside Avenue, Chicago, Illinois, 60640.



ELECTRIC CIGARETTE LIGHTER doesn't use flint, fuel or flame, yet instantly heats to an incredible 1500 degrees. Windproof, it always lights, even in rain. Ingenious retractable prongs plug into house current to recharge tiny permanent lifetime "space" battery. Chrome and black, gift-boxed. \$14.95 ppd. ADP Co., Dept. EK-5, 122 East 42 St., N.Y. 17.



OUTDOOR ASHTRAY won't blow to the ground or tip over to spill ashes on you. It's made especially to fit firmly on your patio chair or any piece of tubular outdoor furniture. Clips on and off in seconds. All-aluminum ashtray is windproof and weatherproof. \$1.29 each; 3 for \$2.98 ppd. Greenland Studios, Dept. EK-5, Miami 47, Fla.



FORE — YOU ME ?
THE adjustable
 ALL IN ONE GOLF CLUB
Does everything a set will do!
 JUST DIAL YOUR SHOT — PUTTER-DRIVER — 3-5-7-9 IRONS

The head quickly adjusts to each correct position from Driving-To-Putting. Makes it easy for practical men and women to travel-lite and thrifty. Just think of the fun you'll have playing with only 1 club. We promise you'll play better too or your money back. Specify Right or Left (36" short) (37" short-Med.) (38" Medium) (39" Long) ONLY \$29.95 pp with 5 year quality guarantee.

INTERNATIONAL GOLF PRODUCTS
 Oak Brook 86, Illinois

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 1/4" diameter with 1/2" shank. Terrific Value. No. 1252

\$198
 postpaid

SAVE! SET OF 3 ROTO-FORMS (1 1/4" 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-5, 421 W. 203 St., N.Y. 34, N.Y.



NON-SWIMMERS SWIM INSTANTLY

Yes, now, you too can swim like a fish the easy, safe way — **FAST** — and join the water fun. New, unique, 4 oz. device, 1/25" thin, worn **HIDDEN** under reg. bathing suit or swim trunks, floats you at ease with little effort, is comfortable all day. No more fear of deep water, adjust. Buoyancy makes anyone unsinkable. Poor swimmers look like champions, nonswimmers swim quickly and easily. Order your original, invisible "SWIM-EZY"® today, lasts for years. Made in U.S. patents pend. Send only \$7.95 ppd. plus 32c tax in Calif. 10 day trial guar. **STATE WAIST SIZE and SEX.** Airmail add 42c. Beware of poor imitations. SWIM-EZY Mir., 2245 N. Lake Ave., Dept. K-357; Altadena, Calif. 91001.



KILL FLIES INDOORS OR OUTDOORS

Actual Photo of Flies Killed in Two Days:

Enjoy life, free from flies and other annoying insects, this safe, sure way. Simply moisten Fly Cake; it attracts flies in a 100 sq. ft. area and kills them instantly on contact. Economical; each cake lasts an entire season. Clean, odorless; does away with smelly sprays. Use around patio, pool, garbage cans, barns, stables, etc. Indoors, use one cake for small room, two cakes for large room.
 Fly Cake, each.....79c, 4 for.....\$2.98

KILL ROACHES, WATERBUGS

The odorless, sanitary way to kill embarrassing household pests. Place moistened roach cake in kitchen, bathroom, closets, etc. Attracts them to feed; bugs die on the spot. One cake lasts for months! Includes plastic dish. Roach Cake, 79c; 4 for \$2.98.

All orders shipped postpaid.
 Fast service guaranteed.
 Money back if not pleased.

Send for Free Catalogue

Walter Drake 2305-28 Drake Bldg. Colorado Springs, Colo.

LADY'S CAR COAT only \$3⁹⁹



Thousands of these luxurious lady's Car Coats are now being sold nationally for \$10.00, but because of tiny flaws (which in no way affect the appearance of the coat), we have a limited supply available at only \$3.99. This is a fantastic value that can't be duplicated anywhere. You must be 100% satisfied or your money back. This beautiful natural beige coat looks and feels like real leather. Ideal for spring, summer and fall. Completely waterproof and wind-resistant. Practical — always in style. Tailored from soft leather-like vinyl. Full lining. Large roomy pockets. All sizes. 8-20. Send \$3.99 + 85c postage and handling to: Stanson Mfg.

STANSON MFG.

99 Poplar Lane • Annandale, Minnesota Dept. EL-1
 INDICATE CORRECT SIZE

8 10 12 14 16 18 20

NAME _____

ADDRESS _____

CITY _____

STATE _____


SAVE MONEY on ELKS JEWELRY

SEND FOR FREE COMPLETE CATALOG


NEW COLLEGE RING
 R300 \$29.95
 10kt Onyx
 14kt \$37.95
 also as P.E.R.
 Ruby or Blue stone add \$3.25



R155 \$26.95
 10kt Onyx
 14kt \$31.95
 with Diamond \$41.95
 Also as P.E.R.

JIM D'AMBROSCA



R50
 10KT \$24.95
 14KT \$29.95

E45 10K \$2.95
 14kt \$4.50
 with Diamond \$15.95
 with Larger Diamonds \$20 to \$300.


E50
 10kt \$5.75
 with Diamond \$15.95

GARDEN CITY JEWELERS
 20 HILLSIDE RD., CRANSTON, R. I.
 TEL. AREA 401 WILLIAMS 2-1410




SEW LEATHER AND TOUGH MATERIALS EASILY

COMPLETE, EASY-TO-USE, HEAVY DUTY STITCHER KIT IN ONE COMPACT TOOL



\$1.98 Postpaid

SAVE MONEY WITH HEAVY-DUTY STITCHER. It's easy to sew or repair anything made of Leather, Canvas, Nylon, Plastic, or other heavy materials. Quick "push pull" action makes firm, even lock-stitches like a machine. Gets into hard-to-get-at places. Just the tool needed for repairing Luggage, Footwear, Convertible Tops, Awnings, Seat Covers, Sportsgear, Bags, Saddlery, etc. Comes complete with 3 different needles (fine, heavy, curved) and bobbin of strong waxed thread (10 yds.) all self contained in HEAVY-DUTY STITCHER. Easy-to-follow directions included. Extra needles and thread always available. Send \$1.98 money order or check, and we pay postage. If C.O.D. \$1.98 p us post charges. Money back Guarantee.

SPORTSMAN'S POST
 LAKE AVE. EXTENSION, DEPT. M-392, DANBURY, CONN.

BUG KILLER WORKS

365 DAYS A YEAR SPECIAL \$1.95 ea. ppd. or 2/\$3.50



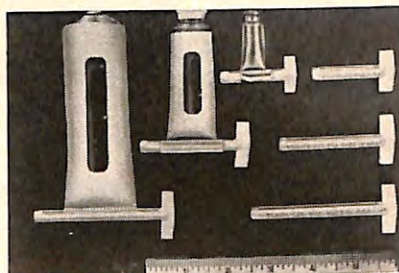
Scientifically engineered to keep home or office bug free year 'round. Just plug it in. Guaranteed to kill flies, mosquitoes, ants, roaches, moths, fleas, flying vermin, wasps, etc. No sprays, no odor, no effort. One unit fumigates average home. Insect does not have to contact unit. To be sure order today. Ten Lindane tablets included. Guaranteed. Send cash, check or M.O. to:

MARGO LTD., Dept. T
 P.O. Box 2264 Culver City, Calif.

ELKS FAMILY SHOPPER



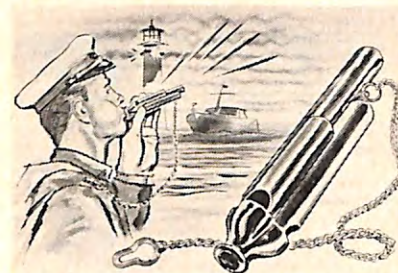
SMOKING RAINBOW GOLF BALL. Tee-off time is "blast-off" time when you hit this jet age golf ball. As it soars through the sky, it trails a brilliant colored jet-stream of smoke and leaves golfing companions wide-eyed. Its size, shape and color are just like an ordinary ball. \$1.29 ppd. Albany House, Dept. 614, 1601 Albany Ave., Atlantic City, N.J.



GOOD TO THE LAST SQUEEZE! Use Roll-up Tube Keys to neatly squeeze out every drop of toothpaste, hair cream, salve, shampoo. Tubes won't wrinkle, crinkle or break. Easily removable for re-use. Set of 12 plastic keys in 3 different sizes to fit all tubes. \$1.00 ppd. Crescent House, Dept. E5, P.O. Box 21, Plainview, L.I., New York.



HOW TO SUCCEED IN SCHOOL. Students who hate to study or who "freeze up" at exam time will find their path to graduation smoothed by Dr. Weigand's valuable advice. His methods of taking tests and studying have helped all levels of students to get higher grades. Write for free information to Dept. 504, Fieldcrest, 6414 Reisterstown Rd., Baltimore 15, Md.



SMALL-CRAFT BOAT WHISTLE sounds like a big steamer whistle. Its three melodious tuned notes can be heard for hundreds of yards over the water. Warn off other boats in fog, summon help, signal rules of the road. Brass pipes, chrome triple plated. Safety chain lanyard \$2.95 ppd. Palms Co., Dept. EK-5, 6701 N.W. 37 Court, Miami 47, Fla.

DON'T WANT GRAY HAIR?



Amazing New Formula Development Hush-Hush. A Scientific Liquid Cream Hair Dressing Gradually, Safely—Darkens Hair While It Conditions And Grooms! Now At Last Hush-Hush Gives Your Gray Or Faded Hair A Natural Looking Color! Will Not Wash Out. It's Not An Ordinary Dye! Guaranteed Not To Streak Or Harm Your Hair. Guaranteed Results After Just A Few Applications. You'll Love The Way Your Hair Becomes Easy To Manage—(Non Alcoholic). Send For Hush-Hush And Start Having Naturally Younger Looking Hair. The Gradual Results Will Keep Your Friends From Knowing You Are Using It! Used Nationwide By Men And Women. Send For Large Plastic Container. 30 Days Supply Only \$4.98 Cash, Check, Or M.O. Or Send \$10.00 For Deluxe Economy Size To Hush-Hush, Dept. 17, 285 Market Street, Newark, New Jersey.



BIMINI JACKET. Wear this stylish and sporty jacket at the seashore, on your boat, on the golf course. It's wonderfully comfortable and has 6 handy pockets to hold all your needs. Side vents too. Made of "Rotussah" luxury fabric. Washable. Sun gold or carib blue. Sizes S-M-L-XL. \$12.95 ppd. Lew Magram, Dept. EL5, 830 Seventh Ave., N.Y. 19.

For Father's Day



TEE-OFF PRACTICE GOLF

SHOWS HOW YOU HIT THE BALL!
 \$4.95

TEE-OFF GOLF PRACTICE AID

Here's the way to practice golf any place you've room to swing. The ball orbit shows if you've hit straight, hook, or slice. Tees itself, eye stays on ball, and there's no ball-chasing. Lengthen drives and groove your swing with TEE-OFF. Pros approve it. UNCONDITIONAL GUARANTEE. The perfect gift for Father's Day! Only \$4.95 postpaid.

Replacement balls easily put on, only 95¢

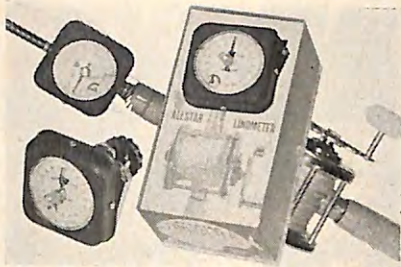
TEE-OFF Box 6543-E Long Beach, Calif.



6 SURGICAL STEEL HANDY CLIP KNIVES—\$1.39

Razor sharp blades in finger-cozy plastic handles clip papers, magazines fast! For artwork, sewing, designing, carving, shaping, hobby work USA-made surgical steel can be keenly honed for years of service. 6 different. Entire set only \$1.39 plus 20¢ P.P. GREENLAND STUDIOS, Dept. EK-5, MIAMI 47, FLORIDA

ELKS FAMILY SHOPPER



LINEOMETER measures exactly how much fishing line has been played out. In salt or fresh water, you can hit a good fishing spot again and again; in multi line trolling, you can position lures for better coverage. Easily attached to rod. Built to U.S. Navy specifications. \$9.95 plus 35¢ shpg. Depot Sales, Dept. EL, 4 Depot Square, Tuckahoe, N.Y.



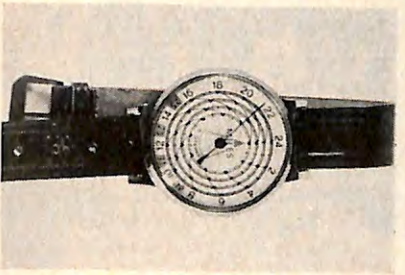
CARRY-ALL CAR CADDY is a handy companion to keep close beside you on car trips. It holds glasses, small tools, gear, cameras and has special compartments for maps, coins, cigarettes. Closed, it's an arm rest. Easily transferred. Pebble-grain, black simulated leather. \$7.95 plus 50¢ post. Manley Import, Dept. EL, P.O. Box 398, Tuckahoe, N.Y.



STANDARD DIAL PHONES \$9.95—Save extra steps and costly rental charges with these sturdy reconditioned Western Electric and Stromberg-Carlson dial phones. Rewired and refinished, this is about one-quarter the retail cost. Comes with plugs, ready to use. \$9.95. 2 for an intercom, \$18.95. Lex Appliance, Dept. EK-5, 380 Lexington Ave., N.Y. 17.



ARE YOU IN DEBT? If you are, and want to get out of debt, this book shows you 71 ingenious (but perfectly legal) ways to do it. Called "How to Have More Money To Spend" it's written by a famous N.Y. credit banker. You'll be amazed. Profitable reading! \$4.95 ppd. Triboro Books, Dept. EK-5, 380 Lexington Avenue, New York 17, N.Y.



ANKLE PEDOMETER straps around your ankle instead of hanging from the belt, thus is set for your own pace length and gives a more accurate measurement of every mile you walk. Measures up to 24 miles in one setting. Made in W. Germany. With leather ankle strap. \$6.95 ppd. Alexander Sales, Dept. EL, 140 Marbledale Rd., Tuckahoe, N.Y.

People 50 to 80 Tear Out This Ad

... and mail it today to find out how you can still apply for a \$2,000 life insurance policy. Once your application is approved, the policy can be carried the rest of your life.

Send name, address and year of birth to Old American, 4900 Oak, Dept. T555M, Kansas City, Mo. 64141.



AUTOMATIC SEAT BELT ROLL-UP — \$1.98 Pair

No more clumsy tangles to straighten out before you start up! This clever reel attaches in seconds to your seat belts, keeps them neat until ready for use. It automatically rolls up the straps against the seat... and both ends pull out at a touch for instant use. Trigger-quick retractor is simple to install. Get a pair for each passenger! *Satisfaction or your money back!* SEAT BELT ROLL-UP PAIR, \$1.98. Two Pairs, \$3.88. Postpaid. Sunset House, 683 Sunset Building, Beverly Hills, Calif.



Hush Puppies.
GO
KING-SIZE!

We Specialize in Sizes 10-16; Widths AAA-EEE. Hush Puppies, Boots, Sport, Dress, Casuals — Also Slacks, Sweaters, McGregor Jackets all extra long. Dress, Sport Shirts with bodies 4" longer. Top quality at sensible prices. 100% satisfaction guarantee. Send for FREE FULL COLOR CATALOG of Shoes and Apparel. Sold by Mail Only. King-Size, Inc., 1534 Forest St., Brockton, Mass.



**Antique
World
Globe
Kit**
\$9.95

Postage
Paid

A kit, fun and easy to assemble into a choice collector's item that will enhance any room. The accurate six inch diameter globe stands 11" high in its cradle and has an antique leather appearance. Complemented by authentic zodiac and latitude rings. The cradle parts are solid hardwood sanded and ready to assemble. All components and materials included in the kit to complete your globe as a prized possession. Satisfaction guaranteed.

World Art Kits

P.O. BOX 577 WILMINGTON 23, CALIFORNIA



PERSONALIZED ENGRAVING

Our master craftsmen will hand engrave *anything* in gold, silver, precious and semi-precious stones. A family crest, fraternal symbol, emblem, even portraits will make a lovely pendant, charm, ring, etc. We will also arrange to have your work decorated in diamonds at low cost. Send photo or detailed picture for free estimate, or stop in and see me. **JOSEPH B. ERDMAN, 2 West 47 St., NYC, CI 7-0890**



Mrs. Frederick Johnson
2216 South 23rd Ave.
West Highland Park
Anytown, Kansas 60918

Labels with your
"ZIP" CODE!

500 ZIP CODE LABELS — 50¢

Start using the new Zip code numbers on your return address labels. Any name, address and Zip code beautifully printed in black on crisp white gummed paper. Rich gold trim. Up to 4 lines. 2" long. Set of 500 labels in plastic box, 50¢. Ppd. Fast service. Money-back guarantee. If you don't know the correct Zip code number, just add 10¢ per set and we will look it up for any address. Same fast service. Send for free catalog.

Walter Drake
2305-3 Drake Bldg.,
Colorado Springs, Colo. 80901



EYEGLASSES NOSE PADS

New Super-Soft Nose Pads relieve sore spots, and ease weight of eyeglasses. Keep glasses from constantly slipping down. All new flesh-colored foam with adhesive backing. Stay put on all types of glasses—yet peel off easily when desired. Easy to apply. Just peel off backing and press in place. 6 pair \$1 postpaid. California residents add 4% state tax.

COLUMBIA CO., Dept. P-2, 404 Security Bldg.,
234 E. Colorado Blvd., Pasadena, California

Elks NATIONAL SERVICE COMMISSION



The recent California East Central District Conference and P.E.R.'s Assn. Jamboree was well attended by members and wives from the area's 13 lodges. An added feature of this year's event was a mass collection of various items, a small portion of which is pictured here, for distribution to Veterans Hospitals throughout the State for use in occupational therapy. Among the Elks pictured are D.D. John Havey, State Vice-Pres. Brooks Treece and Conference Pres. Earl E. Nowell.



Photographed above is one of the acts put on by the Elks of Charleston, S. C., at a Holiday party for patients at the U. S. Naval Hospital there. Gifts were presented, and a table radio was given as a prize to the ward having the best Christmas decorations.



The Veterans Committee of Leominster, Mass., Lodge paid its annual Christmas visit to Fort Devens Hospital to present gifts to the patients. State Chairman Edward T. Killealea is shown as he handed a gift to Robert Scrivner. Others include, left to right, Mrs. Nancy Thompson, Co-Chairman R. F. Foster, P.D.D. G. H. Mackie, P. A. Whitton, E. J. Peters, Corpsman Robert Brown, R. L. L'Etoile, Tiler L. J. Bergeron, State Trustee Felix Seliga and Mrs. Mae Hagan. Gifts were also presented to the Grey Ladies and the Red Cross Field Director.



Pres. Pete Poffenroth of the Washington Elks Assn., third from left, points out some of the articles being produced by patients in Veterans Hospitals in his State during a discussion of the Alaska-Washington Elks' Joint Leather Program with, left to right, Omak Lodge Secy. Wayne Lilly, Past State Pres. Felix Rae and Omak E.R. Jay Anderson. The quartet was pictured during Pres. Poffenroth's visit to Omak Lodge where a class was initiated in his honor.

1964 Youth Leadership Winners



John C. Johnston



Susan M. Leeson

Senators Bourke B. Hickenlooper, Clinton P. Anderson, and Roman L. Hruska have reported the results of their judging of the Elks National Youth Leadership Contest, conducted by the Grand Lodge Youth Activities Committee. The first-place winners are Susan Margaret Leeson, 17, of Portland, Ore. (sponsored by Beaverton, Ore., Lodge) and John Curtis Johnston, 18, of Wichita, Kans. (sponsored by Wichita Lodge). Each will receive a \$1,000 U.S. Savings Bond.

Second place was awarded to Cynthia Wood Hardin, 18, of Lincoln, Neb., and Barry Rountree, 17, of San Angelo, Texas (both sponsored by their hometown lodges). Cynthia and Barry will receive \$500 bonds. Third-place winners are Mary Margaret Payne, 17, of Phoenix, Ariz., and Gyula James Szabo, 18, of Pasadena, Calif. (also sponsored by their hometown lodges). They will receive \$300 bonds.

Although the Contest is conducted by the Youth Activities Committee, under the Chairmanship of E. Gene Fournace and direct supervision of Committeeman M. J. Junion, the Elks National Foundation is also a participant. Foundation funds make the bond awards possible.

Senator Hickenlooper, chairman of the judges, wrote that "It was a matter of great difficulty and considerable evaluation and reevaluation on the part of the judges in determining the order of the awards, and I can assure you that the margin of difference between the first and the last was slight. . . . It was stimulating for all of us to participate in this matter, and I know it con-

tributed to our increasing faith in American youth."

In her statement summarizing her accomplishments, Sue Leeson said: "Leadership, to me, is the art of not giving up." In addition to citing her accomplishments, she pointed out that every "winner" must sometimes be a loser, and her determination to keep trying she counts among her most valuable attributes.

In the trying Sue has been very active in her high school, earning many honors and achievements as well as gaining valuable experience as a student leader. In addition, she has worked hard in behalf of her church and the community. Sue went to Washington, D.C., as a delegate to Girls' Nation, where she was a nominee for President and was appointed Postmaster General. Earlier, at Girls' State in Oregon she was President of the Senate.

John Johnston has been a young man on the go, participating in a wide variety of school and community activities and winning numerous offices and honors. He has lettered in football, basketball, and track as well. John is an Eagle Scout and is now Junior Assistant Scoutmaster of his troop. In holding offices, he has considered it an opportunity to lead and serve his fellows rather than as a mantle of glory for himself. A letter of endorsement from his pastor said: "As a leader John has developed his capacities to the extent that he has reserves of personal resources. He is most always able to give that 'something extra' because he has something extra to give."



Second Place
Cynthia W. Hardin



Second Place
Barry Rountree



Third Place
Mary M. Payne



Third Place
Gyula J. Szabo

Enjoy Economical Weekends, Vacations and Living... in a TERRY



MY NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP CODE # _____

Cut this advertisement out and send it to us with your name and address on the above lines. We will send you our brochure with the complete line of . . .

TERRY'S 11 (YES, ELEVEN EVEN-RIDE TRAILERS) newly designed TRAVEL TRAILERS

and the name of your nearest dealer so you can enjoy them in 3-D.

Whether you think BIG . . .

Model 35



or think SMALL . . .

Model 13 1/2



there's a TERRY made for YOU



TERRY

COACH INDUSTRIES, INC.
P.O. BOX 3337, EL MONTE, CALIF.
Dept. E

Specifications & Prices subject to change without notice

Part-score Bidding



How Lew Huckeba lost a hobby and gained a motor repair shop

Coaxing balky power mowers and onboard motors to start up at the first tug is a labor of love for Lew Huckeba.

He made it a hobby for years. Then about a year ago, an excellent opportunity to make it a profitable sideline came along.

Lew took the opportunity. Bought a lot, built a building, stocked it with tools and parts and set up in business.

The money came from U. S. Savings Bonds he's been collecting for years on Payroll Savings where he works. Each payday Lew's employers set aside a small amount from his check and put it toward the purchase of a U. S. Savings Bond. Lew never sees the money he's saving, so he hardly misses it.

Millions of Americans use the Payroll Savings Plan to save money regularly. Their dollars quickly build up a nest egg for their future and help our country at the same time.

How about the things you'd like to be saving for? Just ask your employer to set aside \$37.50 a month for you on Payroll Savings and you'll have \$2,428 in Bonds in 5 years. It's not only easy . . . it works.

Help yourself as you help your country

BUY U.S. SAVINGS BONDS



This advertising is donated by The Advertising Council and this magazine.



IN ALMOST every known card game, the score status at a given time affects—or should—your playing strategy. In games such as gin rummy and canasta, you must be conscious of the score at all times to play properly and win.

In contract bridge, every good player automatically looks at the scorepad before each hand—not only to see if either side has a part score but to double-check vulnerability.

Your proper strategy, whether playing duplicate or rubber bridge, is often determined by who's vulnerable. If I'm playing a tournament hand against a tough pair, I always hope that we're not vulnerable and that the opponents are. Non-vulnerable players always have an advantage. They can overcall on lighter values, make preemptive bids on almost any type of freak hand, and often can save themselves hundreds of points by making good sacrifices against a game or slam which the opponents would have made.

One of the most interesting aspects of rubber bridge occurs when one or both sides have a part score. (Unfortunately, this doesn't occur in duplicate bridge, where each hand is scored on its own and the result of one hand has no bearing on the next.) When a part score is involved, many special bidding situations arise, which, if not handled carefully, will get you into trouble. Here are a few pitfalls that every good player faces.

Let's say that your side has a part score of 60.

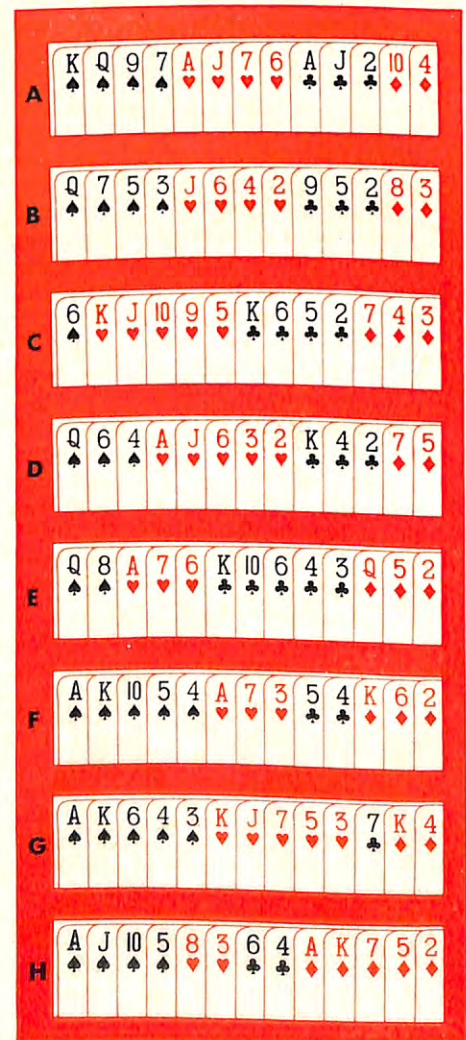
1. Do not "bid to score." Don't open with two diamonds, for example, simply because that's all you need for game. An opening two-bid requires very nearly as much strength when you have a part score as when you haven't. Most important, it's still a forcing bid and must be kept open for at least one round. The same applies to an opening one no-trump bid. Just because you have 60 on score, that's no excuse to bid a no-trump on 13 or 14 points, even on 20 or 21.

How can your partner bid slams sensibly if your no-trump range, when you have a part score, is anywhere from 13 to 21? The fact is that your no-trump should be just about the same old 16 to 18, whether or not you have

a part score. Occasionally, if you have a point more or less, you won't get into trouble, but be careful about varying your count more than that. Another dubious situation: opening the bidding with 11 or 12 points, just because you need only 40 to make game. Part score or not, your opening bid should always be sound.

2. Almost never pass your partner's one-bid. If partner opens with one of a suit and you have 60 on score, you should keep the bidding open on as little as two or three points.

3. Don't open the bidding on a three-card minor suit as readily with a 60 score as with no score. The reason that good players often start off with



a club on three to an honor, rather than open with a poor four-card major, is that an opening bid of one club makes responding and rebidding easier, more flexible. With your part score, rebidding is seldom a problem.

4. Pass your partner's bid if it puts you out, unless you have slam aspirations. As little as two small cards in his suit is sufficient support to let him play it. Remember, with a part score, you are relieved of your obligation to rebid as soon as your partner's response is enough for game.

5. Any jump bid over the score is a slam try, and a jump shift is forcing for one round. For instance, with 60 part score, your partner bids one diamond and you respond two spades. Even though that puts you out, your partner must bid again. You should have at least 18 points for that jump response.

6. *Ethics:* While I'm on the subject of part scores, allow me to point out certain bridge-table improprieties that sometimes occur. It's perfectly permissible—indeed it's a good tactic—to call your partner's attention to the fact that you or the opponents have a part score *before* the cards have been dealt.

However, it's absolutely out of order to call attention to the score during the bidding, either verbally or by drawing attention to the scorepad. An improper reaction that we've all seen many times, I'm afraid, happens when a player leaps to four- or five-odd and then suddenly realizes he had a part score. That sudden look of consternation, or an exclamation, is decidedly improper. Since his bid was a definite slam try, the rules of the game require that he say nothing and hope for the best.

Some examples of how certain hands are bid differently because of a part-score situation are illustrated. On each hand your side has a part score of 60:

A. With your part score, open the bidding with one spade. Without a part score, the correct bid would be one club. Incidentally, for inveterate no-trump bidders, this could be opened with one no-trump even though you are a little short in your count and your diamond suit is not protected.

B. If partner opens the bidding with one club or one diamond, respond one heart! Don't pass, don't bid one no-trump! A heart response gives you a chance to find a fit in hearts. Also it makes it easy for your partner to show his spade suit, if he has one.

C. Your partner opens the bidding with one spade. In this part-score situation (remember, you have 60), your proper bid is two hearts. You are prepared to play that contract, even if partner now passes with two small hearts. Without the part score, your right bid would be one no-trump be-

NEWEST BUSINESS OPPORTUNITY!



COIN-OPERATED CAR WASH

BUY DIRECT FROM THE FACTORY AND SAVE. Exclusive franchise available for new proven, self-service coin-operated, five-minute car wash. Has excellent customer acceptance and exceptional profit potential. Available in 4-stall, 2-stall, and 1-stall units. Operating overhead low, one part-time man needed. We assist in site selection, installation, training, advertising, and more to qualified franchisee. **Units available immediately.** Complete building and all equipment delivered by factory truck and assembled on your location. Financing or leasing available. For actual income experience, franchise application, and complete information, write:



DYNA-CO, INC.

U-WASH-M DIVISION/P.O. BOX 667D/WICHITA, KANSAS 67201



ELKS BASEBALL UNIFORMS

Fully approved for Elks Junior League teams. Made of fine "Crickett T" flannel, professionally cut, expertly lettered, completely washable. Will add prestige to your program; delight the kids you sponsor.

Write for full details and prices
RUSSELL-HAMPTON CO.
Dept. E, 15 S. Wacker Dr., Chicago 6

TRY
NEW

KAYWOODIE

PIPE TOBACCO

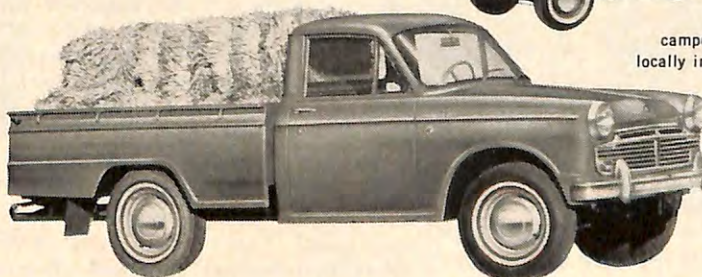
YOU'LL LIKE IT

Send for free sample and pipe booklet, Kaywoodie Pipes, N.Y. 22

BUILT FOR ROUGH WORK... or ROUGH FUN!



camper tops available locally in most areas



For personal transportation, business or vacation fun, you can't beat the **DATSUN** Pickup. Big 6' x 4'8" bed carries up to 2000 lb. payload. Delivers loaded with extras: 4-speed transmission, WSW Tires, Heater, Vinyl Interior, Torsion-Bar Suspension plus a 12 months-12,000 mile factory warranty. *Pickup on savings — drive a **DATSUN** Pickup!*

\$1,596 Pickup only — plus local freight, if any.

DATSUN

PICK-UP

*does what the others do
... but for less!*

Send me literature and name of nearest dealer.
Mail to: NISSAN MOTOR CORP. IN U. S. A., DEPT. E-5
137 E. Alondra Blvd., Gardena, Calif.
send information on DATSUN Pickup

Name _____
Address _____
City _____ State _____

ATTENTION CAR DEALERS — Add DATSUN to your present line — inquire on A DATSUN DEALER FRANCHISE!



Tomorrow, scientists may discover the cause of leukemia. But today we need your help.

The American Cancer Society is devoting more research money to leukemia than to any other form of cancer. Many different possibilities are being explored—viruses, anticancer drugs, early diagnosis, immunology, bone marrow transplantation.

Progress is being made. Lives are prolonged by many months, sometimes by years, with drugs and other therapy. The course of leukemia has been slowed and even temporarily halted by chemicals and blood transfusions.

And today there is *hope*. Many research scientists believe that the next major breakthrough may be against leukemia. But much more could and should be done—now. This will take money—lots of money.

Your dollars will help bring closer the day of victory. Please give generously. Mail your check to CANCER, c/o your local post office.

AMERICAN CANCER SOCIETY



cause you lack the 10-11 high-card points that are normally required for this takeout to a higher level. In short, all two-over-one responses can and should be shaded somewhat if your side has a part score, since your goal is quite different.

D. Again partner opens with one spade. This time, because of your 60, you just bid two spades. Without the part score, you would bid two hearts and later show a spade fit. With the score, however, you don't show your suit, because you don't want to be left

spades. Any bid on your part that deliberately takes the auction beyond game (remember, *two* spades would put you out) is a slam try. If your hand were a little stronger, you could jump to four spades. Going *two* levels past what's required is just that much stronger an invitation for your partner to go on.

In the March issue I wrote about the "Miami Beach Trials" for the U.S. representatives to the 1964 World Bridge Olympiad. Here's the most spectacular and talked-about hand:

in hearts when you know that two spades will be laydown.

E. Again partner bids one spade. Now your correct response is one no-trump. Without the part score, you would bid two clubs, then maybe try for no-trump at your next turn. However, even though you have the high-card points to show your club suit at the two-level, you aren't prepared to play clubs with two small trumps in partner's hand, so you choose the safe one no-trump response.

F. On this hand your right bid is one spade. Your partner's response is two clubs. When this comes back to you—*pass!* Don't rebid your spades; trust your partner and pass. Remember, he isn't counting on much in clubs from you.

G. Again you open with one spade and your partner bids two clubs. This time, having a singleton club, you should bid two hearts. Very likely your partner will pass, or he will go back to two spades. Note, however, that if your partner had responded two diamonds to your opening spade bid, you would just *pass!* Tempting as it would be to show your heart suit, your king and one diamond are such a fine fit that two diamonds must be a safe spot to play the hand.

H. If you hold this hand and partner opens with one spade, jump to three

The truly sensational point about this hand was that six of the eight North-South pairs—partnerships which are among the best in the country—bid up to a grand slam in hearts and went down one.

At nearly every table the South hand was opened with a forcing two-bid followed soon by vigorous support of hearts. Evidently, most of the South players then assumed—unwarrantedly—that the heart suit was solid and acted accordingly.

A special bidding convention used by only a handful of experts would have saved North-South from this humiliating, costly defeat. The convention operates like this:

Say that South opens with two hearts, and North jumps to four hearts. Obviously, all South wants to know is whether or not his partner's announced heart support includes the *king*. South can find out. He bids five no-trump, bypassing the usual Blackwood bid of four no-trump, thus conveying this specific message: "Partner, if you have one of the three top honors in the agreed trump suit, bid seven! If not, bid six."

This highly specialized command applies only to the partner of an opening two-bidder, and, needless to say, it would have been very effective in this crucial case.

Which Motor for Tomorrow's Car?

(Continued from page 11)

the pistons bounce back from the air cushions which they compress against the cylinder "heads," the free piston engine runs at relatively low temperatures, and its turbine blades can be made of noncritical materials. In short, it solves the biggest single drawback in the standard gas turbine engine, which develops temperatures so high that its turbine blades have always had to be made from relatively scarce and expensive alloys. In early experimental models of the gas turbine cars, the eight-inch bladed turbine wheel cost more than the rest of the car put together, and the high-heat-resistant turbine wheel in the Chrysler turbine car still accounts for one of the biggest costs in the car.

General Motors built a free piston engine into a beautifully designed experimental car called the XP-500 as long ago as 1956. The engine produced 250 horsepower, ran on unrefined crude oil, and operated so smoothly that a nickel could be balanced on edge on any horizontal surface of the running engine.

Even in 1956, the free piston engine was more than 25 years old. It is so efficient that big heavy-duty units are installed all over the world in hundreds of power stations, locomotives, and ships. Competing in propulsion experiments that included ships powered by steam and diesel engines, the S.S. *William Patterson*, a merchant ship with free piston power plants built by General Motors' Cleveland Engine Division, outclassed all units of the Government-rated competition back in 1961.

One big advantage of free piston engines is the fact that several are usually mounted in series, and when more (or less) power is required, engines in the series can be cut in (or out) as needed. The only thing comparable in a conventional gasoline engine is the optional bank of carburetor barrels which cut in or out depending on the engine's speed.

Closely related to both the free piston engine and the conventional reciprocating engine is the diesel. Both it and the free piston engine operate on the principle that air becomes warmer as it's compressed, and if it's compressed enough, it gets hot enough to ignite fuel.

The diesel still requires those four infuriating strokes, however—unless it is the two-cycle variety, developed in the 1920s by Charles F. Kettering when General Motors was beginning to take dead aim on some of Ford's volume. In this then-revolutionary diesel, every downstroke is a power stroke, and it can develop up to twice the horsepower

of a standard four-cycle diesel of the same size. It was taken up so enthusiastically by the railroads that steam locomotives became obsolete almost immediately. It was also adapted for use in industrial equipment, oil-well machinery, boats, and many other similar uses. It has been getting closer to powering passenger cars ever since.

(It should be noted that four-cycle diesels are already in use in most London taxicabs as well as in a Mercedes-Benz sedan. Two-cycle engines have powered vehicles for some time, notably in John Deere tractors and in the Swedish Saab automobile.)

Another engine that uses the push-pull of conventional four-cycle pistons, but offers singular advantages, is a cheap-fuel motor developed by Texaco. Known as the TCP engine (Texaco Combustion Process), it is basically a conventional engine below the combustion chamber, but the top of the engine has been rebuilt so that it doesn't need high-octane gasoline. It eliminates the possibility of premature ignition which causes so much knocking and waste of energy in conventional motors. What's more, it got 34 m.p.g. in road tests a couple of years ago.

In effect, a swirling air stream is fed into the cylinder, acting as a conveyor belt for fuel which is virtually "painted" on the air as it goes by. The result is uniform, full-area ignition when the spark plug touches it off; no rich high-octane fuel needed.

The TCP engine was developed in the 1940s by Texaco's Everett Barber, and brought to the point where it would run on kerosene by Charles W. Davis at the Beacon, N.Y., experimental center. It was turned over to the Ford Motor Company for final development last year, where it has virtually dropped out of sight. Ford's "wall of silence" provides food for thought for many Detroit observers, who recall that Chrysler wouldn't talk about experimental engines either for most of the early part of the year, before they came out with the turbine car.

The push-pull waste motion disappeared in the recently developed, totally revolutionary "rotary piston engine." This is one of the few basic improvements in the cylinder-and-piston internal-combustion engine since August Otto established the four-stroke principle in Germany in 1872. The rotary piston was developed by another German by the name of Felix Wankel for the NSU Motor Company in Germany in the late 1950s, and has been licensed by the Curtiss-Wright Corporation here.

Father's Day Special! Since 1926! The Halvorfold

Billfold
Card Pocket
Loose-leaf Pass Case, Billfold, Card Case. Note exclusive features. Read Special Offer below
Name, address and any Fraternal Emblem in 23K Gold FREE
Exclusive Loose-leaf Device
8-pass capacity replaceable
\$7.70 Black or brown Morocco
\$9.90 Smooth black or brown Calfskin
Including 10% Fed. Excise Tax
Lodge No. under inside Emblem 75c additional

"Made to Order" for ELKS

NOW in its 38th year—The HALVORFOLD bill-fold, pass-case, card-case. Just what every ELK needs. No rumbling for your passes. Unsnap Halvorfold, and each pass shows under separate, transparent face, protected from dirt and wear. Ingenious loose-leaf device shows 8, 12 or 16 membership cards, photos, etc. Also has three card pockets and extra size bill compartment at back. Made of the Finest, Genuine Leathers (see above) specially tanned for Halvorfold. Tough, durable and has that beautiful, soft texture that shows real quality. All nylon stitched, extra heavy. Just the right size for hip pocket. Backbone of loose-leaf device prevents breaking down. You can't wear out the leather body of Halvorfold.

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 emblem.

HALVORSEN, P. C. M. — 700 E. Union Street
Jacksonville, Florida — Dept. 139

Send HALVORFOLDS as per instructions below. If I decide to keep them, I will send check at once. If not, I will return merchandise in three (3) days. (HALVORFOLD comes regularly for 8 passes. For 12-pass add .25c, 16-pass .50c, etc. Please check squares at right.)
Lodge No. under inside Emblem 75c extra

PLEASE CHECK HERE:

Black Calfskin \$9.90 Brown Mor. \$7.70
 Black Morocco \$7.70 Brown Mor. \$7.70
 Gold filled Snap & Corners \$1.50 extra
 4 fold 6 fold 8 fold
 (8 pass) (12 pass) (16 pass)
 ELKS Emblem Outside Yes No

23K Gold Inside Emblem: _____
Name: _____ Please Print
Address: _____
If you send cash with order, we ship postpaid. Money back if not satisfied.

SHE USED TO WORRY ABOUT WEARING A HEARING AID!



When she first bought her Radioear 900 hearing aid she often looked into a mirror to make certain that it was unnoticeable. But now her mind is at ease. Her friends still don't know that she wears a hearing aid. As a matter of fact, the Radioear 900 is so light, so comfortable and its tones are so natural that she hardly knows she's wearing it. It fits perfectly behind her ear and is completely hidden by a wisp of hair. She's glad she discovered the Radioear 900. Why don't you find out more about it? Clip this ad today and send it to Radioear Corporation, Dept. G, Valley Brook Road, Canonsburg, Pa.



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.

Famous WITCH Automatic Needle Threader

25c SAMPLE (\$1 Value)

Make up to \$10. an hour in your spare time just showing this amazing little invention that threads a needle simply by pressing a button. Show it to women (men, too) and watch them grab it out of your hands for only \$1.00. No sales experience needed. Rush 25c for sample (\$1. value) and money-making facts, plus other self-selling money-makers.

UNIQUE PRODUCTS, Dept. 3145T
216 W. Jackson Blvd., Chicago 6, Ill.

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 half 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

STATE ASSOCIATION CONVENTIONS

STATE	PLACE	DATE
Colorado	Lakewood	Apr. 30, May 1-2
Kansas	Wichita	Apr. 30, May 1-2-3
Ohio	Columbus	Apr. 30, May 1-2-3
Arizona	Kingman	May 6-7-8-9
North Carolina	Durham	May 7-8-9
Alabama	Huntsville	May 14-15-16
Kentucky	Ashland	May 14-15-16
Michigan	Jackson	May 14-15-16-17
Mississippi	Natchez	May 14-15-16
Illinois	Peoria	May 15-16-17
Iowa	Mason City	May 15-16-17
Nebraska	Scottsbluff	May 15-16-17
Oklahoma	Chickasha	May 15-16-17
Wisconsin	Racine	May 15-16-17
Arkansas	Fort Smith	May 16-17
California	San Mateo	May 20-21-22-23
Florida	Miami Beach	May 21-22-23
New York	Syracuse	May 21-22-23
Oregon	Salem	May 21-22-23
Maine	Biddeford-Saco	May 22-23-24
Missouri	Springfield	May 22-23-24
New Hampshire	Conway	May 22-23-24
Vermont	Burlington	May 22-23-24
Georgia	Jekyll	June 3-4-5-6
Nevada	Hawthorne	June 4-5-6
South Dakota	Rapid City	June 4-5-6
Texas	Harlingen	June 4-5-6
Utah	Salt Lake City	June 4-5-6
Wyoming	Laramie	June 4-5-6
Indiana	French Lick	June 4-5-6-7
Pennsylvania	Harrisburg	June 4-5-6-7
Connecticut	New Britain	June 5-6
North Dakota	Dickinson	June 6-7-8-9
Idaho	Lewiston	June 11-12-13-14
Minnesota	Owatonna	June 11-12-13-14-15
New Jersey	Wildwood	June 12-13
South Carolina	Columbia	June 12-13
Washington	Longview	June 18-19-20
Massachusetts	Plymouth	June 19-20-21
Rhode Island	Pawtucket	June 20-21

The Wankel engine eliminates the energy waste of the churning up-and-down movement of pistons, and like the turbine, has no reciprocating parts or intermittent action. Instead, a triangular "piston" rotates, with no reverse in direction, and effects all four engine phases as the rotating disc's edges pass the respective ports in the cylinder wall.

Besides getting maximum energy from the low grade fuel it can burn with its constant-direction "piston," the Wankel engine pushes the rotary piston with three power "strokes" per revolution. In short, one piston does the work of three conventional pistons, and the Wankel engines are only 25 percent as heavy as standard engines of comparable power.

The German manufacturer will produce 3,000 to 4,000 cars in 1964 using the Wankel engine. Called the Spider, the car will go from zero to 60 m.p.h. in 11 seconds and will get 35 miles to the gallon. Top speed: 95. The engine is so small that it fits into a compact metal box in the rear of the car, with enough space left over for several suitcases. NSU scheduled initial production for April.

Toyota Kogyo, the Japanese licensee

for the Wankel engine, will also have a Wankel-powered car on the market within the next 12 months. Wankels are already in use in European-built four-passenger motorboats and water-sports craft such as ski drags. Renault of France has joined American Motors in a joint research program to develop a radically different rotary piston engine of their own, but Rambler spokesmen are mum on marketing plans as of press-time.

Despite the foregoing developments, the gasoline engine's overpowering success may in itself become a factor in its eventual replacement, if it keeps producing smog at the present rate of dangerous increase. London's thick yellow smog has literally killed hundreds of people. Even Mexico City, high as it is, almost lost its bid for the 1968 Olympic Games because of its heavy-traffic smog problem. Los Angeles is probably the only city that has ever passed a municipal ordinance calling for the mandatory use of equipment before it's even been invented: All car owners will be required to attach an exhaust-reducing after-burner—as soon as an effective one is developed.

Well, there's an alternative to internal combustion. The once-discarded electric automobile may be starting a comeback. It has some impressive advantages, including no exhaust, remarkable acceleration, and simplicity.

The latest replacement for the "show window" Baker Electric, in which thousands of little old ladies once glided around sedately, is the three-wheeled battery-powered Electric Shopper, produced in San Diego. It has a top speed of 25 m.p.h., and when Southern California's many senior citizens found that they could operate it legally on sidewalks—without a driver's license—they rapidly created still another problem for harassed traffic officials. But it doesn't contribute to the L.A. smog, and it keeps the oldsters close to home; it has a range of only 25 miles before it has to be plugged into a wall outlet for an overnight recharge.

Few people outside the industry realize what inroads battery-powered transportation has made in the last few years. Almost a hundred independent manufacturers have gone into the golf cart business, for example; over half a million carts are already in operation. Big golf courses, such as Tam-O-Shanter in Chicago, each own up to 1,000 units, where the only putt-putt to be heard is on the greens.

Absence of noise and exhaust fumes, coupled with easier upkeep and simpler operation, are responsible for an upsurge in the use of battery-powered vehicles for indoor industrial use, too. Materials-handling equipment, with carrying capacities of up to 15,000 pounds, can be run around the clock;

freshly charged batteries are simply dropped in every eight hours.

"No exhaust" battery-powered trucks are singularly practical for metropolitan street use where they are often subjected to a lot of starting and stopping, as with the electric milk trucks being used in Cleveland. The Walker Delivery Truck, built by the Automatic Transportation Company in Chicago, is in daily use by heavy-use companies such as United Parcel Service in New York, Neiman-Marcus in Dallas, and even the J. L. Hudson Company in Detroit itself.

One answer to the rechargeable battery's handicap of short range is the solar energy battery. Tapping directly into the sun's tremendous energy output, solar batteries have been successful in hundreds of field tests. Roadable experimental vehicles have shown that enough of this limitless source of power can be stored to run lightweight automobiles through several cloudy days.

Clouds present no problem for one of the most foolproof of all major power plant developments: the fuel cell. This brightest of all the dark horses simply converts chemical energy into electricity directly, right on the spot. It thus eliminates the major drawback of electrical power, which now depends on a secondary source. "Sandwiches" of common chemicals mix hydrocarbons with air, and the fuel cell runs on the continuous energy produced by the chemical reaction. Fuel cells are so promising as a power source that more than 60 Government and industrial labs have been working on them.

Chrysler engineers have developed fuel cells to a high degree of sophistication, and Ford's experimental Gyron, a two-wheeled gyroscope-stabilized auto, is designed for a fuel cell power plant. Allis-Chalmers has been powering experimental tractors with fuel cells since 1961 in Milwaukee. A fuel cell "engine" the size of a typewriter produces all the electricity needed by the Apollo spacecraft, which will be using more electricity than a railroad train during the upcoming moon shot.

The use of atomic power for land transportation is still beyond the horizon, but every major automobile manufacturer is working on it. One big reason is the way it has so dramatically proved feasible for powering naval vessels, especially submarines. With no one yet able to harness the atom even for powering large land vehicles, however, nuclear propulsion for automobiles is still a Buck Rogers fantasy.

The future may hold undreamed of sources for powering land vehicles. But, in the meantime, new directions are already being explored. If Chrysler's gas turbine engine wins the public acceptance its engineers hope for, the competition will have no alternative but

to match it with their own versions of improved power systems. Many of today's gas station mechanics scoff at the possibility of anything ever replacing the proven-by-experience internal combustion, reciprocal piston gasoline engine. Only 40 years ago, a lot of blacksmiths and buggy-whip manufacturers felt the same way about this country's 22 million horses and mules. • •

Freedom's Facts

(Continued from page 17)

ment could be blown anywhere by the wind of the dictatorial powers.

"All my life I had been dependent on the whims of other people. When I worked for three years on the ships of the fishing fleet, I kept up courage with the hope that someday in the future everything would change. But, as I got to know reality in the Soviet Union more and more, this hope for freedom blew away like smoke.

"I realized that I not only had no chance of contributing to the improvement of Soviet society, but, equally important, I realized that those higher up—the engineers and command personnel—were almost as repressed as the small fry. And, furthermore, they have to defend and promote bureaucratic directives to explain the party line to the masses, which means they must lie out of very fear of losing their means of livelihood and even their physical freedom.

"In 1961 and 1962 I began to listen to the Voice of America radio broadcasts, I was also very lucky to obtain copies of the magazine *America*, and I read a number of American books which were available in Russian translations in the Soviet Union.

"I began to understand that America is the leading country of the free world. I became convinced that these people are really equal under law, that each person is able to build his own life without directives from above, and that each citizen through his own development brings good to society. . . ."

Capital Quote:

CUBAN PROBE: "It is evident that Cuban communism is being exported into a number of troubled Latin American nations. I join in urging our Government and the Organization of American States to investigate immediately the extent of Cuban operations in Panama."—Garner E. Shriver (Rep., Kansas).

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" should write to All-American Conference, 1028 Connecticut Ave. N.W., Washington, D. C. 20036. The subscription price is \$3 per year.

YOU'D NEVER GUESS THAT HE HAS NERVE DEAFNESS!



He used to avoid the telephone. He also avoided personal contacts. He could hear people, but he couldn't understand them. He knew that he needed help, but the thought of wearing a hearing aid distressed him. Then he discovered the Radioear 900. This tiny hearing aid fits inconspicuously behind his ear. Yet it has superb tonal qualities. Now he uses the telephone naturally. And he no longer avoids friends. For the first time in years, he's enjoying good hearing. For more information about the Radioear 900, clip this ad today and send it to Radioear Corporation, Dept. G, Valley Brook Road, Canonsburg, Pa.

RADIOEAR®

for better hearing
... naturally!

BUY A TRAVEL QUEEN CAMPER



Only T.Q. gives you Built-in, Fold-away SAF-T-JACKS, at no extra cost. Exclusive roof design offers less resistance to wind for safer driving. Quality built. Dealer inquiries invited. Write for literature: **Travel Queen Coaches**, Box 4008 E, Riverside, Calif.

YOU GET MORE FOR YOUR MONEY!

FREE LIVE SEAHORSES



LIVE MATED SEAHORSES sent by Jet Air Mail from Fla. will bring joy and pleasure to all the family, youngsters or oldsters everyone enjoys watching and raising these fascinating little aquatic performers from the deep. Easily kept in a jar, bowl or aquarium. The Seahorse kit consists of food, catalog and simple instructions for keeping these exotic creatures. Guaranteed Live Delivery. Educational, Hardy and Easy to Raise. \$3.50 A PAIR PPD. \$7.00 SPECIAL—Order TWO PAIR and receive ONE PAIR FREE.

F. F. MARINE LIFE, P.O. Box 626-EK-64, DANIA, FLA.

BORROW BY AIRMAIL

\$100 to \$1000!



NO embarrassing investigations; NO representative will call on you. Collateral and co-signers are not required; all loans are granted on your personal signature!

YOU NEED ONLY HAVE A STEADY INCOME TO QUALIFY. Simplified transaction is handled entirely by airmail; you receive your money in a few days. Your friends, employer will not know of the loan. Take advantage of this fast, dignified loan service today!

Cash You Get	Repay Monthly
\$61900	\$3000

THE ABOVE QUOTE REPRESENTS LEASING IN CASH ONLY. MONEY MARKET. ADVISORY. CALL LIFE INSURANCE SERVICE ON YOUR LOAN.

BANKERS INVESTMENT CO., 14-S 4th & Joplin, Joplin, Missouri

Rush coupon today!

Mr. R. D. Osborn, Vice President
BANKERS INVESTMENT CO., 14-S
4th & Joplin, Joplin, Missouri 64801

AMOUNT I NEED

\$ _____

Please rush "Loan Agreement" in plain envelope.

Name _____ Occupation _____

Address _____ Age _____

City _____ Zone _____ State _____



Tom Wrigley

WRITES FROM WASHINGTON

FBI CHIEF J. Edgar Hoover has been asked by LBJ to remain on the job as long as Mr. Johnson is in office. Although next January 1 Mr. Hoover turns 70, the President is expected to sign a Presidential Order, waiving the retirement requirement. Mr. Hoover is in splendid health and just as active as he was 25 years ago. He built the Federal Bureau of Investigation into a scientific organization with an outstanding record against crime and subversion.



Y0010 is computer lingo for "stomach ache," part of an experimental Army program to computerize VA hospitals. Hiccups? Why, Y13590, of (hic!) course.

A SEA SEARCH is being conducted by the Coast and Geodetic Survey in the Gulf of Mexico. The hulls of some 60 ships—as well as oil derricks and other large objects—are believed to be in the Gulf's briny deep. Many are navigational menaces. The two wrecker ships *Hilgard* and *Wainwright* will pinpoint the obstructions, and the Government will issue new marine charts showing their locations.

MAN MAY ORBIT the Moon before landing on it—if lunar robot television transmission continues to fail, as it did in February when we hit the Moon but got no pictures. If necessary, a space ship, manned with three astronauts, will orbit the Moon, take pictures, drop bombs for the purpose of determining the terrain's texture, and chart possible landing sites.

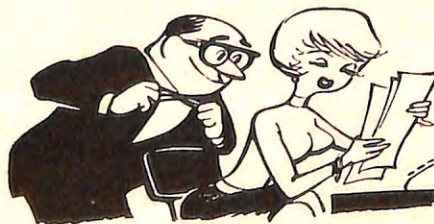
SELF-REGULATING glasses are intriguing NASA, which hopes that the "built-in sunglasses" can be used to protect space travelers from sudden solar

radiation. Lenses darken in bright light, lighten in the "shade." The Corning (N.Y.) Glass Works is researching this new-type of specs.

DRUGS—more than 2,000 of them—are being screened by the Food & Drug Administration, which plans to issue a new set of regulations governing their sale. Manufacturers would be required to prove their products are *effective* as well as safe; up to now proof of safety is all that's required. The ineffectives will be banned.

JFK CULTURAL CENTER now has well over \$14 million in contributions from private sources. Private donations need reach only \$15.5 million in order to be matched by a federal appropriation. Board of Trustees Chairman Roger L. Stevens has announced that a Hall of States will be built as a part of the Center; each state is expected to support this aspect of the project.

NAME THAT TUNE. Many non-Texans attending White House dances are puzzled why the band always plays "I've Been Working on the Railroad," since LBJ has never worked on a railroad. Lone Star Staters, however, know this tune *really* is "The Eyes of Texas Are Upon You."



A CIVIL SERVICE quiz on job attitudes posed the ambiguous question: "Does your supervisor take an interest in you?" One young thing answered the question by asking one: "Does this mean during office hours or after?"

SWING YOUR PARTNER. Do-si-doing shindigs are dazzling D.C.'s diplomats and leaving them breathless. Square dancing has been gaining favor

here since March, when Assistant Secretary of State for African Affairs G. Mennen Williams and Mrs. Williams staged a very successful square dance at the State Department for 200 African diplomats and Americans connected with African affairs.



AND AWAY WE GO. Rhode Island Senator Claiborne Pell is championing 100 m.p.h. train service for the entire Eastern Seaboard, with that as a minimum goal for N.Y.C.-D.C. trains. The Senator claims that the Department of Commerce's wheels are dragging on a \$1 million fast-train research project authorized by our late President.

ROAD MAPS probably won't be included, but an Army project may produce a remapping of the entire Earth. Satellites, orbiting 200 miles out in space, will photograph one-fifth of the Earth's surface every 100 minutes. By piecing the pictures together, a more accurate version of the Earth's size and shape should be obtained.

SPRING SHORTS . . . Stickers on taxi and auto bumpers were used here to urge voter registration for the upcoming Presidential election. . . . The D. C. crime rate creeps up monthly; car thefts are almost double those of last year. . . . Some of the Smithsonian Institution's exhibits—including Air and Space—will probably be open until 10 P.M. this summer. . . . The Army has run out of serial numbers for regular officers and has started a new series beginning: OF-10001. . . . Some wit wrote underneath a plea for governmental economy, posted on a State Department bulletin board: "Yes. Frugality at all costs." . . . A D.C. barber shop sports this sign: "Beatle Haircuts, \$5."

"Someone Cares"

(Continued from page 15)

authorities. Nearly all subscribers have made access to their homes available to FAF; however, FAF will not accept a subscriber's housekey. The subscriber tells the Service with whom the key has been left—a friend, neighbor, or landlord.

A recent incident points out the effectiveness of the FAF operation. When one subscriber, a leukemia victim, failed to answer her call, FAF had a neighbor at the subscriber's door within three minutes.

The neighbor was prepared to call a physician, but discovered that the subscriber had inadvertently disconnected her plug-in phone in pulling a chair close to her bed. As soon as the trouble was discovered and rectified, the FAF call came through as usual.

Now radiating from Fort Lauderdale to Pompano Beach to the north and Hollywood to the south, FAF is continuing to expand operations.

Actually, the FAF's service potential is limitless, since it requires only a few minutes to make each call. And the call schedule is a staggered one; each subscriber is called at an hour he prefers.

Mrs. Biedermann plans to employ handicapped persons of both sexes—amputees, those confined to wheelchairs, and so forth, connected with the activities of the Florida Industries for the Handicapped—to make supervised calls. Thus, these handicapped persons will be enabled to earn a small salary, derived from FAF's subscription fees.

Mrs. Biedermann, like most of her subscribers, is not a native of Florida. She came to Fort Lauderdale from New York City, where she was executive

secretary for a home for the elderly.

Aside from the Service's lifesaving potential, she feels it fulfills a vital human need. The daily telephone contact with a pleasant voice serves to keep many oldsters in touch with reality. As a result, they're more alert and interested in what is going on around them, particularly those confined to their homes. The caller also often reminds the subscriber to take his medicine or perform some other necessary health function which might otherwise be forgotten.

The FAF service is also available on a gift subscription basis. A holiday campaign, conducted via newspapers and radio, urged friends and relatives to give the service to elderly people as a Christmas gift or as a remembrance for some other special occasion. Gift subscription recipients received a greeting card that informs them of the gift and the donor—as well as the fact that they will be receiving a daily telephone reminder that someone cares.

Local drugstores are also cooperating to help acquaint potential subscribers with the Service. A printed circular detailing the service of FAF is enclosed with prescriptions delivered to the elderly. And notices are placed on the bulletin boards of Golden Age and various other clubs of which senior citizens are members.

In an age characterized by sociological and legislative concern for the growing number of senior citizens in our population, it is heartwarming to know that at another level—the human—an organization is at work, providing our elderly with an abundance of concern, comfort, and, cheer. • •

Earthquake!

(Continued from page 13)

of Physics at the Institute and head of that institution's executive council.

Commenting on his background in physics in relation to his present work, Dr. Richter said, "Actually, it was not too unusual. For seismology breaks down into two parts: geology and the work of the men in the field and the study of elastic waves through the earth with instruments by means of laboratory physics."

Just what is an earthquake? In brief, it's a shaking of a part of the planet itself, caused by a sudden movement of rock masses or by geologic changes beneath the surface of the land or sea. This movement may be horizontal or vertical, and usually occurs as a fresh break in the vicinity of what scientists call "faults" in the earth's crust—geologi-

cally "new" sites which are still in the process of formation. The actual power involved is such that even the largest explosion of a hydrogen bomb doesn't compare to the unleashed energy of just a moderate earthquake, according to Dr. Richter.

Even to laymen, some of these faults are well known: the "San Andreas," which runs three-quarters of the length of the California coast and caused the 1906 San Francisco quake and the 1933 Long Beach event; the series of great fractures on the west coast of South America, which caused devastation in Chile in 1960; and the extremely active "Nippon trench" line in the sea off Japan that brought about the great quakes of 1923 and 1933 and last October's near the Kurile Islands.

over **ONE MILLION** sold!



- Folding and Stacking Chairs
- Storage Trucks
- Risers and Stages
- Room Partitions

Send For
FREE
DIRECT PRICE
CATALOG

QUALITY
Monroe

FOLDING TABLES

Churches, schools, clubs, lodges—your organization, too, can order modern Monroe Folding Tables at our direct-from-factory, money-saving prices! Complete stock of models, styles and sizes. Attractive savings on chairs, storage trucks, partitions, risers, etc. Send today for FREE 40-page catalog!

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



NOW... Easy-to-use

AQUA-DRI VINYL-CONCRETE PATCHING COMPOUND

Aqua-Dri Vinyl Concrete Patching Compound is a one-component dry concrete mix, made with a perfectly balanced formulation containing vinyl compounds—plasticizers—wetting agents—waterproofing ingredients—and other chemicals, for concrete finishing, patching and general repair work. Finishes as a vinyl concrete for all types of concrete and masonry.

Repair or refinish concrete floors, sidewalks, driveways, patios, cracked walls and other masonry surfaces.

AMAZING BONDING STRENGTH. MAY BE TROWELED ON AS THIN AS 1/16 OF AN INCH AND FEATHER EDGED. THE BOND OBTAINED IS AS STRONG AT THE FEATHER EDGE AS IT IS IN THE HEART OF THE PATCH.

10 lb. \$2.25
40 lb. \$7.70

Silcoa Products Inc.
50 East 42nd Street
New York 17, New York



Write for free literature and nearest dealer.

BE THE STAR OF YOUR TEAM!

Personal instructions by Ted Kluszewski and his coaching staff for boys 9 to 19. New modern facilities. WRITE FOR FREE BROCHURE.

TED KLUSZEWSKI BASEBALL SCHOOL
P. O. Box 524-C
Bainbridge, Ohio

\$8.95

DRAINS cellars, cisterns, wash tubs;
IRRIGATES - CIRCULATES - SPRAYS

1,001 Uses. Stainless shaft. Won't rust or clog! Use 1/8 HP motor or larger. 3/4 HP for up to 2,400 GPH; 1 HP for up to 3,400 GPH; 1 1/2 HP for up to 4,400 GPH. 80" high; or 1,800 GPH from 25" well. 1" inlet; 3/4" outlet. Coupling included free. \$8.95

Heavy Duty Ball-Bearing Pump. Up to 5,200 GPH. 1 1/4" inlet; 1" outlet. \$12.95 Postpaid if cash with order. Money back guarantee. Also other sizes, types.

LABAWCO PUMPS, Belle Mead 50, N. J.

\$1,000.00
CASH A MONTH

Collect \$1,000 a month while hospitalized because of any accident—\$33.33 for every day, even for a lifetime. Tax-Free money paid direct to you in cash. Get 50% refund of all premiums if policy is claim-free 10 years. Low cost hospital plan issued to age 80. Only you can cancel. No one will call or bother you. For Free details write Crown Life of Illinois, 203 No. Wabash Ave., Chicago 1, Illinois. Dept. 43A.

Surprisingly, although the last-named quake's magnitude registered 8.25 on Dr. Richter's scale—after reports from 73 stations around the world, as opposed to only 5.25 for the Skopje, Yugoslavia, upheaval—it went relatively unnoticed by the press. Yet, if such a thing is possible, the quake was somewhat of a classic because of its unusual features.

In the first place, there were two equally strong "main" shocks, 18 hours apart. This is somewhat rare. Although there may be minor "fore-shocks," an earthquake usually consists of one main shock. It's not uncommon, however, for "after-shocks" to occur, perhaps hundreds or even thousands of them, over a period of years.

With the Kurile earthquake, the first main shock was severe enough in itself to cause concern among Dr. Richter



In his living room, earthquake expert Dr. Richter watches his seismograph.

and his colleagues. Their seismographs recorded the shock waves through the earth 11 minutes after they hit. The needles made marks on the graph paper as if it were an electrocardiograph recording a severe heart attack.

Other stations reported immediately, and, with the aid of a new seismological tool—computers—within less than an hour the CalTech crew knew not only the magnitude of the upheaval but its location. The quake had been felt in the northern Japanese island of Hokkaido, as well as in the Tokyo area, where it caused little damage. How much damage it caused in the Kuriles themselves is not known, for this is Russian territory and heavily crowded with military installations. Although the Russians belong to the international seismological societies and often exchange information freely with the West, in this case little was forthcoming.

But it could be ascertained here that the "focus" (subterranean point of origin) of the quake was in the sea, perhaps not more than 40 feet below the seabed, and that the slippage had caused a dislocation of the water itself. This is a common occurrence, of course, producing what generally are known erroneously as "tidal waves."

"They are seismic waves," Dr. Rich-

ter says, emphatically. "They are imposed on the tides."

The waves in this instance were seen and felt in most of the north Pacific. The military transport *Gaffey*, at sea, reported them as four feet high, as did stations on Hokkaido. Although such waves decrease in height as they travel, they were a potential threat to our West Coast, so Dr. Richter took the precaution of alerting the Coast Guard. When the waves arrived at Crescent City, California, they measured only 1.5 feet.

As everyone knows, seismic ("tidal") waves can, and often do, create havoc. Eighty percent of all quakes occur in the Pacific basin. Since much of the territory within it is heavily populated, these waves are a source of terror to the people of this part of the world.

The current belief is that if the slippage under the ocean moves downwards, away from the land, the sea is sucked away, briefly leaving empty flats that are refilled with enormous violence.

It is also believed that the closer the focus of the quake is to the surface of the seabed, the more water is involved. Thus, for instance, the 8-plus (Richter Scale) Chilean quake of 1960, which hit mainly offshore at a shallow depth, caused waves that killed people at Oahu, Hawaii, and damaged boats and beachhouses as far north as Oregon. The 1933 Japanese quake produced a disastrous wave 93 feet high.

The 1906 San Francisco earthquake, however, illustrates why it is almost impossible to make definitive statements about the character of the phenomenon. The epicenter (point on the surface directly above the focus) of that quake was out in the ocean—past the present Golden Gate Bridge. No discernible wave was produced at all.

That earthquake also underscored a common aftereffect: In populated areas, it's frequently not a quake itself that causes most of the death and destruction but the resultant fire, which is fed by broken gas lines and other volatile flammables. With water mains also usually ruptured, such a fire may burn uncontrolled for days.

The 1923 Tokyo catastrophe is another case in point. Granted it was a major event (8.3 on the Richter Scale), but of the 100,000 casualties, more than 30,000 burned to death.

There's another "almost always" aspect. If a quake occurs in a city that's built on a hard, rocky base, the damage will be comparatively slight as opposed to a quake of the same magnitude striking a community on soft, sandy ground.

The Skopje, Yugoslavia, quake measured only 5.25 on the scale. And although the city is situated in mountainous country, Skopje itself is built on sand and clay. When the quake hit, the ground undulated like jelly, causing

hotels, churches, and other large structures to collapse like so many houses of cards. Debris rained like shrapnel.

The same conditions existed in Agadir, Morocco. Dr. Richter recorded the 1960 shock magnitude as not over 6. However, most of the big buildings were built on sandy ground around the harbor; the damage was horrendous. Dr. Richter notes that European quakes are usually of lower magnitude than those in the Pacific. But the Western ones make the headlines because they occur in soft-ground, densely populated areas.

Presently, the reporting of earthquakes is a worldwide operation, utilizing perhaps 1,000 stations—professional and amateur. In this country, aside from CalTech, the most prominent are the U.S. Coast and Geodetic Survey (Washington, D.C.); Lamont Laboratories (Palisades, N.Y.), which is run in connection with Columbia University; and St. Louis (Mo.) University.

The International Seismological Society, with headquarters in Europe, does the important work of correlating the reports of both West and East, not the least of which come from Russia's Institute for the Physics of the Earth in Moscow. Other prominent stations abroad are Japan's Meteorological Agency and Earthquake Research Institute and Britain's theoretical and research group at the Institute of Seismology.

Station activity is twofold. First: to record and by means of triangulation and higher mathematics pinpoint current geologic activity. Secondly, to extend man's knowledge.

In the latter category is the job of discrediting certain fallacious beliefs

FLAG DAY CONTEST

The observance of Flag Day on June 14th is a major patriotic endeavor of Elksdom. Lodges are invited to participate in the Flag Day Contest, to be judged by the Grand Lodge Americanism Committee.

One award and five honorable mentions will be made in each of these groups: lodges of more than 1,500 members, lodges of from 1,000 to 1,500 members, lodges of from 500 to 1,000 members, and lodges of less than 500 members.

Only brochure-type presentations will be considered. Entries must reach Committeeman Denis A. G. Lyons, Box 115, Passaic, N. J., no later than July 7th. None will be returned; they may be picked up at the Americanism booth at the close of the Grand Lodge Convention.

Do NOT mail your entries to THE ELKS MAGAZINE.

widely held by the public. For instance, you may have heard the old chestnut about "earthquake weather." Not so. Just as it isn't possible to "predict" a quake.

Pointing out the difficulty in categorizing earthquakes, Dr. Richter says, "No one, even the greatest authority, can tell the difference between a 'fore-shock' and an actual quake. And we have minor quakes all the time.

"The danger is real, especially in California and other Pacific basin areas. You may find yourself involved in an earth shock five minutes from now—and we record 200 to 300 in California alone every year—but no one can tell you when. Nor do minor quakes 'let off steam,' as some of the public thinks. We may have a serious jolt at any time. Claims of prediction usually come from cranks, publicity seekers, or people who pretend to foresee the future in general."

A third fallacy is that earthquakes and volcanic activity usually go together. Dr. Richter points out that volcanic bands and the faults that cause earthquakes are usually 100 or more miles apart. As an example, he cites Japan, where the volcanos, both active and quiescent, run the length of the islands, usually towards the west, while the earth faults are out at sea—to the east. The same is true of South America, in reverse. And in this country, in which we have only one even remotely active volcano—Mt. Lassen in upper California—which erupted last in 1914. The San Andreas fault is about 200 miles west of it.

A fourth commonly held but unsubstantiated belief is that nuclear detonations have promoted earthquakes during the last two decades. This subject is highly classified, but it is known that many test blasts have been picked up by seismograph, indicating that tests are detectable. Dr. Richter personally does not believe they caused the earth to quake.

How the SBA Helps Small Business

(Continued from page 9)

15 regional and 45 field offices in key cities across the country. In addition, it conducts a "circuit rider" program that provides SBA services to smaller communities.

The agency's trained counselors are ready to advise the small businessman personally on any kind of business or manufacturing problem, to assist with market advice, offer tips on selling foreign markets, explain how products or services can be sold or bid-in to federal agencies, report the details on surplus materials and equipment especially set aside by Government agencies for sale to small business, and generally help small businessmen to get on top

of their many inherent problems.

It should be pointed out emphatically that the SBA, in carrying out its programs of assistance to businessmen, is not a substitute for or competitor of the usual advisors so essential to business success—accountants, attorneys, bankers, management consultants.

One example of SBA assistance concerned a fairly small Missouri fire-truck manufacturer whose sales were lagging. He was advised by SBA sales experts to make a bid for international business by sending his brochures and price lists abroad. Subsequently he received sizable orders for equipment from Chile, Colombia, and Pakistan. On the

What should one do when a quake hits? Odd as it may sound, nothing—except remain calm. The greatest danger is panic.

"Don't run," Dr. Richter warns. "Especially, don't run down stairs, and don't use the telephone unnecessarily; you may interfere with relief work. Stay away from damaged localities, for the same reason. Avoid broken wires. Above all, don't spread wild rumors.

"If your home is in a suspect area, perhaps you can prepare for a quake by eliminating fire risks, by seeing that heavy objects are braced and supported, by making sure chandeliers are tight.

"If a shock hits, don't do anything in haste. While keeping away from such obvious dangers as large mirrors or big windows which may fall or break, stay where you are, if you can. Remember that severe shaking rarely lasts as long as a minute, though it will seem longer. If you are in the open, well and good. If inside, stay where you are.

"As a voter, you can support every possible measure for new construction which will withstand a quake, either reinforced concrete—the best—or reinforced brick. For it is in the collapse of inferior schools, hospitals, stores, and other public buildings that the greatest damage is done."

Dr. Richter estimates that over 90 percent of those killed in California's quakes met their death in the collapse of structures that were improperly built or from being burned to death. Among others, he was a champion of the 1933 Field Act that resulted from the Long Beach quake that same year. The earthquake demolished almost every school in the city. The Act set up a strict building code that Dr. Richter, for one, believes should prevail nationwide.

Nonetheless, man—who can set off multi-megaton nuclear blasts—continues to be a puny, hapless onlooker and victim when confronted by one of nature's greatest spectacles: EARTHQUAKE! • • •

"INVESTIGATING ACCIDENTS

Brings Me Up To

\$12000 A DAY

CASH—J. M. Miller
Universal graduate



Step Into This Booming \$19 Billion A Year Industry

You can earn up to \$15 an hour... repeat, year-round income... in the exciting, fast-growing Accident Investigation field. Car furnished. Business expenses paid. NO selling. NO higher education necessary. NO equipment needed. And age is NO barrier. You can earn while you learn. Keep present job until ready to switch. Rush coupon for all facts and material.

FREE BOOK

UNIVERSAL SCHOOLS Dept. K-5

6801 Hillcrest, Dallas 5, Texas

Send FREE Book on Big Money In The Amazing Accident Investigation Field. No obligation.

Name _____

Address _____

City _____ Zone _____ State _____

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

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. 115 Chicago 1, Illinois

REAL ESTATE BE A BROKER

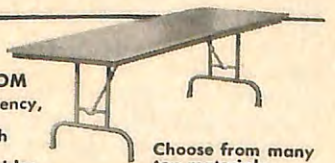
PAYS BIG! SEND FOR FREE, BIG, ILLUSTRATED CATALOG NOW! Graduates report making substantial incomes. Start and run your own business quickly. Men, women of all ages, learn easily. Course covers Sales, Property Management, Appraising, Loans, Mortgages, and related subjects. **STUDY AT HOME** or in classrooms in leading cities. Diploma awarded. Write TODAY for free book! No obligation. Approved for World War II and Korean Veterans

WEAVER SCHOOL OF REAL ESTATE (Est. 1936)
3521H Broadway Kansas City, Mo.

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

For Detailed Information About SBA's Services

Write, visit, or telephone the nearest SBA field office. These offices are located in the following cities:

Albuquerque, N. Mex.
Anchorage, Alaska
Atlanta, Ga.
Augusta, Maine
Baltimore, Md.
Birmingham, Ala.
Boise, Idaho
Boston, Mass.
Charleston, W. Va.
Charlotte, N.C.
Chicago, Ill.
Clarksburg, W. Va.
Cleveland, Ohio
Columbia, S.C.
Concord, N.H.
Dallas, Tex.
Denver, Colo.
Des Moines, Iowa
Detroit, Mich.
Fargo, N. Dak.
Hartford, Conn.
Helena, Mont.
Honolulu, Hawaii
Houston, Tex.
Indianapolis, Ind.
Jackson, Miss.
Jacksonville, Fla.
Kansas City, Mo.
Knoxville, Tenn.
Little Rock, Ark.

Los Angeles, Calif.
Louisville, Ky.
Lubbock, Tex.
Madison, Wis.
Marshall, Tex.
Miami, Fla.
Minneapolis, Minn.
Montpelier, Vt.
Nashville, Tenn.
New Orleans, La.
New York, N.Y.
Oklahoma City, Okla.
Omaha, Neb.
Philadelphia, Pa.
Phoenix, Ariz.
Pittsburgh, Pa.
Portland, Ore.
Providence, R.I.
Richmond, Va.
St. Louis, Mo.
Salt Lake City, Utah
San Antonio, Tex.
San Francisco, Calif.
Santurce, P.R.
Seattle, Wash.
Sioux Falls, S. Dak.
Syracuse, N.Y.
Tulsa, Okla.
Washington, D.C.
Wichita, Kans.

strength of these sales, the company arranged an exhibit of its products at the Damascus World Trade Fair and captured additional foreign customers. A whole new world had opened up, so to speak.

SBA maintains a "facilities inventory"—a listing of small manufacturers and the items they produce. Although this listing is used to help promote sales abroad, it's a grim but true fact that it also is maintained for emergency use, should a nuclear attack ever wipe out America's major industrial areas. Since they tend toward geographical dispersal and diversified specialization, the small business community could well prove to be America's best secret weapon in time of a nuclear crisis.

Probably to avoid the proverbial red tape one associates with Washington, a segment of the small business community flatly refuses to do business with the U.S. Government. It's too bad. Last year \$2.4 billions in contracts was set aside specifically for bids from small business. This "set-aside" program continues to be expanded to guarantee small business a fair share of military research and development contracts. The SBA stands ready to help low-bidding small firms that stand to lose out on Government contracts because of a questioned ability to produce. In such cases, the SBA steps in,

and, if the facts warrant it, a "Certificate of Competency" is issued to assure the small firm its contract.

As well as being the world's largest buyer, the U.S. Government is also a big seller; every year it disposes of vast amounts of surplus property and real estate no longer needed in its programs. Any small business may register with the SBA in order to receive descriptive material about items for sale. Last year some 16,000 registered firms bought surplus items at 20 to 30 percent of their original value. Late last year 44,000 board feet of timber from U.S. forests was earmarked for "set-aside" sale to small mill operators. Additionally, the Department of Defense or the General Services Administration earmarked a host of surplus items, including rare metals, boats, machine tools, and quinine.

Seen as a group—the way the SBA sees them—the small businessmen of this country comprise an impressive force; they operate well over 4,500,000 of the nation's 4,810,000 firms, employ 30,000,000 persons and engage in 40 percent of American business activity. Small businessmen are truly the backbone of our free enterprise system.

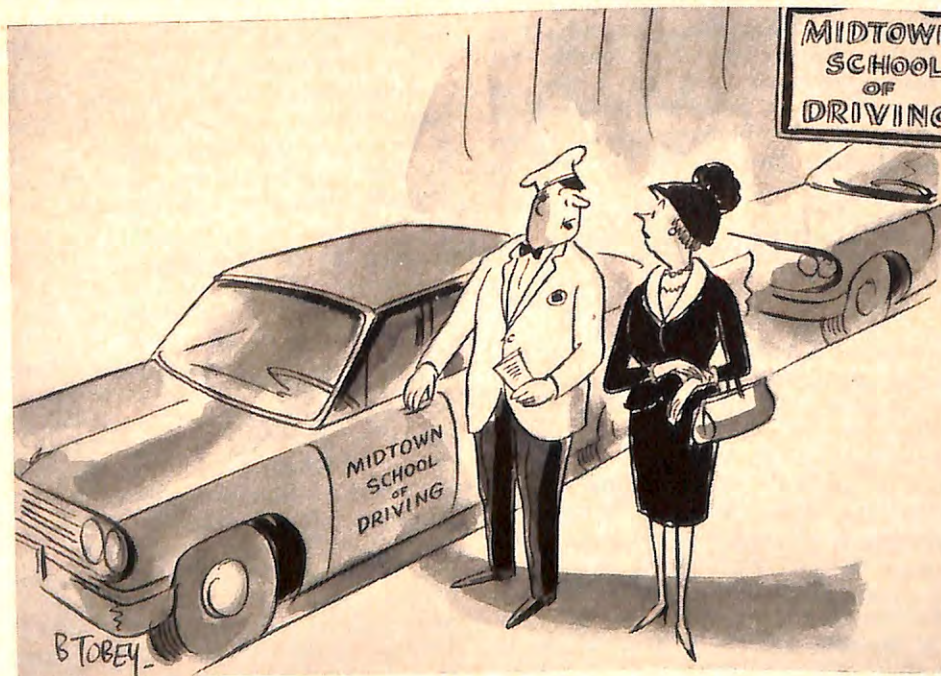
Publishing is an important aspect of SBA activity. The Administration prepares hundreds of leaflets and booklets, covering just about every phase of current business methods and management techniques. Many of these publications are available free at SBA offices; for a nominal charge, the remainder may be obtained from the Government

Printing Office (Washington 25, D.C.).

The SBA also co-sponsors management training courses with colleges and universities. For one evening a week, the courses usually run for four or five weeks. The thousands of businessmen who've attended these courses have found them valuable for their coverage of the principles of good management practice, record keeping, insurance, inventory control, credit and collections, banking and financing, selling and advertising—principles that spell success and survival for even the smallest businessman. This year, courses are being held in many cities throughout the U.S. For details, contact your nearest SBA office.

What is a "small" business? The law defines a small business as one that's independently owned and operated but not the leader in its field. Of course, this is only a general definition; SBA has developed some rather elaborate "sub-definitions." For loan purposes, a manufacturer is generally considered small if average employment was 250 persons or fewer the preceding year, and is considered large if employment exceeded 1,000. An employer with between 250 and 1,000 employees may be considered either large or small, depending on a complicated set of size standards that have been established for various types of industry.

A wholesale concern, for example, is considered small if its yearly sales are \$5,000,000 or less, while retail businesses and service trades are generally considered small if annual receipts are



"Before we get started, I'd like you to forget every single thing your husband may have taught you."

under \$1,000,000. Similar criteria apply even to the "very small" businessman—your TV repair shop, gas station, neighborhood drugstore, variety shop. Obviously, if you're considering seeking SBA assistance, the first thing to do is check with your local office to determine your size standard. Chances are you'll qualify—95 per cent of American businesses do.

While most small businessmen with a solid business reputation may qualify for an SBA loan, some areas of business are automatically ineligible:

- nonprofit institutions (except in cases of disasters),
- a business primarily engaged in lending or investment,
- loans intended for speculation or to encourage monopoly,
- any business in which gambling is permitted,
- and any establishment in which 50 percent or more of its total revenues come from the sale of alcoholic beverages. For example, a restaurant which serves alcohol may qualify for an SBA loan if the serving of food is its major service.

• Newspapers, magazines, radio and TV stations are also ineligible. "Imagine if such a loan were defaulted," explains Richard E. Lassar, SBA regional director in Chicago. "Our critics might complain that the Government was confiscating the media to disseminate propaganda—for political purposes—or to control the free flow of news in this country."

• The holder of a business franchise from a large franchising company might—or might not—be eligible for a loan, depending on how closely his contract binds him to the company.

While SBA loan requirements were recently eased, the agency's activities cannot and should not be construed in anyway as a governmental giveaway. The SBA statute requires loan applicants to negotiate with local banks and lending agencies first. Sound security and business reputations are also requirements. Quite often the SBA will participate with a local bank in a loan, assuming up to 90 percent of the desired amount. The maximum loan that the SBA will make is \$350,000; maturity averages seven years but may go to 10, even 20 under certain circumstances. The maximum interest charge for SBA's share of a loan is 5½ per cent, although interest rates are flexible. For example, disaster loans are made at 3 per cent; in areas of chronic unemployment, business loans are made at 4 per cent.

Sometimes an SBA recommendation is sufficient to influence a local institution to lend the full amount of a loan without SBA participation. And in many instances, SBA specialists are able to show an applicant sound ways

to alter his business procedure so that he can operate safely without additional capitalization.

In 1962 the SBA approved 6,000 loans that totalled \$300,000,000 to small businessmen desirous of expanding or modernizing their facilities, purchasing supplies, installing machinery and equipment, providing working capital. A cross section of those assisted included a Tennessee glove manufacturer, a feed producer in Nebraska, a medical clinic in Kentucky, a rest home for the aged in Iowa, a Texas cotton warehouse, a resort lodge in Wisconsin, a California nursery, a hotel in Puerto Rico—all privately owned enterprises.

Another 3,000 loans were made to help businessmen in officially designated disaster areas. In March 1963, for example, a three-day, mid-Atlantic coastal storm damaged or destroyed thousands of small business firms. The SBA helped many of the owners rebuild and restock their places by approving 1,293 disaster loans that totalled \$12,000,000. When conditions require it, the SBA can move swiftly. Some of these loans were made before insurance claims were paid, on the stipulation that the claim checks would be applied to loan repayments.

Richard Lassar likes to tell the story of "Smalltown, U.S.A.," a pseudonym for a Southern community which serves ideally as a composite of 223 towns and cities across the nation that have materially benefited from special efforts made by the SBA. "These communities were literally brought back to life," Lassar stated.

Before the SBA entered the picture, Smalltown, located in a tobacco-farm area, had a population of 6,600. Four months out of the year—August through November—Smalltown buzzed with business; the tobacco crop was harvested, cured, warehoused, and eventually auctioned off to visiting bidders. When the crop was poor, or if the selling price dropped severely, everyone felt the pinch. Money was scarce then.

Although Smalltown was a one-industry town, it had good industrial potential: A modern four-lane highway ran through town, two railroads maintained branch lines to move the carloads of tobacco, and there was a pool of several hundred workers in need of steadier jobs. Traditionally, the young people in this labor pool, sooner or later, migrated to distant cities for work and didn't return.

It wasn't an economically healthy situation. So, after a little coaching from an SBA field agent, businessmen in Smalltown decided they could do something about it. They created Smalltown Industrial Investors Corporation, electing leading citizens as its

BETTER CAMPING

THE MAGAZINE OF THE OPEN ROAD

Introduce yourself to the exciting yet inexpensive world of outdoor living through the pages of the informative bimonthly BETTER CAMPING, the magazine by campers for campers.



SUBSCRIBE TODAY!

BETTER CAMPING, Dept. 617E
1027 N. 7th St., Milwaukee, Wis. 53233

Enclosed is my check or money order for \$-----
Please send me Single copy at 50c
 1 year subscription at \$2.50, ppd.

Name _____

Address _____

City, State _____

New Discovery Helps BANISH BACKACHE

Learn about a dramatic new way that helps bring immediate natural relief, achieves total relaxation, fights fatigue in minutes. Developed in Sweden by a famous health expert, used by doctors, orthopedists, it helps you avoid belts, trusses, pills, exercises, massages, 'adjustments', heat treatments. Write for free facts now without any obligation, no salesman will call. (Attn. Doctors—write for Medical Bulletin #E.)

SHEEN & BLOEMPOT,
1 Park Ave., Dept. 5, New York 1, N. Y.



from UNITED STATES BRONZE

Bronze and aluminum are ideal for marking important events tastefully, forever. Write today for our new institutional catalog illustrating donor, memorial, testimonial, and other plaques. We will send photos, suggestions, prices. No obligation, of course.

USB UNITED STATES BRONZE Sign Co., Inc.
Dept. E, 101 West 31st Street, NY 1, NY

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-10
Mailed Without Obligation

GRAPHIC SYSTEMS
925 Danville Road • Yanceyville, N.C.



Income and Outgo

officers and directors. The group decided that an initial \$50,000 was needed to buy some land and provide financing to construct a factory. Stock was issued in the development company at \$10 a share.

Smalltown's bankers, newspapermen, the owner of the one radio station, merchants and their clerks vigorously promoted the stock sale. Other citizens talked up the development company at club meetings, church socials, and by a door-to-door campaign. In three months, \$53,000 worth of stock was sold.

Then a manufacturer of outdoor equipment heard what Smalltown was doing and came to talk with leaders of the development company. An agreement was reached whereby the host company agreed to build a small factory for the manufacturer on a three-acre plot in an 18-acre industrial tract. The property had been acquired for \$40,000.

Local labor was employed for the building's construction. When the manufacturer got into full production, he was employing 125 Smalltown citizens. He paid rent monthly to the development company for the use of the factory.

(Since this type of program was established a little over five years ago, SBA has made more than 370 local development company loans totaling about \$50 million and creating approximately 22,200 new jobs.)

Another firm, a well-known maker of electronic parts for the Armed Forces, needed a location for a subsidiary plant and agreed to choose Smalltown—if its special needs could be met. The Smalltown Investment Company arranged with the SBA for a 20-year, \$348,000 loan to construct a plant on its remaining 15 acres of land. With this loan, the local bank agreed to participate to the extent of \$173,000, or nearly 50 per cent. Because Smalltown was substantially a depressed area with significant unemployment, interest was computed at only 4 per cent. Meanwhile the investment company went ahead and sold another \$155,000 worth of its stock.

At last report the electronics manufacturer employs 450 full- and part-time workers, men and women, around the clock, expecting to hire another 50. Its monthly payroll is in excess of \$105,000; it pays out another \$5,000 a month in rent. Since the company has signed a 20-year lease and brought in plant equipment valued at \$1,000,000, it's reasonable to believe that the company is there to stay.

All this new revenue has stimulated business throughout Smalltown, even attracting some out-of-town workers. New homes are being built, as well as



New Rochelle, N.Y., Lodge: Thomas Quinn, left, awarded a \$500 grant by the Elks National Foundation for advanced training in rehabilitation of impaired children, is shown receiving his check from Grand Exalted Ruler Ronald J. Dunn, as E.R. Frank Dietz, right, and P.E.R. George Forbes—the lodge's only living charter member—look on.

Two Ohio Lodges recently each enriched the Elks National Foundation by \$100. At the presentation were, l. to r.: State Assn. National Foundation Chairman Robert Moulton, P.D.D. Robert Heiby, Mansfield E.R. Leslie Basinger, and Galion Lodge Exalted Ruler Gilbert Cox.



Grand Lodge State Assn. Committeeman C. L. Shideler, second left, hands over to Indiana State Assn. Pres. Arnold Fitzgerald a check for \$1,500 from the Elks National Foundation to be used in the Hoosier State's Elks scholarship program. Others shown are State Trustee Don McMurtry and Vice-Pres. Stanley Mascoe.

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

a high school, a country club, and a \$180,000 library. Bank deposits have increased 25 percent. And the development company is now paying dividends to its shareholders.

With some variations, what happened to Smalltown is also the story of those other communities where SBA loans to local development companies have paid off in thousands of jobs and increased trade for local small businessmen. And in many geographic areas. For example: Bay Minette, Ala.—105 jobs; Grand Junction, Colo.—337 jobs; Spirit Lake, Iowa—75 jobs; Winona, Minn.—100 jobs; Gardner, Mass.—35 jobs; Derry, N.H.—200 jobs; Tupper, N.Y.—30 jobs.

Formerly the SBA's top man, John Horne once said: "The local development loan program can spell the difference between a thriving community of people at work, producing goods and services, and enjoying a good life, and a community of idle plants, empty stores, and a discontented citizenry."

Although it is not a condemnation of the SBA program, it should be noted in passing that the effect of creating new industries in "distressed areas" can create ticklish problems elsewhere. What if this effort takes jobs away from other areas, causing *them* to become "distressed"? Last fall, for instance, Senator Hubert Humphrey (Dem., Minn.) complained that this kind of program had backfired and created new areas with the same unemployment problems.

As chairman of a Small Business Problems subcommittee, Humphrey reported that six Midwestern states had lost \$6 billion in defense contracts since the Korean War. "It meant the loss of hundreds of thousands of jobs and the growth of new distressed areas," he said. Probably the best answer to this implied criticism is simply that everything seems to have its price. A good Government agency does the best it can, but it can't be perfect. The SBA should, and apparently does, welcome close scrutiny by Congress and the public.

CAPITAL is the magic ingredient in every business—large or small. As our national economy grows, so does the need for vast *long-term* capital financing. In 1962, \$38.6 billions were spent on plant and equipment. Similar sums were spent in previous years.

To meet the ever-rising needs of small businesses, in 1958 Congress passed the Small Business Investment Act, which authorized the SBA to license and regulate so-called "Small Business Investment Companies." These companies lend for profit. The intent was that the new SBIC's would serve the same function for small business as investment banking

houses do for large corporations. They would make money available, either by purchase of equity securities or simply by lending money on a long-term basis.

Furthermore, Congress wanted to channel private capital quickly into small businesses to promote immediate expansion. However, the lure of profits attracted a lot of people—some unethical—and in time, SBIC's seemed to be springing up everywhere, especially in the Southwest and West Coast regions. Banks, financiers, investor groups—all obtained charters, put up a set sum of money, and usually were loaned a matching sum by the Government. They found themselves in a business with special tax benefits and angles to buffer them against losses. The field ultimately became overcrowded, and the SBA was forced to clamp down on certain charter holders, who by the end of 1963 had reached a total of 700.

(SBIC's currently have capital and surplus of nearly \$600,000,000 for investment in small firms and already have invested over \$450,000,000 in about 10,000 small businesses.)

Additionally, SBA Administrator Eugene P. Foley is expected to hurry the liquidation of some of these SBIC's. "A lot of people went into the program to make a fast buck," Foley is quoted as saying. "Others went into it knowing it was a long-range proposition, and those are the ones I want to deal with. I don't want to have to deal with those who went in looking for an overnight kill."

The SBA recently initiated what it calls a "Simplified Early Maturity Program." Under its rules, a bank which participates in a loan with SBA may take its money out first as the loan is repaid. While banks normally shy away from long-term loans, this idea has been endorsed by the American Banking Association and may mean that more money will be more readily available to small business.

Administrator Foley has an abiding faith in the small businessman and rejects the thinking of some economists who say that small businessmen can't survive in our modern competitive society. "Far from being invariably handicapped," Foley has said, "they often have a competitive edge on their larger competitors—they're more flexible, can make decisions more quickly, can switch to new markets more readily, can operate more efficiently and economically."

If he's right, and undoubtedly he is, it looks like the Small Business Administration will remain busy in the future, perhaps to a larger degree than ever, helping the small businessman to help himself, thereby benefiting us all by strengthening the American economy.

FOUND THE SUPERIOR WAY TO TRAVEL AND BE SURE!

Traveling for business or pleasure? Travel SUPERIOR MOTELS, the nation's leader in standards of CLEANLINESS, HOSPITALITY and DESIGN DISTINCTION. Write to nearest office and SUPERIOR MOTELS will send you the nation's newest directory of more than 500 outstanding motels from coast to coast and border to border.



All SUPERIOR MOTELS provide free advance reservations service, and most honor all major credit cards. SUPERIOR MOTELS, INC., sponsors a \$50,000 College Scholarship Fund, the industry's first and only program of higher education to develop outstanding hotel/motel management for tomorrow's travelers.

WRITE TO OFFICE NEAREST YOU!

SUPERIOR MOTELS, INC.
P.O. Drawer "S" E5 940 W. Capitol Ave.
Hollywood, Florida W. Sacramento, Calif.



Transistor Radio with Battery \$1.96



Jeweled Calendar Watch \$2.44

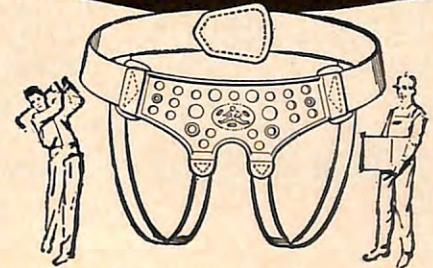


Electric Razor \$1.70

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. Full or spare time. Write for FREE BOOK today to...
MELLINGER, Dept. M395, 1554 So. Sepulveda, Los Angeles 25

The Most Comfortable Truss Ever Made!



It's New! It's Ventilated!
Holds All Ruptures—All Day!

Try before you buy! Send for 2 FREE—actual size—paper cut-outs of the new all-white, ventilated trusses. See the many comfort and protective features. Select from the model that fits you best. They're FREE! Write to: A. M. MFG. Co., 549 W. Randolph St., Dept. EL-5-4, Chicago.



Be FREE With YOGA

Free yourself from frustration and failure! Yogism teaches you to make 10 times more profitable use of your body and mind. FREE 32-page booklet reveals the four steps you follow to a more powerful mind and body. Send only 25¢ for postage and mailing.

**INSIGHT
SCHOOL**

845 Chicago Ave. • Dept. C454 • Evanston, Ill.

Coupon for advertisement on Second Cover

MADISON NURSERIES
Dept. EK-5, 125 East 41st St., N. Y. 10017

Enclosed is check or M.O. for \$.....

..... Sawyer Garden Sprayers at special sale price of \$8.50 each.

NAME

ADDRESS

CITY STATE

(Please add \$1.45 shipping charges)

HONORARY MEMBERSHIPS

It was pointed out on this page a few months ago that "Elk of the Year" honors, if these awards are to be meaningful, should go to one who has rendered significant service to his lodge, thus meriting its grateful recognition. The same thing can be said with respect to the awarding of Honorary Life Memberships. They should not be conferred as a routine thing, for routine services—for in that case they lose any signification of honor and thus defeat the intended purpose.

The Statute governing the award of Honorary Life Memberships is quite explicit, making clear the purpose for which such honorary memberships are intended. Sec. 172 (3) reads as follows:

"A lodge by not less than two-thirds affirmative vote of those present, taken by secret ballot, may elect any of its members in good standing to Honorary Life Membership for **DISTINGUISHED SERVICES** rendered to the lodge or to the Order; provided, however, that no lodge shall elect any person not a member of the Order to Honorary Life Membership in the lodge; and

"Further provided, that mere service as an officer or committeeman of the lodge, of itself, shall not constitute distinguished services as referred to herein."

Some lodges have followed a custom of auto-

matically awarding an Honorary Life Membership to each retiring Exalted Ruler. It appears that such procedure clearly is contrary to the spirit and the intent of the Statute. Furthermore, it would seem that such automatic conferral of Honorary Membership defeats the very purpose for which it was created—to provide a method for recognizing exceptional services to the lodge and the Order.

When a lodge elects a member to the office of Exalted Ruler it has already conferred upon that member a very high honor. Of course, if during his administration he has performed genuinely distinguished service to the lodge, over and above his routine duties as Exalted Ruler, that would be another matter—a far cry from the routine procedure of awarding an Honorary Life Membership merely because an Exalted Ruler has served out his term.

The provision in this section of the Statutes barring Honorary Life Memberships to nonmembers may seem strange at first glance. Yet, in the absence of such prohibition it is probable that such "Honorary" memberships would become so numerous as to cheapen membership in the Order. This provision stresses the special nature of honorary memberships.

If they are to be meaningful, Honorary Life Memberships should be awarded only on the basis laid down in the Statute.

Appearances Do Count

Grand Exalted Ruler Dunn is a lawyer, but in his message in the February issue of this Magazine he demonstrated that he has a sound grasp of the fundamental principles of public relations when he stressed the importance of keeping Elks lodge homes in a good state of physical repair, inside and out.

He strongly endorsed the suggestion of the Grand Lodge Committee on Lodge Activities that lodges name a special committee to examine their homes and submit a program of repairs that may be needed and improvements that would be desirable.

Looks may not make the man, but appearances do count. An Elks lodge that is well maintained and pleasant in appearance creates a favorable impression among the citizenry, not only of that particular lodge but also of the Order. The public tends to judge the whole by the parts with which it comes in contact. The same is true of the interior of a lodge home, to which the public is frequently admitted.

However modest or sumptuous, an

Elks lodge ought always to be in good repair, presenting a pleasing exterior appearance to the public and a clean, neat and attractive interior, offering to member and visitor alike a hospitable welcome that bespeaks the pride of being part of the Elks, a "brand name" that we all should cherish and protect.

Such a project commends itself to those new officers who take over their responsibilities this month. Spring is here, an excellent time to begin the necessary studies and planning to be ready for the working weather during the coming months.

Goodbye, Work!

The proposal, advocated recently by the "Ad Hoc Committee on the Triple Revolution," that every American be guaranteed an adequate income regardless of whether he works, will, we predict, find widespread support.

This is not to say that the proposition will be received with complete unanimity. There will be some who will greet it with reserve and with such annoying questions as where the money will come from, how much is adequate,

etc.—details upon which the members of the Committee maintained a discreet silence according to press accounts.

It would be wrong, however, to conclude that such silence is evidence of the impracticality of the idea, or that the members of the sponsoring Committee lack conviction that it will ultimately become a fact. Cybernation, the Committee's manifesto stated, that teaming up of computer and automation, is bringing the day when there won't be enough work to go around, so we'll have to set up a substitute for the traditional work-wage relationship.

It is to be noticed that the Committee's pronouncement called for a guaranteed income not for the British or French or Russians but for Americans. This is high tribute to our American system of free enterprise, a recognition that mankind must look to our system for the ultimate freedom. Nor is it to be overlooked that the Committee's proposal knocks into a cocked hat the Marxist dogma of "from each according to his abilities; to each according to his needs." We await Moscow's reaction.

3 COMPLETE FISHING OUTFITS

NATIONALLY ADVERTISED 1964 MODELS
2 LOADED TACKLE BOXES • 41 DEADLY LURES

411 Pcs.

FREE! If you order NOW!
2 LEAKPROOF FLOATING
TACKLE BOXES

3 EXPERTLY BALANCED RODS AND REELS

SMOOTH
POWERFUL

**ARGOSY DIRECT DRIVE
TROLLING
REEL**

**POWER ACTION
BLACK MAGIC
FIBRE-GLASS RODS**

STRONGER THAN
STEEL
OR BAMBOO

**MARK IV
LEVELWIND
CASTING
REEL**

PUSH BUTTON
CASTING
ANTI REVERSE
NO BACKLASH

**NEW! SUPER "88"
AUTOMATIC
DUAL DRAG
SPINCAST
REEL**

MADE BY
FAMOUS
BRONSON
REEL CO.

**SAFETY
STAR DRAG**
Found only
on best reels

EACH ROD
BALANCED TO PERFECTION

FIELD TESTED LURES
Proven the Deadliest Dozen Yet

COMPLETE! NOTHING ELSE TO BUY!

SELECTED FOR YOU BY EXPERTS. This choice fish-getting tackle, used by experts, contains nationally famous brands. Each item carefully chosen—everything you need for all types of fishing. Deadly lures that are all time favorites. A veteran angler or an occasional fisherman can be proud of this precision-built kit. You can go fishing at once. Compare! You will not find a bargain like this anywhere.

LOOK! YOU GET EVERYTHING SHOWN. Super "88" Spincast Reel • Comet X3C Bait Cast Reel • Argosy Direct Drive Trolling Reel • 5 ft. 2 pc. Fiber Glass Spin Cast Rod • 4 ft. Fiber Glass Bait Cast Rod • 3½ ft. Fiber Glass Trolling Rod • 9 ft. 3 section Bamboo Pole and 25 ft. Bank Line • 41 proven Deadly Lures • 5 pc. Furnished Line • 2 Floating Tackle Boxes with removable trays • Fish Knife and Sheath • 28 pc. Popping Lure Kit • Dip Net, Stringer, Split Shot, Clincher Sinkers, Snap Swivels, Assorted Hooks, Snelled Hooks, Cork Bobbers, Popper Corks, and complete instructions. 411 pieces in all.

NIRESK DISCOUNT SALES A DIVISION OF NIRESK IND. **CHICAGO 11**

9 ft. 3 section
BAMBOO ROD

28 pc.
POPPING
LURE SET

EVERYTHING YOU NEED TO GO
FISHING AT ONCE

GET ACQUAINTED OFFER

\$12⁹⁵
3 SETS
FOR THE
PRICE OF
A REEL
ALONE

SELECT QUALITY
MONOFILAMENT LINE

FISH KNIFE
with SHEATH

5 pc. DROPLINE
FISHING OUTFIT

DIP NET

4 FAMOUS
TROUT FLIES

NEW!

25 NATURAL BAIT LURES
SURE SHOT ACTION WITH SHRIMP,
MINNOWS, GRASSHOPPERS, MAYFLIES,
BUMBLEBEES, CRICKETS, LEECHES.



**FAMOUS
CRAFTY LURES**
SELECTED FROM
WORLDS MOST POPULAR
ALL TIME FAVORITES

MONEY BACK GUARANTEE!

NIRESK DISCOUNT SALES • Chicago 11, Ill. • Dept. FM 51
ORDER TODAY! If you're not 100% pleased we'll
refund your full purchase price promptly.

YOU KEEP 2 FREE TACKLE BOXES REGARDLESS!

Please rush 411 pcs. 3 Complete Fishing Sets

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

I enclose \$12.95 plus \$1.00 for postage & handling.
 Ship C.O.D. I will pay C.O.D. charges and postage.

In Canada: \$16.95 postpaid
NIRESK, 210 KING ST. W., TORONTO 1, ONT.



**The combination so famous
almost everyone knows its nickname**

If you don't, just listen at your favorite bar

Say Seagram's and be Sure