

THE
Elks

MAGAZINE

OCTOBER 1966

SMALL BUSINESS AND THE LAW

page 8

GUARDING AMERICA'S GEMS

page 10



Want big load space
plus top maneuverability?



Just one place to turn: Ford SuperVan!

Feature for feature, no other van has so much going for it—so many pluses going for you!

Space: A full foot and a half longer than standard vans.

Maneuverability: SuperVan boasts a tight 37-foot turning diameter—

turns in the same circle as smaller capacity vans.

Accessibility: Doors! Up to eight of them let you load and unload *fast*.

Power: Choice of 170-cu.-in. Six or, for those heavy cargo jobs, an optional 240-cu.-in. Six.

Add 'em up: Space, maneuverability, accessibility, power—they total new economy, better service for your customers. See this great Econoline series—America's most popular vans at your Ford dealer.



FORD ECONOLINE

VAN AND SUPERVAN

BOTH TURN
IN THE SAME
37' CIRCLE



BE ENTHUSIASTIC . . .

LIVE AND HELP LIVE!



For Elks, helping others is living at its best. We cannot say we are living at all, at least not in full measure, unless we are reaching out and helping. Enhancing ourselves alone may be gratifying for a while, but not for long. It ends in stagnation.

The only kind of philosophy that enriches our lives constantly, and endlessly, is one that moves us to extend ourselves and devote our strength and our resources to persons and causes beyond ourselves.

Both for individuals and for organizations, to live and help live is the principle that has built-in momentum. It is self-generating and self-accelerating. It brings enthusiasm and refreshing satisfaction to the whole of life.

What does it mean to be enthusiastic? My dictionary says, and I quote, "Giving one's self wholly to what engages one's interest and liking." The definition clearly associates being enthusiastic with being generous. In the oldest, and perhaps the richest, sense of the word, enthusiasm means inspiration flowing from superhuman power.

To this self-generating, superhuman power all human beings have access when they practice the principle of "Live and Help Live."

So my wish and my request is that each member of the great Elks family, in his own best interest as well as that of his fellowmen, embrace the theme for this year. . . .

Be enthusiastic! Live and help live!

Sincerely and fraternally,

Raymond C. Dobson

RAYMOND C. DOBSON, *Grand Exalted Ruler*

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.

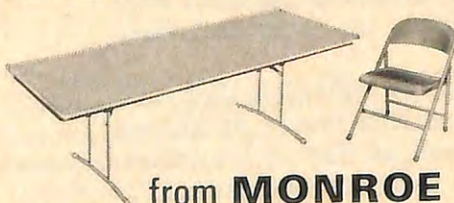
only \$39.95 **RADAR SENTRY**

10 DAY MONEY BACK GUARANTEE

RADATRON, INC. BEIGE
4555 BRYANT ST. SAPPHIRE BLUE
N. Tonawanda, N. Y. 14121 EMERALD GREEN

Send and bill my Diners' Club Acct. # _____
Each, \$39.95.
Name _____
Address _____
City _____ Zone _____ State _____

FREE
FACTORY-DIRECT CATALOG REVEALS
"HOW 100,000 BUYERS SAVE MONEY ON TABLES AND CHAIRS!"



from **MONROE**

Your church, club, school or lodge can also save money on tables, chairs and other equipment. Send today for this valuable book! Find out how other organizations—100,000 in all—cut costs by ordering DIRECT from MONROE! Mail coupon today!

The MONROE Co. 90 Church St. Colfax, Iowa 50054
Please mail me your new Factory-Direct Catalog.

YOUR NAME _____
ORGANIZATION _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

THE ELKS MAGAZINE

VOL. 45 NO. 5

OCTOBER 1966

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

WILLIAM O. CHESSMAN
Art Director

JAMES A. CHAPMAN
Associate Editor

LESLIE A. MARKUS
Associate Editor

H. RAE ASTON
Editorial Assistant

JOHN SCHMITT
Circulation Manager

ALICE M. DOERLE
Advertising Production

EDITORIAL OFFICES, 425 W. Diversey Parkway, Chicago, Ill. 60614

"Be Enthusiastic—Live and Help Live"—A Message from the Grand Exalted Ruler..... 1

Elks National Foundation—"The Joy of Giving"..... 4

Tom Wrigley Writes From Washington..... 6

Small Business and the Law..... WILBUR CROSS 8

Guarding America's Gems..... WILLIAM R. JONES 10

Grand Lodge Officers and Committees—1966-67..... 12

Inside Tips for the Outdoorsman..... RAY OVINGTON 13

Elks National Youth Week..... 14

Looking at License Plates..... LESLIE and JOAN RICH 15

News of the Lodges..... 16

News of the State Associations..... 26

Elks Family Shopper..... 28

For Elks Who Travel..... JERRY HULSE 40

Elks National Service Commission..... 48

Freedom's Facts..... 59

THE ELKS MAGAZINE Editorials..... 60



ADVERTISING OFFICES



CHICAGO 60614
425 W. Diversey Parkway
528-4500

NEW YORK 10017
30 East 42nd St.
682-2810

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

SAN FRANCISCO 94108
425 Bush Street
EXBROOK 2-4073

POSTMASTER: Mail notices of address corrections to:
THE ELKS MAGAZINE, Circulation Dept., 425 W. Diversey Parkway, Chicago, Ill., 60614

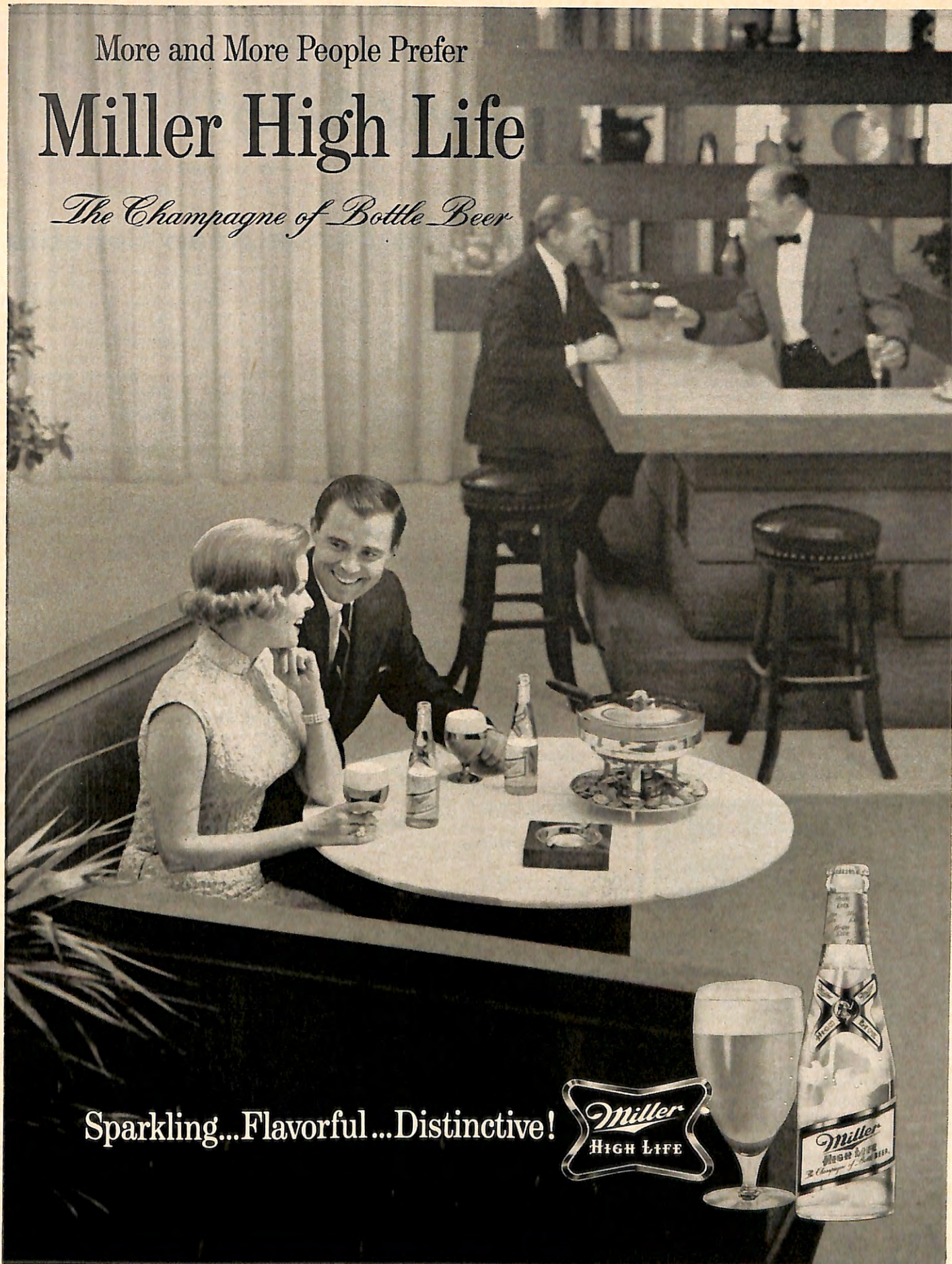
MEMBERS: Changes of address should be made through your lodge Secretary. Give him advance notice of at least 30 days. Remember that the day you write, your next copy is already in the mails. Before you move, file your new address at the post office to have mail forwarded. In writing us regarding an address 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. Please show ZIP Code numbers in both old and new addresses.

THE ELKS MAGAZINE, Volume 45, No. 5, October 1966. Published monthly at 425 W. Diversey Pkwy., Chicago, Ill., 60614, by the Benevolent and Protective Order of Elks of the United States of America. Second class postage paid at Chicago, Ill., and at additional mailing office. 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, 1966, by the Benevolent and Protective Order of Elks of the United States of America



More and More People Prefer
Miller High Life
The Champagne of Bottle Beer



Sparkling... Flavorful... Distinctive!



ENTERTAINMENT CHAIRMEN: Over 200 sports films available FREE for group showings.
Write for descriptive booklet: Film Section, Miller Brewing Company, 4000 W. State Street, Milwaukee, Wis.

BUSINESS OPPORTUNITY UNLIMITED

Get into the nation's fastest growing business—the profitable rental field

Own your own

A to Z RENTAL CENTER

Producing substantial revenues—
\$35,000 to \$95,000 yearly!

A to Z is the community rental center for everything used in the home or business. Over 125 A to Z Rental Centers already in operation by people like you. This prestige, family-type business has a proved record of profits, high dollar volume and growth.

Our Full-Support Franchise Program assures your success—regardless of your background or previous experience. 3 basic Rental Center Plans available. 25% cash investment required—\$7,500 to \$18,750. We make available initial and growth financing if you qualify.



WRITE, WIRE OR PHONE TODAY

Warren S. Claussen
Vice President
Suite 1621-0
164 W. Jackson Blvd.
Chicago, Illinois 60604
Phone: Area 312, 922-8450
A subsidiary of Nationwide Industries, Inc.

checker marathon, the family car!



Building super-strong, super-safe cars has been a tradition with Checker for over 45 years. Humpless rear floors, less overhang in front and rear, double channel X-brace frame, super-size door openings that you glide in and out of, and year-to-year style continuity help make Checker the Family Car that makes sense. Four door sedans have room for 8 adults . . . 6 in limousine comfort, 2 more on optional auxiliary seats. Make sure you really like a Checker Marathon before you buy . . . they last a long, long time.

Brochure? Write.

Checker Motors Corp., Dept. E-10
Kalamazoo, Michigan 49007



Name _____
Address _____
City _____ State _____ Zip _____

ELKS NATIONAL FOUNDATION

"The Joy of Giving"



Foundation Funds Reap Benefits

During the past 32 years thousands and thousands of deserving students have been able to continue their education because of scholarships granted by the Elks National Foundation. And during this period thousands of letters of gratitude have been received in the foundation's offices. Below is one such letter from Robert Lee of San Pedro, Calif., this year's first award winner. And, following that, a letter from the Woodrow Wilson National Fellowship Foundation which has just granted graduate study scholarships to seven students who held Elks scholarships for undergraduate study. These letters are gratifying. But the real benefits are yet to come. The Foundation, when it established a scholarship fund in 1934, knew that higher education was the best defense against the greatest enemy of Elksdom ideals. It still is.



San Pedro, Calif.
July 31st, 1966

Mr. R. Leonard Bush
Past Grand Exalted Ruler
B.P.O. Elks
Inglewood, Calif.

Dear Mr. Bush:

I am sorry that I did not find time to write to you sooner, but I am an expert at the art of procrastination.

I wanted to thank you personally, as head of the Elks Organization [at the time of the award], for your wonderful award and for your warm hospitality displayed at the National Convention in Dallas.

I have a great deal of respect for you because you (and the Elks in general) give so unselfishly for the welfare of our country. I hope that when I establish myself as an adult I may be

blessed with at least a portion of the great deal of benevolence that you have already acquired.

I could write a hundred of these notes and they would still never fully express my gratitude to you.

Thank you again.

Most sincerely,
Robert Lee

• • • • •
Woodrow Wilson
National Fellowship Foundation
Princeton, New Jersey
April 29th, 1966

B.P.O. Elks National Foundation
40 Court Street
Boston 8, Mass.

Gentlemen:

The students whose names appear below are ones who have notified us that they held one of your scholarships for undergraduate study.

I am sure you will be interested to know that they have been awarded a Woodrow Wilson Fellowship for graduate study in the academic year 1966-67.

All of them were chosen after a very careful process of screening.

We feel that your assistance to them during their undergraduate years doubtless played a significant part in helping them toward this present achievement.

Dianne Alstad, White Bear, Minn.;
William Bacchus, Albuquerque, N. M.;
Robert Bell, Lincoln, Neb.;
Nancy Delaney, New Castle, Penn.;
Richard Dellamora, Detroit; Chad Hansen, Altamont, Utah; Shirley Wilson, North Platte, Neb.

Sincerely yours,
Ruth M. Van Doren
Information Officer

ELKS NATIONAL FOUNDATION

PAST GRAND EXALTED RULER L. A. LEWIS,
Chairman, Box 628, Whittier, Calif. 90608

"Where every dollar contributed becomes a source of good work, untouched by administrative expenditures"

New hope for back pain sufferers

Clinical studies now show that 80% of those who suffer from agonizing back and neck pains do not need surgery, and that, after medical diagnosis, self-help treatments can be effective.

PERHAPS the greatest tragedy of people who suffer from backache is that at least 80 per cent of them need not suffer at all!

Tests show that only one out of five victims of backache has any organic defect. In the remaining four out of five, the pain is basically the result of the way we live today — and can be helped by relatively simple, natural methods.

A group of medical specialists, here and abroad, have now perfected important self-help programs to treat and prevent the agony of back pains, stiff neck, and tension headaches. These treatments are the subject of a new book by Dr. Hans Kraus, called *THE CAUSE, PREVENTION AND TREATMENT OF BACKACHE, STRESS AND TENSION*.

5 Steps To A Back Free Of Pain

The newly perfected methods described in this book are all based on the simple idea that a person can eventually learn to help himself. They are presented just as they are administered in "backache clinics" throughout the country.

1. Medical Examination. If you are found to be without any organic difficulties, as is the case with four out of five patients, you are ready to take the famous Kraus-Weber Tests.

2. The Kraus-Weber Tests. These six simple tests, developed by Dr. Kraus and his associate Dr. Sonja Weber, can pinpoint both present and future sources of backache, in a few minutes' time.

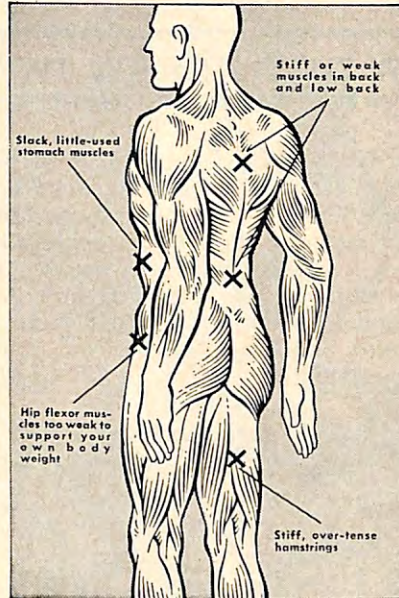
Each of these tests — fully described in Dr. Kraus' new book so that you can take them at home — investigates crucial areas of your body that you might never suspect as causes of back pain. For example, #2 shows whether weak hip and stomach muscles are the cause of your recurring *low back* pain. Test #6 reveals stiffness, lack of flexibility that result when certain leg muscles are rarely used.

3. The next step is learning how to help yourself. Using your results on the Kraus-Weber Tests as a guide, the book then shows you specific programs of self-treatments you can follow. Some of them are designed to ease tension from aching shoulders and stiff hamstrings. Another brings relief to shooting back pains and stiff neck. Still another relieves tension headache.

* * *

"The New York doctor whose tests and exercises have helped cure thousands of aching backs"—Reader's Digest

Hans Kraus, M.D. — author of this important, new book — is an internationally known expert on backache and tension troubles. He is Associate Professor of Physical Medicine and Rehabilitation, New York University, and was one of the late President Kennedy's specialists for three years. Recently, the *Reader's Digest* devoted a major article to the tests and self-help program described in Dr. Kraus' new book.



Where are your trouble-spots?

Tests reveal that 80% of all back and neck pain can be traced directly to the trouble-spots shown in this diagram.

All together, in Dr. Kraus' new book, there are 27 clinically-tested reconditioning treatments — combined into 11 comprehensive programs of corrective and preventive therapy. Step-by-step instructions show you how to plan and carry out the program best suited to your individual needs.

This way — spending no more than half an hour a day — you learn how to build your way back to a happier and more productive life, free both from pain and the fear of pain.

4. Simple precautions can prevent recurring pain. Dr. Kraus' book tells you how a slight change in shoes and clothing can soothe the little suspected areas of pain and discomfort. You'll learn what kind of mattress most specialists recommend (and their choice may surprise you); what simple adjustments in your driving, sleeping, and work habits can reduce the odds of recurring pains.

5. How to break the vicious pain-tension cycle. You learn why tense situations

get started and how to avoid them; what doctors do when they want to relax; how to enjoy a stress-free life, in spite of today's tension-causing enemies of peace of mind — the Clock, the Phone, Commuting, the Job.

You will also learn:

- Which sports are best for you; which sports to avoid
- Helpful case histories of back-pain sufferers and how they were treated
- Why isometric exercises can be bad for your back
- What other internal problems may be indicated by, or related to, back pains
- What a great athlete taught doctors about muscle strain

What People Are Saying About Dr. Kraus' Book

Frederick Seitz, President of the National Academy of Science, has said "Every individual who has ever suffered backache should become familiar with the principles and corrective measures to which Dr. Kraus has devoted so much of his career."

Arthur Godfrey writes: "Dr. Hans Kraus' personal treatment has done wonders for me and I am sure his new book will be of great and immediate use to anyone who suffers from back trouble."

John Fischer, Editor of *Harper's Magazine*, reports "From my own experience and that of a dozen friends, I can testify his remedy really works."

Read this book for 10 days—then decide

You may examine Dr. Kraus' important new book without being obligated to keep it. Simply mail the coupon below. When the book arrives, read it for ten days. Have your doctor examine the book, if you wish.

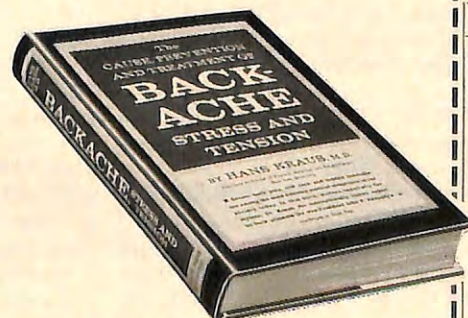
Then, if you're not completely satisfied that this book can help you, return it within ten days, and pay nothing, owe nothing. But if you decide to keep it, you may do so for only \$4.50 (plus shipping) — a small price to pay if it shows you how to get away from the pain and fear that haunt most back sufferers.

At all bookstores, or mail coupon today to:

SIMON AND SCHUSTER, Inc.,

Publishers, Dept. 23

630 Fifth Avenue, New York, N. Y. 10020



MAIL TODAY FOR 10 DAYS' EXAMINATION

SIMON AND SCHUSTER, Publishers, Dept. 23
630 Fifth Avenue, New York, N. Y. 10020

Please send me a copy of Dr. Hans Kraus' new book: *THE CAUSE, PREVENTION AND TREATMENT OF BACKACHE, STRESS AND TENSION*. If not convinced that it can help me get relief from a bad back, I will return it within ten days and pay nothing. Otherwise I will send \$4.50, plus mailing costs, as payment in full.

Print Name.....

Address.....

City & State..... Zip.....

SAVE POSTAGE! Check here if you ENCLOSE \$4.50 as payment in full — then WE PAY POSTAGE. Same 10-day return privilege with full refund GUARANTEED. N. Y. State residents add sales tax.

Tom Wrigley

WRITES FROM WASHINGTON



TW TW TW TW TW TW TW TW TW TW TW TW TW TW TW TW

SAILORS' ZIPPER PANTS, after 15 years, are again being worn by recruits in our Navy. The gobs reportedly don't like them. It seems that in 1950 the Navy bought 500,000 pairs of the pants with zippers instead of buttons on the sides. Sailors made such a howl against them that the pants were placed in storage. Now the pants, costing \$3,500,000, are gradually coming out of storage for issue to sailors.

WARNINGS AGAINST DRUGS which have dangerous reactions on patients will be issued by the U. S. and seven other nations under an international agreement. The warning system was set up because of the terrible effects of the drug Thalidomide, the use of which resulted in thousands of malformed babies in Europe.

SCARCITY OF DOCTORS in most parts of the country worries Health, Education and Welfare officials. Many small communities in fact have no physicians. The shortage of doctors also has caused a drain of more than 20,000 physicians, scientists, and other medical professionals from Latin American countries. They have been attracted to the U. S. because of better pay and opportunities.



TELEPHONE PESTS at long last are about to be tracked down when they make abusive or obscene calls. A new electronic device now being tested permits a person receiving a nuisance call to "lock" the number of the caller. The caller can then be traced by the telephone company for police action if necessary.

YOUR MEDICARE CARD should be kept where it is easily available. Many

persons put them away in such odd places they can't find them when they need hospital care. Social Security, however, says the loss of a registration card is no serious matter, because every district office keeps a record. Any hospital or doctor can confirm registration by making a phone call to the nearest office.



OUR NATIONAL PARKS set another record for visitors this past summer and the total this year will exceed 120,000,000 persons. No wonder the National Park Service, celebrating its 50th anniversary, looks back with pride upon what it has accomplished. New areas have been added every year and there are now 1,000 miles of trails, 2,700 miles of roads, and untold thousands of campsites and parking spaces. Ten years ago less than 55,000,000 visitors came to the parks annually.

MOST ELABORATE WEDDING GIFT for Luci Johnson and Pat Nugent was from Emperor Haile Selassie of Ethiopia. It was of gold—bracelets, earrings, necklace, and brooch. Also included was a most unusual native dress. The gift, passing through Customs, had a declared value of \$10,000, but the items are worth much more. Many visitors to Washington are hoping the gift will sometime be displayed at the Smithsonian Institution.

MAGNIFICENT D.C. STADIUM is a headache for taxpayers because it takes \$800,000 a year from the U.S. Treasury to pay interest on the \$19,800,000 worth of bonds sold to finance construction. Pro football, baseball, and all other events have contracts comparable to those in other cities, but the stadium will never pay its own way.

SICK LEAVE "DONATIONS" are suggested in federal government circles and the idea is meeting wide approval. It came from Edward Day, of the Federal Aviation Agency, who submitted it as an efficiency incentive. Under it an employee can transfer all or part of his vacation allowance to another employee who has used up all vacation and sick-leave time. The suggestion has caused much talk in private industries as well.



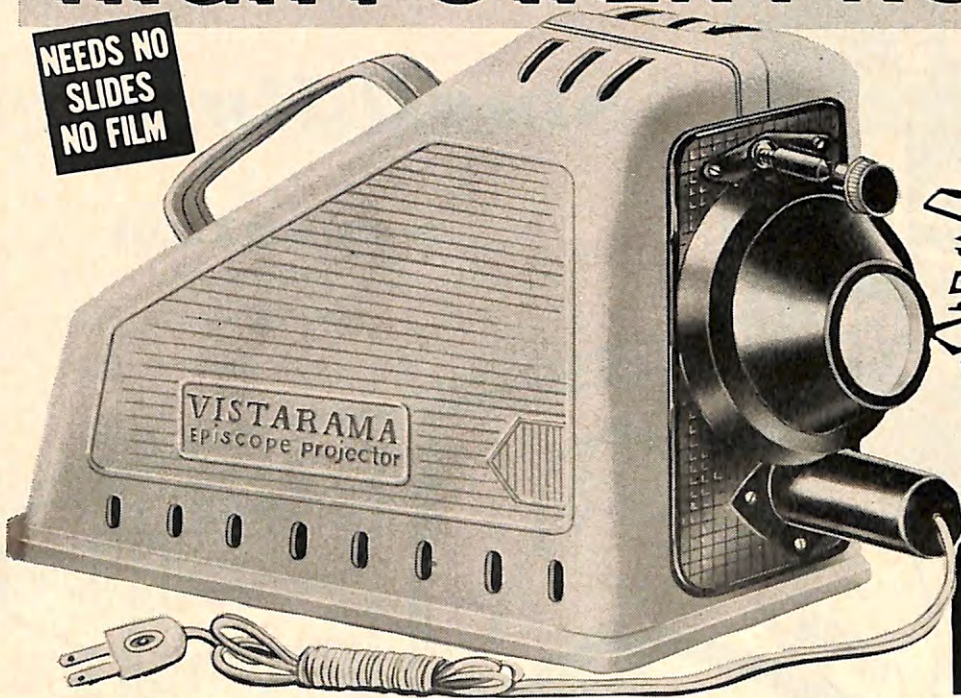
POPULAR LADY LOBBYIST wears out 24 pairs of shoes in a year walking the marble halls of the House and Senate Office Buildings. She is Evelyn Dubrow and since 1959 has been lobbying for the International Ladies Garment Workers Union. Miss Dubrow has an office-residence in the Congressional Hotel, a block from the Capitol.

WASHINGTON WHISPERS. Hepatitis cases are increasing and will reach a high peak in 1968 and then decline. . . . No housing evictions are made here on any day when the probability of rain is 30 percent or more. . . . Cuba's sugar output is only about 70 percent of last year's low total. . . . The State Department is making its records available to students after the records are 30 years old. . . . Fine Arts Commission turned down a proposal to permit buses to carry outside advertising. . . . Federal employment is expected to increase by at least 100,000 by June 30, 1969. . . . Two information kiosks for motorists have been opened on Beltway exits, one at the George Washington Memorial Parkway junction and the other at the Baltimore-Washington Parkway intersection. . . . The government owns over 99 percent of the land in Alaska.

Vistarama

HIGH POWER PROJECTOR

NEEDS NO
SLIDES
NO FILM



LIMITED OFFER!

SAVE **9.88**
\$5.00

Projects Photos, Prints, Live Insects, Small Machines IN ACTION AND FULL NATURAL COLORS

NOW AT LAST—another small shipment of internationally famous VISTARAMA Projectors has arrived from Europe! This whole shipment is offered to the general public at a *huge discount*—direct from our warehouse to your home! Please do not confuse VISTARAMA with cheap toy projectors. VISTARAMA needs no slides, no strips, no film. It picks up images DIRECT from any object, book, magazine, drawing, even *live insects or small animals* and machines! Now you can own this *powerful* electric projector at savings of over \$5.00.

**This Vistarama Projector Changes
Any Wall into a Living Theatre!**

Sees, captures images of all objects, almost like a studio TV camera. Then it enlarges and projects it with the speed of light onto any wall. Picks up photos, lettering, cartoons, stones, stamps, coins, jewelry, finger prints, currency, signatures. Even picks up live insects, animals, fish, machines *in motion*, working watch movements. Then it shoots it out thru a powerful MIRROR and LENS System—in giant size—up to 16 SQUARE FEET! You can use your living room wall or any movie screen, as you prefer. Projections are in brilliant natural colors. You see "movies" of operating motors, watches, machines, live insects crawling, moving, scavenging for food . . . fish swimming

about! All *tremendously* magnified!

Endless Uses for Adults & Children

For decades, educators have stressed the inestimable value of MAGNIFIED VISUAL AIDS for learning faster and for better retention. Even home work becomes *fun* instead of a chore. Text-books, diagrams, maps, pictures *burst into life* in giant proportions. This machine is a BIG helper for reading, spelling, geography, arithmetic, biology, etc. Simply place books, pictures, even live insects and small animals *under* the machine. They are instantly projected to GIANT size—bigger than life itself. They become ROOTED in the memory. Your child will not readily forget what he learns this compelling *new way*. And on stormy days, when kids are forced to stay indoors, VISTARAMA gives them hours of joyous entertainment.

Projects Photos Direct from Album!

You don't even have to remove pictures from your family album! Place this machine over the picture, and it's projected to GIANT size! Also pro-

jects pictures onto paper, canvas, or board, for tracing out drawings and paintings. Truly versatile!

Vistarama does jobs of \$100 Machines

VISTARAMA makes a valuable gift for artists, photographers, draftsmen, hobbyists, students. Projects maps, photos, etc. in *huge size*. Prized by collectors of rare stamps, coins, jewelry, antique curios, etc. Ideal for banks or detectives to study and compare signatures, handwriting, even fingerprints.

Precision Made with Quality Components

Nothing else to buy! Comes complete with high intensity lamp, convex projection lens, mirror-reflector and electric cord & plug. All materials are of *excellent* quality. VISTARAMA is crafted by competent European craftsmen.

TRY VISTARAMA AT OUR RISK!

Try it! Project it in your home, classroom, office. Complete satisfaction *guaranteed* or your *money back* by return mail! Notice: Only a small shipment received! LIMIT—only one per buyer at this reduced price! Orders for more than one at 9.88 not accepted. Rush order now to avoid disappointment. Save yourself over \$5.00. Send check, m.o. or cash for 9.88 for immediate delivery. For your convenience use coupon

Copyright, 1966, by FOSTER TRENT

Foster-Trent INC.

308 MAIN STREET, Dept. 1340

NEW ROCHELLE, N.Y. 10801

LIMIT:
ONLY ONE TO A BUYER

YOUR
SATISFACTION
GUARANTEED
OR MONEY
BACK

Please rush at once ONE genuine, high power VISTARAMA Projector, complete with high intensity lamp, convex projection lens, mirror-reflector, and 110 V. electric cord and plug. I enclose slashed discount price of only 9.88—with this condition: I must be 100% satisfied or get my money back by return mail.

(LIMIT: ONLY 1 PROJECTOR PER BUYER)

Print Name _____

Address _____

Town _____ State _____ Zip _____

TAXES
FRANCHISES
CONTRACTS
libel
ORDINANCES
payroll

Small Business

By WILBUR CROSS



THE WILLIAMS COMPANY was known throughout the community as a small firm that was extremely fair to its 20 or so employees and that would bend over backward to help any who were in financial need or had family problems. Since the company had only four executives, the elder Mr. Williams, founder and president, personally attended to such matters, or at the very least saw to it that his son did.

Charlie Crandall, the company's oldest employee, needed advice. He was going to retire under the company's modest pension plan and wanted to know whether it would be wiser for him to take a lump-sum payment on leaving or to postpone collection until later. Williams, who was also the company treasurer, advised him to wait, because he would stand to receive more money later and he did not need immediate cash. He failed to warn Crandall, how-

ever, that if he died *before* collecting, his family would lose quite a bit. Crandall followed the advice of Williams. A few months later, he did die and the family lost several thousand dollars in the transactions that followed. So the widow hired a lawyer and sued the Williams Company.

Mr. Williams was not worried. He had a fine record of employee relationships, and it was evident that Crandall had come to *him* for advice and that the advice had been given honestly and with the welfare of the retiring employee in mind.

"We were not paid to give the advice," explained Williams in court. "We acted in good faith, so we are not liable."

The judge thought otherwise, even though the company had at one time given Crandall a printed information sheet on its pension plan, which pointed out, among other things, that the delayed-collection program involved a risk.

and the Law

Here's one area where "do-it-yourself" techniques are definitely not recommended for the businessman

ILLUSTRATED BY JOHN LAWN



The employee, said the judge, had placed himself in the hands of the company. The company should have suggested that he seek professional advice, if it had wanted to avoid entanglements. The Williams firm, he ruled, was responsible and would have to make full payment.

In a completely different kind of a case involving small business, a man named Moseley, who was with a floor-wax concern in California, decided to set up his own business. He already had compiled a list of about 500 local customers, with addresses and information on the numbers of purchases each made in the course of a year. Moseley then sent out a form letter to some 300 of these customers, informing them that he was about to leave his company, Continental, and establish his own firm. He thanked them for past patronage and indicated that he would give careful attention to their future needs.

The day after Moseley started operations, Continental produced an injunction against him, claiming that the new firm was guilty of "unfair competition." In the first place, said Continental, Moseley had used "confidential" information—the names of the customers and the amounts of their purchases. In the second place, he had "broken contract" by soliciting new business for himself while he was still employed at his old firm.

The court's decision: Moseley had the right to use the lists, since they were neither secret nor confidential, and since Continental was in "open competition" with other floor-wax firms. Also, said the court, it was perfectly legal for Moseley to advise his customers that he was severing business relations with Continental.

The injunction was rescinded and Moseley was told he could start operating.

Some cases involve "intangibles," rather than concrete things like money or lists or products. Take the example of a man we will call Sam Johnson. Johnson had something of a temper, and on several occasions had to be cautioned about his language while working as a clerk in a hardware store. He managed to restrain himself quite well, but one day, at a local baseball game, he got into a heated argument with the manager of the store and used language later described in court as "bad and abusive." The store wanted to fire Johnson, who had a written contract of employment for one year, on the basis of "breach of contract." In the course of the argument, Johnson had made remarks about the manager—overheard by many local people—which were damaging to the reputation of the store.

The court held in favor of Johnson. The offense, it ruled, had occurred far from the store premises, and consequently the employee, despite his language, was not legally breaking his contract.

These are only a few of the thousands of cases that plague the small businessman year in and year out. Many of them are extremely puzzling to the layman. You may sympathize with Williams and feel that he was morally right. You may think that Moseley was taking unfair advantage of Continental. You may take issue with the decision that Johnson could not be fired for showing such deplorable conduct, detrimental to his employer, in public.

You may be sympathetic, but legally you are out in left field. And the same kind of "unfair" decision could some day work against your own interests, if you are not alert to possible situations and knowledgeable in some of the basics of business law. This article will make no attempt to give you advice. Rather, its purpose is to discuss some of the legal areas you should know about and to point out how you can secure competent legal counsel. As with medicine and health, *prevention* is likely to be less costly and far less time-consuming than *cure*. More and more small businessmen, faced with taxes, inflation, and other financial problems, are asking themselves whether the framework of their business is right to begin with. If they are individual proprietors, they wonder whether perhaps they should be partnerships; or if partnerships, whether they would be better off as corporations. Decisions naturally involve questions of accounting, but in many cases they require legal assistance.

"In addition to the tax situation," says the Small Business Administration, "six other points are suggested as significant in sizing up legal structure." You should bear all of these in mind, in relation to your own business and the problems you have, or might have. They are:

(1) *Costs and Procedures in Starting.* This concerns not only the original decision about whether to establish a proprietorship, general partnership, limited partnership, or corporation but any later decision to switch from one type of organization to another.

(2) *The Size of the Risk.* You should have clearly in
(Continued on page 42)

A SAMPLER OF AMERICA'S HERITAGE



Balanced Rock, Arches National Monument, Utah

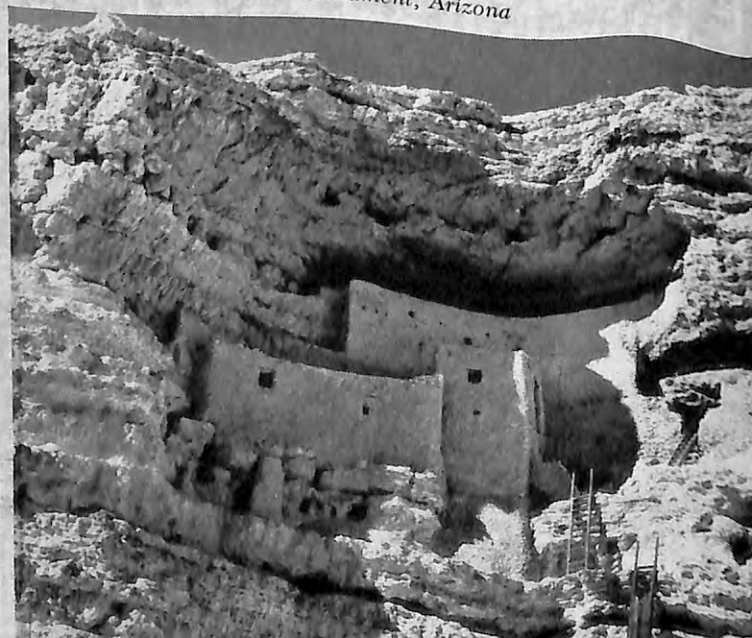


Sequoias in Yosemite National Park, California



Great Sand Dunes National Monument, Colorado

Montezuma Castle National Monument, Arizona



Everglades National Park, Florida

Guarding America's Gems

By **WILLIAM R. JONES**

Our national parks have been in danger from the beginning; only the efforts of a small, dedicated group have saved what we have today

THE FIRST HALF-CENTURY of an eternal task was completed last August 25th, 50 years after Pres. Woodrow Wilson signed the bill that established the National Park Service.

President Wilson signed the bill at 9 p.m., and the late hour was symbolic. Five decades had already gone by during which our country failed to provide proper care for its parks—even though they have been likened to “gems” and called “America’s crown jewels.”

As early as 1864, Congress established Yosemite as the world’s first public nature preserve. And it set aside Yellowstone in 1872 as “a great breathing place for the national lungs.” But Congress did not want to get too involved, so it gave Yosemite to California to administer. With Yellowstone, Congress made a different arrangement: Wyoming was still a territory, so the federal government was committed to operate it as the first national park, but no money was to be appropriated to run it. “There are

no votes in the Yellowstone Park for the Republican or Democratic Party,” was a typical reaction.

“They have grown up like Topsy,” observed one government official as he surveyed the early park system. By 1915, there were some 47 national parks, monuments, and similar areas, but no overall organization to operate them. The Department of Interior, the General Land Office, the Department of Agriculture, and even the War Department were assigned national parks and monuments, and each cared for its own in its own way. One inquirer in Washington could find neither “an office of the national parks nor a single desk devoted solely to their management.”

Out in the field, things were hardly better. “Exclusive control” in Yellowstone, for instance, rested with the Secretary of the Interior, yet the acting superintendent was an officer of the U.S. Army Cavalry. Since the troops and their officers were normally as-

signed for only one summer, the Secretary of the Interior had to hire civilian rangers to carry on winter patrols, to show the new troopers to their posts each spring, and to keep them from getting lost in summer. Too, as travel to the parks grew, the services that soldiers were trained to provide became less and less what the visiting public needed.

How could our country have been so slow to recognize the obvious need for a national park service? Perhaps the only answer is that history is easier to read backward than forward.

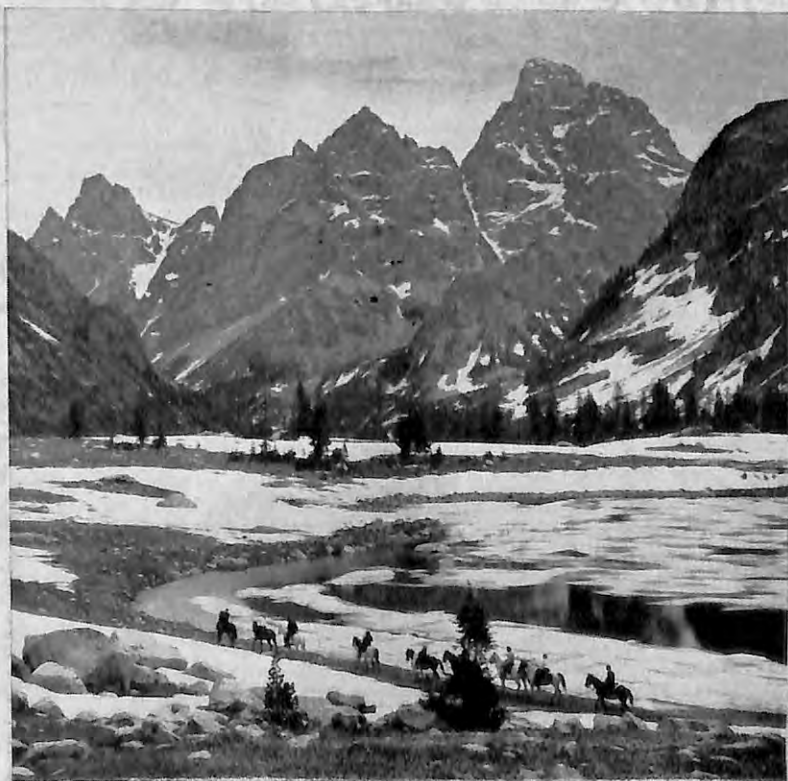
One of the first to read correctly was Dr. J. Horace McFarland, by trade a printer but by choice a conservationist. He was one of the men with selfless motives who have inspired the national park movement.

Probably the first concrete proposal for a national parks bureau was a bill introduced in 1900 “to establish and administer national parks.” But nothing came of this and similar starts in 1902 and 1905.

Then McFarland attended Pres. Theodore Roosevelt’s 1908 Conservation Congress of Governors, where he talked on the preservation of scenery and noted that nearly all the other speakers discussed utilitarian conservation. He also observed that outdoor writer and Sierra Club Pres. John Muir had not been invited, because of Muir’s opposition to damming Hetch Hetchy Valley in Yosemite National Park. During the next several years, McFarland lobbied for a park bureau, the Sierra Club organized a promotion committee, and California Rep. John E. Raker introduced two more bills.

In 1912 President Taft recommended in a special message to Congress that a Bureau of National Parks be established. The next year President Wilson’s new Secretary of the Interior Franklin Lane was blunter: “If the railroads were conducted in the same manner as the national parks,” he said, “no man would be brave enough to

(Continued on page 51)



Grand Teton National Park, Wyoming

Grand Lodge Officers and Committees • 1966-1967

(Members of the Grand Lodge Advisory Committee, Centennial Committee, and Convention Committee are listed separately on page 58)

GRAND EXALTED RULER

RAYMOND C. DOBSON, Minot, N.D., Lodge No. 1089
Box 910 (58701)

GRAND ESTEEMED LEADING KNIGHT

JOHN B. MOREY, Palo Alto, Calif., Lodge No. 1471. Box 730, Menlo Park, Calif. (94025)

GRAND ESTEEMED LOYAL KNIGHT

BERNARD M. DELAY, Norfolk, Neb., Lodge No. 653. 401 Norfolk Ave. (88701)

GRAND ESTEEMED LECTURING KNIGHT

WILLIAM P. MENNEALY, Bath, Maine, Lodge No. 934. 14 Crawford Dr. (04530)

GRAND SECRETARY

FRANKLIN J. FITZPATRICK, Lynbrook, N.Y., Lodge No. 1515. 2750 Lakeview Ave., Chicago, Ill. (60614)

GRAND TREASURER

CHELSIE J. SENERCHIA, Miami, Fla., Lodge No. 948. 4201 Bay Point Rd. (33137)

GRAND INNER GUARD

C. M. MULLIGAN, Jr., Annapolis, Md., Lodge No. 622. 103 Avondale Circle, Severna Park, Md. (21146)

GRAND TILER

FRITZ COPPENS, Traverse City, Mich., Lodge No. 323. 722 Randolph St. (49684)

GRAND ESQUIRE

(Not appointed)

GRAND CHAPLAIN

RT. REV. MSGR. GEORGE M. SCOTT, San Pedro, Calif., Lodge No. 966. 870 W. 8th St. (90731)

SECRETARY TO GRAND EXALTED RULER

CLIFF E. REED, Minot, N.D., Lodge No. 1089. Box 910 (58701)

BOARD OF GRAND TRUSTEES

ROBERT E. BONEY, *Chairman*, Las Cruces, N.M., Lodge No. 1119. Drawer 310 (88001)

JOSEPH F. BADER, *Vice Chairman*, Lyndhurst, N.J., Lodge No. 1505. 232 Post Ave. (07071)

FRANK HISE, *Approving Member*, Corvallis, Ore., Lodge No. 1413. 455 Madison St. (97330)

NELSON E. W. STUART, *Home Member*, Cleveland, Ohio, Lodge No. 18. 1426 Bunts Rd. (44107)

FRANCIS P. HART, *Secretary*, Watertown, N.Y., Lodge No. 496. 117 N. Massey St. (13601)

GEORGE T. HICKEY, *Pension Member*, Chicago (North), Ill., Lodge No. 1666. 2750 Lakeview Ave., Chicago, Ill. (60614)

VINCENT H. CROCOTT, *Building Applications—West*, Santa Barbara, Calif., Lodge No. 613. 930 Camino Medio-Hope Ranch (93105)

RODELUCK M. MCDUFFIE, *Building Applications—East*, Cascade-East Point Ga., Lodge No. 1617. 59 Civil-Criminal Court Bldg., Atlanta, Ga. (30303)

GRAND FORUM

BENJAMIN F. WATSON, *Chief Justice*, Lansing, Mich., Lodge No. 196. 706 American Bank & Trust Co. Bldg. (48933)

THAD EURE, Raleigh, N.C., Lodge No. 735. State Capitol (27602)

HAROLD J. FIELD, Brookline, Mass., Lodge No. 886. 89 State St., Boston, Mass. (02109)

EDWARD J. MCCORMICK, Jr., Toledo, Ohio, Lodge No. 53. 741 National Bank Bldg. (43604)

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

COMMITTEE ON JUDICIARY

GLENN L. MILLER, *Chairman*, Logansport, Ind., Lodge No. 66. 216 Fourth St. (46947)

WILLIS C. McDONALD, New Orleans, La., Lodge No. 30. 3014 Metairie Rd., Metairie, La. (70005)

THOMAS A. GOODWIN, Wheeling, W. Va., Lodge No. 28. 800 Riley Law Bldg. (26003)

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

ALFRED E. LAFRANCE, Racine, Wis., Lodge No. 252. Box 516 (53401)

A. CLEMENS GRADY, Port Townsend, Wash., Lodge No. 317. 112 Taylor St. (98368)

PETER T. AFFATATO, Levittown-Hicksville, N.Y., Lodge No. 1931. Box 32, Hicksville, N.Y. (11802)

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

AMERICANISM COMMITTEE

JOSEPH A. MCARTHUR, *Chairman*, Lewiston, Idaho, Lodge No. 896. 803 Main St. (83501)

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

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

LEROY J. KOOS, Culver City, Calif., Lodge No. 1917. 4057 Lincoln Ave. (90231)

L. R. BENSON, Rochester, Minn., Lodge No. 1091. 624 5th Ave., S.W. (55901)

RAYMOND J. QUESNEL, Montpelier, Vt., Lodge No. 924. 5 LaCue Dr. (05601)

HARRY B. MCARA, Flint, Mich., Lodge No. 222. 310 E. Court St. (48503)

WILLIAM J. WINDECKER, Orange, N.J., Lodge No. 135. 475 Main St. (07050)

AUDITING AND ACCOUNTING COMMITTEE

ROBERT E. DAVIS, *Chairman*, Waterloo, Iowa, Lodge No. 290. 157 Pershing Rd. (50701)

MILTON P. COLLINS, Pomona, Calif., Lodge No. 789. 4321 St. Mark Ave., La Verne, Calif. (91750)

GEORGE CARVER, Live Oak, Fla., Lodge No. 1165. Box 187-G, Umatilla, Fla. (32784)

ERNEST B. GRAHAM, Jr., Zanesville, Ohio, Lodge No. 114. Box 631 (43702)

JOHN T. KIRKWOOD, Galena, Kan., Lodge No. 877. 704 W. Main St., Chanute, Kan. (66720)

W. EDWARD WILSON, Newton, Mass., Lodge No. 1327. 37 Williston Rd., Auburn-dale, Mass. (02166)

KENNETH V. CANTOLI, Hasbrouck Heights, N.J., Lodge No. 1962. 225 Ottawa Ave. (07804)

JOHN L. FOWLER, Ontario, Ore., Lodge No. 1690. Box 479 (97914)

COMMITTEE ON CREDENTIALS

WAYNE A. SWANSON, *Chairman*, Maryville, Mo., Lodge No. 760. 514 W. Second St. (64468)

JOHN J. HARTY, Lawrence, Mass., Lodge No. 65. Box 173, Methuen, Mass. (01844)

ROY R. GALLIE, Lansing, Mich., Lodge No. 196. Box 205 (48901)

C. H. GISSBERG, Juneau, Alaska, Lodge No. 420. Box 1225 (99801)

DENHAM HARNEY, Jacksonville, Ill., Lodge No. 682. 3 Sunset Hill (62650)

HOMER HUHN, Jr., Mount Pleasant, Pa., Lodge No. 868. 27 Frick Ave. (15666)

GEORGE B. KLEIN, Lincoln, Neb., Lodge No. 80. 2401 Marilyn Ave. (68502)

NORMAN S. LIEN, Watsonville, Calif., Lodge No. 1300. 110 Playa Blvd. (95076)

LODGE ACTIVITIES COMMITTEE

H. FOSTER SEARS, *Chairman*, Macomb, Ill., Lodge No. 1009. 720 W. Orchard Dr. (61455)

JAMES A. GUNN, Mamaroneck, N.Y., Lodge No. 1457. 437 Mamaroneck Ave. (10543)

J. A. DREHLE, Littleton, Colo., Lodge No. 1650. 766 S. Clay St., Denver, Colo. (80219)

FRED N. RENO, Wilkesburg, Pa., Lodge No. 577. 410 Burlington Rd., Pittsburgh, Pa. (15221)

WALTER C. PENRY, Delaware, Ohio, Lodge No. 76. Box 176, Radnor, Ohio (43066)

RAY C. BALTHROP, Homewood, Ala., Lodge No. 1738. 1016 Broadway (35209)

H. M. RANDALL, Salem, Ore., Lodge No. 338. 1641 Market St., N.E. (97301)

W. M. MCMILLON, Phoenix, Ariz., Lodge No. 335. 8035 N. 10th Ave. (85021)

NEW LODGE COMMITTEE

HUGH L. HARTLEY, *Chairman*, Owosso, Mich., Lodge No. 753. 815 W. Oliver St. (48867)

THADDEUS J. PAWLOWSKI, Norwich, Conn., Lodge No. 430. 287 Main St. (06360)

E. ROBERT BOWLUS, Frederick, Md., Lodge No. 684. 315 Delaware Rd. (21701)

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

WILLIAM J. NEESE, Paris, Tenn., Lodge No. 816. Commercial Bank & Trust Bldg. (38242)

FRANK RINKER, Gresham, Ore., Lodge No. 1805. Rt. 3, Box 139 (97030)

GEORGE A. SHIELDS, LaSalle-Peru, Ill., Lodge No. 584. 213 E. Walnut St., Oglesby, Ill. (61348)

ROBERT A. SMALE, Alameda, Calif., Lodge No. 1015. 2921 58th Ave., Oakland, Calif. (94605)

RITUALISTIC COMMITTEE

LOYD CHAPMAN, *Chairman*, El Dorado, Kan., Lodge No. 1407. 706 W. Tenth St. (67042)

CHARLES P. BENDER, Wabash, Ind., Lodge No. 471. 5701 Winston Rd., Evansville, Ind. (47710)

C. WALLACE ERICSON, Glendale, Calif., Lodge No. 1289. 339 W. Lexington (91203)

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

A. C. VAN HORN, Jr., Panama City, Fla., Lodge No. 1598. 1000 W. 12th St. (32401)

ELBERT W. SAYRE, Chicago (South) Lodge No. 1596. 9601 Southwest Highway, Oak Lawn, Ill. (60453)

SAMANTO QUAIN, Franklin, N.H., Lodge No. 1280. Franklin Professional Bldg. (03235)

ROBERT A. YOTHERS, Seattle, Wash., Lodge No. 92. 553 White-Henry-Stuart Bldg. (98101)

STATE ASSOCIATIONS COMMITTEE

JOSEPH O. SPANGLER, *Chairman*, Greybull, Wyo., Lodge No. 1431. 847 Gerrans Ave., Cody, Wyo. (82414)

CARL V. YOUNG, Ashland, Ky., Lodge No. 350. 3300 Randy Dr. (41101)

C. L. SHIELER, Terre Haute, Ind., Lodge No. 86. Box 2081, Idaho Station, Ind. (47802)

WILLIAM H. BROWNING, Dover, N.J., Lodge No. 782. 47 N. Pocono Rd., Mountain Lakes, N.J. (07046)

GEORGE J. DALBACH, Queens Borough, N.Y., Lodge No. 878. 34-28 80th St., Jackson Heights, N.Y. (11372)

VERN R. HUCK, Los Angeles, Calif., Lodge No. 99. 3021 Rowena Ave. (90039)

DON SEMELHACK, Charles City, Iowa, Lodge No. 418. Lions Field (50616)

MARC M. WASSON, Ardmore, Okla., Lodge No. 1906. Drawer 259, Wilson, Okla. (73463)

YOUTH ACTIVITIES COMMITTEE

MELVILLE J. JUNIOR, *Chairman*, Green Bay, Wis., Lodge No. 259. 414 Dousman St. (54303)

H. BEECHER CHARNBURY, State College, Pa., Lodge No. 1600. Apt. 1011, Town House Apartments, Harrisburg, Pa. (17120)

MICHAEL J. MCNAMARA, Brockton, Mass., Lodge No. 164. 111 Russ St., Randolph, Mass. (02368)

GERALD L. POWELL, Peru, Ind., Lodge No. 365. 445 S. Broadway (46970)

MILAND H. DUNIVENT, Grand Junction, Colo., Lodge No. 575. Box 152, Rifle, Colo. (81650)

LONDON FREI, St. George "Dixie", Utah, Lodge No. 1743. Santa Clara Ave., Santa Clara, Utah. (84765)

HORACE E. MILLER, Charleston, S.C., Lodge No. 242. 1233 Parkwood Dr. (29407)

DONALD A. PETERS, Whittier, Calif., Lodge No. 1258. Box 4144 (90607)

ELKS NATIONAL MEMORIAL AND PUBLICATION COMMISSION

JOHN S. MCCLELLAND, *Chairman*, Atlanta, Ga., Lodge No. 78. 31 28th St., N.W. (30309)

EMMETT T. ANDERSON, *Vice Chairman*, Tacoma, Wash., Lodge No. 174. 758 Commerce St. (98402)

JAMES T. HALLINAN, *Treasurer*, Queens Borough, N.Y., Lodge No. 878. 161 E. 42nd St., New York, N.Y. (10017)

WADE H. KEPNER, *Secretary*, Wheeling, W. Va., Lodge No. 28. 1308 Chapline St. (26003)

EARL E. JAMES, *Assistant Secretary and Assistant Treasurer*, Oklahoma City, Okla., Lodge No. 417. 824 N.W. 35th St. (73118)

ELKS NATIONAL FOUNDATION TRUSTEES

L. A. LEWIS, *Chairman*, Anaheim, Calif., Lodge No. 1345. Box 628, Whittier, Calif. (90608)

JOHN L. WALKER, *Vice Chairman*, Roanoke, Va., Lodge 197. Box 720 (24004)

JOHN E. FENTON, *Secretary*, Lawrence, Mass., Lodge No. 65. Suffolk University, 20 Dene St., Boston, Mass. (02114)

H. L. BLACKLEDGE, *Treasurer*, Kearney, Neb., Lodge No. 984. First National Bank Bldg. (68847)

SAM STERN, Fargo, N.D., Lodge No. 260. Dakota National Bank (58103)

EDWARD J. MCCORMICK, Toledo, Ohio, Lodge No. 53. 316 Michigan St. (43624)

WILLIAM A. WALL, West Palm Beach, Fla., Lodge No. 1352. Box 986 (33402)

ELKS NATIONAL SERVICE COMMISSION

JAMES T. HALLINAN, *Chairman*, Queens Borough, N.Y., Lodge No. 878. 161 E. 42nd St., New York, N.Y. (10017)

GEORGE I. HALL, *Vice Chairman*, Lynbrook, N.Y., Lodge No. 1515. 161 E. 42nd St., New York, N.Y. (10017)

WILLIAM J. JERNICK, *Treasurer*, Nutley, N.J., Lodge No. 1290. 44 Alexander Ave. (07110)

JOHN L. WALKER, *Secretary*, Roanoke, Va., Lodge No. 197. Box 720 (24004)

EMMETT T. ANDERSON, Tacoma, Wash., Lodge No. 174. 758 Commerce St. (98402)

FRED L. BOHN, Zanesville, Ohio, Lodge No. 114. 50 S. Third St. (43702)

WILLIAM A. WALL, West Palm Beach, Fla., Lodge No. 1352. Box 986 (33402)

RAY OVINGTON'S *Inside Tips for the* **OUTDOORSMAN**



Ruffed grouse is the favorite among upland game birds. How do you tell male from female? Males are larger and heavier, and their black neck ruff is more pronounced. The black band in the tail is broken in the female, solid in the male.

Lawton Carver suggests a good way to cook a pheasant in his book *The Compact Guide to Fish and Game Cookery*, one of the set of eight books we give to readers whose tips are used in this column. Try this recipe:

- | | |
|---------------------------|-----------------------------|
| 1 pheasant, 2½ lb. | 2 tbs. tomato paste |
| ½ c. olive oil | 1 tsp. salt |
| 1 medium onion, chopped | pinch of Italian red pepper |
| 2 cloves garlic, minced | 1 tsp. oregano |
| 3 c. canned plum tomatoes | 2 tbs. chopped parsley |

Disjoint pheasant, saute in olive oil. Add remaining ingredients, simmer until pheasant is done. Remove bird and finish cooking sauce, about an hour. Replace pheasant to warm, then serve with spaghetti.

The most popular salt-water fish of the southern waters—from the Carolinas around Florida and along the Gulf coast—is the spotted weakfish, or sea trout. The dolphin, sailfish, and other Big-Deep battlers may have the glamor, but more anglers fish for sea trout than for all the others combined. Bait? Live shrimp, flies, and small plugs will do the job.

Ever misplace your own golf ball while helping your partner find his in the rough? Drop a white handkerchief over your ball. Then, when you return to the fairway you'll be able to spot it easily.
BOB DOUGLAS, St. Louis, Mo.



Double-barreled shotguns have two barrel arrangements: the over-and-under and the side-by-side. Which is better? It's a matter of choice. The gunner accustomed to sighting over a single barrel, such as a rifle, might prefer the O-and-U. In either case, barrel choke and length should be chosen for the type of hunting you intend to do. The 12-gauge is most popular, but the 20-gauge, which is lighter, is preferred by many hunters.

The stinkier the bait, the better catfish like it. Smelly cheese and chicken blood, with cotton to provide body, work fine. Flour- or corn-dough balls are also good.

DAVID LINGO, Circleville, Ohio

"Your column is excellent, but for some reason you snub salt-water fishing. Why?" asks Walter A. Benz of Rockville Center, N.Y. (He lives on Long Island, one of the world's best salt-water fishing areas.) It's a good point! So how about some tips from readers in the salt-water category?

If you start
daydreaming at
work about a great
autumn day
in the woods,

the man next to you
must be smoking
Field & Stream.



New open-air cut

A product of Philip Morris Inc.

Delicious—
extra lean!

**SMOKED
BEEF JERKY**

"The finest you've ever tasted"

1 lb. box \$6.75 ppd.
Send check or M. O.

T. ZAUMER, Dept. E-1
3718 Tilden Ave., Los Angeles, Calif. 90034

ORDER BY
MAIL

THE HUNTER'S
HAT
100% WOOL FELT

HUNTERS, SPORTSMEN & TRAVELERS

Columbia Sportswear's famous "Crusher" hat springs back to shape when you roll it, fold it, pack it. Wide brim protects from sun, wind, rain. Preshrunk, water repellent. New colors: Ivy green, Pheasant tan, Pebble grey, Scarlet, Hunter yellow or black. Sizes 6½ to 7¾. \$2.59 postpaid. Free catalog. DEALER INQUIRIES INVITED!

Keep it in your pocket

Fold It
Roll It

SPORTCO 8732 N. Crawford St.,
PO Box 03239, Portland, Ore. 97203

Elks National Youth Week

These youngsters are pulling for all they're worth in a tug-of-war for 4th- through 6th-graders at a track and field meet sponsored by Falls City, Neb., Lodge. The lodge youth activities chairman, P.E.R. Lowell M. Lewis, has successfully guided the program to its fourth consecutive national championship.



Youngsters from coast to coast had a chance to show their stuff during Elks National Youth Week, designated by then Grand Exalted Ruler R. Leonard Bush as the first week in May and proclaimed as such by governors and mayors.

Dr. Melville J. Junion, G.L. Youth Activities chairman, announced the winners—the lodges which presented the finest Youth Week programs and the state associations which most expertly coordinated Youth Week events statewide—at the annual G.L. session in Dallas. They are: state associations—first place: Massachusetts, second Ohio, third: Pennsylvania; lodges with fewer than 500 members—first: Fulton, N.Y., second: Herkimer, N.Y., third: Dunkirk, Ind.; lodges with 500 to 1,000 members—first: Falls City, Neb., second: Wellsburg, W. Va., third: Red Bank, N.J., and lodges with more than 1,000 members—first: Scottsbluff, Neb., second: Beckley, W. Va., and third: Phoenix.

Highlight of the Massachusetts program was a tour of the aircraft carrier U.S.S. *Wasp*. Other features reported by Chairman James L. Colbert, Somerville, included graduation of Junior Fire and Police Patrol members; a High School Teen Citizen Government Day, and an oratorical tournament.

Fulton Lodge, under the direction of Chairman John Karkruff, held its 15th annual Youth Week, winner of 12 first-place awards. It included a safe boating class graduation; a parade, followed by track and field events and other activities, and an Oswego County-wide talent revue.

Chairman Lowell M. Lewis of Falls City guided the lodge to its fourth straight national championship. Included were a band and choral concert; a junior high party; an oratorical contest, and a track and field meet for grade schoolers.

Scottsbluff Lodge has won several first-place awards. Ninth annual Youth Week activities included a newspaper carriers breakfast; addresses by Green Bay Packers guard Jerry Kramer; a parade, and presentation of Youth Leadership and scholarship awards.



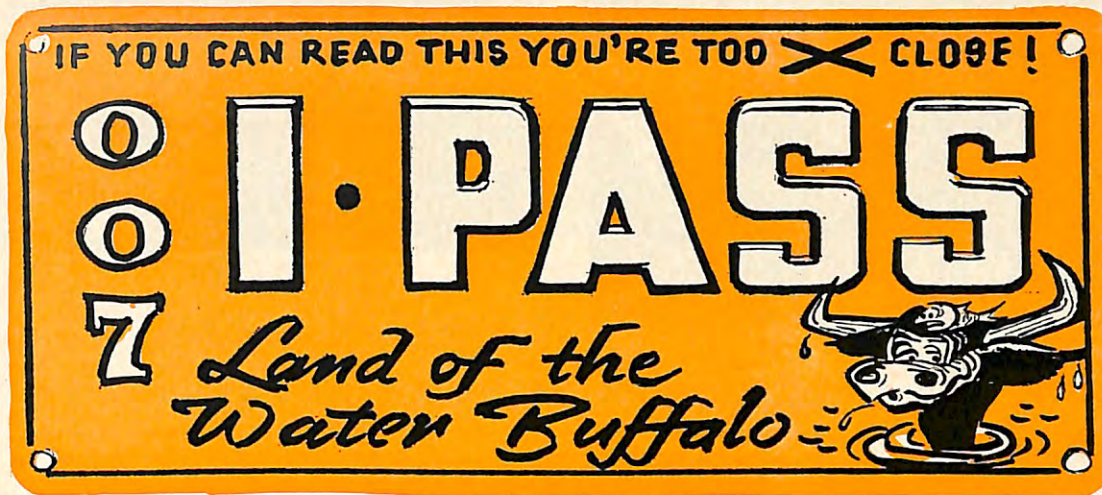
The Massachusetts Elks Assn. offered a tour of the aircraft carrier U.S.S. *Wasp* at Boston on Elks Youth Day. About 10,000 persons visited the prime recovery craft for the Gemini IX space flight of Astronauts Tom Stafford and Walter Cernan. Here, Cdr. James B. Shaffer, the executive officer, stands with Brother William Rothermel of Marblehead Lodge and senior class presidents Jeff Halpern of Marblehead and Arthur Clippinger of Swampscott.



Organized youth groups often form the backbone of a lodge's youth program. Here, a beautiful parade flag is presented to a winning high school band—one of six that marched in Scottsbluff, Neb.

E.R. Franklin Hunn of Fulton, N.Y., Lodge presents the first-place Youth Day Parade trophy to representatives of the Hannibal, N.Y. High School Band: Alice Van Patten, Fern Hannum, and Michael Malone. At the right is John Karkruff, chairman of the lodge's outstanding youth week program, which also keeps 60 other committeemen busy all year.





Looking at License Plates

By **LESLIE** and **JOAN RICH**

Some are colorful, some serve their owners' vanity, others merely label a vehicle before the law—and all are watched assiduously by the American motoring public

ON THE FIRST DAY the Commonwealth of Massachusetts accepted orders for 1966 "vanity" license plates, officials opened the mail and found 1,500 requests for plate number 007.

If the applicants weren't being very original, they were nevertheless demonstrating one of the American motorist's oldest passions—a devotion to the homely license plate. Ever since the early 1900s, people have been nailing old plates on the garage wall, trying to get unusual letter or number combinations for their cars, collecting cardboard replicas that came in chewing gum wrappers, and gawking avidly at every out-of-state plate they see on the road.

In fact, some travelers will tell you that with all the identical superhighways, motel strips, and soft ice cream stands, the license plate is about the only thing that changes as you drive cross-country. Be that as it may, the 140 million plates owned by Americans today do show a delightful diversity. Besides the new trend to special prestige plates, sold by many states at a premium, each state still retains its individual design, numbering system, and often its own little advertisement for itself.

Long ago, many states saw the possibilities of attracting tourists through the slogans its motorists might carry on

their license plates. Every driver from Michigan, for instance, announces that his home is a "Water-Winter Wonderland." New Hampshire is proud to be "Scenic," the Green Mountain state says simply "See Vermont," and the Sooners who used to advise us to "Visit Oklahoma," will next year be telling us "Oklahoma is OK." Trying another tack, Montana heralds its vast size by shaping its plate as an outline of the state map.

But plate watching is more than entertaining; it can even contribute to safety. Explains one road-wise Midwestern motorist: "If you're rolling along a fast highway that isn't built with limited access, watch out for the local license plates. It could be a farmer who's about to pull off suddenly to look at his livestock or fields.

"On the other hand, a plate from far away may mean the driver has been pushing himself and is getting sluggish at the wheel. The safest plate, I've found, is the visitor from one state away. He hasn't driven too far yet, but the cattle along this road aren't his, either."

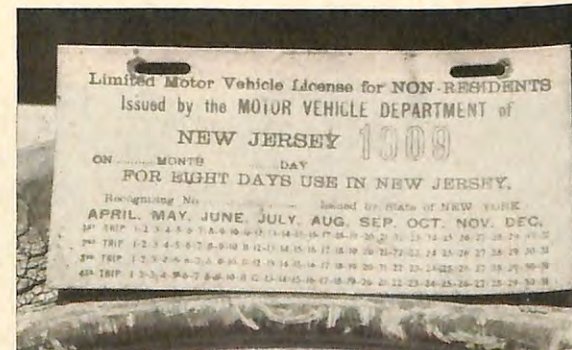
Are drivers from some states safer road companions than others? Definitely.

(Continued on page 49)

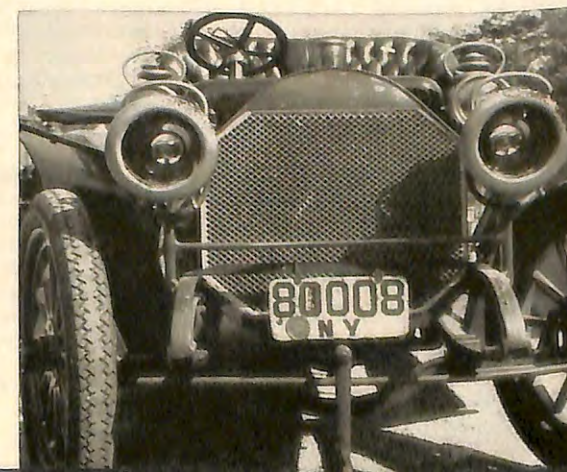
This 1902 New York license plate is made of leather, which was commonplace in those days. The car shown is newer than the plate—a 1910 Maxwell Runabout.



In 1939, New York plugged the World's Fair on license plates. When the same was done in 1964-65, one citizen brought suit. He claimed he was being made to advertise, without compensation, the Fair. He lost.



In 1909, a New York driver needed this plate to cross over to New Jersey





TRAVERSE CITY, Michigan, Lodge's first-place Americanism plaque, won at the Grand Lodge annual session, is held by Grand Tiler Fritz Coppens (second from left), a Traverse City member, and Americanism Co-Chairman and Est. Lead. Kt. Leon Kaiser. At the left is Americanism Co-Chairman Edward Schumer and at the right, E.R. Gerald E. Oleson. The lodge won in the membership category of 500 to 1,500.



A \$4,200 G.I. CHECK in memory of P.G.E.R. Edward R. Rightor, New Orleans, is given Dean Antonio E. Papale Sr. (second from right) of Loyola University School of Law by P.G.E.R. William A. Wall. Others pictured are Willis C. McDonald, Metairie, La., a G.L. Judiciary Committeeman; Solomon S. Goldman, a former law associate of Brother Rightor, and S.P. William J. Terry of the Mississippi State Elks Assn. Income from the invested \$4,200 will provide special lectures for students in the New Orleans law school, where Brother Rightor once taught.

News of the Lodges

Helping Hands, Loyal Hearts

THE EDWARD RIGHTOR MEMORIAL LECTURES, instituted with a \$4,200 Grand Lodge donation, are a fitting tribute to the Past Grand Exalted Ruler who lectured and taught for years at Loyola University School of Law, New Orleans.

Brother Rightor, a member of New Orleans Lodge who headed the Order in 1916-1917, also worked generally in his community to further the interests of law education. He died Aug. 22, 1962, at the age of 88.

A committee spent some time determining a proper memorial and on Friday, May 13, Elk dignitaries gathered at Loyola to present a \$4,200 check to Dean Antonio E. Papale Sr. of the law school.

The money, in trust, will be invested

by trustees and the income periodically will be used as honorariums for the best available lecturers in the field of law. Two of the trustees will be appointed by the law school and the third will be named by the Louisiana Elks State Association. The appointments will be annual.

"Thus, the Edward Rightor Memorial Lectures could very well continue as long as the Louisiana Elks State Association and the Loyola School of Law exist," said Willis C. McDonald, Metairie, La., a G.L. Judiciary Committee member.

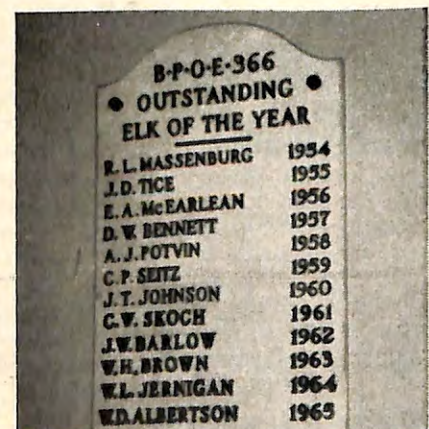
Brother Rightor was an Elks National Foundation Trustee from the mid-1930s through the late '40s and an Advisory Committeeman from 1950 through 1961.



FLINT, Michigan, Lodge sets a local record with the proposals for membership of nine sons and one son-in-law by eight fathers. The candidates were in a class of 60 honoring Secy. Archie R. Campbell Sr. (standing, extreme left), a Brother of 47 years who proposed his son, Archie Jr., seated in front of him. Others pictured are (seated): Bill George; Bill Irving Jr.; John Siegel; George McKay Jr.; Robert Bennett; Robert Dutcher, and Frank Manley Jr. Standing are B. C. George, Bill Irving Sr., Max Siegel, George McKay Sr., Jack Bennett, Charles Bennett, and Frank Manley Sr. Jack Bennett proposed two sons and a son-in-law, Brother Dutcher. Not pictured are Dr. Max Rulney and his son, Murray.



OTTAWA, Kansas, Elks exert a tight hold on \$1,000 they are about to turn over to the American Red Cross and Salvation Army for aid to victims of tornado-stricken Topeka. Pictured are Secy. and P.E.R. Glenn Wicke, E.R. Clarence Strickland, and the drive chairman, Dr. Louis Speer, P.E.R., who raised \$278 of the total among lodge members. They also sponsored a cleanup after the tornado.



HAMPTON, Virginia, Lodge takes pride in its "Elk of the Year" Program, which was launched in 1954, eight years before the national program was started during P.G.E.R. Lee A. Donaldson's term of office. The marble tablet in the lodge lobby lists the first Hampton "Elk of the Year" as Brother R. L. Massenburg.



OFFICERS OF THE BRAND NEW WOODBRIDGE, Virginia, Lodge pose happily. They are (seated): Est. Lect. Kt. Frank J. Kesock; Est. Lead. Kt. James H. Leonard; E.R. Robert L. Kirk, and Est. Loyal Kt. Robert Gentzel and (standing): Chap. Joseph Zeb; Tiler Robert A. Berry, and Inner Guard Michael R. Woodward. Not shown are Secy. Russ Cook; Treasurer Robert Marenick; Esq. Ralph Hinkle, and Trustees Arthur Liedel, Thomas Ramey, Egbert Thompson, Charles Splaine, and Daniel Spitz.



OFFICERS OF THE NEWLY INSTITUTED LIVERPOOL, New York, Lodge have one of their first official pictures taken with State New Lodge Chairman James B. Hanlon (standing, in white coat), Fulton. Officers are (seated): Secy. Carl W. Smith; Est. Lect. Kt. Dale H. Hartpence; Est. Lead. Kt. Edward Hamilton; E.R. Homer G. Gridley; Est. Loyal Kt. Arthur Bennett; Treasurer Thomas W. Crosby, and Esq. Ralph Wilkinson and (standing): Trustees Gerald D. Foster and John G. Baker; Tiler Kenneth Lathrop; Trustee Arthur B. Sullivan; Chap. Richard Hinkelman; Inner Guard Charles Vaccaro, and Trustees Anthony B. Riboldazzi and William J. Sullivan.

ELKDOM CONTINUES TO GROW AND THRIVE through such vital processes as the institution of its lodges. A New York lodge, Liverpool No. 2348, and a Virginia unit, Woodbridge No. 2355, are among the Order's youngest branches.

A charter membership of 138 launched Liverpool Lodge June 12, when about 325 persons gathered in Tutor's Restaurant.

Speakers were: P.G.E.R. Ronald J. Dunn; P.S.P. Francis P. Hart, Watertown; Floyd Gustafson, Ilion, a state Vice-President; D.D.G.E.R. Louis Cifarelli, Utica; District New Lodge Chairman Maurice Shapiro, Fulton, and E.R. Homer G. Gridley of Liverpool Lodge. State New Lodge Chairman and P.D.D. James B. Hanlon, Fulton, was toastmaster.

The institution was conducted by

P.D.D. Joseph J. Ferlo, Rome, assisted by other dignitaries. E.R. M. James Pepper and other Rome Lodge officers initiated the new members and Brother Hanlon installed the officers.

Brother Gridley publicly thanked Brothers Hanlon and Shapiro; P.D.D. Frederick Welch of Auburn, a district new lodge chairman, and Norman Manor, former state vice-president, for helping to effect the new lodge. Syracuse Lodge sponsored the unit.

Another honored guest was S.P. John F. Schoonmaker, Cornwall-on-Hudson.

P.G.E.R. John L. Walker presided at the institution of Woodbridge Lodge June 25. Officers of the sponsoring Arlington-Fairfax Lodge initiated the candidates and Past Exalted Rulers installed the officers of the 109 charter members in impressive ceremonies.

Those instrumental in the lodge's organization were P.D.D. Herman C. Anderson, Arlington, state new lodge chairman; P.E.R. Neil J. Cahill, North-Central new lodge chairman; P.E.R. Joseph Gleason, organization chairman; P.D.D. Francis H. McDuffie, Richmond, and P.E.R.s Harry Lewis and Ed Cahill.

Honored guests included S.P. B. M. Scott, Franklin; H. A. Simmons, Red Lodge, "Beartooth," Mont., and State Chap. Sidney H. Sullivan.

Woodbridge officers are headed by E.R. Robert L. Kirk. Others include Est. Lead. Kt. James Leonard; Est. Loyal Kt. Robert Gentzel; Est. Lect. Kt. Frank Kesock; Secy. Russ Cook; Treasurer Robert Marenick; Tiler Robert Berry; Chap. Joseph Zeb; Esq. Ralph Hinkle, and Inner Guard Michael Woodward.



A MASSACHUSETTS BILL exempting Elks lodges from local property taxes is signed into law by Gov. John A. Volpe, a Winchester Lodge member. Happy witnesses are P.D.D. and P.E.R. Joseph E. Brett, Quincy; P.S.P. and P.E.R. Charles B. Burgess, Newton, and S.P. and P.E.R. John F. Cahill, Cambridge. Brother Brett, a state vice-president, is a state representative who sponsored the tax exemption bill for seven years before it was approved.



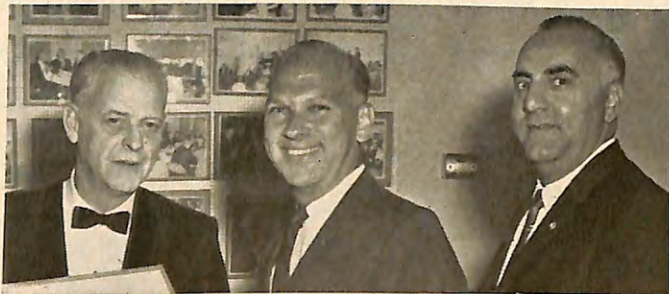
MARTINSBURG, West Virginia, Lodge reports the result of another successful national bowling tournament in veterans hospitals and centers equipped with bowling alleys. This year, the tourney was won by a rubber band duckpin team sponsored by Martinsburg Lodge. Shown with the trophy are the lodge veterans service committee chairman, Garnett Shipley; the Victory Bowling Legion representative, W. T. Rudy; Joseph Cain, recreation director of the Newton D. Baker Veterans Administration Center in Martinsburg, and the center director, Brother Al Gavizza.



P.G.E.R. R. LEONARD BUSH is welcomed to the Indiana Elks Association's 66th annual convention in Fort Wayne with a touch of "Old Home Week." Greeting Brother Bush in his last official visit as Elkdom's chief is Mrs. Harvey L. Collins, who was a bat girl on the softball team Brother Bush managed some years ago in Inglewood, Calif. Mrs. Collins' husband is a Fort Wayne Lodge Trustee.



BROOKLYN P.E.R. Cuthbert J. Behan (left) and E.R. Nicholas J. De Martini see a New York Mets-St. Louis Cardinals game with some orphans and crippled youngsters (background) at Shea Stadium, where the Elks snagged Mets outfielders Ron Swoboda (second from left) and Johnny Lewis long enough to pose for this photo. Brother Behan arranged the outing for the children.



LYNBROOK, New York, E.R. George Wainwright (left) accepts for the lodge a citation from the National Recreation and Park Assn. presented by Lester Forest, member of the Lynbrook Recreation Commission. At the right is Youth Activities Chairman Maurice De Luca. The lodge was cited for its outstanding contributions on behalf of the community's youth.



BENNINGTON, Vermont, P.E.R. Michael Fraher Jr. presents a bond to "Miss Silver Towers"—Nancy Lee Finnegan of Bennington—who was crowned during Vermont Elks' 39th annual convention in Barre. Silver Towers Camp, for retarded children at Brookfield, is the major state project. Also shown are Bennington E.R. Dominick Yarnal and Est. Lead. Kt. Charles Boyle.



BINGHAMTON, New York, E.R. John E. Costello receives the first-place plaque for youth activities in New York State from the district youth activities chairman, John Sheehan. Binghamton is in the category of lodges with between 1,000 and 1,500 members.



OHIO ELKS ASSOCIATION State Chairman C. Richard Smith (left) initiated a membership drive at the annual convention by hiring a Kelly Girl to pin on delegates' badges reading, "Push Membership." At the right is Fostoria Lodge Secy. William Kurtz.

WORCESTER, Massachusetts, Lodge's entrant in the State Oratorical Contest, Marie Tinsley, Worcester, accepts the championship trophy from P.E.R. James L. Colbert, Somerville, youth activities chairman, at the 56th annual convention in Chicopee. Earlier, Miss Tinsley had won the lodge and district contests.



KINSTON, North Carolina, E.R. R. Frank Barnwell (left) presents an American flag to all civic clubs in Kinston in an effort to show the Elks' emphasis on Americanism. B. R. Huggins, president of the Civitans Club, accepts the flag on behalf of all Kinston civic groups. At the right is P.E.R. and Secy. J. Louis Rapier.

WAPAKONETA, Ohio, Brothers stage the biggest show in the lodge's history to welcome Astronaut Neil Armstrong home after his successful Gemini space-docking flight. For the homecoming parade, the Elks put together this float, with the theme, "Youth, Leadership, and Scholarship." Shown are Secy. Roy S. Bauer; Tiler Harry Whitman; E.R. William M. Ferguson; P.E.R. Richard E. Kah; Fred Parish Jr.; Verdin Stuckey Jr.; P.E.R.s Russell Kaufman and Clarence R. Brown; Inner Guard Thomas Wills; Trustee Carl Hutchens; Treasurer and P.E.R. Vernon Doenges; Trustee and P.E.R. Verdin Stuckey Sr.; Jim Scheer, and Est. Lead. Kt. H. Michael Moser.



MANCHESTER, Connecticut, Trustee Carl Hunter (left) and E.R. Raymond Zemanek welcome Civil Air Patrol Cadets Anthony Sobol and Malcolm Holcomb into the lodge's sponsorship. Manchester members sponsor the cadets as part of their youth activities and community service programs.



Lodge Notes

It was a determined group of Grand Forks Elks and their families who attended the lodge's annual picnic in nearby Minto, N.D. Rain was falling when the 1,400 picnickers got to the Minto City Park and it was falling when they left. Lunch was had in automobiles and in a covered band shell. And fun was had too, in spite of the weather.

Six distinguished Elks, P.G.E.R. R. Leonard Bush; P.G.E.R. John E. Fenton; P.G.E.R. George I. Hall; D.D.G.E.R. and P.E.R. Charles L. Laffan, Milton, Mass.; P.E.R. and Rep. Joseph E. Brett, Quincy, Mass., and Milton E.R. William T. Johnston, took time out from the G.L. convention in Dallas to lay a wreath at the site of the assassination of President Kennedy, a Boston Lodge member.

El Campo, Tex., Lodge recently held a treasure hunt, but with a difference. The whole hunt was conducted on water. Those lucky searchers who found the three small buoys won \$50 and other prizes. El Campo Elks called the event a Boat-O-Rama and reported a turnout of more than 200 people and 37 boats. Proceeds from the event went to the Texas Elks State Association's major project—the

Texas Elks Crippled Children's Hospital in Ottine.

Pomona, Calif., Lodge is justly proud of four students it sponsored in district, state, and national scholarship competitions. Miss Barbara Laporte, Pomona, won an \$800 Elks National Foundation award, Alan Rose-nau, Bonita, won a \$600 state scholarship, and Karen Kirkhart, Ganesha, and Nelson Fong, Geary, each were awarded \$500 state scholarships.

Seven Past Exalted Rulers of Wapakoneta, Ohio, Lodge filled the chairs for the initiation of 25 candidates into Mercer County Lodge of Celina on its first anniversary.

This past summer was the ninth that Keene, N.H., Lodge has sponsored Camp Holiday. The day camp is open to all area children with mental or physical handicaps, who are not able to participate in playground programs sponsored by the city of Keene.

Quincy, Mass., Lodge soon will embark on a \$200,000 renovation program for the 61-year-old Elks home. The project calls for a modern function room on the main floor and the installation of an elevator and new furnishings and fixtures.

Flint, Mich., Lodge this year again sponsored a boys baseball team made

up of practically the same group that played so well last season in the Flint Class E League. This year, the boys played Class D ball.

As a service to any readers who may have served aboard the U.S.S. *West Virginia*, we are making this announcement:

The U.S.S. *West Virginia* 12th annual reunion will be held Dec. 3 in the Veterans of Foreign Wars post at 1822 W. 162nd St., Gardena, Calif. Additional information may be obtained from R. A. Brown, in care of the Gardena post.

More than 220 Elks and guests recently attended the annual Sandusky, Ohio, Lodge luau. The celebration was one of the first major events to be held in the lodge ballroom since it had been newly air-conditioned.

Fifty boys from the nation's capital spent a fun-filled week at Camp Barrett, thanks to Washington, D.C. Lodge, whose members donated and otherwise raised money especially for this project. A little more, however, is needed to cover the entire cost of the undertaking.

The Virginia Beach, Va., Lodge ladies have donated \$100 for use at a lodge-sponsored boys camp. The money was earned from Family Night Suppers organized by the ladies.



News of the Lodges CONTINUED

DRUMRIGHT, Oklahoma, Lodge is proud of the prep baseball team it sponsors in nearby Cushing, where many lodge members live. The team tied for the Cimarron Valley Prep League Championship and won the Cushing Prep Tournament. The coaches (back row) are Al Cartmill and Jerry Dickinson.



DE KALB, Illinois, Lodge sponsors a Kite Contest for schoolchildren in the area. Shown with the winners are (back row) Youth Activities Committee members Bob Smith, Bob Skoglund, James Warner, and Gary Cordes.



CHICAGO SOUTH Lodge sponsors a scholarship fund for future nurses at St. Bernard's Hospital. Recipient of the initial award is student nurse Peggy Norris. With her are Brother Peter Thomas, E.R. John C. Farrell, and Brothers Elbert Sayre and Francis Gallagher.



MOUNTAIN HOME, Arkansas, Lodge celebrates the birthday of its oldest member, Ira (Pop) Phillips, 99. With Brother Phillips are P.E.R.s Joseph Wilhm, Arvin Stricklen, James S. Wise, and Charles Mietchen. The flag was given to Brother Phillips at his initiation 59 years ago into Macomb, Ill., Lodge. It has only 46 stars.



GARLAND, Texas, Lodge's Boy Scout troop, organized last year, already boasts 17 members, including 7 Eagle Scouts. Six Eagle Scouts are shown here along with their advisor, H. F. Aubel. The youths are Ronald Folmer, Lynn Simpson, Jimmy Hedric, Mike Locklear, Bruce Goranson, and Dwight Riley.



BELLEVILLE, Illinois, Lodge is proud of its newly purchased facilities—the former Westhaven Bath and Tennis Club. Facilities include a swimming pool, a children's pool, a bathhouse, a concession stand, three tennis courts, and a cocktail lounge. A public, nine-hole golf course is adjacent to the property.



THE OHIO ELKS' championship bowling trophy is presented at the annual state convention by Lima P.E.R. Paul Musser (right) to Toledo E.R. Tom Leonhard, who represented the winning team, Homesville Drugs of Toledo.



OHIO YOUTH Week Chairman Ernest Widner presents a \$500 award to Melanie Krichbaum of Galion, first-place winner in the girls' division of the Youth Leadership Contest. At right is Youth Activities Chairman Al Hahn, Maumee.

CANTON, Ohio, E.R. Alfred Hoffman (left) is presented a scroll in honor of the late Brother Leslie Strong by outgoing S.P. C. Ross Cline, Chillicothe. The scroll lists Ohio lodges that contributed toward a \$1,000 certificate in Canton member Strong's name that was presented to the Elks National Foundation. He served nearly 25 years as chairman of the Ohio Veterans Hospital Committee.



FLINT, Michigan, Lodge this summer set a target of 47 new members to celebrate its 47th anniversary. The lodge is 13 years ahead of itself: the anniversary class totaled 60. It was initiated in honor of Secy. Archie R. Campbell, a 47-year Elk.



MUSKEGON, Michigan, E.R. Theodore Elwell places a bronze star on a tree in Elks Park in memory of his father, Caleb, a member of the lodge for many years. Assisting is P.E.R. and Secy. Arthur J. Siplon.



PONTIAC, Illinois, members marked their 60th anniversary with a dinner dance and, the next day, a breakfast and film of their activities for the last 15 years. Pictured are D.D.C.E.R. Eugene Ray, Normal; P.S.P.s William S. Wolf, Pontiac, Past Grand Tiler, and George Shields, La Salle; S.P. John Meckles, Litchfield; Pontiac E.R. Charles Long, and Paul Bolen, a Vice-President of the Illinois Elks Assn.

OAK LAWN, Illinois, Lodge purchases land for a new home. At the final signing were (seated) Trustee Richard Hurlock, E.R. Richard Freiberg, and attorney Frank McGee. Standing are Est. Loyal Kt. Harry Bergstedt, Trustee Edmund Endzel, Est. Lead. Kt. Ray Morrison and Trustee Ed Sheehan.

LIMA, Ohio, Lodge was represented in part at the 1966 State Bowling Tournament by a host team made up of the five Roush brothers. They are Red, Bill, Dale, Merle, and Berle.





P.G.E.R. R. LEONARD BUSH addresses a 75th anniversary banquet of Kittanning, Pa., Lodge. Other dignitaries include E.R. George D. Weaver; Francis T. Benson, Kittanning, former G.L. committees member; President-Judge J. Frank Graff of Armstrong County; P.G.E.R. Lee A. Donaldson; S.P. Richard C. Megargell, Orangeville, and the Rev. C. Roger Butler. Also present was Grand Trustee Nelson E. W. Stuart, Cleveland. The celebration week included an "Old Timers' Night," an Anniversary Ball, and the initiation of 35. Brother Benson was honored with an Elks National Foundation \$1,000 certificate which the lodge bought in his name.



DOVER, Ohio, Lodge wins the State Ritualistic Contest. Team members are (front row) Esq. Robert Ley Jr., Est. Lead. Kt. Jack Geyer, E.R. Donald Peters, and Chap. Delbert Perry. Standing are Coaches Ronald Ford and John Helmsdoerfer, Est. Lect. Kt. James Bierie, Inner Guard Lee Bierie, Est. Loyal Kt. Edgar Dill, and Coach Robert Kennedy.



BIDDEFORD-SACO, Maine, members are hosts during a campout to Vermont and Canadian Boy Scouts in the lodge's first year of scout sponsorship. Scouts kneeling are Peter Toy, Danny Potvin, and Rege Watson. Behind them are E.R. C. Robert Brousseau; Town Mgr. Leon F. Jones of Old Orchard Beach; Mayor Paul E. Reny of Saco, and Mayor Leo Lemire of Biddeford. Next year, the lodge-sponsored troop will visit the Canadian troop at St. Jean, Que., and will see Expo '67 in Montreal.



HUDSON, Massachusetts, E.R. Manuel J. Almada and Mrs. Janice McPartland, president of the Hudson Emblem Club, ride atop the blue ribbon-winning float of yellow and red roses in the Hudson centennial parade. The float was constructed by the Elks and club members and was among 40 viewed by about 60,000 persons.



MASSAPEQUA, New York, E.R. Angelo Roncallo and Brother John Musicaro inspect the first mobile unit given the United Cerebral Palsy Assns. of New York State by the New York State Elks Assn. The station wagon was in a parade sponsored by Massapequa Lodge recently. The state project includes a CP program.



TULSA Lodge holds its 8th annual Elks Charity Program for underprivileged children. About 400 youngsters from five organizations were treated to swimming, baseball, and a chicken dinner. In front of the children are the event chairman, Brother Bob Leclerc; Supt. David Catlett of the Whitaker Home, Pryor, Okla., and Lodge Secy. Cleo S. Lochrie



TIFFIN, Ohio, was the host lodge for the Northwest District meeting at which \$1,027 from three lodges was presented to the state's cerebral palsy project. State fund-raising co-chairman Robert Snooks, Maumee, receives a \$750 check from Jack Schaffner (left), Van Wert, and a \$277 check from Maumee and Kenton Lodges, represented by the district fund-raising chairman, Perry Wise.



ILLINOIS LEADERS of Elkdom are shown with their wives after installation services at the annual convention in Rockford. They are Secy. Jack and Mrs. Sullivan, Joliet, First Vice-President-at-Large Irwin H. and Mrs. Stipp, Springfield, S.P. John and Mrs. Meckles, Litchfield, Second Vice-President-at-Large Robert and Mrs. Flynn, Sterling, and Treasurer John and Mrs. Wilson, Centralia.



POMPTON LAKES, New Jersey, Lodge distributes 10,000 American flag lapel bows to area schoolchildren. Seated are: Est. Lead. Kt. Thomas Dandy; Mrs. Rhinesmith, a Haskell school principal; E.R. George Petrasek, and Secy. Allen Hinchliff. Standing are: Mr. MacMurray, Pequannock schools assistant director; Trustees James Van Cott, Edward Post, and George Biro; Mr. Jockem, principal of Pompton Lakes High School; Inner Guard Phillip DiGuglielmo; Mr. Becker, Butler schools superintendent; Trustees Chairman Herbert Warden, and Est. Loyal Kt. Edward Brandt.



THE OHIO ELKS' State Bowling Tournament manager, Buck Rogers (seated), looks over the scheduling of teams with Roy Sorenson, Bowling Green, tourney secretary; Mayor Christian Morris of Lima, where play was held; Eugene Fungston, Mansfield, and P.E.R. Paul Musser, Lima. The tournament was the largest ever held by the group.



BURLINGTON, Vermont, Brothers sponsor a victory dinner for the state baseball champion, Burlington High School. Bill Krisher (standing), former college and professional football star, addresses the lettermen. To Krisher's left are Lt. Gov. John Daley (behind the speaker), an Elk; Mayor Francis Cain of Burlington, an Elk; Coach Orrie Jay, and E.R. C. Paul Lauzon.



BOY SCOUTS FROM Delaware, Maryland, and Virginia take part in a two-day Scout-O-Rama. Here, Salisbury, Md., E.R. Harold Athey and P.D.D. and P.E.R. C. M. Adkins are shown some fine points of totem pole carving by Scoutmaster Basil Truitt.



Arizona's Youth Leadership winner in the girls' division—Katherine Jue—stands with her parents (left), P.G.E.R. R. Leonard Bush, and outgoing S.P. Lowell A. Marler, Mesa, during the Arizona Elks Association's 51st annual convention May 11-14 in Mesa.



G.E.R. Raymond C. Dobson (left) is warmly welcomed by E.R. A. E. Paulson of Great Falls Lodge during the Montana State Elks Association's 64th annual convention July 14-16 in Great Falls. Brother Dobson, accompanied by his wife, spoke before a convention assembly.

News of the State Associations

More STATE Meetings



Keys for a \$16,000 tuberculosis X-ray unit are presented to the state of Kentucky, represented by Dr. Russell Teague (third from left), state health commissioner and an Elk, by Lawrence Hill, Lexington, state major projects chairman, during the Kentucky Elks' annual convention June 8-10 in Covington. The unit is the 10th piece of equipment the association has given the state since the TB project's inception. Also pictured are State Sen. John Moloney; retiring S.P. James E. Davis, Henderson; S.P. Charles H. Murray, Covington, and Joseph Mueller, state eastern chairman for the TB program.



The oldest living past president of the Oregon State Elks Assn.—Brother Ernie W. Winkle (left) of Medford—is greeted by P.G.E.R. Emmett T. Anderson, vice-chairman of the Elks National Memorial and Publication Commission, at Oregon Elks' annual convention May 19-21 in Seaside. Brother Winkle headed the association in 1937-1938. He is 70 years old.



New officers of the Wisconsin Elks Assn. get together during the annual convention May 13-15 in Appleton. They are (seated): President-Elect D. H. Everman, Beaver Dam, and S.P. Leo H. Schmalz, Kaukauna, and (standing): Vice-Presidents Maurice Pohl, Sheboygan; Warren Foster, Baraboo; Wendall H. Smith, Appleton, and Forest Huntsinger, Ashland.

A MEMORIAL SERVICE HONORING Past Grand Exalted Rulers James R. Nicholson and John F. Malley, both Springfield Lodge members, was the highlight of the Massachusetts Elks Association's 56th annual convention June 17 through 19 in Chicopee. More than 1,500 Elks and their wives from 79 lodges attended the meeting.

Brother Otho De-Vilbiss, public relations director of the Order, eulogized Brother Nicholson and P.G.E.R. John E. Fenton eulogized Brother Malley.

Charities in the state received more than \$333,000 from the lodges, President Charles B. Burgess of Newton reported. The Massachusetts Elks Scholarship Fund had its most successful year with donations of some \$12,000. About \$36,000 was distributed from the Massachusetts Elks Association Charity Awards Fund to charitable, educational, and research projects in the state.

Dignitaries present included: Justice Harold J. Field, Brookline, of the Grand Forum; Michael J. McNamara, Randolph, G.L. Youth Activities committeeman; John J. Harty, Methuen, G.L. Committee on Credentials member; W. Edward Wilson, Auburndale, G.L. Auditing and Accounting committeeman, and Edward A. Spry, Boston, Special Deputy.

Youth Activities Chairman James L. Colbert, Somerville, reported on the group's national award-winning Youth Week. More than 10,000 persons visited the aircraft carrier U.S.S. *Wasp* at Boston in a program conducted by President-Elect John F. Cahill, Cambridge.

Newton Lodge won the Ritualistic Contest.

Brother Cahill is the new President. Vice-Presidents are: Arthur D. Kochanian, Haverhill; Henry T. Flaherty, Clinton; Joseph E. Brett, Quincy, and Thomas F. O'Malley, Framingham. Alfred J. Mattei, Worcester, was re-elected Secretary. Other new officers are: Thomas A. Julian, Springfield, Treasurer; and Trustees Ernest J. Ra-

haim, Gardner; Manson W. Cowan, Littleton-Westford; Nicholas Mazzone, Chelmsford; Maurice J. Maher, Malden; Patrick J. Connolly, Weymouth, and William F. Burke, West Springfield-Agawam.

A regional meeting will be held Oct. 9 in Springfield.

A \$16,000 X-RAY UNIT for detecting tuberculosis was presented to the state of Kentucky by the Kentucky Elks Association during its annual convention June 8 through 10 in Covington.

The unit is the 10th such piece of equipment Kentucky Elks have turned over to the state since the start of their fight against TB.

The delegates voted to try to raise \$18,000 for a swimming pool at the Retarded Children's Hospital at Outwood.

P.G.E.R. Wade H. Kepner was a distinguished guest at the sessions, attended by 405 persons.

Ashland Lodge won the Ritualistic Contest. A dinner dance closed the convention.

Charles H. Murray of Covington was elected President, succeeding James E. Davis of Henderson. Elected Vice-Presidents were: C. Gay Hatfield, Louisville; Donald A. Grant, Fort Thomas, and A. P. Bell, Louisville. Garland F. Guilfoyle, Southgate, was elected Secretary-Treasurer.

The fall meeting will be held Oct. 29 in Cynthiana and the 1967 annual convention will be held in Bowling Green, with the dates to be set later.

ABOUT 400 DELEGATES and their wives attended the Iowa Elks Association's annual convention May 20 through 22 in Council Bluffs.

Retiring President Wendell G. White, Muscatine, recovering from illness, attended the meeting but appointed P.S.P. and P.D.D. George P. Soumas, Perry, to preside.

Honored guests were P.G.E.R. and Mrs. H. L. Blackledge.

Boone Lodge won the Ritualistic Contest.

Social activities included a banquet and dance.

H. E. Stalcup, Storm Lake, was elected President. Chosen Vice-Presidents were: Clarence E. Weber, Davenport; James H. Wood, Marshalltown; Lester G. Springer, Newton, and William L. Otto, Carroll.

Sanford H. Schmalz, Muscatine, was reelected Secretary.

Other new officers are: A. P. (Mike) Lee, Marshalltown, Treasurer; Trustees John McKeever, Dubuque, Ralph Bastian, Fort Dodge, Leo D. Gardner, Coin, and Brother White; the Rev. Alfred E. McCoy, Storm Lake, Chaplain; Leonard Pavek, Fort Dodge, Sergeant-at-

"INVESTIGATING ACCIDENTS

Brings Me Over
\$350.00 A WEEK

IN MY OWN BUSINESS"

— L. A. Davidson
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.



UNIVERSAL SCHOOLS K-10

6801 Hillcrest, Dallas, Texas 75205

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

Name _____

Address _____

City _____

State _____

Zip Code _____

Bronze & Aluminum MEMORIALS PLAQUES • SIGNS

Illustrated Catalog on request

MEIERJOHAN-WENGLER, INC.
Metalcraftsmen

10330 WAYNE AVE., CINCINNATI, OHIO 45215



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 the study of the famous Blackstone Law Course; Books and lessons provided. Moderate cost; easy terms. Write now. **Blackstone School of Law, 307 N. Michigan Ave. Founded 1890 Dept. 117 Chicago 1, Illinois**



TRY THIS PIPE FOR 30 DAYS without a cent of risk. That's all E.A. Carey asks—he's so sure you'll find it smokes cool and mild, hour after hour, day after day, without bite, bitterness or sludge. Send for the free facts on this new principle of pipe smoking. E.A. Carey, Dept. 204-L, 1920 Sunnyside Ave., Chicago, Ill. 60640.



State Scholarship Chairman Edgar B. Herwick, Frackville, presents a serviceman, Walter Pierce, Ephrata, with a scholarship to Pennsylvania State University, University Park, during Pennsylvania Elks' annual convention June 3-5 in Harrisburg.

For Him 'n Her

Season's best picks in the world's best loved

BILL PARRY JUMP SUIT



Collect a wardrobe of these award-winning loungers, tailored in the talented Bill Parry manner, with full-length zipper, expandable waistband, stitched-in leg creases, other exclusive style-details.

Men's Sizes: S, M, L, XL
Women's Sizes: 10, 12, 14, 16, 18

Velvety Cotton CORDUROY . . . 16.95

Antelope, Pewter Green, Blue, Gold.
With long sleeves 19.95

Sanforized Plus HOPSACKING 19.95

100% cotton. Burgundy, Olive, Wheat.
With long sleeves 22.50

Ze Pel stain-resist DACRON® 19.95

65% Dacron polyester / 35% combed cotton. Gold, Blue, Green, Charcoal

Dacron® Blend SAILCLOTH. 23.50

65% Dacron polyester / 35% combed cotton. Blue, Black, Wine, Sage.

Cotton Velvet VELOUR 34.50

Red, Black, Gold, Green.
With long sleeves 37.50

Specify fabric, size, color.
Add 4% sales tax in Calif.
To charge Diner's Club,
Carte Blanche, American
Express or Playboy Key send
Account No. and signature.
NO C.O.D.'s

Shorts
Longs
XXL Sizes
Available
WRITE FOR
FREE FOR
CATALOG

Send orders to

JOEL McKAY

Dept. EK-106

707 S. Raymond, Pasadena, Calif. 91105



The Tyrolean
AN IDEAL
XMAS GIFT
GIFT CERTIFICATES
AVAILABLE

Beautiful soft imported suede. Hand-crafted into this unique Tyrolean Hat. (not sold in stores). Colors: Otter Tan, Charcoal Grey, Olive Green. Sizes: 6 3/4 to 7 5/8 \$10 PPD.

Available exclusively from—
THE SWISS CHEESE SHOP
Box 429, Dept. 90
Monroe, Wis. 53566

Money Back
Guarantee
Free Brochure
sent on request

ARCO DISC-RASP



NEW!
SANDS
PLANES
REMOVES
PAINT

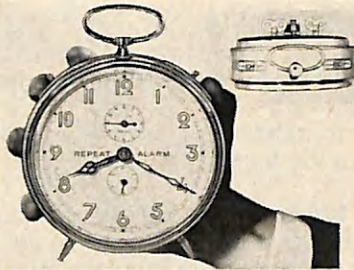
Most efficient Rasp ever made!
Fits any Electric Drill. 5" Diam. bottom surface has 400 sharp teeth for smooth finishes. Cuts wood, wallboard, plastics. Quality

made in U.S.A. of hardened tool steel. Never clogs or needs sharpening. Outlasts hundreds of sanding discs! Arbor has 3/4" shank. No. 1255—a "Best Buy" at

\$1.50
postpaid

Send Check, M.O. today—20-day Money Back Guarantee.

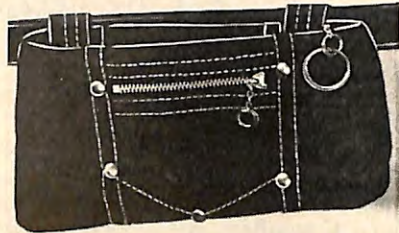
ARCO ARCO TOOLS, INC.
Dept. EL-10, 421 W. 203 St., N.Y. 34, N.Y.



REPEAT ALARM CLOCK—Full size replica of the big monster that shook Grandpa out of bed. It goes off with a mighty 15-second ring every 45 seconds for 10 minutes. Heavy chrome-plated steel clock stands 7", has 5" wide old-style face, radium hands and numerals, second sweep, etc. \$11.95 ppd. Day Co., Dept. EK-10, Box 311, Gracie Sta. N. Y. 28.



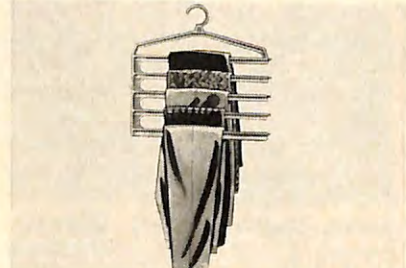
PERSONALIZED GOLF BALLS. Want to improve your golf score? Use these champion liquid center balls built for balance and flight. Each ball is personalized, stamped permanently and indelibly with your name or initials. Print name up to 15 letters and spaces. Set of 12, \$8.95 ppd. Breck's of Boston, Q98 Breck Bldg., Boston, Mass 02210.



ACCESSORY "JAG BAG" slips on belt of shorts, jeans, slacks or skirt and leaves your arms free for sports, gardening, etc. Washable heavy blue denim bag holds cosmetics, keys, etc. with a separate zippered coin compartment at the top. A cute clutch bag too. 8 1/2" x 4". \$1.98 ppd.; 2 for \$3.50. Ppd. Downs & Co., Dept. 3310, Evanston, Ill. 60204.



TRAVEL-BAR. Beautifully outfitted saddle-tan traveling case holds 3 liquor and mix bottles. It comes with four 8-oz. aluminum glasses, beer can-bottle opener, jigger, and chrome spoon/olive fork. Safety lock. 11" x 13" x 5 1/4". Luxurious and an elegant gift \$12.95 ppd. Nel-King Products, Dept. EK-106TB, 811 Wyandotte St., Kansas City 5, Mo.



STACK SLACKS on space-saving Rak-A-Slak. Strong and light, it holds 5 pairs of slacks neatly in space normally needed for one pair. Use for skirts, ties, lingerie too. For travel, a tab fits on the open end to keep clothing in place. Solid fiberglass, won't rust or stain. \$2.79 ppd. Alexander Sales Corp., Dept. EL, 125 Marbledale Rd., Tuckahoe, N.Y.

ELK RUG

A handsome Rug for any room. The stately elk stands proud and tall, woven right into long-staple cotton face in full color. An appropriate gift for the loyal Elk member, perfect as a rug or wall hanging in the Lodge, as a prize for drawings. 40" x 54".



Free Catalog

\$20.00 ppd.

DEERSKIN TRADING POST

Rt 1 at 114Z, Danvers, Mass. 01923 Use your Zip Code!

FREE LETTER OPENER-MAGNIFIER DIALER WITH XMAS LABELS



Season's Greetings
1000 Mae Susan Kimberly
241 Robertson Terrace
Chicago, Illinois 60603

RED & GREEN XMAS LABELS — \$1

Say "Season's Greetings" on colorful labels personalized with your name, address, zip code in gay red ink on quality gummed paper. Christmas Tree & Season's Greetings in green ink. Packed in Free plastic box. Unique blue tinted LETTER OPENER-MAGNIFIER & TELEPHONE DIALER . . . FREE WITH each set of 500 labels. Guaranteed to please or your money back.

500 HOLIDAY LABELS \$1.00 postpaid

CASEY'S CORNER dept. 3
Box 1280 Hollywood, Florida 33022

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.



BATES FLOATERS® GO KING-SIZE. Tall and big men can now buy famous Bates Knock-A-Boots in large sizes. Sturdy, yet light, they are hand-lasted for perfect fit. Cactus Shag or Antiqued Bronze glove leather in 10-16; 1/2 sizes to 12. Narrow, Med., or Wide. \$16.95 ppd. Free 72-pg. color catalog. King-Size Inc., 8636 Forest St., Brockton, Mass. 02402.



KNOW WHAT TO PAY FOR ANTIQUES. This big new 440-page dealers' handbook gives the values of literally thousands of American antiques. Includes pictures, confidential dealers' prices of glass, china, furniture, more than 200 other groups. Valuable guide to save money. \$5.95 ppd. Triboro Books, Dept. EK-10, 488 Madison Ave., N.Y. 10022.



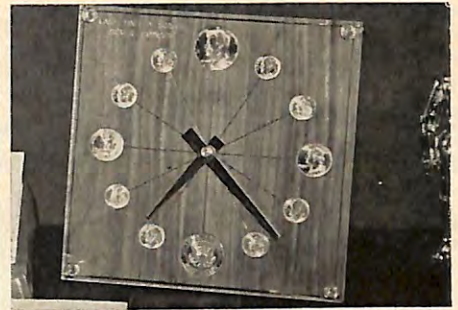
MUSICAL BIRD CAGE—so bright and cheerful in any room. Two brightly colored birds (each about 4" long) perch among leaves and flowers. Wind the cage and it revolves slowly as the music box plays a delightful tune. Approx 13" tall, 5" dia. Stands on table or hangs up. \$7.95 plus 50¢ shpg. Alexander Sales, Dept. EL, 125 Marbledale Rd., Tuckahoe, N.Y.



SHAVER JET peeps up your electric shaver—new or old—to give you closer, faster shaves. Just plug Shaver Jet into wall outlet and attach shaver cord. "Jet" converts AC into more powerful DC for more power and speed. Lengthens shaver life. UL approved. 1-yr. warranty. \$6.95 ppd. Parks Products, Dept. O, 7421 Woodrow Wilson Dr., Hollywood, Calif. 90046.



PERFUME TREASURE CHEST has 10 famous perfumes, created by internationally-known perfumers and bottled and sealed in France. Not colognes, not samples but generous miniatures in a gift box. 1 chest, \$5.00; 2 for \$4.50 ea.; 3 for \$4.25 ea.; 10 or more, \$4.00 ea. Ppd. Charles of 5th Ave., Mail Order Dept. EP, P.O. Box 98, Cedarhurst, N.Y. 11516.



UNIQUE COIN CLOCK

The perfect gift

EXECUTIVE DESK MODEL #72, available in Black, White or Walnut Grain. Operates 1 year on replaceable battery (included). American mechanism fully guaranteed. Beautiful conversation piece . . . complete with "The Last U.S. Silver Coins." . . .

... \$34.95 postpaid

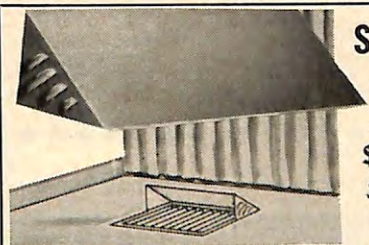
Personalized with name in gold add \$1.00 per line.

Order early for Christmas!

MARION-KAY CO., INC.

Dept. E—Brownstown, Indiana 47220

*BUSINESS AND INDUSTRY . . . Write for our fully deductible gift plan on this item.



SAVE!

3 for
\$5.00
\$1.79
each

KEEP DRAPES, WALLS CLEAN

with Hot Air Deflectors!

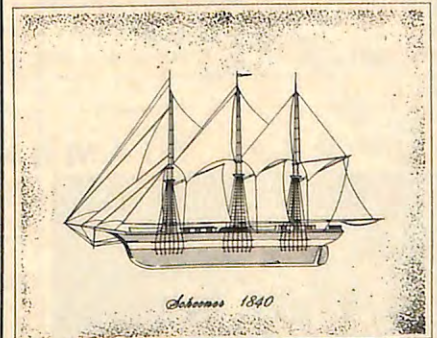
New improved deflectors divert hot air away from drapes, curtains, walls, ceiling. Eliminate soot & dust deposits to keep your house cleaner longer. Special louvered ends actually improve heat circulation. One size fits all wall & floor registers 10" to 19". \$1.79 postpaid. Satisfaction guaranteed.

LONDON HOUSE

P.O. Box 2 Dept E
Riverdale, Ill. 60627

SHIP PRINTS

On Antique Parchment



These Ship Prints are beautifully reproduced on antique parchment in the finest detail and give a note of authenticity to any room, den or office. Set of 3 includes 1840 Schooner (above), an American Yawl and a Storm Wheeler, each recreated in a striking combination of black, rust, olive and white. Truly distinctive, they are each 16"x20" and ready for framing. Complete Set of 3 only \$3.95 plus 35¢ post. & hdlg.

John Boston Esq.

Dept. E16
Wellesley, Mass. 02181

UNIQUE • DELICIOUS
IDEAL FOR ALL OCCASIONS

Buffalo
ONLY
\$6.50
POST PAID
Big 40 ozs.

SALAMI
A genuine taste of
the Old West from the
heart of Buffalo Country

SEND CHECK, CASH OR MONEY ORDER TO:
HUNGRY CHARLEY
Dept. 10-E, B-973 Jackson Hole
JACKSON, WYOMING



TOTALOCK

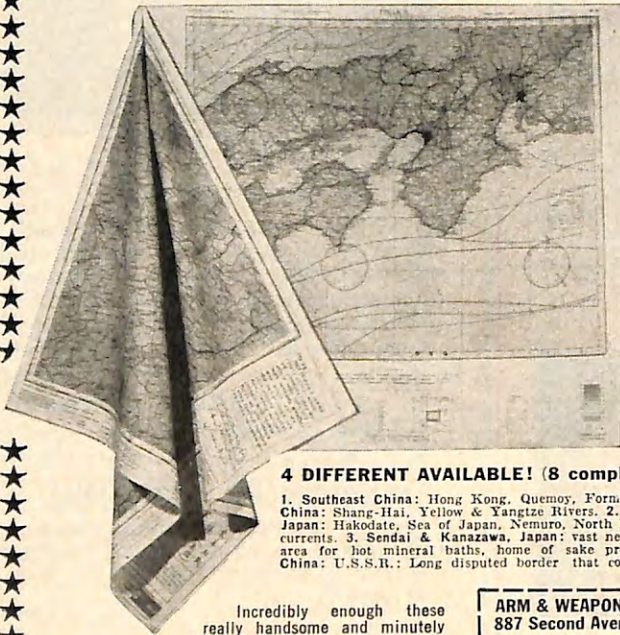
This lock was tested on a man who is a severe critic of mechanical devices . . . **AND HE BOUGHT IT!** This keyless lock securely fastens to any hinged door . . . goes on

or off in a minute. Two small flat pieces of fine steel fitted together makes this a tamperproof, powerful lock without any installation problems. Protects you from intruders. Ideal for people who travel or who are alone much of the time. Weighs less than two ounces. Can be carried in purse or pocket. \$2.00 each, postpaid.

Send check or M.O. No C.O.D.'s
Satisfaction Guaranteed

J. W. HOLST, Dept. J-10, 106 Emery St.,
East Tawas, Mich. 48730

FOUND IN A U.S. WAREHOUSE—WORLD WAR II Silk U.S.A.F. Escape Maps—\$1⁹⁵



- Printed in 6 colors on both sides
- Heavy waterproof silk
- 100 uses—Scarfs, Shirts, Ascots, Framing, etc.
- Gov't cost \$9

4 DIFFERENT AVAILABLE! (8 complete maps all together)

1. Southeast China: Hong Kong, Quemoy, Formosa, Nanking, Canton. Northeast China: Shang-Hai, Yellow & Yangtze Rivers. 2. North Honshu, North Hokkaido, Japan: Hakodate, Sea of Japan, Nemuro, North Pacific with treacherous winds & currents. 3. Sendai & Kanazawa, Japan: vast network of railroads, famous resort area for hot mineral baths, home of sake producers. 4. Harbin, Manchuria, China: U.S.S.R.: Long disputed border that could result in war.

Incredibly enough these really handsome and minutely detailed Air Force silk maps were just found in a U.S. warehouse, neat and clean as when originally prepared for airmen's WW II escape kits. Everything shown—cities, rivers, railroads etc. Cover 4 to 5 sq. ft. Great momentos—use them for everything from shirts to framing. Gov't cost, \$9. Now, \$1.95.

ARM & WEAPONS, Dept. EK-10
887 Second Avenue, New York 10017

Enclosed check or m.o. for \$ _____
and send numbers _____
Each, \$1.95; All 4, \$6.95

NAME _____

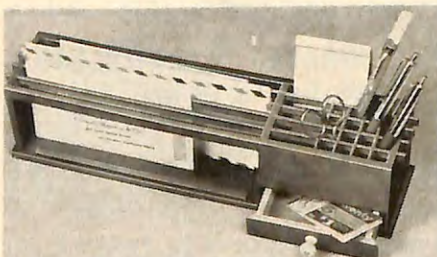
ADDRESS _____
(Add 15c each postage & handling)



EXECUTIVE RADIO DESK SET relaxes you while you work. Handsome chrome and black desk set with vinyl padded top has Parker ball point pen, matching letter opener—and an 8-transistor radio with full length antenna, large speaker. Long-life battery included. Gift-boxed. \$19.95 ppd. Jackson Raymond Co., Dept. EK-10, 676 N. Dearborn, Chicago, Ill. 60610.



SHOE TREE is a wonderfully compact way to store many pairs of shoes. It holds 16 pairs plus cleaning and polishing gear, fits in closet under short garments or in bedroom corner. Easy to carry. 31"H, 14 1/2"W, 11"D. Honey-tone pine or maple finish. \$16.25 ppd. Complete Kit, \$9.95 ppd. (Add 80c W. of Miss.) Yield House, Dept. EK, No. Conway, N.H.



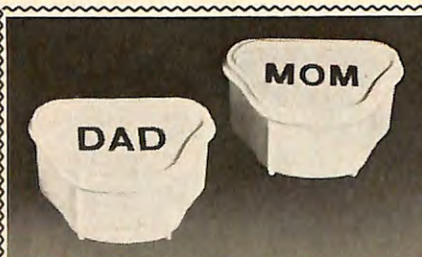
TEAK DESK CADDY

Clear away the clutter on your desk and get your papers and pencils organized with this clever and smartly designed teak desk caddy. 5 horizontal slots hold letters, stationery, papers, mail, etc., while 25-section "grid" holds pens, pencils, rulers. Has pull-out drawer for stamps, thumb tacks, other small items. 15 1/2" long x 3 1/2" x 3 1/2". Only \$4.98 each; 2 for \$9.49. Add 50c each for pstg. and hdg. Complete Satisfaction Guaranteed.

John Boston Esq.

Dept. E18

Wellesley, Mass. 02181



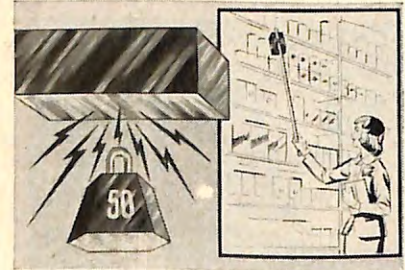
PERSONALIZED DEN-SHUR-CUP

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

SELECT VALUES, Inc.

Dept. EL-10

30-68 Steinway St., Long Island City, N.Y. 11103



HIGH INTENSITY BAR MAGNET lifts and holds 50 lbs. of iron or steel. You can tie it to a pole and grab hard-to-reach cans on high shelves. Or use it as a clamp or guide for cutting wood or metal. Excellent too for collecting scattered nails and pins. \$1.98 plus 25c post. Barclay, Dept. 52-F, 170-30 Jamaica Ave., Jamaica, N.Y. 11432.



POCKET ALARM TIMER reminds you with a gentle alarm that the parking meter time has run out, it's time to take the roast out or leave for the airport, etc. Featherweight 1 1/2" timer on a keychain has a precision Swiss mechanism. Takes settings for any time up to 2 hours. \$4.95 plus 35c post. J. W. Holst, Dept. EK10, 106 Emery St., East Tawas, Mich. 48730

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



1 Carat Brilliant White Diamond Lady's or Man's Solitaire Ring
\$795.

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 80 page catalog.

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

EMPIRE DIAMOND CORPORATION
Empire State Building, New York, New York 10001
Send FREE Catalog 27

Name _____

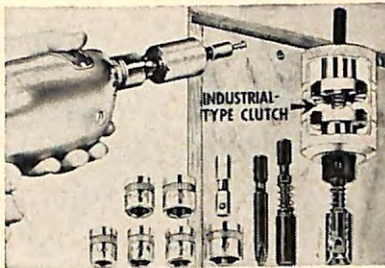
Address _____

Zip _____

ELKS FAMILY SHOPPER



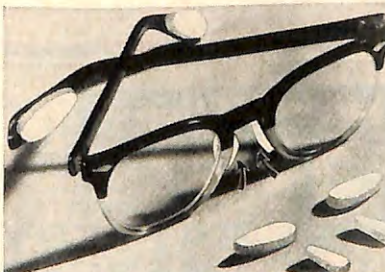
FOLDING DECORATIVE EASEL. Painter or collector—you can use this beautiful hard-wood table easel to paint on or to display your favorite work. Sturdily made to hold a canvas, it can be raised or lowered, folds flat for storage. Walnut finish with brass-plated hardware. \$14.95 plus 60¢ shpg. Manley Import, Dept. EL, P.O. Box 398, Tuckahoe, N.Y.



SHOP-KING SCREW AND NUT DRIVER fits any electric drill to drive screws, nuts, bolts. Has powerful non-slip clutch. Flat bit, for #6-14 slotted screws, has holder to prevent bit from running off screwheads. Incl. Phillips bit, 6 hex socket wrenches. 1-yr. guar. \$8.95 list. Special \$5.88 ppd. Shop-King, Inc., Dept. EL-10P, 425 W. 203rd St., N.Y. 10034.



INSTANT ICER GLASS CHILLER coats any size cocktail or beer glass with tasteless, odor-free fine ice in seconds. Portable unit needs no batteries, electricity or refrigeration. One unit chills 80 to 100 glasses. \$3.95; 3 for \$7.50. Refill unit, \$1.50; 2 for \$2.85. Ppd. Casey's Corner, Dept. 3-3, P.O. Box 1280, Hollywood, Florida 33022.



EYEGASSES SLIP AND SLIDE? Do they leave irritating marks? Simply apply self-adhesive Glass-Eze. Invisible pads prevent unsightly marks, keep glasses firmly in place. Excellent for earrings and hearing aids. 24 nose cushions and 12 ear tabs in case. \$1.00 ppd. Select Values, Inc., Dept. EL-14, 30-68 Steinway St., Long Island City, N.Y. 11103.

1965 JOHN F. KENNEDY COIN SET



THE BEST GIFT OF ALL

235 10 SETS 22.50



Brilliant • Uncirculated • Guaranteed • Postpaid

On July 31 the Treasury stopped producing these 1965 dated coins, making this one of the shortest mintages on record. 1965 coins have always been difficult to find—especially the Kennedy half dollar. This scarcity should now increase. These brilliant, uncirculated sets are an investment in your coin future . . . almost certain to become more valuable. In a sparkling, protective plastic holder.

1964 J. F. Kennedy Sets (last of the true silver coins) "P" or "D" Mints. Each set 2.95...10 sets 24.50
3 Sets—1964-P and D, and 1965, All 3 for 6.95

NO.	COIN SETS	COST
	1965, \$2.35, 10 for 22.50	
	1964-P, \$2.65, 10 for 24.50	
	1964-D, \$2.65, 10 for 24.50	
	3 sets, 64-P and D, 1965, 6.95	
TOTAL AMOUNT		
Name _____		
Street _____		
City _____		
State _____ Zip _____		
Check <input type="checkbox"/> M.O. <input type="checkbox"/>		

BIG STATE COIN COMPANY • Dept. AP • 1416 Commerce St. • Dallas, Texas 75201

NOW! ANYONE CAN HAVE HOT WATER QUICK!

The original portable pocket-size water heater

Costs only \$2.95

Limited Time Only
A MUST FOR CAMPERS, FARMERS, GARAGES, HOUSEWIVES, AND HORSE STABLES

Place in water; plug in socket—turn on switch! Plenty of hot water where and when you want it with the Boil Qwik Electric Water Heater. Only \$2.95 Ppd.

10 day money back refund

BOIL QWIK P.O. Box 190, Dept. E-10 Bronson, Michigan 49028



YOUR OLD FUR COAT INTO \$24.95 NEW CAPE, STOLE, JACKET

SEND FREE STYLE FOR FREE BOOK

Let MORTON's remodel your old fur coat, jacket, cape or stole to glamorous new fashion, only \$24.95. Includes new lining, interlining, monogram, cleaning, glazing. Written Guarantee MORTON'S, world's largest fur restyling specialist offers largest selection, over 45 styles. Styling praised by Harper's Bazaar, Glamour, others. Send no money! Just mail old fur, state dress size. Pay postman, plus postage. Or Write For NEW GREATLY ENLARGED FREE STYLE BOOK.



MORTON'S Dept. 45-J, Washington, D. C. 20004

WALK TO FITNESS

Enjoy convenience, privacy . . . rain or shine . . . at home!

OWN a BATTLE CREEK HEALTH WALKER



Wonderful for both men and women! Lets you enjoy walking—Nature's best body-conditioner—in privacy. Effective daily exercise day or night, regardless of rain, snow or summer heat. Health Walker is quiet, well-built to last. Chrome flywheel, smart pearlescent gray finish. Pedometer shows distance you walk, trot or run for fun!

MONEY-BACK GUARANTEE.

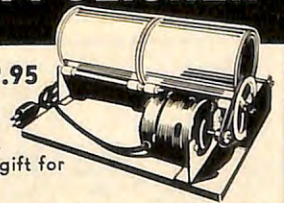
Cash or Monthly Terms Write for Free Folder!

Battle Creek EQUIPMENT COMPANY
44 Doty Bldg., Battle Creek, Mich. 49016

ROCK POLISHER

ONLY \$19.95

Great fun for everyone. A wonderful gift for someone.



The original Thumler's Tumbler polishes rocks to a fine, gleaming finish. Produced by the largest manufacturer of small tumblers in the country. Guaranteed for one year.

POLISHER only \$19.95 Prepaid (Complete with motor and barrels as illustrated)

2 sets of 3 abrasives and 1 prepolish . . \$ 2.80
Rubber tumbler liners, pr. \$.89
Victor's Tumbling Manual \$ 2.00
Other tumblers from \$13.95

(In Washington State add 4.2% sales tax) Cash, check or money order only to:

JENSEN McLEAN CO., INC.
Dept. E, 25th Floor Smith Tower
Seattle, Washington 98104

THE gift FOR YOUR SUPER SPY

see through walls

AMAZING

NEW

SPY PEN

from the man

L. E.

the man from **U.N.C.L.E.**

More than a toy, Spy-Pen's three precision ground three lens assembly makes it a professional spy device that sees around corners, gives wall to wall vision through the smallest peep-hole. Kids have hours of fun exploring a brand new world. Clipped to their pocket, it is disguised as an ordinary fountain pen. Complete with an official secret agents' registration from the man from U.N.C.L.E., autographed photographs of Solo and Ilya, a booklet on spy techniques plus official instructions.

attractively packaged

HIDDEN DEVICES
Dept. B.H. 13
NORTHRIDGE, CALIF.

\$2.98

plus 27c shipping costs.

MONEY BACK GUARANTEE

TALL or BIG MEN

ARROW goes KING-SIZE



ARROW Shirts; MCGREGOR Jackets; Slacks, Sleepwear, proportioned for Tall or Big Men. Plus 80 Shoe Styles 10-16 AAA-EEE Hush Puppies Dress, Casuals, Boots. Write for FREE Color Catalog.

KING-SIZE, INC., 808b King-Size Bldg., Brockton, Mass.

MAN-PLEASING PERSONALIZED TERRY BATH SHEET



Giant super-thirsty heavy terry bath sheet pleases—never teases a man—does away with his constant complaint that "bath towels are too small!" This one is 36" x 66"—wraps him in luxury—helps towel away cares of the day after bath or shower. Gals love its cover-all convenience while setting just-washed hair. Show white quality terry with multi-color shield design has his first name. Colorfast! Specify name (up to 15 letters).

No. 5374P — \$4.00 ppd.

Write for FREE catalog of unusual items. Please include your zip code.

Downs DEPT. 3310-A
EVANSTON, ILL. 60204

ELKS FAMILY SHOPPER



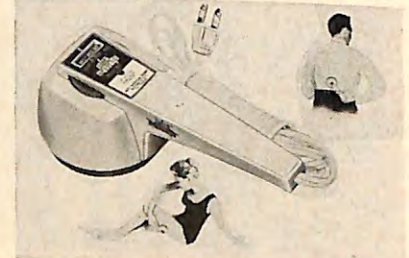
18 BELOVED CHRISTMAS CAROLS, magnificently performed on organ and chimes, are in "Chimes of Christmas" Record Album. Included are "Silent Night," "Oh Little Town of Bethlehem," "The First Noel," and 15 more. Stereo or monaural. \$2.50 plus 25¢ shpg. 2 for \$5.00 ppd. Colonial Studios, Dept. CC-14, 10 Martine Ave., White Plains, N.Y.



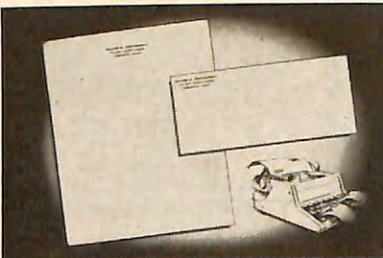
\$1,000 BANK ON WHEELS is a marvelous new copy of the massive Mosler safes our grandfathers used. This all-steel black one has authentic colorful eagle and gold leaf designs, a combination lock, is big enough (6" x 7" x 9") to hold \$1,000 in change. For young and old to save. \$5.95 ppd. Antique Toy, Dept. EK-10, 887 Second Ave., N. Y. 17.



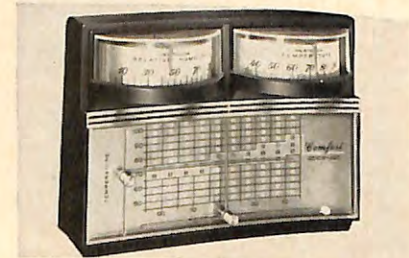
BE A GOVERNMENT HUNTER, GAME WARDEN, FORESTER. An adventurous career awaits you in Wildlife-Forest Conservation. 3 free guides tell how men from the age of 17 up can have a career in the public service with good pay, low living cost, security. Write North American Conservation, Dept. EPA, University Plaza, Campus Drive, Newport, Calif. 92660.



DEEP HEAT MASSAGER. Glowing infra red rays from this spot massager penetrate deep down to spread warmth and soothe nerve centers, ease painful muscles. Curved to fit body contours. New control dial gives High Heat, Low Heat, Massage, Infra-Red Heat plus Massage. \$9.95 plus 75¢ shpg. Grand Central Co., 1152 Sixth Ave., New York, N.Y. 10036.



TYPEWRITER BOX STATIONERY for businesses, clubs, organizations, students. Each crisp white rag content bond sheet (8 1/2" x 11") and matching envelope (3 7/8" x 8 7/8") is printed with full name and address (to 4 lines, 30 characters per line). 100 printed sheets and envelopes, \$3.00 ppd. The American Stationery Co., 2921 Park Ave., Peru, Indiana 46970.



BE YOUR OWN INDOOR WEATHERMAN with Westclox Comfort Meter. It calculates with the THI (Temperature Humidity Index) in your house and guides you to proper heating. A combination of thermometer, moisture registering hygrometer, and comfort index calculator. Place on wall or desk. \$9.98 plus 65¢ post. Hobi, Dept. E10, Flushing, N.Y. 11352.

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. Save! Buy 2 pr./\$5.50. HUDSON INDUSTRIES, Dept. EL-106, 550-5th Ave., New York 10036.

Hearing Aid Users!



Don't throw away your old Mercury Hearing Aid Batteries. Use the Electronic

BATTERY CHARGER

Charges all mercury and nickel cadmium batteries overnight. Specify battery number when ordering. Will not over-charge. Designed for lifetime use. Can save you up to \$50 a year in battery cost. Send check or M. O. Money back guarantee. C.O.D.'s accepted. **\$5.95**

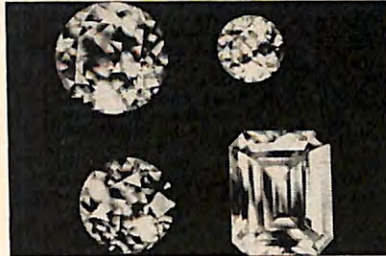
GEORGE KENT LAB.

61 E. 11 ST., NEW YORK, N. Y. DEPT. E-10

ELKS FAMILY SHOPPER



MAGNIFICENT TULIPS grow from these imported bulbs—100 for just \$1.98. Danish fall planting stock tulips with a 2 1/4" to 3" circumference come in assorted colors. You also get free 6 Dutch Muscari bulbs in lovely blue. (200 Tulips are just \$3.79). C.O.D. or add 40¢ post. 5 yr. guar. Michigan Bulb Co., Dept. MG-1542, Grand Rapids, Mich. 49502.



DAZZLING TITANIA JEWELS sparkle with the fire and brilliance of a diamond, yet cost only \$12.00 per carat. A 1-carat Titania in a 14-kt. gold Solitaire setting is \$29.00. Titania jewels may be cut to fit your jewelry. Write for free ring size chart and 120-pg. color catalog. Regent Lapidary Co., Dept. ELP-2, 511 E. 12th St., New York 9, N.Y.



POCKET-SIZE TRANSISTOR PHONOGRAPH weighs only 2 lbs. and fits into bag or pocket easily. Smartly designed and ideal for trips, beach, patio, etc. Completely portable. Plays 33 1/3 and 45 RPM records. Speed, volume, selector controls. Only \$19.95 plus \$1.50 post. & hdlg. Boston House, Dept. E310, Wellesley, Mass. 02181.



"HOW TO CASH IN ON THE BABY BOOM" tells you how you can make full or spare time profits without any investment. The plan described is for young families with children and offers a service at about 1/3 the retail value. Write for a free booklet of details from Family Record Plan, Dept. EP, 2015 West Olympic, Los Angeles, Calif. 90006.



OUIJA BOARD ANSWERS YOUR QUESTIONS and provides an evening of supernatural fun for family and friends. One of the most mysterious and popular games ever devised and played the world over for many centuries, it will amaze and fascinate you. Only \$3.98 plus 50¢ post. from Greenland Studios, Dept. EK-10, Miami, Fla. 33147.



ELECTRIC SOCKS don't use bulky batteries that strap to your waist. They operate from a tiny battery in a pouch at the top of each sock. Keep you warm hunting, skating, skiing, etc. Small, medium or large. Batteries removable. \$7.95 a pr. plus 50¢ shpg.; 2 pr., \$15.75 ppd. Alexander Sales, Dept. EL, 125 Marbledale Rd., Tuckahoe, N.Y.



TRAPPIST PRESERVES

Made and packed by the MONKS of

St. Joseph's Abbey • Spencer, Massachusetts



#225 STRAWBERRY GIFT BOX
Big! Two full pounds of rich luscious strawberry preserves in a handsome gift box. Once you open the jar, the aroma of fresh strawberries gives the secret of a taste treat. We make it easy for you to give with the confidence that your gift will be appreciated. Why not order for your own delight.

\$3.00 POSTAGE PAID

SEND FOR FREE CATALOG FEATURING THE DISTINCTIVE LINE OF TRAPPIST PRESERVES, JELLIES, TRAPPISTINE CANDY, THE PERFECT ANSWER TO ANY GIFT-GIVING NEED.

TRAPPIST PRESERVES — SPENCER, MASS. E10

Please send _____ jars of your 2 lb. Strawberry Preserves. Enclosed is my check or money order for full amount.
(West of Mississippi add \$0.50)

Please send free catalog

NAME _____

ADDRESS _____

CITY _____ STATE _____

ZIP CODE # _____



Interchangeable "Flip Sleeve" Coat Warmer

Buttons into coats, jackets, raincoats. Adds warmth without bulk to arms, back, chest and shoulders. Exclusive patented "Flip Sleeve" allows complete freedom of movement. Tailored of Skinner Satin with Acrilan pile backing. Sizes S-M-L for men and women. **\$9.90 ppd.**

FRENCH MFG. & SALES

93 Market Square Newington, Conn. 06111

LIVE SEAHORSES

Order LIVE MATED SEAHORSES sent Air Mail postpaid from Fla. All orders receive a kit with FREE food, our catalog and simple instructions for raising these aquatic little pets in a jar, fish bowl or aquarium. The Father (male) Seahorse gives birth to the young alive. The Educational, Relaxing and Enjoyable hobby with hours of fun for all the family.

LIVE DELIVERY GUARANTEED.

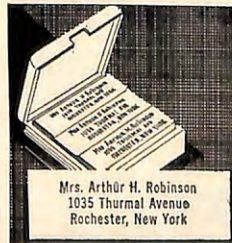
ONE PAIR \$2.25

THREE PAIR SPECIAL-\$4.00-Order TWO PAIR and receive (6) ONE PAIR FREE

(One address please)

F. F. MARINE LIFE

P. O. BOX 248-EK-67 DANIA, FLA. 33004



Mrs. Arthur H. Robinson
1035 Thurmal Avenue
Rochester, New York

1000

Name & Address Labels \$1

ANY 3 DIFFERENT ORDERS \$2 ppd.

SAVE! SPECIAL OFFER!

Sensational bargain! Your name and address hand-somely printed on 1000 finest quality gummed labels. Padded. Packed with FREE, useful plastic GIFT BOX. Use them on stationery, checks, books, cards, records, etc. Beautifully printed on finest quality gummed paper—1000 only \$1. SPECIAL—SAVE MONEY! ANY 3 DIFFERENT ORDERS \$2. Makes an ideal gift. If you don't agree this is the buy of the year, we'll refund your money in full. HANDY LABELS, 1006 Jasperson Bldg., Culver City, California 90230.



PAINT YOUR OWN WALL MURAL!

Enjoy the beauty, creative satisfaction of painting a lovely 5 to 14 ft. wide mural directly on your wall! New "paint-by-numbers" method is fun, incredibly easy. Takes just 3 to 5 hours. Artists charge up to \$350; wallpaper scenes cost \$100 and more. Our complete kits, \$12.95 up! Also fabulous "Black Light" mural kits. Many exquisite modern, provincial, oriental, etc. designs. A stunning prestige touch! Send for FREE Color Catalog. "How to" details (encl. 10¢ for postage handling). MURAL ART CENTER, 4401 Birch St., Dept. 464A, Newport, Calif. 92660



FOAM INCLINER

27 in. long **\$19.95** Postage
27 in. wide Prepaid

Wedge 7½ in. high Satisfaction guaranteed or money back in 30 days

Proven comforting for those suffering from heart conditions, shortness of breath, asthma, hiatus, or diaphragmatic hernia, acid regurgitation, swollen legs, edema, poor circulation; anyone who snores or has breathing difficulty. Body incliner is widely prescribed and recommended by leading physicians for above conditions. Does not pack down. Equal in elevation to 3 down pillows. No mattress to lift. Weighs only 3 pounds and 13 ounces. Can be reversed at foot of bed to lift legs. Clean, firm, ventilated foam is top quality urethane. Send check or money order for \$19.95 (not available in stores)

Dept. E10
S&L SALES CO.
905 Scottshill Drive
Balto., Md. 21208



Durable zippered ticking

Traveling? So light, compact, portable—you can take it with you. Sturdy carton. Fits into any 28" suitcase.



TITANIA

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



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

1 carat "Titania" solitaire set in a beautiful 14 kt. gold mounting. Complete ONLY \$2900*

1 carat "Titania" set in a Masculine box style 14 kt. mounting. Complete ONLY \$3700*

Write for FREE HANDY RING SIZE CHART & 120 PAGE FULL COLOR JEWELRY CATALOG.

*No more Federal tax



10 Day Money-Back Guarantee LAPIDARY Co.

Dept. EL-78, 511 East 12 St., New York 9, N. Y.

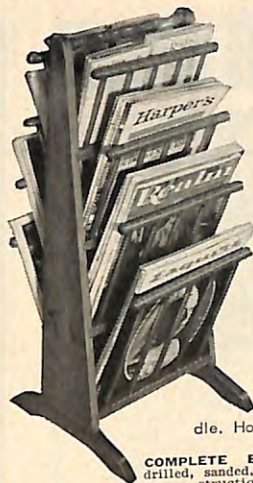
Bean's Chamois Cloth Shirt



Sueded cotton. Looks and feels like high grade chamois leather. Machine washable and is more durable than wool. Mr. Bean personally uses this shirt on his hunting and fishing trips. Colors: Tan and Bright Red. Sizes: 14½ to 19. Price \$6.25 postpaid. Send for free sample and Free Catalog.

L. L. Bean, Inc.

363 Main St., Freeport, Maine 04032
Hunting, Fishing and Camping Specialties



FINISHED OR IN KIT

Magazine Tree

Just developed in our workshop—a compact easy-to-carry Magazine Tree! Holds over 75 magazines, catalogs, newspapers, journals—all shapes and sizes. Pick them out, wrinkle-free, quickly, easily. It's a brand-new idea for home, office, or reception room—ideal where space is a problem. 12" W. 13" D. 30" H. Finely crafted of rich grained pine, hand rubbed to a satin sheen. Hardwood spindles and carry handle. Honey pine or maple finish.

\$16.50 Postpaid
COMPLETE EASY-DO KIT. Prefinished, drilled, sanded, ready to finish. Simple instructions. \$9.95 Postpaid. Add 80¢ West of Miss.

LARGE NEW FREE CATALOG—700 PIECES—Finished and Kit Furniture In Friendly Pine.

Include your Zip Number Not Sold in Stores

YIELD HOUSE

Dept. EK10-6, No. Conway, N.H. 03860

SPARE ACHING FEET

Helps healthy as well as "ACHING FEET"



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

PEDI-MOLD OF N.Y. 2 pr. \$5.70 ppd.

Dept. E-106, 565 Fifth Ave. (9 E. 46) New York, N.Y. 10017

FIX YOUR LOOSE OR BROKEN DENTURE

Now you can repair teeth, fix cracks and fill in loose areas with our plastic repair and reline kit. Self-curing powder and liquid hardens in minutes, permanently. Used by dentists and laboratories. Easy instructions. \$2.95 postpaid. Good for many repairs. Sent first class mail. Money-back guarantee. Send check or m.o. to:

DENTAL REPAIR CO., Dept. 10
Centerport, N.Y. 11721



ART BEAM LITE

Gives Dramatic Lighting Effects to Paintings, Sculptures, Art Objects.

This compact fixture casts a concentrated beam of light on your most treasured art objects. Used in fine homes, museums, galleries and by interior decorators, it is fully adjustable to project round, rectangular or oblong light beams. No beam overflow on wall. Also attaches to wall or ceiling. 5" high. Projects up to 20 feet distance. Only \$17.50 each. 2 for \$32.50. Add \$1 pstg. each. Complete Satisfaction Guaranteed.

John Boston Esq.

Dept. E17 Wellesley, Mass. 02181

ELKS FAMILY SHOPPER



KEEP FINANCIAL RECORDS IN ORDER in this handsome brown leatherette file. "Financial Organizer" has 15 roomy sections partitioned and labeled for months, bills, medical expenses, gifts, taxes, mortgages, income records. 9¼" x 8½" x 4", stands on desk or table. \$4.98 ppd.; 2 for \$9.85. Ppd. Downs & Co., Dept. 3310, Evanston, Ill. 60204.



"MOOD INDIGO"—handsome blue shirt in the color used by TV stars looks smart for evening and black suit wear. Fine broadcloth shirt has black and blue embroidered trim, pleats, pearl buttons. Also in white. 14 to 17 neck; 30 to 36 sleeve. \$8.95 ppd. Californian Tie, black silk, \$3.50 ppd. Free catalog. Lew Mar-gram, Dept. L-10, 830-7th Ave., N.Y. 19.

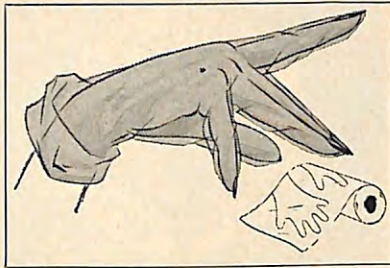


FOR HEAVY-DUTY SEWING—repairing luggage, handbags, awnings, sails, auto tops, etc.—use new, improved Automatic Sew-Awl. It easily, professionally sews leather, nylon, canvas, plastic, other heavy materials. With 60 feet of waxed thread, diamond pointed needles, instructions. \$1.88 ppd. Barclay, Dept. 51, 170-30 Jamaica Ave., Jamaica, N.Y. 11432.



SMOKERS' TINY ASHCAN—just 2½"—holds a full evening's butts and ashes. Push a button and the top opens to reveal a safety cigarette stand and holder that keeps cigarette from falling out. Then top locks tight sealing off smells. Silver-tone finish. \$1.00 ppd. Foster Trent Inc., Dept. 13-E-4034 308 Main St., New Rochelle, N.Y. 10801.

ELKS FAMILY SHOPPER



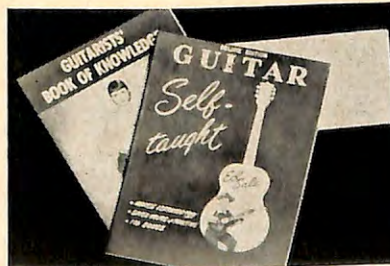
THREE-CENT PLASTIC GLOVES come in rolls. They're disposable and waterproof, ideal for use in the home, hospital, office, garden. Use them to wash clothes, the car or the family pet. Strong and durable; they can be used over and over. Just peel them off roll. Fit either hand. Roll of 100, \$2.98 ppd. Kline's, Dept. EK-10, 333 East 50th, New York 22.



"TRAVEL LIGHT" MAKE-UP MIRROR is compactly concealed in a lovely 9" square mock alligator case. It reverses from plain to magnifying and has four bulbs to cast a bright, glare-free spotlight on your face. In white or black with electric cord. \$19.95 plus \$1.00 post. Replaceable bulbs 75¢ ea. Ashlee, Dept. EL, 247 West 35th St., New York 10001.



EARLY AMERICAN PERPETUAL CALENDAR is never out of date. It has 3 rolls that move to show the month, day of the week and the date. Just a turn of the outside handle dials the correct date, day after day, year after year. In handsome wood with a golden eagle motif on top. 9 1/2" x 5 1/2" x 2 1/2". \$1.98 plus 25¢ post. Hanover House, Dept. Z762, Hanover, Pa.



PLAY THE GUITAR IN 7 DAYS by following a famous guitarist's instructions. Ed Sale teaches you how to play a song in the first day, any song in 7 days. You'll learn easily at home from the 66-page instruction book, 110 songs, Chord Finder, Guitarist's Book of Knowledge—all for \$2.98 ppd. Ed Sale Studios, Studio EK-10, Avon-By-The-Sea, N.J.

WHY SPEND A LOT FOR AN EXTRA PHONE? Standard Dial Phones-only \$9⁹⁵

**COMES WITH
4-PRONG PLUG
READY TO
PLUG IN
AND USE!**



**SAVES EXTRA STEPS AND
COSTLY RENTAL CHARGES**

These reliable phones are hard to beat—sturdy reconditioned Western Electric and Stromberg-Carlson dial phones at about one quarter normal retail cost. Rewired, refinished and equipped with standard plug ready to use in home or office, they are a solid value, make it possible to have a phone in every room (cost less to own forever than what you'd pay to rent for 3 months). Two make a fine intercom. A buy!

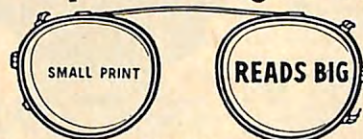
TELCO, Dept. EK-10, 887 Second Ave., N.Y. 17

Enclosed is check or M.O. for \$ _____
 _____ Standard Dial Phones @ \$9.95
 _____ Sets of 2 for intercom @ \$18.95

NAME _____

ADDRESS _____

"Clip On" Magnifiers



Clip these **MAGNIFIERS** on your regular prescription glasses. SEE CLEARER INSTANTLY. Read fine print. Do close work easily. Neat, white metal frame fits all glasses, 10-Day Home Trial. **SATISFACTION GUARANTEED.** On arrival pay postman only \$4, plus C.O.D., or send \$4, and we pay postage.

PRECISION OPTICAL CO., Dept. 41-L, Rochelle, Ill.
 (Sorry, no orders accepted for delivery in Mass. & N.Y.)

ESCAPE from the ordinary

**FREE
80 PAGE
COLOR
CATALOG**

**SAVE
DIRECT IMPORTS
FROM BRITAIN**

Country clothes, down jackets, leather sportswear, world's finest boots and shoes. The right sportsgear for men and women sold only by mail on our money back guarantee.

NORM THOMPSON
 1805 N.W. Thurman • Portland, Ore. 97209, Dept. 33



NON-CRUSHABLE HAT

Roll it, fold it, carry it in pocket, suitcase or golf bag. Handsome poplin "Roll-Up Flatterer" springs back to shape at once. Just snap the brim and you're set for city or country wear. Pellon lining, stitched brim. Waterproof. For men and women. State hat or head size.

\$3.95 postpaid

Immediate delivery. Satisfaction guaranteed.
 Send check or money order.
DEER HILL CO., Dept. L106, Flushing, N. Y. 11352



INSTANT SNUFFER

For home or office. Fits any ash tray. Drop your cigarette in—it stops smoking instantly and the hot ashes are cold in 5 seconds, remaining intact without spreading. No smoldering, after-smell, burnt tables, rugs or upholstery. Snuffs out clean and fast. White porcelain 59¢ ea., 3 for \$1.60, 6 for \$3.00.

STOVER CO., Dept E-10
 P.O. Box 8535 San Jose, Calif. 95125



**SUPERB
DRESS
SHIRT**

#S10
\$6.95

The height of elegance! All eyes will turn to this handsome dress shirt, with its striking front of beautifully embroidered lace. Unusual button treatment . . . in groups of 3 — with the center black button larger than those on either side. White only. Sizes 14-17, sleeve lengths 32-36. Only \$6.95 postpaid, or \$2. deposit on C.O.D., you pay postage. A19 Black satin tie, \$2.50. Satisfaction guaranteed. See our exciting collection of dashing apparel and dramatic imported footwear.

**WRITE FOR
FREE CATALOG**

Eleganza

1476 Monument St., Brockton, Mass. 02403



Style B



Style A

Coat-of-Arms

Your family name, coat-of-arms and motto (if any) hand painted on embossed copper and mounted on polished mahogany shield. Over 300,000 names; American, English, Irish, Scotch, German, Italian, etc. (Style B) 5½" x 8" — \$14.95, 10" x 13" — \$26.50. (Style A) 7" x 10" — \$18.00. (Style C. Shape of A) 10" x 14" — \$27.00. Goatskin Parchment with coat-of-arms hand painted in full color. Black frame. 7" x 10" — \$15; 10" x 14" — \$18. Unframed \$2 less. Postpaid. 6 week delivery. Money refunded if coat-of-arms not available.

"1776" House, Dept. E-7
260 Mass. Ave., Boston, Mass. 02115



**"FlexPort
IS A
REAL
JOY"**

"We are delighted with the FlexPorts. They are a real joy in this huge house and our cats and dogs are having a ball going in and out at will!"

FlexPort PET DOOR

Ends Door-Tending, Whining, Scratching
Why be a doorman for your pet? FlexPort ends scratched doors and whining. Keeps out flies, wind, rain. Gives you and pet complete freedom. Soft plastic triangles close gently and tightly. Easily installed.

Send for free folder.

TUREN, Inc., Dept. L-10

2 Cottage Ave., Danvers, Mass. 01923



**COMPLETE
OR IN KIT
SUSAN
BOOK
END
TABLE**

HOLDS ABOUT
60 BOOKS

A friendly union of charm and function distinguishes our lovely Susan Book End Table. Holds larger reference volumes below, standard sizes above. Revolves on extra sturdy concealed ball bearing swivel so all books are accessible. An ideal end, occasional or bed table. 25½" H. 24" Dia. Beautifully hand crafted of knotty pine in mellow honey tone pine or maple finish. Only \$29.95. COMPLETE 1 HR. KIT. Prefitted, sanded, ready to assemble and finish. Simple instructions. Only \$19.95.

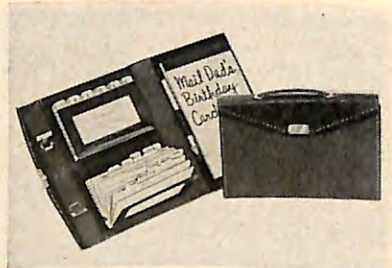


Both Express Charges Collect
BEAUTIFUL NEW FREE CATALOG—700 PIECES
Include Zip No. **YIELD HOUSE**
Money-Back Guarantee Dept. EK10-6, No. Conway, N. H. 03860

ELKS FAMILY SHOPPER



ELEPHANTS ON PARADE. 14 hand-carved ivory elephants circle round and round this exotic Oriental bangle bracelet. Each bangle is painstakingly carved from a single piece of ivory elephant's tusk to form an unbroken chain of elephants attached trunk to tail. An impressive gift. \$4.95 ppd. Park Galleries, Dept. EK-10, 103 Park Ave., N.Y. 17.



POCKET ATTACHE CASE keeps tabs on important data. It has an alphabetized tab card file for addresses and phone numbers, a tabbed-by-month file for birthdays and anniversaries plus a memo pad and pencil. Leatherette. 4" x 5¾" x ¾". Plain, \$1.00; with 23 kt. gold stamped name, \$1.25. Ppd. Spencer Gifts, 614 Spencer Bldg., Atlantic City, N.J. 08404.



GENUINE TEAK STOW-AWAY TABLE fits in ordinary drawer and comes apart for easy storage, you simply unscrew legs. Uses next to no space. Perfect when you want extra space for a guest's glass, dishes or ashtray. 12" sq. x 15" high. Only \$5.95 each; 2 for \$11.50. Add \$1 each for postage. Boston House, Dept. E310A, Wellesley, Mass. 02181.



MUSICAL CANDY DISH. Fine replica of an antique English piece has a Swiss musical movement that plays a tune when the cover is lifted. Beautiful dish is heavy silvery antimony, embossed with leaf and fruit design and has a dark blue glass insert. 8½" high. Tarnish-proof. \$9.95 plus 30¢ shpg. Depot Sales, Dept. EL, 4 Depot Square, Tuckahoe, N.Y.

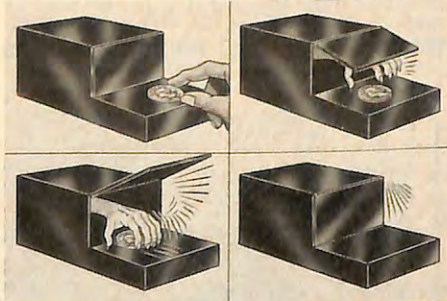
GOLFERS:

Drive this Super Ball 400 yards

Is it a bird . . . Is it a plane? No — it's Super Ball! The amazing super golf ball you can whack a healthy 400 yards. Find some guys who think you can't hit—make a small wager—then collect! Even a tiny tap sends it soaring toward the 19th hole! Looks, feels, and hefts like a real regulation golf ball but zooms out of this world. 92% rebound; 8% short of perpetual motion; 50,000 lbs. of compressed energy. It's almost alive! Get the last laugh with Super Ball. Set of 3 only \$2.98 ppd.

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

PORT Sales / Dept. L-106, Box 134, Co. / E. Northport, N.Y. 11731



**THE WORLD'S FIRST
MECHANICAL PICKPOCKET!**

Don't leave a coin on this sly little metal box. Instantly a thieving hand reaches out, snatches the coin into the vault and the lid drops shut. Outrageous way to fleece friends. Delightful way to intrigue youngsters. Perfect bar-time toy really pays for itself. Windup mechanical operation assures supply of funds. Just \$1.69 and 25¢ post. GREENLAND STUDIOS, Dept. EK-112, MIAMI, FLORIDA 33147.

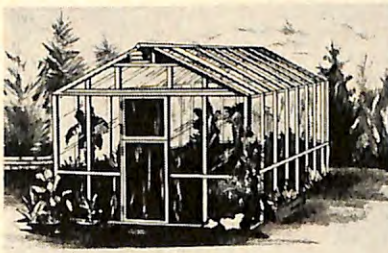
ELKS FAMILY SHOPPER



MAGAZINE TABLE holds over a hundred magazines flat and wrinkle-free. For extra neatness, each magazine can have a shelf. End table is hand-crafted of rich grained pine. 23" H, 16" W, 21" D. In honey-tone pine or maple finish. \$19.95 Exp. Col. Complete Kit. \$14.50 ppd. (Add 1.00 ea. W. of Miss.) Yield House, Dept. EK. No. Conway, N.H.



OPTICAL STAND. Glasses keep safe in this new eyeglass holder that stands on desk or bed table. Just drop glasses into the soft fleece-lined leather case and they're handy to use at a moment's notice. 5" tall. Brown with natural colored fleece or black with red fleece. \$5.00 ppd. Sleepy Hollow Gifts, Dept. E, 3023 Crane Drive, Falls Church, Va. 22042.

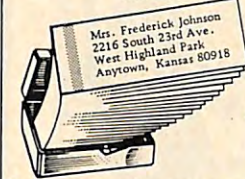


GREENHOUSES AND SWIMMING POOL ENCLOSURES by Redfern. This producer of prefab greenhouses makes a pre-fab swimming pool enclosure, insulated so you can enjoy your pool the year 'round. Send card with size of pool and area to be enclosed for estimate. Redfern's Prefab Greenhouses, Dept. E, 3482 Scotts Valley Drive, Santa Cruz, Calif. 95060.



HAVE FUN WITH A WIG! See how you look in a different hair style or color without making a big investment. High fashion Dynel wig looks like human hair, comes set but may be reset in any style. Elasticized to fit all head sizes. Choose ash blond, black, brunette or auburn. \$4.99 plus 30¢ post. Deer Hill Co., Dept. B-10, Flushing 52, N.Y.

500 PRINTED RETURN ADDRESS LABELS



50¢

USE YOUR "ZIP" CODE
RICH GOLD TRIM
FREE PLASTIC BOX

Quick and handy way to put your name and return address on letters, checks, books, records, etc. ANY name, address and Zip code up to 4 lines, beautifully printed in black on white gummed labels with rich gold trim. About 2" long. Free plastic box for purse or desk. Set of 500 labels just 50¢ postpaid. Shipped within 48 hrs. Money back if not pleased. Don't know the Zip Code? Add 10¢ per set and we will look it up. Send for free catalog. 2310-8 Drake Building
Walter Drake Colorado Springs, Colo. 80901

People Are Making \$50, \$100, \$150 OR MORE

With the amazing "Hexo" AUTOMATIC NEEDLE THREADER—the useful invention that people need, want, and buy on sight.

Here's your chance to cash in BIG with the hottest \$1.00 fund raising item to hit the American market in over 10 years—the amazing "Hexo" AUTOMATIC NEEDLE THREADER. People everywhere are making big profits, full or part time, by showing others this ingenious invention that threads all size needles automatically. Saves time, temper, eyesight. Show to friends, neighbors, people at work—they'll be amazed at how easily it works. Excellent fund raiser for schools, churches, clubs. Order today at these low wholesale prices: 2 samples—\$1.00; 1 doz.—\$4.95; 3 doz.—\$13.50; 12 doz.—\$40.00; 30 doz.—\$90.00. Free sales aids and complete fund-raising plans included with all orders. Full 30-day money back guarantee.



NORTHERN IMPORTERS, Dept. K-106
2502 Pratt Avenue Chicago, Ill. 60645



FOR TALL OR BIG MEN ONLY

McGregor Jackets, Slacks, Sweaters . . . all extra long. Dress, Sport Shirts with bodies 4" longer, sleeves to 38. Also 80 SMART SHOE STYLES in Sizes 10 AAA to 16 EEE. Hush Puppies, Boots, Dress, Sport, Casual shoes. Mail only. 100% Guaranteed. Send for FREE 72 Page CATALOG. KING-SIZE, Inc., 8076 King-Size Bldg., Brockton, Mass.

Coupon for advertisement on 3rd Cover

Alexander Sales Corp. Dept. EL-1066
125 Marbledale Rd. Tuckahoe, N. Y.

Enclosed is payment of \$.....
(New York residents, add required sales tax.)
Please send the items listed below (or listed on the attached sheet) on a satisfaction-guaranteed basis.

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

Now You Can Be TALLER Instantly!

By at least 2 full inches with amazing new invisible "LIFTEE" HEIGHT INCREASE PADS

Are you handicapped in your social contacts because of a short appearance . . . tired of being called shorty? Now, at last you need not suffer this embarrassment any longer with the aid of "LIFTEE", the new amazing HEIGHT INCREASE PADS. Simply slip these invisible pads into them and add 2 inches in height. THE SAME HEIGHT INCREASE AS EXPENSIVE HEIGHT INCREASING SHOES, for a fraction of the cost, to give you new poise and self-confidence—a key to success and romance. No one will suspect that you are wearing them—but what an impressive difference they make!



These LIGHTWEIGHT FOAM RUBBER AND CUSHION CORK PADS fit securely without gluing and inter-changeable in any shoes. "LIFTEE" is scientifically designed for real walking comfort and an aid to better posture. "LIFTEE" is worn by thousands of smart men and women in all walks of life. Durable and shock absorbing. State man's or woman's shoe size.

SEND NO MONEY! Free 10 Day Trial!
Pay postman on delivery, only \$1.98 plus postage per pair of "LIFTEE" HEIGHT INCREASE PADS. Or send only \$1.98 with order and we pay postage. 10 DAY TRIAL MUST SATISFY OR MONEY WILL BE REFUNDED. THE LIFTEE CO. • Dept. 158, Box 608 Church Street, N. Y. C. 8

For Those Who Do Not Want GREY HAIR

"TOP SECRET makes my hair look as it did years ago!" says famous dance band leader Jan Garber. "I noticed results after just a few applications. And TOP SECRET is easy to use—doesn't stain hands or scalp. TOP SECRET is the only hair dressing I use."



A FAVORITE OF THE STARS
TOP SECRET has been a favorite with famous personalities for years. Exclusive formula imparts a natural looking color to grey or faded hair. Does not streak or injure hair; does not wash out. Send \$4.50 for 6 oz. plastic container. (Convenient for traveling, too.) Ppd. No C.O.D.'s. Money back if not delighted with results of first bottle.

ALBIN OF CALIFORNIA
Rm. 110, 1016 No. Hollywood Way
Burbank, Calif.

MAKE JEWELRY FOR PROFIT

EARN BIG MONEY IN SPARE TIME!
THIS IS THE CATALOG THAT MAKES IT POSSIBLE

SELL your creations for 2 to 5 times as much as you paid for them.
This FREE CATALOG contains everything you need . . . earring mountings, pendants, brooch pins, bola ties, tie tacks, cuff links, bracelets, rings, cut and polished stones.
ALLOWS YOU to buy all the parts and by adding your spare time helps you create easy saleable jewelry.
Send for the hobby-craft's biggest and best catalog. Contains over 10,000 items . . . loaded with pictures—everything you need to get started at once.

SEND FOR FREE CATALOG NOW!

GRIEGER'S INC. DEPT. 48, 1633 E. WALNUT ST., PASADENA, CALIFORNIA



DAY-n-NIGHT MARKERS \$1.95 UP
For Mailboxes, Lawns and Lamp Posts

The perfect Christmas gift! Any wording in beaded white letters—gleams in headlights! Rustproof—black plates and satiny aluminum frames. Super-luxury quality guaranteed 10 years! Orders by Oct. 25, 10% discount!

Style	Mailbox Nameplates	Price
SMX	Standard (wording one side)	\$1.95
MX	Deluxe (wording both sides)	\$2.95
MFJ	Deluxe with frame (not shown)	\$3.95
NMX	Deluxe with frame and number	\$4.95

To order lawn stakes (Kit L) or lamp post fittings (Kit P) for above mailbox nameplates, add \$1.00. Order today! We ship in 48 hours postpaid or C.O.D. plus postage. Satisfaction guaranteed or money back. Agents wanted. Spear Engineering Company, 481-5 Spear Building, Colorado Springs, Colorado 80907.



Today let these
**AMAZING
SHOES**
ADD INCHES TO
YOUR HEIGHT!



Nothing like a pair of "ELEVATORS" to help you get up in the world! In seconds, these miraculous height-increasing shoes make you almost 2 inches taller! And no one will suspect that you're wearing them because "ELEVATORS" look just as smart and feel just as comfortable as any other fine shoes.

Write for FREE CATALOG today.

ELEVATORS®
HEIGHT-INCREASING SHOES

Brockton Footwear, Inc.
Dept. 3410G, Brockton 68, Mass.
Please send free catalog

Name _____
Street _____
City _____ State _____

CLIP AND MAIL COUPON NOW



Mr. & Mrs. Richard McFedries
203 So. Cordova Street
Alhambra, California 91801

ADDRESS LABELS \$100
FREE POSTAL AIDS

For only \$1, you'll receive 1000 handsomely printed return address labels plus a gift of postal aid stickers to help keep your mail moving smoothly. Air Mail, Special Delivery and Fragile labels are bright colors to command attention. Name-and-address labels are printed on gummed paper, padded and packed in a handy re-usable kit. Use them to mark mail, checks, books, phono records.

NAMES 'N' PLACES

114 So. Los Robles — Dept. E10
PASADENA, CALIF. 91101

SAVE MONEY on ELKS JEWELRY

SEND FOR FREE CATALOG E
COLLEGE TYPE RING



← R300 \$32.95
10 Kt Onyx
14 Kt \$40.95
also as P.E.R.
Ruby or Blue stone add \$3.25

R35
10 Kt. Onyx \$29.95
14 Kt \$36.95
with diamond \$47.95
also as P.E.R.



With .025 PT diamond, either ring add \$125.00. Larger stone \$200.00 & up.

We manufacture new items in quantities only. Pins, buttons, rings, auto emblems, etc. Write us. Advise price you want to pay.

GARDEN CITY JEWELERS
61 HILLSIDE RD. CRANSTON, R.I. 401: WI 2-1410

Step in.

Steam 20
luxurious
minutes.

Step out
relaxed,
fresh —
feeling
like new!



YOU'LL REVEL IN NUSAUNA® STEAM BATHS at home! Heat relaxes you, soothes nerves, stimulates circulation and elimination. A joy to own. Superb quality. All smooth, durable fibre-glass. Easy to move. Plugs in wall outlet—no plumbing!

MONEY-BACK GUARANTEE

Write for FREE Folder!

Battle Creek EQUIPMENT CO.

22 Doty Bldg., Battle Creek, Mich. 49016



**ELK EMBLEM on CUPS, MUGS, ASHTRAYS
Also CUFF LINKS and EARRINGS**

Ceramic pieces, finished with clear white glaze are emblazoned with Elk emblem in beautiful bright gold. Emblem is fired on to the ceramic and will not rub or scrape off.

Cups \$2.95 All
Mugs & Ashtrays \$3.95 ppd.
Earrings & Cuff Links \$2.95 ppd.
Plaque (Paper Weight) \$1.50 per set
ART MARTT, P. O. Box 14, Lexington Park, Md.
20653 Order now for delivery before Christmas.

Do you like to be
JOSTLED, WRESTLED
PUSHED & POMMELED
when you shop?

Or wouldn't you rather be
SNUG, SERENE,
COMFORTABLE & COMPOSED?

Whether it's a birthday gift for Aunt Hattie, an off-the-beaten-track prize for your bridge club, a handsome "thank you" to a valued client, or a clever work-and-time saving gadget for yourself...you'll find a goodly selection in these ELKS FAMILY SHOPPER pages. Early Bird Christmas Shoppers will find plenty of good pickings in this October issue and the two that follow.

Be sure to send check or money order, not cash. Print or type your name and address clearly and include post office zip code.

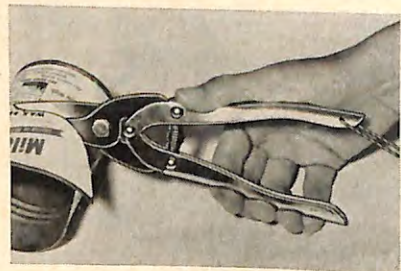
ELKS FAMILY SHOPPER



DOUBLE DECK BIRD FEEDER-BATHER provides plenty of food during winter's lean months. In winter, use both decks for food; in summer, the top 17" dia. deck is a delightful bath. Anodized aluminum dishes on iron stake are easily removed for cleaning. Unit stands 28" to 30" high. \$6.95 ppd. London House, Dept. E, P.O. Box 2, Riverdale, Ill. 60627.



MAGNIFYING "HALF FRAME" GLASSES aid in reading tiny print in phone books, programs, menus. Look over the top for normal distance vision. Not for continuous use or as RX for eye diseases. Black or brown tortoise frame. Specify man or woman. With case, \$5.95 ppd. Joy Optical Co., Dept. 162, 84 Fifth Ave., New York, N.Y. 10011.



MIRACLE SHEARS cut through metal, tile, wallboard, branches. It doesn't matter how thick the paper, rubber or metal is; this pair of amazing shears will do the job. Makes a safe, clean cut. Blades are strong tempered steel; handles are plated finish. 8 1/2" long. \$1.29 ppd. Walter Drake, EL-44 Drake Bldg. Colorado Springs, Colo. 80901



REDUCE YOUR WAISTLINE with the aid of Heat Belt. It fits snugly around waist to hold in body heat. Pores stay open allowing superfluous tissue to release excess liquids which collect. Ruggedly built to give as you move, will not ride up or down. Wear to work. Send waist size, \$2.95 ppd. House of Health, Dept. EM, 310 East 1st St., Dayton, Ohio 45402.

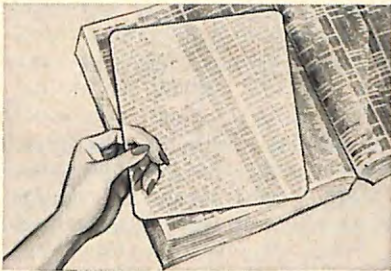
ELKS FAMILY SHOPPER



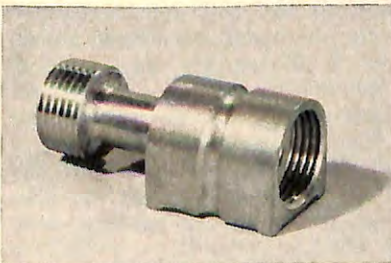
FROM INDIA—A MINIATURE STALLION with genuine black pony skin. Beautiful stuffed miniature of the famed wild mustang of India is hand-made by native artisans. Red leather saddle and reins. Approx. 14" long, 7½" high. Rears and balances firmly on hind legs to 10½" in height. \$9.98 ppd. Hobi, Dept. E10, Flushing, N.Y. 11352.



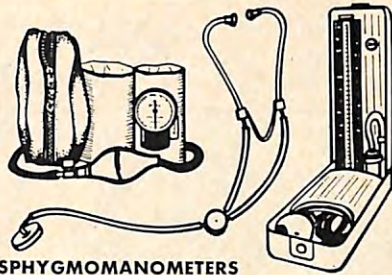
PERSONALIZED WEDDING TILE displays your first names and last, the wedding date, name of church or temple and city and state where married. Fine European tile, 6" x 6", has pink, blue, yellow and gold on white. Fired twice for permanency. Ready to hang. \$2.98; 2 for \$5.75 ppd. Crescent House, 135 Central Park Rd. E, Plainview, L.I., N.Y. 11803.



MAGNIFIES AN ENTIRE PAGE! No more moving a magnifier from line to line to read a page of small print. This 10" x 7" "Page Magnifier" is ultra-thin, fits over entire page to double its print-size. Excellent for paperbacks, phone directory, stock market tables, classified ads. \$1.00 ppd. Greenland Studios, Dept. EK-10 Miami, Fla. 33147.



SPEEDY DRAINER uses no motor, just normal water pressure to drain flooded cellars, boats, pools. Just couple drainer between two lengths of garden hose and attach to faucet. Turn on faucet—water pressure makes drainer work. Rust-proof solid brass. No moving parts to jam or wear out. \$2.98 ppd. Larch, Dept. E-10, 118 E. 28 St., N.Y. 16.



SPHYGMOMANOMETERS STETHOSCOPES, ANEROID blood pressure instruments at Savings Over 60%!

Mercurial office-hospital precision 300 mm model with Velcro cuff, metal case\$19.99
Deluxe ANEROID type 300 mm pocket model with Velcro cuff, zippered leather case\$11.99
All with 10-year guarantee
FORD STETHOSCOPES\$ 2.29
BOWLES Models\$ 2.89
Extra-sensitive instruments used by doctors, automotive engineers, mechanics, etc.



Our LOWEST PRICE Ever on a PORTABLE GARAGE

All-Weather Protection for Any Car, Truck or Boat . . . Outdoor Furniture, Tools, Etc.

Heavy gauge clear plastic protects against sleet, snow, hail, dust, salt air. Extra durable; stays pliable even at 60° below zero. Huge 12' x 25' size folds easily, goes on and off in a jiffy. Pays for itself with savings on rust, repairs, repainting, etc.

HEAVY DUTY
\$299 plus 41¢ postage

SUPER DUTY with 8 grommets, and carrying case,
\$559 plus 61¢ postage

Now you can have your own extra phone!

STANDARD DIAL MODEL with PLUG, CORD & RINGER

Save \$\$\$ on rentals. Save many steps. This good-as-new instrument is ready for use in home or office. Easy to install. Order two for personal intercom system. Western Electric and other models.



ONLY
\$898

plus \$1.50 postage & handling

Send check or M.O.; no C.O.D.'s Money-Back Guarantee

BARCLAY, Dept. 51-L 170-30 Jamaica Ave. Jamaica, N.Y. 11432

Now-24k Gold!



DESK-n-DOOR MARKERS \$1.95 UP Give Personal Gifts for Christmas

to friends, clients, employees, or for sales promotion
DIRECT from factory! Beautifully gold-engraved solid Danish-oiled walnut 8½" x 2". Your name in attractive Simulated Gold \$1.95; in genuine 24K Gold \$2.95. Add \$1.00 for any title. Order today . . . Desk (shown) or Door? Shipped 48 hours postpaid. Satisfaction guaranteed or your money back! Business requests invited for a free sample, brochure and quantity discounts. Spear Engineering Company, 487-6 Spear Building, Colorado Springs, Colorado 80907.

PIGSKIN SUEDE CAP

Ivy league styling in a cap that will probably last forever. Strong, rugged pigskin . . . yet extremely comfortable. It's lined, has a sweatband, is Scotchgard treated. Retains shape in any weather. Color choice of LODEN GREEN or MAVERICK BROWN. Send head size (6¾-7¾) **\$3.95** ppd.



FREE CATALOG OF DEERSKIN GIFTS
DEERSKIN TRADING POST
Route 1 at 142, Danvers, Mass. 01923
Don't forget your zip Code!

FOOT-LONG MEXICAN



BOWIE KNIFE
\$5.95 postpaid
with hand-tooled cowhide sheath.

Hand forged and individually engraved heavy steel blade. Hand-made EAGLE grip with genuine horn inserts. These knives are imported by us and are made one at a time far in the Mexican interior. 12½" overall. Perfect for hunting and camping. You can't find this knife in any collection outside of a museum. Check, cash or money order. No C.O.D. please. California residents add 4% state tax.
MERCHANTERS, INC., DEPT. E-10, 1200 N. SOTO ST., LOS ANGELES 33, CALIF.



STOP NAIL BITING!

More effective than will power! Bitter but absolutely harmless solution is invisible nail polish, discourages nail biting. Won't wash away, must be removed with polish remover. 24 hour protection against subconscious habit! Toughens nails as they grow, prevents breakage. ¼ fl. ounce in bottle, with applicator. Discourages thumb-sucking in the junior set! Only \$1 postpaid from GREENLAND STUDIOS, Dept. EK-10, Miami, Florida 33147.

NEW—NOVEL—KNOCKOUT!



FOR OFFICE, HOME, LODGE

Popular fund raising item, handsome is the word to describe this polished gold ash tray with the red, white and blue Elks emblem prominently featured in the decorative teardrop handle.

5½" x 5½" —
Send \$4.95 Ppd.

SOUTH BAY TROPHIES MFG. COMPANY
540 First St. Hermosa Beach, Calif.

COZUMEL:

The Last Paradise?

By JERRY HULSE



AT SOME TIME in his life nearly every man dreams of finding the ideal island, a place of escape. Not the commercial sort of hideaway one sees splashed across the covers of the travel folders. The man who dreams this dream isn't looking for high-rise hotels or steel bands or beaches overrun with other tourists. He is searching for something far more satisfying: peace instead of entertainment, a place that remains—and I use an over-used word reluctantly—unspoiled.

I have been island-hopping around this world for nearly 20 years in search of such a place—one offering a few of the creature comforts, yet devoid of the customary tourist touches. Now at last I have found it—a small speck in the Caribbean called Cozumel, a jungle strip surrounded by white sand beaches and spindly palms. It rises from the sea a few miles off the eastern coast of Mexico's Yucatan Peninsula.

While this island is 30 miles long and about 10 miles wide, there is only one town, San Miguel, a sleepy, sun-bleached strip of adobe two blocks long. Only a few months ago were its streets paved. Indeed, there are only 14 miles of paved highway on the entire island. Telephone service was established just last year; no one complains that there is no TV or radio, and who frets because they have no news-

paper to read? Nobody. The world as we know it spins by Cozumel, leaving it to its peace. It is an island out of touch with the frustrations of the atom and the automobile, although admittedly there are a few vintage cabs that rattle back and forth to the airport.

When the sun is high overhead Cozumelians doze in the grassy square of San Miguel. The lethargy overtakes the visitor even on a short holiday. There is no need to dress up. No one does. A pair of slacks and a sport shirt, or a casual dress, will do for dinner. This is a place where it matters little whether it's Monday or Saturday or any other day of the week. Not even the year matters very much.

Cozumel is the most comfortably primitive island you will find anywhere in the world today. There is but one nightclub and five hotels. Three of the hotels face the Caribbean: the Cozumel Caribe, Hotel Playa Azul, and Cabanas del Caribe. While life on Cozumel is casual, it is not for free. The tab for two-room and three meals—ranges from about \$25 to \$40 a day in these deluxe beachfront hotels.

At the solitary nightclub, the Maya-

luum, tourists sip margaritas and listen to the piano of Manolo Avia, a friendly fat Mexican who drinks his tequila straight and plays long-forgotten love songs. While Manolo entertains the customers at the Mayaluum, a few doors away Denis de Angulo, Cozumel's health inspector, operates the finest restaurant on the entire island. It is called simply Casa de Denis and is, in fact, his home. The proprietor greets guests in his undershirt and later, while his wife prepares the meals and his daughter serves, he spins anecdotes about Cozumel in its younger days. Senor de Angulo takes reservations for no less than four guests each evening and no more than a dozen. "The reason is," he said, "I don't want the heart attack. It is no good. You get too big, you work too hard, live too fast, and die too soon."

Such is life on Cozumel.

These islanders are descended from the Mayans and there are certain anthropologists who believe Cozumel was the motherland of the Mayan race. Tourists take saddle trips through the heart of the interior to Mayan ruins in the center of the island. Sometimes

they go by jeep along trails cut through still primeval forests to San Gervasio. Between Punta Molas on the northeasternmost tip and Punta Celerain on the south stand other Mayan ruins: Castillo El Real, El Coco, Punta Morena, Cinco Puertas, Tumba del Caracol.

More than 30 Mayan temples have been discovered on the island. Aside from the saddle and jeep trips to the ruins, there is an overnight sail to the crumbling temples of Tulum, a place that rises ghostly beside the sea, its ancient walls and steep steps and eroded towers caught up in a tangle of jungle. From San Miguel there are also daylong trips to a beach called San Francisco. Tall coconut palms grow along its fringes and there are great bursts of poinciana; morning glories and sea-grape crawl toward the sea, and the sea itself is a turquoise mirror that reflects this simple scene. The water is so clear it deceives anyone who dives there. The bottom appears to be only 3 or 4 feet away when actually it may be 40 feet to the sandy floor.

Except for an occasional boatload or jeepload of tourists, the beach is mostly deserted. The day I strolled by the water's edge only a single set of footprints was left behind: mine. The trade winds blow in from the Caribbean and flood the island with the sweetness of tropical blooms and the voices of the jungle birds. There is a thatched shelter at San Francisco Beach, built for picnickers by some long ago visitor. I went there by jeep, but others come by boat from San Miguel to swim and picnic on the beach. The day we went there, after we tired of diving for fish, we swam ashore and cooked the ones we'd caught. Later we watched the sun fall across the horizon until only a blazing path spread itself across the sea.

It was not until World War II that Cozumel became linked with the outside world. This was when a Caribbean defense command post was established at San Miguel. Later, after the war, a Columbia University professor vacationed there. Instead of keeping to himself the fact that he spent an entire month on this island for only \$100, he told his secret. Until then there was only one hotel rather than the five that stand today. Despite the arrival of the tourist, though, Cozumel is nearly as it was before. Should the day ever dawn when life grows hectic there—and indeed it is a most remote possibility—nearby is another almost untouched island, Isle Mujeres, the island of women, so-called because of the stone goddess of fertility discovered in its crumbling Mayan ruins. The streets of Isle Mujeres are unpaved. On the entire island there are half a dozen cars, two small hotels, and (praise be!) not a single telephone.

Isle Mujeres is less than four miles long, a narrow sandspit completely out of touch with the world. I suspect that both Isle Mujeres and Cozumel are how the missionaries found Hawaii when they went there—civilized, yet slow of pace. For many years Cozumel was a pirate stronghold, the hideaway for such storied characters as Henry Morgan, Jean Lafitte, and Pata de Palo. From there they struck out at merchant ships carrying gold and precious jewels from Mexico to Spain. Now, though, it is the hideaway of tourists who fly there from Merida, the capital of Yucatan on the Mexican mainland. Mexicana's jets make the short hop in about 25 minutes. Mexico City is the focal point for most flights to Merida and Cozumel. Both Western and Mexicana fly to Mexico City from Los Angeles; American flies there from Chicago, and New Yorkers fly down via Aeronaves, Eastern, and American. The round-trip tab from Mexico City to Merida is \$72.30, and the Merida-Cozumel ticket costs \$24. I nearly forgot: Mexicana flies direct to Cozumel from Miami, and Pan American flies between Miami and Merida.

Tourists usually stop off at Merida (October through March are the best months in Yucatan) to explore the vast Mayan ruins at nearby Chichen-Itza

and Uxmal. The hour-long car ride to Uxmal is \$8 round trip, while Chichen-Itza is a two-hour journey priced at \$16. For those who'd prefer exploring the ruins in a more leisurely way, overnight accommodations at the Mayaland Hotel in Chichen-Itza are available at \$36 double, meals included, and \$20 double at the Hacienda. In Uxmal, room and meals for two at Hacienda-Uxmal come to \$36. Those preferring to return to Merida are accommodated at Hotel Merida (\$10.80 double) and Pan Americana (\$12 double). We overnighted at Hotel Merida, a comfortable loft with two cantinas, one featuring an all-girl band, and peaceful gardens spilling over with palms and pink hibiscus.

Outside, horse-drawn carriages creak by, carrying tourists on sightseeing jogs through "one of the quietest cities in the world." At least that's what the sign says on the outskirts of town.

Besides the ordinary tours of the Mayan ruins, other safaris run out to hidden ruins deep in the jungle.

Being less adventurous, we flew instead to Cozumel to sip margaritas and doze in the warm tropical sun, breathing of the fragrant winds and feeling, for the moment at least, as if we'd stepped off the world and into paradise itself.

NEW Free Home Trial Plan Lets YOU CLEAN UP A FORTUNE— Even While You Sleep

by Letting Housewives see How DuraSani Eliminates the Most Hated Bathroom Chore of All—Cleaning the Toilet Bowl

DuraSani men find it so easy to make money. Why? Because they do it without even asking the prospect to buy. All they do is offer Free Home Trial and let DuraSani sell itself... then call back and pick up easy orders. Fantastic? Not at all. Just give the sample DuraSani AUTOMATIC Toilet Bowl Cleaner demonstrators (which we provide at no cost to you) to 2 housewives on every block in your town and ask them to use them FREE and with no obligation for 7 full days. Return a week later and pick up orders from 9 out of 10 housewives on the block and pocket \$10.00, \$15.00 and even more on the spot. Fantastically easy. Repeat orders are AUTOMATIC, and referral sales Pyramid your Profits.

No competition—sell for only \$1.98 and make up to \$1.08 profit on each one
DuraSani cleans and deodorizes toilet bowl every time toilet is flushed. And DuraSani is so economical—no more bowl brush or cleansers. You'll get no price resistance when you offer DuraSani at \$1.98 each. It's worth many times the price to housewives who despise toilet cleaning chore. Best of all, you make as much as \$1.08 on every DuraSani you sell. A 2 1/2 bath home needs 3 DuraSani. Make as much as \$3.24 on every call. Earnings of \$8.00 an hour and more are not unusual.

Exceptional Earnings Are Possible

The demand for DuraSani is practically unlimited. Top men report profits, like these: Ehlers of Nebraska—\$18.00 in his first three hours. Roberts of California—\$259.00 in 2 1/2 weeks. Ellis of Kentucky—\$20.10 for 4 hours devoted to selling DuraSani. Lyman of California—averaged \$6.00 per hour. Meadows of North Carolina—\$51.60 profit in two days, and only worked a few hours each day. How about YOU? How much can you make?

MAIL COUPON TODAY

If you'd like to make more money spare time or full time— you owe it to yourself to investigate DuraSani. We'll send you Illustrated Sales Kit containing everything you need to make good money from the very first day. Rush your name and address for Free Money making Sales Outfit.

MERLITE INDUSTRIES, INC.
(DuraSani Div.) Dept. G-41D1
114 East 32nd St., New York, N.Y. 10016



Top Men make up to \$8.00 an hour and even more!

Merlite Industries, Inc. (DuraSani Div.)
Dept. G-41D1 114 East 32nd St., New York, N.Y. 10016
Rush money-making DuraSani Automatic Toilet Bowl Cleaner Illustrated Sales Kit prepaid. FREE and without obligation.

Name.....
Address.....
City..... State..... ZIP Code.....
In Canada: Mopa Co. Ltd., 371 Dowd St., Montreal 1, Que.

Small Business and the Law

(Continued from page 9)

mind what the legal risks are for you and your business as far as financial liability is concerned. Who is responsible for the debts of the business if it is not successful? What claims do creditors have against the business and against you personally? How can you take steps to protect yourself against legal and financial calamity if the business goes downhill?

(3) *Continuity of the Concern.* Here you have the question of what happens to the business if you die or withdraw, or if a lengthy illness of one of the principals makes it impossible for him to continue. The law is clear-cut in certain instances, not so in others.

(4) *Adaptability of Administration.* There are many legal specifications to help businesses determine the rights and responsibilities of the principals involved. Such laws cover the division of leadership, the problems of opposing factions within management, voting rights, and other matters that determine just how a firm is administered.

(5) *Influences of Applicable Laws.* This point refers to the legal rights and obligations of a business. Since the legal structure can vary from state to state, and indeed from community to community, the applicable laws for a business in, say, Kansas might be strikingly different from those for a similar business in Southern California.

(6) *Attraction of Additional Capital.* Sooner or later, every going business may require additional funds, either to carry on its current business, to expand, or to develop a new product or service. Obtaining new capital is often just as much a legal matter as it is a banking and accounting function. In deciding upon the legal structure of a company, it is important to take into account the means for attracting new money.

Small businesses have certain legal problems in common, many of which fit into the above categories. But the business or professional man should take steps to become aware of the special problems that arise in his own field. Simply hiring a lawyer on a retainer basis to act as a "watchdog" is not the answer. He may be able to help you get out of a jam, but it is far better to avoid the jam in the first place.

How do you find out about the legal problems you should anticipate? One of the best ways is perhaps the simplest: Become affiliated with a business or professional organization in your field, attend meetings where problems are aired, and talk to your fellow businessmen. Some associations have a legal committee. Most have advisors who can direct you to the right sources.

If you have an accountant, either full-time or part-time, discuss the subject with him. Many financial matters are tied in with legal ones—particularly those that involve difficulties. You can expect to tangle, too, with an annoying volume of local ordinances, codes, and licensing regulations. Just the matter of moving into a location will require compliance with safety and health regulations, building codes, zoning laws, and sometimes commercial permits or occupancy approval. Do you need a license to operate? You may if you are in certain types of businesses. A recent survey of one "medium-sized city," for example, cited more than 80 different fields for which licenses were required, ranging in cost from about \$10 to well over \$100 a year. If your work requires the use of certain chemicals, flammable materials, or hazardous machinery, you will require some form of permit. Sometimes you may need clearance from the police—if you are involved with weapons, second-hand goods, anything that might be considered a drug, or other products that could constitute a danger to the community or a means of conducting illegal activities, if not properly controlled.

You do not, of course, always need a lawyer to guide you, if the restrictions are clear and the course of action is routine. The fringe areas are the ones that cause trouble, and it is not only comforting to have capable counsel, but he may free you from time-consuming red tape that could seriously affect your attention to business.

While it is by no means comprehensive and complete, here is a check list of some of the areas where legal counsel can be valuable, along with some examples of cases that have plagued the small businessman in the past, and will continue to do so in the future:

Advertising. While it is obvious that false and misleading advertising could lead to an order to "cease and desist" by the Federal Trade Commission, or even a lawsuit by an individual who feels he has been cheated, it is not always clear just what "advertising" may be. A distributor of books was enjoined because one of his salesmen, in house-to-house calls, was talking up the books as something more than they really were.

Pricing. Can you set your own prices? In many cases, you cannot, if your products come under certain fair-trade laws. You also have to be careful about making special "deals" which may be discriminatory. One company in the food products field, for example, notified certain favored customers,

long before it notified some of its less valued customers, that the price of one item was going to go up. The court ruled that this was a violation and ordered the company to treat all customers the same.

Contracts. To be legally enforceable, a contract must have mutually acceptable commitments; it cannot be one-sided. Many kinds of oral contracts are legal, although obviously not always as easy to substantiate as written contracts. Although many contracts (such as leases) are prepared on standard forms, such forms are not usually necessary, as far as the law is concerned. A contract on the back of an envelope may be perfectly legal, providing the language and signatures are proper. The representative of a small service organization scribbled a contractual arrangement with a customer on a piece of cardboard. The customer later threatened suit when he felt that this agreement had not been lived up to. The owner of the firm maintained that this was not a real contract at all and should have been on one of the company's printed forms. The customer's lawyer told both parties the facts of life and the matter was settled out of court.

Rights and duties of agents. When you hire someone to act as an agent, he is legally required to protect your interests, within reason. In one instance, a man leased an auditorium for a period of time and hired a manager to run it. When the lease was about to expire, the manager (the agent) decided to rent the building in his own name, and he signed a new lease without the knowledge or consent of the man who had hired him. The court decided that "since the manager failed to carry out his duties of good faith and loyalty to the principal," the lease could be taken over again by the employer.

Conduct of employees. To a certain extent, an employer is responsible for the conduct of the employees while they are on the premises. One worker in a small manufacturing plant had constantly been warned to improve and correct a dangerous work habit. One day his carelessness led to the serious injury of a fellow employee. The injured man sued the company, which promptly maintained that it had given out "warnings." But the court said that this step was not enough. The company was responsible for damages because it should have fired the offender long since.

Loss of property. A businessman whose premises contain the property of others must be alert to his responsibility
(continued on page 46)

READY TO INVEST?

Get the facts on the **KEYSTONE FUNDS**

Keystone Funds are mutual funds whose investment goals are current income or possible growth. For FREE prospectus and descriptive material see your investment dealer or use coupon below.

THE KEYSTONE COMPANY
50 Congress St., Boston, Mass. 02109
Dept. EL-3

Name _____
Address _____
City _____ State _____

FUNERAL FUNDS

APPLY BY MAIL TO AGE 80—FOR UP TO \$2000

NO AGENT WILL CALL. NO MEDICAL EXAM. Supplement Social Security to help survivors meet your after-death bills, debts or family needs. Legal reserve life insurance pays in all states for death from any cause, except during the first policy year for either suicide or death from undisclosed pre-existing health conditions. Lifetime rate guaranteed. Application mailed to you. No obligation. Mail your name, address and year of birth with this ad to Great Lakes Insurance Co., Elgin, Ill. 60120. Dept. K1X2



TELLS HOW TO SELL YOUR INVENTION

If you have an invention that you believe has merit, write us at once for copy of copyrighted booklet "How to Go About Selling Your Invention." We work with manufacturers, and booklet reveals present markets, qualities of a saleable invention, current royalty rates being paid by manufacturers. Booklet is FREE, is offered to encourage new ideas we might submit to manufacturers. Just send name (no drawings please) to Kessler Sales Corporation, Dept. D-3810, Fremont, Ohio



Transistor Radio with Battery \$1.95

HOME-IMPORT BUSINESS—Make Big Profits

Calendar Watch \$2.44



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.

Electric Razor \$1.70 Write for FREE BOOK today to...
MELLINGER, Dept. X39A, 1554 So. Sepulveda, Los Angeles 25

PLAY RIGHT AWAY!

Even If You Don't Know a Note of Music Now

Now it's EASY to learn any instrument. No boring exercises. Play by notes right away. Amazing progress at home, in spare time. No teacher. LOW cost 1,250,000 students! Write for FREE BOOK. No salesmen. U. S. School of Music, Studio 10510, Port Washington, N.Y. 11050 (Est. 1898.) Approved N.Y. State Educa. Dept. Tear out as reminder.



BINGO GAME SUPPLIES

Automatic Cards, Marker Cards, Electric Blowers, Flashboards, Throwaway Sheets or Tickets, Cages, Balls, Tables, Chairs, PA Systems, Etc.

FREE BULLETINS give you HUNDREDS OF IDEAS to help you build successful BINGO PARTIES. WRITE TODAY FOR FREE INFORMATION... please include name and address of your Organization.

The "BINGO KING" CO., Inc.
DEPT. 296 BOX 1178, ENGLEWOOD, COLO. 80110



Small Business and the Law

(Continued from page 42)

ities regarding that property. In the lobby of a hotel, a salesman turned over his luggage to a bellboy, but left on local business before returning to register officially as a guest. In the meantime, the baggage disappeared. When the salesman filed a claim for the value of his property, the law was on his side. He had been accepted legally as a "guest" through his own actions and those of the bellboy.

Names. The law is quite specific about the use of names for companies, products, services, and other business uses. You cannot use a name that is already registered or trademarked, and in most cases you cannot use an untrademarked name that is already in use by someone nearby. The owner of a restaurant was threatened with a lawsuit because he was using the same name as that of a local dry cleaner. When he argued that there could be no confusion because the two businesses were completely different, he got nowhere. He had failed to file the name with the county clerk, who would immediately have turned it down on the basis of local regulations.

Franchises. Although franchises can offer excellent business opportunities and usually a low-risk factor, there are almost as many different kinds of contracts and agreements as there are franchises. Legal counsel is important. A couple who had recently inherited a small sum of money decided to put it into a franchise business that had been quite successful throughout the state. The man and his wife studied the contract and signed it when they were told that it was a "standard" agreement and the same one everyone else in the business had signed. It was, but it worked against the man and his wife when he became seriously ill and wanted to sell out. Under the terms of the contract, he could not do so. The business reverted to the franchiser and the couple lost part of their investment.

Warranties and Guarantees. Even though the seller makes no claims about the goods or services he offers, the law considers that the very act of selling them carries certain implications. The seller can protect himself legally by oral or written statements that the product or service has limitations which the buyer might not otherwise understand. A woman made a claim against a shoe store for replacing expensive suede shoes that had been ruined when the galoshes she had bought there leaked. The store contended that the galoshes were "floor samples" and were not guaranteed. The

law was against this contention, since the buyer had every reason to expect that the product, by its very nature, was surely waterproof.

Slander. This is an area of the law where there are many intangibles and where only a competent attorney can provide good counsel. Small businessmen are frequently concerned about employees they have to fire. Can a dismissed employee sue you because you have "injured his reputation" by giving him a poor reference? Recently, one employer won a suit brought against him, despite some extremely strong adverse statements about the abilities of the man he had fired. Another employer lost such a suit, although his bad reference was quite mild. The critical point here is that it is not necessary for the slandered person to prove that statements about him are untrue, but it is necessary for the employer to prove what he said to be true beyond doubt.

These are merely a few of the areas in which legal problems arise for the small businessman. This does not mean, however, that you should be panicked into rushing to the Yellow Pages and signing up a lawyer. Give just as much thought to the process as you would in choosing your family doctor or dentist. There are just as many charlatans and incompetents in law as there are in other professions and businesses serving the public. They may offer "cut rates" or special deals or give you a sales pitch on how much they know about your business and how they can show you "loopholes" which will give you an advantage over the other fellow.

Why do businessmen, who would otherwise seem well informed, patronize these unauthorized practitioners instead of going to qualified lawyers? One answer is that businessmen are accustomed to dealing with other businessmen—generally quite reputable ones—who constantly work with legal problems. They may have a favorite real estate agent or accountant or insurance man who, as a friendly gesture, gives "advice." Hence, they are easily taken in by less ethical people in these fields, and others, who proclaim, "Why do you need a lawyer? Just one more expense. I can give you all the help you need."

Lawyers are at a disadvantage (the same as doctors) in that they cannot advertise or solicit business. How, then, do you locate the right counsel for your business? The American Bar Association has established a program for just this kind of need. Get in touch with the local bar association and describe your business and your requirements. Many of these associations, under the direction of ABA, have established panels of practicing lawyers

who agree to serve clients referred to them by the Referral Service program. They also provide counsel—a lawyer who, at no cost, will discuss problems and then refer prospective clients to appropriate lawyers who are knowledgeable and experienced in the field under consideration. Generally, there is a moderate fixed fee for the client's initial consultation with a panel attorney, at which costs for counseling are discussed and determined to the mutual satisfaction of all concerned.

What kinds of costs are involved? They will vary, depending upon the geographical and civic location. Costs are likely to be higher on the East Coast and West Coast, or in the Chicago area, than in less-populated regions. However, the initial consultation fee for an appointment with a lawyer selected from the panel is usually about \$5.00 for a half hour. If the client then decides to retain counsel on a continuing basis, he makes specific arrangements with the lawyer selected. You can expect legal fees to range from about \$10 an hour to perhaps \$25. The hourly cost, though, is not nearly so important as what has been called the "accomplishment factor." A lawyer is worth every cent of a high hourly fee if he spares you endless legal problems and court costs. He is worth nothing if he charges only "bargain rates" but fails to help you avoid future entanglements.

If you have done your homework, compiled information on the pitfalls and trouble spots, and properly anticipated and communicated some of the possible problems to your attorney, you will be in a far better position to discuss the future with him intelligently.

You have only to look at the newspapers these days to see what kind of trouble professional people are getting into: claims for injury and libel; malpractice suits; "cease-and-desist" orders; injunctions against continuing business; battles over trademarks or slogans or company names; "unfair competition" cases; out-of-court settlements to satisfy dissatisfied customers; hassles between partners who have had a falling out. The list is endless.

If you find yourself in an emergency situation, threatened with a lawsuit, and you feel that the claim against you has some justification, the cheapest course may well be to attempt an amicable settlement. Do not make a settlement, however, without the help of an attorney. If it is not properly executed, you may be shocked later—perhaps years later—to find the same party threatening suit again, and for the same matter you thought had been quietly disposed of. In any case, never wait to secure the services of an attorney until you are actually brought into court. As in the case of an illness, the sooner the practitioner can be brought

in for consultation, the more grief he is likely to spare you.

What if you are in a bad financial situation and cannot afford a lawyer—can you turn to the Legal Aid Society? That depends a great deal upon the community in which you live, the size and strength of the local Society, and the pressure of other applicants for aid. In bankruptcy cases, for example, a recommended practice of Legal Aid is to "Accept bankruptcy cases only in instances where everything possible has been done to make an adjustment with creditors and where it is obvious that a client will never be able to pay his debts and will be harassed by creditors for a long period."


Legal Aid is set up for emergency cases, where defendants and plaintiffs are destitute. If a small businessman is in dire need, but does not qualify for this kind of assistance, he should get in touch with the nearest Bar Association. Oftentimes, other arrangements can be made whereby he can receive assistance at low cost.

Sometimes a lawyer can be of great value to a small businessman on the other side of the fence—counseling him whether to sue or not to sue. He will sit down, calmly and competently, and review the matter objectively. If the step is being taken in anger, or with a mistaken sense of injustice, he will most likely suggest trying for a settlement out of court, or advise you to take no action at all. If, however, the facts indicate that a lawsuit is in order, he will take the necessary steps.

Finally, it should be pointed out that there are more than 200,000 practicing lawyers in the United States. Each is an officer of the court, experienced in practical matters of the law. Under his code of ethics, he is sworn to see that clients receive the legal rights they are entitled to, and to advise them to the best of his ability. He cannot, of course, always be right, but you can be sure that he will be far, far more competent than the businessman who tries to bone up on the law and do it himself. He can prepare essential documents, settle disputes amicably and in a professional manner, represent his clients in civil or criminal courts, and perform hundreds of functions that will save time, money, and heartaches.

If you have any doubt about the value of a good attorney for regular counsel, just talk to a businessman who has neglected this important area until it was too late and he was brought into court as a defendant. He will have strong words to say about how he *would* have done it if he had it to do over again. As one lawyer expressed it:

"An attorney's primary function when working with small business is not to get his clients out of trouble, but to *keep* them out of trouble." ● ●



- BANQUET, MEETING FURNITURE
- TENNIS TABLES
- COAT/HAT RACKS

Write for **FREE**

Adirondack

CATALOG **TABLES! CHAIRS!**
Immediate Delivery!

Shipping Points: PITTSBURGH • CHICAGO
BOSTON • DALLAS
ATLANTA • L. A.

ADIRONDACK CHAIR CO. Dept. N
276 Park Ave. So.; N. Y. C. 10010

NAME

CLUB

ADDRESS

CITY STATE ZIP

AREA CODE PHONE

Interested in ITEMS

QUANTITY

NEW SLEEPING COMFORT



Why use up vital body energy warming a cold, damp bed? **Electro-Warmth** will stop this waste and you'll feel a big improvement the very first night. Much needed appliance used year around. Supplies soothing warmth from below. Completely automatic and patented. **NOT AN ELECTRIC BLANKET!** Send NOW for FREE details. (Unusual opportunity for agents, full or spare time. Ask about Guaranteed Sales Plan). New Sportsman's 12 volt model also available for sleeper cabs, trailers, campers, & boats. Write direct to factory: Patented Products Corp., Dept. E-106, Danville, Ohio.

BACK-EASER®

PiPeeR
\$595
plus 25c
postage



Instant Backache Relief for Sacroiliac Strains Patented

For men and women. Makes you appear inches slimmer, improves posture, helps relieve tensed sacroiliac nerves. Strong, form-fitting, washable. Snap front. Encircling pull straps for easy adjustment and instant relief. Large foam rubber pad holds, massages back—stimulates circulation. Prescribed by doctors. No fitting. Send hip measurement.
Piper Brace Co., Dept. EK-106B
811 Wyandotte Kansas City, Mo. 64105



Amazing New WALLPAPER REMOVER

No expensive steaming, no tiresome scraping. Mix 2 ozs. of liquid concentrate in a gallon of water. Apply with rag, brush, sponge or spray. Penetrates paper, loosens adhesive, paper "skins off" smoothly. Works on painted-over wallpaper, too. Safe as water. 16 ozs., enough for 3 average rooms, \$2.98 + 25c postage. Guaranteed. Money back if returned postpaid within thirty days. **NEL-KING Products • Dept. EK-106K**
811 Wyandotte • Kansas City, Missouri 64105

A WET BED



**MEANS HE
WON'T BE
GOING!**



Cancelled trips, ruined weekends, daily distress... all caused by chronic bed wetting. It can be overcome, provided it is not caused by organic defect or disease. Pacific Research International... the largest organization of its kind in the world... has helped tens of thousands to stop bed wetting during the past fifteen years. Safely. Permanently. Be wise. Let us help your child, too... just clip and mail coupon now!



**PACIFIC RESEARCH
INTERNATIONAL**
P. O. Box 8171
Portland, Oregon 97207

Send this coupon for free booklet "Bed Wetting Facts, Not Fantasy." No charge or obligation!

PARENTS NAME _____
ADDRESS _____ CITY _____
COUNTY _____ STATE _____ ZIP _____
PHONE _____ CHILD'S AGE _____
(enuretic must be over 4 years of age)

Mail to:
Pacific Research International, Dept. X-1
P. O. Box 8171
Portland, Oregon 97207

Please note: Equally effective for adult enuretics, also.

© Pacific Research International 1966

Elks National Service Commission



A delegation of the Utah Elks Association proudly delivers tanned leather to the occupational therapy department of the Fort Douglas Veterans' Administration Hospital. Piled on the table are 268 game hides and 50 cow hides. Pictured are Mont A. Gowers, 2nd vice-president of the Utah Elks Assoc.; Tom Whiting, chairman of the state Veterans' Service Committee; S. H. Franks, director of the Fort Douglas hospital; George Weir, chairman of the state Hides for Veterans Committee; Tom Hawkes,

committee member; and John C. Hale, voluntary service committee member.

The Bronx, N.Y., lodge reports that it will continue to sponsor monthly boxing bouts at veterans hospitals because of the success of the program in the past. Two youthful fighters prepare for a round in the presence of Vincent Hoffman, commander of the Elk Dagner Post of the American Legion, and Bronx E.R. Anthony Rizzo.



Looking at License Plates

(Continued from page 15)

ly, this Midwesterner believes. "It may be prejudice, but it seems to me drivers from some states are more unpredictable and foolhardy than others. By and large, states with a reputation for strict traffic law enforcement—like Connecticut or Virginia—seem to send us the safest tourists."

In many states, license plates also contribute to safety by being made of reflective material, so that they can be seen as far as 2,000 feet. So far 27 states have adopted the modern reflective plate, made by putting a special coating over the aluminum or steel plate.

But the idea isn't new. Old-timers recall that Georgia once embossed its plates with a glistening, red-cheeked peach made of thousands of tiny beads. On the darkest night that Georgia peach would glow halfway across the Okefenokee.

Most numbering and lettering systems seem inscrutable to the casual observer, but a state trooper can tell a lot about a car by looking at the license plate. For instance, the prefix numbers generally denote the county. In Iowa there are 99 counties, with prefixes assigned alphabetically. Adair County plates bear number 1, Wright County is 99.

Not all states do it that simply, of course. Florida insists on numbering its counties according to which has the most population, so the prefixes keep changing.

Other letters or digits may indicate the class or size of the car. In Florida W means it's a heavy car and WW means it's *really* heavy. In Connecticut the letter U is set aside, for some reason, for hearses.

Newsman Keith Marvin of Troy, N.Y., probably the leading authority on license plates all over the world, noted this fact and added, "I recall the ominous feeling I had a few years ago when I saw a Hartford hearse with the number U 2."

If today's motorists try to get some individuality on their bumpers by buying vanity plates, they're just getting back to the highly individual early days when licenses were homemade. In 1901, New York State decreed that "every vehicle shall have the separate initials of the owner's name placed upon the back thereof in a conspicuous place." And the state's 954 car owners began to gaily paint their initials on the chassis and sometimes on the headlights.

The more artistic motorists fashioned plates of flattened tin cans, sturdy oak shingles or pieces of harness leather, until the state later that year

issued the first official license plate—a small round disk on which you could put your initials. The cost was \$1.

The idea caught on, to the distress of the interstate motorist who at first had to buy a new license every time he crossed the border.

As early as 1916, California began to put a little local color on its plates—a picture of a grizzly bear. Many other animals followed, such as the pelican that used to be on the Louisiana plates and the famous "sacred codfish" of the 1928 Massachusetts plate (abandoned the following year because critics said the cod looked more like a minnow).

Do you know which states use or have used these mottos on their auto licenses?

Land of Opportunity. If you guessed Arkansas, you're right. It has been the state rallying cry for years.

Land of Enchantment. New Mexico, and quite properly.

Sunshine State. Florida is correct. California disdains to put anything on its plate but (enough said) its name.

Sportsmen's Paradise. Louisiana, from fish to gator-wrestling.

America's Dairyland. What else but Wisconsin?

Heart of Dixie. It's Alabama.

The Beef State. Not Texas, but Nebraska.

Safety Pays. A toughie, unless you happen to live in or around Indiana.

Peace Garden State. New Jersey is the "Garden State," but the "Peace Garden State" is North Dakota, and the name refers to a park on the Canadian border.

This Is the Place. The words were those of Brigham Young, as he picked the site for the Mormon settlement in what was to be Utah. But the motto was a little confusing to out-of-staters, so it hasn't been used on the plate for several years.

If you got most of those right, you're truly a demon plate watcher. Try this one: What plate has a picture of Stub Farlow on it?

Who, you may ask in the first place, was Stub Farlow? Well, he was a great rodeo star of years ago, and since 1936 the state of Wyoming has decorated its plate with a silhouette of Farlow riding a famous bronco named Deadman.

Stub is one of five people with their heads on a plate somewhere in the U.S. The other four are Washington, Jefferson, Lincoln, and Teddy Roosevelt—all on the Mt. Rushmore drawing you find on the South Dakota license.

The history of auto licenses is full of misadventures, such as the frequent oc-



Want To Own Your Own FRANCHISED BUSINESS?

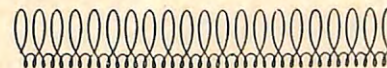
The new Full-Benefit Franchises for Norge Equipped VILLAGE® Laundry and Drycleaning Stores may be your answer!

A large and growing number of privately-owned Norge Equipped Village® stores confirm Norge as leader of the coin-operated fabric care industry. Now Norge introduces Village® store FRANCHISES, providing benefits and opportunities unmatched in the industry! If you qualify, Norge will back you completely with the famous Norge name, aid in site selection, financing, and operating, with both local and national promotion. For information, and a tour of a Village® store operation, call or write today! No obligation.

NORGE

EQUIPPED VILLAGE® LAUNDRY AND DRYCLEANING STORES

commercial
equipment **BORG** **WARNER**



Norge Div., Borg-Warner Corp.,
Dept. 407C, Merchandise Mart Plaza,
Chicago, Ill. 60654

Tell me more about owning my own
NORGE EQUIPPED VILLAGE®
Store Franchise!

Name _____
Address _____
City _____
State _____
Zip _____
Phone _____



casions when improper baking has resulted in the letters washing out, or the time during World War II when metal-short Illinois issued a plate made from a soybean composition, and at least one cow chewed a plate right off the car.

But the whole thing really began to get out of hand a few years ago when states started selling those vanity plates to raise extra money. Until that time the only special numbers were those automatically reserved for dignitaries (the governor usually gets number 1), but then anybody could personalize his car markings by paying extra and writing in early. HIS and HERS licenses were competed for by two-car couples in many states. In Vermont a phonograph dealer managed to get SOUND.

In Texas, where vanity plates are being issued this year for the first time, a repairman has I FIX TV and a physician specializing in respiratory diseases has a plate marked ASTHMA. A skillful poker player opted for AKQJ10, and a tough construction foreman ordered plates reading IWWDHO. (He says it means "If you Won't Work, Don't Hire Out.") Others have HI YALL, HELLO, and, less amiably, GRRR.

One hopes no nepotism is involved, but the fact remains that the state motor vehicle division director's 18-

year-old son ordered BATMAN.

All this does little to dispel the image of Texas as a show-off state. In fact, when the legislators approved the vanity plates last year some lawmakers confidently predicted that although most states make only a few million from special plates, Texans would surely buy at least \$10 million worth.

Another question for you: Who has plates reading LBJ?

If your guess was the President or any of his family, you're wrong. For security reasons, the Secret Service doesn't want Presidential cars marked in any way.

Not all vanity holders have happy experiences. Late last year people all over Massachusetts were getting special plates by mail that they *didn't* order. The trouble was quickly traced to Walpole State Prison, where the convicts who manufacture and mail the plates had for months been demanding more pay and better living conditions.

Observers said the inmates were slyly mixing up mailing lists. For a time they were sending about 25 vanity plates a day to the wrong persons. And at year's end many motorists began unaccountably receiving 1964 vintage plates instead of '66.

Convicts, incidentally, make license plates in almost all states, and there are

seldom any difficulties in the operation. The Montana plate bears the tiny inscription: "Prison Made."

Perhaps vanity makes for confusion by its very nature. Several years ago one New York suburbanite was asked by a local politician, whom he knew casually, "Would you like me to pull some strings and get you *initial* license plates?"

"Well, okay," the suburbanite said. And in a few weeks he indeed received special plates, on which the first two letters were initials—of the politician.

In today's computerized world, license plates are playing a more important role in law enforcement. For example, the California Highway Patrol now has a device called "auto-statis," which checks a car registration in 15/1000 of a second to see if the owner is wanted for anything. And the City of Miami, with some 45,000 unpaid traffic tickets outstanding, has begun to combat scofflaws by running license numbers through a central computer during each car's annual safety inspection.

What of license plates in the future? Keith Marvin thinks U.S. plates may be made larger than the present six-by-twelve inches the states agreed on in 1957 (most European plates are considerably bigger), and that the trend toward reflective plates and other methods for making them easier to read will continue.

His book, *License Plates of the World*, privately printed a few years ago, is an encyclopedia of information ranging from a description of the spectacular plates issued by the "Republic of Katanga" during its one year of secession from the Congo, to the fact that the five jeeps known to be on Easter Island are unregistered.

Marvin notes that in Arabia, license plate numbers are often painted on the roofs of cars, so they can be identified by a pilot if the motorist happens to get lost in the desert. In this country it has been seriously suggested that the vast cities and transportation complexes of the future will also require putting the car license on the roof, for the benefit of airborne police.

It ought to be pointed out, though, that none of these fancy surveillance systems work too well unless there's some kind of patrolman around to do the looking. The results were a little disappointing in Ohio, for instance, when police started putting empty patrol cars along highways to scare speeders into slowing down.

Making a routine check on one busy road, police found that vandals had stopped and stripped one unmanned car of its \$200 siren and all official markings—and the license plate, of course.



**the nicest thing about Zeigler facial care:
it really works!**

This woman used to appear as you see her on the left, showing signs of normal aging. The photo on the right shows the dramatic improvement Zeigler facial care made in six fleeting months!

These photos are not retouched, and she did not lose weight. How was it done? By scientifically correct exercise of the facial muscles and stimulation of the deeper facial circulation. That's the Zeigler way — it does *more* than creams, vibration, or massage. It is pleasant and effective to use; years of medical research and testing proves it so.

WILL ZEIGLER FACIAL CARE DO THIS FOR YOUR BEAUTY?



- * Will it improve facial contours? * Reduce the prominence of fine lines and fine wrinkles? * Generally improve facial appearance with more youthful contours? * Improve tightness of skin, skin texture, and complexion?

special offer:

Write today for free booklet and details of our plan which lets you use Zeigler care for 30 days with full return privilege! This offer is limited, by mail only.

P.S. Zeigler is for men too!

Zeigler Facial Care

-----  

Name _____

Address _____ City _____

State _____ Zip _____

17810 S. Western Ave • Dept. EW106 • Gardena • Calif.

America's Gems

(Continued from page 11)

ride from Washington to Baltimore."

One morning in the fall of 1914, Secretary Lane received a letter of complaint from a Sierra Club member. The writer was indignant at land depredations in Yosemite and Sequoia National Parks and had been appalled at the sight of cattle grazing inside them. The letter was not too unusual: Sierra Club members are still known to be a vocal group, and the complaint was undoubtedly valid. What was unusual was Lane's reply: "If you don't like the way the national parks are being run, come down to Washington and run them yourself." Early the next year Stephen T. Mather did just that, and eventually came to be called the "Father of the National Park Service."

Mather's first job, naturally, was to get a park bureau. The need had proved itself again recently, if there had ever been any doubt. Late in 1913 Congress passed the bill that finally sealed the fate of Hetch Hetchy Valley with a concrete-arch dam. One California newspaper justified the action with the thoughts that there was no need to save Hetch Hetchy for posterity, since "We do not know what posterity will want," and besides, "Posterity probably will not contain so many fools."

When Mather arrived in Washington, the time was ripe to get the park service bill through, so he and McFarland worked with a group including congressmen, government park people, writers, and representatives of the National Geographic Society, the American Civic Association, and the Sierra Club. California Congressman William Kent then introduced the bill they drafted in Congress. That was only their declaration of battle.

Immediately a paradox presented itself to Mather: How could he get the congressmen excited enough to give him his bureau and the money he needed to run it if he had no money and a bureau to get them excited? He needed a "pump-primer." So he solved the problem with his check-book and made an "appropriation" of his own, a reaction that was to become familiar. Mather donated amounts up to \$50,000 to accomplish his agency's conservation objectives when the government wouldn't pay.

One of his first steps was to hire Robert Sterling Yard, who had been Sunday editor of the *New York Herald*, as his publicity chief. That cost him \$5,000 a year, though Mather's own salary at the time was \$2,750. Yard soon interested the *Saturday Evening Post* in the bureau idea and the maga-

zine published a vigorous series of articles in its favor. He also produced 275,000 copies of the *National Parks Portfolio*, financed by Mather and 17 western railroad companies. Mather then organized a mountain trip for congressmen, writers, and editors through Sequoia National Park "to demonstrate national park objectives to an audience capable of furthering them."

When the 64th Congress reassembled in 1916, its members had been exposed to park propaganda. Even so, Mather thought there was no chance of his bureau bill passing in that election year, so he continued to spread his gospel by organizing a second "Mather mountain party" to travel along the proposed route for the John Muir Trail between Yosemite and Sequoia National Parks. But the bill did pass, and was signed late on August 25th. Most fittingly, Mather and his group learned of it that same night on their return to civilization.

For the 50 years since then, the language of this act has served as the foundation of the National Park Service: "To promote and regulate the use" of the parks in such a way as "to conserve the scenery and the natural and historic objects and the wild-life therein, and to provide for the

enjoyment of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations."

The bill also gave the Service a staff: Director Mather got a raise to \$4,500 per year; his assistant, \$2,500. In its most generous moment toward parks to that date, Congress authorized another \$19,500 for the Washington-based office workers deemed necessary to handle the administrative details involved in overseeing more than 30 national parks and monuments—three of them larger than some states, and all concentrated in the West, a long way from Washington in those days of unreliable autos and scarce telephones. Congress was learning, although slowly, that it cost gold to have guardians for its gems.

By the time money came the following fiscal year, however, the country had entered World War I, so it was 1919 before the Service began to fill out. During this period of transition, the Army left the parks, and civilian rangers took their places. "Had it not been for these dedicated men, the first rangers," one of their admirers wrote, "the purpose of the Park Service might well have fallen short of its original concept." Ranger Wright worked for two years with no pay

IT'S TRUE -
A NEW LOOK
FOR THIS
MAN
IN JUST
3 MONTHS!



from this to this

Zeigler Facial Exercise really works!

These are unretouched progress photos of a man in his fifties, taken three months apart. He accomplished what you see simply with regular Zeigler facial exercise and stimulation. He didn't diet or lose weight; he owes this dramatic improvement to Zeigler.

What is Zeigler? A small, compact electronic unit which exercises facial muscles and stimulates facial circulation. Not vibration or massage, it is an entirely different concept proved effective through years of research and clinical study. A cinch to use, it takes little time. Use it in the office. Or watching TV, or phoning. It feels good, and it really works!

How do you stack up? Will Zeigler do this for you — improve your facial appearance with younger looking contours? Diminish fine lines and fine wrinkles? Firm facial skin? Tone facial muscles? **TEST ZEIGLER YOURSELF —**

Special offer lets you use a Zeigler unit for 30 days with full money-back return privilege guarantee. Write today for free booklet and details —

Zeigler Dealerships available:
Write for details



P.S. ZEIGLER IS
FOR WOMEN TOO!

Zeigler Facial Care, 17810 S. Western Ave.
Dept. E 106, Gardena, Calif. 90247

Name _____

Address _____

City _____ State _____ Zip _____

FREE WORLD TRAVEL

or up to \$500 per month
in your spare time

An unusual opportunity for you to become a Travel Club of America co-ordinator in your area. Full or part time, especially suited for teachers, club members and other socially-aware people.

Write for
Full Information To:

TRAVEL CLUB OF AMERICA
900 North Lakeshore Drive, Suite 1912
Chicago, Illinois 60611

**OLYMPICS, ROCKETS
U.N. STAMPS**

Giant Stamp Collection including: Astronauts, Satellites, Moonrocks, Boy Scout Issue, Complete UN Set, Recent Olympic and Sport issues from many countries etc.; Plus Big Stamp Dictionary and Approvals. Everything 10¢

Only **10¢**

STAMPEX, Box 47-REL, White Plains, N. Y.

**MEN! 60 STYLES FOR
W-I-D-E
FEET!**

E to EEEEE Only
Sizes 5 to 13

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

Not sold in stores

Write Today
for FREE CATALOG

HITCHCOCK SHOES INC., Hingham 11-H, Mass.



Investigate the extra profits to be made through a Speed Queen coin-op laundry!

It takes only a small investment to become owner of a necessary fast-growing, self-service business. Under a single roof you can offer complete facilities for self-service laundering, dry cleaning; even pressing—of practically every cloth item in the home.

And you don't need any previous experience to qualify. Our sales and service teams are the envy of the industry. They teach you everything. Speed Queen shows you how to select the best location in your neighborhood—makes sure your store is designed right for smooth traffic flow and efficient service.

We'll be happy to introduce you to other owners of Speed Queen establishments. Let them tell you all about the remarkable ruggedness of Speed Queen's washers, dryers and dry cleaners.

Write Mr. E. W. Jess, Commercial Dept. 106, SPEED QUEEN, Ripon, Wis. Discover how much money you can make—often from an investment as modest as \$5000.



and two more at half pay, and Park Supervisor Sovulewski explained simply, "Things could not be left undone."

For their equipment and uniforms as well as their discipline, these pioneer rangers adopted the Army's style. Today's symbol of the conservation officer, the flat-brimmed felt Stetson (worn even by Smokey the Bear!), comes from that early day as a modified version of the Army's 1890 campaign hat. But the uniform has changed since then and the number of parks has increased—and the Service's problems have changed and increased, too.

Some 231 areas are now administered by the National Park Service, including 32 national parks and 81 national monuments. Other areas under its charge are national recreation areas, parkways, seashores, and various historic, memorial, military, battlefield, and cemetery parks and sites. The 763 units of the National Capital Parks in Washington, D.C., are a part of the Service's domain. Even at the Statue of Liberty in New York harbor, visitors are greeted by a park ranger in the familiar green-and-gray uniform.

There have always been those who just don't understand that the job of the National Park Service is to preserve natural beauty—not make it. These people would build a pipeline to the top of Yosemite Falls to increase its flow, floodlight Sequoia's General Sherman Tree, or provide a phonograph and amplifiers to supply musical accompaniment to the setting sun over Grand Canyon. And there have been those who have needed timber, minerals, water, and grass from the parks.

But today the main danger comes from the very people the parks were set aside to serve. Our population and its need for resources increases each year; the land remains static. Interior Secretary Udall has called this the "quiet crisis," to which the late President Kennedy added "The crisis may be quiet, but it is urgent."

In 1941, 21,000,000 people visited the parks. In 1956, 55,000,000 visitors came. They came because they had more money, more leisure, and because there were more of them. At the same time, funds for park use were limited during and after World War II, which had severely taxed the resources of this nation and of the world, and then the Korean War further slowed appropriations. One observer noted that the rangers were overworked and yet the visitors still ran wild. Bernard deVoto had a solution. He proposed it in 1953 in *Harper's Magazine*: "Let's close the national parks," he wrote, because "so much of the priceless heritage which the Service must safeguard for the United States is beginning to go to hell." By 1955 the National Park System had twice the number of visitors it had been designed for.

So the next year, the National Park Service launched what was then a bold new program: A 10-year plan of development designed to provide expanded and improved facilities to accommodate the expected visitors of 1966, the Service's golden anniversary. They called it Mission 66.

The idea of Mission 66 was to find ways of moving more people through the parks with less damage to park resources. Building a paved path across a fragile meadow, for instance, would concentrate visitors' feet and keep them from wearing out what they brought their eyes there to see. In large measure the program worked. Today the annual budget of the Service is over twice what it was in pre-Mission 66 days, and the Service is proudly operating many new campgrounds and visitor centers with an increased and better-trained staff.

But Mission 66 failed in one important respect: It underestimated people. The planners who looked forward in 1955 expected 80,000,000 visitors in 1966. In fact, the 80,000,000-mark was reached in 1962; this year the Service expects over 117,000,000.



Stephen T. Mather, "Father of the National Park Service"

And so the national park movement in the mid-1960s faces its most serious crisis—people. Not only is the federal government concerned, but so are the private conservation organizations, like Muir's Sierra Club, which helped get the National Park Service started in the first place. Its Executive Director, David Brower, is calling this the "decade of the Last Chance to Decide," while repeating the chilling statement, "What we save in the next few years is all that will ever be saved. How bold shall we be?" he asks.

Secretary Udall of the Department of the Interior tells us how bold he will be: "I shall . . . work for an expansion of the national park system against the needs of the 350 to 400 million human beings the population experts say may inhabit our land some 50 years from now."

President Kennedy had agreed. He had recommended a wilderness protection bill (it is now law), new National Seashores (several have been created), and surveys of resources to provide a base for planning. "The task is large," he concluded, but added with typical Kennedy determination, "It will be done."

Fortunately, President Johnson is committed to the task, too. In a special conservation message to Congress early this year, he proposed "that we plan now to complete our national park system by 1972—the 100th anniversary of Yellowstone, the world's first national park."

We should support the park movement today just as enthusiastically as did citizen McFarland, Park Director Mather, and "first ranger" Sovulewski in their day. At the moment we are not. Some progress is being made. Thirty major areas have been added in the last four years, including Canyonlands in Utah late in 1964, our first new national park since 1947. Other proposals for a North Cascades, a Great Basin, and a Redwoods National Park seem impressive until one hears that the Department of the Interior first called the North Cascades "unquestionably of national park calibre" in 1937, and that proposals by private groups for its establishment go back to 1906. The Redwoods National Park proposal is over 70 years old! Meanwhile, the tree-cutters and dam-builders are spurred by the same population growth that is spurring the need for new parks.

Now that the National Park Service has recorded its first half-century, we can only speculate on what it will be like on its centennial. Gems don't change; guardians must. Still, the Service is ever-mindful that its organic act of 1916 set no limit on the number of 50-year anniversaries it must have. It is now planning on just that many.

No, It's Not a Trick Photograph



The gigantic Elk above, built by members of Butte Lodge, stole the show during the Montana Elks' annual convention July 3 through 5, 1916, in Butte. Said to be the biggest Elk on

earth, the statue was erected to a height of 62 feet and a width of 44 feet. The shoulder span was 8½ feet. The cost—even 50 years ago—was \$4,000! Do any Elks care to top this?

**Raise \$72
to \$2,000 selling
DuPont Family-Pak
toothbrushes
Make 100% profit**

Keep 50¢ of every \$1.00 pak sold

NO RISK. NO INVESTMENT. PAY ONLY FOR WHAT YOU SELL. When your group needs money...remember...PEOPLE NEED TOOTHBRUSHES! Dentists recommend toothbrushes be changed every 3 months. It's EASY selling this DuPont Family-Pak of 3 nylon toothbrushes. You promote good dental health—a community service. DuPont toothbrushes are offered on a **GUARANTEED NO RISK** basis; you **PAY ONLY FOR THOSE YOU SELL, RETURN UNSOLD PORTION.** We pay all mailing charges (minimum order, 72 Paks).

FREE KODAK & WESTINGHOUSE PRIZES

To ORDER or get FREE SAMPLE and information, clip and mail this coupon today!

Send _____ Family-Paks at 50¢ each. (Please remember the minimum order is 72 Paks. Order in multiples of 72. Return unopened Paks for FULL CREDIT.)

Send me a FREE Family-Pak of 3 DuPont nylon toothbrushes and also full details on the Fuller Fund Raising Program.

SEND TO _____ ORGANIZATION

ADDRESS _____

CITY _____ STATE _____ ZIP _____

ADULTS SIGNATURE _____ PHONE _____

THE FULLER FUND RAISING CO., P.O. BOX 18324, DEPT. 107, LOUISVILLE, KY. 40218



ARE AWARDED TOP SALESMEN! Last year The Home for Children, in Lincoln, Nebraska, needed to raise money. Mr. Robert Rudell, Superintendent, ordered 2016 DuPont Family-Paks on Sept. 1st. By Oct. 20th all DuPont Paks were sold. **THE HOME MADE \$1,008.00 AND WON 14 KODAK FLASH CAMERAS.**

This year Mr. Rudell wrote to us saying, "We had a successful drive last year. I would like to know if it would be possible to sell another thousand toothbrushes during June and July to raise \$500.00."

News of the State Associations

(Continued from page 27)



FOUR-WAY
BEST LOW COST
ARC WELDER
YOU CAN BUY
\$14.95
Complete

WELD, BRAZE, SOLDER, CUT. Tops in performance and value. Ideal gift, educational, profitable, enjoyable. No experience needed. Use $\frac{1}{8}$ " welding rods and $\frac{1}{4}$ " carbons to make or repair auto bodies, fenders, trailers, boats, toys, furniture, farm equipment, garden tools, anything of metal. Operates on 110 V. line.

WORLD'S GREATEST WELDING VALUE. Over 500,000 in use by home owners, farmers, hobbyists and mechanics. **5 Year Unconditional Guarantee.** If inoperative will repair or replace without charge. **You Get: FULL FACE SHIELD,** heavy metal cabinet, ground clamp, 12 ft. of heavy cables, special combination carbon arc torch & rod holder, carbons, welding and brazing rods, flux, solder, instructions. Order on **10-DAY UNCONDITIONAL MONEY BACK TRIAL.**

FREE Order from this ad and receive extra **FREE** \$2.00 gift of rods, flux & solder **SEND ONLY \$2.00** and pay \$12.95 plus C.O.D. charges on delivery.

or send only \$14.95 and we'll ship prepaid. Order today.

FOUR-WAY WELDER CO. Dept. R34-K
1810 S. Federal St.
Chicago, Ill. 60616

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

1,999 NEW ONE-LINERS!

Famed joke professional Robert Orben's new book is biggest bargain ever for speakers, sales presentations, entertainers. Sharp, snappy, timely, in categories for quick reference use. Guaranteed money back in two weeks if not satisfied. Send for **THE JOKE-TELLER'S HANDBOOK** now — \$4.50 postpaid to Doubleday & Co., Garden City, N. Y. 11531.

50 BRAND NEW TOWELS \$1.00!

Biggest Towel Bargain in U.S.
UNWOVEN COTTON AND RAYON—Assorted beautiful Pastel Colors. **BRAND NEW—NOT Seconds**—50 Towels for \$1.00, or 100 for only \$1.89! Deluxe Quality. Pls. include 25c extra for postg. & hdlg. with EACH set of 50 Towels you buy. Make good money selling these Towels. We've sold 40,000,000 already and include sure-fire MONEY-MAKING Plans with your order. Money-Back Guarantee. No C.O.D.'s Order NOW!
50 TOWEL CO., Dept. CR-564, Box 662, St. Louis, Mo.

B. P. O. E. PARTY FAVORS



On party night favor your ladies with a beautiful Elks emblem gift. This distinctive Bowknot pin is set with luxuriously brilliant rhinestones. Goldtone or rhodium. Enameled B.P.O.E. Emblem pendant. Safety catch pin fastener.....\$1.55
And when planning a party you'll want emblem decorations, napkins, doilies, place mats, cards, etc.
Prices F.O.B. Chicago Write for catalog

RUSSELL-HAMPTON CO.
Dept. E, 15 S. Wacker Dr., Chicago

Arms, and Frank F. Lougee, Council Bluffs, Tiler.

The midwinter meeting will be held Nov. 4 through 6 in Fort Dodge.

JOHN A. FUHRHOP, Galveston, Tex., former member of the G.L. Committee on Judiciary, was an honored guest of the Arkansas State Elks Association's annual convention May 20 through 22 in Texarkana.

Bryan Lewis, Hot Springs, won a Most Valuable Student award of \$800.

The new President, Earl E. Robbins of Hot Springs, appointed three new committees. The chairmen are: George W. Mace, Jonesboro, Americanism; Robert B. Acheson, Mountain Home, Lodge Activities, and H. Clark Collins, Fort Smith, Veterans.

New officers include: Charles Mietchen, Mountain Home, and Joe D. Brown, Vice-Presidents; James H. Webb, Hot Springs, Secretary-Treasurer; Gene Arron, Tiler; Edward A. Comaskey, Chaplain; Charles F. Barclay, Rogers, Sergeant-at-Arms, and George Mace, Inner Guard. Trustees are: Dr. Ben N. Saltzman, Mountain Home; Richard Geren; James Vaughan; R. E. Johnson, Jonesboro, and the retiring president, Dr. Harry M. White, Rogers.

The fall meeting will be held Nov. 19 and 20 in Hot Springs.

A FOURTH MOBILE DENTAL UNIT costing \$18,000 has been purchased by Missouri Elks, who held their 57th annual spring meeting May 20 through 22 at Clayton Lodge in St. Louis.

Retiring President Howard Bopp of Kirkwood-Des Peres Lodge thanked members for donating funds for the unit, to be used to treat crippled children whom local dentists are not equipped to handle. He also congratulated delegates for upgrading lodge facilities, working on new projects, and turning out in record numbers—366 from 27 Missouri lodges and 8 Illinois lodges.

George Murray, dental unit director, reported that the three operating units have visited 20 communities and 57 counties, treating 1,016 patients at estimated fees of more than \$45,400.

The dental project received a special award from the Missouri Public Health Assn. Dr. J. R. Robinson, Missouri Division of Health dental consultant, said the award was the first ever given to an organization. The project is supported by membership in the One Hundred Club of the Missouri Elks Benevolent Trust.

Grand Trustee George T. Hickey, Chicago, and Dr. Robinson addressed the banquet.

Most Valuable Student Awards of \$600 went to Joyce Ann Jaillate, Joplin, and Jeffrey Willbrand, St. Charles. Jim Whan, Maryville, and April Walstead, Joplin, won \$150 awards.

Washington Lodge won the State Ritualistic Contest and the state bowling trophy. Secy. of State James C. Kirkpatrick of Missouri delivered the memorial service address.

Officers elected were: William F. Gill of Grandview-Hickman Mills Lodge, President; Eldon R. Welton, Nevada, Vice-President-at-Large, and John Gibbons, Clayton, Richard Martin, St. Joseph, Earl Toulouse of Festus-Crystal City Lodge, and Galen Marr, Warrensburg, all District Vice-Presidents. Other new officers are: James Klene, Hannibal, Bernard Watters, Kansas City, E. F. Barisch, St. Louis, and Jesse Edwards, Springfield, all Trustees; O. M. Trotter, Florissant, Chaplain; John Williams, Cape Girardeau, Tiler; Ted Cockayne, Maryville, Inner Guard; R. Max Frye, St. Joseph, Treasurer; G. K. McClintick of Grandview-Hickman Mills Lodge, Secretary, and Joel Short, Joplin, Sergeant-at-Arms.

The 1967 spring meeting will be held in St. Joseph.

CONNECTICUT ELKS fulfilled a \$50,000 pledge and voted a \$300,000 promise to the Newington Hospital for Crippled Children, their major project, during their 37th annual convention June 3 and 4 in Willimantic.

The hospital was presented \$25,000, the final half of the \$50,000 promised for establishment of a central sterile supply department. The pledged \$300,000 will go toward construction of outpatient facilities. Glowing tributes from two Veterans Administration hospitals—at West Haven and Newington—were read to delegates from the group's 40 lodges.

Attendance was the largest to date. Justice Harold J. Field of the Grand Forum, a Boston resident, spoke at the opening session. Other distinguished men included: former Grand Trustee Arthur J. Roy, Willimantic; Thaddeus J. Pawlowski, Norwich, a member of the G.L. New Lodge Committee, and Mayor Leo Carey of Willimantic.

A drum and bugle corps sponsored by Willimantic Lodge led a parade of honored guests, association officers, and delegates. A dinner dance was held.

Willimantic Lodge won the Ritualistic Contest.

Thomas Newton, Greenwich, was elected President. Vice-Presidents are: Harrison Berube, New Haven; Louis Triano, Naugatuck, and Frank Adams, New London. Brother Pawlowski was



Boston Red Sox pitcher Jose Santiago demonstrates a few skills to some of 50 youngsters from St. Coletta's School for Exceptional Children, Hanover, Mass., during an Elks-sponsored baseball outing at Fenway Park. Arrangements were made by Michael J. McNamara (right), Randolph, G.L. Youth Activities committee-man. Assisting him were S.P. John F. Cahill, Cambridge; Trustee Morris Margolis; James L. Colbert, Somerville, State Youth Activities chairman, and P.D.D. Irving L. Stackpole, Somerville.



Connecticut Elks' new officers stop at the annual convention in Willimantic for their photo. In the front row are Secy. Thaddeus Pawlowski, Norwich, a member of the G.L. New Lodge Committee; former Grand Trustee Arthur J. Roy, Willimantic, the installing officer; S.P. Thomas Newton, Greenwich, and Treasurer Edward Kligerman, Branford. Behind them are Harrison Berube, New Haven, Louis Triano, Naugatuck, and Frank Adams, New London, all Vice-Presidents, and Robert Lewis, New Haven, a new Trustee.

reelected to his 11th term as Secretary and Edward Kligerman, Branford, was reelected to his 4th term as Treasurer. Robert Lewis, New Haven, was named a Trustee.

Appointive officers are: Paul Delmonte, Norwich, Sergeant-at-Arms; Anthony Payne, New London, Tiler; David Hoyt, Greenwich, Inner Guard, and Michael Minotti, Bridgeport, Chaplain.

The 1967 annual convention will be held June 2 and 3 in East Hartford.

TEN MOBILE UNITS serving cerebral palsy victims will be in operation by the end of the year, Pennsylvania Elks State Association members learned at their annual convention June 3 through 5 in Harrisburg. Seven units are in service currently in one of the group's major projects.

An honored guest was P.C.E.R. Lee A. Donaldson.

Outgoing President Earl W. Kunsman, Bethlehem, read a citation honoring Secretary Wilbur Warner, Lehigh-ton, who retired after 12 years of service.

College and nursing scholarships were presented.

Richard Megargell, Orangeville, was elected President. Homer Huhn Jr., Mount Pleasant, was elected Secretary.

"LIVE AND HELP LIVE," G.E.R. Raymond C. Dobson's motto, rang through the halls of Great Falls Lodge during the Montana Elks' 64th annual convention July 14 through 16.

During an interview before his address to delegates, Brother Dobson stated his slogan and added:

"A good Elk needs no draft card to compel him to enroll in hard work and

hard thought to strive for what we know is right. Americanism is more than waving flags and reciting the Pledge of Allegiance, although that is to be commended and more of it should be done. It (Americanism) is an honest and decent way of life carved out of

history the hard way."

Brother Dobson congratulated Montana Elks for leading the other states with a \$430,476 contribution to the Elks National Foundation.

Other honored guests were Mrs. Dobson; Gov. Tim M. Babcock, a Billings

Extra Special Gift Offer
Halvorfold and 6-Hook Key Case
Morocco \$10.25—Calfskin \$12.75

The Halvorfold

Loose-leaf Pass Case, Billfold, Card Case. Note exclusive features. Read Special Offer below

Billfold
Card Pocket
Card Pocket
Name, address and any Fraternal Emblem in 23K Gold FREE
Exclusive Loose-leaf Device
8-pass capacity replaceable
Outside closing Flap means more Security

\$8.00 Black or brown Morocco **\$9.50** Smooth black or brown Calfskin
Lodge No. under inside emblem 75¢ add'l.
Lodge No. with City under inside emblem \$1.25 add'l.

"Made to Order" for ELKS

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

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

HALVORSEN, P.C.M. 4868 Victor St.
Jacksonville, Fla. 32207, Dept. 156

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 .25¢, 16-pass .50¢, etc. Please check squares at right.)
Lodge No. under inside Emblem 75¢ extra

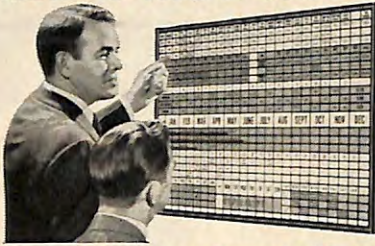
PLEASE CHECK HERE:

<input type="checkbox"/> Black Calfskin \$9.50	<input type="checkbox"/> Brown Calif. \$9.50
<input type="checkbox"/> Black Morocco \$8.00	<input type="checkbox"/> Brown Mor. \$8.00
<input type="checkbox"/> Gold filled Snap & Corners \$1.50 extra	
<input type="checkbox"/> 4 fold (8 pass)	<input type="checkbox"/> 6 fold (12 pass)
<input type="checkbox"/> 8 fold (16 pass)	<input type="checkbox"/> 16 fold (32 pass)
<input type="checkbox"/> Elks Emblem Outside	<input type="checkbox"/> Yes <input type="checkbox"/> No

Name: _____ 23K Gold Inside Emblem: _____
Please Print

Address: _____
If you send cash with order, we ship postpaid. Money back if not satisfied. PLEASE USE ZIP CODE

GRAPHIC VISUAL CONTROL



You Get Things Done Better And Faster

The BOARDMASTER saves time, cuts costs and prevents errors. You see what is happening. Shows facts at eye level. For Production, Scheduling, Inventory, Sales, Traffic, Etc. Simple to operate. Write on cards, post on board. Fully flexible. Million in use. Price \$49.50 with cards.

FREE 24 Page BOOKLET No. EK-10
Mailed Without Obligation

GRAPHIC SYSTEMS, Box 398, Yanceyville, N.C.

RUPTURE-EASER



(A Piper Brace Truss) ©

No Fitting Required



Right or Left Side **\$4.95** Double 6.95

Pat. No. 2606551

A strong, form-fitting washable support for reducible inguinal hernia. Back lacing adjustable. Snaps up in front. Adjustable leg strap. Soft, flat groin pad. No steel or leather bands. Unexcelled for comfort. Also used as after operation support. For men, women, children. Send measure around the lowest part of abdomen and state right, left side or double. Enclose 25c postage.

PIPER BRACE CO.

811 Wyandotte Dept. EK-106 Kansas City, Mo.

NEWMAN BRONZE MEMORIALS



Signs, honor rolls, Add-A-Plate tablets, hand tooled bronze, since 1882. WRITE FOR CATALOGS.

NEWMAN BROS. INC.
5625 CENTER HILL AVENUE
CINCINNATI, O. 45216

MAGNIFYING



1/2 FRAME GLASSES

See SHARP and CLEAR for reading fine print and doing detail work, yet get regular non-magnified vision over top of lenses. Polished ground lenses. For folks over 40 without astigmatism or eye disease who simply need magnifying lenses. \$3.98 includes case. Add 25c postage. State age.

NEL-KING PRODUCTS, Department EK-106D
811 Wyandotte Street, Kansas City, Mo. 64105

NEW Mitchell tables

FOLD-O-LEG

- Unsurpassed Design and Beauty
- 8 Adjustable Heights
- Rugged and Strong
- Tamperproof Mechanisms



Choose from many top materials and colors.

Write For Brochure Department G

Rectangular, square and round. Flat or edge loading trucks for all sizes.

MITCHELL MANUFACTURING CO.
Milwaukee, Wisconsin 53246

Lodge member, and Frank Hise, Corvallis, Ore., an Approving Grand Trustee.

Governor Babcock said that Montana Elks' dedication is exemplified by their mobile speech and hearing clinics—their major state project; their Elks Buck Club, which gives eyeglasses, orthopedic shoes, hearing aids, and other devices to handicapped children, and their participation in the national Elks' hide program. Under this, animal hides are tanned and distributed to veterans to make into useful objects in hospitals.

Lowell Fisher of Great Falls, major projects chairman, reported that \$285,644 has been spent by Montana Elks in the last 10 years to help 53,440 handicapped persons under the speech and hearing therapy program.

Ardith Gregory, Forest Grove, won \$500 in U.S. Savings Bonds in the Youth Leadership Contest and J. Patrick Dowdall, Anaconda, won a \$1,200 award in the Most Valuable Student Contest. Dowdall placed fourth in the nation.

Social events included a barbecue, a parade of musical units from the various lodges, and a luncheon and an ice-skating show for the women.

A convention class was initiated.

Chester Kruger, Lewistown, was elected President; James Kruzich, Glasgow, and August Vidro, Anaconda, were elected Vice-Presidents, and Ray Kelly, Polson, was reelected Secretary-Treasurer.

Have was selected as the 1967 annual convention site, Lewistown was named the midwinter meeting site, and Billings was voted the state bowling tourney site.

ARIZONA ELKS OFFICIALLY changed their group's name to the Arizona Elks Association, deleting "State" in the title, during their 51st annual convention May 11 through 14 in Mesa. About 760 Elks and their guests heard a number of distinguished men speak.

They included Past Grand Exalted Rulers R. Leonard Bush, Horace R. Wisely, L.A. Lewis, and George I. Hall; Gov. Samuel P. Goddard Jr. of Arizona; Secretary of State Wesley Bolin, and Grand Trustees Robert E. Boney, Las Cruces, N.M., and Vincent H. Grocott, Santa Barbara, Calif.

All lodges in the state contributed to the Elks National Foundation, the three Veterans Administration hospitals in Arizona, and the major project—the Arizona Elks Association Hospital, Tucson, for convalescent Elks.

Cedric Austin, P.E.R., P.S.P., and P.D.D., gave the memorial address.

San Manuel Lodge won the Ritualistic Contest.

Social activities included tours and a women's luncheon.

Harold E. Nimitz, Winslow, was

named President. Other new officers are: Santry C. Fuller, Tucson, L. Wayne Adams Jr., Phoenix, and Roland W. Wilpitz, Jerome, all Vice-Presidents; Robert E. Nimmons, Flagstaff, Secretary; W. H. (Judd) Gray, Phoenix, and John D. Frakes, Tucson, both Trustees; Donald R. Campbell, Winslow, Chaplain; Terrance J. Rice, Flagstaff, Sergeant-at-Arms; Edgar E. Wilker, Sedona, Inner Guard, and Blaine G. Toller, Parker, Tiler. Irving D. Kaplan, Tucson, and R. M. Matteson, Scottsdale, were elected to the Hospital Executive Board. Eddie F. Erb, Miami, was reelected Treasurer.

PAST GRAND EXALTED RULER Robert G. Pruitt addressed South Carolina Elks' annual convention June 17 through 19 in Charleston. More than 300 persons from the group's 14 lodges were present.

James E. Parker Jr. of Rock Hill, Secretary-Treasurer and State National Foundation chairman, reported that South Carolina Elks donated \$6,780 to the Elks National Foundation this last year and received \$8,500 from the foundation.

Foundation scholarships of \$1,000, \$900, and \$800 were won respectively by Richard Millar Jr., Charleston, Linda Jo Mangum, Columbia, and Edwina Salley, Orangeburg. Winners of \$600 state scholarships were: Dennis Haire and Brenda Manley, both of Rock Hill; Bonnie Lee Chauncey and David Cusher, both of Columbia; Rodney Hodge, Awendaw; Elizabeth Hood, Greenville; Linda Brown, Hemingway; Sandra Brice, Sumter; Judy Clary, Gaffney, and Marsha Hecht, Union.

Susan Wall and Spenser Simrill, both of Rock Hill, won Youth Leadership awards of \$1,400.

Dr. Douglas Carlisle, Columbia, legislative chairman, said that Vietnam provided the most heated discussion in the State Student Legislature, which voted overwhelmingly to support the Administration's position.

Augustus Fitch Jr., Columbia, veterans service chairman, reported that about 7,800 patients were entertained by Elks this last year.

Orangeburg won the Ritualistic Contest.

New officers are: W. M. Ashley, Anderson, President; Ken D. Saylor, Anderson, and Henry F. Garvin, Charleston, Vice-Presidents; Dr. Tom Stanfield, Anderson, Chaplain; Charles E. Rogers, Charleston, Esquire; C. Arthur Bruce, Anderson, Inner Guard, and Lewis W. Weeks Jr., St. Matthews, Tiler. Brother Parker was reelected Secretary-Treasurer.

A semiannual meeting will be held in January.

A TOTAL OF \$14,102 was donated by Nevada Elks and their ladies to crippled

youngsters last year, delegates learned at the annual convention June 9 through 11 in Winnemucca.

P.G.E.R. Horace R. Wisely; C. Wallace Ericson, Glendale, Calif., former G.L. Ritualistic committeeman; P.D.D. and P.S.P. Bruce H. Marsh, Inglewood, Calif., and Gerald Strohm, Fresno, President of the California Elks Association, were among the distinguished guests. About 150 persons were present.

Wynn Westmoreland, Winnemucca, won a \$1,000 scholarship from the Grand Lodge.

Reno Lodge won the Ritualistic Contest and Las Vegas Lodge was second.

New officers are headed by Howard H. Baker, Hawthorne, and include: Frank Belger, Henderson, and C. M. Burdick, Ely, both Vice-Presidents; Jackson W. Bailey, Hawthorne, Secretary; Carl C. Merrill, Boulder City, Treasurer; William H. McDonald, Chaplain; Louis Rivero, Sergeant-at-Arms, and B. J. Owen, Tiler.

The 1967 annual convention will be held in June in Tonopah.

PAST GRAND EXALTED RULER George I. Hall, chairman of the G.L. Convention Committee, was the headlined speaker at the Texas Elks State Association's 41st annual convention June 2 through 4 in Fort Worth.

Joel W. Ellis, Harlingen, was elected President. Other new officers include: James V. Sharp, San Antonio, President-Elect; Robert C. Perkins, San Antonio, Treasurer, and W. T. (Jack) Bridges, Fort Worth, Secretary.

Vice-Presidents are: Preston L. Gifford, Borger; Rollin Phipps, Midland; W. M. Bucy, Bedford; Olley Anderson, Austin; C. Ray DeBoard, Liberty; Patrick H. Doyle, Marshall; S. O. Blount, Pasadena; Harry L. Sexton, Browns-

ville, and Franklin Jordan, San Angelo.

The 1967 annual convention will be in Houston, with the dates to be announced at a later date.

OREGON ELKS' MAJOR PROJECT—aid to visually handicapped youngsters—completed its 17th year shortly after the state association convened May 19 in Seaside. Sorely missed was the major projects chairman—Brother Homer Schnell of Vale—who died unexpectedly this last year.

Dr. Kenneth C. Swan, professor of ophthalmology at the University of Oregon Medical School, Portland, and an Elk, submitted the major project report. By this August, he said, more than 15,000 children from low-income families would have made 64,000 visits to the Children's Eye Clinic sponsored by the Elks at the medical school. Hospitalization and eye surgery would have been provided 2,000 of these youngsters, he said, adding that the Elks bought the necessary surgical equipment, which cost nearly \$100,000.

During the first four months of 1966, 383 new children were registered in the project and patient visits totaled nearly 1,400, Dr. Swan said.

P.G.E.R. Emmett T. Anderson, vice-chairman of the Elks National Memorial and Publication Commission, was an honored guest at the three-day meeting, for which 501 delegates registered. Total attendance reached about 1,530.

Also present was P.S.P. Ernie W. Winkle of Medford, the oldest living past association president at 70.

Cheryl Miller, Lebanon, won a \$1,330 scholarship and Gary Moss, Lakeview, won a \$1,130 award among state scholarship winners, announced Elmer Jacques, Ontario, scholarship chairman.

New officers are headed by Al Beeler,

YOUR OWN BUSINESS



EXCLUSIVE DEALERSHIP FOR KLEEN-KING HIGH-PRESSURE WASHERS

Because of the tremendous demand for Kleen-King High-Pressure Washers, we must expand our nation-wide dealer force immediately.

PROFIT POTENTIAL

This is no "get rich quick" scheme, or weekend-and evenings sideline. We need aggressive, hard working dealers with an eye on the future who want to grow with America's leading high-pressure washer manufacturer. Those selected will take charge of Kleen-King sales, service in multi-county, protected territories.

GROWTH INDUSTRY

Since their introduction a few years ago, Kleen-King High-Pressure Washers have become an indispensable tool for thousands of garages, service stations, transport companies, industries, and farms. Other hundreds of coin-op car wash installations use Kleen-King—including the first coin-op in America!

Our dealers are finding a ready-made market for sales, service, and follow-up sale of detergents. With a minimum investment, they are backed by superior research and national advertising, and rewarded by liberal discounts and incentive bonuses.

SEND THE COUPON NOW

Are you interested in your own growing business—with earnings matched to your own ability? Send this coupon now. We will rush you full details.

BRITT-TECH Corp.,
Dept. E, Britt, Iowa

YES, I want to learn about the opportunities in a Kleen-King Exclusive Dealership. Send me all the facts.

Name _____

Address _____

City _____ State _____



"I'm not fussy—I'll take anything that's going up."

AGE 50 to 80?

Discover How To Apply
For Old Line Legal
Reserve Life Policy!

If you're between 50 and 80, you may still apply for the same kind of life insurance available when you were younger. You handle entirely by mail. No one will call on you. No obligation.

Write for more information today. Just tear out this ad and mail it with your name, address and year of birth to Old American Insurance Co., 4900 Oak, Dept. L1055M, Kansas City, Mo. 64141.

1000 GOLD STRIPE ZIP-CODE LABELS 25¢



BIGGEST LABEL BARGAIN in U.S.A.

1000 Deluxe, Gold Stripe, gummed, padded Labels printed with ANY Name, Address and Zip-Code, 25¢ for EACH set! No limit, but please include 10¢ EXTRA for pstg. & hdg. for each set. Order NOW before this offer is withdrawn. Money-back guarantee. Write for FREE Money-Making Plans.

Two Brothers, Inc., Dept. 560, 808 Washington, St. Louis, Mo.

Make Rubber Stamps for BIG PAY



Need more money? Earn \$60-\$75 a week, spare time, at home making rubber stamps for offices, factories, individuals. Hundreds of uses. Hundreds of prospects—everywhere. Right in your own community. Turn out special stamps for names, addresses, notices, prices, etc., in minutes with table-top machine. We furnish everything and help finance you, at less than bank rates. Write for free facts. No salesman will call.

Rubber Stamp Div., 1512 Jarvis, Dept. R-24-LX, Chicago 60626

NIMS

NATIONWIDE IMPROVED MAIL SERVICE—

FOR REDUCING POSTAL COSTS
AND IMPROVING SERVICE
MAIL EARLY IN THE DAY
IT'S THE BETTER WAY!

LETTERS READY? . . .
MAIL THEM EARLY!

KEEP HIM DRY NIGHT AND DAY



\$5.95

Plus 25¢
Postage

with 3 washable Patented
snap-in absorbent pads



Pi PEER® MALE-DRI®

Stops embarrassment of wet garments, helps train against bedwetting. Protection and confidence without bulk & bother of diaper-like garments. Elastic belt, wet-proof pouch. Worn by invalids and thousands of adults, too. Size is waist measurement. Guaranteed to satisfy or money back if returned postpaid in 30 days.

Piper Brace Co. Dept. EK-106M
811 Wyandotte • Kansas City, Mo. 64105

McMinnville, and include: Robert Stults, Roseburg, R. R. Schroth, Hermiston, Robert Clark, Bend, and Worth Blacker, Corvallis, all Vice-Presidents, and H. M. Randall, Salem, Treasurer.

L. A. O'Neill, Madras, was reelected Secretary. Other officers are: Jake Wortman, McMinnville, Sergeant-at-Arms; Bob Sell, Prineville, Chaplain; Kent Mauser, The Dalles, Inner Guard, and Rex Vollstedt, Albany, Tiler.

Trustees are: Jack Lambert, Lebanon, chairman; Les Herburger, John Day; Norm Freeman, Milwaukie; Chester Eaton, Myrtle Creek, and Merv Mortensen, La Grande.

A MEMBER OF Green Bay Lodge—Congressman John Burns—spoke at the banquet of the Wisconsin Elks Association during its annual convention May 13 through 15 in Appleton. Another distinguished guest was P.G.E.R. Fred L. Bohn. About 600 delegates and their wives were present.

Fifteen scholarships were awarded for the purpose of studying alcoholism in an effort to curb it.

Social activities included a dinner dance and a fashion show and luncheon for the women. The Elks Ladies Chorus provided music for the memorial service.

Leo H. Schmalz, Kaukauna, was elected President and D. H. Everman, Beaver Dam, was named President-Elect. Vice-Presidents are: Wendall H. Smith, Appleton; Forest Huntsinger, Ashland; Maurice Pohl, Sheboygan, and Warren Foster, Baraboo. Vernon Hopf, Kenosha, was reelected Secretary.

Other new officers are: William Herrmann, Manitowoc, Treasurer; William Lucas, Green Bay, Tiler; Glen Korotev, Neenah, Inner Guard; Joseph Kovacs, Fond du Lac, Chaplain, and Raymond Kiehl, Milwaukee, Sergeant-at-Arms. Trustees are: Kenneth F. Sullivan, Madison; Dr. J. R. Casanova, Watertown; M. C. Weinkauff, Rice Lake; Daniel Stangel, Two Rivers, and Harold Canaan, Cuba City.

Madison will be the site of the 1967 annual convention May 19 through 21. The midwinter conference will be held Feb. 3 through 5 in Wisconsin Rapids.

Grand Lodge Advisory, Centennial, and Convention Committees

ADVISORY COMMITTEE

JOHN L. WALKER, *Chairman*, Roanoke, Va., Lodge No. 197. Box 720 (24004)
LEE A. DONALDSON, *Secretary*, Etna, Pa., Lodge No. 932. 481 Browns Lane, Pittsburgh, Pa. (15237)
JAMES T. HALLINAN, Queens Borough, N.Y., Lodge No. 878. 161 East 42nd St., New York, N.Y. (10017)
EDWARD J. McCORMICK, Toledo, Ohio, Lodge No. 53. 316 Michigan St. (43624)
JOHN S. McCLELLAND, Atlanta, Ga., Lodge No. 78. 31 28th St., N.W. (30309)
WADE H. KEPNER, Wheeling, W. Va., Lodge No. 28. 1308 Chapline St. (26003)
L. A. LEWIS, Anaheim, Calif., Lodge No. 1345. Box 628, Whittier, Calif. (90608)
GEORGE I. HALL, Lynbrook, N.Y., Lodge No. 1515. 161 East 42nd St., New York, N.Y. (10017)
EMMETT T. ANDERSON, Tacoma, Wash., Lodge No. 174. 758 Commerce St. (98402)
SAM STERN, Fargo, N.D., Lodge No. 260. Dakota National Bank (58103)
EARL E. JAMES, Oklahoma City, Okla., Lodge No. 417. 824 N.W. 35th St. (73118)
WILLIAM J. JERNICK, Nutley, N.J., Lodge No. 1290. 44 Alexander Ave. (07110)
FRED L. BOHN, Zanesville, Ohio, Lodge No. 114. 50 South Third St. (43702)
H. L. BLACKLEDGE, Kearney, Neb., Lodge No. 984. First National Bank Bldg. (68847)
H. R. WISELY, Salinas, Calif., Lodge No. 614. Box 2117 (93901)
W. S. HAWKINS, Coeur d'Alene, Idaho, Lodge No. 1254. Box 1000 (83814)
JOHN E. FENTON, Lawrence, Mass., Lodge No. 65. Suffolk University, 20 Derne St., Boston, Mass. (02114)
W. A. WALL, West Palm Beach, Fla., Lodge No. 1352. Box 986 (33402)
RONALD J. DUNN, Oneida, N.Y., Lodge No. 767. 112 Farrier Ave. (13422)
ROBERT G. PRUITT, Buckhead (Atlanta), Lodge No. 1635. 3174 Peachtree Drive, N.E., Atlanta, Ga. (30305)
R. LEONARD BUSH, Inglewood, Calif., Lodge No. 1492. 225 N. LaBrea Ave., (90301)

CENTENNIAL COMMITTEE

EMMETT T. ANDERSON, *Chairman*, Tacoma, Wash., Lodge No. 174. 758 Commerce St. (98402)
ROBERT G. PRUITT, *Secretary*, Buckhead (Atlanta), Lodge No. 1635. 3174 Peachtree Dr., N.E., Atlanta, Ga. (30305)
R. LEONARD BUSH, Inglewood, Calif., Lodge No. 1492. 225 N. LaBrea Ave. (90301)
JOHN E. FENTON, Lawrence, Mass., Lodge No. 65. Suffolk University, 20 Derne St., Boston, Mass. (02114)
GEORGE I. HALL, Lynbrook, N.Y., Lodge No. 1515. 161 E. 42nd St., New York, N.Y. (10017)
H. R. WISELY, Salinas, Calif., Lodge No. 614. Box 2117 (93901)

CONVENTION COMMITTEE

GEORGE I. HALL, *Chairman*, Lynbrook, N.Y., Lodge No. 1515. 161 E. 42nd St., New York, N.Y. (10017)
JOHN S. McCLELLAND, Atlanta, Ga., Lodge No. 78. 31 28th St., N.W. (30309)
WILLIAM S. HAWKINS, Coeur d'Alene, Idaho, Lodge No. 1254. Box 1000 (83814)
LEE A. DONALDSON, Etna, Pa., Lodge No. 932. 481 Browns Lane, Pittsburgh, Pa. (15237)
R. LEONARD BUSH, Inglewood, Calif., Lodge No. 1492. 225 N. LaBrea Ave. (90301)



Middle East Hassle: The Next Vietnam?

THE PRINCIPAL REASON for Soviet Premier Alexei Kosygin's spring visit to Egypt was to set up cooperative programs between Moscow and the entire revolutionary Arab bloc. The Soviet-Egyptian agreement includes a wide variety of measures. Among them are continued Soviet economic support for President Abdul Gamal Nasser of Egypt, and a step-up in the supply of Communist-bloc arms to all of the "socialist" Arab states (Egypt, Syria, Algeria, Iraq).

In exchange, the Soviets demanded that these Arab states stop squabbling among themselves and concentrate on destroying the "feudalistic, reactionary" Islamic Alliance headed by Saudi Arabia and including Kuwait, Jordan, Iran, and many other Moslem lands.

In addition, the Soviets asked for—and reportedly were granted—port facilities in Syria, Egypt, and Yemen. A Soviet Navy unit is scheduled to be stationed in Alexandria, Egypt.

Meanwhile, it was reported that Nasser intends to confuse the Arab mind by creating an Islamic Pact to confront Saudi Arabia's Islamic Alliance—the one being socialist and allied with Moscow, the other, of course, being nonsocialist and allied with the United States. The entire force of the Communists' worldwide propaganda apparatus will be on the side of Egypt and the new Arab socialist states. The ideological pitch, naturally, will be the "progressive" Arab forces against the "reactionary" Arab forces.

Cairo Radio editorialized that "the battle between us and Saudi Arabia is not a dispute between two states or two rulers. It is the battle of revolution against reaction, the battle of Arabs against their enemies, and the battle of freedom, socialism, and unity against slavery, exploitation, and disunity among Arabs."

In an effort to keep members of the Order aware of developments in the global struggle between the forces of freedom and communism, THE ELKS MAGAZINE frequently 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, among them the B.P.O.E. Readers who wish to subscribe to Freedom's Facts may do so by writing to All-American Conference, 1028 Connecticut Avenue N.W., Washington, D.C. 20036. The subscription price is \$3 per year for 12 issues.

While the words fly, mostly aimed from Cairo against Saudi Arabia and from Damascus against bordering Jordan, armed conflict has already begun. In Yemen, forces of the Republic of Yemen are bolstered by the presence of Communist-armed Egyptian forces, while the Imam of Yemen is backed by Saudi Arabia.

The conflict is between Arab and Arab—just as in Vietnam it is between Vietnamese and Vietnamese. This is the Soviet style of modern warfare: train agents, have them penetrate into a country or region, let them start hostilities against the existing government, then back the revolutionists with money, advice, arms, and worldwide propaganda. This process, which observers have watched develop to the present state of affairs in Vietnam, is now starting in the Middle East. An explosion there may come any day.

The Soviet aim is two-fold: to get a foothold in the eastern Mediterranean, which they can do from bases in Syria and Egypt, and to gain control of Middle East oil resources. Soviet petroleum experts are now prospecting in Syria and Egypt, and at the same time Egyptians and Syrians are being trained as technicians at Baku, a major Soviet oil center.

Whether these new technicians are to work only in the Syrian and Egyptian oil fields or are being trained to spearhead the socialist penetration into Saudi Arabia, Kuwait, and Iran is a matter of speculation. Some reports indicate the latter.

Oil is very tempting to countries whose need for income is acute. But this move has more sinister implications. The Soviet Union's ability to deny oil to Western Europe and oil income to the U.S. could seriously impair Western economic and military power.

BE A WELL-PAID REPRESENTATIVE FOR LA SALLE EXTENSION UNIVERSITY

World's largest correspondence institution offering business and professional courses. We seek mature individuals with experience either in educational or direct in-the-home sales. You will receive qualified leads from your own protected territory. Earn over \$10,000 annually. Bonus, insurance and other benefits included. Write to LaSalle, attention Mr. Cheevers, Dept. 11B, 866 Third Ave, New York, N.Y. 10022.

STOP STOOPING!

with amazing, new

Piper® Shoulder Brace

Corrects posture instantly, comfortably. Provides even distributed support for sagging shoulders. Improves appearance, gives you a wonderful new feeling of confidence. No fitting. Made of highest quality ventilated-for-comfort 3-ply cushioned material. Arm bands softly padded.



From this . . . to this in 20 seconds

FOR MEN AND WOMEN. Can't be detected under light clothing. Give measurement around chest. Only \$4.95. Sent postpaid except on COD's. Money-back guarantee if returned postpaid in 30 days. PIPER BRACE CO., DEPT. EK-106H 811 Wyandotte, Kansas City, Mo.



Patented

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

30,000 LAUGHS!

Largest library of professional comedy material in show business! 40 Books plus monthly topical gag service. Ideal for speakers, toastmasters, sales presentations, entertainments, etc. Catalog free. Sample selection, \$5.00.

ORBEN COMEDY

3536 Daniel Crescent Baldwin, New York

If Ruptured Try This Out

Modern Protection Provides Great Comfort and Holding Security

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

ON THE DEMOCRATIC PROCESS

"The democratic process" is a phrase that covers a great deal of territory, so much that its full meaning is largely lost sight of. It is probably true that to many the phrase simply means going to the polls and casting a ballot from time to time. But that is but a small part of the truth.

In Russia and other communist dictatorships, the people go to the polls regularly—and in far greater percentages than in this country or in most other western democracies—and cast their ballot for a long list of candidates for public office. Of course, there is but one candidate for each office and the only way a voter can register disapproval is to invalidate his ballot, at considerable personal risk.

This illustrates most effectively the truth that the democratic process is much more than simply voting. It involves, or should if it is to be effective, the participation of the citizen in the primary election, if one is held, when the party nominees are selected. It calls for citizen participation in the activities of the political party of his choice, taking part in the selection of party officials. More recently, it has become recognized that an important aspect of the democratic process is financial support from

rank-and-file citizens of the party of their choice.

In other words, a citizen will exert far more influence on the democratic process if he makes his attitudes known by his personal involvement throughout the year rather than merely showing up at the polls on election day.

Grand Exalted Ruler Dobson expressed it well when he said that "Democracy is something learned, not bestowed or legalized or seized. It demands of us as Elks participation, involvement, contribution."

True enough, we would much rather devote our time and energies to our business and to the enjoyment of our spare time when we have any. We would prefer not to "get mixed up" with politics, to let George do it. That's fine with George. He doesn't think much of the democratic process anyway—it's cumbersome, inefficient, wastes a lot of the citizens' valuable time. George thinks the Russians are way ahead of us here.

This is registration time in many states, prior to the November elections. This is the time to check our contribution to the democratic process, and if we have been leaving too much to George, tell him to take a holiday.

Reflections from the Socialist Press

To see ourselves as others see us can, as Mr. Burns put it, be revealing, but there are times when what we say about ourselves can be just as much of an eye opener and perhaps more so.

A random example of revealing self-criticism is a recent survey of the Polish press reported by Radio Free Europe, covering articles in several Polish publications, from which emerges an illuminating and authoritative picture of life in this communist society.

A columnist in *Kultura*, Warsaw literary weekly, complained about the prevalence of "allusiomania" in Poland, the widespread habit of reading between the lines for the real, concealed meaning. To illustrate, he cited a performance of Moliere's "The Misanthrope," in which the line, "The old, late king was better, after all," was received with loud applause. Correctly interpreting this as a backhanded slap at the regime, he warned that the world of allusion leads to madness, but he did not trouble to delve into the reasons for the regime's unpopularity.

In a similar vein, a columnist for a Cracow literary weekly took his fellow citizens to task for their readiness to criticize their country even in front of strangers. The columnist, a professor of political history, frankly attributed the criticism to disappointment over socialism's failure "to achieve the impossible."

The extent of socialism's failure is indicated by the author of a column in a Warsaw daily in which he reported on the vicissitudes he encountered trying to buy high-test gasoline on a cross-country auto trip. At the first station where he stopped the lone attendant had long since disappeared in mid-morning, leaving a busful of vacationers, a truckful of workers, and several other vehicles to await his indefinite return. In the next town, the gas station's pump was not working, but there was another station nearby and there things worked out fine.

"I was ready to kiss the lady manager except that the pump attendant proved to be her husband," wrote the

columnist. "Naturally, this was an agency station." An agency station is a semi-private enterprise operated on commission in competition with the State Gasoline Board stations.

A columnist in a Warsaw weekly political publication demanded to know why the elevators in the many high-rise apartment buildings have the habit of breaking down regularly, or why the people should be tormented by TV sets that "have to be lugged to the shop every week." The same state of affairs seems to prevail with Polish automobiles, washing machines, refrigerators, and other products, according to this writer.

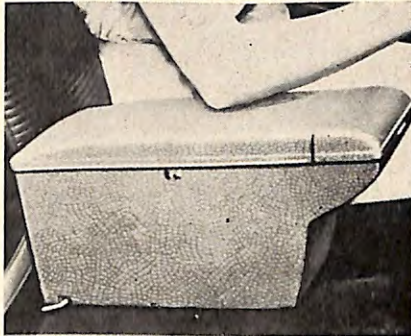
Such articles appear regularly in the controlled press of the Iron Curtain countries. But they are mere rhetoric. Naturally, they are intended not as criticisms of the social order but as protection for it by diverting blame for the state of affairs to the shortcomings of human nature. The result, however, is to reveal not only the failures of socialism but also the growing dissatisfaction of the people with their communist masters.



ALEXANDER SALES CORPORATION

MARBLEDALE ROAD, TUCKAHOE, N.Y.

"The Driver's Best Friend"



ONLY \$6.95 Each — 2 for \$13 ppd.

HOLD-ALL

CAR SEAT—ARM REST

Wonderful three-compartment "HOLD-ALL" Storage Arm-Rest gives extra storage space—provides arm-chair driving comfort. Does away with car clutter, too. Just flip open top of "HOLD-ALL" and you can keep all your car necessities right next to you, in one place . . . serves as an extra glove compartment. Measures 15" x 6" x 7" (500 cubic inches of storage space.) Separate coin compartment enables you to get to your coins instantly when you pay tolls or parking meters.

HOLD-ALL becomes fully portable when needed . . . remove handle from back. Snap it on to top. "Presto," it's a handy handsome lightweight carrying case. You can use it as a convenient "desk" storage file and portable salesman's kit, as well.

PORTABLE CAR GARAGE

All-Weather Protection

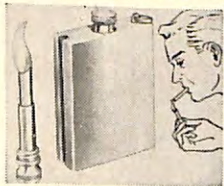
\$3.95 Plus 50c PP & Hdlg.

Slips over any car or boat. Made of heavy-gauge durable, clear plastic. Waterproof, weatherproof. Huge 12x25 ft. size fits every make of car. Protects in coldest weather. Tested to 60 deg. BELOW ZERO! Folds easily when not in use—stores in trunk compartment. Saves cost of rust, repairs, repainting. Now take your car or boat protection wherever you go. AND SAVE MONEY! Also Available: Super strength—double weight plastic with 6 grommets—\$5.95 plus 70c pp. & hdlg. 9x12 Tarp with 4 Tie-down grommets, \$2.49 plus 35c pp. & hdlg.



HUGE 12 x 25 FT. CLEAR PLASTIC

PERMANENT MATCH



Lights Up to 10,000 Times

69c each
2 for \$1.25

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 1/4" high, featherlight. Handsome plastic case with all working parts of metal construction. Guaranteed to give years of service or we will replace without charge. Has its own small ring for easy attachment to any key chain. You always have a light in any weather. Everybody can use at least one—women and men. A permanent match is a valued and appreciated gift. Order enough for yourself, for friends and family. Only 69c, 2 for \$1.25, 6 for \$3.25.

GENUINE CAMEL SADDLE

Imported Authentic

21 3/4" x 14 1/2" x 15 1/2"

Imported from Mediterranean Sea Area. Makes a wonderful deep-cushioned seat as well as a thrilling conversation piece. Perfect for TV seat, game rooms, patios; fits into any decor. Styled from an actual Camel Saddle, fashioned with the finest skilled workmanship. Cushion is soft, beautifully tanned leather. Available in Red, Green, Natural & Tan. Legs in either Walnut or Natural finish. Only \$24.95 plus \$3 PP & H.dlg.



only \$24.95

ANTIQUE WATCH STAND

Copy of 18th Century Piece Holds Any Watch or Photo!



This lovely gold-plated holder is an exact copy of an old design. Adds great distinction and beauty to a desk, night table or dresser. 6 1/2" tall. Watch fits instantly onto special loop and the stand frames it so cunningly that it looks as if watch and holder were made together! Holds snap-shot or small painting with equal charm. Has sturdy easel back to protect your prized heirloom. When you see what a treasure it is, you'll want to send it as a special gift to all your favorite people. Use coupon to order.

Only \$1.98—Two for \$3.75 ppd.

PORTABLE CAR GARAGE

All-Weather Protection

\$3.95 Plus 50c PP & Hdlg.

Slips over any car or boat. Made of heavy-gauge durable, clear plastic. Waterproof, weatherproof. Huge 12x25 ft. size fits every make of car. Protects in coldest weather. Tested to 60 deg. BELOW ZERO! Folds easily when not in use—stores in trunk compartment. Saves cost of rust, repairs, repainting. Now take your car or boat protection wherever you go. AND SAVE MONEY! Also Available: Super strength—double weight plastic with 6 grommets—\$5.95 plus 70c pp. & hdlg. 9x12 Tarp with 4 Tie-down grommets, \$2.49 plus 35c pp. & hdlg.



HUGE 12 x 25 FT. CLEAR PLASTIC

The trio that charms everyone—at every age



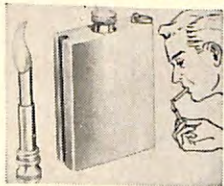
\$4.95

plus 30c PP & Hdlg.

"SINGING NUNS"

Sweet-faced Sisters conceal a wind-up music box that plays "Dominique". Charming group makes a wonderful gift, and you'll want one for yourself, too. Fits perfectly into a centerpiece decoration and looks so attractive on a knick-knack shelf. Statue is 5 1/4" x 5 1/4". Nuns are in black habits, with gold crosses and hold white music books with decorative gold notes. Order early for Christmas gifts.

PERMANENT MATCH



Lights Up to 10,000 Times

69c each
2 for \$1.25

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 1/4" high, featherlight. Handsome plastic case with all working parts of metal construction. Guaranteed to give years of service or we will replace without charge. Has its own small ring for easy attachment to any key chain. You always have a light in any weather. Everybody can use at least one—women and men. A permanent match is a valued and appreciated gift. Order enough for yourself, for friends and family. Only 69c, 2 for \$1.25, 6 for \$3.25.

GENUINE CAMEL SADDLE

Imported Authentic

21 3/4" x 14 1/2" x 15 1/2"

Imported from Mediterranean Sea Area. Makes a wonderful deep-cushioned seat as well as a thrilling conversation piece. Perfect for TV seat, game rooms, patios; fits into any decor. Styled from an actual Camel Saddle, fashioned with the finest skilled workmanship. Cushion is soft, beautifully tanned leather. Available in Red, Green, Natural & Tan. Legs in either Walnut or Natural finish. Only \$24.95 plus \$3 PP & H.dlg.



only \$24.95

AN IRISH BLESSING



"May the road rise to meet you. May the wind be always at your back. May the sun shine warm upon your face, the rains fall soft upon your fields and, until we meet again, may God hold you in the palm of His hand."

This beautiful blessing is done in six glowing colors of old illuminated manuscripts. Faithfully follows the hand-work of the time, with the rich gold, red, and other colors that make this a most beautiful and striking wall decoration. It is hand-screened and framed in a gold-trimmed black wooden frame, with glass. Over-all size 10 x 13". \$4.95 plus 30c PP. & Hdlg. 2 for \$9.75 plus 50c PP. & Hdlg.

NEW ELECTRONIC MESSAGE RECORDER



Now dictate your home or office messages instead of hurriedly writing notes. Just pick up this handsized Message Minder—speak to it—and you have a clear voice message, ready to play. Always waiting when any member of your family or office staff returns. He presses a button to repeat the message continuously. Another flip of the button erases all messages and you are ready to start again. Marvelous convenience. Pays for itself over and over. Only 6" tall x 3" x 2" in handsome black. Complete with batteries and everlasting tape.



\$14.95

plus 35c PP & Hdlg.

MAIL THIS HANDY ORDER COUPON

ALEXANDER SALES CORP., Dept. EL-1066
125 Marbledale Rd., Tuckahoe, N. Y.

Enclosed is Pay't of \$..... N. Y. Residents add required sales tax. Please send the items listed below (or listed on the attached sheet) on a satisfaction-guaranteed basis.

Name _____
Address _____
City _____ State _____ Zip _____



Flavor that goes with fun

If you're not smoking Winston, you're missing out on the best taste in filter cigarettes.

Winston tastes good...like a cigarette should *(like your cigarette should)*