

THE
Elks
MAGAZINE

E

MARCH 1967



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Improvements like what? Like designing a SuperVan with a whopping 38 extra cubic feet of useful cargo space—while keeping the same tight 37' turning circle as our regular Van.

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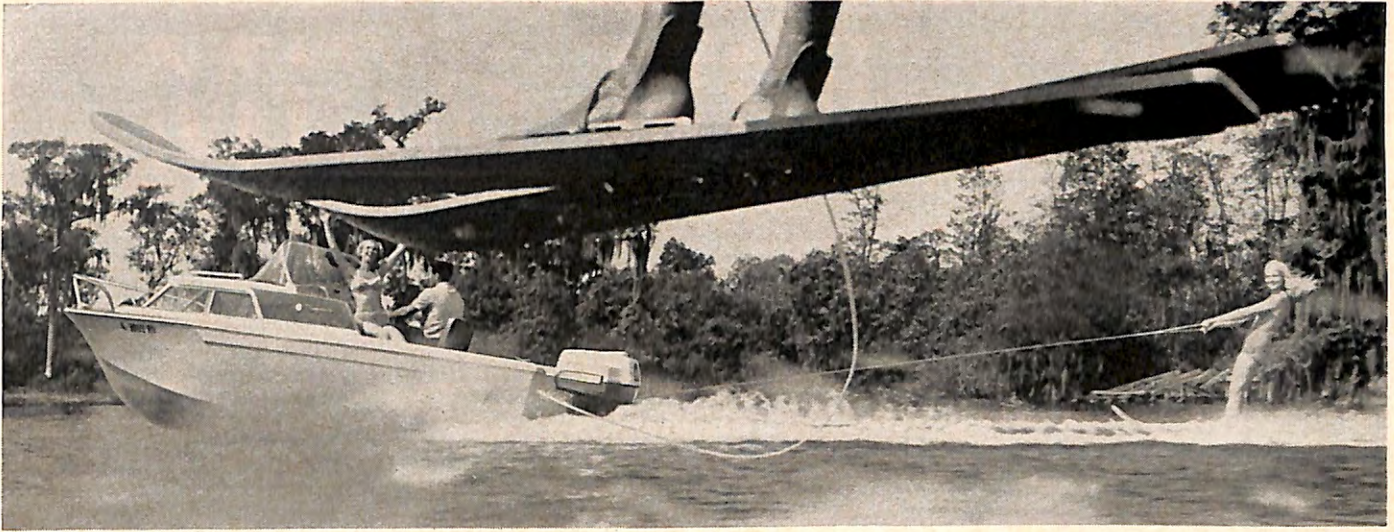


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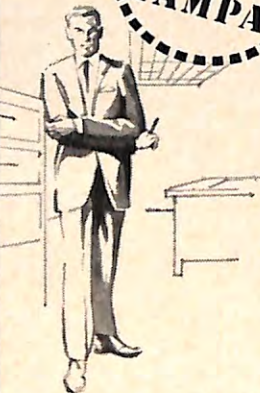


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THE ELKS MAGAZINE

VOL. 45 NO. 10

MARCH 1967

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.

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Fifth frame favorite
with more and more bowlers everywhere...
always 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.

Presented for Grand Exalted Ruler: Robert E. Boney



Las Cruces, New Mexico, Lodge No. 1119, Benevolent and Protective Order of Elks, in regular session January 17, 1967, unanimously resolved to present the name of its outstanding member, Robert E. Boney, for the office of Grand Exalted Ruler of the Benevolent and Protective Order of Elks.

Robert E. Boney was born in Chester, South Carolina, on September 20, 1903, and five years later his family moved to Rocky Ford, Colorado, where he made his home until 1922. He was then employed in various capacities by a large carlot distributing company of fruits and vegetables. He was made District Manager in 1927 and moved to Las Cruces, New Mexico, where he later opened an insurance agency and is today the President of the Corporation.

Brother Boney is a charter member and holds one of three Honorary Life Memberships of Las Cruces Lodge No. 1119. He was elected Esteemed Loyal Knight in 1948 and became Exalted Ruler in 1949-50. In 1950-51 he was appointed District Deputy Grand Exalted Ruler by Grand Exalted Ruler Joseph B. Kyle. He was elected President of the New Mexico Elks Association in 1952-53.

He has served in the Grand Lodge on the Credentials Committee for four years, and for three of those years as Chairman. He then was appointed to the Grand Lodge Auditing Committee, serving three years and as Chairman for two years. In 1959-60 he was appointed Grand Esquire. In 1961-62 he was elected Grand Esteemed Leading Knight and in 1963-64 was elected to the Board of Grand Trustees. At present he is serving as Chairman of the Board.

Brother Boney is recognized as a successful businessman and a leader in many community affairs. He helped organize and was the first President of the Las Cruces Junior Chamber of Commerce and later served as President of the Chamber of Commerce. He was instrumental in the organization, planning, and construction of Memorial General Hospital and served as Chairman of the Board during that period and for several years of its operation. During World War II he was Chairman of the War Rationing Board. He served on the Commission on Finance and the Official Board of St. Paul's Methodist Church. He was a Director of the Las Cruces Country Club and holds an Honorary Life Membership in the Border Conference Football Officials Association for 20 years' service as a football official. He is at present a Director of the El Paso Electric Company and a Director of the Farmers and Merchants Bank. He is a Mason and a Shriner.

He married Evelyn Jane Cuddy, of Mankato, Minnesota, January 1, 1927. They have three children, Patricia Barnhill, of Saskatoon, Saskatchewan, Canada; Roberta Myers, of Las Cruces, New Mexico; and Edward Robert, of El Paso, Texas. All three are graduates of New Mexico State University.

Las Cruces, New Mexico, Lodge No. 1119, with confidence in his integrity and in his ability for leadership, proudly presents its distinguished member, Robert E. Boney, for the office of Grand Exalted Ruler of the Benevolent and Protective Order of Elks.

Robert E. Black, *Exalted Ruler*

Robert L. Martin, *Secretary*

Now... for only \$2.50 per month per person*... a policy that pays \$100 a week (direct to you) for up to 52 weeks of hospitalization

...resulting from sickness or accidental bodily injury,
beginning the first day in case of injury, the fourth day in case of sickness

and \$5,000.00
to your beneficiary

... if you die from accidental bodily injuries suffered in an accident to an automobile (while you are riding inside it—regardless of whether you are the driver or a passenger). And death need not occur immediately, but any time within 60 days of the accident.

As you will see, this is the kind of policy that provides benefits when you need them most—at a price well within reason! It covers hospitalization from sickness originating or an accident occurring after the policy goes in force.

The benefits outlined above apply to you and each covered family member over 18 paying full rates. Half rates and half benefits apply to family members under 18. Covered family members (besides yourself) may include your spouse and unmarried dependent children.

Lower cost possible by 3-day waiting period if hospitalized from illness

By having policy benefits for sickness start with the beginning of the fourth day of hospital confinement, Old American has made the rate lower. This avoids small one, two, or three day claims that run up costs. But, of course, benefits are payable from the first day if hospitalized from an accident.

The exclusions in the coverage of the policy are these:

So there won't be any misunderstanding, the policy does not cover losses caused by mental conditions; rest cure; intoxication (of a covered person); unauthorized use of narcotic drugs; pregnancy, childbirth, or complications of either; injury or sickness due to war or any act incident to war. Hernia is considered a sickness, not an injury. Confinement in a government hospital is not covered. Pre-existing conditions are not covered during the first two policy years. Nor is any person covered while in the armed services of any country (but in such a case, a pro rata refund of the premium would be made).

*Regular low monthly rates

Here are the monthly rates for Old American's HOSPITAL INCOME POLICY. Semi-annual and annual rates will be shown on the policy itself.

Each person (man or woman) under 65	\$2.50
Each person (man or woman) 65 to 75	\$4.25
Each unmarried dependent child under 18	\$1.25
Typical family combinations are:	
Man and wife (both under 65)	\$5.00
Man and wife (one under 65, one over)	\$6.75
Man and wife (under 65) and 1 child	\$6.25
Man and wife (under 65) and 2 children	\$7.50
Man and wife (both between 65 and 75)	\$8.50

SAVINGS NOTE: When you renew at the annual rate, you get 12 months for the price of only 11.

(There will be a grace period of 31 days allowed for each renewal and the policy is renewable with the company's approval at these rates.)

NOTE: Half rates and half benefits apply to children under 18. When they reach 18, you can, upon request, pay full rates (18-65) and full benefits will apply for conditions contracted after that time.

How claims are paid

(1) Simply notify Old American about the loss when it occurs. We will mail forms to be filled out. (2) Return the forms along with any other items requested, such as the hospital bill showing the number of days confined. (3) We will mail the benefit check promptly upon approval of claim.

As one of the insurance trade publications said about us, "You need have no worry about any policy contract you hold with Old American. You are dealing with a high-grade and honorable institution."

BUT RIGHT NOW ALL YOU NEED TO SEND TO APPLY FOR THE FIRST 30 DAYS COVERAGE UNDER THE POLICY IS 25¢. THIS ONE AMOUNT (25¢) COVERS YOU AND EACH FAMILY MEMBER YOU WANT TO INCLUDE.

OLD AMERICAN

INSURANCE COMPANY
DEPARTMENT H355M
4900 OAK STREET • KANSAS CITY,
MISSOURI 64141

NOW—FILL OUT APPLICATION—MAKING SURE YOU COMPLETE EACH STEP. THEN MAIL WITH 25¢!

APPLICATION FOR HOSPITAL INCOME POLICY					
For family or individual—covering hospitalization from sickness or injury—with \$5,000 auto accident death benefit					
30 DAYS COVERAGE ONLY 25¢					
<input type="checkbox"/> YES, please send me your Hospital Income Policy in force for 30 days on each person listed below—just as soon as this application is approved. I enclose 25¢. I AM LISTING BELOW IN STEP 1 ALL REQUESTED INFORMATION FOR EACH PERSON TO BE INSURED. I understand that eligible persons may include myself, my spouse, and unmarried dependent children and that all others must complete a separate application.					
PLEASE PRINT					
STEP 1—	PERSONS TO BE INSURED		HEIGHT	WEIGHT	DATE BORN
	First Name	Initial	ft.-in.	Lbs.	Month.....Day.....Year.....
SELF					Month.....Day.....Year.....
SPOUSE					Month.....Day.....Year.....
UNMARRIED DEPENDENT CHILDREN					Month.....Day.....Year.....
					Month.....Day.....Year.....
(USE SEPARATE SHEET OF PAPER IF NECESSARY)					
STEP 2—APPLICANT: FILL IN EACH SPACE BELOW					
YOUR NAME _____ First Name Initial Last Name					
STREET ADDRESS _____					
CITY _____ STATE _____ ZIP CODE _____					
OCCUPATION _____ SEX _____					
BENEFICIARY _____					
RELATIONSHIP OF BENEFICIARY NAMED ABOVE TO YOU _____ (Person to be paid if you are killed)					
PLEASE DATE and SIGN			TODAY'S DATE		SIGNATURE
Department H355M			Month Day Year		First Name Initial Last Name
STEP 3—MAKE SURE YOU CHECK "YES" OR "NO" BOXES					
To the best of your knowledge, have you or any family member to be covered ever had or been treated for any of the following: Arthritis, hernia, venereal disease, apoplexy, epilepsy, mental disorder, cancer, diabetes, tuberculosis, sciatica, paralysis, prostate trouble, heart trouble, eye cataract, disease of the female organs? <input type="checkbox"/> YES <input type="checkbox"/> NO					
Have you or any other family member to be covered had medical or surgical care or advice during the past two years? <input type="checkbox"/> YES <input type="checkbox"/> NO					
Have you any cause to believe that you or any family member to be insured is in unsound condition mentally or physically, or is impaired in any way? <input type="checkbox"/> YES <input type="checkbox"/> NO					
IF ANSWER IS "YES" to any question above, please explain fully on separate sheet of paper, giving names, dates and circumstances.					
MAIL TO OLD AMERICAN, 4900 OAK STREET • KANSAS CITY, MISSOURI					



The War on Chiselers **WARMS** Up

By Leslie Rich

HE ALWAYS SEEMS like such a nice guy. He comes into the office wearing the crisp uniform of a repairman, smiles at the secretaries, and starts examining their typewriters with the obvious eye of an expert.

Everybody assumes that someone else sent for him, or that he is there under a service contract—if they think about it at all. Who would be suspicious of such a polite, efficient workman, or question him when he says he has to take Clara's typewriter back to the shop? After all, he has a "loan" typewriter to leave with you while the work is being done.

In the next day or so, the "repair company" will phone in with an estimate of \$35 or more. It seems that machine is in pretty bad shape. And the chances are that somebody will authorize the job, again without checking. The typewriter will be returned and sure enough, it will work fine.

It ought to. There was nothing the matter with it in the first place.

This is only one of the hundreds of ways American business and consumers are being cheated today. Many of the schemes are highly inventive, but they all depend for their success on the carelessness, innocence, or downright ignorance of the victim. This is something that is not quite as easy to depend on as it used to be, thanks to massive public education programs launched by civic and private groups such as the Better Business Bureaus, state anti-fraud agencies, and the police of all the major cities. Indeed, there are signs of a concerted campaign all over the country that will be bad news to many a con man.

More and more, consumers and business people are realizing that the same sharp operators are plaguing them both, and that the way to stop them is to join forces. Thus the Bureau of

Consumer Frauds and Protection set up by the Attorney General of New York constantly exchanges information with Better Business Bureaus, chambers of commerce, legal aid societies, bar associations, the Federal Trade Commission, and the U. S. Post Office.

However, one thing the chiselers still have going for them is the all but unconquerable desire most of us have to get something without working for it. Most schemes play on our greed, and it's a weakness shared by the gentle housewife, the sturdy man on the street, and even an otherwise hard-headed businessman.

As the executive vice president of the Better Business Bureau of Houston put it, "No program of consumer information or laws can protect people from themselves. As long as people try to get something for nothing, there will be sales promoters around to accommodate them."

Many highly intelligent businessmen, for instance, have snapped at the bait when offered an airline ticket at a big discount, believing the confidence man's story that the airline is offering a special price to a few busy executives. Actually, the ticket was bought with a stolen credit card. Police and the airlines' private detectives say that some rings of thieves have collected millions of dollars this way before being caught.

Here's how they work: An attractive young lady is stationed in the cocktail lounge of a good hotel. She falls into conversation with traveling businessmen and, one way or another, lifts their wallets. Quickly, she passes the credit cards along to confederates who buy airline tickets, then sell them to gullible bargain-hunters. All this is so well-organized that some of the crooks even go to airline training schools so they will know how to discuss ticket information.

Sometimes the buyer takes his trip without incident, and the cost of the swindle is borne by the airline or by the credit-card holder, if he doesn't report his loss in time. Just as often, the bargain-happy traveler is stopped at the gate. After much delay and embarrassment, he understands that he'll



have to buy another ticket if he wants to go anywhere.

If large bargains are suspect, a "free offer" is "the grand illusion," according to Kenneth B. Willson, president of the National Better Business Bureau. "Thousands of otherwise intelligent people still snap at the bait," he says, "paying financial tribute to the manipulative skills of the promoter who telephones to say, 'Congratulations, you have just won . . . ' or 'You have been selected to receive. . . '"

A dance studio, for instance, chooses telephone numbers at random out of the directory and then mails out messages such as: "Your telephone number was selected today, and this entitles you to a wonderful gift, fully paid for by our advertising department.

No obligation or charge to you. Please call us and tell us to whom the gift is to be sent."

If you do give them a friend's name, says Willson, he or she will then get a gift certificate providing for a "free dance analysis" or the like. "What follows is a high-pressure sales pitch for courses ranging from about \$20 for one hour of instruction to perhaps \$12,000 for 1,200 hours; or lifetime membership," says Willson.

Very often, schemes such as these involve exorbitant installment payments. For instance, one 71-year-old widow paid out \$30,000 in dance-lesson installments, not realizing until it was too late that she was paying incredible rates of interest. The climax of the heartbreaking story came when the woman made a payment while in the hospital being treated for an injury that made it unlikely she would be able to dance anymore.

It's not only the elderly who are caught in installment traps. Even such presumably sophisticated young women as airline stewardesses were recently fleeced by a New York furniture dealer. Since the girls might not be staying in the city too long, the dealer smoothly told them, it would be smart to lease furniture rather than buy it.

He showed them pictures of what appeared to be very expensive sets, and got their names on the contracts. When the furniture arrived, it turned out to be cheaply made and, including security and insurance charges, some young women paid three times what the furniture was actually worth. One stewardess was touched for \$2,280 before the New York Attorney General's office closed the business by court order. Among other things, the dealer was collecting premiums for insurance that he never even placed.

It would be impossible, of course, to list even a small percentage of the sly, slick, and unscrupulous schemes that are carried on every day all across the country. These are only a few of the common ones.

Small businessmen are most often cheated by direct assaults on the accounting department that could be easily repulsed by simple internal controls. Those secretaries who talked to the bogus repairman, for example, should have been instructed never to let any machine go out or any repairman come in without first checking with a supervisor. And the supervisor should have the authority to say no until and unless overruled by an executive.

Most important, according to police who have wide experience in these cases, the controller or treasurer should never authorize payment of any bills not okayed by a responsible officer.

That would also stop such schemes as the phantom advertisement, widely

used to chisel both large and small businesses. In a typical case, one man telephoned companies along the eastern seaboard to sell ads in a publication whose name sounded vaguely as though it had something to do with trade unions. Most companies, never having heard of the magazine, turned him down. Even so, they then received letters reading: "We hereby acknowledge with thanks your advertising order in the amount of \$125. By your participation you invite the good will and patronage of our readership. We suggest you return the attached proof sheet to us with your signature immediately. Payment may accompany this authorization."

Financial officers in some of the companies shrugged and paid up, figuring someone else had okayed the ad. But even those who ignored the letter subsequently received a bill for advertising in what turned out to be an imaginary magazine.

Similarly, other chiselers say they represent magazines that sound as though they are sponsored by interfaith religious groups. And one solicited ads for a "John F. Kennedy Commemoration Issue" which was, in fact, never printed.

Then there are phony business directories—a Miami operator recently sold listings to many big New York corporations before it was learned that his "directory" didn't exist—and even phony charities. In New York, the Better Business Bureau sued to bar one "foundation" for soliciting in the state because audits showed that of the \$340,000 it collected, \$306,000, or 90 percent, went for promotion. What happened to the other 10 percent was anybody's guess, but the BBB was certain that not much of it went to any charity.

More spectacular is the "bankruptcy racket" devised by loan sharks. Here's how this vicious scheme works against small companies and their suppliers:

First the sharks lend money at high rates to a small business that because of bad management or undercapitalization looks as though it is sure to fail. When it does, the loan sharks, often part of a national crime syndicate, take over the company and start converting its assets to cash.

At the same time, the new managers start placing small orders with widely separated suppliers, paying C.O.D. As soon as credit is fully established, they place a huge order with each supplier. When the goods arrive, they don't pay, and promptly go bankrupt with *no recoverable assets*. The suppliers, incidental victims of the bankruptcy racket, seldom can recover their losses.

Advises the Research Institute of
(Continued on page 39)

By **GERALD R. HUNTER, SR.**

FEAR is a normal part of living. But if we are long exposed to extreme hazards, as I once was occupationally, eventually we achieve a conditioning so tough that no personal danger really shakes us.

And then, one improbable day, something that's been lurking along the pathway of our lives springs upon us with a terror that dries the mouth and tears at our insides like rusty barbed wire. I know. It came on a November afternoon seven years ago when I took my ten-year-old son Gerald to Georgia's Altamaha swamp on his first real wilderness hunt. The Altamaha is a coastal river bottomland, its uninhabited part 10 to 20 miles wide and maybe 80 long, through which writhes the main river, long known for its treachery. In the swamp's ancient vastness rot the bones of lost men who will never be found.

But observation is selective. We who hunt there for turkey and wild pig and duck think of our Altamaha as a lovely park. It gives us, all year long, memories of nights around the big log fires at our hunting camp, with the adults tale-telling while the youngsters pluck ducks, where acquaintances become lifelong friends and where our growing boys learn that sportsmanship is a philosophy, not a vacation. That's why, that autumn, I was introducing my son to our Middleton Lake Hunting Club, of which I've been president for 14 years.

The camp had gone normally, with a hunt each morning and each afternoon, and about enough game for the cookpot.

I was proud of the way Gerald was learning his essentials—a boy has to learn different rules in the big woods from what he'd need for hunting around a farmstead. On the fourth day, I decided he was ready to go with me to Bug Island, a remote tract bounded on the west by the main river and cut off from our usual hunting area by a major run of the old riverbed. I loved the island, with its huge sweetgums and cypress and towering oaks and maples, because it was so utterly wild. Most hunters shunned it. I wanted Gerald to see it.

The island was too far to hike the round trip and still get much hunting done in just an afternoon. So Thursday morning after some duck shooting we packed sandwiches and told Doctor Homer Wells, our hunt director, we were heading for the island. Soon we were picking our way over rotting slabs that had once been a long logging bridge. The weather was so warm we were in shirtsleeves. I noticed some storm-sign mare's tails in the blue sky but I figured we'd have another day or so of good weather.

A three-mile walk lay ahead. We took it easy so Gerald wouldn't get too tired, as I told him more about this incredible patchwork of sandy ridges choked with scrub oaks, wiregrass and frowsy palmetto. It is encircled by crazy, thickly wooded watercourses with their windfalls and moss hidden mires and innocent-looking, rotting logjams that could collapse underfoot—bounded by steep hogbacks that drop to immense, virgin hardwood bottoms and cypress and gum swamps. Sometimes we followed dim logging trails, with disintegrating timber runways across the veinwork of evolved runs of the old river, runs that widened here and there to narrow, deep-woods "lakes." I could tell that Gerald wouldn't have traded this for Christmas.

I'd planned for us to just sit in a glade, on the edge of a hogback that dropped off into Homer's Hell. Homer's Hell,—named after Doctor Wells, our best woodsman, who got thoroughly lost in it—was a huge wedge of watery swampland between the island proper and the main river. But just before we reached the glade, we came across a set of fresh turkey scratchings. It looked like a big flock.

A Cry In The Forest



ILLUSTRATED BY BEN OTERO

I motioned for Gerald to stop. I whispered, "Turkeys. Load your gun." Quietly, he slipped a shell into the new Browning shotgun I'd given him. I gestured again, and his face lit up as he put two shells in the magazine. For safety's sake, I'd never before let him load more than a single shell, so he knew this was big business. I'd loaded my own gun when we left camp.

We sat for a while on the remote chance that the turkeys might feed back toward us. They didn't, of course. My feet got as itchy as those of a child with a new quarter.

I knew Gerald would be much too noisy to surprise a wild turkey, particularly today—I couldn't remember the woods ever being so deathly still. But the birds were just mincing along, and I felt that, alone, I had a fair chance to overtake them. What a thrill Gerald would get if I could scatter the flock, and he should bag one!

When I whispered my plan, Gerald nodded eagerly. I told him to sit still and watch and not to wander off, regardless, and that I wouldn't be gone very long.

As I followed the scratchings, they veered and dropped down the bluff toward Homer's Hell. That seemed odd, for turkeys usually feed uphill. Fresh hope sprang through me, for I knew a wide slough along the foot of the bluff probably would turn the birds southward. I turned for an intercept.

But I found no tracks along the mudfringed slough. I thought, Well, if I follow the slough northward, I'll either scatter the birds or I'll shoo them back toward Gerald. Soon I found where the flock had reached the water, at the remnant of a one-log runway. The birds couldn't have negotiated the half-submerged runway. They'd flown across, into Homer's Hell.

My better judgment told me to give it up. But giving up isn't one of my weaknesses. I found myself doing a tightrope act across the slick logs, and soon, finding the fresh sign. I renewed the stalk. The birds quit scratching, but I was able to follow their single file tracks to where they entered a half-acre clump of thick brush, surrounded by wet river swamp through which they couldn't escape unseen! I eased ahead, expecting them to flush momentarily.

But they stuck tight, and I couldn't find them. I'd have to wait, and hope they'd forget me.

I looked at my watch. It was 2:40 p.m. I didn't think I'd have to wait long. I'd never left Gerald alone before and didn't want him to get uneasy, so I set myself a time limit of 30 minutes. I got comfortable and began watching, and started eating my sandwiches.

(Continued on page 51)

Do your taxes the easy way!



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This year breeze through your trying tax problems with a flick of the finger.

Compare the compact Smith-Corona® Figurematic® with any other machine that can add, subtract, multiply and total up to 999,999.99... electrically.

For the price, you can't beat it.

FULLY PORTABLE. The Figurematic is ideal for home or office. Travels in its own snap-on case—with retractable carrying handle. Weighs a mere 8 lbs.

FIVE-YEAR GUARANTEE. The new all-electric Figurematic now carries the same generous parts warranty* as do all Smith-Corona portable typewriters and adding machines.

TRY IT AT YOUR DEALERS NOW. Any office-equipment dealer or department store will be glad to demonstrate exactly what the Figurematic can do. Tax computation. Inventories. Purchase totals. Budgets. Statistical analysis. Even school work.

You may even forget how to add, subtract and multiply.

But we figure you've got better things to do with your time anyway.

*Guarantee: any Smith-Corona branch office will replace without charge (except for labor and shipping) any part that proves defective within 5 years of purchase date. No labor charge within 90 days of purchase. Warranty covers all parts except motor, case, cord, ribbon or rubber parts after 90 days. Does not cover damage from accident or misuse and extends only to original owner.

the new Smith-Corona Figurematic

MADE IN AMERICA

SCM CORPORATION
410 Park Avenue, New York, N.Y. 10022
Offices in Canada and major cities throughout the world



“I paid a little more to get ‘Jeep’ 4-wheel drive... but it’s the best investment I ever made.”



says William Murphy, of Bristol, Rhode Island.

"My business associates were skeptical, last fall, when I decided on the 'Jeep' Gladiator instead of the other pick-up trucks we looked at," says William Murphy of Bristol, Rhode Island. "They weren't sure we'd use 4-wheel drive enough in our fuel oil business to pay the extra money for it.

"Three weeks later, that Gladiator paid off in a spectacular way.

"Art Mackie, one of our biggest customers, called late one afternoon. Like

most of our customers the blizzard caught him by surprise. He needed a delivery to keep his plant going that night. And he needed it fast.

"We sent out our last oil truck. The roads were snow-packed and slick as ice. Going down the hill on Metacom Ave., as our driver tells it, the whole rig slipped slowly off the road and down into the gully. Wham!... It looked like Art would have to shut down.

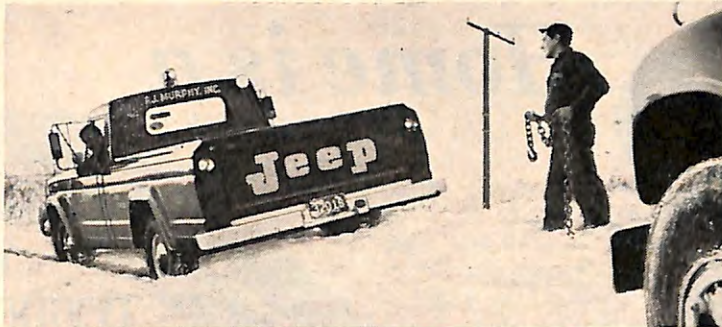
"I never used a pick-up truck as a

wrecker before. But when I arrived to get the driver, we decided to try. I put the Gladiator into 4-wheel drive low and went down into the gully. After a few unsuccessful tries the tanker began to move. Let me tell you that was an amazing sight: our little 5000-lb. Gladiator pulling a 36,000-lb. oil tanker up that snow-packed hill. So Art got his oil, and he's been a big booster of ours ever since.

"That winter the Gladiator earned its keep in a lot more ways. When the snow



"A white back, 'Jeep' 4-wheel drive really paid off. Art Mackie needed oil in a hurry and...wham! our last tanker got stuck in a gully."



"I shifted into 'Jeep' 4-wheel drive and backed down into the gully. Going from 2-wheel to 4-wheel drive is easy as turning on my lights!"



"Finally the tanker began to move. What a sight: our 5000-lb. Gladiator pulling a 36,000-lb. oil tanker up that snow-packed hill."



"My customers always count on me to make any delivery in any weather."



"On the road, the Gladiator handles like my family car, only more comfortable because there's more room."



"That's our boat. No problem getting this baby afloat when we use the Gladiator."

in a customer's driveway stopped a delivery we'd plow it out quickly with the Gladiator. On cold mornings, we'd use the Gladiator to tow-start even our heaviest trucks. Actually I use 'Jeep' 4-wheel drive only 2 or 3 times a month. But my customers always count on me to make deliveries anywhere in almost any weather.

"But it's not just a brute, either. On the highway it handles as sweet as my wife's car. I just flip a lever and shift in and out of 4-wheel drive at any speed. And that

V-8 engine gives us more power than we actually need.

"My wife and I discovered it's terrific for our boating too! On weekends we throw a picnic in the back and drive our boat trailer right across the beach to the water's edge. No problem getting the boat afloat with this baby.

"For my money, the Gladiator is the best darn

truck on the road...with that 'Jeep' 4-wheel drive it's so versatile it's like having two trucks instead of one."

KAISER Jeep CORPORATION
TOLEDO 1, OHIO

'Jeep' Gladiator

You've got to drive it to believe it!
See your 'Jeep' dealer. Check the Yellow Pages.

Home is a

WINDING ROAD

By **NORMAN PHILLIPS**

AMERICA has been a frantically mobile country ever since Mr. Ford discovered a way to make a good car for \$500. It is only natural that this violent urge toward mobility should include the home and make the American want to take it with him wherever he goes. He knows he's going somewhere, for he is slave to the winding road, but he still has enough sense left to realize he's going to have to sleep somewhere after he arrives.

It was to sever this last tie to a permanent address that the camper coach was developed. Millions of Americans have now found that, with a completely self-contained camp coach mounted upon a modern truck, they can abandon themselves completely to the national road madness and spend their entire lives seeing what lies beyond the next bend.

Providing they have the money to keep the gas tank full, of course.

There is no off-season for camp coaching families. In the summer the coaches offer a cabin at the seashore, the mountains, or any other favored recreation spot. In the fall they become a portable hunting lodge. In the winter, the ski crowd drives them to the slopes as a self-propelled warming hut. The ice fisherman drives his out on the lake and chops his hole outside the door. In the spring, the camper owner fills the tank and takes off after the migrating birds. He doesn't have to build a nest; he already has one, with a V-8 engine installed. Sales of coaches and consumer interest continue all year, since owners find them even more vital in winter than in summer.

Let's take a look at what the billion-dollar camper coach industry offers its devotees. Today you can purchase a rolling home mounted upon a standard



More and more American families are discovering that a camp coach is the ideal method of cruising the countryside and taking just about all the comforts of home along with them.



The Open Road camper features a built-in patio that folds up to cover the picture window when on the road, drops to form a sun deck when parked; unit is on a one-ton truck chassis.



Camper by Pullman has a slide-back canopy and cooking equipment hung in a cabinet on the rear door. Canvas walls can be added to provide more shelter.

truck of your choice, complete with shower, flush toilet, kitchen with countertop stove and thermostatically controlled oven, sink with running hot and cold water, television, forced-air heat, air conditioning, electric power supply, and beds for up to eight people, and all of these facilities can be used while rolling down the highway at the maximum speed limit.

At least one maker (Open Road) not only has all these features but in addition offers a built-in patio with sliding glass picture windows.

And we aren't talking about something that costs a fortune. Even the most expensive of such units, loaded with every conceivable extra and including more labor-saving appliances than most American homes possess, will only cost between nine and ten thousand dollars including the truck upon which it is mounted, while many models containing most of them can be bought in the two to three thousand dollar bracket.

A sum as modest as three or four hundred dollars will buy you a "sleeper-type" camper top which will offer a double bed, storage space for essentials, and simple cooking and refrigeration equipment.

Now wait, before you go screaming, "But you have to ride in a truck!" Have you any idea what has happened to trucks in the last couple of years? Spurred largely by the tremendous sale of these "Oakie homesteads," the Detroit fender benders have come out with specially-equipped models, factory-designed and built to handle these units and to provide a luxurious ride in the cab. Ford calls its a "Camper Special" and the other makers offer much the same features under other names. These include luxury upholstery, in some cases individual bucket seats as huge and comfortable as the lounge chairs in a London club; padded headliners and upholstered door panels complete with zippered map pockets; improved springing, heavy-duty wheels and tires, and a variety of transmissions and rear end options.

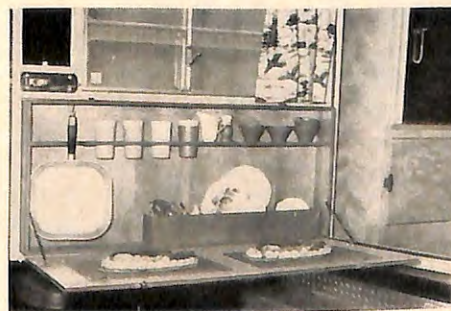
The truck can be—and most often is—equipped with automatic transmission, power steering, power brakes, FM-AM radio, four-track stereo tape player with remote speakers, and air conditioning.

Large, individually adjustable rearview extension mirrors give you a full view of the road behind, while the effortless power steering permits you to wheel it over the curviest mountain road with ease.

In all honest truth, the biggest and heaviest of these campers is no more trouble to drive than a Cadillac or Imperial. You do have to remember you have a higher vehicle than you are accustomed to driving, because if you turn into a gas station with a low overhead canopy or try to drive under an overhanging tree limb you are going to have some repair work to do. Otherwise there is little difference.

Simplest and most economical of the camper units is the "sleeper" type: a sheet metal canopy, usually lined with plywood paneling, crank-open louver windows, and a fold-down Gaucho bed to sleep two. Sometimes hinged pipe berths are added to sleep two more, and a moderate amount of storage space is often built into the sides and underneath the bunks.

A sleeper sometimes becomes pretty elaborate. A good example is the Pullman camper. It features sitting head room inside, and a Gaucho or divan-type couch that makes into a double bed at night, yet leaves room for two single cots on the floor. This particular brand features a sliding sheet-metal canopy which, when pulled out during a stop, makes a roof over the galley area. The cooking equipment is built into a large cabinet which hangs on the inside of the big rear door. For meal preparations this door is opened until it is at right angles to the camper.



Close-up of the galley cabinet on the rear door of the Pullman camper shows compact, efficient plate and cup storage facilities.

The face of the cabinet drops down to form a work surface. The extended sliding canopy gives the chef overhead protection.

An optional extra is a full canvas room which can be erected quickly by sliding a bolt rope sewn into the edge of the canvas through a track around the edge of the canopy. With this in place you have an extra room with full standing head room.

There are many brands of sleepers being made around the country and most of them have special features of their own. Almost all of them can be carried on a standard half-ton truck and they are light enough, even when fully loaded, so that no special beefing-up of tires and suspension systems is needed. Price is moderate and many camp coaching families start out with this type of unit.

Next step up is the full-headroom camper with more elaborate fittings and equipment. Most of these produced today are of "cab-over" design, which means a double bunk is built over the cab on the truck. In most cases the dinette table makes up into a second double bed. If there are two or three children in the family, additional pipe berths can be installed to take care of them.

With the cab-over unit a three-quarter-ton truck with heavy-duty options is almost mandatory for satisfactory performance. The options consist of heavier springs and shock absorbers, split-rim wheels, extra-ply truck tires, and sometimes a larger radiator and a fan with an extra blade. No, this heavier undercarriage does not make the truck harder-riding—when the weight of the camper is added, it makes everything flex as much as the normal suspension would without the load.

Most cab-over campers today have an enclosed flush toilet and often a shower and lavatory as well. A large fiberglass holding tank is built into the camper floor and the flush toilet evacuates wastes into this tank. It is kept sanitary and odorless by adding packaged chemicals, while the flushing of the toilet is accomplished by a pressure water system. To empty the holding tank, the owner drives up to a sewer-dumping outlet in a gas station which is equipped for this kind of service. connects a three-inch drain line to a gate valve located on the edge of the camper floor, attaches the other end to the sewer, opens the gate valve, and flushes the toilet system with fresh water. The water supply tank in the camper is then refilled, a new packet of chemicals added, and it is ready for another couple of weeks of use.

Another system is the Monomatic, a completely self-contained unit that does not require a holding tank. It is a recirculating type, similar to the toilets



Don't try this with any other motor in the 10 hp class

We've spilled a lot of coffee trying to do this on other motors. And that includes our own last year's Sportwin.

You probably wouldn't buy a motor just to park a coffee cup on. But it does show how smooth this new 9½ hp Sportwin is.

Here are a few reasons why the Sportwin has become the best-seller in the fishing motor field.

It's compact — only 34" top to prop. You can work a lure or play a fish right over it

without lifting your rod. It's short enough to tuck easily into a compact car trunk.

In spite of its size, it's hefty enough to plane a load of three at a 20-mile clip.

It has 16 quick-adjust tilt positions — 8 for running in weeds, shoals, or shallows.

It's deluxe all the way — full gearshift, slip-clutch propeller, long-range fuel tank — and fully sound-sealed.

It's so quiet you can hear the coffee gurgle as you pour it.

EVINRUDE

first in  outboards

In Canada: Peterborough, Ont.
Div. of Outboard Marine Corp.

See the Sportwin and other fishing motors at your Evinrude dealer. He's listed in the Yellow Pages under "Outboard Motors." Send the coupon for free Evinrude motor and boat catalog.

EVINRUDE MOTORS, 4039 N. 27th Street
Milwaukee, Wisconsin 53216
Please send free 1967 Evinrude motor and boat catalog.

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

in use on all Boeing 707 and DC-8 jet airliners. In fact, the same company makes them. The Monomatic for camp coaches is merely a lighter-duty model of the same basic design.

The water pressure system which feeds both kitchen galley and toilet room may be operated either by an electrically-driven pump or by a sealed air-pressure system. In the former, a 12-volt battery runs the motor on a small water pump. A check valve turns the motor on automatically when a faucet is opened or the toilet is flushed. It stops automatically when the faucet is closed or flush completed.

In the air-pressure type, the water tank and the water lines are sealed and an inner-tube type valve is mounted on the outside of the coach. After filling the water tank at a gas station, the tire inflation hose is applied to this valve and pressure introduced. As a final luxury touch, most of the air systems in use today have a small air compressor mounted inside the coach. This kicks on automatically when the pressure goes down, raising it to the proper level. It too works on a 12-volt battery inside the coach.

The kitchen stove and the floor furnace are fueled by propane, stored in a tank located in a separate compartment on the outside of the coach. The refrigerator is usually a combination electric-gas model, using propane on the road but running on electricity when in a campground where power is available.

Some of the biggest manufacturers of this type of cab-over unit are Dreamer, Tropicana, Avion, Phoenix, and Riviera. Dealers all over the country handle these brands.

So far we have been talking about slide-in units—campers that simply slip into place in the truck bed and are held there by turnbuckles or bolts. They can be installed and removed in a few minutes with the aid of a pair of camper jacks. They are ideal for the family that likes to make camp in a certain spot, slide the unit out for the duration of its stay and so have the truck free for running around. They are also popular with owners who use the truck in business during the week and want to have the bed clear for carrying loads.

The plushiest of the Oakie homesteads, however, are the big chassis-mounted jobs, sometimes up to 15 feet long, which are permanently attached to the truck bed frame. Here a one-ton truck with dual rear wheels is most frequently used, usually with the chassis lengthened to a 157-inch wheel base, and the camper body is built onto it at the factory. Originally such trucks were "stretchouts": a standard truck lengthened by cutting and welding. Now, however, so important has this phase of

(Continued on page 53)

Now...for people of all ages and families of all sizes—

Board of doctors announces a remarkable new extra cash hospital plan—expense-free, tax-free extra cash paid direct to you over and above any other insurance or Medicare—and, regardless of your age or size of your family, you can enroll for only \$1.00!

FOR THE VERY FIRST TIME, HERE IS A PLAN THAT ACTUALLY PAYS YOU: ■ extra cash for sicknesses ■ extra cash for accidents ■ extra cash for maternity ■ increased extra cash for cancer, heart attack or stroke ■ extra cash doubled when husband and wife are both injured ■ all in addition to any other insurance or Medicare!

Now, you and all eligible members of your family can apply for this remarkable new extra cash hospital plan—and, if you meet two simple qualifications, you can enroll for only \$1.00!

Think of it. Now, simply by the stroke of your pen, you may enjoy the expense-free, tax-free protection of The Doctors Hospital Plan—the new “bonus” plan that pays *extra cash direct to you* when a sudden accident or an unexpected sickness hospitalizes you or a covered member of your family! And you may apply now—without having to see a company representative, without any red tape, and with only two simple health questions to answer!

Why You Need The Doctors Hospital Plan In Addition To Ordinary Hospital Insurance

The unique Doctors Hospital Plan was created by Physicians Mutual Insurance Company, an insurance company run by doctors. It has specialized in health and accident protection for physicians, surgeons and dentists exclusively for more than 64 years. Now this fine old “doctors company” has created this remarkable new “extra cash” plan—and at a cost *substantially less than you might expect!*

Doctors know that ordinary hospital insurance—even Medicare—simply will not cover everything. Actually, even if your ordinary hospital insurance covers all your medical and hospital bills, what about all your *other* expenses?

If you, as husband, father and breadwinner are suddenly hospitalized, your income stops, your expenses go up. Even if you have some kind of “salary insurance” it probably won’t come close to replacing your full-time pay. Where will the money come from for the rent or mortgage? For food, monthly payments, and all the other bills that keep on coming in while you’re hospitalized?

If your wife is suddenly hospitalized, who will look after the family, do the laundry, the marketing, the cleaning? You may have to take time off from your job—or hire full-time domestic help—to take care of things at home.

If one of your children is suddenly hos-

pitalized, you will certainly spare no expense. As a parent, you wouldn’t even think of the cost.

If you’re over 65 and are suddenly hospitalized, Medicare, fine as it is, won’t pay all of your hospital expenses or any household expenses. Most senior citizens won’t want to use up savings it may have taken a lifetime to accumulate...they want to retain their independence and not become a “burden” to their children or community.

Without “extra cash” protection, a hospital emergency may leave you with savings gone, debts you can’t pay, peace of mind shattered and even recovery can be seriously delayed!

Now, thanks to the valuable new plan created by a board of doctors, you can stop worrying!

How The Plan Protects You And Your Family

Now, with the unique “extra cash” protection of The Doctors Hospital Plan, you can avoid these worries—because you can be assured of *extra cash income* when you or any covered member of your family goes to the hospital. No matter how large your family, no matter what your age or occupation you can choose any of *four* low-cost plans, specially tailored to suit your family’s needs.

CHOOSE THE PLAN THAT SUITS YOU BEST—

If you qualify, you can enroll for only \$1.00!

\$10,000 MAXIMUM—ALL-FAMILY PLAN: \$100 a week (\$14.28 a day) extra cash for you. \$75 weekly (\$10.71 daily) for your wife. \$50 weekly (\$7.14 daily) for each of your eligible children.

\$7,500 MAXIMUM—ONE-PARENT FAMILY PLAN: \$100 a week (\$14.28 a day) extra cash for you. \$50 weekly (\$7.14 daily) for each of your eligible children.

\$7,500 MAXIMUM—HUSBAND-WIFE PLAN: \$100 a week (\$14.28 a day) extra cash income for you. \$75 weekly (\$10.71 daily) for your wife.

\$5,000 MAXIMUM—INDIVIDUAL PLAN: \$100 a week (\$14.28 a day) extra cash for you.

If yours is a young, growing family, we recommend the All-Family Plan. You and your wife are covered for all new sicknesses and accidents (including *maternity benefits*, after your policy has been in force for 10 months). And *all* your children (including future additions) between 3 months of age and under 21 are included *at no extra cost* as long as they are unmarried and live at home.

If you are the *only* parent living with your children, we suggest the One-Parent Family Plan. This covers you and *all* unmarried children living at home between 3 months of age and under 21. Under this plan, of course, future additions are not included since no maternity benefit is provided in the One-Parent Family Plan.

If you have no children, or if your children are grown and no longer dependent on you, you will want the Husband-Wife Plan. Or, if you are living by yourself, choose the Individual Plan.

On *all* plans, your “extra cash” benefits are paid from the *very first day* you enter the hospital, for as long—and for as many times—as you are hospitalized, right up to the maximum (Aggregate of Benefits) of the plan you select.

Naturally, The Doctors Hospital Plan will cover any new accident or sickness. Accidents are covered immediately. After your policy is 30 days old, you are covered for sicknesses which begin thereafter. There are only these minimum necessary exceptions; pregnancy or any consequence thereof (unless you have the All-Family Plan which covers maternity after the policy is in force for 10 months), war, military service, nervous or mental disease or disorder, alcoholism or drug addiction, or if something happens “on the job” and is covered by Workmen’s Compensation or Employers Liability Laws.

You are free to go to any hospital of your own choice that makes a charge for room and board, with these exceptions only: nursing homes, convalescent or self-care units of hospitals, Federal hospitals, or any hospital primarily for treatment of tuberculosis, alcoholism, drug addiction, or nervous or mental disorder.

In addition to the extra cash hospital benefits, you get all these valuable “extra” features:

How Your “Health-Bank Account” Grows Each Month

Here’s a wonderful benefit, no matter
(continued on next page)

Now...for people of all ages and families of all sizes—

(Continued from preceding page)

which plan you choose—almost like having an extra "Bank Account." When your policy is issued, your insurance provides up to \$10,000, \$7,500, or \$5,000—depending upon the plan you choose. This is your "Health-Bank Account."

Then, every month your policy is in force, a sum equal to your regular monthly premium (including your first month) is actually added to your maximum! When you have claims, your benefits are subtracted from your "account." It's much like putting money in and taking it out of a bank account.

Enjoy Peace Of Mind And Security

For as long as you live and continue to pay your premiums, we will never cancel or refuse to renew your policy for health reasons—and we guarantee that we will never cancel, modify or terminate your policy unless we decline renewal on all policies of this type in your entire state or until the maximum (Aggregate of Benefits) of your policy has been paid.

You Get Paid In Addition To Your Other Insurance Or Medicare!

Yes, The Doctors Hospital Plan pays you in addition to any other company's health insurance you carry, whether individual

SPECIAL EXTRA BENEFITS!

Whichever plan you choose, you get:

50% INCREASE IN YOUR CASH BENEFITS... if you or any member of your family is hospitalized for cancer (including Leukemia and Hodgkin's Disease), heart attack (acute myocardial infarction, coronary thrombosis and coronary occlusion), or stroke (apoplexy).

If you choose the All-Family Plan or the Husband-Wife Plan, you get in addition:

DOUBLE CASH BENEFITS if both you and your wife are injured and hospitalized at the same time: You get twice the amount—\$350 A WEEK!

Important: Here is another real "plus"—if you have been told that anyone in your family is "uninsurable"! Even if one of your covered family members has suffered from chronic ailments in the past—ailments that come back again and again, or are likely to recur—you will be covered for these pre-existing conditions after your policy has been in force for two years!

or group—even Medicare! Furthermore, all your benefits are tax-free! In some cases, you may come out hundreds of dollars "ahead." Of course, you may have only one like policy with Physicians Mutual.

Surprisingly Low Cost

Membership in The Doctors Hospital Plan costs considerably less than you might expect. You pay only \$1.00 for your first month's coverage (regardless of your plan),

then only \$7.95 a month for the All-Family Plan; only \$5.95 a month for the One-Parent Family Plan; only \$5.95 for the Husband-Wife Plan; and the Individual Plan costs only \$3.50. (When you become 65—or if you are over 65 now—special Senior Citizen rates apply. See the modest increase in the box on the next page.) And remember, regardless of age, size of family or the plan you select, if you qualify, you get your first month's coverage for only \$1.00!

19 IMPORTANT QUESTIONS ANSWERED ABOUT THE NEW DOCTORS HOSPITAL PLAN

1. What is The Doctors Hospital Plan?

The Doctors Hospital Plan is a brand-new, low-cost health protection plan—that pays extra cash direct to you when a covered accident or illness hospitalizes you or a covered member of your family.

2. Why do I need The Doctors Hospital Plan in addition to my regular insurance?

Probably your present hospital insurance won't cover all your hospital expenses, but even if it does, you will still need help to cover all your household expenses when you are hospitalized.

3. Can I collect even if I carry other health insurance?

Yes, The Doctors Hospital Plan pays you in addition to any other company's health insurance you carry, whether individual or group—even in addition to Medicare! And all your benefits are tax-free! Of course, you may have only one like policy with Physicians Mutual.

4. Is there a lot of red tape to qualify?

No. You need only answer the two simple health questions and complete the rest of the form. Even people over 65 are eligible.

5. Which plan should I choose?

You may choose any of four low-cost plans—you can actually select the exact plan that suits you best!

If yours is a young, growing family, we recommend the ALL-FAMILY PLAN.

If you are the only parent living with your children, we suggest the ONE-PARENT FAMILY PLAN.

If you have no children, or if your children are grown and no longer dependent on you, you will want the HUSBAND-WIFE PLAN.

Or, if you are living by yourself, choose the INDIVIDUAL PLAN.

6. If I become hospitalized, when do my benefits begin?

On all plans, your cash benefits are paid from the very first day you enter the hospital, for as long—and for as many times—as you are hospitalized, up to the maximum (Aggregate of Benefits) of the plan you choose.

7. How much can I be paid?

Each plan has its own "Aggregate of Benefits," what we call the maximum.

For example, under the ALL-FAMILY PLAN, the maximum is \$10,000—\$100 a week (\$14.28 a day) extra cash income for you; \$75 weekly (\$10.71 daily) for your wife; \$50 weekly (\$7.14 daily) for each of your eligible children.

Under the ONE-PARENT PLAN, the maximum is \$7,500—\$100 weekly (\$14.28 daily) for you; \$50 weekly (\$7.14 daily) for each of your eligible children.

Under the HUSBAND-WIFE PLAN, the maximum is \$7,500—\$100 weekly (\$14.28 daily) for you; \$75 weekly (\$10.71 daily) for your wife.

Under the INDIVIDUAL PLAN, the maximum is \$5,000—\$100 a week (\$14.28 a day) for you.

8. Are any additional benefits included in The Doctors Hospital Plan?

Yes. You receive a 50% increase in cash benefits if you or any covered family member is hospitalized for cancer (including Leukemia and Hodgkin's Disease), heart attack (acute myocardial infarction, coronary thrombosis and coronary occlusion), or stroke (apoplexy).

9. What are the "double" cash benefits?

If you and your wife are both injured and hospitalized at the same time and are covered by the ALL-FAMILY PLAN or the HUSBAND-WIFE PLAN, you get double cash benefits. You get twice the amount—\$350 A WEEK!

10. Does this plan pay in any hospital?

You will be covered in any hospital that makes a charge for room and board, except nursing homes, convalescent or self-care units of hospitals, Federal hospitals, or any hospital primarily for the treatment of tuberculosis, drug addiction, alcoholism, or nervous or mental disorder.

11. When does my policy go into force?

It becomes effective on the date your Application is approved. Accidents are covered on that date. After your policy is 30 days old, sicknesses which begin thereafter are covered. Under the ALL-FAMILY PLAN, childbirth or pregnancy or any consequence thereof are covered after your policy is in force for 10 months.

12. What if someone in my family has had a health problem that may occur again?

Even if one of your covered family members has suffered from chronic ailments in the past, pre-existing conditions are covered after the policy has been in force for two years.

13. What conditions aren't covered?

Only these minimum necessary exceptions: pregnancy or any consequence thereof (unless you have the ALL-FAMILY PLAN), war, military service, nervous or mental disease or disorder, alcoholism or drug addiction, or if something happens "on the job" and is cov-

ered by Workmen's Compensation or Employers Liability Laws.

14. Can I drop out any time? Can you drop me?

We will never cancel or refuse to renew your policy for health reasons—for as long as you live and continue to pay your premiums. We guarantee that we will never cancel, modify or terminate your policy unless we decline renewal on all policies of this type in your entire state or until the maximum (Aggregate of Benefits) of your policy has been paid. You, of course, can drop your policy on any renewal date.

15. Why is The Doctors Hospital Plan almost like having an extra "bank account"?

When your policy is issued, your insurance provides up to \$10,000, \$7,500, or \$5,000—depending upon the plan you choose. This is your "Health-Bank Account." Then, every month your policy is in force, a sum equal to your regular monthly premium (including your first month) is actually added to your maximum. When you have claims, benefits are subtracted from your "account"!

16. Will my claims be handled promptly?

Yes. With your policy, you will receive a simple, easy-to-use Claim Form. Your claims will be processed quickly and your checks sent directly to you.

17. Why are the premiums so low?

With The Doctors Hospital Plan, you actually get all these benefits—at such a low cost—because this is a mass enrollment plan—and no salesmen are used. Our volume is higher and our total sales costs are lower.

18. How much does my first month cost?

Only \$1.00, regardless of your age, the size of your family or the plan you select. After the first month, if you are under 65, you pay only these low monthly rates: only \$7.95 a month for the ALL-FAMILY PLAN; only \$5.95 a month for the ONE-PARENT FAMILY PLAN; only \$5.95 a month for the HUSBAND-WIFE PLAN; only \$3.50 a month for the INDIVIDUAL PLAN. (When you are over 65, premiums increase. See modest increase in box on preceding page.)

19. Why should I apply right now?

Because an unexpected sickness or accident could strike without warning—and you will not be covered until your policy is in force. Remember, if for any reason you change your mind, you may return your policy within 10 days and your \$1.00 will be refunded immediately.

How Can A Plan Offer So Much For So Little?

The answer is simple: We have *lower* total sales costs! The Doctors Hospital Plan is a *mass enrollment plan*. All business is conducted directly between you and the company by mail. *No salesmen or investigators are used*. It all adds up to *real savings* we share with you by giving you *high quality* protection at *low* cost.

A Respected Company

As important as all the valuable benefits, the low cost and ease of enrollment is this vital fact: Your policy is backed by the resources, integrity and reputation of the *Physicians Mutual Insurance Company*, "the doctors company," specializing in health and accident protection for physicians, surgeons and dentists, all across America for more than 64 years. Doctors *right in your own community* know about us and may actually be insured by Physicians Mutual. Serving hundreds of thousands of policyholders throughout the United States direct by mail, Physicians Mutual has its headquarters in Omaha, Nebraska, and is licensed and incorporated in that state. Its Board of Directors is composed *entirely* of respected members of the medical, dental and insurance professions.

**Apply Now—No Red Tape—
No Salesman Will Call**

Just fill out the short Application Form below and mail it now. If you qualify, we



PHYSICIANS MUTUAL INSURANCE COMPANY

115 South 42nd Street, Omaha, Nebraska 68131

This offer not available to residents of Ga., N. M., Va.

Fill out and mail with \$1.00 to Physicians Mutual Insurance Company, 115 South 42nd Street, Omaha, Nebraska 68131

NO. 1747

The Doctors Hospital Plan Application

INSURED'S NAME _____
(Please Print) First Middle Initial Last

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

DATE OF BIRTH _____ AGE _____ SEX M F
Month Day Year

OCCUPATION _____

(Check One Only)

- All-Family Plan
- One-Parent Family Plan
- Husband-Wife Plan
- Individual Plan

If **All-Family or Husband-Wife** Plan is selected, give following information on wife:

Wife's First Name Middle Initial _____

Date of Wife's Birth: _____
Month Day Year

Do you carry other insurance in **this** company? YES NO
(If "yes", list policy numbers) _____

I have enclosed my first monthly premium of \$1.00 and hereby apply to PHYSICIANS MUTUAL INSURANCE COMPANY, Omaha, Nebraska, for The Doctor's Hospital Policy, Policy Form P308 series. I understand that the policy is not in force until actually issued.

Date _____
Form A-308A

SIGNED **X** _____
Sign Name in Full—Do Not Print

To the best of your knowledge and belief are you and your dependents now in good health and free of any physical defects? (If "No", give full details). YES NO
Have you or any dependents received any medical advice or treatment during the last five years? (If "Yes", give full details). YES NO

Please make check or money order payable to PHYSICIANS MUTUAL

SPECIAL NOTE IF YOU ARE OVER 65

Even though Medicare will pay most of your hospital expenses it will not cover *all* of your needs. Now, if you meet two simple qualifications, you can get the extra cash protection you need during the *high-risk* senior years simply by filling out the form on this page!

It's a fact that people over 65 are greater risks. They go to hospitals more often and have larger hospital bills than any other age group. That's exactly why senior citizens need extra cash protection! And that's why some hospital plans won't accept them or charge rates

beyond their means. But The Doctors Hospital Plan not only accepts you regardless of age, it gives you *easy-to-carry* protection that is *within your means*. If you are over 65 now, or when you become 65, the following modest monthly *increase* applies. (This is the only *increase* that can ever be made as long as you continue your policy in force):

- Female on All-Family or Husband-Wife Plan \$2.25
- Female on One-Parent or Individual Plan 3.00
- Male on any Plan 3.00

will issue you The Doctors Hospital Policy (Form P308 Series) *immediately*. This automatically puts your policy into force. Along with your policy, you will receive a simple, easy-to-use Claim Form. When you need your benefits, you can be sure that your claim will be handled promptly.

Why not take a moment right now to fill out your Application Form and mail it with only \$1.00—the "introductory" cost for your first month's coverage.

Money-Back Guarantee

You have everything to gain by applying *now*. Only \$1.00 pays for your first month, no matter which plan you choose. And, if

you change your mind, you may return your policy within 10 days, and we will promptly refund your dollar. Naturally, your dollar will be refunded immediately if you don't qualify. Delay could cost you dearly...hundreds, even thousands of dollars in *extra cash* benefits.

Please Note: At present, this plan is offered to you with only two simple health questions to answer. All you need do is fill in the form below and mail it with your dollar. You may be in good health *today*, but sickness or accident can strike without warning—and *tomorrow* you may not be able to qualify. Since there's no obligation and you risk nothing, why not send in your Application today?

ELKS HONORED



LODI LODGE'S award for being the highest 1966 per capita contributor in California's "March of the Exalted Rulers" is displayed by P.V.P. Paul N. Lenox of Tracy (left). Lodi E.R. Stanley Klevan (center) proudly shows the lodge's award for being the highest per capita contributor in the 14-lodge North-Central District. At the right is P.D.D. L. James Nekitas of Lodi Lodge.



PAST DISTRICT DEPUTY Sol R. Werner (left) is congratulated by James A. Gunn, Mamaroneck, G.L. Lodge Activities committeeman and principal speaker at the testimonial dinner dance for Doctor Werner at Peekskill, N.Y., Lodge. Isadore Goldsand (center), a life member, was the event chairman and toastmaster. Doctor Werner turned over the evening's proceeds—\$663—to the Elks National Foundation. Delegations from Ossining, Haverstraw, Brewster, Yorktown, and Beacon Lodges were on hand to honor the 40-year member who had been a lodge Trustee 30 years.



A 50-YEAR PIN is presented to Earl Harris of Moundsville, W.Va., Lodge by the Brother who initiated him Oct. 27, 1916—P.D.D. and P.E.R. Ben F. Peabody II (left). Brother Harris receives a life membership card from E.R. Joseph J. Neubauer.



PAST GRAND EXALTED RULERS Horace R. Wisely and R. Leonard Bush present to Rear Adm. Henry S. Persons, commandant of the 14th Naval District, an Elks plaque honoring the servicemen who died Dec. 7, 1941, at Pearl Harbor. The plaque is hung in the U.S.S. *Arizona* Memorial (inset), which is erected on the wreckage of the only battleship that was totally lost in the Japanese attack.

Elks Salute War Dead

The Benevolent and Protective Order of Elks paid homage to the 2,343 American servicemen who lost their lives Dec. 7, 1941, with a recent ceremony aboard the U.S.S. *Arizona* Memorial in Pearl Harbor.

Past Grand Exalted Rulers Horace R. Wisely and R. Leonard Bush presented a plaque to Rear Adm. Henry S. Persons, commandant of the 14th Naval District, for display in the memorial's museum section. The plaque honors not only the 1,177 men who went down with the battleship U.S.S. *Arizona*, but about 1,160 other American servicemen who were killed in the Japanese aerial and sea attack.

The white memorial is built over the wreckage of the *Arizona*, which exploded and sank after a Japanese armor-piercing bomb hit the ship's fuel oil tanks, touching off a powder magazine. The *Arizona* was the only

battleship that was totally lost in the attack.

Three separate areas make up the memorial structure. They are the museum section, containing the ship's bell and memorial plaques from the Elks and other organizations; the assembly area, where the flag is raised and lowered daily, and the sanctuary, where the names of the 1,177 members of the Navy and Marine Corps who died aboard the *Arizona* are carved in white marble.

The Elks National Service Commission sponsored the presentation of the plaque. It reads, in part:

"...Lest we forget . . . Let the tragic death of these heroes ever remind us of the great sacrifice at which freedom is bought."

During the ceremony, Brother Wisely spoke of the Order's "long record of service to our country and government.

HAWAII ELKS posing with the presentation trio are P.D.D. George T. Adams, Honolulu; E.R. Daniel F. Buckley of Honolulu Lodge; D.D.G.E.R. Bernard Kaplan, Honolulu; P.D.D. Walter E. Stanwood, Hilo; E.R. John E. D. N. Williams of Kailua Lodge; Brothers Johnny Cheek and Cleghorn McKee, Kailua, and P.D.D. Ray Medley, Honolulu.





DETROIT LAKES, Minnesota, E.R. Willard L. Steinke contends that he uses a unique shortcut to the Elks lodge; he drives a snowmobile across a frozen lake. The trip from his home on the Little Detroit Lake shore to the lodge building across the lake is about a mile, while the highway route totals five miles. When the ice melts, Brother Steinke dons a yachting cap and pilots a motorboat across the lake to attend lodge meetings.



JACKSONVILLE, Florida, Lodge's 75th anniversary cake is cut by the lodge's oldest living member and a 58-year Elk, S. A. Kyle, while E.R. James R. Byram and P.S.P. and P.E.R. Thomas E. Mallem, general chairman of the event, look on. Jacksonville Lodge, organized Dec. 12, 1891, with 184 charter members, was Florida's first lodge. The recent celebration included a dinner dance, during which 11 members who had celebrated their 75th birthdays were honored. P.S.P. and St. Augustine P.E.R. Harold Colee was the principal speaker.



ORANGE, California, E.R. Jake W. Ezell (right) presents pens to draftees Steve Bartlett and Mike Johnson before they board the bus in the Orange Coast District's project "Operation Draftee." With them are Santa Ana E.R. William A. O'Neal (left) and Mike's father, Everett Johnson of Santa Ana, state Americanism chairman. The Elks serve coffee and doughnuts at the monthly departures and give each draftee a pen, inscribed: "California Elks Association—Orange Coast District—Be sure and write home." Fullerton and Orange Lodges recently hosted two departures of 120 and 155 draftees, respectively.

Minnesota Man Becomes Elk at Age 92

Winona, Minn., Lodge members claim the unofficial title for the Order's oldest living initiate with 93-year-old Brother Charles P. Biesanz. Brother Charles was 92 when he and 13 others were initiated last Dec. 1 in honor of his brother Frank, 90.

The energetic Brother Charles is the third Biesanz to enter Winona Lodge; Frank, who has donated some land to the Elks, joined 59 years ago, and Charles W., one of Brother Charles' three sons, is another member.

"I never was made so much of," said Brother Charles of his initiation night.

"And all because of my age. I never had so much fun. Most everyone shook hands with me. I told them I was glad to be a member."

The sparely built nonagenarian has spent most of his life in his native Winona, although he has enjoyed traveling in various areas, including Central America and Europe. Two of his sons operate the Biesanz Stone Co., a stone-quarrying business which Brother Charles began running for his father, but he still makes the rounds once in a while.

He and his wife, Maude, 87, married

nearly 63 years, are the proud parents of 4, grandparents of 31, and great-grandparents of 24. Sometimes, when a grandchild gets married, Brother Charles sings a song of his composition to the accompaniment of his mandolin at the wedding. Music, gardening, and fashioning bracelets from agates he picks up in the quarries help fill his time.

The blue-eyed Elk can remember details of his meetings with seven United States Presidents. At 93, he is just starting to collect memories of his membership in Elkdom.

WINONA, Minnesota, Elks say that nonagenarian Charles Biesanz (in light suit) is the oldest living man ever to be initiated into the Order. Brother Biesanz was 92 years old when his class of 14 was initiated recently in honor of his 90-year-old brother, Frank, an Elk for 59 years. He stands to the left of the initiate,

who is being congratulated by D.D.G.E.R. L. E. Moening of Owatonna. Also pictured are Inner Guard William Doerer (left); Chap. Richard Gillen; Secy. Frank Devine; Esq. William Hajicek; Est. Lect. Kt. Clarence Bell; Est. Loyal Kt. Bernard Gerson; Est. Lead. Kt. Rocco Haddad, and E.R. Jerry Papenfuss.





SYCAMORE, Illinois, Lodge's annual '49ers Party provides fun for the Elks and their ladies plus funds for worthwhile projects. Among those attending the party were E.R. Robert Caukin, Mrs. Troy Holt, Mr. and Mrs. Sam Copple, and Mr. and Mrs. Dale Pollett. From the proceeds, \$200 was donated to the Sycamore Teen Town Program and \$100 was given to the Illinois Elks' crippled children's program. The balance was to go to other charities.



PHOENIX Lodge's Howard W. Wylie (center) is presented an Elks National Foundation Permanent Benefactor Certificate by P.D.D. L. Cedric Austin as E.R. Wayne Gurley watches. When the lodge recently contributed \$1,000 to the foundation as a permanent benefactor, members designated the gift in honor of Brother Wylie, a 51-year Elk and a life member.



WEST HAVEN, Connecticut, P.E.R. Frank J. Vellali (center) was honored recently by the local Veterans Administration hospital for contributing more than 1,000 hours as a volunteer worker. Brother Vellali has had charge of Elks' socials at the hospital since it was opened. Standing with him are E.R. Arthur Sapienza; Catherine Potter, hospital director of volunteers; David Anton, hospital director, and Dr. Bernard Robinson, chief of staff.



CULVER CITY, California, E.R. Jacob J. Wetzel (third from right) smiles into the camera with officials of the 19th annual Western Hemisphere Marathon and Brother John Freeman (second from right) of Seattle Lodge, who placed 7th among about 140 runners in the 26-mile event. Culver City Lodge, in an effort to promote physical fitness, feted more than 300 marathon contestants, friends, and officials at an awards dinner, where 85 gallons of stew were devoured. Also pictured are Renee Rogers, president of the Southern California Track and Field Assn.; James Lloyd, marathon director; Syd Kronenthal, director of the sponsoring Culver City Parks and Recreation Department; Leonard Warren, an Amateur Athletic Union official, and C. K. Yang, former Decathlon world record-holder. Col. Donald Hull, AAU national executive secretary, presented awards to the first five finishers.



ABERDEEN, South Dakota, Lodge has something to boast about in its new, 39-member initiation class. The group includes Alfred Peterson and his four sons. Shown are John Biegler of Ipswich, the Petersons' sponsor; Wendell Peterson; Darwin Peterson; D.D.G.E.R. Rick Gereau of Watertown; Arnold Peterson; Gordon Peterson; Alfred Peterson, and E.R. William Mannion.



WHEN AN ELK sees his son initiated into the Order, it is with justifiable pride. And so when Brother Michael Serene witnessed the initiation of his three sons into Charleroi, Pa., Lodge recently, he was understandably elated. It was a lodge first. His sons, Michael, Harry, and Frank, are college students. Brother Serene is a professor at California (Pa.) State College.



ALAMEDA, California, Lodge's 60-year member, Ned Williams (second row, fifth from right)—one of the more than 200 Elks with 30 or more years of membership—poses for a photo with some of them at a recent Old-Timers' Night. Flanking Brother Williams are E.R. Al C. Gillard (fourth from right) and P.E.R. John G. Muehlbauer, the event chairman. Those with 50 or more years in the Order received special recognition.



PRINCETON, Kentucky, Lodge's first Exalted Ruler, J. W. Jewell, 92, shows his Elks membership card to G.E.R. Raymond C. Dobson at a get-acquainted session during Brother Dobson's recent visit to the lodge. Pictured on the right is E.R. W. C. Stephens. This was a Grand Exalted Ruler's first visit to Princeton in 20 years and the second one since the lodge was chartered in 1908.

The oldest member of Deer Trail, Colo., Lodge, Philip Deter Sr., died on Nov. 23 at the age of 101. Brother Deter is believed to have been the oldest man ever initiated into the Order; he was almost 99 when he took the oath on June 28, 1964.

A member of the Port Jervis, N.Y., Lodge, Thomas R. Scales, who was reported missing in South Vietnam seven months ago (*THE ELKS MAGAZINE*, August 1966), recently was released from a Viet Cong prison camp. Brother Scales and another American were captured while employed as civilian construction workers. They were set free, weak from malnutrition, on New Year's Day in what the Viet Cong termed a holiday "gesture."

Elks in Washington State deserve a big hand. The state boasts six of the eleven lodges highest in membership in the Order. These lodges and their respective ranks and membership totals are: Tacoma, first with 9,424 members; Spokane, third with 7,554 members; Lake City, fourth with 5,512 members; Everett, fifth with 4,731 members; Burien, tenth with 3,782 members, and Seattle, eleventh with 3,658 members.

"You could never believe this coincidence," said Secy. John J. Sylvia of Bristol County Lodge in Bristol, R.I. But it happened. When Brother Sylvia and E.R. Arthur M. Williams counted the proceeds from a Christmas charity raffle, the final adding machine total was \$1,860. Bristol County Lodge also is known as Lodge No. 1860.

Lodge Notes

A Past State President and Past Exalted Ruler of Coeur d'Alene, Idaho, Lodge, Brother Ed G. Yates, died Dec. 22 at the age of 92. Brother Yates, well-known throughout the state, was initiated into St. Maries, Idaho, Lodge and transferred some years later to Coeur d'Alene. A graveside ceremony was conducted by officers of Coeur d'Alene Lodge.

Winter Park, Fla., Lodge donated a \$1,000 trust fund certificate to the Harry-Anna Crippled Children's Hospital in nearby Umatilla in the name of area servicemen killed in Vietnam.

A blood donor's clinic organized by Sandusky, Ohio, Lodge on behalf of the American Red Cross resulted in pre-Christmas donations of 184 pints of blood. Each donor was presented with a Christmas ornament on which his name had been printed. The ornaments were hung on a large Christmas tree in the lodge.

A past Ohio Elks Association President and Past Exalted Ruler of Bucyrus Lodge, Brother Arthur E. Socin, died last fall in Bucyrus Community Hospital. Brother Socin was initiated into Lodge No. 156 in 1920. He was elected Exalted Ruler in 1939 and again in 1940. In 1958, Brother Socin was elected President of the state association and that same year was made an honorary life member.

Woodbridge, N.J., Lodge placed first in a recent ritualistic contest among lodges in the Central District. Second-place individual honors went to E.R. John Nagy, Est. Lead. Kt. Fred Carney, Esq. Dave Syslo, and Inner Guard Martin Mundy.

Brother John D. Gibbons of Clayton, Mo., a Past District Deputy for the Northeast District, died Nov. 15. Clayton Lodge conducted the Lodge of Sorrows service.

The Connecticut Elks Association awarded a \$500 scholarship to a 19-year-old Windsor girl, Joanne Beaulieu. The presentation was made at Windsor Lodge, which had awarded Miss Beaulieu a \$100 scholarship. She is a college freshman.

Marquette, Mich., Lodge has awarded its monthly citation for safe and courteous driving to four men who worked tirelessly during a severe late November blizzard in the Marquette area. Michigan state police recommended Frank Zimmerman, Richard Marks, James Blondeau, and Leland Anderson. Police said the four, working with a heavy truck and a tractor, pulled numerous stranded motorists from snowdrifts.

Troy, Ohio, Lodge has resolved that it will no longer send flowers to the funerals of deceased Brothers. Instead, it will donate \$10 to the Elks National Foundation as a living memorial to departed Brothers. To get the program under way, Troy Lodge sent a check for \$100 to the foundation.



CHATTANOOGA Lodge's 30-year Secretary—Kenneth Stevenson (right)—accepts congratulations on his approaching retirement from D.D.G.E.R. and Cleveland, Tenn., P.E.R. Russell E. Offhaus, Asheville, N.C. Brother Stevenson, a 45-year member, has worked for the Elks since becoming a buffet clerk in the lodge dining room 46 years ago. Now, he plans to write a history of Chattanooga Elkdom.



GREENVILLE, South Carolina, Treasurer Park McKinney presents an \$800 scholarship award to Tommy Dowling, whose father was a member of the lodge at the time of his death last year. E.R. Robert L. Stegall looks on. Tommy, a forestry student at Clemson (S.C.) University, was the first in the area to receive a grant under the Emergency Educational Fund of the Elks National Foundation. The scholarships are awarded to worthy students who are children of deceased Elks.



NORTH MIAMI, Florida, Elks honor a member—D.D.G.E.R. Howard E. Sullivan (first row, second from left)—during his home visit. Also pictured are (first row): P.D.D. Marvin Kimmel, Miami Beach; Grand Treasurer and Miami P.E.R. Chelsie Senerchia; P.D.D., P.V.P., and state Treasurer Frank Holt, Miami; P.D.D. Charles Campbell, Tampa, and P.D.D. Peter Ross, Key West, and (second row): P.D.D. Clarence Gunn, North Miami; P.D.D. John Rosasco, Coral Gables; E.R. Anthony J. DeLuca; P.D.D. Sydney Flisser, Kingston, N.Y.; P.D.D. Andrew T. Healy, Coral Gables; V.P. and Homestead P.E.R. James N. Gooding, and P.D.D. Joseph E. Bucks, Key West. Brother Sullivan received the keys to the city from Mayor Elliott Roosevelt.



DANVILLE, Virginia, E.R. John W. Tulloch (second from left) and Secy. L. Armistead Womack greet Mrs. Walter L. Grant (second from right), president of the Register Publishing Company, and Miss Sarah Powell, company secretary, at an annual lodge dinner honoring members of the local press during National Newspaper Week. Mrs. Grant owns the local newspapers.



SAN JUAN, Puerto Rico, Lodge recently initiated a class in honor of a member—D.D.G.E.R. Victor del Valle (third from left), Santurce, —to mark an official visit. Also pictured are E.R. Hector Ledesma (fourth from left) and other San Juan officers.

LEWISTON, Maine, Lodge gives special recognition at a Judiciary Night to three of its members—Superior Court Justice Alton Lessard (seated, second from left), U.S. Circuit Justice Frank M. Coffin (seated, third from left), and District Judge Israel Alpren (standing, right). Also shown are (first row): Justice Armand Dufresne Jr.; Nelson Peters, program chairman; Justice Albert Beliveau; Justice Randolph Weatherbee, and Judge John Batherson and (standing): the Rev. Donald Lonsdale; Justice Charles A. Pomeroy; Justice Harold C. Marden; E.R. Samuel Michael; Justice Albert Knudsen; Justice Harold J. Rubin, and Justice James A. Reid.



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ONLY HULLABALOO OFFERS YOU A TRULY PART-TIME BUSINESS WITH A FULL-TIME INCOME POTENTIAL.

You can spend as few as two nights a week getting a big part of the \$30 billion of disposable income kids have to spend each year. That's right... two nights a week — operating your own pre-sold pre-accepted HULLABALOO SCENE teen dance club.

At every HULLABALOO SCENE teen dance club opening there has been a capacity crowd and instant profits for the licensees.

In club after club the story has been the same. In Utica, Rochester, Nanuet and Newburgh, New York; in Middletown, Manville and Asbury Park, New Jersey; in Jackson, Mississippi; in Waterbury and Waterford, Connecticut and elsewhere. Imagine, you open a new teen dance club and more than 1,000 kids show up the first night, each one paying \$1.00 admission. The next night over 1,500 show up. And they buy, among other things, about 900 soft drinks a night. Well, that's what happened in Utica, New York a couple of weeks ago. And that's what's happening throughout the country. Not only that, but the crowds continue to pour in, week after week. Giving the licensees a solid cash flow and an instant return on their investment. But HULLABALOO is doing more than just filling licensees' pockets... it's giving them a sense of pride and a feeling that they are really doing something for their communities.

YOU DON'T HAVE TO SELL ANYTHING — THE TEEN-AGERS ARE ALREADY SOLD ON HULLABALOO

A business is only as good as the need for it. Do teen-agers need HULLABALOO? You bet they do. A wholesome, happy place, strictly their own, properly protected, and approved by authorities. There's no other place like it. The candy store owner doesn't want them dancing around. The adult night-clubs don't even allow them in. And rock 'n roll at home is driving parents mad. The answer is their own HULLABALOO SCENE. Where they are free to dance and socialize as they like. In an atmosphere that they already know and accept. For two years they've watched the network TV program, HULLABALOO. It's been one of their favorites. And now you can bring it to them... live... off the TV screen and into their own home town.

* Operating Statements available on request showing you how HULLABALOO licensees are making more money part-time than anyone dreamed possible.

YOUR INVESTMENT CAN BE AS LITTLE AS \$17,000. THIS IS WHAT YOU GET:

- 1 — THE NAME, HULLABALOO is a name that every teenager in the country knows intimately. For two years 10,000,000 of them watched the big network show, HULLABALOO on TV each week.
- 2 — National Magazine — HULLABALOO MAGAZINE keeps the name before your market.
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- 8 — Big national advertising campaign.
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- 12 — Talent... top names on the HULLABALOO CIRCUIT.
- 13 — HULLABALOO Profit Making Products.

ACT NOW: CALL OR WRITE TODAY

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



QUINCY, Massachusetts, Elks present their 2,500th pack of playing cards to the Veterans Administration hospital in Boston. Seated with a group of happy recipients is Brother J. Henry Sullivan (second from left). Standing are P.E.R. Edward Densmore, the Elks' veterans representative at the hospital; Committeemen Mario DiBona, John Cuddy, Theodore Collagan, and Daniel Keating, and Thomas Garrity, lodge veterans chairman.



A WATERTOWN, Wisconsin, life member—George D. Weber—unwinds 17½ feet of annual and earlier semiannual Elks membership cards which he has saved since joining the Order in 1923. Brother Weber has a total of 69 cards. Each card is signed by one of the lodge Secretaries in office since 1923, including the current one, Christie Coogan, who assumed the office in 1954.



DISCUSSING the purchase of a new station wagon for use as a mobile unit for the treatment of cerebral palsy, Ohio Elks' major project, are Zanesville P.E.R. Thomas Price, state major projects chairman; V.P. Elwood Reed, Bowling Green; state Trustee and Alliance P.E.R. E. Paul Howard, and state Trustee M. B. Letzelter, Steubenville. The venture recently was approved by the state Board of Trustees.

ROME, Georgia, E.R. Kenneth S. Reed presents on behalf of the lodge the paid bill for all the furniture at the School for the Mentally Retarded to Mrs. Jimmie Pless, school director, during a recent school open house. Also shown are W. B. Primm, chairman of the Rome Board of Education; Jim Clayton, a Floyd County visiting teacher, and M. S. McDonald, superintendent of city schools.



A NEW MOUNTAIN HOME, Idaho, Elk—Jerry Pierce—accepts congratulations from his father, P.E.R. A. W. Pierce, and brother, acting Chap. A. W. Pierce Jr. The initiate is home after a year of Army duty in Vietnam.

OKMULGEE, Oklahoma, Elks and their ladies are starting their 12th year of sponsoring Bingo games for patients at the Oklahoma State Tech Rehabilitation Center. The lodge has donated about \$4,400 in Bingo prizes and about \$390 for refreshments to the center in the last 11 years.





FORT WORTH, Texas, E.R. Lowell E. Dushman shows a young patient a \$10,000 check—the annual contribution to the Elks' Outpatient Clinic for needy children at W. I. Cook Children's Hospital. Also shown are (kneeling): W. P. Bomar, hospital trustees chairman, and Brother Melvin Evans and (standing): Est. Loyal Kt. W. N. Wolfe; F. M. Holmes, member of the lodge Board of Governors; Brother Joe Quick; Est. Lect. Kt. Bill Carter; Est. Lead. Kt. N. A. Hensley; Tiler Jim Edwards, and M. Ward Bailey, hospital trustee. About 4,000 children have been treated at the clinic since its establishment in 1957.



NORTH TONAWANDA, New York, E.R. Wayne Cartwright (seated, left) reviews the agenda for Student Government Day with John Cady, student council president, and Michelle Burnham, student mayor. Standing are Thomas Colegrove, chairman of the event, and Paul Rumbold, who recently became mayor. The Elks sponsored a luncheon for city officials and the students.



WATERTOWN, New York, E.R. Nelson Navarra (left) and P.E.R. and Grand Trustee Francis P. Hart greet Jay Schleichkorn, executive director of the United Cerebral Palsy Assn. of New York State, during a state Elks' CP home service car visit.



LAKEWOOD, California, E.R. Calvin E. Thomas (right) and V.P. and P.E.R. John Germer (left) welcome S.P. Gerald Strohm of Fresno during his recent visit. In honor of Brother Strohm, the evening's theme was based on the cerebral palsy program, which is part of the California Elks' major project.



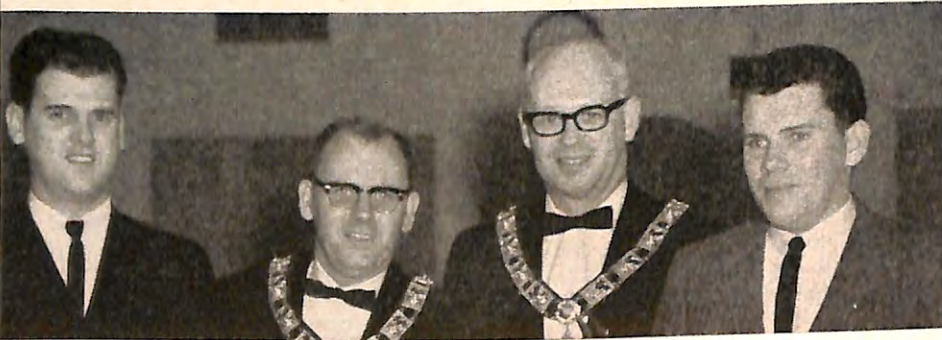
MASSACHUSETTS' East-Central District Elks—D.D.G.E.R. and Milford P.E.R. William E. Barber (right), Northbridge, and Est. Lead. Kt. Roy McKillop, Framingham, chairman of the project—present a shuffleboard for the rehabilitation center at Fort Devens, Ayer, to Lt. Ned Barnes, who is in charge of the center. Each of the nine lodges in the district contributed an equal amount for the shuffleboard's purchase.



RESIDENTS of the Elks National Home, Bedford, Va.—Brothers Sid Schlager of Flint, Mich., John P. Delkoski of St. Paul, Minn., and Arthur Roetger of New York City—talk to members of a Negro Boy Scout troop whose parents work at the Home. Three of the parents are shown on the right. The Elks help the boys earn merit badges and also act as examiners for all the skills except swimming and camping.



CLEARWATER, Florida, E.R. Lyle J. Filek (left) presents Clearwater High School's yearbook to Gerald T. Stack, Tampa, honorary consul of Peru and a member of Miles City, Mont., Lodge, during a school assembly observing the lodge-sponsored project between the high school and Colegio Abraham Lincoln in Lima—"Pen Pal Peru." Holding the plaque on which the names of student winners will be engraved is the high school principal, Robert Glenn. The winners, those who best develop the theme of good will between the United States and Peru in their letters, also will receive U.S. Savings Bonds.



RENTON, Washington, E.R. W. Leo McLaughlin (second from left) marked the occasion of the recent visit of D.D.G.E.R. and Anacortes P.E.R. Leo Paquin, Oak Harbor, by initiating his two sons, Bill and Jack McLaughlin, into the Order.



TOLEDO, Ohio, Lodge members make plans for the 1967 Elks National Bowling Tournament, to be held from March 4 to May 6 in Toledo. Pictured are (seated): Trustee Paul Myers; General Chairman, state Tiler, and P.E.R. Irwin Cohen; E.R. Thomas Leonhard, and Sid Spohn and (standing): Robert Sesney, national bowling committeeman; Trustees Chairman Al Pellioni, and P.E.R. Robert W. Nunemaker.



FESTUS-CRYSTAL CITY, Missouri, Elks are ready to send some of the 51 packages of assorted food items prepared for servicemen in Vietnam. Each package cost \$7. Shown are Est. Lead. Kt. Buford Govero, Ed Cooperman Jr., Jim McGraw, E.R. Jack N. Robertson, Chairman and Esq. Donald Hecktor, P.E.R. and Trustee James F. Sweet, Wayne Basler, and Est. Loyal Kt. Christ Mangos.

PASCAGOULA, Mississippi, Lodge is swiftly approaching its goal of initiating 75 to 100 candidates this year with this class of 29, shown with S.P. W. J. Terry (rear row, center), Gautier, and, to the right of him, E.R. Mack Hudson Sr., (wearing jewels). With this class, Pascagoula Elks have added 50 new members—more than 10 percent of the lodge membership—to their numbers this year.



AT LAST . . . A LEADING AMERICAN PHYSICIAN SHOWS YOU

How to Stay Young till 90

Designed to give you the look of a youngster past 60... the strength and power of a trained athlete beyond your seventies... in vibrant good health till 90 and more— here is one of the simplest and gentlest, and yet truly revolutionary, anti-aging medical programs ever invented by the mind of man.

To repeat once again, the goals of this program are simple. They are, in essence:

1. To give you the look of a youngster, in both face and body, far past sixty . . .
2. To keep you in top condition — to give you the drive and power of a trained athlete beyond your seventies . . . and
3. To give you every possible chance of continuing in this vibrant good health till ninety, and more.

The methods this program uses to achieve these goals are equally simple — and, again, surprisingly gentle. They are:

1. A series of one-or-two minute-a-day exercises for your face — designed to combat premature wrinkles and restore the smooth, sharp outlines of youth.
2. A direct attack on the stored-up emotional poisons in your body that eat away strength and youth like internal acid. This attack on these poisons consists of a series of exhilarating new exercises which take as little as three minutes a day — half of which time you spend resting.
3. A new way to lose weight — not a diet — designed to change your present suicidal eating habits in 24 to 48 hours. And to break at last the vicious fat-multiplying cycle inside your body, that causes you to put on more weight, from less food, than your thin friends. And
4. A series of surprising, and sometimes actually startling, solutions to your most serious everyday health problems—including fatigue, hypertension, indigestion, high blood pressure, and much, much more.

This, then, is the look-younger, feel-better, live longer program that you can prove to yourself — beyond doubt — without risking a penny. Now let us look at its medical background, and the specific day-by-day benefits it is designed to give you:

Written by One of America's Foremost Physicians, It Opens Up Whole New Worlds of Prolonged Youth, Health and Vitality — Past 90 — that You May Never Have Dreamed Existed Before.

The fascinating new volume which gives you these benefits is titled: *How to Stay Young All Your Life*. It is the result of fifteen years of meticulous research, and three additional years of intensive writing and re-writing. It is so completely up-to-date that some of the principles revealed in it were not discovered until a few short months ago.

VITAL NOTE!

To gain its wonder-working benefits in every area of your life—immediately, starting within five short minutes after you pick it up—there is absolutely no need to STUDY this revolutionary new book, or read it from cover to cover, or even to expend any more "literary" effort on your part other than to browse through it at your leisure for ten thrilling minutes a day!

This is NOT a textbook! NOT a study manual! There are no lectures—not a single "blue-sky" theory to ponder over in this entire book!

Instead, for the first time, here is a revolutionary new method of ADDING UP TO 40 HEALTH-PACKED YEARS TO YOUR LIFE—TAKING UP TO 20 FULL YEARS OFF YOUR APPEARANCE — all through a few incredibly-simple techniques that work for you the first time you pick up this book!

Therefore, we do NOT want you to treat this amazing volume as you would an ordinary book! Instead, all we ask you to do is this:

Place it on your bedstead, entirely at our risk, for ten days! Read through just a few pages every night before you retire! Browse around if you like! Notice especially the wonder-working Three Minute Rest Exercise on page 120 . . . the thrilling Fat Breaking Secret on page 159, and much more.

See for yourself that every page is crammed full of practical, down-to-earth, easy-to-understand knowledge that you can put to work for you right on the spot! See for yourself that here at last is authoritative medical information that WORKS—and that's yours for just a few short minutes a day — without brain-racking study, without torturous memorization! Prove it yourself, entirely at our risk!

Its author is Clement G. Martin, M.D., F.A.C.S., F.A.C.N. As you may know, Dr. Martin is former medical director of two of the largest insurance companies in the United States, where he specialized in geriatric research—the science of prolonging youth, strength, health and life—far beyond their present limits.

Over eight years ago, in conjunction with his state medical society, Dr. Martin published a pamphlet based on this research. The response was so overwhelming that he then expanded this information into a book — called *How to Live to be 100* — which immediately soared to the top of the best-seller lists, and sold over 100,000 hard-cover copies in the first two years alone.

But now medical science has gone beyond mere longevity alone! Now it is possible—not only to add up to twenty or thirty or forty more healthy years to your life . . . not only to help you ward off the diseases of middle and old age that cripple your friends . . . but, in case after case, to actually restore the appearance and energy and bursting vitality and strength of youth itself to your body—and maintain that youthful drive and appearance far past your seventies and eighties!

All the Myths About "Old Age"—Shattered at Last.

This new book, therefore, begins immediately with case histories that prove this fact beyond doubt. In the first few pages alone, you are introduced to:

The American "town without heart disease." Where the inhabitants eat too much, enjoy food that's "rich" in every sense of the term, are overweight, party around, stay up late — but simply don't have heart attacks. (The reason why will astound you.)

The 101-year-old roué, who still eats mountains of spaghetti, washes it down with wine, and loves his sweets.

The amazing French beauty who first invented exercises to preserve the look of youthfulness in the human face. Men worshipped her at eighty. Her figure and her face were as dazzling at 79 as they were at 19. She died, still outwardly in the bloom of youth, past 90.

The American businessman who watched his body become prematurely old and finally collapse of ill health at the age of 50. Who decided to rejuvenate himself though he could hardly stand, through a scientific study of longevity. By the time he was 73 he had regained his youth—his face as smooth, his body as slim and hard as a youngster's. Photographs in this book prove these statements beyond doubt—see them yourself!

The Russian report on a man who lived to be 161, and fathered his last child at 104.

And much, much more. Probably the most fascinating reading of your entire life. But it's only the prologue to the real meat of this revolutionary new book prove these statements beyond doubt—see them restoring principles learned in this world-wide medical research are put to work—instantly—for you. To give you results, literally overnight, that will have your friends begging you to tell them the secret!

What is the price of Renewed Youth and Vitality?

As Little as Five Exhilarating Minutes Every Day.

First, you start to peel off years from your appearance: On page 35, you learn the one-second prescription that automatically causes you to stand more erect (no, you don't have to pull in your stomach, but the results are startling nevertheless).

On page 124, you're given six-second facial exercises . . . wrinkle exercises . . . bags-under-the-eye and age-line exercises . . . that Dr. Martin recommends for every man, as well as woman, who wants people to gasp in astonishment when you tell them your real age.

On page 144, you're shown how the way you eat may contribute as much or more to your overweight problem as the actual foods you eat. And then on page 150, you're given the medically-proven, fastest-possible way to lose excess pounds. Again, this is not a diet at all. And the greater your excess weight, the faster this method works.

But this is just the beginning. Now you go on to tap vast new stores of strength, endurance and energy, like this:

On page 35, you're shown the scientific secret (time to learn: 10 seconds; time to perform: 3 seconds) that guarantees you will sit properly — and therefore cut your desk fatigue in half.



CLEMENT G. MARTIN, M.D.

On page 42, you're shown how to "relax yourself ahead." Develop the grace under pressure that marks the champion athlete, and the champion executive. Outstrip your less well-informed competitors who tear themselves to pieces in the mistaken belief that they can win through pressure, anxiety and tension. Keep going at full speed when they're wilting around you like dead flowers.

On page 58, you're shown how you can cleanse your internal organs (your heart, lungs and blood stream) of tension and fatigue in as little as three minutes a day. Try this tomorrow night when you come home bone-weary from work—when you're wound up tight as a drum—and see for yourself how it pumps so much new energy back into your system that you can out-dance your teenage son till two A.M.

Yes, and on page 118, you learn how Dr. Martin recommends as little as only 1 1/2 minutes of basic exercise every day. Is this too much to ask from you to obtain new protection from heart attacks, new youthfulness, new vitality every single day of your life!

Read it from Cover to Cover, Entirely at Our Risk.

It is literally impossible, in the space of this advertisement, to begin to give you an idea of the vast store of startling new medical information contained in this book. I can only mention in passing such life-saving information as this:

The world's best tranquilizer, that doesn't cost you a penny.

How plain ordinary water can be turned into a wonder-working tonic for your heart and your blood pressure.

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And much, much more. Read it from cover to cover at our risk. Its price is only \$5.98; but if you are not amazed and delighted with every word—then simply return it to us for every cent of your purchase price back. You risk nothing but your time.

The choice is now yours. You can sit helplessly by and watch your face get older and older every day—watch your body get weaker and weaker every day. Or you can decide to stop this premature aging right now, and bring back the youth and vitality you may have thought you'd lost forever!

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A Message from the Grand Exalted Ruler

The Elks and Their Families

A great and significant desirable change in the image of the Benevolent and Protective Order of Elks came in recent years when Family Participation was made an objective.

Unfortunately, not all Elks lodges have seen fit to embrace this phase of our activities—and they are the losers by not so doing.

I have had opportunity in this year of service to observe in many communities the voluntary helping hand given to Elks lodges by the wives of members. This in itself is an element of Family Participation, and the ladies rate a verbal orchid for their work.

But it is of the broad premise of Family Participation that we think, involving not only the wives of members but children as well, who should be welcomed into portions of the social life of our Elks fraternity.

It is amazing to consider how American life has changed in our generation, and how much we have become a family nation. Any organization today which does not avail itself of the vitality inherent in family living, and family pleasure, is missing one of the strongest springs of American motivation.

If we are to live and help live, we do well to begin at

home and to incorporate happy home associations with our fraternal life.

Family Participation has become the watchword to growth and vitality in most of our best subordinate lodges. Quite naturally the greatest enthusiasm for the idea is to be found in the lodges which already have such programs. Those lodges which do not have Family Participation should be moving in that direction now.

Simply stated, Family Participation means that Elks lodges, in planning their programs for the year, should include social events that will be memorable and meaningful get-togethers for families of members.

No man, and no men's fraternal organization such as the Elks, can live unto the self of man alone, unless a last man's club is what we have in mind. That we do not want! Our charitable spirit, without which our Order would have no significance, forbids us to be selfish or too separate for our own good. What charity is there in this world which does not derive its frame of action from the image of family, somebody's family? We need to begin with the happiness of our own. Some acknowledgement of this, and some provision for it, is fully warranted in the programs of our own lodges.

Sincerely and fraternally,

A handwritten signature in black ink that reads "Raymond C. Dobson". The signature is written in a cursive, slightly slanted style.

RAYMOND C. DOBSON, *Grand Exalted Ruler*

As we write this, a blizzard is raging outside, but by March—when you read it—spring can't be more than a snow-fall away! No matter—we hope our Spring Showcase and SHOPPER pages will help put you in a springtime mood. Happy Browsing!



THE TYROLEAN. For Birthdays, Father's Day, etc. Beautiful, soft, imported suede handcrafted into a unique continental hat with Austrian brush and feathers on wool knit band. Cork-lined brim; satin lining. Colors: Otter Tan, Charcoal Grey, Olive Green. 6 3/4" to 7 5/8" \$10. Ppd. Money-Back Guarantee. Exclusive with The Swiss Cheese Shop, Box 429, Dept. 90, Monroe, Wis. 53566. Free Brochure on request.



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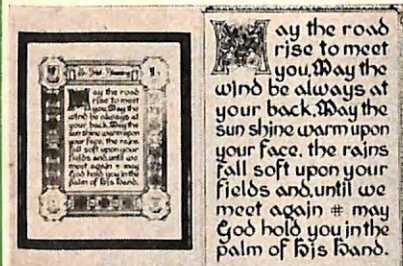
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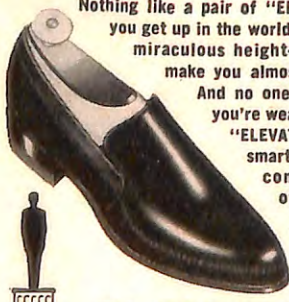
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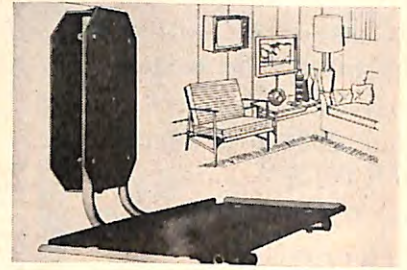
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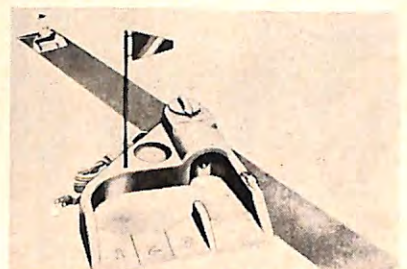
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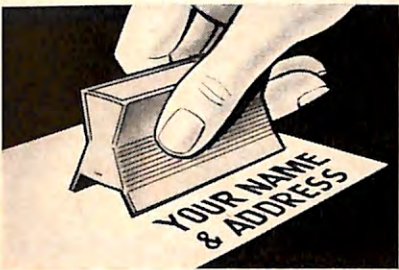
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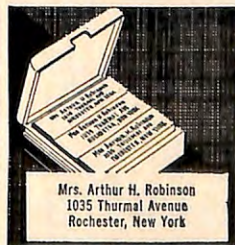


GROW YOUR OWN TASTY TOMATOES and you won't ask why tomatoes don't taste good anymore. Burgess Trip-L-Crop Seed produces big red juicy tomatoes with some weighing as much as 2 lbs. Vines grow from 14 to 18 ft. high with 2 to 3 bushels per vine. A special 50¢ packet is only 10¢. Burgess Seed & Plant Co., Dept. 12, Galesburg, Mich. 49053.



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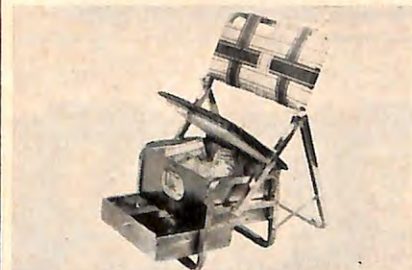
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... as British as gin and tonic... as oriental as the designs from handle to tip... intricately carved in Camphor wood. From the handle peers the face of an inscrutable Confucius. No colonial gentleman would have walked the streets of Singapore or Mandalay without his sword cane. The old craftsmen of Taipei are about all gone. Sword canes like these are collectors' items already. In another while you may not be able to get them at all. A great buy at \$14.95 postpaid while they last.

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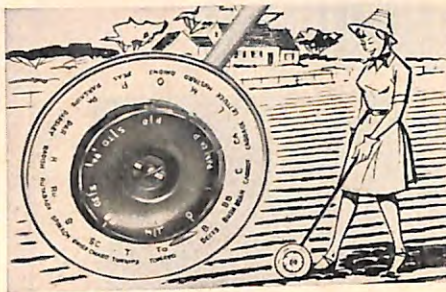
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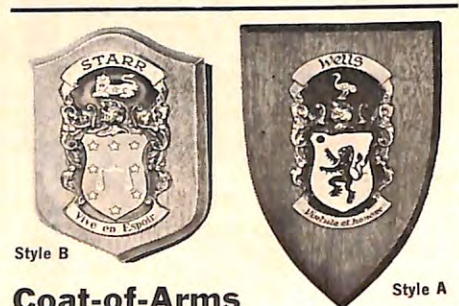
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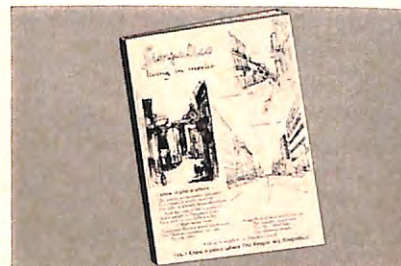
"1776" House, Dept. E-11
260 Mass. Ave., Boston, Mass. 02115

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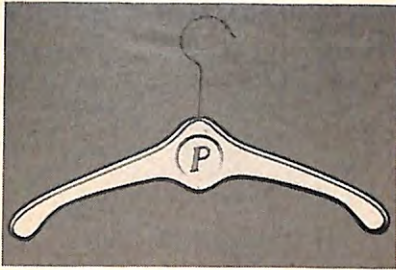
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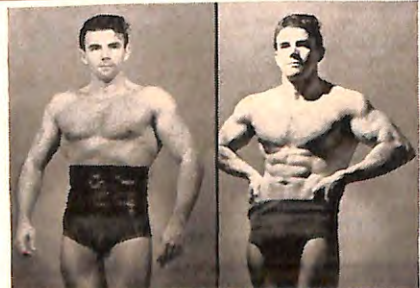
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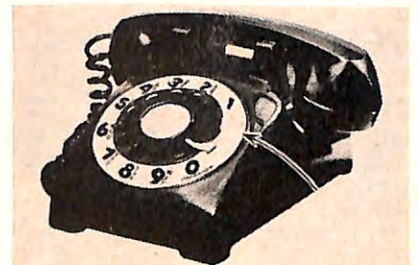


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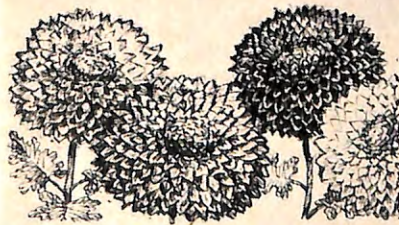
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F R E E D O M ' S F A C T S



Soviets Push For New Sympathizers

Kosygin in Paris

When Premier A. N. Kosygin of the Soviet Union arrived in Paris recently, he wasted little time in heading for the world-famed Sorbonne.

There were many reasons for this, among them the Communist Party's growing interest in students, professors, cultural exchange, and technological joint enterprise.

After assuring the Sorbonne audience that the Soviet Union favors broad international cooperation in economy, science, and culture, he roundly attacked the United States.

Kosygin claimed, for example, that the U.S. share of world industrial output has been declining, while that of European and socialist states has been increasing. He accused the U.S. of seducing scientists and specialists from Europe to the United States, and said that the U.S. was building relations with other countries on an unequal basis; that is, a basis on which U.S. views would dominate.

Kosygin's main pitch then became clear. He was telling French students and intellectuals that through greater cooperation with the Soviet Union they could advance French science, technology, and industry, raise living standards, and assert full independence from the U.S.

Kosygin later told French journalists that the Soviet Union is in favor of calling a conference on European security in the immediate future. Whether the U.S. would be included, he said, was a matter for future determination.

The retreat of NATO followed by the new aggressiveness of the Soviet Union on diplomatic, political, cultural, and economical levels presents a picture (hopefully inaccurate) of expansion of Soviet influence at a time of decline of the influence of the United States.

J. Edgar Hoover Record

A plastic record made by FBI Director J. Edgar Hoover for the All-American Conference is available for use with student groups. Write to All-American Conference for copies. Cost: 25 cents per record.

Hungarian Anniversary

Soviet Communist Party leader Leonid Brezhnev observed the tenth anniversary of the Hungarian revolution by taking part in the ninth congress of the Communist Party of Hungary.

What could a Soviet tell Hungarians on the anniversary of Soviet invasion of Budapest and the crushing of a popular uprising against Russians and against Communists?

Well, it was really simple. Brezhnev first quoted V. I. Lenin's remarks to Hungarians in 1919. Lenin said: "You are waging the only lawful, just, truly revolutionary war, a war of the oppressed against the oppressors, a war of working people against exploiters, a war for the victory of socialism . . . stand firm. Victory will be yours."

Brezhnev then noted that Hungarian Communists stood firmly with the Soviets in the "difficult situation of 1956" and went on to chronicle the close relations today. Trade exchange between Hungary and the U.S.S.R. has risen to about 1,000,000,000 rubles a year. The two countries are "successfully coordinating national economic plans and carrying out production specialization in industry. . . ."

But this was not all. What of the future? Brezhnev declared: "Comrades, in our time, when the invincible revolutionary process is spreading over the globe, the fight to strengthen the unity and cohesion of the international Communist movement assumes particular importance."

He declared that Western news reports that the Soviet aim is to excommunicate the mainland Chinese from the world Communist movement "is absolutely nonsense." Instead, the purpose of a coming conference of Communist Parties is to "collectively map out our general line for the future and consolidate the unity of our ranks."

Are the Soviet Communists ashamed or do they feel any guilt for crushing the Hungarian revolution of 1956? Of course not. They feel pride. Their brutal actions at that time moved the Communist world movement ahead and set back the hopes of free peoples for peace with independence, freedom, and justice.

War on Chiselers

(Continued from page 7)

America: "Be alert for small, unsolicited orders that come from a distance, are placed by phone, bring cash on delivery, and are quickly repeated. And stop short of the first larger-than-usual order unless the buyer agrees to accept and pay cash on delivery. Your best customer may be a crook!"

The ways that business can be cheated are almost limitless. Even as simple an incident as a stolen credit card can cost the company money as well as the individual. Again, the Research Institute advises employers to keep numbers of all employee credit cards on file, so that lost ones can be speedily identified and reported. It's also a good idea to check into the possibility of buying insurance for lost cards. Some of the credit card companies offer this at a low cost.

Lending companies are especially vulnerable to certain kinds of forgery, according to a survey by Lawyers Title Insurance Corporation of Richmond, Va. Probably the most spectacular case of 1965, Lawyers Title said, involved a well-to-do young real estate dealer with a taste for high living, including frequent trips to Las Vegas. First he mortgaged properties, then got his hands on the printed mortgage release forms of the lending companies and even copies of their seals. He next made up releases on his own mortgages and forged the signatures of the lending company officers. Then he recorded the releases at the public record office and took out still more mortgages.

One piece of property was re-mortgaged *seven times*.

Why did he hatch this elaborate plot? Simply because he had to keep raising money to cover his gambling losses. In fact, this forger kept up payments on his almost countless mortgages until one last trip to Nevada wiped him out, and his "empire" crumbled.

Businesses, large and small, are also looted of an estimated \$1,000,000,000 annually by ordinary pilferage. Professional thieves—the ones who gain entrance to the building disguised as messengers, for instance—take company and individual property and, "given long enough, will strip an office down to the last paper clip," according to an official of Pinkerton's National Detective Agency, Inc.

Recommended security moves: Have an expert indoctrinate the office staff. Keep doors and desks locked. Check inside latches on fire doors. Make periodic inspections for security. Station guards at key locations.

All the crooked practices that have



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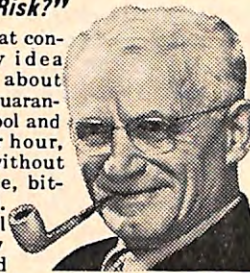
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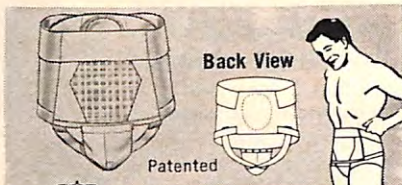
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been mentioned—and many more—have injured businessmen all over America. But chiselers do business the greatest disservice of all by cheating the public. For one thing, the swindler competes unfairly with honest businessmen. For another, his activities give all business a black eye.

Says Louis J. Lefkowitz, Attorney General of New York: "The consumer who is victimized by fraud is inclined to take his wrath out unjustifiably on honest merchants.

"Consumer protection must be undertaken through joint efforts of the reputable businessman, the working man and woman, and law enforcement agencies."

Lefkowitz established his Bureau of Consumer Frauds and Protection in 1957, shortly after he was elected. The Bureau now has a staff of 18 under the direction of Barnett Levy, Assistant Attorney General. From its New York City headquarters, it handles about 1,000 letters of complaint a month as well as at least a dozen "walk in" complaints each working day (business is especially brisk every Monday). The Bureau doesn't accept complaints by telephone.

Last year the Bureau recovered \$1,250,000 for New Yorkers who had been cheated in the marketplace. Add to this the work of the 15 such bureaus in other states, as well as the less formal efforts of states attorneys throughout the nation, and you have a virtual shot in the arm for legitimate business.

Explains Levy: "When we knock out of business the deceiver, the misrepresenter, and the thief, the money that would have gone into their pockets is put into the mainstream of business."

The New York Bureau gets involved in disputes ranging from retail items that cost 15 cents on up through home-repair swindles of perhaps \$40,000. Generally, though, it handles the smaller-ticket complaints that private lawyers cannot afford to handle. Posters are placed in buses and subways inviting consumers to seek the Bureau's assistance.

Levy reads every piece of mail that comes in and refers it to a staff member. Letters go out to the person or company in question: "Gentlemen: The Attorney General is in receipt of a complaint against you. We would like to discuss this matter with you at greater length. Please communicate with us within the next five days by mail."

The Bureau then serves as mediator, often guiding the parties toward a compromise solution. When it discovers blatant fraud it starts litigation against the offending merchants. Among its other activities, it tries to promote legislation against crooked practices and tries to educate the public on how to guard against being cheated. Levy and

others have rounds of speaking engagements at schools and before civic groups and service clubs.

Almost a decade old now, Levy's Bureau has obtained injunctions against such malefactors as a Long Island firm that hoodwinked people into buying vastly overpriced appliances, toy salesmen whose model "monsters" didn't look anything like the pictures on the kit, recording packagers who put together albums from old, sub-par records and sold them as if they were brand new, home-repair and car-repair swindlers, group vacation agencies that took tourists' money but didn't buy tickets with it, and even a company that claimed to possess a "secret, Old World recipe for Belgian waffles" which it sold in franchises for as much as \$7,000 each.

Then there was the purveyor of a line of tablets called Passionol, made from "Exciting Passion Flower Vine." This cheerful chemist placed advertisements reading, "I re-activated my lost sex energy and vitality quickly and safely by just taking one capsule."

The pills, always shipped discretely in a "plain wrapper," contained iron, desiccate liver, and enzymes, but nothing that could conceivably enhance potency. Until the Bureau got an injunction, they were being sold at more than 1,000 percent of their cost.

At the moment, says Levy, the most widespread fraud in the Northeast is the familiar referral racket. Typically, a salesman calls on people to sell an appliance such as a vacuum cleaner. The price is high—as much as \$800, in one Long Island instance. But the salesman tells the housewife that if she will supply 20 names of potential customers, he will pay her \$300 for the list and \$50 for each one who buys a machine. Then *those* buyers are offered the same deal. In other words, it's a variation on the old chain letter.

Although the Better Business Bureau and other agencies constantly warn consumers that referral companies often go out of business before investors collect anything, leaving them deeply in the red, the salesmen sway many customers.

Recently a company moved into Texas cities with a rehearsed salesmen's spiel lasting exactly one hour. To join the chain, consumers paid \$300 each and agreed to lease a whirlpool bath unit for \$15 a month for three years. By paying another \$2,000, the new member could become a "supervisor."

The referral company, the BBB quickly learned, was not certified to do business in that state. But that didn't stop many people from jumping in when they savored the salesmen's promises of big money.

Then the referral company folds its tent and goes elsewhere.

Widespread as the referral racket is, it ranked only third in the list of "most unwanted" consumer frauds recently drawn up by Kenneth Willson of the National BBB. He polled 114 local bureaus from coast to coast to ask what schemes were most prevalent.

"Our biggest surprise," he reports, "was the number one ranking of the bait-and-switch racket—a retailing gyp which involves a provocative advertisement used as bait and an attempt to switch the customer lured by the ad from one product to another, higher-priced item. This is outlawed in many states."

In second place was the home-improvement swindle, which hits its peak each spring when itinerant repairmen and glib salesmen hit the road.

"Most home repair companies are perfectly legitimate," emphasized Willson. "It's the unscrupulous promoter who causes the trouble. These schemes have in common phony bargains, tricky financing, guarantees not honored, materials misrepresented and performances exaggerated."

The National Bureau estimates that about \$500,000,000 a year is lost by consumers to these crooked repairmen. They gain entrance for their sales talks in a variety of ways. Sometimes they claim they have been sent by the fire department to inspect the chimney. Others come to inspect the gutter or the roof. Some are quack tree surgeons, says Willson, and others bogus termite control experts.

Like most gyps, this one would disappear if homeowners would deal only with firms of known reliability, be sure to read and understand all written agreements before signing, and when in doubt, consult an authority such as the local Chamber of Commerce or BBB.

There is no doubt that both business and consumers are getting new protection from the chiselers these days. Very stern penalties have been meted out to those who would cheat the elderly of their meager savings, for instance, or who would victimize consumer and business alike by counterfeiting brand-name trademarks on watches. The Federal Trade Commission has warned the fringe franchise element against exaggerating earnings potential and otherwise hoodwinking their franchisees. The FTC and the Consumer Advisory Committee, among others, have taken steps to expose false and misleading advertising and unsafe products, among other consumer problems. Massachusetts recently became the first state to pass a "truth in lending" bill, and Federal legislation in this field is pending.

Most businessmen prefer self-policing to government regulation, and this has led to renewed support of private

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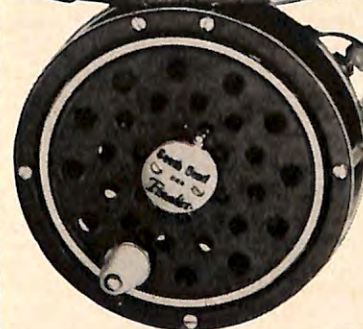
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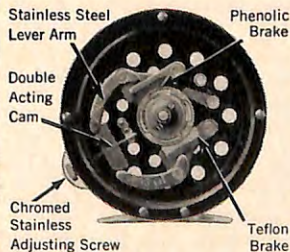
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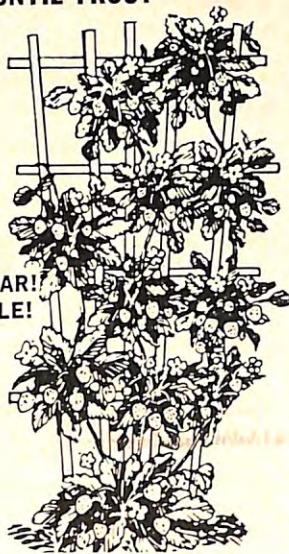
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policy setting groups. However, these organizations do not regard government or consumer groups as their enemies. Cooperation is becoming the rule rather than the exception.

Even such a time-honored swindle as the sale of swampland as retirement homesites is coming under the gun. In the three years of its existence, the Florida Installment Land Sales Board has recovered some \$40,000 for duped buyers.

On all levels, Americans are realizing that there is nothing charming about the real-life rogue. He is not amusing when he is bilking 3,700 New York doctors of \$10 each to join a non-existent "physicians' club." He is not attractive when he is placing "work at home" ads with only one purpose: to sell gullible people who need money some equipment or instructions that they do not need.

He is particularly unfunny when he is robbing the needy or sick, as a merciless ring of thieves was doing in Miami last year. Posing as agents of charities, they went around to restaurants picking up the small-change canisters that are left beside cash registers. Thus they stole the pennies that were meant for childhood victims of cancer or cerebral palsy.

Thoroughly aroused, the head of the Miami Better Business Bureau went out and did the same thing himself, just to prove to officials that it could be done. He exhibited the two dozen canisters he had collected without challenge and demanded action. Now this one city, at least, has a countersigning system. No one can pick up the canister except the legitimate charity official who left it there.

For one final example of the trouble and headaches caused by the chiselers of the world, we might mention the strange case of the borrowed wife. Actually, it's well-known in real estate circles.

A man wants to buy some property, but is afraid he can't get the mortgage because he isn't married. So he "borrows" a girl who agrees to pose as his wife and sign legal papers to help him get the property.

Notes Lawyers Title Corporation: "Even seemingly respectable couples who appear to be pillars of the community may not be legally married. Of course a false wife or husband cannot legally dispose of the interest of the real spouse in real estate." Thus the next buyer of the home or other property might eventually find that he doesn't really own it, because the last owner didn't. The result can only be endless confusion and sad loss of money.

Americans seem unwilling to put up with it much longer. The war on chiselers, by all odds, is escalating.



Louisiana Elks State Association sponsored a Christmas party for patients of the Veterans Hospital at Alexandria. The successful gathering was organized and supervised by Brother Nugent Hill, P.E.R. of Alexandria lodge and state chairman of the National Service Commission.

Coral Gables, Florida, lodge sponsored a Christmas party for patients at the Coral Gables Veterans Hospital. Shown here with gifts for the shut-ins are P.D.D.G.E.R. Marvin L. Kimmel, Miami Beach; D.D.G.E.R. Howard E. Sullivan, North Miami; and P.D.D.G.E.R. John Rosasco, Coral Gables, Elks National Service Commission chairman for Florida south and south-east districts.



Thanks...
to those who give
and gave so much!

☆☆☆☆☆

*Elks National
Service Commission*

Servicemen in transit are remembered by San Mateo, California, lodge. Exalted Ruler "Cec" Wells (fifth from left, standing) and other San Mateo lodge officers including Santa Claus (Brother Dave McCullough) presented a polaroid camera to the San Francisco airport USO so that servicemen may have an immediate and personal moment of their trip through the golden gate city.



Red Bluff, California, lodge Veterans Committee members prepare to ship 250 hides collected during the past hunting season. The hides will go to a tannery in Los Angeles and then to various Veterans Hospitals. Pictured are: Jack Mower, Dick Layman, chairman; Carl Lengtat, E.R. Orville Figs, Barney Klukkert, Tal Muhphy, George Smith, and Bob Shattucknot. Missing is Paul Morse.

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\$34 per thousand

COLLECTORS (ART, HIGH CLASS)
\$50 for 630 names

The Price of a Good Name

By LLOYD ZIMPEL

YOU MAY NOT KNOW IT, but chances are good that the finger of Fritz S. Hofheimer has touched you often in the past and, unless you flee beyond the reach of the U.S. postal service, will touch you many times in the future.

The Hofheimer company, along with nearly 600 competitors across the country, compiles and sells mailing lists—the means used by advertisers to reach your door with printed messages that frequently read like deliberate candidates for the *New Yorker's* "Letters We Never Finished Reading" department.

The catalogs of many of these firms provide unparalleled evidence of our status-consciousness. Here the cold yardstick of the dollar measures the worth of trades and professions—whose name is costlier, that of a bait-worm farmer or a zwieback manufacturer? Why are 342 Greater New York locksmiths worth no more (\$15) than 63 horse-collar manufacturers? How does it happen that 176 Wisconsin interior decorators have a value identical to that of 95 egg noodle manufacturers? Sadly, a clear-cut answer is impossible to find in the fine print of these catalogs.

In fact, the information gleaned from their pages frequently enlightens less than it puzzles. To illustrate, let's start at the top of the status ladder with the professions. The names of one thousand prosecuting attorneys—at \$28.50—sell for about four dollars more than

the same number of patent attorneys, perhaps not an unreasonable differential—except to patent attorneys. With men of the cloth, 1,000 Roman Catholic clergymen sell for \$20; Episcopal clergymen, \$21.50; Seventh Day Adventist clergymen, \$23.50. No doubt the principle of scarcity prescribes those prices. Interestingly, one of the cheapest lists is that of “doctors in private practice”—a humiliating \$18.50 per thousand. Even door-to-door salesmen bring more at \$20. Surgeons, however, command \$22.50, salvaging the pride of the profession somewhat.

Obviously, in some cases, the expected purchasing power of the listee dictates prices. Thus high school students list at \$30 per thousand—a reflection of teen-age spending habits—while college students, impecunious in tradition if not in fact, bring only \$20.50. All the same, higher education gets back its own through college professors, 1,000 for \$24, half a dollar more than high school teachers. Elementary school teachers go for \$24 per thousand in Illinois and New York, but for an inexplicably inflated \$27 in Wyoming. Still, none of the teachers quite match the army of 7,000,000 “wage earners,” available at \$27.50 per thousand. And, indeed, the majority of all categories fall below the princely Oregon farmer—1,000 for \$35.

Mysterious though it may be, the method of assigning value-per-name is not totally incomprehensible. The following series is instructive: Collectors (Stamp)—\$25.50 per thousand. Collectors (Art, High-Class)—a whopping \$50 for the 630 names available. And Collectors (Garbage)—\$34 per thousand. Here is a high degree of order, if not of sense.

But no sooner does the serious mailing-list student descry the exquisite logic in parts of the price structure than other examples pop up to bemuse him. The name and address of the only “non-smokers society” sells for \$4, while four “schools of auctioneers” go on the block for only \$5. However, a nice balance is struck in the “four snake poison users” for \$10, and the “four poisoning (snake bite) anti-manufacturers,” also for \$10. Yet for a dollar and a half less than that sawbuck you can obtain the names of 35 whiskey distilling firms—if that’s your poison—while the names of 140 alcoholic clinics go for a mere \$14.50 (on a cost-per-unit basis a disproof of the old warning that one pays dearly for indulgence).

But the most touching entry in any of the catalogs is that which reads “Rich Husbands—\$28.50 per thousand.” The price may be right, but those unlucky fellows surely deserve our sympathy for the flood of mail their wives doubtless receive. ● ●

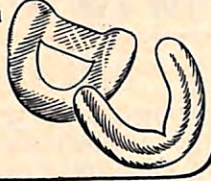
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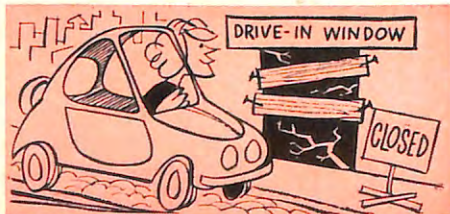


Tom Wrigley

WRITES FROM
WASHINGTON

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

VIETNAM ENIGMA. February 27 was the second anniversary of U.S. air strikes against North Vietnam. Back in 1964 Presidential Candidate Johnson belittled the idea of a U.S. ground war in Southeast Asia. There was no suggestion then of the use of air power. June 8 of this year will be the second anniversary of President Johnson's authorization of American troops to engage in direct combat with the enemy. Back in 1965 we had some 29,000 soldiers in South Vietnam assigned to train South Vietnam soldiers how to fight. We now have over 400,000 men in Southeast Asia and our troops have even been on guard to protect the capital in Saigon.



NEW BANK DRIVE-IN opened briefly at the Jefferson Federal Savings and Loan when a car smashed through the front window. The window was boarded up and a sign out front said, "Drive-in Window Closed."

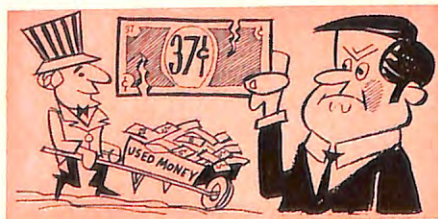
AIR PILOTS DIRECTORY is being sold by the Federal Aviation Agency. It is not available to everyone but is distributed to commercial magazine publishers. Some pilots complain they are deluged with junk mail from aviation magazines. One aviation publication says FAA sells a tape for \$45 containing the pilots' names which can be run through an IBM addressing machine.

ANONYMOUS NEWS SOURCES in Washington can be rated like this: A "highly placed source" means the White House; a "well-informed spokesman" means Congress or a government agency; "it was reliably reported" means the reporter made it up.

REVISING THE DRAFT LAW is one of the toughest problems facing the 90th Congress. Complaints center on deferments that favor certain classes. One of the most difficult decisions concerns conscientious objectors who are excused from military duty. A growing number of youths seek to avoid the draft by claiming religious scruples against war. A new law must be ready by July 1, because the present law expires June 30.

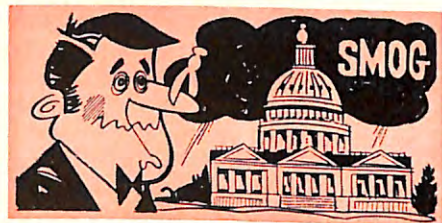
SECRET PENSIONS to former members of Congress may be made public by the new freedom-of-information law now under study. There are 223 persons drawing pensions totaling \$1,719,000 annually. Retirement plans give lifetime pensions of \$24,000 a year for Congressmen who have served 32 years, and lesser amounts down the line. Each member contributes 7.3 percent of his pay, which the government matches.

HOSPITAL PRICES are going up all over the country. In the Washington area the latest hike averages \$7 a day. Part of the increase is due to a jump in nurses' salaries. Here they get \$6,000 a year and in July an increase to \$6,600. Averages on the West Coast are about \$10 a day, while the South is the lowest, with around \$4. All of this may lead eventually to higher hospital insurance payments.



PAPER MONEY to a total of \$334,738,251,487.37 was destroyed last year by the Treasury Department because it was torn or worn out. New paper money takes its place, of course. The question is: Where did they get a 37-cent bill?

HOUSEWIVES SAY YES to the advice of Mrs. Esther Peterson, Special Presidential Assistant for Consumer Affairs. Her book on how to fight food prices is chock full of ideas. "Shop for specials," she declares, and she tells shoppers to look at the labels on bottles and packages to find out just how much they contain.



CONGRESS' NEW HEADACHE, and a serious one, too, is what to do about air pollution. We used to hear about Los Angeles smog, but now we find New York has more pollution than any other city. In fact, death rates have been rising from respiratory cancers due to air pollution produced by the huge industrial complexes surrounding New York. In Washington a rotten-egg smell covered a large part of the city from downtown to Silver Spring, Md. The third national conference on air pollution adjourned with much to be done.

REMEMBER NCIC. You will hear much about it in the months to come. It is the FBI National Crime Information Center, now in operation. This computer network, FBI Director J. Edgar Hoover reports, is a big advancement in scientific crime detection. It is a nationwide index of data on crime and criminals that provides within seconds pertinent information to a police officer on the scene.

CHERRY BLOSSOM TIME is coming and all records will be broken for the Cherry Blossom Festival this spring. . . . Many Congressmen who were defeated last November took their chairs home with them, which they are allowed to purchase.

CONVENTION PROCLAMATION

To All Subordinate Lodges and Members of
The Grand Lodge of the Benevolent and Protective
Order of Elks of the United States of America

GREETINGS:

The Grand Exalted Ruler, by and with the approval of the Board of Grand Trustees of the Benevolent and Protective Order of Elks of the United States of America, acting upon authority given him under Section 6, Article 3, Grand Lodge Constitution, does hereby proclaim that the next session of the membership and representatives of the Grand Lodge of the Benevolent and Protective Order of Elks will convene in Chicago, Illinois, July 16, 1967, with the opening and public meeting to be held in the International Ballroom of the Conrad Hilton Hotel on Sunday, July 16, at eight-thirty o'clock in the evening.

The opening business session will convene in the International Ballroom of the Conrad Hilton Hotel at 9:00 Monday morning, July 17, 1967, at which time the election of officers for the ensuing year will be held. Business sessions will continue thereafter each morning at 9:00 on July 18, 19, and 20 until the business to come before the sessions is finished.

The Conrad Hilton Hotel has been selected as headquarters for the 103rd Session of the Grand Lodge. Space in the Continental Room of the Conrad Hilton Hotel has been set aside for all REGISTRATION.

Room reservations for Past Grand Exalted Rulers, Grand Lodge Officers, and Committeemen will be made by Bryan J. McKeogh, Convention Director, 161 East 42nd Street, New York, N. Y. 10017. He will mail reservation forms and a letter outlining the procedure.

All other room reservations—with the exception of the Grand Lodge Party as outlined in the preceding paragraph—will be made through the State Associations. The National Convention Committee, following the practice of previous years, will allot rooms to each State Association, and those planning to attend the Convention are urged to make the fact known to their State Association Housing Chairman immediately. Neither the National Convention Committee nor the Chicago Convention hotels will accept reservations direct from lodges or individual Elks.

Dated: February 1, 1967

Attest:

FRANKLIN J. FITZPATRICK
Grand Secretary

Raymond C. Dobson
RAYMOND C. DOBSON
Grand Exalted Ruler

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For **ELKS WHO TRAVEL**

MEXICO CITY

Olympic Fever Sets In

By **JERRY HULSE**

Mexico City, one mile above sea level, is reaching for even greater heights. In the tradition of North American cities new skyscrapers are under construction in Mexico City almost constantly. This one—the Latin American Building—is the tallest in Central and South America.



WHILE TOURISTS scatter busily across Mexico City these days—out to visit the pyramids and over to wander through Chapultepec Park—the town's rarified atmosphere buzzes with a new excitement. Few, though, possibly sense it—these strangers to the city, bounding by in one-peso cabs down Paseo de la Reforma, or else shopping the smart boutiques of this fashionable city. Nonetheless, the excitement grows as the days shorten between now and October 1968—the time of the Olympic Games in Mexico City.

Already tickets have gone on sale, and if you plan to attend now's the time to make reservations. New buildings are on the rise, and the Mexican capital is gearing itself for what promises to be the biggest crowd in its entire history.

While preparations move ahead, tourists hoping to see the Olympics possibly will be left behind. Although 17 months remain until the torch is ignited in Mexico City, hurdles of another sort face the visitor. Mainly,

there is the question of hotel space. It's a safe bet that reservations will outnumber accommodations. To cope with the problem the Mexicans have come up with a simple solution: no hotel room, no tickets; no tickets, no hotel room. In other words, without one you won't get the other. It's as simple as that.

The way everything looks presently, more competition may prevail for tickets than for medals. And woe be to the poor hombre booked into a hotel, say, in Cuernavaca or Toluca. One could come up with a gold medal just placing first each a.m. in the road race for Mexico City. At any rate, those planning to "do" the Olympics would do well to book space now. Applications both for hotels and tickets should be directed to Ramon Alatorre, Jefe de la Oficina de Reservas para los Juegos Olympicos de 1968, Avenida Juarez, 89, Mexico 1, D.F. It would seem worth a medal just getting that address straight. One could, of course, hand the entire problem over to his

travel agent. As a reminder not to wait, more than 6,000 applications were on hand when the reservation office opened in November.

When requesting space one must specify the sort of accommodations desired—deluxe, first-class, second-class, etc. Furthermore, jot down the particular events you wish to attend, be it the javelin toss or a go at the regattas. In the case of the latter, plan your nightly siesta in Acapulco. It's an hour by plane and where the water fun will take place. Acapulco was established 400 years ago by the Spaniards, destroyed by an earthquake in 1776, and tethered to Mexico City by road just 30 years ago. Tourists may motor there or fly with Aeronaves, Mexico's national carrier.

Should conditions in Mexico City become alarmingly overcrowded during the Olympics, homeowners polled by officials acknowledged they would accept guests. The majority indicated they would accept no money. Such hospitality obviously would create new popularity for an already popular tourist nation.

Presently Mexico City can bed down 29,000 visitors nightly. The figure is expected to rise to 35,000, what with new hotels on the rise. The most ambitious project is the 627-room Camino Real, a Western International hotel being planted directly across from Chapultepec Park and representing the largest hotel investment in Latin America. In addition, Cesar Balsa's elegant Hotel Maria Isabel will be increased by 400 rooms, making it the biggest in all Mexico. Besides these, other new hotels opening are the El Ramano, the Mayaland, and Hotel de Carlo.

Instead of being greeted by a concierge, Olympics visitors to Mexico City may be smiled upon by a conductor. Under study is a plan by the National



The University of Mexico campus has long been considered one of the most attractive and spacious on the continent. This is the administration building.

Railway of Mexico to use rail cars as hotel rooms for the Olympics crowds. Besides the hotel-building spree, Mexico City is undergoing a sprucing up that involves the planting of more than 10,000 evergreens, 650 eucalyptus trees, and nearly 200 willow trees along the capital's main thoroughfare. The campaign to lure a record number of tourists is spreading across the country. An example: 39 rest stations are being built by Club de Automoviles de Mexico (CAM), Mexico's answer to U.S. auto clubs. Each will provide a snack bar (serving American food and coffee), a children's play area, first aid stations, rest rooms, a lounge, and private rooms in which tourists may relax. Bilingual staffs will be on hand to assist with questions. Registered nurses are in the plans, and bottled water will be provided. Additionally, Mexico

will give free legal advice to Americans.

Transportation in Mexico City is no problem. There is a fleet of 19,000 taxis (more than New York City), and another 3,000 have been ordered for the Olympics. Besides taxis, busses keep up a constant service on 89 routes, moving in all directions through the city. Nevertheless, by Olympics time another group of busses will be ready.

While there are many arguments to the contrary, a computer insists Mexico City will be ready in time for the Olympics. That is, hotels will be finished and Olympics structures themselves will be in use. The answer came after data was fed into the computer, comparing Mexico City with the former Olympics countries of Finland, Australia, Italy, and Japan.

Besides hotels, an Olympics village for hundreds of athletes and others is being prepared near the monumental Aztec Stadium where games will be played. Rising are two- and three-bedroom homes, Turkish baths, beauty shops, theaters, and a shopping center. Awaiting ground-breaking are a velodrome for bicycle racing, an Olympic



Pyramids of Teotihuacan will be the scene of a sound-and-light spectacular telling the story of ancient Mexico.

swimming pool, and the *gimnasio olimpico* for fencing, wrestling, and other indoor sports. While researching this article for *Elks Who Travel* I rambled around the Olympics sites and found a 10-mile gap between Aztec Stadium, which is a dozen miles south of the city, and the famous Sports City. As for weightlifting and boxing, these events will take place at Cine Internacional—a movie house on Cuauhtemoc Avenue in the city.

The question most frequently asked these days is, "Will Mexico be ready on time for the Olympics?" to which committee chief Pedro Ramirez Vazquez replies, "No question—there is no problem of any sort." Perhaps not, but a great controversy arises over what effect the altitude will have on athletes. Dr. Daniel F. Hanley, head physician for the U.S. Olympic team, said that athletes from high-altitude countries "will have a slight but not insurmountable" advantage over the others.

"In every event longer than 1½ min-
(Continued on page 54)

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Letters from Our Readers

The Impossible Slingshot

The Hungry Yank [December 1966, p. 14] looks like a Revolutionary war man, and it struck me as incongruous that he is using a rubber slingshot.

P. A. PUTNAM
 Jamestown, Calif.

(It is indeed incongruous, when you consider that vulcanized rubber—the essential component of the weapon the soldier was depicted using—wasn't invented until about a half-century later. Our faces are red.)

Righting a Wrong

I have been very much interested in reading the article [in the November 1966 issue] pertaining to the federal cemetery at Arlington. After reviewing the early history of the cemetery, the article states:

"Not until 1883, when the hot waves of hatred had cooled, did the government finally decide to pay the Lee family \$150,000 for the property."

In this connection, the case of *United States vs. Lee*, decided by the Supreme Court of the United States December 4, 1882, is of peculiar interest. It shows that the purchase of Arlington by the government and the payment to the Lee family was not due to any considerations of compassion or conscience, but that it was due to the order of the Supreme Court holding that the acquisition of the property by the government previously had been in violation of the Constitution of the United States.

J. C. PRYOR
 Burlington, Iowa

Government Must Help

In "The Fight to Preserve the Past" Victor Block states that "encroachment on antiquity is by no means confined to the United States" and then goes on to cite important architectural losses in London, Paris, and Rome.

True enough—but truer still is the fact that in no European country are important landmarks neglected or destroyed with such abandon as they are here. Few local, state, or federal governments seem genuinely interested in "preserving the past," and I do not think it can be done without governmental action.

While I am generally not in favor of further governmental encroachment into our lives, this is one area in which it seems essential.

ASHTON JAMES
 Peoria, Ill.

For Local Action

The article "The Fight to Preserve the Past" by Victor Block [December 1966] was typical of the current habit of hollering about a problem and offering no solution.

The author calls for federal funds, yet the action of local zoning boards is largely influenced by federal funds.

The problem is one of economics. A local citizen cannot maintain property with our current tax situation. If a building is improved in an older area, the taxes increase. Let's explore the problems locally and do a great job of maintaining what is good in our own towns.

JOHN D. FARR
 Boulder, Colo.

A Deterrent

For some time now I have been following "Freedom's Facts" in your magazine.

I have found these articles very informative and enlightening. Articles of this type educate the American people as to what is happening in the world and serve as a deterrent to the Soviet Union and Red China in their quest for world domination.

John R. Nunn, D.V.M.
 Kerrville, Tex.

A Tribute

In reading my September issue I ran across the article by Gabby Hartnett, as told to Paul G. Neimark, about my father, Rogers Hornsby. This is one of the nicest articles I have ever read about my father.

Thanks for the great tribute. . . .

William P. Hornsby
 Madison, Tenn.

Eight .400 Hitters

For many years I have considered Charles Leo Hartnett to be one of the three great baseball catchers, the other two being Mickey Cochrane and Bill Dickey. However, as a statistician Gabby falls short of perfection. He tells us only six men in the major leagues in the last 60 years have hit .400 or better.

I call to his attention the names of Nap Lajoie, George Sisler, Joe Jackson, Ty Cobb, Rogers Hornsby, Harry Heilmann, Bill Terry, and Ted Williams. Obviously, the figure should have been eight instead of six.

Gerald M. Desmond
 Sacramento, Calif.

A Cry in the Forest

(Continued from page 9)

No one knows better than a hunter that if you stay up quite late for several nights swapping tales around a campfire, arise before dawn, then take a good hike followed by sandwiches and some sitting, you'll get drowsy even when you think you're alert. I haven't the faintest idea when I quit munching on my sandwich . . . my heavy eyelids shut me off from the conscious world.

I was harshly awakened by the crashing of a dead limb, right beside me, to find a stiff west wind torturing the trees and a gloom so dark it looked almost like moonlight. Incessant thunder rumbled overhead and flickers of greenish lightning, with a thin, spitting crackle, played through the swamp. The sooty sky, nearly down to the treetops, stirred with turbulence. I knew immediately what was happening—a fast moving, violent cold front had swept in. It was good tornado weather. No wonder the woods had been so still, the turkeys seeking shelter! I'd been asleep for nearly two hours, and I thought: Gerald must be terrified. I grabbed up my gun and jumped to my feet.

Just then, out of the west, I heard what sounded very like a gunshot, followed by what might have been a faint voice calling, "Help."

I paused, cupping my ears, holding my mouth open, to hear better. But there was only the spitting thunder and the immense, heavy sound of the wind. I turned and broke into a run.

And then, in a brief respite, came three more gunshots. And this time, unmistakably, a man's voice, pitiful and wind muted, crying, "Help! Help!"

A hard chill ran through me. In the space of ten seconds, somewhere back in my brain, the deepest elements of humanity locked in mortal combat.

There wasn't time to hold any conference, to ponder, to weigh a trial balance. Mine was a simple choice, blunt and imminent. I could simply ignore the caller and get back to my little boy; or I could respond—and almost surely never find the slough crossing back to Gerald. Probably the man had shot himself. We'd never relocate him, if I didn't go now.

I found myself thinking back to how happy we were when Gerald was born, for he'd come to us relatively late in our marriage. I remembered how we'd nearly lost him, when he was four, to electrocution, and how cautious my wife had always been for his safety. She hadn't wanted me to bring him to the swamp. Her last words had been, "And don't let him out of your sight." I don't remember what I prayed, but something inside me must have cried

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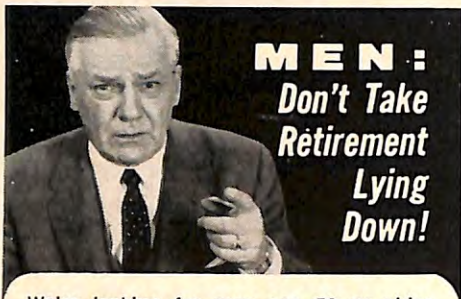
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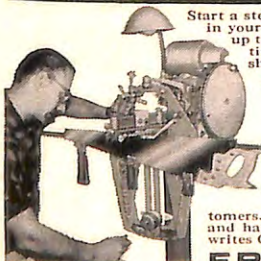
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out as desperately as the distressed stranger had done.

Thinking of what my decision might do to my little boy, I was sick inside as I dropped my gun and nonessentials beside a log, checked my compass, and hurried westward into the mucky swamp. There was never, I knew, any real choice.

The gunshots sounded as if they'd come from due west. I followed my compass straight into the hard wind, watching for falling limbs and the shakiness of quagmires. With every step I sank to my boot tops. The lightning increased and thunder snapped about the opaque sky like the popping of a short-circuited, high-voltage wire. There would be torrential rain any minute.

Soon I heard the gun again, louder now, and again the urgent calling. I thought: Dear God, why did there have to be a west wind; without it I'd never have heard any gunshot. The irony of things as they actually happen!

The mud deepened, and I was wallowing from tupelo root to log to brier clump. Then, all at once, I came to a willow screen. Beyond boiled the river. The water was too deep to go further, so I climbed a tree for a better look. The river was narrow here, and rising swiftly from upstream rains. I shouted, "Hello!"

My answer came immediately, from behind willows on the other bank.

The man wasn't injured. He'd hunted in from somewhere in Wayne County and had been lost since early morning. He was panic-stricken and could hardly talk. I couldn't understand his name but I made out that he was from Atlanta.

I couldn't reach him, across the swift river, but I yelled that I'd get word to Jessup, and send a boat for him. I told him to stay right at the riverbank and to improvise a shelter and get some dry firewood together in a hurry. The first flailing drops of rain hit as I got down from my willow, and a grey darkness descended.

There wasn't any backtrack to follow, so I got a bearing from my compass. But in the poorer light back from the river, I could hardly see the needle. I floundered ahead.

Behind me, then, I heard a motorboat, throttled back, cautious, a rescue boat. I turned and tried to run toward the river, shouting as I ran. I heard the motor suddenly idle down. In a moment I heard it turning up again, and the boat heading upstream with the lost man. There wasn't any way I could reach it, no way I could signal.

A wall of rain came, ice water mixed with hailstones. The temperature



Published as a public service in cooperation with The Advertising Council.

dropped from 65 degrees to 40. I was lost, a muddy speck in a freezing hell.

In a brief slackening of the down-pour I found a slender pole, and got a good reading from my compass. I felled the pole and began dragging it behind me, its length binding against tree trunks when I tended to veer, forcing me on more or less a straight course. I became a slogging automaton, conscious of little outside my tortured mind. My thoughts were clear enough.

I wondered if Gerald had gone into hysteria, as mature hunters have done with far less provocation. Or if a limb had caught him, or if he'd tried to run toward camp and broken a leg or drowned, or if he'd let his gun slip. . . . Cold and wet as I was, my mouth was dry as tanned leather. My tongue and cheeks welded into my teeth, but I didn't care. There was a colder ice in my stomach, and I knew I was sobbing. Once or twice I imagined I heard, again, the far-off gunshots.

I'll never know how I came out where I did. I know that one minute I was trudging along, and the next I'd tumbled into deep water. It felt like a hot bath. If I hadn't had the pole I might have drowned. I churned

around and regained the shore.

I realized that it had nearly quit raining, and that the wind was gone; and that the sky had lightened. In this pale light I began following the edge of the water, and very shortly *I came to the one-log runway across the slough.* The world twisted around and dropped back into place.

I began calling, running up the bluff toward where I'd left my boy.

Halfway up the bluff, Doctor Wells met me. He had on a black slicker.

"Gerald's all right," were his first words. "Scotty's just taken him back to camp." I felt my knees buckle. . . .

Gerald had stayed put, just as I'd always told him. Despite the storm, he hadn't panicked. He'd found a big windfall, crouched under the roots, and gotten a fire going under its overhang. When Doctor Wells realized we might be in trouble, he'd come looking. Then it had just been a matter of their exchanging gunshots.

Gerald suffered no serious effects. In the seven years since, he's become a fine woodsman.

As for me—well, this is the first his mother has heard of the incident. I hope she understands. • •

Home Is a Winding Road

(Continued from page 14)

the industry become that truck manufacturers are offering models in this length to camper builders.

Now we get into a unit big enough for semi-permanent housekeeping. It will have not only a separate enclosed toilet room and bath, sometimes even a small tub, but also a self-contained 4,000- or 5,000-watt generator, study area with desk and file cabinets, dining area, and maybe an outside porch. Best of all, a passage from truck cab to camper will be made by cutting out a section of the rear of the cab and making an opening into the hallway in the coach. With this arrangement the passenger up front can change places with those in the rear, can go back into the coach to mix a drink or start a meal or spank the kids, all without the driver even slowing down.

One of the largest manufacturers of chassis mounted units is Open Road. An exclusive feature of their product is the folding patio across the rear of the unit. Hinged at the bottom, it folds upward and covers the rear picture window when traveling. When parked, it takes only a minute or two to attach the supporting legs, throw the bolts, and lower it, producing a rear porch area and exposing the full sliding glass doors to the scenic view you have chosen for your stopping place.

Luxury units of this type are specially rigged for long-range cruising. They

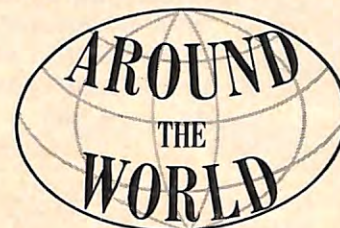
will have gas tanks holding at least 40 gallons, sometimes more. With two or three drivers in the party you can knock off the longest trip without tiring. They are actually a private Pullman car that runs on the highway instead of rails. As an example, a couple of years ago this reporter and two buddies drove one from Los Angeles to Chicago without stopping except for fuel. Each of us drove four hours and then took eight hours off, during which time we slept, ate, read, played cards—anything we felt like doing except stepping outside for a short walk. This reporter whipped out his portable typewriter and got two magazine articles written, thus making a few bucks as we rolled down the highway.

What are the drawbacks of a camp coach. None, really, that we know of. The small sleeper-type units are as compact and easy to handle as a station wagon. The cab-over is no more trouble to drive than a large luxury automobile with the single exception that you must remember to avoid low porte cocheres and breezeways. The big chassis-mounted units are equally effortless except that they require more space to park and turn in than does a passenger car.

As for a strong side-wind on the open highway, the big units are more sensitive than a passenger car, but not so much as you might think. The

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heavy springing and good built-in balance reduce sidesway to a minimum. On curving mountain roads a big cab-over or chassis-mounted job handles better than many a too-softly-sprung passenger car. In a really bad side wind—a 40-knot guster in the deserts of the west—you might have to slow down a bit and pay a little extra attention to your steering, but you'd have to do the same thing in a passenger car in like conditions.

Gas mileage? Well, the sleeper jobs on a half-ton truck will average from 13 to 15 miles per gallon, depending on size of engine and type of transmission. The cab-overs will give from 11 to 14 per, again depending on these factors. The big chassis-mounts with all their luxury features will give from 10 to 12 miles per gallon—less, of course, if you drive hard or have to fight a headwind.

These are honest mileages, the result of personal experience, not figures dreamed up by publicity men. We will add that in our road testing of full-sized American automobiles, gas mileage figures run just about the same—15 on the compacts and 10 on the big sedans. We have yet to get the 18 to 25 miles per gallon the publicists talk about on any car made in this country.

So if like most Americans the blood of Rogers and Clark and the Covered Wagoneers courses madly through your veins; if you want to see what lies around the next curve; if you want a comfortable home for yourself and your family when you get to your favorite hunting, camping, or ice-fishing spot, look over what the camper industry is offering to the public these days.

We think you are going to find yourself hooked if you do. ● ●

Mexico City

(Continued from page 49)

utes," he said, "the time will be a little slower. It will be that way even for people who live in Mexico City. There is no such thing as total adaptation to altitude." The worry of an advantage for athletes from high countries is shared by Hillmer Lodge, national track-and-field chairman of the Amateur Athletic Union. He was in charge of 13 American track athletes who were tested in Mexico City in October. Sprinters and field runners, it appears, got by nicely, but distance runners were "at a big disadvantage." Athletes from low-altitude nations will be given 30 days, no more, to become accustomed to Mexico City's thin air.

Only last October 25 countries sent athletes to a Little Olympics in Mexico City, with Cuba and the U.S.S.R. arriving with the biggest delegations. At the same time, cross-country runners from Penn State were sent to the highlands of Peru, accompanied by a team of physiologists and anthropologists, to learn their reaction to high altitude. One runner declared breathing was so difficult it was like holding his head under water. This, of course, was some 6,000 feet higher than Mexico City and therefore an unfavorable comparison.

Committee head Vazquez takes another tack, pointing out that the Olympic Games were established not to break records but rather to promote friendship among youthful groups.

"We want to put the emphasis on the cultural events," he said during an interview in Mexico City. "Along with the Olympics we will have countries presenting opera and art exhibitions, for it is our desire to recapture the idea of the Greeks when they began the Olympics."

Each nation in the Olympics has been asked to bring along two works of art for a Universal Folklore Festival. Eminent sculptors will create special art pieces. Folk dancers will perform in Mexico City's various plazas. Off at the Pyramids of Teotihuacan—45 minutes outside the city—a spectacular sound-and-light spectacle will be presented in an Olympics eve program. Minister of Tourism Augustin Salvat said in an interview the sound and light show will be "the largest event of its kind in the world." Words will be spoken both in English and Spanish as the story of the creation of the world is told through legends of the Teotihuacans. Lights will be beamed on the temples of the Gods of Wind and Rain, the Pyramid of the Moon, and the Pyramid of the Sun.

With all the color, still the matter of Mexico City's high altitude keeps the attention of coaches and the men they are preparing for competition. While concern is expressed in many quarters, U.S. track coach Bill Eaton declares that "any boy who comes to the Olympics in Mexico in top physical shape shouldn't have any trouble adjusting to the altitude." The controversy gains steam overseas as well as in the U.S. British newspapers are pointing out that the Duke of Edinburgh was troubled by the altitude during his visit to Mexico City. Even the International Equestrian Federation has questioned the wisdom of the 1968 Olympics site, expressing concern at the reaction, even of horses, to thin air.

There are good arguments on both sides. One thing is certain, though: only time and the conclusion of the Olympics will provide the answer. ● ●

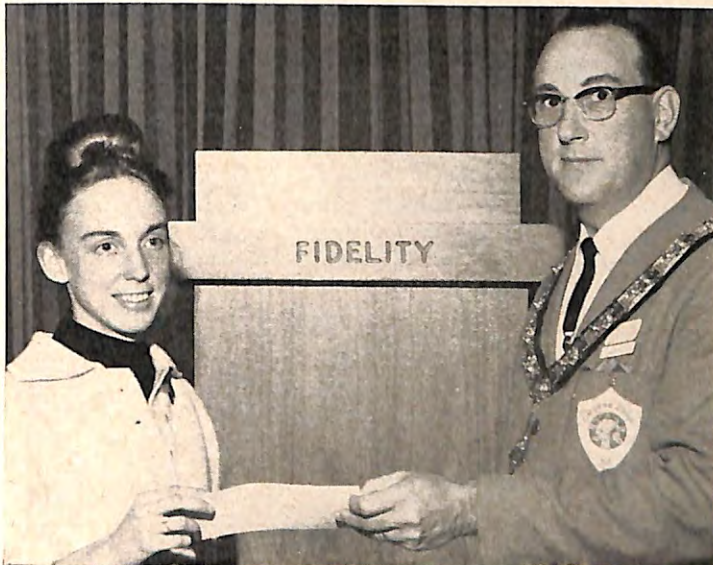
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Eugene, Oregon, lodge Exalted Ruler Glenn Boice presents Abigail Calkin a check for \$500 from the National Foundation to enable her to continue her education in speech therapy at the University of Oregon in Eugene.



Jack R. Gallagher, a Foundation cerebral palsy grant recipient, is shown with one of his patients. Mr. Gallagher was sponsored by Dallas lodge and attended the University of Virginia. Since March of 1965 he has received three grants totalling \$1,483.

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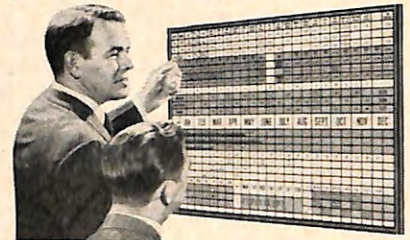
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WHY A YOUTH PROGRAM?

A high percentage of members of the U. S. Senate and House of Representatives are members of this Order. There is one among them, however, of more than usual interest to Elks. He is William A. Steiger, a member of Oshkosh, Wis., Lodge.

In 1956, he won second place in the Elks National Youth Leadership Contest. Four years later he was elected to the Wisconsin legislature and re-elected in 1962 and 1964. His election last November at the age of 28 to the House of Representatives is a forecast of even greater things to come.

One of the main aims of the Elks National Youth Leadership Contest is to encourage our young people to develop their capacity for service in a democratic society by seeking out and giving recognition to those who have shown leadership ability. Brother Steiger's remarkable career confirms the rightness of his selection as a national winner and it should be rewarding encouragement to Elks who are devoting their time, their money, and their talents to making this and other Elk youth programs a success.

There is no disposition here to credit Brother Steiger's success to his selection as a winner of our Leadership Contest. It is obvious that he possesses those qualities of character that are the necessary ingredients of success, and his achievement would have been marked had he never entered the Contest. The same might be said of others who participate in Elk youth programs and go on to suc-

cessful careers in various fields. Yet, who will deny that these programs do exert constructive influence on the young people who are brought into their activities?

The beneficial effects of our Leadership Contest, of our scholarship programs, of our sponsorship of Boy Scout Troops, Girl Scout Troops, Little League and other junior baseball teams, and the scores of other splendid youth activities carried on by our lodges are, in point of fact, difficult if not impossible to assess. We do know, however, that these Elk programs, working in harmony with the home, the school, the religious institutions, help to create the total community environment in which young people have the best chance to go the right way and to shun the wrong, to strengthen their character, to develop their talents, and to identify themselves with ideals and goals that will add to man's freedom and happiness.

The Elks lodge that is helping to create that sort of community environment through its youth activities program is helping to develop young men and women who are disciplined in the best democratic sense. Respecting the rights of others, they will want to move the world forward by the free exercise of orderly, democratic institutions, and will reject the anti-democratic, anti-intellectual, anti-libertarian methods and philosophy promoted by a noisy but hard-working minority of communists and so-called liberals.

THE BEGINNING— SOUP OR SCUM?

In common with most laymen, we stand in respectful awe of engineers and scientists who deal so intimately with such challenging problems as the conquest of space, the origin of the universe, and indeed the origin of life itself. Their accomplishments are staggering, and their theories are fascinating despite their inability to reach any considerable degree of unanimity about some of them.

A lack of unanimity is certainly understandable, especially when the subject is the origin of the universe. Did it start with a "big bang"—the explosion of a single atom—or did it evolve from the rotation of a nebula of primordial matter? Is the universe expanding or contracting, or does it do both from time to time?

There are several schools of thought on the subject of how life got its start

on this planet. Among them are the "scum" theory and the "soup" theory. Among the adherents of the latter, some believe that the soup was thick and some think that it had to be thin.

The "scum" theory, advanced recently by Dr. Clifford N. Matthews of the Monsanto Chemical Co., holds that lightning and ultra-violet light, acting on various gases, created hydrogen cyanide, a deadly poison, out of which came molecules which, reacting in contact with ocean water, produced proteins, the basic ingredients of living things. After some billions of years, a scum of this material covered the earth, and "from that scum we have emerged," according to Dr. Matthews. In passing, it might be noted that some of us do not seem to have emerged very far.

The soup theory postulates the collection, again over billions of years, of amino acids in the oceans—hence the designation "soup"—from which in time emerged the earliest forms of living organisms.

There are many theories, some old, some new, with which scientists work in an effort to add to man's knowledge of how it all began. Notwithstanding, it is interesting to note that not all men trained in the scientific method reject the account of the world's beginning as reported in the Bible.

In an article in *Technology Review*, after discussing the various theories that have been advanced in explanation of the origin of the universe, Harry A. Kuljian concluded: "After reading all of the above theories and concepts about the matter in the universe, we can say that they are not in conflict with what we read in the Book of Genesis. The story of creation in Genesis was not intended to satisfy human curiosity by explaining in detail the origin of life in our universe.

"If it had been written in full detail, our minds would have been so preoccupied with such an interesting story that we would have missed its all-important spiritual message."



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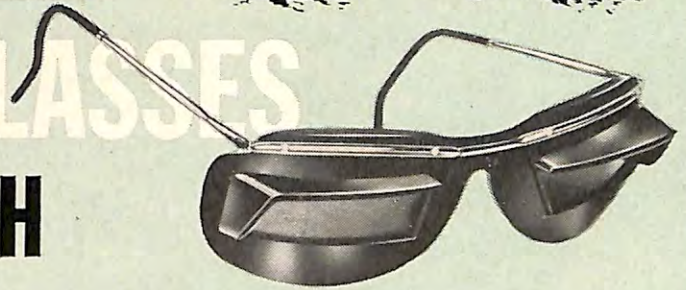


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though, you can see how water reflects glare. Without glasses, you see only the surface. Put these Lunette Radar Glasses on and you see below the surface! Now fishermen can see fish before they bite. Now you can watch the movement of line and lure . . . see your line and lure working . . . now you can take your line in faster because you can see fish take your bait. **NOW YOU CAN FISH "SMARTER"—YOU CAN TAKE MORE FISH EVERY TIME.** With Lunette Radar glasses, you save precious fishing time. You can see into holes—even in swift-running streams. You see through brush-piles, weeds—down into lakes, ponds and salt water.

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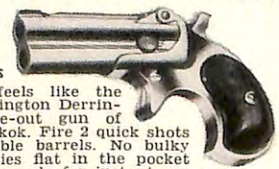
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