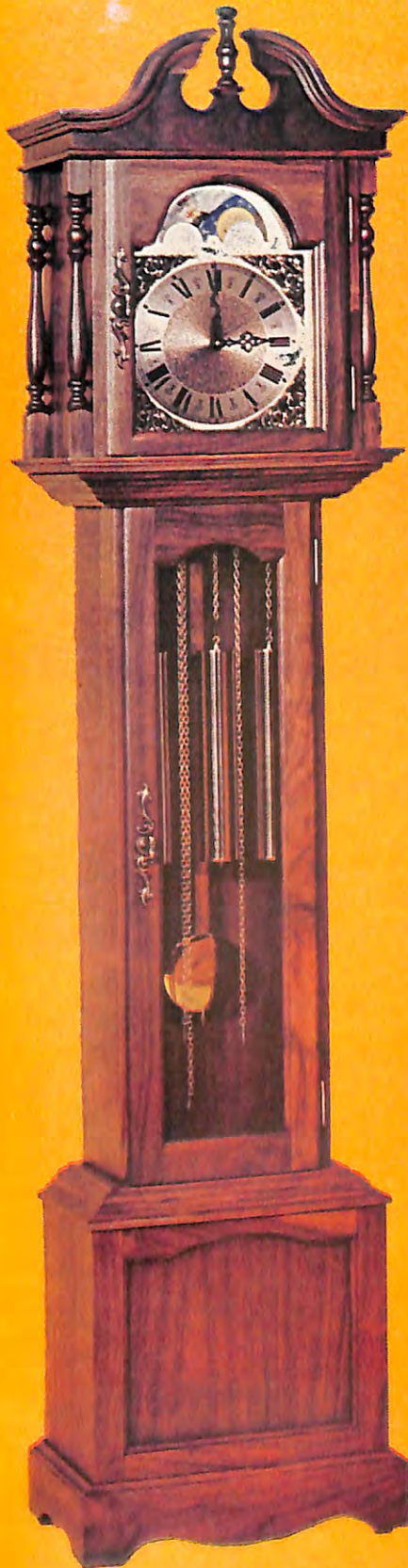


the  
**ELKS**  
magazine  
April 1973

**The Gold Mine That Dares To Be Found / The Hidden Disease**  
Also—Travel: Australia / SportsAction: Boating / Did You Know...



# NEVER AGAIN WILL EMPEROR BE



Model 120  
Black Walnut  
74" x 16 3/4" x 10"

## EMPEROR GRANDFATHER CLOCK DO-IT-YOURSELF CASE KIT

MODEL 120 SOLID 3/4 INCH GENUINE BLACK WALNUT

# SALE PRICED

Regular \$129.50

# 89<sup>50</sup>

Finished  
Model 120 shown

Because of short supply,  
**BLACK WALNUT PRICES HAVE GONE SKY HIGH!**

**THIS OFFER WILL NEVER BE REPEATED!**

All pieces pre-cut and pre-sanded. Breakfront swan neck and finial, waist and dial doors, dial frame and sculptured base-front pre-assembled. Complete hardware and assembly instructions furnished. Each piece may be re-ordered separately.

**QUALITY AT BARGAIN PRICES!**

Black Walnut is the hardwood that has been selected by generations of craftsmen for the rich beauty of its grain and hue. This Emperor Grandfather Clock case is solid Black Walnut, so the clock you assemble will be worthy of becoming an heirloom. Yet, this special sale price is well below the cost of buying the lumber yourself and starting from scratch.

This offer will exhaust our present stock of Black Walnut bought before the price rise.

Fine craftsmanship gives Emperor Clocks a warm, rich beauty. Clock movements imported from West Germany insure lasting dependability.

### 3 WAYS TO BUY

Do-It-Yourself Kit without movement; assembled, unfinished case without movement and completely finished clock with movement installed.

### SAVE HUNDREDS OF DOLLARS

Buy a Do-It-Yourself Kit and movement from Emperor. Your cost \$169.00. Then compare your finished clock with other solid black walnut clocks retailing up to \$700.

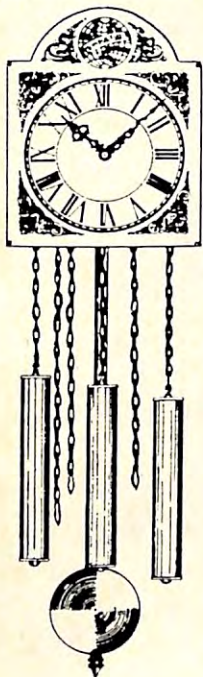
**SEND FOR FREE COLOR BROCHURE**

### MONEY-BACK GUARANTEE

If not completely satisfied, return collect in the original shipping carton within 30 days for a complete refund. No questions, no excuses.

**ORDER NOW! OFFER GOOD THROUGH JUNE 30, 1973**

# ABLE TO OFFER THIS BARGAIN!



100-M Movement  
with Tempus Fugit  
Dial  
**ONLY \$79.50**

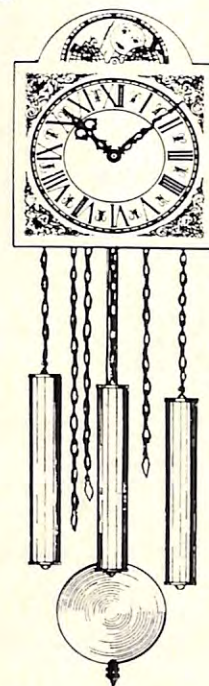
## EMPEROR MOVEMENT FOR MODEL 120

### WEIGHT DRIVEN - EIGHT DAY - WESTMINSTER CHIMES

The Emperor Grandfather clock movement 100-M is manufactured by West German clocksmiths, who have been producing the world's finest clock movements for three generations. The solid brass dial is surrounded by embossed overlays. The face has a high, permanent polish and serpentine hands. In the arch above the dial is a shaped aluminum world with the words "Tempus Fugit" (Time Flies) inscribed in black enamel. Or, if you prefer, a moving moon dial with lunar calendar.

The completely weight-driven movement strikes the famous Westminster chimes on musically-tuned rods: four notes on the quarter-hour, eight on the half-hour, twelve on the three-quarter hour and sixteen on the hour. The hour is struck on additional tuned rods. All plates in the movement are solid brass, and all pinions are hardened steel . . . No plastic parts.

**Immediate Delivery - 1 Year Unconditional Guarantee**



100-M Movement  
with Moving Moon  
Dial  
**ONLY \$94.50**

#### SHOWROOMS

Fairhope, Alabama, Emperor Industrial Park (Factory)  
Pensacola, Florida, 8 miles East, U.S. 98  
Cape Girardeau, Missouri, 2125 Williams Street (Off I-55)  
New Orleans, Louisiana, 723 Royal Street (French Quarter)

**ORDER DIRECT WITH THIS FORM!**  
**OFFER GOOD THROUGH JUNE 30, 1973**

**THIS OFFER WILL NEVER BE REPEATED**  
**KITS AND MOVEMENTS SHIPPED AT ONCE — F.O.B. FAIRHOPE, ALA.**  
**WORLD'S LARGEST MANUFACTURER OF GRANDFATHER CLOCKS**

TO: EMPEROR CLOCK COMPANY  
Emperor Industrial Park, Dept. 42, Fairhope, Alabama 36532

Please Check:  
New Customer   
Previous Customer

QUANTITY	DESCRIPTION	WEIGHT	REG. PRICE	SALE	EXTENSION
	Model 120-K Do-It-Yourself Case Kit, w/o movement	53	\$129.50	<b>\$ 89.50</b>	
	Model 120-A completely finished clock with Tempus Fugit dial, Westminster chimes	95	369.50	<b>299.50</b>	
	with moving moon dial, Westminster chimes	95	384.50	<b>314.50</b>	
	Model 100-M movement complete with Tempus Fugit dial, Westminster Chimes for Model 120	32	79.50		
	Model 100-M movement complete with moving moon dial, Westminster chimes for Model 120	32	94.50		
	Detailed blueprint plans for Model 120		1.50		

We accept personal checks.

TOTAL \$ \_\_\_\_\_

ENCLOSED: ( ) CHECK \$ \_\_\_\_\_

Alabama residents only, \$ \_\_\_\_\_  
add 4% sales tax

( ) MONEY ORDER \$ \_\_\_\_\_

CHARGE TO MY: ( ) MASTER CHARGE ( ) BANKAMERICARD

GRAND TOTAL \$ \_\_\_\_\_

Card number \_\_\_\_\_

Expiration date \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_



Please send FREE color brochure on complete Emperor line

**VISIT OUR FACTORY SHOWROOMS MON.-FRI., 8 A.M. TO 5 P.M., EMPEROR INDUSTRIAL PARK, FAIRHOPE, ALA.**



# Attention! Meeting Planner

If your target is entertainment  
with smiling faces,  
And to please is your primary aim,  
Try the unique and exciting  
"NITE AT THE RACES"  
THIS is the Name of the Game!



Write or call for further details. A FREE colorful 24 page BROCHURE complete with ideas to help you in planning A NITE AT THE RACES is yours on request.

**a nite at the races, inc.**

2320 AVENUE U  
BROOKLYN, N.Y. 11229

(212) 769-7355

# the ELKS magazine

VOL. 51, NO. 11 / APRIL 1973

NATIONAL PUBLICATION OF THE BENEVOLENT AND PROTECTIVE ORDER OF ELKS OF THE UNITED STATES OF AMERICA. PUBLISHED UNDER THE DIRECTION OF THE GRAND LODGE BY THE NATIONAL MEMORIAL AND PUBLICATION COMMISSION.  
THE ELKS NATIONAL MEMORIAL AND PUBLICATION COMMISSION  
WADE H. KEPNER/Chairman  
R. LEONARD BUSH/Vice-Chairman  
RAYMOND C. DOBSON/Secretary  
EDWARD W. McCABE/Treasurer  
ROBERT E. BONEY/Asst. Secretary and Asst. Treasurer

WILLIAM H. MAGRATH/General Manager  
D. J. HERDA/Articles Editor  
LINDA KENYON COHN/Fraternal News Editor  
MALCOLM B. CROFFORD/Circulation Manager  
EDITORIAL OFFICES, 425 Diversey Parkway, Chicago, Ill. 60614

- 10 STOP THAT THIEF!  
Hardening the target may be the most effective means of cutting America's staggering theft rate. Ross R. Olney
- 14 THE GOLD MINE THAT DARES TO BE FOUND  
The bizarre tale of the nation's most searched-for mine and some of the strange secrets allegedly locked in her bosom. Irwin Ross
- 49 THE HIDDEN DISEASE  
A third of all Americans will have dentures by the time they reach 40 . . . but you don't have to be one of them. Dollie B. Giffin

### DEPARTMENTS

- 4 SPORTSACTION
- 6 LETTERS
- 8 A MESSAGE FROM THE GRAND EXALTED RULER
- 18 CANDIDATES FOR GRAND LODGE OFFICES
- 19 ELKS NATIONAL FOUNDATION/ JOY OF GIVING
- 22 NEWS OF THE LODGES
- 30 TRAVEL: AUSTRALIA
- 34 IT'S YOUR BUSINESS
- 35 ELKS NATIONAL SERVICE COMMISSION
- 36 ELKS FAMILY SHOPPER
- 46 "TO OUR ABSENT BROTHERS"
- 47 AROUND WASHINGTON
- 53 DID YOU KNOW?
- 54 VISITS OF FRANCIS M. SMITH
- 55 EDITORIALS

### ADVERTISING OFFICES

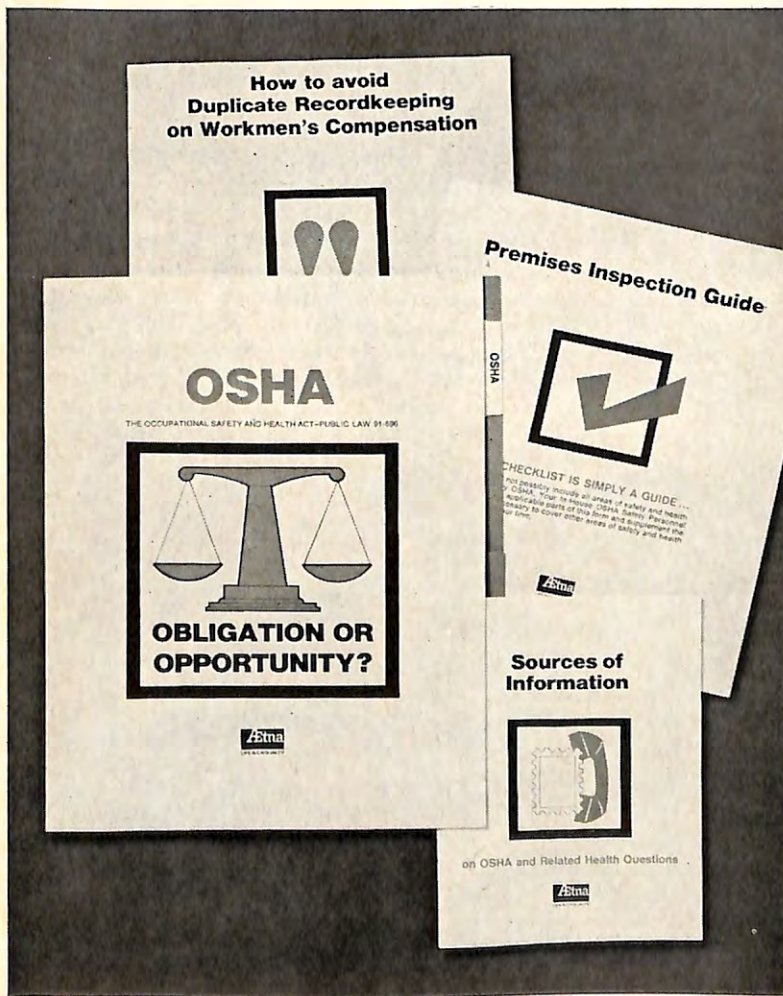
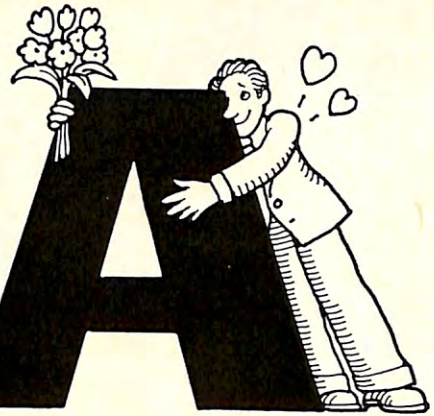


CHICAGO 60614 425 W. Diversey Parkway (312) 528-4500  
NEW YORK 10017 30 East 42nd St. (212) 682-2810  
LOS ANGELES 90036 5909 West 3rd St. (213) 931-1371

POSTMASTER: Mail notices of address corrections to:  
THE ELKS MAGAZINE, Circulation Dept., 425 W. Diversey Parkway, Chicago, Ill. 60614  
MEMBERS: Changes of address should be made through your lodge Secretary. Give him advance notice of at least 30 days. Remember that the day you write, your next copy is already in the mails. Before you move, file your new address at the post office to have mail forwarded. In writing us regarding an address change, please give: Full name, lodge number, membership number, address to which copy is being mailed, and complete new address. Attach label from recent issue if available. Please show ZIP Code numbers in both old and new address.  
THE ELKS MAGAZINE, Volume 51, No. 11, April, 1973. Published monthly at 425 Diversey Pkwy., Chicago, Ill. 60614 by the Benevolent and Protective Order of Elks of the United States of America. Second class postage paid at Chicago, Ill., and at additional mailing office. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1922. Single copy price 20 cents. Subscription price in the United States and its Possessions, for Elks \$1.00 a year, for non-Elks, \$2.00 a year; for Canadian postage, add 50 cents a year; for foreign postage, add \$1.00 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this magazine assumes no responsibility for their safety.  
Copyright, 1973, by the Benevolent and Protective Order of Elks of the United States of America



# How to live with OSHA and like it.



We've got some good news for businessmen worried by requirements and penalties of the Occupational Safety and Health Act. Believe us, things aren't as bad as you may think. In fact, Aetna believes you can look at OSHA as an opportunity to reduce lost man hours and increase efficiency, a chance to boost production and profit margins.

Here's what we're doing to help Aetna's workmen's compensation insureds gear up for both those opportunities and those obligations.

First, there's our new kit, complete, thorough and comprehensive. It goes miles beyond just answering your basic questions—it details the *physical* help we can give you. From setting up in-house OSHA programs, to showing you how to prepare for an OSHA inspection or even simulating one for you. We can also conduct seminars across the country where you can discuss any problem areas with our experts.

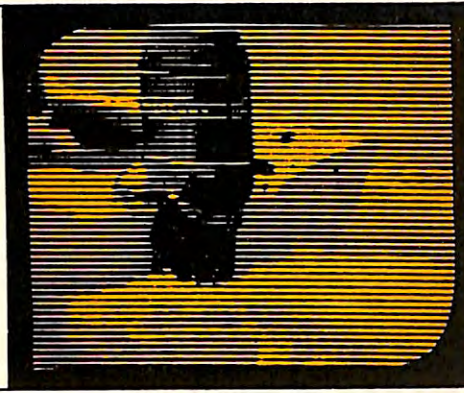
We'll go further. We can make specialized surveys for you. On noise, lighting, toxic dusts, gases and vapors, radiation. On chemical, mechanical and electrical hazards. Each designed to help you comply with applicable standards.

Talk to your local Aetna agent today. Now that OSHA is here, let the Action Company help you make the most of it.



You get **action** with Aetna

by Don Bacue



## SHIP AHOY?

IT HAS BEEN described many different ways by many different people. To me, it is the closest man has come to unravelling nature's charms. It's flirting with the gulls soaring high above the water, the powerful whine of an eager engine behind you, the smell of the outdoors, the crisp, sharp feel of spray against your face.

It's docking before sundown and pitching camp in time to see the day birds roost, to hear the shocking stillness of the early evening twilight, suddenly broken by a cacophony of night birds and the frogs and small rodents they prey upon, to hear the crackling of the brush around you as small and large animals make their way to the water's edge for food and drink—or the simple kinship of other animals—all the while the crickets chanting their chorus in the background. Well, it's a feeling like no other on earth! And it's yours practically for the asking.

If you own a boat, you've only to milk a couple of days from your busy schedule and go. For you, boat camping is a reality resting just around the next bend. If you don't own a boat, hang in there. You've got two options available to you (legally, at least). Buy . . . or rent.

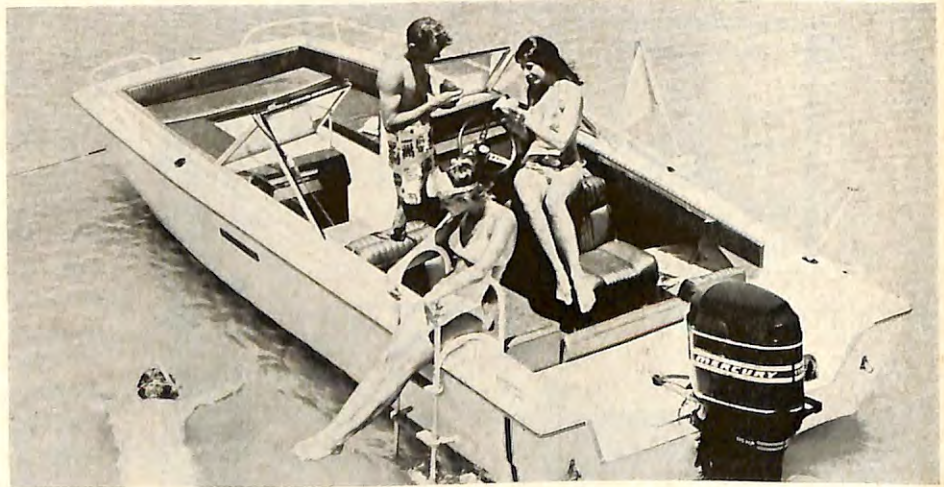
Renting a boat these days isn't anywhere near as complicated as it once was. Simply phone your favorite marina (check the Yellow Pages or dial long distance for out-of-town help) and tell them what you have in mind, where you're going to go, how large a boat you'll need, for how many days, etc. They'll rent you just the right craft, suited precisely to your boating needs, or tell you who to contact who will. Normally, you'll have to leave a deposit. But no fret here, either. It won't be much, it will include the cost of insurance (be sure you check out just how much insurance coverage you're getting), and you can apply the deposit toward the rental fee on your return. Not too painful, is it?

Buying a boat is a bit more complicated . . . and expensive. But if you

plan on doing a lot of boating in the coming years, you'll be miles ahead in the long run.

If you're thinking about springing for a new boat, check out the boating and outdoors shows, as well as local marinas and dealers. They can give you a pretty good idea of the boat best suited to your needs (as to size, type, hull construction, etc.). Once you settle on the boat you want, start checking out the motor best for you.

You might be interested in Mercury's idea of offering electric starters on all its outboards from 40 to 150 h.p., for example. But don't stop short. Check out Johnson, Evinrude, all the leading outboard manufacturers, and compare. That's the name of the game. And since you're going to be one of the



players, you'd might as well start out right.

If you've pretty much decided to pass up the new model boats for a used beauty, **PROCEED WITH CAUTION!** As in buying a used car, you may be opting for someone else's headaches. Sure, a used boat costs less than a new one, but if you're going to sink 30, 40, 50 percent or more of your initial investment into repairs, who's the big winner?

The first step to take in buying a

used boat is to contact a reputable Yacht Broker. Ask your banker or a boat-owner friend for recommendations. The Broker will ask you what you're looking for, and in what price range, and help you to find it. Then he'll act as sort of a seagoing negotiator, recommending to the seller what the boat's fair market value is and to the buyer when he's getting a good deal.

Next, ask your Broker to recommend a Marine Surveyor. He'll examine the boat on which you're floating your future dreams and then make out a detailed list of every fault he finds and every addition needed to bring the craft up to Coast Guard Regulation standards. Once you know the "real" cost of the boat, the asking price plus the repair tag figures, you can go back to the seller and dicker.

Complicated? A little. But worth all the effort in the long run. Once you're satisfied the price is right and the boat is what you want, go ahead, take the plunge. And welcome aboard! A world of fun, excitement, and relaxation awaits. If you run your boat in a competent, efficient manner, and invest a little off-season time in maintenance,

you'll receive many long years of boating pleasure in return. To live, to relive, to recall. And more than that you couldn't ask.

Next month: Boating Safety.

☆ ☆ ☆

If you have any questions or problems relating to your favorite sport, write me in care of *The Elks Magazine*, and watch for your question in the "Letters" column.



# 4 TO 150 HP. THE '73 MERCs. EVERYTHING OTHER OUTBOARDS HOPE TO GIVE YOU. BY 1975.

Since 1939, Mercury has introduced more than 100 "engineering firsts" to the boating world. This year, we've got a new 150-hp Merc—most powerful production outboard made. There's also a new 85—up five horses from last year due to new "power ported" pistons (borrowed from our World Champ Havasu race winner). And a 20-hp Mercury with breakerless Thunderbolt ignition. But all ten Mercs have changed for '73. Because we keep on changing. Improving. Strengthening. We have since 1939. Conclusion? Depend on Mercury to stay years ahead. The new standards, the new ideas keep on coming. When you're hot—you're hot!

Complete range of power: 4, 7.5, 9.8, 20, 40, 50, 55, 85, 115, 150 HP. For nearest Mercury Dealer, see the Yellow Pages under "Outboard Motors." Mercury Marine/Division of Brunswick Corporation, Fond du Lac, Wisconsin/Canada/Australia/Belgium

**MERCURY**  
OUTBOARDS



**THIS YEAR'S  
MERCs SET NEXT  
YEAR'S STANDARDS.**

# LETTERS



Letters for this department must be signed and may be edited. Address to: Letter Editor, *The Elks Magazine*, 425 West Diversey, Chicago, Illinois, 60614.

• Just finished reading "Any Iceberg In a Storm," the iceboating feature by Don Bacue [*SportsAction*, February, 1973], and I really enjoyed it.

In an effort to get Mr. Bacue "hooked" on what has been my favorite winter sport for about 60 years I am enclosing our current Christmas card which shows one of

the Hudson River type ice boats he spoke of.

Between my three brothers and myself, we are the proud owners of four such ice boats. One is the "Sweet Marie," which was acquired by my father in 1895, and is still in beautiful condition.

The records of the old Hudson River

Ice Yacht Club mention the "Allons," shown on the card, as far back as 1889.

Hope you get "hooked," it's a great sport. One you can stick with.

A. W. Gilbert  
Poughkeepsie NY

• I thoroughly enjoyed the article by Mel Ellis on game tracking ["No Closed Seasons," October, 1972]. It was enjoyable reading.

Could Mr. Ellis recommend any good books on the subject of tracking, with clear photos or drawings, that would be of aid to a novice?

H. C. Gleason  
Conneaut OH

*I thought, "that should be easy." But when I went through my rather extensive library, I found that, though I had many books with illustrated texts about coyotes or bobcats or whatever, I had none which was a book exclusively devoted to tracks and tracking.*

*So, to the library, and the best I could find was TRACKS, by E. A. R. Ennion and N. Tinbergen. Oxford, Clarendon Press, (1967),*

M. E.

### FIND BURIED TREASURE

Find buried gold, silver, coins, treasures with powerful new electronic detector. Most powerful made. Ultra sensitive. Penetrates deep into earth. Works through mud, beach sand, rock, wood, etc. Signals when object is detected.

**\$1995**  
to  
**\$12950**

Write for Free Catalog, treasure hunting tips and unusual souvenir coin. **5 POWERFUL MODELS**

**RELCO Dept. D-200, Box 10839, Houston, Tex. 77018**

## Don't let a stranger answer your phone!

Nobody cares more about your business than you. So why let a disinterested third party speak to your customers. That's why you need an Ansafone telephone answering system. It plays a recorded message to the caller in your own voice. And it works for you 24 hours a day, 365 days a year. An Ansafone will answer every call immediately, give every caller your message or ask questions. And it will get every call right.



There are many models to choose from. For a free brochure, just mail this coupon now.

### ▶ Dictaphone

Box C-4-31, 120 Old Post Road, Rye, New York 10580  
Please send me full details of the Ansafone line.

Name \_\_\_\_\_  
 Company \_\_\_\_\_ Phone \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Ansafone and Dictaphone are registered trademarks of Dictaphone Corp.

• I have just finished reading a letter in the February issue of *The Elks Magazine*, and my blood is boiling.

A woman writes: "How would you like to retire in a place with no pollution, with no tax on retirement income, capital gains or dividends, with no teenage subculture, with no major crime . . . ?" and with a government, "that does not have a \$450-billion debt?" She goes on to say that she and her husband, who is retired from the military, "are going to live—really live—on our retirement pay." Then she gives an address to write for more information.

. . . When I retire I plan to live in my own country, where the retirement money I earned here will help create income for others.

L. O. Baum  
Garden Grove CA

• With reference to the article on the United Nations in the February issue, let me say that Messrs. Bush and Waldheim, when attempting to justify the existence of the U.N., should be told that all members of the B.P.O.E. aren't as ignorant as they seem to think we are.

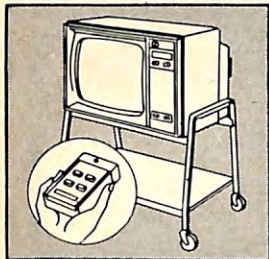
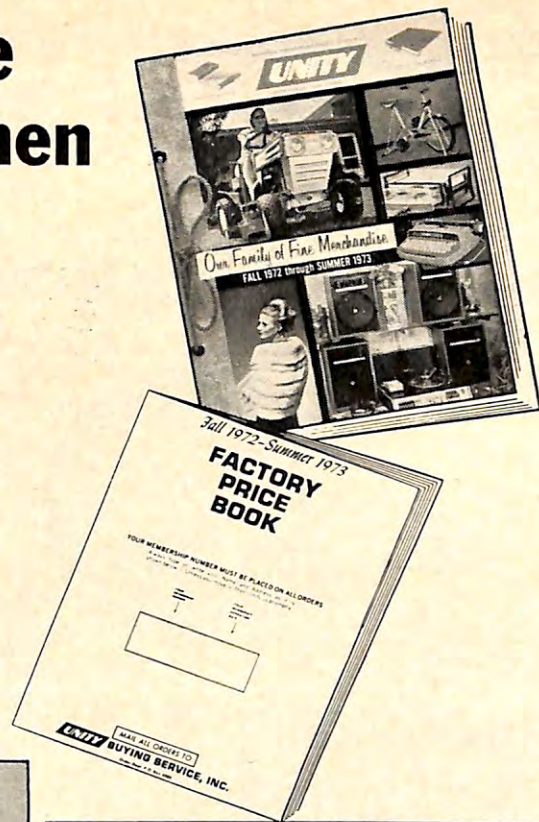
. . . In my opinion, the U.N. is the greatest financial and moral film-flam that has ever been perpetrated on the American taxpayer.

Barry Crim  
DeLand FL

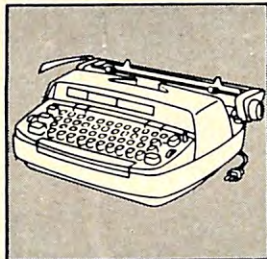


# Why did 600,000 people pay \$6 for this catalog when other catalogs are free?

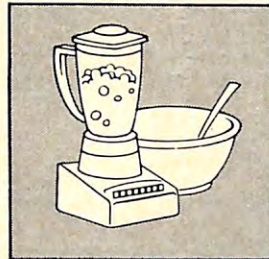
Because they also got this book and the right to buy at **FACTORY PRICES!** (plus only 6% service charge and shipping)



If you just bought this nationally advertised remote control color TV for \$549.95, you overpaid by \$193.60.



If you just bought this famous make electric typewriter for \$169.95, you overpaid by \$77.55.



If you just bought this famous make 16-speed blender for \$36.95, you overpaid by \$18.46.

## How much did YOU overpay today?

Obviously, we can't reveal brand names in this announcement. (One look at our prices tells you why.) But you'll find the names in the big Unity catalog... famous, nationally advertised names you'll recognize instantly.

### Why Unity prices are so low.

How can Unity Buying Service offer famous-name merchandise at such low prices? It's simple. Unity represents over 600,000 members throughout the U.S. So we're able to buy fine products direct, at factory prices. And sell to our members at these same factory prices plus 6% service charges and shipping. No gimmicks, no hidden extras, no middleman markups. *You save up to 50% or more on everything you order.*

### How the Unity service works.

When you join Unity, you receive our latest 452-page catalog of name-brand merchandise. More than 10,000 nationally known items. The kind sold by reputable department stores and merchants in your area, and listed in well-known mail-order catalogs. But there's one big difference between Unity's catalog and others. The prices in the Unity catalog are *not* your prices. You pay only the low *factory prices* in Unity's confidential price book (plus a modest 6% service charge and shipping.)

### Satisfaction... or money back

Everything you order from Unity is brand new, first quality, in original factory cartons. You must be completely satisfied—with the quality *and* the price—or return your order within ten days for exchange or refund. With few exceptions (such as special order items and bulky furniture), all catalog merchandise is stocked in our two modern warehouses, in New York and California. Wherever you live, you get fast service. You deal directly with Unity—and only Unity—at all times.

### No obligation, no minimum purchase.

Why search all over town for "bargains"? Why wait for seasonal sales? Unity's rock-bottom prices are as near to you as your mail box. And available 365 days a year. But you are under no obligation to buy anything. Use your Unity membership as often as you wish—or not at all.

### 30-day no-risk trial.

Accept a trial membership *without risking a penny*. Mail the coupon. We'll rush you Unity's latest 452-page catalog plus your confidential Factory Price Book. If you're not convinced Unity's prices are the lowest anywhere, return membership material within 30 days for a prompt and full refund of enrollment fee.

Unity Buying Service, Inc.  
800 So. Broadway, Hicksville, N.Y. 11802

## CHOOSE FROM OVER 10,000 TOP-QUALITY ITEMS SUCH AS:

Apparel	Furs	Shavers
Auto accessories	Giftware	Sports equipment
Beds	Heaters	Stereo equipment
Bicycles	Hosiery	Tape recorders
Blankets	Jewelry	Television
Books	Lamps	Tires
Broilers	Luggage	Tools
Cameras	Musical instruments	Toys
China	Phonographs	Typewriters
Clocks	Radios	Vacuum cleaners
Cookware	Ranges	Washing machines
Cutlery	Refrigerators	Watches
Furniture	Sewing machines	... plus much more.

Unity Buying Service, Inc.  
New Membership Dept. 891  
800 So. Broadway, Hicksville, N.Y. 11802

Yes, please enroll me as a member of Unity Buying Service and rush my giant 452-page catalog and confidential Factory Price Book. I understand I am not obligated to buy anything. However, any merchandise I do decide to buy will always be shipped direct to me at low factory prices plus 6% service charge and shipping. If not satisfied with my shipment, I may return it for exchange or refund.

### Check one:

- I enclose \$6.00 for one full year's membership.  
 I enclose \$2.00 for three-month trial membership.

Print Name .....

Address ..... Apt. No. ....

City .....

State ..... Zip .....

**NO-RISK!** If not delighted, return membership material within 30 days for full refund of membership fee.

## A Message from the Grand Exalted Ruler



# A NEW YEAR...

IN LAST October's issue of *The Elks Magazine* I commented on how much had been accomplished with a small percentage of our resources of money and manpower.

In this month of April we begin a new Subordinate Lodge year. Fresh goals have been set. New programs have been adopted. Real challenges are presented. There is no more appropriate time to ask your help.

The projects of your lodge are many and varied. There will be one

or more in which you are particularly interested. Service in a worthwhile area of one's interest is a rewarding experience.

You may have joined your lodge because of its club activities. Many do. Perhaps you then found the additional rewards which come from engagement in lodge functions. Many have. This is the full participation which brings maximum return on the membership investment. Unfortunately not enough have experienced it.

The officers and committeemen of your lodge have the responsibility of promoting those programs and meeting those goals. Your services will help them. More important, they will reward you.

Our young people designate an interest activity with the words "this is where the action is." In that context I like the expression. It applies here. In your lodge the action area is the mission of service. Be a part of it and make your contribution to Elksdom's legacy.

*Francis M. Smith*

Francis M. Smith,  
Grand Exalted Ruler

**Elksdom's Legacy—Know It, Serve It!**

**Esclusivo —  
from Italy!**

**BROILS  
STEAK  
FOR TWO!**



**The Delizioso way  
to pan broil  
and tenderize  
WITHOUT FAT, GREASE  
WATER OR SOFTENERS  
Free Gourmet Recipes Included**

**OVER 300,000 SOLD**

# La Bisquera

### WHAT'S THE SECRET?

La Bisquera is not clay, not earthenware, but a special ages-old formulation of 5 volcanic rocks from Italy, the land of fantastico eating, blended into a smooth, porous surface. As your meat readies, harsh acids, bitterness, fats are literally drained away, actually absorbed like a sponge. Meal over? Just rinse and dry!

Now treat family, guests to the kind of gourmet dinner they'd expect if they were guests in a fabulous Italian *Palazzo*! Accept the applause graciously... then tell admirers that for *hundreds* of years, the method of porous earthenware cookery you have just used has been a carefully-guarded Italian secret... that even now, it is zealously guarded by gourmet cooks. It's all amazingly true. What they do not have to know is that you have utilized a

**Fantastic "No-Recipe" Recipe—no ingredients except your meat—and you don't even bother to baste!**

LA BISQUERA does your flavoring, your tenderizing for you nature's way... draws out bitterness, acids, fats, lets taste you never dreamed was there come through unmasked, undiluted. Steaks, chops, meat loaf, hamburgers, fish, chicken taste sinfully rich (yet you add no fat)... zesty (yet you add no spice)... succulent (yet you add no water)... tender (yet you add no softeners). No basting needed, not even for meat loaf!

**Achieve Your Own Fabulous Results on Top of Any Stove... Prevent Meat Shrinkage!**

No more messy oven clean-ups—your kitchen stays cool. And where ordinary broiling must utilize high heat, shriveling meat before your very eyes, La Bisquera broils to perfection over medium heat on any stove—gas or electric. Result—*less* shrinkage... with LA BISQUERA paying for itself in no time flat! Attached cover prevents messy, dangerous splattering. Handles are heat-resistant. Serves up a generous meal for two. Cleans easily in hot water.

## DIONE L'CAS GOURMET CENTERS

Westmoreland Avenue, White Plains, New York 10606

DIVISION OF BEVIS INDUSTRIES, INC.

### Free 10-Day-Home TRIAL

Try LA BISQUERA for your morning bacon or ham... for luncheon hamburgers... for whatever the butcher has on sale for dinner! If you don't lick your chops (and everything else you broil), your purchase price will be promptly refunded, or charges cancelled.

**OVER 300,000 SOLD**

**LA BISQUERA:  
Complete with simple instructions  
and FREE Recipes** **NOW ONLY \$7.95**

*TO DINE LIKE A ROMAN EMPEROR,  
MAIL NO-RISK COUPON TODAY*

**DIONE LUCAS GOURMET CENTERS, Dept. LB152**  
39 Westmoreland Avenue, White Plains, New York 10606

Please send \_\_\_\_\_ La Bisqueras imported-from-Gourmet-Italy at only \$7.95 each, with full money-back guarantee, if I am not absolutely delighted.

I enclose \_\_\_\_\_ (add 75¢ postage and handling for each La Bisquera)  
 check N.Y. State residents, please add appropriate sales tax.  
 money order  
for \$ \_\_\_\_\_

or charge my  
 BankAmericard  
 American Express  
 Master Charge Interbank # \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_ (please print)

Address \_\_\_\_\_ Apt. # \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

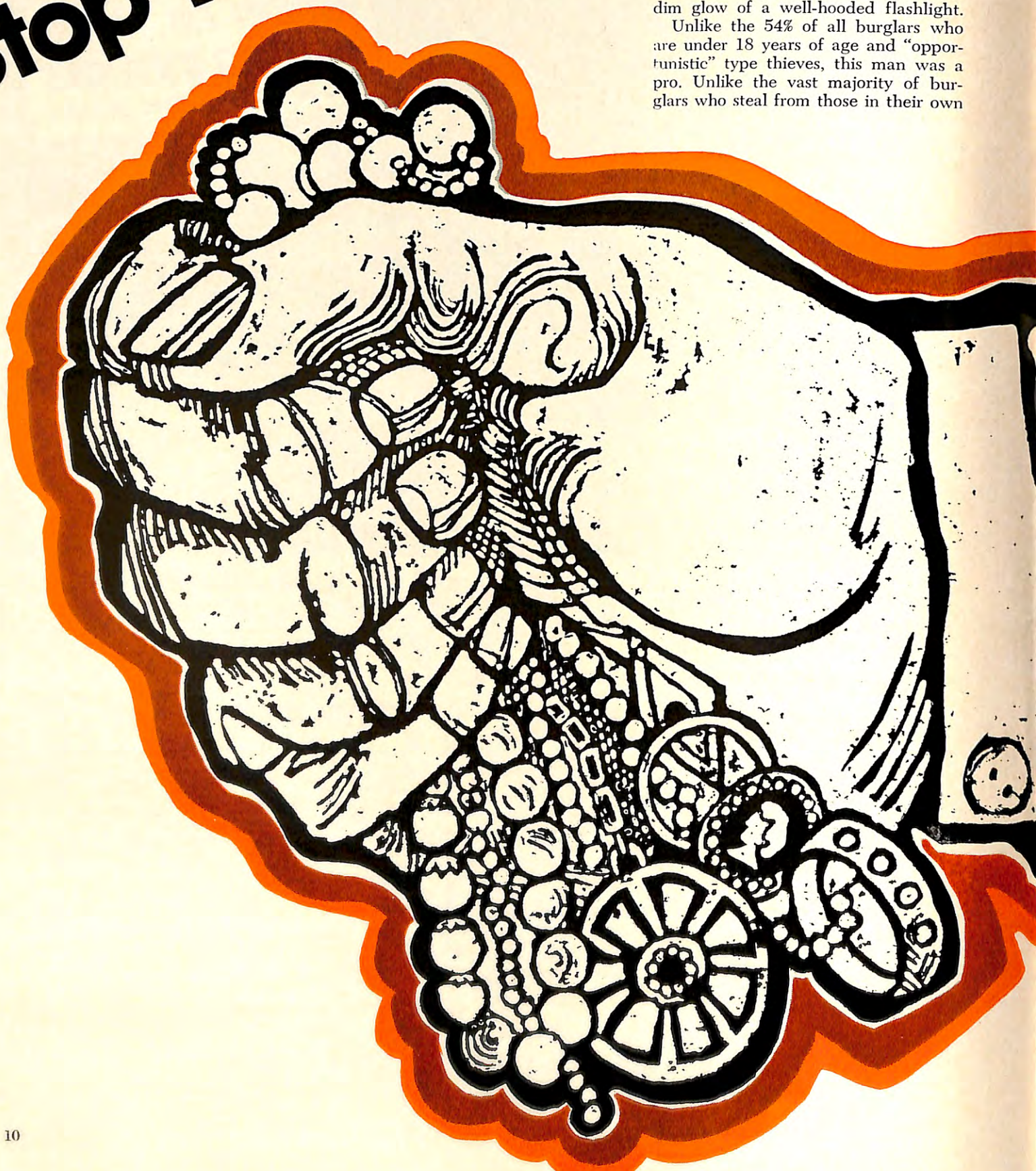


# Stop That Thief!

by Ross R. Olney

■ In one large U.S. city there was a burglar who enjoyed his work, a man of discriminating taste who could recognize a better appliance from a cheaper one, a color TV without switching it on, and the most logical place for a strongbox or a wall safe. He prided himself on his ability to appraise valuables quickly and silently under the dim glow of a well-hooded flashlight.

Unlike the 54% of all burglars who are under 18 years of age and "opportunistic" type thieves, this man was a pro. Unlike the vast majority of burglars who steal from those in their own



area of town, he would roam about picking and choosing the neighborhood he wanted to hit.

Where the majority of burglaries are in the lower income sections of most towns, this man's favorite targets were middle-class homes. In but a few silent minutes in the dark of night, he would enter and select the most valuable and easy to fence items. Without a sound he would load up and (you'll pardon the expression) steal away into the darkness. This craftsman was making in the neighborhood of \$1200 per week, which isn't bad for a few hours of night work.

Did he carry a gun? Heaven forbid! He wouldn't think of it, this night prowler. Guns are for shooting folks, something he never planned to do. At

first, in fact, his biggest worry was getting shot himself. He had long since planned to quickly throw his hands in the air if he was discovered in a home at night, but you never knew what some frightened homeowners might try.

This, even though police departments do not recommend "shooting it out" with intruders, or for that matter even keeping a gun on the premises. Guns, police insist, are no deterrent to burglars. But, astonishingly, they do openly suggest one other item which, by itself, will "stop the vast majority of burglaries to the home." One simple item. Inexpensive, easy-to-install, and yet used by few homeowners.

This item is the one-inch dead bolt. More about it later.

Eventually, the worry about getting shot faded from our burglar's mind. He found that he could glide into the very bedroom of the homeowner and his wife and while they slept lift the money from the poor guy's wallet. Once he tried on several pairs of shoes until he found a brand-new pair that suited him, so he took them too.

The challenge in his career was going . . . going . . . gone. He was bored. He needed to spice up his life a bit. He thought about his problem. Dogs? Ah, that could be the answer. He would limit his midnight visitations to houses with dogs (a burglar deterrent, according to police). Success continued unabated. With a dog in the very next room, a soundly sleeping dog, this midnight skulker would select what he wanted, load it into a sack, and creep out the way he had crept in.

Before long the challenge of his occupation, which had once seemed so exciting and stimulating, again began to fade. Was there nothing which could add the spice he so needed to his life? Was success to be a curse rather than a blessing?

Who, he asked himself, would be most unlikely to be burgled? A homeowner with a gun? No, he'd tried that. They just left their homes open and then slept through his act. A home with a dog? No, they slept, too. Then suddenly he had it, the perfect solution to his dilemma. He would rob only *policemen!* Not that he had anything personally against policemen in general. They were only doing their job, as he was doing his. But they could add the stimulation he needed, for police officers were very, very sharp about burglars, and they were armed, and everybody knew they slept with one eye open.

This time he went too far, and after a month or so on the job, he was caught and retired. But the point is clear. It is very easy to enter and steal from most homes today. It is also very easy to steal bicycles and garden tools and cars and coffeepots and TVs and bedside shoes. We, the public, have made the job of the thief easy because we refuse to believe that he will steal from us. Maybe from somebody across town, or even down the street, but not from *us*. Then it happens.

Yet if you take almost *any* steps to harden your own home, and your own belongings, if you heed but a few of the following suggestions, you will be passed by for an easier mark. The thief knows that he doesn't have to fight your reluctance to be robbed, for others are much more cooperative.



**"We, the public, have made the job of the thief easy because we refuse to believe that he will steal from us. Then it happens."**

### *First, Try To Keep Him Outside*

Never give him an even break. Make it difficult for him. Did you know that somewhat more than 50% of all home burglaries are committed during the *daylight* hours? A man walks up to a home, rings the bell, and waits. If somebody answers, he "wings it" with a lame excuse of some sort. He asks for "Mr. Jones" or "Mr. Smith" or somebody, then apologizes and leaves. But if he gets no answer, he opens the front door in one of the different ways we will attempt to foil here, and he is in. To neighbors, it may even appear he has a key, so easy and quick is the entrance . . . if they were even watching in the first place.

The one inch deadbolt, day or night, is one of the most important deterrents. According to police, burglars prefer to enter by a door, most often the front door. If your doors have this long bolt, and if it is snapped all the way to the stop into a metal latch, entry is made more difficult than the poor burglar wishes to face. And without an open door, how is he going to carry out his loot? He will move on, perhaps scarring your door in an effort to enter before he leaves, but he'll go.

There are other ways to discourage burglars. You will have changed the locks when you first moved in, to remove the possibility of easy entry from spare keys floating around. Previous tenants of your house or apartment, or employees, may have keys.

°All outside doors should have pin-tumbler locks for best protection.

°Doors with glass panels should also have double cylinder locks which require keys on the inside. Otherwise a burglar could merely break the glass panel, reach in, and switch open the latch.

°Exterior doors which open outward should have hinges of a type where the pins cannot be removed. The door can be lifted out if the pins can be removed from the hinges.

°Never use locks which open with a skeleton key. Anybody can buy them where you bought them.

°Door molding should be tight in the area of mortise locks to prevent them from being shimmed with a flat piece of celluloid or other item (a credit card?) There are recommended locks with two shimproof moving parts in the latch. Ask any locksmith.

°Sliding glass doors are easily forced, and favorites of burglars. Use one or more of several available secondary locks as an extra precaution, for the locks built into the doors of this type are generally child's play to a thief. Also, place a wooden or metal dowel in the bottom track to keep the door from sliding.

°Slide bolts and chains on the inside of all outer doors are inexpensive and efficient, and deter burglars.

°Safety locks on all louvred windows make these easy-to-enter openings more difficult for the burglar.

°Garages should be kept locked to prevent burglars from using your own tools to force entry into your house, as well as to keep them from stealing tools, stored items, auto parts and other things kept in the garage.

°Many police departments are recommending locks *inside* all outer doors to keep a burglar from opening doors to get loot out (after he has crawled in through a window or other smaller opening).

Where we will always have the drug addict who *must* get in to steal something to sell to support his habit (and he is so desperate he would use *nitro* to effect entry), and where we will always have the juvenile "thrill" burglar who does it just for fun or challenge, just some of the above tips will quite often stop the professional burglar, and most of the opportunistic burglars. You will have made it too dangerous for the pro, and you will have removed the opportunity for the other type. Both will go on down the street, where the loot is probably equal, and the pickings much easier.

---

### **Never give a thief an even break. Make it difficult. Harden your target.**

---

Meanwhile, if you should come home and find one of your doors or windows open from being jimmied, *don't* go inside. The burglar might still be there. Call the police, wait for them and then do as they say. If it turns out to be a false alarm, they won't mind much . . . and you could be saving your property, and even your *life*.

The above list, in fact, suggests the single greatest deterrent to the burglar . . . for the truth is, there is *no* home he cannot enter eventually. You must force him to make noise, or to take time. He can afford neither.

That is why, generally speaking, burglars prefer front or back doors to windows. Of course they can break a window, reach in, unlock, and enter, but breaking glass makes noise. You can forget the TV gambit where the sneak thief scribes a circle on glass, fastens a suction cup, pulls out the circle silently, and reaches in to the lock. Where this looks mighty neat on TV, if you have ever watched a glass cutter at work, you know that the cutter scratch must be tapped from the *other side* before it breaks clean. And if the burglar was on the other side, he wouldn't

need to break the glass in the first place.

If you plan to be away for a period of time, the police offer several tips and many police departments will even arrange for a cruiser to glide past upon occasion, just to look your place over. The sad truth is, there is a burglary committed every *15 seconds* in the United States. And these burglaries, according to the lock-making Weiser Company, cost us nearly \$300,000,000 every year, since only about 5% of all stolen loot is ever recovered. This stolen loot, presumably, does not come from homes equipped with Weiser locks, but that is another story.

°A home which has a "lived-in" look is often skipped by burglars looking for easy pickings. Never leave notes on the door, milk or newspapers stacking on the porch, or mail flowing from the box. Neighbors are generally glad to be of help in keeping down these obvious signs of the homeowner being away, and even in keeping the lawn mowed and watered during your absence.

°You cannot find a place to hide the key that the burglar cannot discover if he has time, so just don't leave "emergency" keys behind unless you plan to bury them (but *not* in a porch flower pot).

°Leave at least one interior light on, and consider leaving a radio playing. Timers can be purchased at low cost which will turn lights and appliances on and off at pre-set times to make the house appear lived in.

°Inform neighbors that you are leaving, and how long you will be gone. They can be extra alert for suspicious people on your property. You can even leave a key with a neighbor so your place can be periodically inspected. While the neighbor is inside, he can vary the positions of the shades and blinds to fool anybody "casing" your place.

### *But If He Gets In . . .*

First of all, do *nothing*. Don't shout, scream or panic if you awaken to find somebody in the house, or in your bedroom. If you can, quietly call the police, but *only* if you can without him hearing you. If he is in the room with you, don't fight him, and don't panic. Feign sleep. Cooperate if he awakens you (but try to memorize his description). Give him what he wants.

You can help yourself and police by listing all of your valuables, and by labeling them. Obtain a standard form, available from any police department and most insurance companies, sub-divided so that you don't forget anything. In the auto, motorcycle and scooter section will be spaces for listing make, color, license number and serial number. In the bicycle section there will

be a space for color, make, and frame number (and police department license number, if your police offer this service). There will be a section for guns with spaces for make, caliber and serial numbers, for electronic equipment with model and serial number spaces, and for major appliances, sporting goods, power tools and some forms even have a section for credit card numbers.

Imagine how helpful such a list would be to police if you are ever robbed. With such positive identification of your property, your burglar might be the one in many who would actually have to go to jail for robbing you (the majority do not, due to the difficulty of proving a case against them if they are not caught red-handed, and lenient court attitudes toward juveniles and other offenders).

Also, *without* such positive identification, it is quite likely that the police cannot return your belongings even if you *know* the loot belongs to you. It will probably be disposed of at a public auction. Your furs, for example, are not at all safe with a label with your name on it. With the label removed, the fur is no longer identifiable. You must mark *each skin*, under the lining, for positive identification. Then list the ID mark on your list of valuables. The police will accept this.

And consider how such a record will help you in subsequent dealings with your insurance company, assuming your property falls in the 95% not recovered.

In Southern California, a huge savings and loan company, Coast and Southern Federal Savings, periodically runs a double-column, six inch ad in the metropolitan newspapers. The headline says **FRUSTRATE FELONS**, and the ad goes on to offer a unique tool. With this tool, which you can borrow from the firm free of charge, you can engrave all of your valuables with your name or some other identifying mark or number. You can etch ID into everything from bikes to TV sets, and even the coffee pot and toaster. ID which cannot be removed. What pawn shop owner is going to touch merchandise plainly belonging to somebody other than the shady character trying to pawn it?

This ID system is now offered by either the police department or the town council in over 400 cities in the United States. Ask your own city police if an electric marking tool is available through them on loan. Quite often you can then deposit a list of marked items with the same department.

*Automobiles Are Something Special*

"Do you want to see a great disappearing act?" asks a huge poster at var-

*(Continued on page 48)*

# SUKII 誰にも使える蒸気洗滌機

## EVERYBODY'S STEAMCLEANER!

### HOT DOUBLE OFFER!

... and almost everyone is a prospect

#### TAKE THE FOOLISHNESS OUT OF STEAMCLEANING

- Air Conditioning
- Animal Farms
- Boats, Marinas
- Building Cleaning
- Business Machines
- Cafes, Hotels
- Cycle Shops
- Dairies
- Farms, Ranches
- Fish Markets
- Fur Farms
- Garages
- Ice Plants
- Industrial Plants
- Lawn Mower
- Meat Markets
- Print Shops
- Refrigeration
- Saw Mills
- Service Stations
- Super Markets
- Truckers
- Veterinarians



SUKII... lightweight, quickfiring, long-lived, easy to operate, the choice of steam cleaners. L.P. gas fired and at a price users can live with.

DESIGNED FOR SIMPLICITY. LOW MAINTENANCE COST—NO SMOKE OR FUMES.

**BIG MONEY 2 WAYS**



Produces Hot Steam - **FAST!**



DEALER'S PRICE **\$189<sup>50</sup>**

#### 1. DEVELOP YOUR OWN SUKII DEALERSHIP—Big Money Filling Demand All Over Your Territory

Earn a giant \$135.00 profit per sale. Dozens of different kinds of businesses... service stations, garages, factories, farmers, etc... earn extra profits by saving time and work cleaning their property and equipment. Keeps customers happy, too.

#### 2. BE A SUKII FRANCHISE DISTRIBUTOR—Earn Biggest Profits, Realize Your Dreams

Openings available right now for top-flight men and organizations qualified to step into the booming SUKII picture. Unique moneymaking program with protected territory.

MAKE YOUR SUKII PROFIT CHOICE AND MAIL COUPON TODAY!

**SUKII INTERNATIONAL** P.O. BOX 973 JACKSON, WYOMING 83001

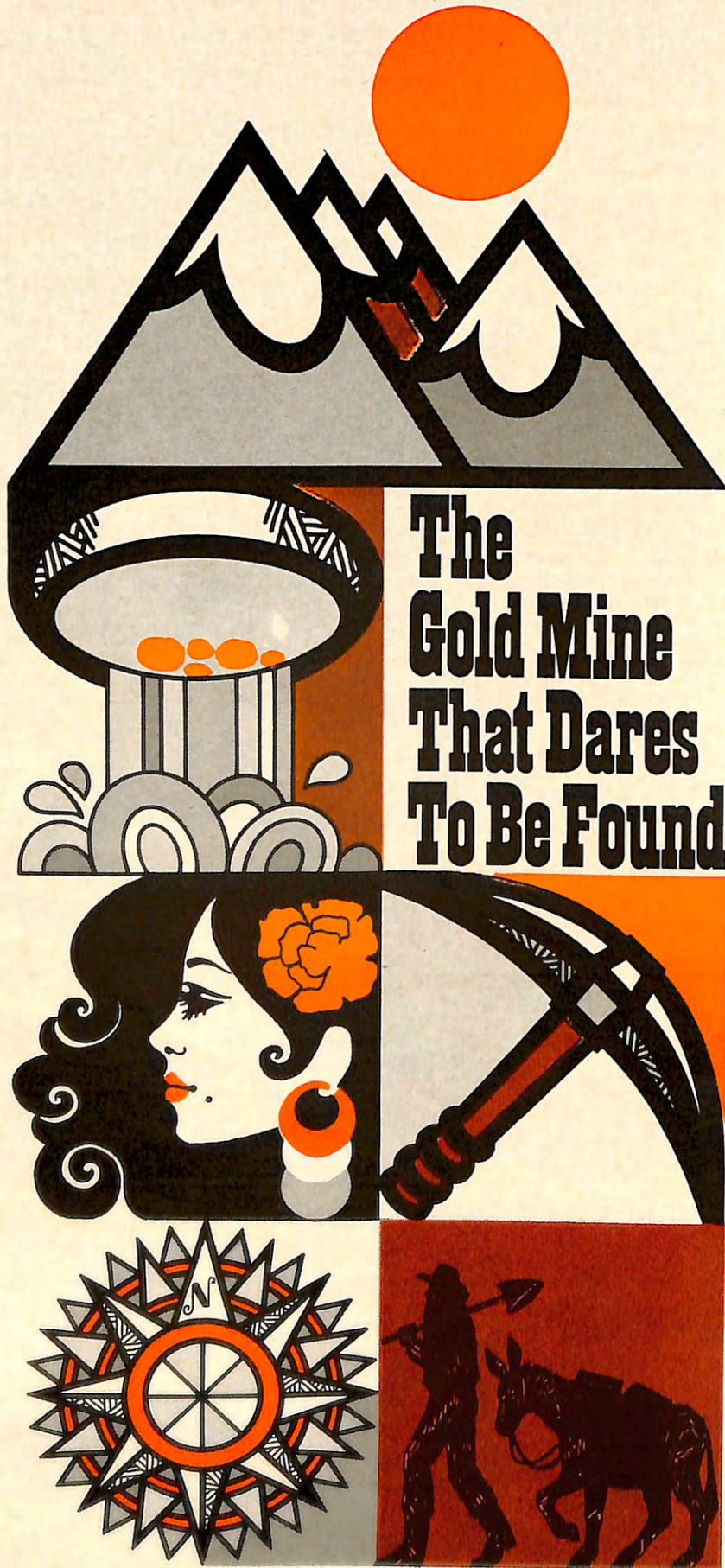
CLEAN UP RIGHT HERE Get All The Facts!

SUKII Dept. E-4 P.O. Box 973, Jackson, Wyo. 83001

Tell me how to clean up with new, re-designed SUKII instant steam cleaning machine!

- Here's check or m.o. for \$189.50—rush one demonstrator machine (\$325.00 retail value) and moneymaking details.
- Tell me how to get started as SUKII dealer.
- How do I qualify for that EXCLUSIVE FRANCHISE and PROTECTED TERRITORY as a SUKII distributor?

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_



# The Gold Mine That Dares To Be Found

by Irwin Ross

IN ALL America no hidden-treasure lure has equaled that of the Lost Dutchman's golden millions concealed "somewhere" in Arizona's mysterious old Superstition Mountain. For more than a century, hopefuls have trekked into its dangerous canyons seeking gold that reputedly lies free for the taking. Many have been killed, warnings are constantly issued, yet the fascination of the legend remains.

Only a few months ago, a young Chicagoan driving to California camped in the mountain's shadow. Next morning, on impulse, he climbed into its awesome crags, miles from any human habitation. Suddenly, someone unseen began shooting at him from a distance. As he ran, tumbling and rolling down the slopes, a bullet grazed him.

Luckily he managed to escape and after first aid moved on westward, completely cured of gold fever.

Superstition Mountain, actually a range 30 miles long and 10 across, has cost the lives of at least 400 who were trying to bring out or to find the treas-



ure in its Lost Dutchman Mine. Thousands of others have suffered hardships and despair, ignoring the warnings that Arizona sheriffs have issued again and again over the decades about dangerous precipices, water scarcity, the chances of getting lost, javelins, mountain lions and rattlesnakes.

You can buy maps purporting to show the mine's location for from 50 cents to \$50,000.

One man came out from St. Louis, got to talking freely in the bars around Phoenix and presently bought himself an impressive map for a mere \$50. When he sobered up he sold it for \$100 and went on back to St. Louis—the smart man.

Some years ago, George Holmes, who knew the mountain well, was approached by a hopeful tenderfoot who asked, "Could you just tell me where the water holes are?"

George couldn't describe them verbally, so he tore off a piece of wrapping paper, made a hurried pencil sketch of the mountain with its main canyons and peaks, put in some trails, landmarks and springs. For good measure he made an X where the mine was *supposed* to be.

He never saw the tenderfoot again. But seven years later, in another town, a stranger approached George Holmes with an air of great mystery. For just \$100, he said, George could have a guaranteed copy of a secret Mexican map locating the Lost Dutchman Mine.

You've guessed it—it was his own crude penciled sketch.

The romantic background which led to the mine's discovery adds much to its lure. It has come down through the years by word of mouth, doubtless with embellishments, yet with just enough "proof" to be intriguing.

According to the story, more than a century ago, in a hacienda in Sonora, a handsome young man named Carlos seduced pretty Rosita Maria Peralta. Then he fled for his life.

"Go drag the scoundrel back!" the girl's father, Don Miguel Peralta, ordered an Indian tracker. "With my own hands I will tear the vitals from him!"

The Indian set out on his trail and weeks later returned with a report that caused the scandal to be completely forgotten. Young Carlos, fleeing far to the northward, had stumbled onto an outcropping of pure gold ore, a gleaming bonanza richer than any Aztec treasure.

Carlos himself had been accidentally drowned on the trip back, but the Indian had brought sample nuggets as proof.

His report fired the imagination of Don Miguel who sent out an expedition which did indeed bring back rich treasure. Old church records in Sonora tell of that. Bigger expeditions brought back still more gold.

The mine was located high in a vast, rugged mountain where the Indians' Thunder Gods lived. (On hot afternoons you can still hear them pounding their gargantuan tom-toms, the sound reverberating from cliff to cliff.) The red men were furious because white men had desecrated their sacred mountain.

At about this time, 1848, the United States acquired the region in which the mountain lay, via the Treaty of Guadalupe Hidalgo. Don Miguel knew the *gringos* would not tolerate his mining there, so before they could take possession he sent in a final expedition made up of 400 picked men and some 600 horses and pack mules.

The men dug the ore, smelted it crudely into concentrates and started homeward with a fortune. Without warning, an army of Apaches came shrieking out of the dawn onto the treasure carriers.

The men were slaughtered, the animals stolen, the ore—useless to red men—scattered. Vengeance for the Thunder Gods had been wreaked in blood. Only two lives were spared—two boys who during the carnage crawled into the brush and escaped detection.

Twenty-odd years passed, while coyotes and buzzards cleaned the victims' bones, and white pioneers began filtering through the desert wastes into this picturesque land. Among them was a fierce prospector named Jacob Walz, called "Old Snowbeard the Dutchman."

He, too, ran afoul of Apaches and, in fleeing from them, came onto a trail made by white men. He followed it high into Superstition Mountain where he found three Mexicans at work in Don Miguel Peralta's rich mine.

Two explained that they were the boys who had escaped the massacre, had made their way home, grown up and returned with a friend to claim the treasure they felt was rightly theirs now.

Feeling secure in being three to one, they naively showed Old Snowbeard the



**"Without warning, an army of renegade Apaches came shrieking out of the dawn."**

**Electronic  
SKEETER  
SKAT  
\$9.95 ppd.**



Electronic Skeeter Skat emits an almost inaudible signal that drives away blood-thirsty female mosquitoes (the harmless male doesn't bite). Laboratory and field tests indicate effective range between 3 to 8 feet with original battery life up to 100 hours. Eliminates greasy, smelly, sticky lotions and sprays. Vest pocket size, weighs only 2 1/2 oz. Comes with carrying thong.

**TELESCOPIC  
PACK ROD  
\$7.50 ppd.**



**Only 14 1/2" Long—  
Yet Extends To  
Full 6-Ft. Length!**

Be ready to fish anytime, anywhere! New Telescopic Pack Rod fits in pack, brief case or auto glove compartment. 14 1/2" closed length. Extends instantly to full 6 ft. for casting, spinning or spin-casting. Weighs only 5 oz. Brown lacquer finish. Composition cork handle with rubber butt. Chrome plated brass reel seat. Vinyl carrying case.



**CARRYALL BAG  
\$3.95 plus 75c pstg.**

New Army surplus bag with adjustable shoulder strap was originally designed for documents, but makes a handy general purpose bag for carrying clothing, various gear, shotgun shells, rock specimen, books, etc. Made of extra heavy-duty olive drab color canvas duck. Size, 11" wide x 16" x 3". Weighs 1 lb. Contour cover flap has two snap fasteners.

**VIETNAM BOOTS  
\$13.95 plus 85c pstg.**



Vietnam Boots are highly popular with outdoorsmen. Heavy-duty cleated rubber soles and heels grip the terrain. Black leather toes and heels are vulcanized to cotton and nylon olive green tops. Regular width. Sizes 7-12.

**FREE Outdoor Catalog**

New fully illustrated catalog contains hundreds of unusual camping, hunting, fishing and Gov't surplus items. Order your **FREE** copy today.

Money-Back Guarantee of Satisfaction

**P&S Sales Dept. R-4**  
P.O. Box 45095, Tulsa, Okla. 74145

Ship..... Vietnam Boots. Sizes.....  
 .....Skeeter Skats. ....Pack Rods  
 .....Carryall Bags.  Send FREE catalog.  
 Payment Enclosed \$.....  
 Charge  BankAmericard  Master Charge  
 Acc't No. ....  
 Name .....  
 Address .....  
 State ..... Zip .....

mine shaft. There he saw the richest ore his eyes had ever beheld; not just dust, but nuggets the size of walnuts, veins as brilliant as the sun.

When his hosts were off guard, Walz snatched up a rifle, shot all three to death, dropped their bodies into a crevice and piled rocks over them.

In Phoenix he got drunk, and boasted that he had the richest gold mine in the world. It is said that when men tried secretly to follow him in to his lode, he outwitted and killed them.

Walz carefully concealed the mine while he worked it for 15 years. Then, in 1884, Old Snowbeard lay dying of pneumonia. As his last act he called his friend Dick Holmes to his bedside.

"In the chest under my bed," he wheezed, "is a handful of nuggets and a map to the mine. They're all yours. The mine is near the peak called Weaver's Needle, not far from a palo verde tree."

But though Holmes searched for years, he could not find the shaft Walz told of concealing.

Dick's son George Holmes (he whose wrapping-paper "map" came back to him) also searched for years with no results. Both were respected citizens in Arizona and their story has helped the legend snowball through the years.

Thousands have sought the Lost Dutchman Mine since then, among them Adolf Ruth, who lived a prosaic life in Washington as a government clerk. Ruth's son, a physician, while visiting in Mexico in 1913 befriended a distinguished Mexican family and as a souvenir was given an old map purporting to locate a treasure some 200 miles to the north.

Back home, the doctor casually showed it to his father, who knew the the Superstition story. And the map fitted right into it!

Adolf Ruth left his job, drove to Arizona, hired two cowboys to take him and supplies deep into Superstition Mountain. "Meet me back here in 30 days," he told them, and went on in alone.

Ruth did not keep that appointment. The search for him lasted weeks and was finally abandoned.

Months later, a hound dog with an archaeological expedition found a human skull. The scientists searched the area and a half a mile away came upon Ruth's headless torso, also his last camp. All his personal effects were there except one—the Mexican map was missing! And the skull, probably carried off by a hungry wolf or coyote, showed two unmistakable bullet holes.

His death remains a mystery.

Others since then have been shot at by assailants unknown. Officers have been unable to locate anyone who might have done the shooting. One theory is that some modern-day fanatic is trying to guard the mine.

Actually, the gravest danger up there is thirst, exhaustion and confusion. For Superstition is a bewildering maze of canyons. One man claims to have gotten lost up there, wandered into a cave and found a few "sticks" of crudely smelted ore that must surely have been the Mexicans' concentrates, molded by pouring into rock hollows.

Have the other concentrates scattered by the Indians been found over the years? Who knows? The treasure hunters still keep coming.

An organization of western business and professional men sponsors from time to time a trek into the mountains to have a go at searching for the mine. It is more in fun than in earnest, of course, but it's just possible that some tenderfoot may yet stumble onto the secret of Old Snowbeard's fabulous lost lode. ■

**ELKS YOUTH WEEK**

GER Francis M. Smith has declared that America's youth is its most valuable resource. This treasure, however, can become a burden if Elks, as parents, do not provide proper guidance for their children. The youth of today will be the leaders of tomorrow, if we prepare them. Accordingly, Brother Smith has requested 100 percent participation in Elks National Youth Week beginning May 1, 1973.

The GL Youth Activities Committee, under the leadership of Gerald L. Powell, is asking each state association to sponsor a statewide program for the lodges under its jurisdiction. In addition, the committee is asking each subordinate lodge to conduct its own program during the first week in May to demonstrate the Elks' interest in our youth.

The committee is sponsoring a contest for the best state association program and for the best lodge program. The latter is

divided into five categories with the following membership breakdown: lodges with fewer than 300 members; between 301 and 600 members; between 601 and 1,000 members; between 1,001 and 2,000 members, and more than 2,000 members.

To enter the contest, simply prepare an accurate brochure on your activities. In your brochure, please submit a membership classification. To qualify, no brochure shall weigh more than 25 pounds; it shall not exceed 15 x 18 inches in overall size and 6 inches in thickness. Additional details concerning the Youth Week Contest may be found on pages 20 through 23 of the 1972-1973 Youth Program booklet.

All brochures must be received not later than May 29, 1973, by

**Committeeman Marvin L. Kimmel**  
465 South Shore Drive  
Miami Beach, Fla. 33141

SAVE UP TO 34%

FOR THE NEXT 30 DAYS ONLY

# Stern's Famous INCH-THICK asparagus

A delicious, natural way to enjoy a lifetime of multi-vitamin and mineral nutrition.

No one knows better than an American gardener how juicy, flavorful, and delicious beyond description freshly picked asparagus can be. And equally important to the nutrition-minded, this gourmet delicacy contains a wealth of Vitamin A, B-Complex vitamins, Vitamin C . . . and such vital minerals as calcium, phosphorus and iron.

**Tender Stalks . . . Strong Plants!** Stern's Mary Washington asparagus bears tender, succulent stalks up to one inch thick — with an exceptionally mild, delicious flavor. Plant 100 of these roots, and you should have all the asparagus you can eat (or freeze). Mary Washington asparagus, originated by the U.S. Dept. of Agriculture, is a very strong grower, with deep roots, and is now considered the best variety of asparagus grown.

Special planting instructions sent with every shipment.

**Satisfaction Guaranteed!** You must be delighted, or notify us within 1 month after you receive plants and we'll send you a refund or free replacement for any unsatisfactory plants. No need to return plants, ever!



STALKS MEASURE UP TO 1" ACROSS!

Quantity	Regular Catalog Prices	Special Sale Prices
25 Plants	\$ 4.95	\$ 3.25
50 Plants	8.00	6.00
100 Plants	14.00	10.00
250 Plants	25.00	22.00
500 Plants	40.00	36.00
1000 Plants	70.00	59.00

**Strong Plants No. 1**

Specify Catalog #09951 on order. Easy planting directions enclosed.

Add 10% of total order for postage and packing (70¢ minimum).

Send check or money order, or charge to your credit card account. Give card no. & club name.

**Stern's Nurseries**  
Field 106, Geneva, N.Y. 14456



## BIG! LUSCIOUS! EXTRA JUICY BLUEBERRIES

33¢ NEXT 30 DAYS ONLY  
A PLANT (in lots of 100)

5 for \$2.49	100 for \$33.00
10 for 4.75	250 for 75.00
25 for 10.00	500 for 120.00
50 for 18.00	1000 for 235.00

WONDERFUL FOR

- PIES • FRESH FRUIT DISHES
- CAKES • PRESERVES



**ABUNDANT BERRY CROPS ALL SUMMER LONG**  
Every bush loaded with huge grape-like clusters of extra juicy berries. Plants last a lifetime, grow 5-6 feet tall and produce heavier crops each succeeding year.

**10 VARIETIES AVAILABLE**

We recommend planting 2 or more varieties for cross-pollination to insure bountiful crops. Unless you specify otherwise, we'll ship sturdy, well-rooted 1-year-old assortment of Berkeley, Bluegray, Rancocas (early), Pemberton, Atlantic, Dixi, Stanley, Concord (mid-season), Jersey, Coville (late). Catalog #73207.

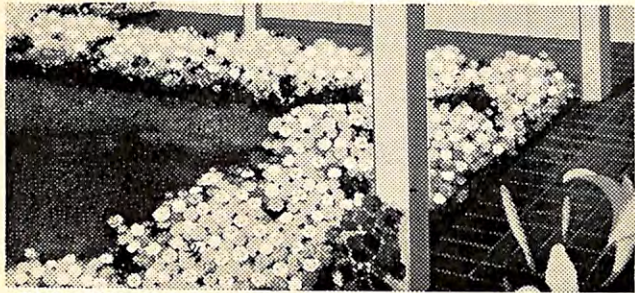
**EASY TO GROW!** Mix plenty of peat moss with soil in planting holes for loose texture and organic richness. Plant 3-4 ft. apart.

**SATISFACTION GUARANTEED!** You must be delighted, or notify us within 1 month after you receive plants for full refund, or free replacement of any unsatisfactory plants. No need to return plants, ever!

Add 10% to total order for postage and packing (70¢ minimum). Send check, money order, or charge to your credit card account. Give card number and club name.

**Stern's Nurseries** FIELD 106, GENEVA, NEW YORK 14456

# BIG CLEARANCE SALE! UP TO 39% OFF - NEXT 30 DAYS ONLY! BLOOMS CONTINUOUSLY EVEN IN SHADE



FROM SPRING 'TIL HARD FREEZE! STERN'S AMAZING

## Pink Cushion Rose

(The Fairy)

Fully double, cameo-perfect roses in 60-90 days in sun or shade — bloom so abundantly you can hardly see the leaves — often still blooming at Christmas! Hundreds of clear shell-pink miniature roses — in dainty natural bouquets — on compact 3-ft. high bushes. Look delicate, but so foolproof, so rugged, they last a lifetime. Amazing disease-resistance — no spraying necessary! Perform beautifully in hottest sun and withering heat . . . or on cool, shady north side of house: And if you hurry, they can be yours at tremendous savings (see prices below)!

Miraculous **foreverblooming** low border or charming hedge of pink roses. Originally developed in England, home of lovely roses — now available to bring breathtaking beauty to your home! Lovely for steep problem banks, slopes, terraces; as specimen rose; 3-season rock-garden plant; ground cover; cut-flower garden. One plant costs less than single florist-bought bouquet.

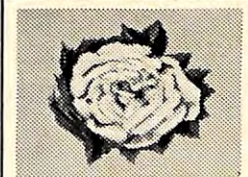
**Money-back guarantee:** You must be delighted, or notify us within 1 month after you receive plants, and we'll send a refund or free replacement for any unsatisfactory plants.

Sturdy Field-Grown plants 10-12 inches tall for bloom in 60-90 days. Plant 3-ft. apart.

American Rose Society Rating: "Excellent." Order today! Up-To-39%-Off — Sale ends in 30 days!

Quantity	Regular Catalog Prices	Special Sale Prices
2 Plants	\$ 4.50	\$ 2.75
5 Plants	\$ 7.00	\$ 6.50
10 Plants	\$12.00	\$11.00
25 Plants	\$25.00	\$23.00
50 Plants	\$45.00	\$40.00
100 Plants	\$80.00	\$75.00

\*share with your neighbors and save even more!



"A winner!" says the Garden Editor of a leading N.Y. newspaper. "A sprightly, bright rose named The Fairy is becoming very dear to the hearts of gardeners. . . . Never needs spraying. Endures the most rugged of winters. . . . This sturdy rose with constant clusters of dainty pink blooms has everything going for it. There do not seem to be any diseases that mar it. The plants require little pruning. . . . For a low hedge or unusual flower border, this one is a winner."

Catalog #68907  
(specify on order)

**Easy Planting Directions Enclosed.**  
Add 10% of total order for postage and packing (70¢ minimum). Send check, money order, or charge to your credit card account. Give card number and club name.

**Stern's Nurseries**  
FIELD 106, GENEVA, N.Y. 14456  
Specialists in Rare and Choice Trees, Plants and Flowers

SAVE UP TO 50%

FOR THE NEXT 30 DAYS ONLY

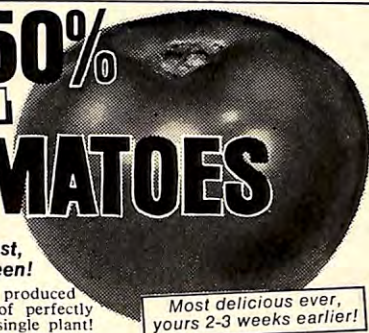
## STERN'S HOME-GROWN NEW SUPER TOMATOES

Giant, luscious, specially selected F-1 hybrids! Healthiest, fastest growing you've ever seen!

Phenomenal yield! Field tests have produced as many as one heaping bushel of perfectly formed, luscious tomatoes from a single plant! These extra-strong, vigorous growers outproduce all regular varieties. Famous F-1 hybrids are the healthiest, fastest growing tomatoes you can find! Imagine deep red, deliciously sweet, vine-ripened tomatoes from your own garden a full 2 to 3 weeks earlier. Large, very firm fruits, with meaty flesh of exquisite flavor. None better for table use, for canning. And they'll bear and bear all season long, till frost.

**Outstanding collection!** You get an equal amount of *Moreton Hybrid*—best early tomato—large fruit. Plus *Cardinal Hybrid*—a real "tomato factory." And *Wonder Boy*—best-tasting of all the giants, fruit often weighs up to a pound or more! Shipped in individual 2 1/4" growing pots.

**Satisfaction Guaranteed!** You must be delighted, or notify us within 1 month after you receive plants and we'll send you a refund or free replacement for any unsatisfactory plants. No need to return plants, ever!



Most delicious ever, yours 2-3 weeks earlier!

Quantity	Reg. Cat. Price	Spec. Sale Price
6 plants (2 each)	\$ 4.95	\$ 2.95
12 plants (4 each)	7.50	5.50
24 plants (8 each)	15.00	10.00
48 plants (16 each)	30.00	18.00
96 plants (32 each)	60.00	30.00

Specify catalog #09959.

**Easy planting directions enclosed.**  
Add 10% of total order for postage and packing (70¢ minimum). Send check or money order, or charge to your credit card account. Give card no. & club name.

**Stern's Nurseries**  
Field 106, Geneva, N.Y. 14456

### USE THIS HANDY COUPON TO ORDER ANY OF THESE STERN'S SPECIALS!



MAIL TO: **Stern's Nurseries** Dept. 106, Geneva, New York 14456  
Please send me at proper planting time:

Quan.	Do Not Use	Catalog #	Product Name	Price
Account # _____				TOTAL \$
Name _____				
Address _____				
City _____ State _____ Zip _____				

(Use separate sheet for additional orders).  
 Check or Money Order enclosed. Or charge my account with.  American Express,  Master Charge,  Carte Blanche,  BankAmericard. Add 10% for Postage-packing (70¢ minimum). N.Y. State residents add 4% (plus local) Sales Tax.

**FREE: "Guide to Spring Planting" with your order.**

# BINGO FOR FUND RAISING

**EVERYONE HAS FUN!**

No off nights when you use BINGO for your fund raising! Thousands of Organizations are making \$50 to \$500 per week using "BINGO KING" supplies with FREE Idea Bulletins. PAY AS YOU GO.

MAIL COUPON TODAY!

**'BINGO KING'**  
Dept. 839, Box 1178, Englewood, Colorado 80110

Yes, show us how BINGO can make money for our Organization.

Your name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name of Organization \_\_\_\_\_

**FREE CATALOG**

- OFFICE & LOUNGE FURNITURE
- BANQUET & MEETING FURNITURE
- TENNIS TABLES
- COAT/HAT RACKS

TABLES!  
CHAIRS!

**Adirondack**  
276-N Park Ave. So., N.Y.C. 10010

Shipping Points — PITTSBURGH • CHICAGO  
BOSTON • DALLAS • ATLANTA • LOS ANGELES

**I'LL LEND YOU THIS PIPE**

WITH THE PATENTED "MAGIC INCH" SMOKE IT FREE FOR 30 DAYS

At the end of 30 days, if you say the Carey Pipe has given you the greatest smoking pleasure of your life, you may keep it. But if you are willing to go back to your old pipes, break the Carey into bits, return the pieces to me, and the trial will have cost you nothing. Send today for free trial offer. Write:

E. A. CAREY, Dept. 204D, 1920 Sunnyside, Chicago, Ill. 60640

**BOOK OF MEMORY**

in everlasting bronze

For listing 100 to 3250 names of deceased members economically. Write for free catalog showing photos of hand-chased cast bronze plaques.

**NEWMAN BROTHERS, Inc.**  
5625 Center Hill Avenue  
Cincinnati, Ohio 45216

**TUNE-UP PRIMER**

"TUNE-UP PRIMER" is a shirt pocket sized book crammed full of information. A computerized listing covers tune-up specifications for nearly all 1964-73 American cars. It explains how to do tune ups and contains information on emission control systems. \$3 Postpaid.

**TUNE-UP PRIMER, Dept. B,**  
P.O. Box 6005B, Orlando, Fla. 32803

**HOW TO PUBLISH YOUR BOOK**

Join our successful authors in a complete and reliable publishing program: publicity, advertising, handsome books. Speedy, efficient service. Send for FREE manuscript report & copy of Publish Your Book.

**CARLTON PRESS** Dept. ELP  
84 Fifth Ave., New York 11, N. Y.



## Mt. Pleasant, Penn., Lodge Presents Homer Huhn, Jr., for Grand Secretary

At a regular meeting of Mount Pleasant, Pennsylvania, Lodge No. 868 of the Benevolent and Protective Order of Elks, held on January 18, 1973, the following Resolution was adopted:

WHEREAS: the Officers and Members of Mount Pleasant, Pa., Lodge No. 868 recognize Brother Homer Huhn, Jr., as its outstanding member and do also recognize and appreciate the thirty-two years of outstanding service he has given to Mount Pleasant Lodge, the Pennsylvania Elks State Association and the Grand Lodge of the Benevolent and Protective Order of Elks; and

WHEREAS: Brother Homer Huhn, Jr., has unselfishly served Mount Pleasant, Pa., Lodge in a distinctive and untiring manner in many capacities, including eleven years as Secretary; and

WHEREAS: he has served the Pennsylvania South District as its District Deputy Grand Exalted Ruler and as Chairman of the Southwest District Advisory Board; and

WHEREAS: Brother Huhn has rendered outstanding service to the Pennsylvania Elks State Association as an Officer, Committeeman, President and as its Secretary for five years; and

WHEREAS: in addition to serving as District Deputy Grand Exalted Ruler,

he has also served the Grand Lodge as a member of the Credentials Committee, the Lodge Activities Committee of Grand Lodge, the Auditing and Accounting Committee and as Chairman of the Lodge Activities Committee of Grand Lodge during the year 1970-1971; and

WHEREAS: Brother Huhn has, since January 15, 1971, served with diligence, prudence and distinction as Grand Secretary of the Benevolent and Protective Order of Elks; and

WHEREAS: Bro. Huhn has consistently displayed his integrity, administrative ability, knowledge of the affairs of the Order and strict adherence to its Constitution and Statutes during the years since becoming a member of Mount Pleasant Lodge in 1941;

NOW THEREFORE BE IT RESOLVED AND IT IS HEREBY RESOLVED: That Mount Pleasant Lodge is indeed honored and proud to present to the 1973 Grand Lodge Convention in Chicago, Ill., the name of Brother Huhn, Jr., for re-election to the Office of Grand Secretary of the Benevolent and Protective Order of Elks of the United States of America.

Lawrence A. Marks, Exalted Ruler  
Frank Kaczmarek, Secretary



## Macomb, Ill., Lodge Presents H. Foster Sears for Grand Treasurer

H. FOSTER SEARS, having served in all the chairs of Macomb Lodge No. 1009 of the Benevolent and Protective Order of Elks; and

WHEREAS: He did faithfully serve as a member and the treasurer of the Crippled Childrens Commission, the major project of the State Association; and

WHEREAS: He has successfully served as President of the Illinois Elks Association; and

WHEREAS: He has served the Grand Lodge as: District Deputy, Grand Exalted Ruler of the Illinois West Central District; as Grand Esteemed Lecturing Knight; as a member of the Lodge Activities Committee for three years—the last as its Chairman;

as a member of the State Association Committee, the New Lodge Committee, two years as a member of the Auditing and Accounting Committee; and

WHEREAS: He has successfully and untiringly served our Order, this past two years as Grand Treasurer; and therefore

BE IT RESOLVED; that Macomb, Illinois, Lodge No. 1009 is proud to present to the 1973 Grand Lodge Convention in Chicago, Illinois, in July, 1973, Brother H. Foster Sears for re-election to the Office of Grand Treasurer of the Benevolent and Protective Order of Elks of the United States of America.

Lynn F. Sallee II, Exalted Ruler  
Richard C. Nester, Secretary

# THE JOY OF GIVING

**Elks National Foundation**  
2750 Lakeview Avenue  
Chicago, Illinois 60614



ONE OF THE GREATEST "Joys of Giving" is in receiving letters of thanks from those who have been aided with grants from the Elks National Foundation. Some comments from recent letters are quoted here.

"I was privileged to receive a scholarship from the National Foundation while in college and in law school, and I owe a great deal of gratitude to the Elks. I received scholarship aid as the son of an Elk who was killed while serving in the armed forces of the United States, and without this aid I do not believe that I could have completed my education. I have been a member of Laconia Lodge for 15 years, and I consider it a privilege to be a part of this organization."  
—RODNEY N. DYER, Mayor, Laconia, N.H.

"Talk about having your prayers answered! Well, the Elks have done it now for three years. No happiness will surpass that which I will feel when finally receiving my diploma. Thank you for having faith in me."  
—NORMA THARP, emergency scholarship recipient.

"I am sure that this scholarship has aided in my mother's recovery; a great burden was lifted as she realized that I would, with no doubt, be able to attend the university next fall. I am grateful not only for the opportunity you have given me, but for the realization that your organization has given fantastic quantities of people the means to develop a meaningful life and become deeper and more fulfilled individuals."  
—SALLY BRAITHWAITE, Most Valuable Student Winner.



DDGER William Wilbur (second from right) presented a Grand Lodge National Foundation award to ER Richard Harris at Charleston, W. Va., Lodge recently. Looking on were (from left) Brother Lex Judd, PER William Hardbarger, and Est. Lead. Kt. Oral Sisson, who had just received their participating memberships.

Two new members of a recent class of initiates at Warren, Mich., Lodge joined the National Foundation immediately after their initiation. (From left) Foundation Chm. Joe Moskal congratulated Brother Donald Kling, and Brother Ted Dezenski was congratulated by ER Ronald Frishman.



# BE A LOCKSMITH

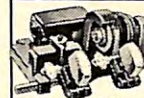


## You'll EARN MORE, LIVE BETTER Than Ever Before in Your Life

You'll enjoy your work as a Locksmith because it is more fascinating than a hobby—and highly paid besides! You'll go on enjoying the fascinating work, year after year, in good times or bad because you'll be the man in demand in an evergrowing field offering big pay jobs, big profits as your own boss. What more could you ask!

"While in training I earned \$200 . . . now have a mobile unit . . . it was best instruction one can get."  
Orville Pierce LaPuente, Calif.

**Train at Home—Earn Extra \$\$\$\$ Right Away!**  
All this can be yours FAST regardless of age, education, minor physical handicaps. Job enjoyment and earnings begin AT ONCE as you quickly, easily learn to CASH IN on all kinds of locksmithing jobs. All keys, locks, parts, picks, special tools and equipment come with the course at no extra charge. Licensed experts guide you to success.



**KEY MACHINE** locks, picks, tools supplied with course.



**Illustrated Book, Sample Lesson Pages FREE**  
Locksmithing Institute graduates now earning, enjoying life more everywhere. You, can, too. Coupon brings exciting facts from the school licensed by N. J. State Department of Ed., Accredited Member, Natl. Home Study Council, Approved for Veterans Training.

**LOCKSMITHING INSTITUTE**  
Div. Technical Home Study Schools  
Dept. 1223-043, Little Falls, N. J. 07424

**LOCKSMITHING INSTITUTE, Dept. 1223-043**

Div. Technical Home Study Schools  
Little Falls, New Jersey 07424

Est. 1948

Please send FREE illustrated Book—"Your Big Opportunities in Locksmithing," complete Equipment folder and sample lesson pages—FREE of all obligation—(no salesman will call).

Name.....  
(Please Print)

Address.....

City/State/Zip.....

Check here if Eligible for Veteran Training



## UPHOLSTERING AND DECORATING PAYS BIG MONEY

Make money even while you learn as you build attractive new furniture from kits supplied. These you can keep or sell to make money! We send you all tools and materials, fillings, fabrics, frames—show you step-by-step how to do custom upholstery—gain skill quickly. Many thousands of men and women now enjoy secure futures with Upholstering skills that bring TOP PROFITS, HIGH-PAY JOB OPPORTUNITIES, INDEPENDENCE—part-time or full-time!



"As a housewife, I enjoy added income. Was able to earn approximately \$250 before completing course. Enjoyed every lesson."  
Mrs. Sarah Setzer, Augusta, Wis.



"My wife learned with me and helps considerably with her sewing skill and talent for color and decorating. Earned \$75 studying."  
Richard Feleay, Topeka, Kansas

**Creative UPHOLSTERY & DECORATING SCHOOL**  
Div. Technical Home Study Schools Dept. 5223-043  
Little Falls, N. J. 07424

Rush me full information on success opportunities in upholstery. No obligation—no salesman is to call.

Name.....

Address.....

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

(Inquiries serviced only in U.S.A. and Canada)

Check here if eligible for Vet Benefits.

# NOW! Automatic Learning With: "THE INFORMATION MACHINE"

Yes, the world's greatest minds—coupled with the most powerful information scanning system ever devised by the mind of man—can help turn you into a walking encyclopedia!

What's the secret? A new electronic method of PASSIVE LEARNING. That enables you to absorb almost any skill or subject you care to, far faster with your eyes closed (if you wish) than with them open.

This is the A.L.I. AUTOMATED LEARNING SYSTEM. It has already been proven on thousands of men and women... already purchased by dozens of schools and colleges for their own students.

The system is incredibly simple. It works on any tape recorder you wish—the one described below (which you may try entirely at our risk), or the one you own today. *In either case, the only work YOU DO is to slip in our cassette... push a button... and then go right on doing what you were doing before.*

It turns virtually any tape recorder into an INFORMATION MACHINE. Any tape recorder becomes your private tutor—all you do is sit back and allow the INFORMATION to be force-fed into your mind.

It can give you incredibly rapid mastery of—  
• a file-cabinet memory • steel-shutter concentration • dazzling new power to make money • any foreign language you wish • over twenty-five simplified college subjects—including mathematics, history, science, accounting, philosophy, economics, law, and much more.

## Here Are The People Who Can Change Your Life!

Your teachers are acknowledged leaders in their fields—business leaders who receive thousands of dollars to instruct executives of America's top corporations... Educational leaders who have devoted their lives to developing aggressive, productive teaching technology techniques that accelerate absorption of INFORMATION three—four—even five times!

### For Example:

**LEONARD P. KRIVY, Ph.D.** is the Editor of our College Level Courses. Dr. Krivy is the Executive Director of the Philadelphia, Penna. Commission on Higher Education, and host of the CBS program "Spotlight On Higher Education". Each college level course contains a complete semester of information power-condensed on cassette—with accompanying text that reinforces the information on tape.

**NORMAN SINGERE** has developed the only memory power course that develops the "Automatic Response Pattern Habits" that take advantage of your natural talents to build a perfect memory.

**DANIEL AKERS AND PHILIP MASLINE** reveal the techniques that develop your powers of Listening and Concentration to enable you to "get the job done"—to exclude all distractions—and, for the first time in your life you will learn to really listen—and use what you hear to benefit yourself—in every area of your life!

**MARY MARGARET KRENSHAW** is proof that the secretary is the solid backbone of industry. The successful secretary of today is the sought after Senior Executive of tomorrow—and you will learn how indispensable you can be!

Here Is The Vast New World Of Knowledge  
They Pour Into Your Mind Tomorrow.

## ■ INSTANT WORD POWER

by Donald Lewisohn

Burn more power-packed words into your memory in a single weekend than the average person learns in a year! *Emotion Packed Words! Knowledge Packed Words!* Words that make people see and feel and do exactly what these words tell them to do! No. 58 ..... \$9.98

## ■ Automatic Skills For LISTENING AND CONCENTRATION

by Daniel Akers & Philip Masline

For perhaps the first time in your life, you'll learn the automatic skills that *bring your mind to a total commitment for the spoken word!* Gives you powers of concentration you never believed possible! You will learn the five simple steps that will allow you to "swallow" information—to devote yourself completely to a conversation or situation—to give total listening power to any situation! No. 60 ..... \$9.98

## ■ INSTANT MEMORY POWER

by Norman Singere

Here are the *Automatic Memory Response Habits* that can build you a perfect memory—almost overnight! Remember names and faces, lists, appointment schedules, speeches, sales presentations, important articles—all in perfect order! Repeat entire conversations word for word—and more! No. 63 ..... \$9.98

## ■ DOUBLE YOUR READING SPEED IN ONE WEEK!

by Martin R. Roan

Finish an entire novel in a single evening! Slash through a business report in sixty seconds! Read a complete magazine article in three minutes! And what's more, understand twice as much—and remember twice as much! No. 7 ..... \$9.98

## ■ INSTANT MATH

by Paul R. Heitman

You'll learn to add figures faster than an adding machine... Multiply numbers like  $69.98 \times 85$  in your head... Divide  $18,674$  by  $367$  in just seconds! All the hard parts of mathematics are made instantly simple with this course—so simple that your eight year old can outperform his teacher once he's shown how! No. 62 ..... \$9.98

## ■ SUCCESSFUL SECRETARY COURSE

by Mary Margaret Krenshaw

Here is the multi-media, complete "Finishing-School" course for the aware secretary! All the answers are here—Spelling, Grammar, Abbreviations, Typing, Filing, Telephone Techniques—Telegrams—Mail—all the information you need to make yourself invaluable and, leap you into the upper financial strata of executive personnel! No. 65 ..... \$9.98

## ■ The New Science of COMMAND PERSUASION

by Oliver Crofts

You are about to become a commander—not a "manipulator"—but a commander who knows the ability to persuade others is more permanent—more long-lasting—powerfully more effective, than even threats or demands! Use the techniques in this course to give you *Command: Motivate Salesman—Direct Business Associates* to operate under your persuasive direction—! *This is not a course in getting along with people. Here you will learn the techniques that will have people tripping over themselves to get along with you—to do things for you—want to be with you!* No. 64 ..... \$9.98

## ■ Secrets Of A POWER PERSONALITY!

by J. Ralph Simms

Much more than a good personality! Even more than a great personality! Develop the kind of personality that enables you to get the specific reactions you want from anyone—be he friend or foe, male or female, rich or poor. Where logic, reasoning, pleading—yes, even threats are useless—your new powerful personality will have others pushing you up the ladder of success much faster than your own talent and effort could ever take you! No. 61 ..... \$9.98

## ■ How to Develop Your CREATIVE MIND POWERS

by William Holzworth Lessart

Powerful, creative ideas are the result of a particular way of thinking—and this new way of learning to think will develop the techniques of AUTOMATIC CREATIVE PERCEPTION that will expand the abilities you now use every day—to liberate the creative flow seething within you! No. 57 ..... \$9.98

## ■ RELAX YOUR WAY TO SUCCESS

by Hendon R. Crane

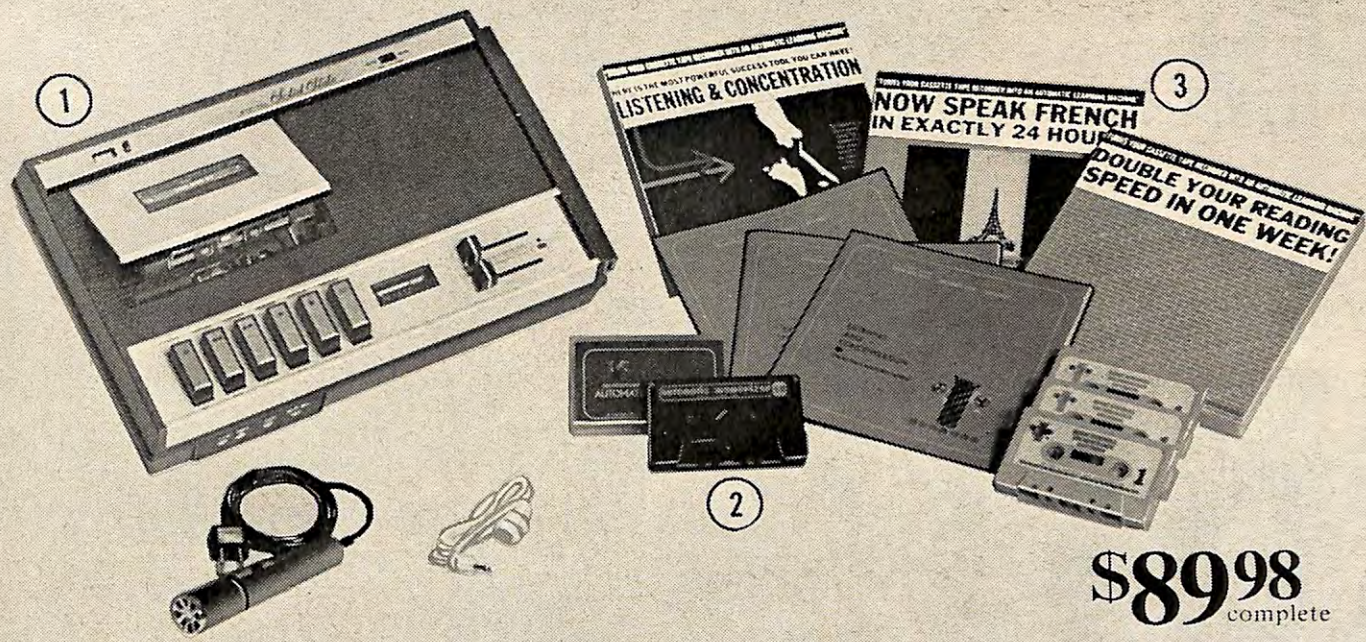
Just a few minutes with this amazing course shows you how to *put yourself at ease—in seconds—even in the most nerve racking situations!* Use the nervous tension of others to skyrocket your own position—in both your business and social life! Use this new found relaxation technique to build for yourself a reputation for steel nerved judgement that can alone be worth a fortune. No. 26 ..... \$9.98

## ■ FLUENT SPANISH OR FRENCH IN 24 HOURS

by Alfred Z. Owen

Speak complete sentences in HALF-AN-HOUR. Carry on everyday conversations in just 24 hours! Start chatting away like a native almost from the very beginning! All without declining a single verb or memorizing a single rule of grammar!  
No. 3 SPANISH 1 ..... \$9.98  
No. 4 FRENCH 1 ..... \$9.98

**AUTOMATED LEARNING, INC.**, 1275 Bloomfield Avenue, Fairfield, N. J. 07006  
AN AUTOMATED INFORMATION INDUSTRIES COMPANY



**\$89.98** complete

## AUTOMATED LEARNING PROGRAM

Consisting of the following elements:

- 1 COMPACT CASSETTE TAPE RECORDER**  
 PLUS COMPLETE LINE OF ACCESSORIES... At no extra charge, you get:  
 A) Full-Range Microphone with Remote Control Switch.  
 B) 30 Minute Cassette.  
 C) Private Monitoring Earphone.

**2 AUTOMATIC MEMORIZER**

Makes memorizing ANY data absolutely automatic! So it is almost impossible NOT to learn! So that you master every detail—amaze your friends with your complete recall that very same evening! Any information you wish to learn will be **AUTOMATICALLY REPEATED**—with no more effort on your part than simply—Listening—and Learning!

**3 THREE AUTOMATED LEARNING COURSES**

Choose the courses of your choice as part of your Automated Learning Program. The courses are complete with: Pre-Recorded subject material tape cassette and instruction book in handsome bookshelf binder.

**INSTANT SHORTHAND**  
 by Mary Margaret Krenshaw

No Symbols! No Painstaking Memorizing! With this amazing new shorthand system you never forget a shorthand word because you learn to create **INSTANT SHORTHAND** on the spot! In just 5 days—or less—you will develop shorthand speed you never imagined possible! No. 66 \$9.98

**SELF-HYPNOTISM**  
 by Arthur Sontged

Practically brings a hypnotist into your home. Helps control fears — bad temper — bad habits — allergies — smoking — morbid fears — fatigue — hostility, anger, fear of rejection — develop the invincible habit of winning constantly! No. 59 ..... \$9.98

**PLUS ALL THESE COLLEGE-LEVEL AUTOMATED LEARNING COURSES:**

- No. 11: **BASIC ECONOMICS.** Business organization, personal income, saving, investments, capital banking, business cycles, supply and demand in the market place, and more! \$9.98
- No. 15: **BUSINESS LAW.** Systems and divisions, courts and procedures, contracts, personal property, estates, mortgages, real estate, and more. \$9.98
- No. 13: **CHEMISTRY.** Matter, elements and compounds, laws, solutions, symbols, formulas and more! \$9.98
- No. 14: **ENGLISH GRAMMAR AND USAGE.** Parts of speech, sentences and fragments, proper usage, point of view, double negatives, and more. \$9.98

- No. 12: **BASIC ACCOUNTING.** Ledgers, journals, balances, discounts, depreciation, cash accrual, and more! \$9.98
- No. 17: **PUBLIC SPEAKING.** Types of delivery, organizing material, patterns for speaking, delivery techniques, powerful conclusions, and more. \$9.98
- No. 18: **BASIC PSYCHOLOGY.** Stimulus, central nervous system, sensations, gestalt, perception, motivation, learning, and more. \$9.98
- No. 19: **PHILOSOPHY.** Metaphysics, existentialism, ethics, idealism, epistemology, aesthetics, and more. \$9.98
- No. 20: **SOCIOLOGY.** Groups, cultures, races, social change, population, mass society, and more. \$9.98
- No. 54: **ALGEBRA.** Basic laws, fractions, radicals, graphs, logarithms, and more. \$9.98

**MAIL NO-RISK FREE TRIAL ORDER TODAY**

**AUTOMATED LEARNING, INCORPORATED** • 1275 Bloomfield Avenue, Fairfield, N.J. 07006, Dept. EL-4

© A.I.I.I.

Please Print:  
 NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

**CHECK HERE TO ORDER FULL TAPE RECORDER PROGRAM**

Gentlemen: I want to try your **AUTOMATED LEARNING PROGRAM** plus the courses of my choice for 2 full weeks without risk or obligation. If I am not completely satisfied in every way, I may return the complete program for a prompt and full refund, with no questions asked. It is also my understanding that I may order any course I wish now, or at any time in the future, and pay only \$9.98 for each course.

I enclose payment of \$89.98 in full. Send the Automated Learning Program complete with three Automated Learning Courses—

Free courses with program

# \_\_\_\_\_ # \_\_\_\_\_ # \_\_\_\_\_

**I HAVE MY OWN TAPE RECORDER**  
 REEL-TO-REEL     COMPACT CASSETTE

Please send me the following. I understand I may return this merchandise for a prompt and full refund after two weeks of use if I am in any way displeased.

**AUTOMATED LEARNING COURSES \$9.98 EACH**

- |                               |                               |                               |                               |                               |                               |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> # 60 | <input type="checkbox"/> # 65 | <input type="checkbox"/> # 58 | <input type="checkbox"/> # 4  | <input type="checkbox"/> # 14 | <input type="checkbox"/> # 18 |
| <input type="checkbox"/> # 63 | <input type="checkbox"/> # 61 | <input type="checkbox"/> # 66 | <input type="checkbox"/> # 11 | <input type="checkbox"/> # 15 | <input type="checkbox"/> # 19 |
| <input type="checkbox"/> # 64 | <input type="checkbox"/> # 7  | <input type="checkbox"/> # 26 | <input type="checkbox"/> # 12 | <input type="checkbox"/> # 20 | <input type="checkbox"/> # 54 |
| <input type="checkbox"/> # 62 | <input type="checkbox"/> # 57 | <input type="checkbox"/> # 3  | <input type="checkbox"/> # 13 | <input type="checkbox"/> # 17 | <input type="checkbox"/> # 59 |

AUTOMATIC MEMORIZER .. \$9.98

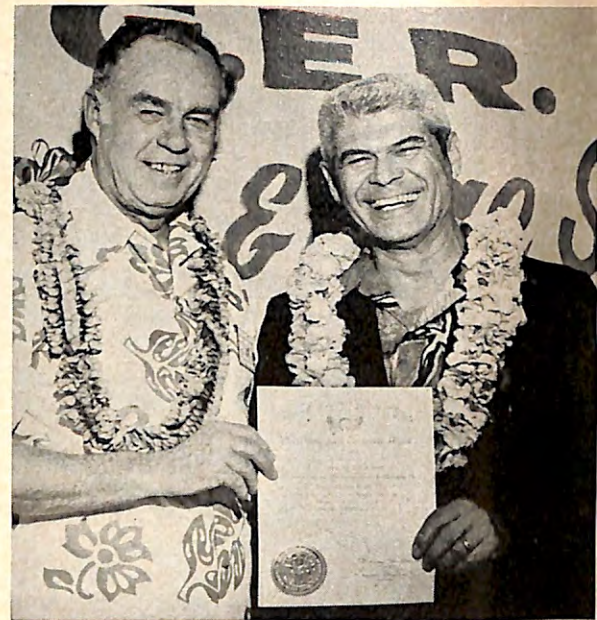
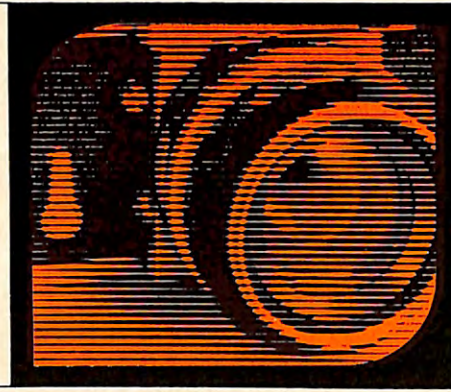
TOTAL \$ \_\_\_\_\_  Enclosed  Please charge my credit card:  Bank Americard  American Express  Diners Club

Account No. \_\_\_\_\_ / Expiration Date \_\_\_\_\_ Signature \_\_\_\_\_

©1973 AUTOMATED LEARNING, INC., AN AUTOMATED INFORMATION INDUSTRIES COMPANY

We Pay Postage And Handling On All Prepaid Orders

# NEWS OF THE LODGES



**THE CITIZEN OF THE YEAR** at Hilo, Hawaii, Lodge received his award from GER Francis Smith, who was making his official visit to the lodge. Chief of Police Ernest J. Fergerstrom was the recipient.



**SISTER ELLEN CONNORS**, administrator of the Joseph P. Kennedy Jr. Memorial Hospital for Crippled Children, accepted a \$2,500 check from the Massachusetts Elks Association as three patients at the hospital looked on. Joining in presenting the check were (from left) VP Harry Sarfaty, SDGER Edward Spry, SP James Hourihan, PGER John Fenton, and Grand Trustee W. Edward Wilson.



**SAMOAN CHIEF** Lealofi Fuatagavi presented Samoan craft articles to Kailua, Hawaii, Lodge as a thank you gift for food baskets presented to needy members of the chief's group. ER Horace Leavitt (left) and Brother Art Harris (right) accepted the gifts.



**THE 5,000th MEMBER** to be initiated at Pasco, Wash., Lodge since its institution in 1947 was Brother Roy Weisenberger (second from right). He was welcomed by PDD Ivan Hastings (right) as ER Ken Hougland, PER George Dyer, and Brother Bob Buslach looked on.

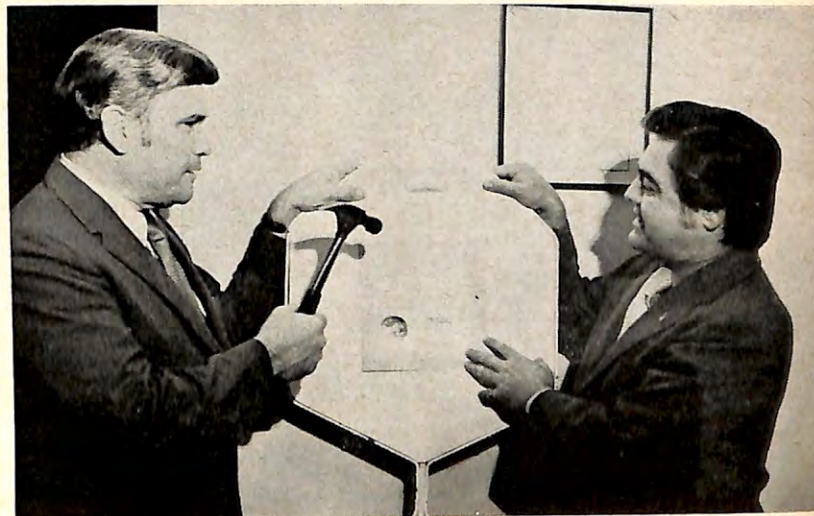




**PGER WILLIAM WALL** (third from left) visited San Juan, Puerto Rico, Lodge on behalf of the Grand Exalted Ruler recently and witnessed the initiation of Dr. Ernesto Reyes Arnaldi (fifth). Others attending included (from left) PDD Carl Hartman of North Palm Beach; PDD Victor del Valle; ER Juan Basora De-filló; Secy. Ricardo Pagán, and Est. Lead. Kt. Jorge Camacho Torres.



**THE NATIONAL SERVICE COMMITTEE** of the New York Elks Association launched its campaign to distribute auto stickers which read, "Remember those who served—Hire the Vet." Heading the drive are (from left) Co-chm. George Nordstrom, PSP James Gunn, and Chm. Arthur Warrington of Mamaroneck Lodge.



**A PROCLAMATION** signed by the mayor set aside a special day as Elks Cerebral Palsy Day for Norwalk, Calif., Elks. Mayor R. F. Valdez, who is also a lodge member, and ER Richard Sekella posted the order.



**A LETTER FROM PRESIDENT NIXON** was sent to Brother Frank Ezelle (second from right) of Ballard (Seattle), Wash., Lodge commending him for his work in repairing and refinishing toys and housewares for distribution to those in need. The lodge contributes \$200 a year to this project. At a special meeting to honor him for receiving the letter were (from left) DDGER Lyle Tenny, VP Curly Hauge, ER Jack Greer, and SP Al Berman.



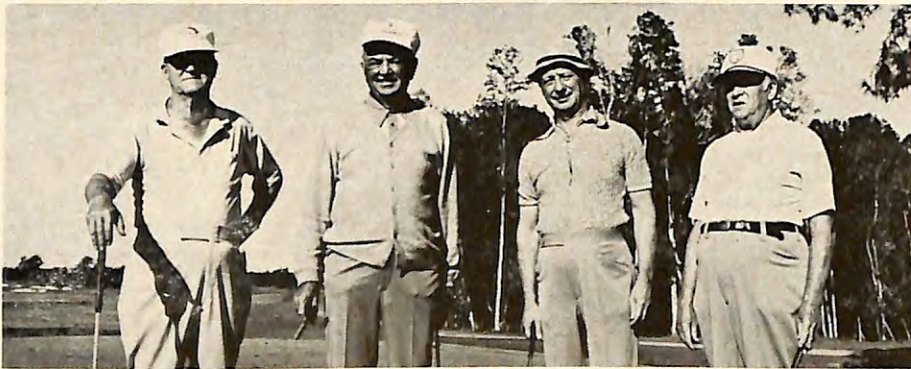
**TEXAS STATE PRESIDENT** Gene Norton (right) and ER Ron Snider (left) of Arlington Lodge congratulated newly installed ER Gail Farnham during the institution ceremonies of Mid-Cities, Tex., Lodge No. 2483. The lodge added 97 new members to the Order.



**DDGER VANCE T. RIDDLE** (first row, fourth from left) was welcomed by dignitaries from nine lodges when he visited his home lodge in Washington, Pa. The group included (first row, from left) PDD L. G. Thompson, ER Richard Grilus, SP Charles McGinley, PDD John Picard, and PVP David Moody.



**A FLAG POLE** was dedicated by Union, N. J., Lodge recently to honor the memory of veterans. The flag was donated by Tom Tangierie (on ladder), whose son was killed in Vietnam. Taking part in the ceremony were (from left) Est. Loyal Kt. John Farrow, Est. Lect. Kt. Michael Liberto, Esq. John Dvorsky, ER Norman Boucher, and Chap. Stanley Szyba.



**GRAND LODGE COMPTROLLER** Edward Carnot (third from left) was a guest at Orlando, Fla., Lodge to help kick off the first lodge-sponsored golf tournament at Walt Disney World. Included in his foursome were (from left) PDD Howard Milner, Andy Fodor, a guest, and Brother Judge Williams.

## LODGE NOTES

**MIDDLETOWN, N. Y.** Used electric shavers were collected by the lodge, sent to the factory for repair, and distributed to patients at Castle Point Veterans Hospital. Brother Samuel Weeden worked on the project which was in cooperation with the local American Legion.

**CATSKILL, N. Y.** In the lodge's Youth Leadership contest, the two winners—Jo Ann Sutherland and David Fredenberg—each received a typewriter. Youth Chm. Anthony Zinnanti and ER Stephen Desco made the presentation.

**WEST ORANGE, N. J.** The recent initiation class included the youngest member to be initiated in the lodge's history. ER Philip McElroy welcomed Joseph P. Landers into the lodge on his 21st birthday.

**SANFORD, Me.** While the lodge celebrates its 50th anniversary year, two oldtimers who are brothers were honored recently. ER Richard Shepard and Est. Lead. Kt. Harvey St. Cyr presented Brother Jerry Bougie his 50 year pin and card and Brother Felix Bougie his 49 year card.

**MAINLAND, Tex.** Secy. George D. Wood has resigned the position he held since the lodge's chartership in 1959, except for a term as Exalted Ruler in 1966-67. He was active in Texas Elks as State Audit committeeman and chairman, New Lodge committeeman, Secretary's Workshop secretary and chairman, and PERs Association secretary and treasurer.

**SPRINGFIELD, Ohio.** A class of 71 new members was initiated in honor of PDD Willard J. Schwartz, who has served Elkdom for 44 years. He also was Exalted Ruler of his lodge for four terms and was later elected State President. Some 250 persons were present to extend their best wishes to Brother Schwartz.

**SAUGUS, Mass.** A program on the history, display, and care of the American flag was presented at the lodge to over 150 scouts, leaders, and parents. Marine Sgt. Joe Barrow and Chief Petty Officer Woodrow Greer led the program. Afterward, ER Stanley Belyea presented a Cub Scout banner to the lodge-sponsored Pack No. 69.

**DAVENPORT, Iowa.** The 19th annual pancake and sausage party was held recently at the lodge. PER Clarence Weber and his granddaughter Rana took part in the event, which raised funds to help 1,000 handicapped persons.

**BEAVER FALLS, Pa.** The lodge hosted the District Free Throw contest which was organized by District Youth Chm. Ed Wyszomierski. Trophies were awarded to the three winners who went on to compete in the finals at State College.

**WESTWOOD, N. J.** The lodge awarded a scholarship to John Orifini to attend Seton Hall University, Divinity School at South Orange. Brother Dick Goddin presented the scholarship, which is funded by the lodge's annual charity fair.

**CORVALLIS, Ore.** The Americanism committee hosted a spaghetti dinner open to the public. Chm. Howard Hillemann and his committee of Est. Loyal Kt. Ed Jeffreys, Esq. Frank Cary, and Chap. Dave Hevener arranged for two showings of a Navy drug film, "A Trip to Where?" in an adjoining room.



**EIGHTY PINTS OF BLOOD** for the Lake City Elks Blood Bank and 135 pints for the Seattle-King County Blood Bank were donated as the result of a drive by Lake City, Wash., Lodge. ER John Caley and In. Gd. John Peterson watched as Nurse Inga Breitenbach assisted Lorraine Saurland during the drive.



**SIX THOUSAND DOLLARS** for a scanning machine was donated by Long Beach, N. Y., Lodge to the Long Beach Memorial Hospital. (From left) ER Martin Held presented the check, which completed the lodge's \$24,000 pledge, to Martin Nester, administrator, as Est. Loyal Kt. Vincent Pirrone looked on.



**ROOKIE OF THE YEAR**, Carlton Fisk (seated, center) of the Boston Red Sox, was a guest at Laconia, N. H., Lodge during a meeting honoring the local high school football team. With him were (from left) PDD William Nadon, Trustee Foster Peverly, PER David Howland, Secy. Norman Dionne, ER David Riel, Treas. Paul Tardif, and Arthur Williams.



**SECY. DANIEL WITTS** of Towson, Md., Lodge received a gift from Mrs. George Amsel, president of the Elks' ladies, during a testimonial dinner in his honor. ER Marvin Howard (left) and PER John Raine Jr. joined in congratulating him.

**LAKEWOOD, Ohio.** The 9th annual Father and Son banquet at the lodge featured baseball player Nick Miletti of the Cleveland Indians. The Elks-sponsored baseball team received their team jackets from Miletti and Chm. Jack Van Uum.

**DUNKIRK, N. Y.** A homecoming was held for VP Claudius Hoefler, who is a PER of the lodge. Among the 200 welcomers were SP Joseph J. Ferlo and ER B. Anthony Gary. Brother Hoefler received a \$100 savings bond from the lodge.

**FORT PIERCE, Fla.** Youth Chm. Marvin Butt and ER Gilbert Pipes recently presented awards to the local Youth Leadership winners. First-place winners were Rudolph Hehn and Leslie Goodenow. Thomas Smith and Mary Fee received second-place awards.

**BELLINGHAM, Wash.** Brother Park F. Gagnon who served as lodge secretary from 1940-1970 died January 1, 1973. He was initiated into the lodge on March 25, 1937 and held an honorary life membership, which was awarded to him on February 28, 1957.

**AUBURN, Mass.** The lodge recently honored two of its Brothers on separate occasions. The recent initiation class of 16 was named in honor of PER Vic St. Pierre. Co-chm. Paul Dussault and Ernie Dunlop sponsored a dinner and raffle, raising \$2,000 to aid an ill member and his family.

**NEVADA.** The Nevada State Elks Association presented a check for \$8,000 to the Easter Seal Society to complete their rural speech and hearing program. SP Gordon Hoopes turned the check over to Jim Estes, chief therapist.

**LIVONIA, Mich.** The lodge has been busy. Sixteen presentations of flag sets and certificates have been made to Eagle Scouts. The Americanism committee has signed over 90 percent of the lodge's new members into the National Foundation.

**POTOSI, Mo.** Clothing was distributed in a recent lodge program to 135 needy children from seven school districts in the county. Chm. Buck Courtway and PER Ken Hatfield coordinated the project.

**SANTA CLARA, Calif.** The lodge and Palo Alto Lodge sponsored entertainment for over 300 patients at Palo Alto and Menlo Park Veterans Hospitals. Santa Clara Chm. Gene Witteveen and Palo Alto Chm. John Snow planned a 15-act dance program, music by the Palo Alto Alley Kats, and refreshments. In other events, Youth Chm. Van Bozarth organized the annual Father-Son Dinner, featuring a speaker on salt water fly-fishing and a raffle of fishing poles and reels.

**PEARL RIVER, N. Y.** The lodge presented a game table to the Bronx Veterans Hospital. Brother John Coyle delivered the gift which will be used in the paraplegic ward.

**AMSTERDAM, N. Y.** Old timers and seven Youth Leadership winners were honored recently at the lodge. Brothers receiving pins from ER Frank Mazur were Donald Olender, William Holleran, Marjan Ordyk, Bernard Conroy, Vincent Smith (all 25 years), and Floyd Reinhart, with 50 years. John Kadyszewski and Lenora Kosinski each won a \$50 bond.



**THE HARRY-ANNA HOSPITAL COMMITTEE** met during the recent Florida Elks' mid-year convention at Cocoa Beach Lodge. The members included (seated, from left) PSP Russell Saxon, Committee Chm. Lamar Johnston, State Secy. William Lieberman, and (standing) PSP Victor Wehle, PSP James Vann, State Chap. Al Ehrlich, Hospital Administrator Jim Oliver, and ER Harold Shelton.



**THE DAY HOSPITAL**, a VA treatment center serving veterans on an outpatient basis, received equipment from the Arizona Elks Association totaling \$600. District Vets Chm. William Hutton presented the gifts to Mrs. Joan Dahlstedt, including bicycles, a ping pong table, games, and weight lifting equipment.



**MISS NEW YORK TEENAGER**, Sally Burnham, and Miss National Teenager, Sharon McLarty, visited the Elks Aidmore Hospital for Crippled Children in Atlanta, Ga., recently. The girls, accompanied by SP Tommy Croft and other dignitaries, visited with each patient at the hospital.



**GEORGE "SPARKY" ANDERSON** (center), manager of the Cincinnati Reds, was a guest speaker at Hemet, Calif., Lodge to present the first-place trophy won by the lodge's pony league baseball team. ER George Clark accepted the award as PER Robert Frazier looked on.



**A LOCAL PROGRAM** of drug abuse education was aided by Dowagiac, Mich., Lodge recently. Mrs. Beatrice Larson, who organized the program, accepted a check for films and other material from (from left) Brothers Ivan Gwilt, William Maxey, and Henry Gaideski.



**CARLTON FISK**, the American League rookie of the year and catcher for the Boston Red Sox, was guest speaker at the annual Father-Son banquet at Rutland, Vt., Lodge. With him was Jim Carroll (right), master of ceremonies for the evening.

**TWO EAGLE SCOUTS** received American flags from ER Thomas Linton (left) of Cambridge, Md., Lodge as their scoutmaster, Edward Pridgen, looked on. The honorees were David Selig and John DeLuca.



**FOUR GENERATIONS** of Elks were represented on Old Timers Night at Deer, Mont., Lodge. (From left) Brother Robert Sewell, James Sewell, a 50-year member, and James Sewell counted Bobby (foreground) as a future Elk.



**A CHARITY RACE** to benefit the Harry-Anna Crippled Children's Hospital was sponsored by the South Southeast District lodges of Florida under the direction of PER Carl Hazel, North Miami Lodge. Presenting a silver plate after the race were (from left) trainer F. Gomez, VP Earl Sapp, jockey K. Knapp, PER Hazel, and PGER William Wall.

### STATE ASSOCIATION CONVENTIONS

STATE	PLACE	DATE
Louisiana	Morgan City	April 13-14-15
Missouri	St. Louis	April 13-14-15
Oklahoma	Lawton	April 13-14-15
New Mexico	Albuquerque	April 26-27-28
New York	Kiamesha Lake	April 26-27-28
Arizona	Phoenix	May 3-4-5
Kansas	Kansas City	May 3-4-5-6
Ohio	Dayton	May 3-4-5-6
Iowa	Fort Dodge	May 4-5-6
Wyoming	Lusk	May 4-5-6
California-	Fresno	May 16-17-18-19
Hawaii		
Alaska	Sitka	May 17-18-19
Illinois	Springfield	May 18-19-20
Michigan	Ann Arbor	May 18-19-20
Mississippi	Vicksburg	May 18-19-20
Nebraska	Lincoln	May 18-19-20
North Carolina	Atlantic Beach	May 18-19-20
Utah	Cedar City	May 18-19-20
Wisconsin	Madison	May 18-19-20
Florida	Miami	May 23-24-25-26
Oregon	Eugene	May 24-25-26
Kentucky	Louisville	May 31, June 1-2
South Dakota	Aberdeen	May 31, June 1-2



**MEMBERS** of Ridgewood, N. J., Lodge and Ridgewood VFW Post No. 10157 combined to entertain 30 veterans from the East Orange VA Hospital recently. Among those representing the Elks were ER Michael DiVacarro (standing, left) and PGER William Jernick (seated, third from right).

(Continued on page 50)

# Now Enroll In The Doctors Hospital Plan To Help Safeguard Your Savings If A Covered Sickness Or Accident Puts You In The Hospital.

Off-the-job accidents are covered immediately. New sicknesses are not covered until your policy is 30 days old. Pre-existing conditions (old health problems) are not covered during the first year after the date your policy is issued.

**PAYS YOU  
\$14.28 A DAY**  
Regardless of Any Other  
Hospital Insurance  
when you are hospitalized  
for a covered accident or sickness  
(See all coverage at right)

**PAYS YOU  
\$10.71 A DAY**  
Regardless of Any Other  
Hospital Insurance  
when your wife (if insured) is hospitalized.  
(See All-Family and  
Husband-Wife coverage at right)

**PAYS YOU  
\$7.14 A DAY**  
Regardless of Any Other  
Hospital Insurance  
when an insured child is hospitalized.  
(See All-Family and One-Parent  
Family coverage at right)

Yes, additional benefits on top of your regular hospital insurance benefits, even Medicare! Additional benefits you can use as you please.

Will it happen to you, too? After just a short hospital stay, will you, too, be hit with a bill for hundreds of dollars—only to discover your ordinary hospital insurance may cover only part—and you have to come up with the rest!

And that's in addition to the non-medical bills that always pile up at home. The rent or mortgage payments. Food bills. Telephone, gas and electric bills. Auto and credit card payments. Bills that could eat up all your savings—even land your family in debt!

It's happened to countless others . . . and it could happen to you next.

That's why the board of doctors of Physicians Mutual Insurance Company of Omaha, Nebraska—the insurance company run by doctors since 1902—created The Doctors Hospital Plan. It gives you the benefits you need when hospital emergencies strike . . . pays you benefits whenever you or any insured member of your family is hospitalized for any covered accident or sickness.

Here's how this back-up hospital insurance works . . . and why it pays for you to enroll now.

● **It's so easy to enroll . . . there are no qualifications!** Whatever your age or the size of your family, you and your family are eligible for The Doctors Hospital Policy without any qualifications. Simply complete and mail the Enrollment Form on the next page with your first month's premium. It's that easy!

● **Your benefits are in addition to any other hospital insurance you have—even Medicare!** Yes, whenever you or any insured member of your family are hospitalized for any covered reason, we provide you with benefits over and above any benefits from any other coverage you have—and that includes Blue Cross/Blue Shield, major medical insurance—even Medicare. Naturally, you may have only one such policy with Physicians Mutual.

● **You'll collect benefits for confinement in any lawfully operated hospital of your own choice.** Confinement in nursing homes, convalescent or extended-care or self-care units of hospitals, or Federal hospitals is *not* included in your coverage under this policy. (Confinement in Federal hospitals is covered in Missouri.)

● **Under certain conditions benefits are not payable for maternity.** Unless you and your wife are both insured and

your policy has been in force for 10 months, maternity is not covered.

● **You'll collect a 50% increase in your benefits for certain sicknesses.** If you or any insured member of your family should be hospitalized for cancer (including Leukemia or Hodgkin's Disease) or heart attack (acute myocardial infarction, coronary thrombosis and coronary occlusion), or stroke (apoplexy), you will receive 50% more benefits for each day you are hospitalized.

● **You'll collect DOUBLE benefits for double trouble.** If you and your (insured) wife are both injured and hospitalized at the same time due to accidents only, you'll collect double your regular benefits—\$49.98 a day.

● **Your policy is issued immediately, just as soon as we receive your Enrollment Form.** From that day on, you are covered for "off-the-job" accidents 24 hours a day, 365 days a year, anywhere in the world. Coverage for new sickness does not begin until your policy is 30 days old. Thereafter, new sicknesses which begin from then on will be covered. This is a one-time-only waiting period. What's more, you collect for every day you spend in the hospital for a covered sickness or accident. We don't make you wait 3 or 4 days after you enter the hospital before you can begin getting benefits. And you'll collect for as long and for as many times as you are hospitalized, right up to the last penny of the maximum (Aggregate of Benefits) of the coverage you select!

● **Pre-existing conditions (old health problems) are not covered for the first year after the date your policy is issued.** After the first year, even these old health problems will be covered. (Again, this waiting period helps weed out claims from folks who want to collect benefits for conditions they *expect* to have corrected in the hospital within a year, which would drive the cost of this policy up for those in normal good health.)

● **These are the exclusions your policy does not cover.** Conditions caused by war or military service, mental disorder, alcoholism or drug addiction, or if something happens "on the job" and is covered by Workmen's Compensation or Employers Liability Laws.

## 4 KINDS OF COVERAGE



### INDIVIDUAL

**PAYS YOU: \$14.28 daily** when you are hospitalized. Maximum total benefit for all losses due to accidents and sickness under this policy—\$5,000. This is the coverage to choose if you live by yourself or wish to cover only yourself, or one family member.



### ALL-FAMILY

**PAYS YOU: \$14.28 daily** when you are hospitalized; \$10.71 daily when your wife is hospitalized; \$7.14 daily for each insured child hospitalized. Maximum total benefit for all losses due to accidents and sickness under this policy—\$10,000.

Pick this coverage if yours is a young, growing family. Covers all unmarried children (including future additions) living at home between 3 months and under 21 years of age.



### HUSBAND-WIFE

**PAYS YOU: \$14.28 daily** when you are hospitalized; \$10.71 daily when your wife is hospitalized. Maximum total benefit for all losses due to accidents and sickness under this policy—\$7,500. This is the coverage to choose if you have no children, or if your children are grown and no longer dependent on you.



### ONE-PARENT FAMILY

**PAYS YOU: \$14.28 daily** when you are hospitalized; \$7.14 daily for each insured child hospitalized. Maximum total benefit for all losses due to accidents and sickness under this policy—\$7,500.

If you are the only parent living with your children, this is for you. Covers all unmarried children (including future additions) living at home between 3 months and under 21 years of age.

● **Your insurance is guaranteed renewable.** That means we cannot cancel or refuse to renew your policy as long as you live and continue to pay premiums. Or until you have collected every single penny of the benefits (Aggregate of Benefits) of the coverage you select. And we cannot change your rates unless we do so on all policies of this type in your entire state. You can drop your policy on any renewal date.

● **Even people over 65 can be covered!** People in your age group are usually hospitalized more often than others, and have higher claims. Because of this, it can be hard to find coverage that does not cut your benefits in half at age 65. But The Doctors Hospital Plan gives you regular benefits even after 65. We've found that folks your age would rather pay an additional rate for regular protection than have it cut in half. *When you become 65—or if you are over 65 now—special Senior Citizen rates apply.* To find your monthly renewal premium, see the rate box at right.

● **This back-up protection won't put a strain on your budget.** This is a mass enrollment plan and thousands of folks sign up with Physicians Mutual each week. Thanks to highly efficient processing techniques and the fact that all business is conducted between you and the company by mail, we can do more work in less time. It

all adds up to back-up hospital insurance protection at a price you can afford.

### HERE IS WHAT YOU PAY:

Your First Month (Accident Coverage Only) Costs \$1.00. For Monthly Renewal Premium Rates (Covering Both Accidents and Sicknesses), See Chart Below.

Your Age	Individual Coverage	Husband-Wife Coverage	All-Family Coverage	One-Parent Family Coverage
Under 65	\$3.95	\$ 6.45	\$ 7.95	\$5.95
Woman 65 or Older	\$7.45	\$ 8.95	\$10.45	\$9.45
Man 65 or Older	\$7.45	\$ 9.95	\$11.45	\$9.45
Husband-Wife Both 65 or Over	—	\$12.45	\$13.95	—

**URGENT ACTION IS RECOMMENDED!** Your benefits cannot begin until your policy is issued. And we cannot issue your policy until we receive your Form. So help protect your family—and your savings—as quickly as possible. **MAIL YOUR ENROLLMENT FORM AT ONCE!**

*This policy available to residents of all states except Ala., Conn., Md., N. C., N. M., N. Y., Ohio, Pa. and Puerto Rico. Residents of Ala., Mi., N. M., N. C., Ohio, and Pa. write for details.*

### No-Risk Money Back Guarantee

Your policy is backed by the resources, integrity and reputation of Physicians Mutual Insurance Company. From its inception in 1902 until 1962, the company specialized in health insurance for physicians, surgeons and dentists exclusively. (Its Board of Directors is still composed entirely of respected members of the medical and insurance professions.)

Since then, the company's policies have protected over 1,000,000 Americans from all walks of life direct-by-mail.

We will send you your Doctors Hospital Policy (Form P322 Series) by mail. This automatically puts your policy into force. When you receive it, read it carefully. You'll see that it is honest, direct and easy to understand. If for any reason you decide you don't want this protection, return your policy within 10 days and we will refund your first month's premium.

**Physicians Mutual Insurance Company**  
115 South 42nd Street  
Omaha, Nebraska 68131

**FOR FAST PROCESSING OF YOUR ENROLLMENT FORM MAIL BY MAY 5, 1973**

## The Doctors Hospital Plan

ENROLLMENT FORM NO. 4336

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

ADDRESS \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip No. \_\_\_\_\_

AGE: \_\_\_\_\_

SEX:  Male  Female

DATE OF BIRTH: \_\_\_\_\_  
Month Day Year

**SELECT PLAN DESIRED:**  
 Check one only

- Individual-Plan 4
- Husband-Wife-Plan 3
- All-Family-Plan 1
- One-Parent Family-Plan 2

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

Wife's First Name Middle Initial \_\_\_\_\_

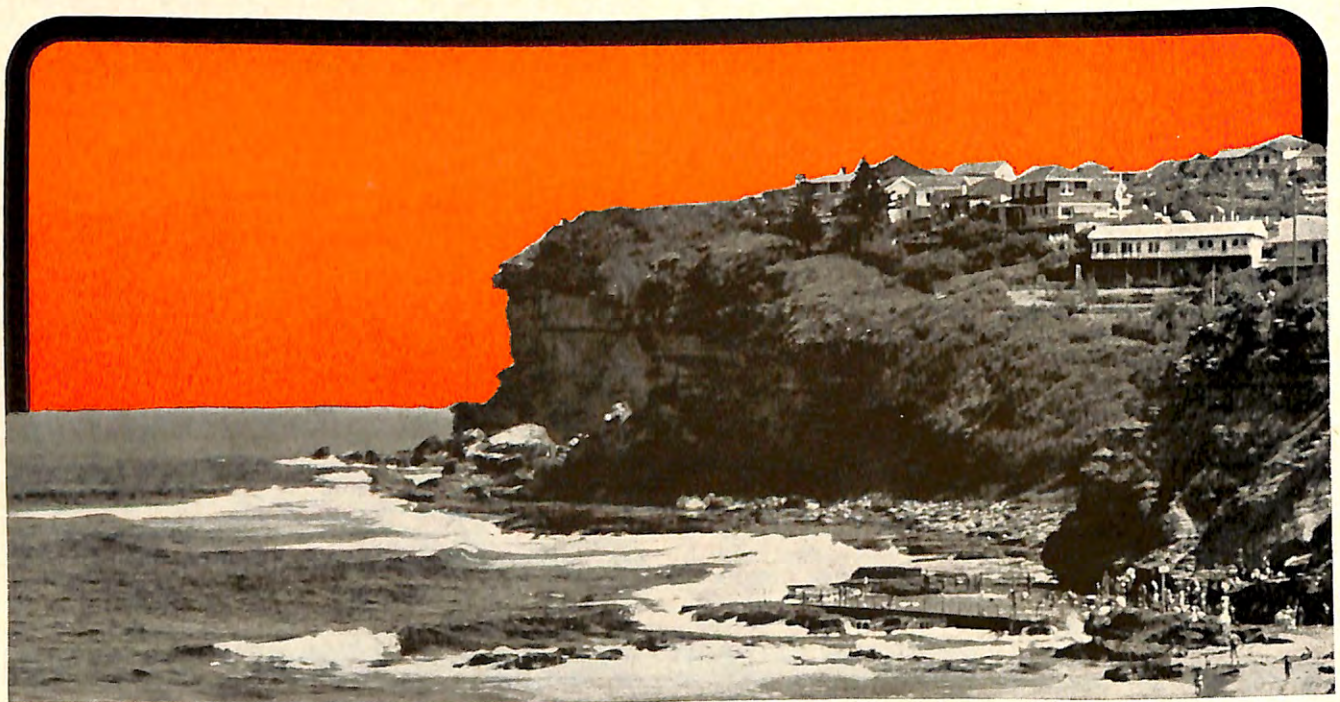
DATE OF BIRTH \_\_\_\_\_  
Month Day Year

I have enclosed my first month's premium of \$1.00 and hereby apply to PHYSICIANS MUTUAL INSURANCE COMPANY, Omaha, Nebraska, for The Doctors Hospital Policy, Form P322 Series and Plan thereunder as selected above. I understand the policy is not in force until actually issued. I understand that the policy applied for will not pay benefits for any loss incurred on account of disease or physical condition which I now have or have had in the past during the first year after the issue date.

Date \_\_\_\_\_ Signed \_\_\_\_\_  
**FORM E-322-B-55-X** Insured's Signature. Sign—DO NOT PRINT. 322-3089A

**PHYSICIANS MUTUAL INSURANCE COMPANY**  
**115 SOUTH 42nd STREET, OMAHA, NEBRASKA 68131**  
 Make check or money order payable to Physicians Mutual

# THE GREAT DOWN UNDER



by Jerry Hulse

Beginning just south of New Guinea, Australia's Great Barrier Reef extends for 1,250 miles along its northeastern shoreline nearly to Brisbane—the mightiest structure ever built on earth or in the ocean by living things—a coral wall almost equal to the miles between New York and Miami. While hundreds of islands poke up out of the waters between the mainland and the reef, only Heron at the south and Green Island to the north rest upon the coral structure itself. I chose Heron for a walk on the reef.

The man back on the mainland said, "If you're going to Heron let me

give you some advice. Unless you've got a big supply of Dramamine take the helicopter." He described the boat trip as "five hours of pure purgatory."

Although Heron is only 40 miles offshore, the boat is small and the swells are big. At Airfast's helicopter counter, I handed the man \$25, he handed me a ticket and a life jacket and we took off, flapping above gin-clear rainbow lagoons and hovering over great black manta rays with 10-foot wingspreads, immense sea turtles, and dozens of other sea life taking shelter inside the reef. Thirty minutes later Heron rose out of the sea, a swath of jungle with a white sand skirt, barely half a mile long and a quarter mile wide—an island alive with the cries of thousands of birds, among them the heron. As the

helicopter fluttered to the beach, an Australian girl with black, waist-length hair shouted, "Welcome to our island" and then led us to our rooms.

Heron is an island for contemplating, a place to unplug the soul and unravel the nerves, to study the miracle of life which gives way to death and the creation of the reef itself. Architects of the reef are polyps, microscopic flower-like animals which secrete a calcium-like skeleton. In turn the polyp eventually dies and the skeleton remains, the coral of which the Great Barrier Reef has been created during an interminable 30 million years, each infinitesimal skeleton building one upon the other until the reef was securely joined.

Bearded Robert Sisson, a fellow of



the Biological Photographic Assn., was on Heron, studying, photographically, the sex life of the polyps for National Geographic magazine. Doubtless it won't be X-rated. Sisson described the activity as "about as exciting as my own sex life on this island."

Like the reef itself, Heron has been millions of years in the making. During long eternities the sea has pounded away at the coral, pulverizing it and spreading it as sand atop the reef. Later, tides swept ashore seeds and in turn flowers and trees grew: coconut palms, pisonia, tournefortia, pandanus, and casuarinas. After this, the island became a natural sanctuary for untold thousands upon thousands of birds: the noddy tern, the crested tern, the heron and the mutton bird which flies thousands of miles from Siberia and Manchuria to escape the blizzards of winter. The branches of trees on Heron are black with birds. Offshore, schools of fish leap from the lagoon. The life is everywhere.

We took a dip and scared up a manta ray. It swam playfully alongside us. Heron's Lagoon covers 12 square miles of living coral. Its waters are a trap for nearly 1,200 different species of sea life which marine scientists have recorded here. Between late October and April, immense sea turtles struggle ashore by darkness to lay their eggs. Using their huge flippers, they scoop away the sand and cover the eggs before returning to the sea. Within six to 10 weeks their offspring—no bigger than your fist—claw their way to the daylight outside and paw for the water and safety from marauding gulls and ghost crabs.

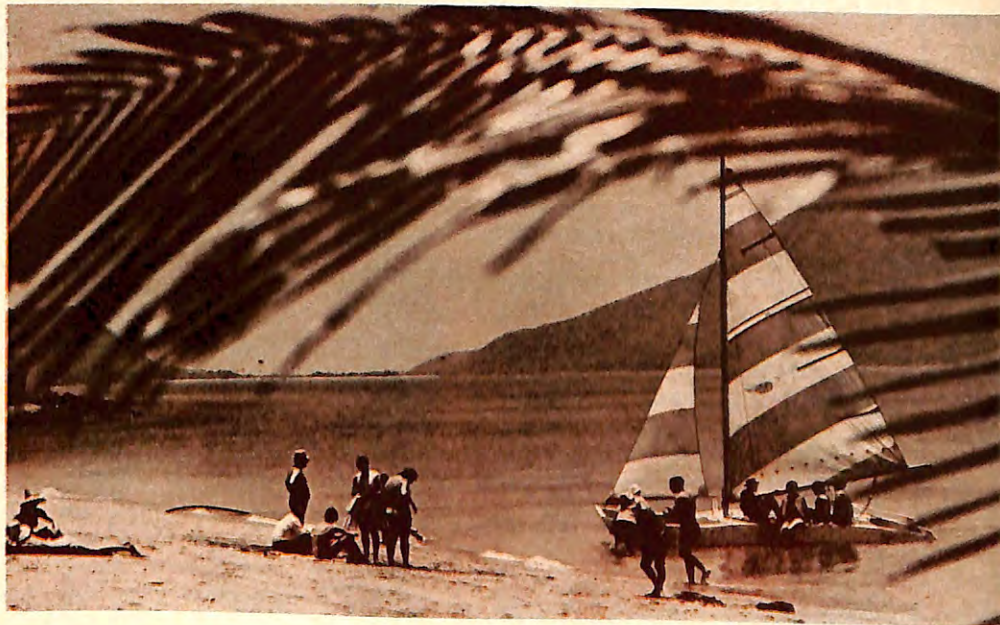
Ordinarily the turtle, after laying her eggs, returns to the sea well before sunrise. But the other morning I ran across a turtle still struggling back to the ocean. She stood motionless in my path, exhausted, her own path extending like a giant tire track leading to a pandanus tree where she'd buried her eggs. I stood silently. The sun was rising. Thousands of birds chattered in the trees. Others circled overhead. Slowly the turtle moved again. Her efforts to perpetuate the life-cycle were completed and now she was eager to reach the safety of the sea.

Finally climbing upon a large rock, she plunged into the sea. With the giant flippers she used to dig her nest she swam several yards. Then with her head bobbing out of the water she searched for the place on shore where she'd buried her eggs. She remained this way for several minutes. Head still bobbing out of the water. This would be the end. She would not return. Suddenly she was gone. Later, her new-

born would struggle from the sand. Then, just as she had done, they would find their way to the sea and disappear.

Several hours after the turtle episode, the tide reached its ebb and I took a walk on the reef, hiking half a mile to a point where it plunges to darkness. It is here that the big sharks play. Not within the reef itself. Only a few hours earlier the reef was filled with water to a depth of 20 feet. Now

**"...an island for contemplating, a place to unplug the soul and unravel the nerves, to study the miracle of life which gives way to death and the creation of the reef itself."**



I walked knee-deep beside clusters of rainbow colored coral: pink, rust, rose, green, gold and mauve. Sea anemones were at my feet. Schools of pilchards darted through the waters. Crabs crawled among the coral and clams slammed shut their shells.

Heron is an adventure, an island which closes down for six weeks following January for the cyclone period. Except for 11 acres, it is a national park, the 11 acres under lease by two Americans and three Australians who operate the resort facilities. Its dozen Reef View suites are cooled by ceiling fans and furnished with king-sized beds, TV sets, coffeemakers and refrigerators. The tab, double or single, starts at \$50 a day along with meals. More in keeping with the island's pri-

mitive atmosphere are nearly three dozen other shelters priced at \$15 a day—a room with a bed and no bath. Guests either bathe in the ocean or share a community shower near a pandanus grove.

Obviously, luxury isn't Heron's hallmark. You come to Heron to fish, sunbathe, skin dive, walk along the reef and otherwise enjoy the glory of smogless skies and noiseless nights. Cost for a full day aboard a chartered fish-

ing boat or a picnic outing to a neighbor island comes to \$5 a head. To put Heron into proper focus, it is 1,100 miles north of Sydney and 400 miles north of Brisbane.

Guests are delivered to the airport at Gladstone by Trans Australian Airlines or Ansett. After this they flap the remaining 40 miles aboard one of Airfast's choppers, great dragonflies that glisten against the azure sky. Others with a goodly supply of Dramamine take the plunge by boat. From Heron there are outings to Wistari Reef and other coral islands: Wilson Wreck, Northwest, Tryon, Erskine, Masthead, North Reef and One Tree.

More than 600 islands are strung along the 1,250-mile Great Barrier Reef and swimming inside the immense la-

# FREE CATALOG!

Tables, Chairs, Trucks



**MONROE**

Write to:  
**THE MONROE COMPANY**  
290 Church St., Colfax, Iowa 50054

# MINIATURE GOLF

INDOORS  
OUTDOORS

**MINIMUM INVESTMENT  
MAXIMUM PROFIT!**

WRITE TO



**ENTERPRISES INC. DEPT. 28**

Lomma Building, Scranton, Pa. 18503

# 1000 GOLD STRIPE ZIP CODE LABELS LOW AS 50¢



**FREE LOVELY GIFT BOX**  
1000 Deluxe, Gold Stripe, 2-color, gummed, padded Labels printed with ANY Name, Address & Zip Code, 55¢ for EACH Set! No limit, but please include 10¢ extra for pstg. & pkg. or 65¢ in all. SPECIAL! 3 Sets for only \$1.50 plus 25¢ pstg. Extra! FREE Plastic Gift Box with each order for 1000 Labels! Write for FREE Money-Making Plans. FAST SERVICE! Money-back guarantee.

TWO BROS. INC., Dept. N-705, Box 662, St. Louis, Mo. 63101

## EARN 10% PER MONTH ON YOUR MONEY.

"How to Organize a Factoring Company". Our comprehensive report gives complete details, including sample forms and records. Requires only modest capital.

Write: **CAPITAL FACTORING CORP.**  
PO Box 914, Dept. A  
Provo, Utah 84601



## STAINED GLASS

Send 30¢ for fascinating catalog of kits, tools, ideas, books and supplies.

**BIG STARTER KIT.**  
Only \$12.95 ppd.

WHITEMORE, BOX 2065 DH, HANOVER, MASS. 02339

## ELKS ONLY

**CUSTOM-MADE RING** has three raised 10 kt. yellow gold emblems. Ring itself is solid Monel, guaranteed not to tarnish or discolor finger. This platinum-like nickel alloy is superior to gold or silver because of its tough, corrosion-resistant qualities. Sizes 5-14, incl. 1/2 sizes. \$29.95 ppd. **THE-CASS-LINE, Dept. S, Box 85, Gallon, Ohio 44833**

## MOTEL-HOTEL CAREER



Free rent, resort living, great food, unlimited recreation... and plenty of time to enjoy them! Easy home-study plan. 1000s men, women, couples needed. Age no barrier. (Or own your own motel.) Send for FREE "Career Kit."

**NORTH AMERICAN SCHOOL OF MOTEL-HOTEL MANAGEMENT**  
4500 Camino Dr., Dept. 34544  
Newport, California 92660



NAME \_\_\_\_\_ AGE \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

goon is nearly every variety of ocean life known to man. Guests of Green Island at the northern end of the reef study the marine life from an underwater observatory. In between Green and Heron are Hayman Island with its sophisticated nightlife, Lindeman Island, Dunk, Great Keppel, and others. Several cruise ships sail among these islands, primarily the Whitsunday group, the prices ranging from \$80 to \$145 per passenger for five days. Most trips cast off from the small settlement of Mackay on the Australian mainland. The skipper furnishes everything but the evening martinis—a BYO cruise with magnificent sunsets and carefree days. Wistfully, you'll recall the scene the next time you get hooked in a freeway traffic bash.

Back on the Australian mainland—about 400 miles south of the Reef's southern edge—sun worshippers settle in at Surfer's Paradise. Surfer's Paradise is an uninhibited parcel of real estate crowded with girls, bistros and boutiques, a swinging vacation center for the young, the old and even the infirm. Facing Australia's famed Gold Coast, 650 miles north of Sydney, Surfers is a mixture of Miami and Ft. Lauderdale with a dash of Waikiki Beach.

Said the man from the Gold Coast City Council: "The local government encourages shapely girls to shop in their bikinis, drink in their bikinis—or do whatever else comes to mind in a bikini." And all along we've been led to believe that Australia was at least a century behind the United States.

The super span of Surfers is Cavill Ave., a two-block-long string of shops, nightclubs and cafes, the whole mish-mash colliding headlong with the ocean at one end and the Nerang River at the other. Focal point for action along Cavill Ave. is the lighthouse-shaped Surfers Paradise Hotel whose management, lacking no conceit, claims the hotel is the "liveliest spot on the Gold Coast." What with four bars, a beer garden and a drive-in bottle shop, it is likewise the wettest spot between the Nerang River and the Pacific Ocean. The hotel appeared shortly after Jim Cavill arrived on the scene in 1923, paying for the plot with eight \$10 bills. Cavill, a refugee from nearby Brisbane, sold out 20 years later for \$370,000, a property offered on the market today for \$1 million. You are beginning to understand why they call this the Gold Coast?

Rates at the old hotel remain one of Surfers' better bargains, what with both bed and breakfast coming to a whopping \$4 to \$6-a-day, in the slack season, and \$5 to \$6.50-a-day during the busy December-January holiday period. The nip is slightly higher at the glit-

tering new 20-story Surfers Chateau, the undisputed queen of the Gold Coast. What with TV, piped music, king-size beds and a lobby awash with chandeliers, it is the Fontainebleau of the strip, the rooms bid at \$11 single and \$13 double with suites available for \$25.

Residents of Brisbane, an hour's drive north, share not only Surfers Paradise but a couple of dozen other Gold Coast colonies with the citizens of Sydney, a jet hour away. With the lucrative lure of tourism well established, locals formed the Gold Coast City Council whose mayor, Bruce Small, refers to the entire 26 miles of resort communities—from Southport to Coolangatta—as his "string of pearls." It is at Coolangatta that the surfers crowd streets and beaches with their boards and VW vans. At Greenmount and Kirra beaches they ride magnificent waves over half mile spans of salty foam.

Likewise, Coolangatta is the Gold Coast's bargain beach, its guest house center. For as little as \$1.50 a night a surfer and his board are welcomed at dozens of ocean-front residences. Two-bedroom apartments rent for \$30 a week and fresh caught seafood sells for a pittance. Shelter is provided at hundreds of hotels, motels and inns along the Gold Coast for up to 120,000 vacationers a night, a figure nearly double the permanent population. A marathon of jets whisks visitors from Sydney at \$26.50 a head. Last year vacationers along the 26-mile strip shoveled out an estimated \$130 million—still another reason for calling this the Gold Coast.

Less than five years ago pessimists were predicting doom for the area. After being battered by Hurricane Dinah, reports circulated that the entire Gold Coast had washed into the sea.



"And I say your blacktop sealer is not quick drying."

It took Mayor Bruce Small to turn the tide from loss to gain. Recruiting a lineup of beach beauties, he dressed them in golden bikinis and took off on tour. Parading them as the Golden Girls, soon he had the attention of all Australia focused once more on the glamorous ocean strip. The swinging mayor and his skimpily clad girls toured every state in Australia and jetted to New Zealand. By Christmas, 1968, tourists were flocking back to the the Gold Coast in record numbers—barely months after the devastating hurricane.

Mayor Small was thinking big. He extended the promotional tour to Japan, Hong Kong, the Philippines and other Asian nations. While the Golden Girls purred, crowds of males swooned, from Sydney to Singapore. At 76 years of age, Mayor Small continues to think young. His next junket with the Golden Girls will be to the United States. Still, he has other thoughts besides sunshine and pulchritude. Behind the Coast he intends to hook together a string of canals, enabling visitors to paddle inland along the entire coastline. It will be, he announced with the confidence only a politician can muster, the "Venice of the Southern Hemisphere."

Already man-made islands are being dredged in the fashion of Ft. Lauderdale. Mayor Small lives on one. Australian opera star Gladys Monerjeff lives on another. Lavish homes have taken root on the isle of Capri, Sorrento, Chevron and Paradise Islands. In his campaign for reelection Mayor Small had a slogan: "Think Big, Vote Small." They voted for Small and the victory was big.

Besides its great sandy beaches, the Gold Coast operates a Cypress Garden-style water show called Ski Land, cruise boats, an Australian version of Marine-land, a wild bird sanctuary and Hawes' boomerang factory. The 40-year-old Hawes came to Australia from Los Alamos where he was employed as a nuclear scientist. He simply became discouraged with atoms and decided to build boomerangs. Now a resident of Surfers, Hawes is Australia's biggest exporter of boomerangs. He also raises kangaroos and the ostrich-like emu—racing emus, fighting emus, homing emus and "all purpose emus." Hawes listens to the kookaburras laughing in the trees and he smiles. He's a happy man. "It's a helluva switch," he said, "from atom bombs to boomerangs."

Meanwhile, in Surfers Paradise the teenybopper, the film star, the millionaire and the ordinary tourist sunbathe side by side. Without a score card you can't tell one from the other. As the Aussies say, they all look alike in their swimmers. ■

# Elks Travel Directory

## TRAVEL ADVERTISERS

If travel is what you are trying to sell the over 1,500,000 Elks Families then there is no finer marketplace than the NEW ELKS TRAVEL DIRECTORY.

... the Elks Travel Directory will be located near travel editorial. Monthly, well-known travel writer Jerry Hulse covers travel topics in his widely read feature article.

Send for our brochure,  
THE ELKS MAGAZINE'S  
TRAVEL MARKET.

Write TRAVEL ADVERTISING DEPARTMENT, THE ELKS MAGAZINE, 425 West Diversey Parkway, Chicago, Illinois 60614. (312) 528-4500.

### PACIFIC NORTHWEST SAILING

Man the wheel of luxurious 48' SAILING YACHT with Skipper and Mate's help, through rugged, beautiful SAN JUAN ISLANDS. Six days of exciting, yet relaxed, living aboard for parties, only, of 2 to 6. Wonderful meals. Sheltered waters. Different port each night. Inquire now.

SAN JUAN ISLAND SAILING CRUISES  
Box 97-C, Eastsound, Wash. 98245

MAUPINTOUR  
THE UNHURRIED HOLIDAYS

## SOUTH PACIFIC

33 DAYS and many enchanted evenings in Tahiti, Moorea, Bora Bora, New Zealand, Australia (Great Barrier Reef, too!), Fiji Isles, and a finale on your own South Sea isle. Happy people. Feel younger than springtime.

ONLY 24 GUESTS accepted for each monthly departure.

ASK YOUR TRAVEL AGENT for folders or write Maupintour, 900 Massachusetts St., Lawrence, Ks. 66044. Telephone 913/843-1211.

 **Maupintour**

our 22nd year of quality tour operation



## THE OTHER VACATION\*

Unpack all your wishes for a pleasure-filled vacation . . . on Florida's unspoiled Space Coast.

Next door to Walt Disney World, Florida's uncrowded Space Coast has it all—sparkling ocean beaches, tropical inland waterways, history-making Kennedy Space Center, fascinating Museum of Sunken Treasure, restaurants, night clubs, Jai Alai, and accommodations to fit every budget. This time enjoy the other vacation . . . the one you've always dreamed of. You'll be glad you did.

### \*FLORIDA'S SPACE COAST

Yes, I would like to learn more about the other vacation, Florida's Space Coast.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

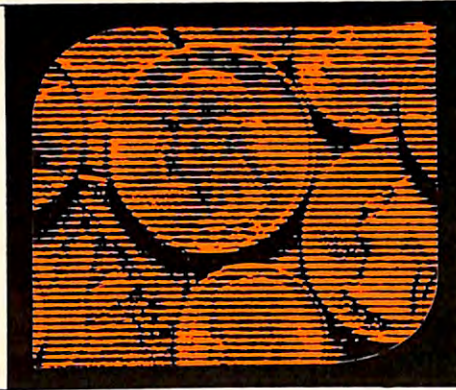
The Other Vacation  
Brevard Economic Development Council  
Suite 607K Cape Royal Building  
Cocoa Beach, Florida 32931  
Phone (305) 784-1006

Nearest Ocean Beaches  
to

WALT DISNEY WORLD

# IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



Americans who depend on employment for their income, whether as hourly-pay or as salaried employes, not only want to have more and more enjoyment during their time away from work—they also want to get more enjoyment from being at work!

This is a quite recent development and it has caught most of American business-ownership and management quite unprepared. "People didn't assume they ought to enjoy their work 100 years ago—or even 15 years ago," said management consultant Riva Poor last December at a conference in Chicago on "The Changing Work Ethic."

An employe's desire to find his work more enjoyable might well include several component desires. He may want more variety in his job itself. But he may also feel that he should be treated with more dignity as a person and be allowed to express his sense of individuality when doing so won't really interfere with the actual functional requirements of his work.

The levels of formal education and of general knowledgeability in the U.S. population have risen substantially in recent years. This has generated an increase in financial and life-style expectations. It has also, in general, raised the level of individual employe capabilities.

It's important to remember too that the U.S. is committed—both by explicit law and by strong public attitude—to the goal of maintaining "full employment." But there is also strong commitment to some other broad goals, such as the preservation of the environment.

## *The Small Employer's Position*

As of last February, there were signs of a labor shortage in the U.S., in spite of substantial amounts of unemployment. Competition for employes may continue strong for some time, depending on how the economy goes.

In his effort to get and hold good employes, the small businessman is in competition not only with other business employers but also with federal, state, and local governmental employers, who together employ about 18 percent of the total U.S. labor force today.

Like any other employer, the small businessman quite naturally wants to get his money's worth out of his employes' performance. But today he's more and more going to have to try to do that in ways that involve getting their cooperation and helping them improve their performance.

"But how do you get employes to cooperate with you?" many an employer would ask.

We'll look into that tricky matter in our next article. ■

LAST SEPTEMBER, *Business Week* remarked on "the industriousness and company loyalty of the Japanese worker" and noted the strong spirit of solidarity and cooperation that usually exists between Japanese companies and their employes.

The quality of employer-employe relationships in Japan is such as might bring tears to the eyes of an American employer who contrasts his own case with that of his Japanese counterpart. At the Nissan auto company, in Japan, thousands of employes, grouped into small "quality control circles," hold meetings on their own time to try to think up ways to help Nissan cut costs and improve production. One Nissan plant achieved a cost savings of \$350,000 a year as a result of this kind of voluntarily contributed employe creativity.

When Mr. Leonard Woodcock, president of the United Automobile Workers union, was in Japan not long ago, he visited the Toyota auto company. He asked the Toyota executives how much of an "absenteeism problem" they had. His question confused them. They "didn't know what I was talking about," Mr. Woodcock has reported. To the Toyota managers, the idea that an employe might not report for work unless he was simply too sick to do so was "inconceivable."

Japan has labor unions, but when Japanese employes feel that they must call a strike in order to emphasize some complaint they have, they usually schedule their strike in such a way that it won't interfere with the company's operation and production. They might hold their "strike" for a half-hour on some afternoon.

So dedicated are Japanese employes to working hard that some Japanese companies have recently had to threaten to impose fines on those of their employes who insist on coming to work when they should be taking their vacations!

Such are the prevailing attitudes among the employes in a country where it is traditional that a male employe is never fired! Clearly their sense of job

security hasn't reduced their initiative.

It would be vain to hope that the pattern of American employer-employe relations in general might come to be similar to Japan's. The important question for the individual employer in the U.S. is: "How much of that kind of industriousness and company loyalty can I help generate in my own employes?"

In this article we offer some background material for thinking about that question. In subsequent articles we'll be looking at examples of some approaches that have been taken in trying to get satisfactory answers to it.

## *The U.S. Work Economy Today*

In the years 1965-1970, says the U.S. Department of the Interior, the number of Americans who go hunting or fishing for sport increased by some 3 million. And the Outboard Boating Club of America reports that in 1972 there were about 9,210,000 recreational boats on American waters.

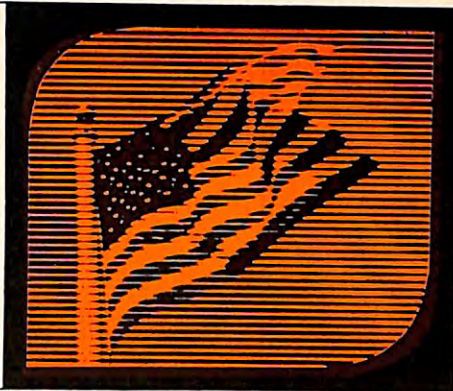
Now, a factory-worker—or a business owner, or a manager, or a professional man—who is devoting a weekend to duck-hunting or to sailing isn't also going to be going to work that Saturday . . . and probably isn't going to be going to church that Sunday.

It would of course be absurd to say that "nobody in this country wants to do any work any more!" But it's true that from having been largely a "work-oriented mass-production consumer-and-export economy," the American economy has increasingly been becoming a "leisure-and-luxuries-and-services-oriented mass-consumer economy," though of course the goods-production and export elements still play an immensely important role in it.

It seems too that some traditional American ideas about "life" are less widely accepted than they used to be. It would appear that more and more Americans are accepting the idea that "the purpose of life" is simply to enjoy life — and largely through "material goods" and "worldly pleasures."

To complicate the picture still further is the fact that more and more

# ELKS NATIONAL SERVICE COMMISSION



## A Call To The Colors! Enlist Now! An All-Out War Has Been Declared!

■ The Elks National Service Commission, after 25 years of continual struggle, has declared a full scale war against a common enemy . . . the deadly alliance of loneliness, discouragement and despair in our nation's Veterans Administration hospitals. Despite the highest type of medical treatment, these killers infiltrate the morale of veteran-patients after the maximum of professional skills have been administered. These mind destroyers must be driven out! This necessary personal confidence which was so vital for the patient when he was serving his country must never be attacked. High morale is an invaluable and precious ingredient in the recovery of the sick, helpless and handicapped former defenders of our country's flag.

Volunteers are needed from all lodges! Personal involvement transcends mere check writing. Our long-time chairmen who have been holding the line at the hospitals for the past 25 years urgently need manpower reinforcements from their Brother Elks.

The battle strategy calls for an active mobile task force from lodges within a 25 to 50 mile radius of the enemy emplacements at the hospitals. These combat troops will be backed up and supported by units operating in distant lodges. Necessary supplies, equipment and assistance will be furnished by them in full measure. Ladies' auxiliaries everywhere have already volunteered in the cause.

Long-range plans for the campaign

were formed by the adoption of Section 134i of the Grand Lodge Statutes which mandates a standing National Service Committee in every lodge. It should consist of a general staff with a minimum of three members. Their duty is to recruit committee volunteers to form their own battalions for the district regiments.

When the Elks' fully mobilized army begins its dedicated march into battle, it is hoped that all America will be impressed by the strength of our numbers and our ability to perform. This is our basic tradition and we pride ourselves as America's leading patriotic fraternity.

Active duty at the hospital to counterattack boredom, the primary target, will consist of Monte Carlo and Carnival programs, bingo games, stage shows, ward parties, sport celebrities smokers, outdoor picnics, barbecues, sports events and many more. Typical events for ambulatory patients include dinners and entertainment at the lodge, picnics, fishing trips, sightseeing trips, attendance at theaters, baseball, basketball, football and other sporting events.

Back up battalions in the distant lodges forming the supply lines will institute collection drives for used playing cards, paperback books, L-P records, hobby kits, jigsaw puzzles, chess sets and occupational therapy materials. Modest fundraising affairs in all lodges with proceeds distributed through State Associations will give financial assistance. This is desirable

and necessary. However, it loses meaning without battle troops to fulfill its purpose.

We have not been alone during the past 25 years of struggle against this menace. Today, forty-three other national organizations and countless local groups have distinguished themselves in their engagements with the common enemy. They now follow the lead in service to hospitalized veterans that we established back in 1918.

Why should Elks now be involved? We started things over a half a century ago. This was long before present-day veteran organizations were in existence. Service to the military and hospitalized veterans engaged the interest of only a few other groups during World War I. The first veterans hospital in the history of the nation was a gift from Grand Lodge to our government in 1918. We instituted the first G. I. loan program in 1919. The list since then to the present day is endless.

We are involved because it is characteristic of the Order of Elks never to start something which will not be finished and we don't look to others to do our work!

Here is our battle cry:

**"So long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him."**

Warning! The enemy forces, constantly destroying the will of hospitalized veterans, have an insidious and and dangerous secret agent conspiring right now in every lodge! Its name is "Indifference." It drugs the mind. To camouflage the signs of its infiltration, it encourages normal proud Americans to give impressive patriotic utterances and assurances of wonderful intentions. However, "Indifference" conquers when no immediate action is taken and a shameful retreat is accomplished. The first step in the long march to victory is to beware of "Indifference." Better still—destroy it before it gets started. We have no slackers or duty dodgers in our ranks. Let us resolve that prompt, enthusiastic support will triumph in our dedicated efforts.

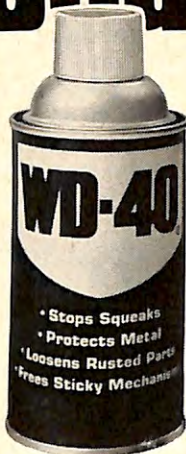
Sincerely,

William J. Jernick, Chairman-Treas.  
George I. Hall, Vice-Chairman  
John L. Walker, Secretary  
William A. Wall  
Ronald J. Dunn  
Frank Hise  
Robert G. Pruitt

# Eureka

Makes household oil old-fashioned

- Stops Squeaks
- Protects Metal
- Loosens Rusted Parts
- Frees Sticky Mechanisms



Aerosol WD-40 is easy to use. It lubricates as it cleans to protect metal.

TRY A **free** sample

Send 25¢ to cover cost of handling to Dept. 16

**WD-40 COMPANY**

5390 Napa St., San Diego, CA 92110

S-T-R-E-T-C-H  
Nylon/Cotton

**TERRY  
ROMPETTE**

For lounging, sunning, exercising. Soft, absorbent Terry, comfortable, perfect-fitting with elasticized top and legs. Built-in French bra, cord belt. **White, Aqua, Sun-Gold, Hot-Pink, Lilac, Lime.** Sizes S,M,L.

**\$5.90**

Plus 40¢ postage  
(Sorry, no COD's)

**VICKI WAYNE**  
E4M-Box 6305  
Tucson, Az. 85716



Outfit your officers in these attractive blazers of 70% Dacron—30% Worsted for year-around wear. Six colors to choose from. Special emblems custom made for your lodge. Write for information and swatches. Blazers \$34.95 each. Buy with confidence from the official supplier of Ohio's Elk blazers.

**THE VAN WERT MFG. CO.,**  
Box 230, Van Wert, Ohio 45891

## SIDLES AUTO SUN SHADES



### SIDLES CUSTOM AUTO SUN SHADES

Does not obstruct view, keeps car up to 15° cooler, blocks out sun's rays. Easy to install, custom made for your car. Improve air conditioner efficiency. Send make, year, model (hard-top, wagon, sedan) style (2 or 4 door) for free information. Mail with name and address to:

**SIDLES MFG. CO., INC.**  
817/778-1636 • Box 3537E  
Temple, Texas 76501

## GOLF LESSONS by a P.G.A. PRO

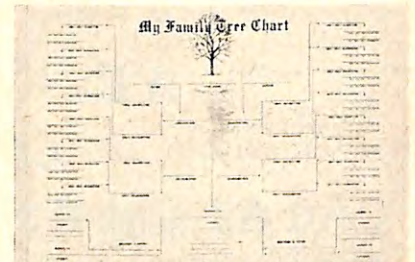
The greatest aid to any golfer, would be the first FIVE key lessons a PRO will teach you — ALL GOLFERS will benefit, by these proven lessons, you should practice at home or on a driving range. Using *The Take Away Guide Mat* which is included with the lessons, please specify left or right handed. Send \$4.95 p.p.d., check or m.o.  
**T.A.G.M. PRODUCTS**  
P.O. Box 211  
Rochester, Mich. 48063



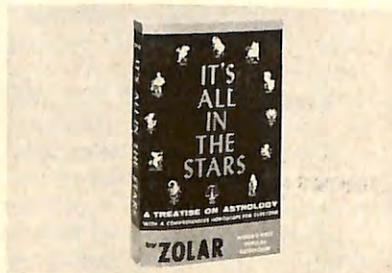
# Elks Family SHOPPER



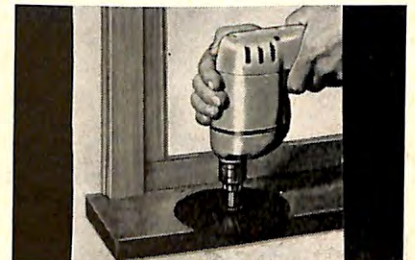
KEEP THE SUNSHINE OUT of your eyes with this lovely new "Sunsetter" Fashion Visor. Ideal for protection in the garden, watching and playing sports, picnicking and on the high seas. Styled with multiprint fabric, double-strength acetate shield. In travel tote box, \$4.00 ea. ppd. The Mailbox, Inc., 644 N. Kings Rd., Los Angeles, Ca. 90048.



IT'S FUN TO TRACE YOUR ANCESTRY on Family Tree Chart. You get helpful instructions and suggestions for compiling your family lineage on this large 17"x22" heavy antiqued parchment paper chart. It has spaces for 6 generations. \$2.00 each plus 35¢ shpg. J. W. Holst, Inc., Dept. EK-4, 1005 E. Bay, East Tawas, Mich. 48730.



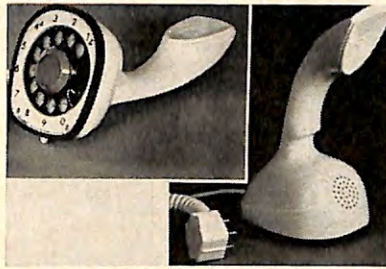
LEARN ALL ABOUT THE STARS and astrology in this revised edition of "It's All in the Stars" by Zolar, Dean of American astrology. Includes astrological information available nowhere else and a comprehensive horoscope for everyone. 320 pages \$1.50 ppd.; 2 for \$2.50. Tree-Top House, Box 502, Dept. K-43, Spring Green Wisc. 53588.



ARCO DISC-RASP sands, planes, removes paint. Outlasts hundreds of sanding discs. Fits any electric drill, 5" dia. bottom surface gives smooth finishes. Cuts wood, wallboard, plastics. Incl. arbor w/1/4" shank, #1255M, \$1.69 ppd. Save: Disc-Rasp + 2 extra discs, #1256M, \$3.39. Arco Tools, Inc., Dept. EL-4P, 421 W. 203 St., N.Y. 10034.



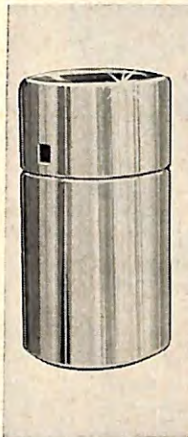
**FLOATING BABY SEAT** keeps baby securely above water. And baby enjoys all the water fun while floating safely. Unsinkable foam plastic float has built-in cloth seat to hold child firmly. For toddlers to first graders. 20"x26"x11" deep. \$5.95 plus 95¢ shpg. Ill. res. add 5%. House of Minnel, Deerpath Rd., Dept. 4A43E, Batavia, Ill. 60510.



**"MOD" ERICOPHONE** is styled after the famous European phone with the dial on the bottom. Just lift to dial or answer; set down to cut off. In red, white, blue, green, yellow, ivory, beige. No buzzer, \$39.95; with buzzer, \$49.95; with light and tweeter, \$59.95. Add \$1.50 shpg. Write for catalog. Grandcom, Inc., Dept. EL-4, 324 Fifth Ave., N.Y. 10001.



**STEP LIVELY ON YOUR LAWN** to loosen compacted turf and soil with spiked Lawn Aerators. Sandals with 13 replaceable spikes are strapped on your feet. As you mow or water, you loosen soil to let water and air reach roots. Spikes pierce 1 1/2" deep. Pair, \$8.98 plus 50¢ shpg. Holiday Gifts, Dept. 704-B, Wheat Ridge, Colo. 80033.



**THE FLASHLIGHT THAT NEVER FAILS** — at least for 5 years. Made by the company that produced flashlights for manned Moon missions, 5-year Flashlight works instantly. Has proved storage capacity for its power cell for at least 5 years combined with 10 times the staying power of ordinary flashlight. In handsome command module case, \$6.99 + 75¢ shpg.; 2/\$12.99 + \$1.25 shpg. Jay Norris Corp., Dept. EL-43, 25 W. Merrick Rd., Freeport, N.Y. 11520.



**BABY'S FIRST SHOES** stay preciously preserved, bronze-plated in solid metal. Just \$3.99 a pair. Or you can have them made into portrait stands (shown above), bookends, TV lamps. A thoughtful gift for parents, grandparents. Send for full details, money-saving certificate, post-paid mailer from American Bronzing, Box 6533-D25, Bexley, Ohio 43209.



**STARLIGHT, TITANIA BRIGHT** combines dazzling Titania man-made jewel in magnificent 14 kt. gold Starlight setting. At \$15.00 per carat, a one-carat Titania in Starlight costs \$36.00. Titania can be cut to fit your own jewelry. Write for free ring size chart, 140-pg. color catalog. Regent Lapidary, Dept. ELP-4, 511 E. 12 St., N.Y. 10009.

## THE HEAVIEST HUMAN ON RECORD WEIGHED 1,069 LBS. AND WAS BURIED IN A PIANO CASE!



The Highest Divorce Settlement Ever Made Was \$9,500,000.

A War That Lasted 38 Minutes.

A Woman Who Bore 69 Children.

The Largest Insect... a "Goliath Beetle."

The World's Most Expensive Wine At \$300 Per Glass.

The biggest! The smallest! The richest! The tallest! The highest! The shortest! The oldest! The earliest! The longest! The fastest! The mostest! The rarest! The greatest!

The Guinness Book Of World Records contains over 3,000 records of science, nature, the achievements of man, the world of sports, the arts, entertainment and little known fantastic phenomena. Packed with unbelievable facts and over 350 photos.

Settle any argument! Amaze your friends! You won't be able to put it down. This 647 page hard covered volume is a must for any library. Nearly 10,000,000 copies sold worldwide. Only \$5.95. MONEYBACK GUARANTEE.

BOOK OF WORLD RECORDS, DEPT-G89  
1966 BROADWAY, NEW YORK, N.Y. 10023

Please rush me \_\_\_\_\_ Guinness Book Of World Records at \$5.95 ea. (plus 60¢ post. and hand.) Enclosed is my check or money order for \$\_\_\_\_\_. If not completely satisfied, I'll return the book within 15 days for a full refund.

name \_\_\_\_\_  
address \_\_\_\_\_

zip \_\_\_\_\_  
Make check/money order payable to  
Book Of World Records

## CAPTURE 40 YEARS OF POLISH HISTORY 100 different only 25¢



All different. Depicting 40 turbulent years of War and Peace, Starvation and Prosperity, Occupation and Partition, Christianity and Communism. A truly fascinating collection. We'll also send you, free, the most wonderful catalog of stamp offers in America. Send 25¢, name, address, zip to: Littleton Stamp Co., Dept. PC-11, Littleton, New Hampshire 03561

### TEARLESS AND TANGLE FREE DOG GROOMING

Takes the work out and puts the fun back in grooming. Your pet will enjoy it more too. KOVA is an enriched, concentrated dog shampoo exclusively formulated to remove dirt and stains. Grooming is easier as tangles comb right out.

Rinses out quickly, completely. Conditioners enhance your pet's natural coat luster and body. Moisturizes dry skin, keeps it healthy and guards against flaking.

KOVA is acid balanced and a deodorizer has been added to keep your pet odorless longer.

FREE PAMPHLET ON PET BATHING WITH EACH ORDER



SEND \$1.99 PPD.

Check or M.O. for 8 oz. Bottle to Dept. E-4

**KOVA PRODUCTS**  
434 Amherst Avenue, Des Plaines, Illinois 60016

**PUSH  
BUTTON  
COMFORT**



**BURKE POWERED RECLINER**

TOUCH A SWITCH . . . recline to any position, footrest automatically elevates feet and legs as you relax.

TOUCH A SWITCH . . . return to sitting position.

TOUCH A SWITCH . . . the soft luxurious seat raises gently standing you on your feet. Write for a free color brochure and information on the Burke's "TRY BEFORE YOU BUY" plan.

**BURKE ENTERPRISES, Dept. E-4**  
P. O. Box 1011 Mission, Kansas, 66202 913-722-0004

**- SORRY -  
FOR ELKS ONLY**



"You can see all . . . in the VU-ALL" Elks emblem permanently embossed in VELVETONE COWHIDE

NOW, IT'S HERE! The "VU-ALL" billfold made especially for ELKS by a company with 66 years of know how in producing leather goods. Patented "VU-ALL" pass case eliminates fumbling for your passes and the clear vinyl windows will never crack or cloud up. Also has a secret bill compartment and two handy spare key slots for an extra car and house key.

**FREE EXAMINATION!**

SEND NO MONEY—We are so sure that you will be completely satisfied with this CUSTOM billfold that we want you to examine it for 3 days. If you are not completely satisfied, return merchandise.

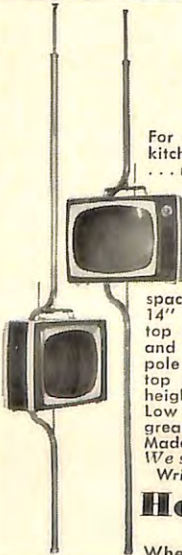
**SEND NOW! \$8<sup>25</sup> P. Pd.**

If you send cash with order, we ship postpaid. Money back if not satisfied.

**THE-CASS-LINE**

P.O. Box 85, Gallion, Ohio 44833  
Ohio residents add 1% sales tax.

**adjustable  
Hi-Low  
T.V. POLE  
STAND**



For the bedroom, living room, kitchen, family room, porch . . . no matter where you're viewing this smart new T.V. Pole Stand holds your portable at the level and place best suited for comfort . . . without taking up valuable floor or tabletop space. Takes any width, up to 14" front to back, up to 17" top to bottom. Easy to install and move, black decorator pole has spring tension rod at top to adjust to your ceiling height, can be set up in Hi or Low Position. Hi position is great for reclining watchers. Made in U.S.A. \$12<sup>95</sup> ppd. We ship in 24 hrs.

**Holiday Gifts**

Dept. 704-A  
Wheat Ridge, Colorado 80033

**CHERISH THE  
MEMORY**



**TASSEL PLAQUE** for graduation gifts to or from the Graduate. Walnut finish wood plaque 6 x 12 with personalized, antique bronze plate. 2 lines (max. 15 characters to a line) for Graduate's name, school, year. Extra letters 10¢ each. Print name, school, year & send tassel. If we furnish tassel add \$1.00 each. Nothing like this personalized heirloom to remember one of life's proudest days.

**SILVERED TASSEL, \$9.98, 2/\$19.50**

**GOLD TASSEL \$12.98, 2/\$25.50**

Plus \$1.00 pstge. & handling. No C.O.D.'s please.

**Tassel Plaque Ltd.** P.O. Box 393, Dept. 473  
Princeton, Ill. 61356

"GRADUATION MEMORIES"



**KEEP-SET OUTDOOR CAP**

Here's the perfect new hairdo protection, with a lovely look, for all those outdoor activities. Cool airy netting fashioned into a smart cap protects your hair from sun, wind and moisture while you golf, garden, play tennis, etc. Adjustable to fit all head and hairdo sizes. Choose white, blue, black, red or yellow, all with gold braid trim. Washable.

**HOLLY HOUSE**

Dept. E-4, 9924 Edgecove Dallas, Tex. 75238

**MAN'S WIG \$7<sup>95</sup>**

**Stretch Wig Completely Covers  
All Your Hair and Sideburns**

Stays in place on all size heads—easy to put on. Thinned and razor cut—handsome tapered look and full sideburns. Cool and lightweight. Made of mod-acrylic fiber—looks and feels like real hair—has luster, rich body and bounce of human hair. Can be washed and shampooed—never loses its shape—can be combed, trimmed and restyled if you wish. Specify color desired: Black, Off Black, Chestnut, Dark, Medium or Light Brown, Dark Blonde, Grey and Black mixed, Grey and Brown mixed. Mention Style M-115. Pay postman on delivery \$7.95 plus C.O.D. postage. Or send only \$7.95 and we will pay postage. Money back guarantee if not satisfied.



**FRANKLIN FASHIONS, Dept. M-274**  
378 S. Franklin St., Hempstead, N.Y. 11550

**Clip-On Magnifiers**



Clip **MAGNIFIERS** on regular glasses. **SEE CLEARER INSTANTLY.** Read fine print. Do close work. Neat, metal frame. 10 day trial. **SATISFACTION GUARANTEED.** Send age, sex. On arrival pay postman \$4.95 plus C.O.D. or send only \$4.95 and we pay postage. **PRECISION OPTICAL CO., Dept. 41-D, Rochelle, Ill. 61068**

**Elks Family Shopper**



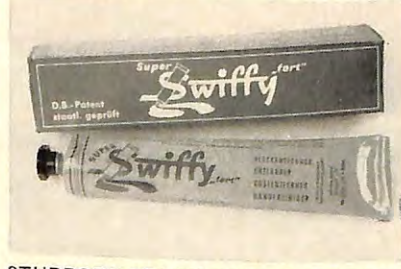
**U.S. POSTAGE STAMPS** feature scarce U.S. Centennial picturing first U.S.A. stamp issued in 1847. Also 25 different U.S.: 19th C., \$5.00 stamp, etc. Plus prized Commemoratives: Civil War, etc. Only 10¢. Other stamps to examine free. Buy any or none, return balance, cancel service anytime. 64-pg. Catalog. H. E. Harris, Dept. C-825, Boston, Mass. 02117.



**DISPLAY THE ELK EMBLEM** on car window and bumpers. 2 3/4" Decals have the sculptured appearance of gold foil. Metalized finish is accented with white, blue and red. Protected from weather and chemicals by a clear plastic film. 10 for \$5.00 ppd.; 25 for \$10.00. Quantity prices on request. Specialty, Dept. M, P.O. Box 59290, Chicago, Ill 60659



"THERE'S NO FISHING LIKE FLY ROD FISHING" say the author-experts who have each contributed a chapter on the phase in which they excel. Such talents as Roger Latham, Donald Dubois, Leon Chandler, many more with pen and ink sketches by Dick Jennings, foreword by Bing Crosby. \$6.95 ppd. Cortland Line Co., Inc., Cortland, N.Y. 13045.



**STUBBORN STAINS DISAPPEAR** when confronted with new chemical discovery "Swiffy." It removes pet urine stains, perspiration, ink, lipstick, rust, coffee, 100 other old and new stains from clothing, carpets, upholstery, synthetics. Generous tube, only \$3.95 ppd. Swiffy, Suite 112-C, 1610 N. Argyle, Los Angeles, Ca. 90028.



# THE GREAT FILM ROBBERY

Our factory prices for Kodak and Fuji film with processing are a real steal!

(Rip off this ad)

KODAK COLOR FILM WITH PROCESSING!	Single	3 Pack	6 Pack	12 Pack/1 Free	24 Pack/3 Free
CX-126-12 (12 exp. Instamatic Color Print Film)	1.99	5.97	11.94	23.88	47.76
CX-126-20 (20 exp. Instamatic Color Print Film)	3.39	10.17	20.34	40.68	81.36
CX-127; CX-120; CX-620 (12 exp. Color Print Film)	1.99	5.97	11.94	23.88	47.76
CX 135-12 (12 exp. 35mm Color Print Film)	1.99	5.97	11.94	23.88	47.76
CX 135-20 (20 exp. 35mm Color Print Film)	3.39	10.17	20.34	40.68	81.36
CX 135-36 (36 exp. 35mm Color Print Film)	6.59	19.77	39.54	79.08	158.16
K 135-20, ASA 25; KX 135-20, ASA 64 (20 exp. 35mm Color Slide Film)	2.39	7.17	14.34	28.68	57.36
K 135-36, ASA 25; KX 135-36, ASA 64 (36 exp. 35mm Color Slide Film)	3.49	10.47	20.94	41.88	83.76
EX 135-20 (20 exp. 35mm Color Slide Film ASA 64)	2.39	7.17	14.34	28.68	57.36
EX 135-36 (36 exp. 35mm Color Slide Film ASA 64)	3.49	10.47	20.94	41.88	83.76
EH (ASA 160) EHB (ASA 125) 135-20 (20 exp. 35mm hi-speed Color Slide Film)	2.99	8.97	17.94	35.88	71.76
EH (ASA 160) EHB (ASA 125) 135-36 (36 exp. 35mm hi-speed Color Slide Film)	3.99	11.97	23.94	47.88	95.76
KX 126-20 (20 exp. Instamatic Color Slide Film)	2.39	7.17	14.34	28.68	57.36
KA 464 (Super 8 Color Movie Film)	2.99	8.97	17.94	35.88	71.76
ELA 464 (Hi Speed Super 8 Color Movie Film ASA 160)	3.69	11.07	22.14	44.28	88.56
K 459; KA 459 (Indoor-Outdoor 8mm Color Movie Film)	2.99	8.97	17.94	35.88	71.76
<b>NEW POCKET INSTAMATIC FILM WITH PROCESSING</b>	Single	3 Pack	6 Pack	12 Pack/	24 Pack/
C 110-12 (12 exp. Color Print Film)	2.99	8.97	17.94	35.88	71.78
C 110-20 (20 exp. Color Print Film)	4.39	13.17	26.34	52.68	105.36
KX 110-20 (20 exp. Pocket Instamatic Color Slide Film)	2.79	8.37	16.74	33.48	66.96
<b>FUJI COLOR FILM WITH PROCESSING</b>	Single	3 Pack	6 Pack	12 Pack/1 Free	24 Pack/3 Free
NK 126-12 (12 exp. Instamatic Color Print Film)	1.77	5.31	10.62	21.24	42.48
NK 126-20 (20 exp. Instamatic Color Print Film)	2.97	8.91	17.82	35.64	71.28
N 100-20 (20 exp. 35mm Color Print Film)	2.97	8.91	17.82	35.64	71.28
N 100-36 (36 exp. 35mm Color Print Film ASA 100)	5.37	16.11	32.22	64.44	128.88
<b>FUJICHROME FILM WITH PROCESSING</b>					
RK 126-20 (20 exp. Instamatic Color Slide Film ASA 64)	1.87	5.61	11.22	22.44	44.88
R 100-20 (20 exp. 35mm Color Slide Film ASA 100)	1.87	5.61	11.22	22.44	44.88
R 100-36 (36 exp. 35mm Color Slide Film ASA 100)	2.97	8.91	17.82	35.64	71.28
R 25 (Single 8 Color Movie Film) (Specify Indoor or Outdoor)	3.99	11.97	23.94	47.88	95.76

REMEMBER: PRICES INCLUDE FINISHED PRINTS, SLIDES AND MOVIES

## GET A GREAT BUY IN A NEW KODAK INSTAMATIC CAMERA . . . INSTAMATICALLY!

**X-15 NEW KODAK INSTAMATIC COLOR OUTFIT.** Fast drop-in loading, Flash pictures without flash batteries. Sharp pictures. Easy viewfinder. **ONLY \$14.97**

**A-20 NEW KODAK POCKET INSTAMATIC COLOR OUTFIT.** Little camera that takes big pictures! Fits into a pocket - makes picture-taking easier and more convenient than ever! No batteries are needed to operate the new Magicube flash. **ONLY \$21.40**

**XL-33R NEW KODAK MOVIE CAMERA OUTFIT.** Takes color movies in almost any light. Correct exposure automatically. Unique design provides steady support. Ultra-fast f/1.2 lens. Easy drop-in loading. **ONLY \$87.97**

X-30	Kodak Instamatic Outfit.	\$25.97
X-35	Kodak Instamatic Outfit.	\$31.97
X-45	Kodak Instamatic Outfit.	\$37.97
A-30	Kodak Pocket Instamatic Outfit.	\$33.90
A-40	Kodak Pocket Instamatic Outfit.	\$45.30
A-50	Kodak Pocket Instamatic Outfit.	\$73.80
A-60	Kodak Pocket Instamatic Outfit.	\$89.64
XL-55R	Kodak Movie Camera Outfit.	\$149.97

OUTFITS INCLUDE CAMERA, COLOR FILM, WRIST STRAP, MAGICUBE, INSTRUCTION MANUAL.

**BONUS! EXTRA ROLL OF KODAK COLOR FILM - PROCESSING INCLUDED - WITH PURCHASE OF EACH CAMERA.**



## FORGET FLASH CUBES FOREVER WITH THIS NEW, ELECTRONIC FOTO FACTORY FLASHER

FITS ALL KODAK POCKET INSTAMATIC AND INSTANT LOAD CAMERAS

**\$15.95**

- Less than 1/4 cent per flash
- Weighs only 5 oz. - incredibly light, compact
- As simple as popping in a flash cube

**30 DAY MONEY-BACK GUARANTEE**

\*KODAK TM

PLUS V.I.P. SERVICE FOR ELKS!  
CALL TOLL FREE FROM ANYWHERE IN U.S.A.

**800-645-2077**

OPERATORS ON DUTY 24 HOURS A DAY



CALL US AND CHARGE IT! THE FOTO FACTORY ACCEPTS MASTER CHARGE, BANKAMERICARD OR AMERICAN EXPRESS CARDS BY PHONE

<b>FOTO FACTORY</b> Please forward the following: Single 3 Pk. 6 Pk. 12 Pk. 24 Pk. <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Foto Factory, Ltd. 373 Maple Avenue, Westbury, New York 11590	Please forward the following Kodak Instamatic Color Outfits. _____ _____ _____ _____ _____	MY CREDIT CARD NUMBER IS _____ EXP. DATE _____ ADD 50¢ FOR SHIPPING FILM, \$1 FOR CAMERAS. SORRY, NO C.O.D.'s Enclosed is \$ _____ <input type="checkbox"/> Cash <input type="checkbox"/> Check <input type="checkbox"/> Money Order
	SHIPPING _____ TAX _____ TOTAL _____	Send me one Flasher for \$15.95 Send me two Flashers for \$29.95 Specify camera model _____ SHIPPING _____ TAX _____ TOTAL _____	NAME _____ ADDRESS _____ CITY _____ STATE _____ ZIP _____

E 4/73



### OUTDOOR THERMOMETER

This one is so big, you can place it way out on the lawn, take your glasses off and still read the temperature, be it hot or cold. A giant 18" in diameter with a white face, EXTRA large black numerals and a bright red pointer-hand all encased in weather resistant aluminum. Great for the person who has everything.

**\$12.50** plus \$1.25 P&H

Ill. Res. add 5% tax. Gift Catalog 25c

**HOUSE OF MINNEL**

Deerpath Rd., Dept. 4A43, Batavia, IL 60510

## BLOW YOURSELF UP TO POSTER SIZE

A great gift or gag idea. Ideal room decoration... Perfect for parties. Send any b&w or color photo, polaroid print, cartoon or magazine photo. For slides and negatives add \$1.00 per poster ordered. Better originals produce better posters. Giant b&w poster mailed in tube.

**1 1/2 FT x 2 FT \$2.50**

**3 FT x 4 FT \$7.50**

Photo Jigsaw Puzzle

1x1 1/2 Ft.—\$4.49

8x10—\$2.49; 11x14—\$3.49

**RUSH SERVICE** orders shipped in 1 day by first class mail. Add \$2.00 per poster ordered. No slides. Your original returned undamaged. Add 50c for postage and handling for EACH item ordered. N.Y. residents add sales tax. Send check, cash or M.O. (No C.O.D.) to:

**PHOTO POSTER, INC.**

Dept. EK-43, 210 E. 23 St., New York, N.Y. 10010



**2x3 FT. \$3.50**

### SAVE MONEY on ELKS JEWELRY SEND FOR FREE 1973 CATALOG E



R225 14 Kt. .10 ct Diamond \$85.00 as shown. .25 ct \$165.00. Larger stone \$200 & up. As mounting \$65.00. We manufacture new items in quantities only. Pins, buttons, rings, auto emblems, etc., for school, church, business, organization etc. Prices subject to change.

**FRATERNAL JEWELRY COMPANY**

P.O. Box 8123

Cranston, R.I. 02920 (401) 942-4591

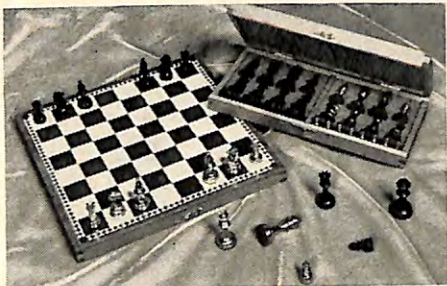
### WHITE'S METAL DETECTORS

WHITE'S ELECTRONICS, INC. manufacture the World's Largest and Finest Line of Mineral and Metal Detectors. Ghostowning, beachcombing, bottle hunting, coin hunting—all types of **TREASURE HUNTING** or **PROSPECTING**, amateur or professional. Detect conductive metals—Gold, Silver, Copper Nuggets—Coins—Rings—Jewelry, etc. Underwater or on the land, "There are no finer at any price" 25 production models to choose from—T.R. or B.F.O. Priced from **\$79.50 up**

—Always specify the Blue & Gold —  
ASK FOR WHITE'S BY NAME  
—Free Literature—

### WHITE'S ELECTRONICS

Room 503 1011 Pleasant Valley Rd.  
Sweet Home, Oregon  
33784 Hazel Street Elk-Air Industrial Park  
Abbotsford, B.C., Dextor Drive, East  
Canada Eirhart, Indiana 46514



### STAUNTON CHESS SETS

Traditionally-styled chess pieces in famous Staunton design. Precision die cast in **HEAVY SOLID METAL**. Beautifully balanced. 2" King. Permanent black and chrome finish. Pieces nest in soft foam. Redwood box reverses to buff and brown chessboard 9 1/2" square. All American-made. \$19.95 ea. plus \$1.50 shpg./hdg. Md. residents add 80¢ state sales tax. No COD's please.

J' ORIGINALS, Dept. E-473

PO Box 41 — Woolford, Maryland—21677

THE EDITORIAL PORTION  
OF ELKS FAMILY SHOPPER  
IS NOT COMPOSED OF  
PAID ADVERTISING



## FREE Fisherman's DISCOUNT CATALOG

Hundreds of Fishing Items at the **LOWEST** Prices:  
**BIGGEST MONEY-SAVING VALUES!**

### SPORTS LIQUIDATORS

Box 414-E, SUN VALLEY, CAL. 91352

## Detroit Approved—PICKUP TANKS



Econo Tank®

Polyethylene used for original equipment gas tanks now available in auxiliary saddle tanks for pickups. Far superior to metal, complete hidden, no body work necessary. Simple installation, transfer from one pickup to another. Truck discounts pay for tanks in a short time. Increase gas capacity by approx. 40 gals. Two tanks, brass, valve, hose, complete. Meets state & federal regs.

**Recreational Products Marketing, Inc.**

P.O. Box 7936

Waco, Texas 76710

Dept. E4/3



### Lip smackin' fillets of Salted Mackerel

Caught in icy Atlantic waters, and cured in vats the "ole Gloucester way" to the peak of tasty delight. Five pounds of firm, meaty fresh-tasting fillets, flavor-sealed in a wooden pail with tangy brine and shipped to you postage paid. Wide variety of sea food delicacies and gift assortments shown in free catalog. All unconditionally guaranteed. Post your order today to (no C.O.D. Please) **\$9.50**, add 50¢ West of Miss.

### EMBASSY SEAFOODS, INC.

P.O. Box 165, Dept. E, Gloucester, Mass. 01930

## Elks Family Shopper



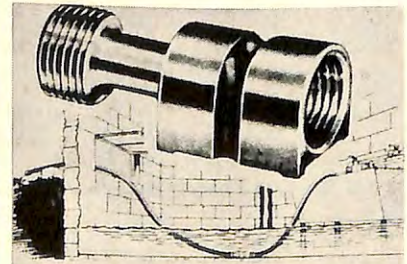
**COFFEE STAYS HOT FOR 8 HOURS** in hand-some Aladdin Server. You won't have to re-heat coffee and endure its bitter taste when you use this wood-grain finish server with its glass thermos filler. The last cup tastes as good as the first. Use for cold beverages too. Protected against breakage by tough safety shield. 30-oz. capacity. \$9.98 ppd. Colonial Garden Kitchens, Dept. ELE-4, 270 W. Merrick Rd., Valley Stream, N.Y. 11582.



**OPPORTUNITY FOR EXTRA INCOME.** Ever think of becoming a Notary Public? Almost any American citizen of legal age is eligible and you need no special training. The duties are simple; the opportunities to meet people many. Write for details. Notary Public Service, Dept. EK-4, 2021 Montrose Ave., Chicago, Ill. 60618.

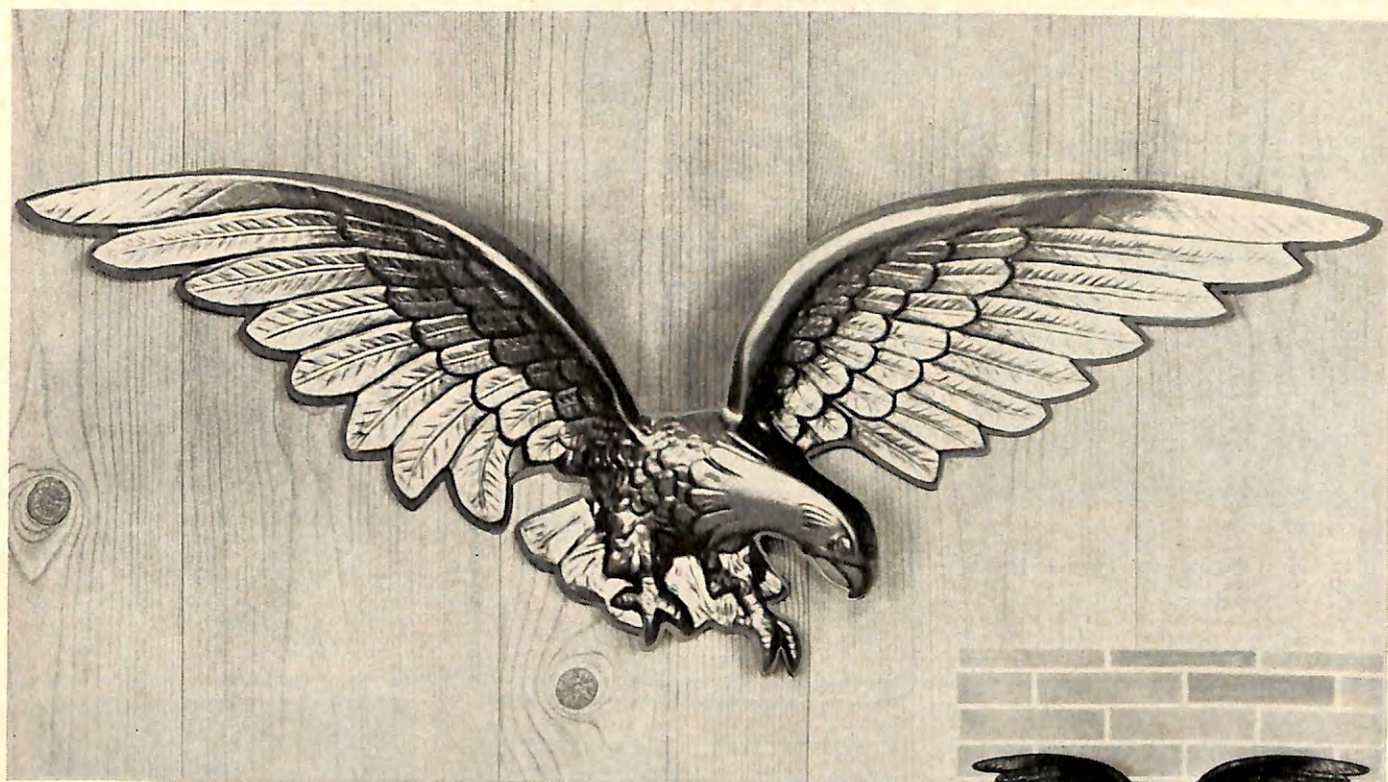


**THREE MASTERPIECES** of verse by famous authors are beautifully printed on 8"x10" sepia and white parchment. Included are "If" by Kipling; Thoreau's "Different Drummer" and "The Road Not Taken" by Robert Frost. 3 ready-to-frame verses, \$1.00 plus 35¢ post. Cadlyn's, Dept. EP-43, 2077 New York Ave., Huntington Sta., N.Y. 11746.



**YOU CAN EASILY DRAIN CELLAR, boat, etc. with Drain-Dri.** No hand-pumping or bailing required. Just connect garden hose to water faucet, free end to intake side. Connect another hose length to discharge side, turn on faucet and water pressure drains. \$2.98 plus 45¢ shpg. Larch, Dept. E-4, Box 770 Times Sq. Sta., N.Y. 10036.

Add incomparable distinction to your home...indoors  
or out...with this exquisite "Early American"  
**Golden Eagle Wall Plaque**



**Impressive Size—  
Over 2 Ft. Wide Only \$2<sup>98</sup>**

The symbol of America and the rage of decorators everywhere, this giant Golden Eagle wall plaque will bring a wealth of charm to your home. You'll be thrilled by its deeply sculptured look, the way each individual feather is so intricately detailed, the proud curve of the beak and talons—all lifelike in every detail. And, they're available in a rich antique gold color or in the look of colonial wrought iron. Either way, it's a magnificent touch of Americana to enhance every decor.

**Made in Massachusetts Where  
American Independence Originated**

Place your "Early American" eagle over a mantelpiece, in your entryway or as a distinctive accent to your den. Outdoors, you'll love the way it adds

drama to your front door or to the wall of your house where passersby can admire its beauty. The giant wing span of over two full feet is truly impressive. Both colors—antique gold or pure black—are permanently molded into these unbreakable polypropylene eagle plaques. They're not only completely weatherproof and rustproof, but they'll stay lovely for years and years. Each comes complete with a concealed hanger on the back.

So let your fancy be your guide and hang them wherever you wish a stunning addition to your home. It's a lot of decorator magic for only \$2.98. Why not take two (one of each color or both the same) and save even more! Satisfaction guaranteed or your money back.

© 1972 Cadence Castle Ltd.



Cadence-Castle, Ltd., Dept. GE- 16  
89 Seventh Ave., New York, N.Y. 10011  
Yes, please send me the magnificent Golden Eagle Wall Plaque with giant wing span of over two full feet—in the color I have checked below for only \$2.98. Money back guarantee if not delighted. (Please add 35¢ for postage and handling)

**CHECK ONE:**  Antique Gold Color  
 Black Wrought Iron Color

Enclosed is \$ \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_ (Please PRINT Clearly)

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

**SAVE MORE:** Order two Eagle Plaques for only \$4.98. CHECK COLOR COMBINATION DESIRED.

2 Golden Eagles  2 Black Eagles  
 1 Black and 1 Golden Eagle



## Guaranteed To Catch More Fish

A proven way to catch more fish — in fresh or salt water. A few drops on live, artificial or preserved bait attract big fish out of hiding because at a depth of 6 feet, Ketchem's scent spreads out to a radius of 60 feet — in seconds. Natural ingredients are actually beneficial — approved by State Conservation Departments.

Prominent Fish & Game official says: "I have seen Ketchem attract 1/10 of the entire fish population of a lake in less than 10 seconds!" Try it — fish love it. Satisfaction Guaranteed — You Can't lose! 1 Bottle \$2; 3 Bottles only \$5. Send payment to: (No C.O.D.'s)

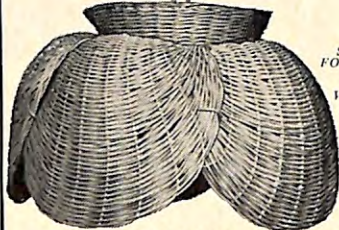


KETCHUM Unlimited, P.O. Box 6603-14  
Columbus, Ohio 43209. Dealer inquiries invited.



\$15.95  
Plus \$1.50  
Postage

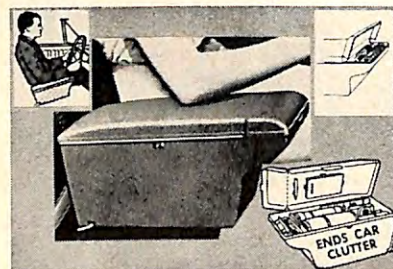
**RATTAN SWAG LAMP**  
Handwoven by CHINESE craftsmen in graceful tulip shape comes electrified with dimmer switch, 18 ft. chain and hooks for hanging. Adjustable height from ceiling, 15" dia. by 11" high. Spray painted white, green, yellow, blue, orange, pink or black add \$3.00. Use up to 150 watt bulb.



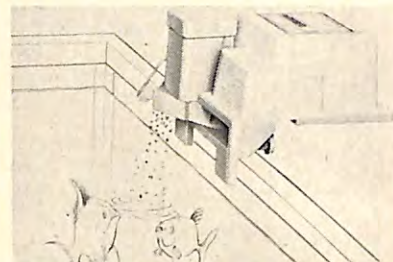
SEND 25¢  
FOR CATALOG  
VISIT OUR  
WAREHOUSE  
SHOWROOM

**FRAN'S BASKET HOUSE**  
89 W. Main St., Dept. E14, Rockaway, N.J. 07866

## Elks Family Shopper



**COMFORT FOR THE DRIVER** is the aim of Car Caddy/Arm Rest. Driver (or passenger) rests arm on attractive caddy—also a storage case for maps, tissues, sunglasses, etc. 3 compartments, 15"x6"x7". Fits front or back. No tools to install. Black Morocco finish. \$6.95; 2/\$13 ppd. Merit House, Dept. EK-43, 151-30 34th Ave., Flushing, N.Y. 11354.



**"BABY SITTER" FOR AQUARIUMS.** You can leave the feeding of your fish to Snap Fishfeeder. Automatically dispenses all type of dry fishfood in adjustable amounts once or twice a day up to one month. Installs easily. Parts, motor gear. Specify 110V or 220V. \$15.95 ppd. (N.Y. add 5%) Great American Gift Co., 9 Scott Place, Patterson, N.Y. 12563.



**GIANT PHOTO CLOCK.** The face you love can be the face of this 8" diameter clock. Send any black and white or color photo, negative or slide of any subject. (Original returned.) Precision motor, UL approved. Electric clock, \$14.95 ppd. Battery-operated (batteries not incl.), \$19.95 ppd. PhotoTime, Dept. X361, 210 E. 23 St., N.Y. 10010.



**CUSTOM UPHOLSTERY PAYS OFF.** You learn to re-do chairs, sofas, seats, even boats, cars, campers for high pay. No experience is needed. Home instruction, tools, supplies, beautiful material choices furnished. Send for free book, free project lesson. Modern Upholstery Institute, Box 899-KFA, Orange, Ca. 92669. (Approved for veterans.)



**GREENHOUSES FROM \$109.95.** Now you can grow superior flowers and vegetables all year 'round in shatterproof Fiberglass and UltraViolet Shielded greenhouses, from \$109.95 (12' model shown above). Easily assembled, extra sturdy, custom features. Nation's lowest prices. Budget plans. Free catalog. Peter Reimuller, Greenhouseman, Box 2666-L4, Santa Cruz, Ca. 95060.

## CORRECT POSTURE INSTANTLY!

**MEN, WOMEN, YOUNG ADULTS—  
BREAKS POOR POSTURE HABIT  
WITHOUT EXERCISE!**

Look good, feel good. Get back that much admired carriage; look slimmer, taller instantly! Dover Postur-Aide trims years off, puts pride back in your step. Light, strong stretchable web with soft Helanca lining. Comfortable, invisible under clothes. Washable; no stays or braces.



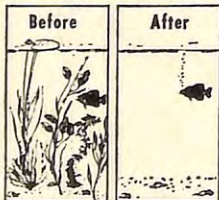
Women meas.  
under bust;  
men by chest  
size. Buy 2,  
keep 1 handy.

**\$3.98**

+50¢ pp with order. NJ res. add 5%. Sorry, no CODs.  
**DOVER PROD. CO. Dept. 50**

56 Lakeshore Dr., Rockaway, N.J. 07866

## KILL LAKE WEEDS



New Aquacide pellets destroy unwanted underwater weeds. Easy to use. Lasts for months. Spread like grass seed, and special 2-4D concentrate kills weeds at any depth. Used and tested by many state conservation departments.

10 lb. can, (Treats 4,000 sq. ft. of lake bottom) \$15.95 plus \$2 for postage. (50 lb. carton, \$55 plus \$4.95 shipping)

Or write for free information to:



**AQUACIDE CO.**

308 Prince St., Dept. 4-F, St. Paul, Minn. 55101

## NAME TIES

His name worked into a neat pattern on this quality tie. Worn, it's a design; turn it sideways and his name can be read. SPECIFY COLOR: blue, brown, green or maroon. PRINT NAME desired. Only \$3.95 ppd. Ties designed for clubs, etc. Elks insignia ties \$3.75 ppd. Color choices as above.

**ART STYLE CO.**

Box 166-K, Arlington, Mass. 02174



## GLASSES REPAIR KIT \$1

Have you ever lost the screws from your glasses or had them work loose? Be ready for these emergencies when traveling, at office or home. Consists of a professional optical screwdriver, assortment of 12 standard frame screws and nuts, and instructions. Ideal for working on small merchandise. Recommended by leading consumer research magazines. \$1 ppd. Calif. resid. add 5¢ tax.

**COLUMBIA CO., Dept. K-35**  
528 Mutual Savings Bldg., 301 E. Colorado Blvd.  
Pasadena, Calif. 91101

## Worth its Weight in DIAMONDS

Code-mark your valuables for easy, certain identification if they are lost or stolen. Use this diamond-tipped Identi-scriber on TV sets, cameras, stereos, sports equipment, anything made of metal, wood, glass, plastic. Highly recommended as an effective burglary deterrent. Serves also as a hobby tool or for use in labs in marking apparatus. The polished diamond point with five-year warranty never needs sharpening. Money back guarantee.

Complete with 498 plus 35¢  
instructions handling  
Please add applicable Sales Tax

**Edwards, Ogden & Armstrong, Inc.**  
25 West 43 St., Desk 103A, New York, N.Y. 10036



**DEMI-BOOT**, the "in" boot to wear with slacks and pants suits. Just ankle-high with the wet and willowy look of crinkled Polyurethane on nylon fabric. Best of all, they're waterproof and washable. Black, bone, red, navy, brown or white. Sizes 5-10, M only. \$9.00 plus 80¢ shpg. Vicki Wayne, 600-E4B-So. Country Club, Tucson, Az. 85716.



BEFORE AFTER

**SILVER-PLATING AT BARGAIN PRICES.** Send worn silver antiques and heirlooms to the country's largest silver-replaters to be quadruple silver-plated. They'll come back like new. Low prices include removing dents, straightening. 100% guar. Write Senti-Metal Co., Silver-Plating Div., Dept. EL4, 1919 Memory Lane, Columbus, Ohio 43209.

# KNOW YOUR BLOOD PRESSURE TWICE A DAY! ANYWHERE!

- INSTANT PRESSURE CHECK ANYWHERE, ANY TIME OF DAY OR NIGHT
- SAVES ON MEDICAL BILLS
- SAVES TIME, WORRY, TENSION



EASY TO USE

## PROFESSIONAL BLOOD PRESSURE MACHINE PAYS FOR ITSELF MANY TIMES OVER!

Compact unit in zippered case travels where you do! No more waiting for appointments, wasted hours in doctor's office . . . No more exorbitant medical bills to keep tabs on unruly blood pressure! Now, take your own pressure night or day, at home or away, accurately, scientifically. Precision made Aneroid type sphygmomanometer with easy-ready gauge is simple to use. Just wrap Velcro no-slip sleeve around arm and squeeze bulb. Lets you check "warning sign" fluctuations on the spot. **PAYS FOR ITSELF IN COST OF JUST TWO DOCTOR VISITS!** Comes with compact zippered case. One-year warranty.

**Blood Pressure Machine (Z73254) . . . Only \$15.95** if you don't have one, **Professional Stethoscope (Z47258)** available for **only \$4.95.**

**HANOVER HOUSE**  
Hanover Bldg., Hanover, Penna. 17331

**MAIL HANDY COUPON**

HANOVER HOUSE, Dept. Z-741  
Hanover Bldg., Hanover, Penna. 17331

Kindly rush \_\_\_\_\_ Blood Pressure Machines (Z73254) for only \$15.95 plus 85¢ to cover postage and handling on full money back guarantee if I am not completely satisfied.

Please send \_\_\_\_\_ Stethoscope(s) (Z47258) for just \$4.95 plus 50¢ to cover p.p. & handling on same full money back guarantee.

**SAVE!** Order complete kit (Blood Pressure Machine and Stethoscope) for just \$19.95 plus \$1.00 p.p. & handling. You save \$1.30. Z73353

Penna. & Md. residents add sales tax. Enclosed is \$\_\_\_\_\_

**CHARGE IT!**  DINERS CLUB  MASTER CHARGE  
 BANKAMERICARD  AMERICAN EXPRESS

My Card Expires \_\_\_\_\_

Acct. # \_\_\_\_\_

Master Charge Interbank # \_\_\_\_\_

NAME \_\_\_\_\_ (PLEASE PRINT)

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

© Hanover House, 1972

### INTERMATIC TIME-ALL

Recommended by many police officials for home protection. Automatically turns lights off and on. Makes appliances automatic. (Specify color: White, Avocado, Gold)

1875 Watt Model.....\$13.95  
2 for..... 25.95  
3 for..... 38.95

875 Watt Model.....\$12.95 ea.  
(White only)

(Please add \$1.00 for postage & handling)



### INTERMATIC TIME MINDER

Watches the clock for you while cooking, baking, phoning, sun bathing, etc. Timing range: 1 to 60 minutes. Accurate enough for darkroom use. (Specify color: White, Avocado, Red, Gold)

One Time Minder.....\$ 9.95  
2 for..... 18.95  
3 for..... 26.95

(Please add \$1.00 for postage & handling)



### CHAIN LINK COPPER BRACELET

Copper bracelets have a long history as mythical good health and good luck charms. We make no claims except that ours are made of pure, solid copper.

Chain Link Bracelet.....\$2.50  
2 for..... 4.50

(Please add 50¢ for postage & handling)



### 24 KT. GOLD PLATE MONOGRAM PIN

An elegant custom made 3-initial pin personally yours. Makes the perfect gift for any occasion. Pin is 2" x 2 1/2" with safety catch. Print initials and underline last initial.

MONOGRAM PIN.....\$6.00 ea.

(Please add \$1.00 for postage & handling)



#### ORDER FORM



Send check or money order to:  
**PM DEVELOPMENT CORP.**  
P.O. BOX V  
MERRICK, N. Y. 11566

- Please send me.....1875 Watt Model TIME-ALL for \$..... plus \$1.00 for postage and handling. Colors:.....
- Please send me.....875 Watt Model TIME-ALL for \$12.95 ea., plus \$1.00 for postage and handling.
- Please send me.....Time Minders for \$.....plus \$1.00 for postage and handling. Colors:.....
- Please send me.....COPPER BRACELETS for \$....., plus 50¢ for postage and handling.
- Please send me.....MONOGRAM PINS at \$6.00 ea., plus \$1.00 for postage and handling.  
Print initials and underline last initial.....  
N.Y. residents add 7% sales tax.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

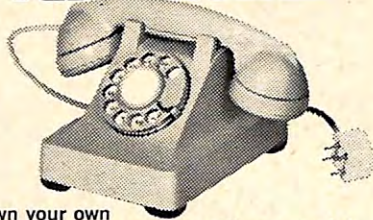
State \_\_\_\_\_ Zip \_\_\_\_\_

Please charge my Master Charge credit card account. **Minimum charge order \$10.00.**

Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

Master Charge 4 digit IBC No. \_\_\_\_\_

# COLOR TELEPHONES



Own your own extra color telephone with no rental charge at all. These are rebuilt and re-finished in beautiful decorator colors, fitted with standard cord and plug for instant use in any jack. Your choice, blue, green, ivory, beige, \$16<sup>95</sup> pink, black, white, yellow and gold. (Shpg chge 1.50 ea.)

SEND FOR FREE CATALOG

Grand Com Inc Dept. EL-43, N.Y. 10001

Exclusive U.S. Patent



## Non-Swimmers Swim Instantly

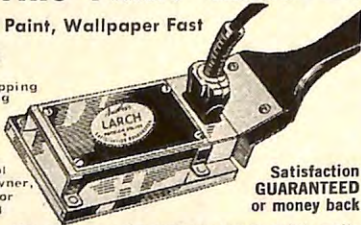
Yes, now, you too can swim and join the water fun with the ONLY U.S. Patent approved invisible swim aid. Only 4 oz., 1/25" thin, it is worn invisible under any regular swim suit or trunks. It will help you to swim quickly and easily—even if you can't swim a stroke. Nonswimmers, poor swimmers can now relax, swim and enjoy the water fun. There is no substitute for orig. pat. SWIM-EZY® at any price, lasts for years, available only from us. Hundred thousands of delighted users. Send \$9.95 plus 50c pp. or 90c for airmail, in Calif. add 60c tax. Give WAIST SIZE, Sex. You must swim. 10 day money back guarantee. SWIM-EZY Mfr., Dept. K-416, Altadena, Calif. 91001

## ELECTRIC PAINT REMOVER

Strips off Paint, Wallpaper Fast

\$13<sup>98</sup>

Add \$1 shipping and handling



Heavy-duty working tool for home owner, handyman, or professional

Satisfaction GUARANTEED or money back

Provides a safer, faster, easier way to remove paint, wallpaper, enamel, putty, asphalt tile. Removes up to 12 layers of old paint fast. . . right down to bare wood grain. Leaves surface clean, smooth, ready for recoating. Can be used indoors or out on flat, curved or irregular surfaces. Uses regular house current 110-120 v., AC-DC. Complete with UL approved cord. All parts factory replaceable. Not recommended for varnish, shellac or lacquer. Larch, Box 770 Times Sq. Sta., Dpt. 302-G, New York 10036

For Those Who Do Not Want

## GREY HAIR

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



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

ALBIN OF CALIFORNIA  
Rm. 14, 1016 No. Hollywood Way  
Burbank, Calif. 91505

Read the tiniest print instantly!



With these deluxe fashionable "HALF FRAME" Reading Glasses

Half frame magnifying glasses help you read tiniest print instantly. Stop squinting at price tags, programs, menus, etc. Impact resistant lenses. Ben Franklin frame with crystal clear zyl top rim gives you unobstructed vision. In Deep Brown or Jet Black. Specify men's or women's. With case. \$5<sup>95</sup> Add 50c Handling

JOY OPTICAL no orders for N.Y. del'y Dept. 597, 73 Fifth Ave., New York, N.Y. 10003

## PHOTO PLAQUES



Now, we can mount your favorite photo on a glossy deep-textured wooden plaque. Individually hand-crafted pine wood — looks "decorator perfect" on your wall.

PHOTO PLAQUE comes completely finished and preserved for a lifetime of lasting beauty & admiration. LARGE PHOTO PLAQUE (9" x 11") \$10.00 ppd. (for photos larger than 3" x 3")

REG. PHOTO PLAQUE (5" x 7") \$6.00 ppd. (for photos 2 x 3" & smaller)

Send any B&W or Color Photo or favorite Document to: PHOTO PLAQUES, 4301 Kling St., Suite 26A Burbank, Calif. 91505 (Calif. res., add 5% tax)



## THE ELKS NATIONAL HOME

makes life worth living

For Full Information, Write

ELKS NATIONAL HOME

BEDFORD, VA.

Own a piece of the glory that was Rome.

1,500 yr. old coin. Only \$1.00

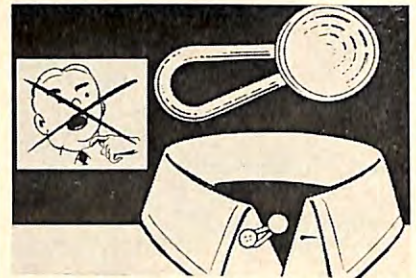
These genuine coins, bearing the scars of 1500 years of existence, were legal tender when Rome ruled the world. We offer them to you for only \$1 each to acquaint you with our other great values. (Limit, 3 per customer.) We'll send you, along with your coin, the most wonderful catalog of coins, banknotes and supplies offered in America. Send \$1, your name, address, and zip to:



(Shown enlarged)

Littleton Coin Co.  
Dept. AR-8, Littleton, N.H. 03561

## Elks Family Shopper



SHIRT COLLARS TOO TIGHT? You'll get instant relief when you slip Collar Extender on your top button. It adds up to 1/2 size for a comfortable, just-right fit. Invisible. Slips on and off easily. 10 for just \$1.25 plus 25c post.; 2 sets of 10, \$2.50. Ppd. Order from Barclay, Dept. 51, 170-30 Jamaica Ave., Jamaica, New York, 11432.

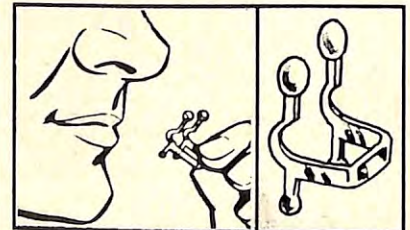
MR. MELLINGER'S

FREE REPORT

"HOW TO MAKE MONEY IN MAIL ORDER!"



FREE REPORT ON MAIL ORDER tells you how to start a mail order business. Learn from an expert who started in a garage with less than \$100 and has a thriving million-dollar business today. You can start at home in spare hours with no experience or product investment. Write Mailco, Dept. G2294F, 6100 Variel, Woodland Hills, Ca. 91364.



YOU CAN ACTUALLY STOP SNORING by wearing "Naso-Vent," a new invention by renowned surgeon, Dr. Bove. Made of sanitary plastic, it fits comfortably in your nostrils to open nasal passages so you can breathe more easily without any stuffy feeling. \$2.95 ppd. Things, Et-Cetera, Dept. E-43, 210 Fifth Avenue, N.Y. 10010.

## TUNE YOUR GUITAR LIKE A PROFESSIONAL

This new invention is ideal for every guitarist . . . beginner or professional. Six precision tuned reeds make precise tuning a snap. Just clamp onto your guitar, then adjust the strings. When the proper pitch is reached, the corresponding reed vibrates. Just as simple as that!

We guarantee complete satisfaction or your money back. Only \$5.95 plus 45c shipping and handling

ED SALE GUITAR CO.  
Dept. 693A, Avon by the Sea, N.J. 07717



Amazoy is the Trade Mark Registered U. S. Patent Office for our Meyer Z-52 Zoysia Grass.

# Lady Plugs In Zoysia Grass Saves Time Work And Money

## EARLY BIRD SPECIAL! ORDER NOW AND GET UP TO 200 PLUGS FREE!

By Mike Senkiw  
Agronomist

Every year I watch people pour time and money into lawns that fail them just when they want their lawns the most.

I see them reseed, feed, water, weed and mow, mow, mow! When it turns to hay in midsummer, I feel like calling out, "For Heaven's sake, when are you going to stop throwing money away and switch to Zoysia Grass."

In comparison, I'm always happy to get letters from people who have plugged in my Zoysia Grass, because they write to tell me how beautiful their lawns are even in mid-summer heat and drought.

### "MOWED IT 2 TIMES," WRITES WOMAN

For example, Mrs. M. R. Mitter writes me how her lawn "... is the envy of all who see it. When everybody's lawns around here are brown from drought ours just stays as green as ever. I've never watered it, only when I put the plugs in ... Last summer we had it mowed (2) times. Another thing, we never have to pull any weeds—it's just wonderful!"

Wonderful? Yes, Zoysia Grass IS wonderful! Plant it now and like Mrs. Mitter you'll cut mowing by 2/3 ... never have another weed problem all summer long the rest of your life!

And from Iowa came word that the State's largest Men's Garden Club picked a Zoysia lawn as the "top lawn—nearly perfect" in its area. Yet this lawn had been watered only once all summer up to August!

These represent but 2 of thousands of happy Zoysia owners. Their experiences show that you, too, can have a lawn that stays green and beautiful thru blistering heat, water bans—even drought!

### CUTS YOUR WORK, SAVES YOU MONEY

Your deep-rooted, established Amazoy lawn saves you time and money in many ways. It never needs replacement ... ends re-seeding forever. Fertilizing and watering (water costs money, too) are rarely if ever needed. It ends the need for crabgrass killers permanently. It cuts pushing a noisy mower in the blistering sun by 2/3.

### WEAR RESISTANT

When America's largest University tested 13 leading grasses for wear resistance, such as foot scuffing, the Zoysias (matrella and japonica Meyer Z-52) led all others.

Your Amazoy lawn takes such wear as cookouts, lawn parties, lawn furniture, etc. Grows so thick you could play football on it and not get your feet muddy. Even if children play on it, they won't hurt it—or themselves.

### CHOKES OUT CRABGRASS

Thick, rich, luxurious Amazoy grows into a carpet of grass that chokes out crabgrass and weeds all summer long! It will NOT winter kill. Goes off its green color after killing frost, regains fresh new beauty every Spring—a true perennial!

### NO NEED TO RIP OUT PRESENT GRASS

Now's the time to order your Zoysia plugs—to get started on a lawn that will choke out crabgrass and weeds all summer long and year after year.

Plug it into an entire lawn or limited "problem areas". Plug it into poor soil, "builder's soil", clay or sandy soils—even salty, beach areas, and I guarantee it to grow!

### PERFECT FOR SLOPES

If slopes are a problem, plug in Amazoy and let it stop erosion. Or plug it into hard-to-cover spots, play-worn areas, etc.

### PLUG AMAZOY INTO OLD LAWN, NEW GROUND OR NURSERY AREA

Just set Amazoy plugs into holes in ground like a cork in a bottle. Plant 1 foot apart, checkerboard style. Every plug 3 sq. inches.

When planted in existing lawn areas plugs will spread to drive out old, unwanted growth, including weeds. Easy planting instructions with order.

### Your Own Supply of Plug Transplants

Your established turf provides you with Zoysia plugs for other areas as you may desire.

### NO SOD, NO SEED

There's no seed that produces winter-hardy Meyer Z-52 Zoysia. Grass and sod or ordinary grass carries with it the same problems as seed—like weeds, diseases, frequent mowing, burning out, etc. That's why Amazoy comes in pre-cut plugs ... your assurance of lawn success.

### Every Plug Guaranteed to Grow In Your Area • In Your Soil

- **WON'T WINTER KILL**—has survived temperatures 30° below zero!
- **WON'T HEAT KILL**—when other grasses burn out, Amazoy remains green and lovely!

Every plug must grow within 45 days or we replace it free. Since we're hardly in business for the fun of it, you know we have to be sure of our product.

Consider the time and money you invest in your lawn and it doesn't pay to struggle with grass that burns out just when you want it most. Order Amazoy now and let it spread into thrillingly beautiful turf!

**FREE UP TO 200 PLUGS**

For Ordering Early!

Order Now For Earliest Planting In Your Area

100 Plugs plus bonus of 10. TOTAL of 110 PLUGS **6<sup>95</sup>**

100 plugs and plugger. plus bonus of 20 FREE. TOTAL 120 PLUGS <b>9<sup>95</sup></b>	200 plugs and plugger. plus bonus of 25 FREE. TOTAL 225 PLUGS <b>13<sup>75</sup></b>	300 plugs and plugger. plus bonus of 50 FREE. TOTAL 350 PLUGS <b>17<sup>75</sup></b>	1100 plugs and plugger. plus bonus of 200 FREE. TOTAL 1300 PLUGS <b>39<sup>95</sup></b>
---	--	--	---

### Work Less • Worry Less • Spend Less

- Easy To Plant, Easy To Care For
- Perfect For Problem Areas
- Reduces Mowing 2/3
- Chokes Out Crabgrass
- Resists Blight, Diseases and Most Insects
- And Your Established Amazoy Lawn—
- Stays Green Through Droughts
- Won't Winter Kill
- Laughs At Water Bans

### No Need To Rip Out Your Present Grass Plug In Amazoy

**SAVE** ON PATENTED STEP-ON PLUGGER, OR GET IT FREE WITH LARGER

ORDERS OF 600 PLUGS OR MORE.

A growth-producing 2-way plugger that saves bending, time, work. Cuts away competing growth at same time it digs holes for plugs. Invaluable for transplanting. Rugged yet so light a woman can use it.

Just set Amazoy plugs into holes in ground like a cork in a bottle. (Plant 1 foot apart, checkerboard style.) Easy planting instructions with each order.

Order now for earliest delivery at planting time in your area, and fullest growing season. Each order is shipped the same day as taken from the soil, shipping charge collect, via most economical means.

To: Mr. Mike Senkiw, Zoysia Farm Nurseries, Dept. 445  
6414 Reisterstown Rd., Baltimore, Maryland 21215

Dear Mr. Senkiw: Please send me the quantity of guaranteed Amazoy as checked below.

<input type="checkbox"/> Full Size Plugger..... \$4 <sup>95</sup>	<input type="checkbox"/> 100 Plugs plus bonus of 10. TOTAL 110 PLUGS..... \$6 <sup>95</sup>	<input type="checkbox"/> 100 Plugs & Plugger plus bonus of 20 FREE. TOTAL OF 120 PLUGS..... \$9 <sup>95</sup>
<input type="checkbox"/> 200 Plugs plus bonus of 20 FREE. TOTAL OF 220 PLUGS..... \$11 <sup>20</sup>	<input type="checkbox"/> 200 Plugs & Plugger plus bonus of 25 FREE. TOTAL 225 PLUGS..... \$13 <sup>75</sup>	<input type="checkbox"/> 300 Plugs & Plugger plus bonus of 50 plugs FREE. TOTAL 350 PLUGS..... \$17 <sup>75</sup>
<input type="checkbox"/> 1100 Plugs & Plugger plus bonus of 200 plugs. TOTAL 1300 PLUGS..... \$39 <sup>95</sup>		

I Enclose \$..... Check..... M.O.....

NAME.....

ADDRESS.....

CITY.....

STATE..... ZIP.....

# "To Our Absent Brothers"

THOSE who no longer answer when their names are called were honored with remembrance by lodges throughout the Order last December 5—Elks Memorial Sunday—in Elksdom's annual tribute to the memory of its "Absent Brothers."

GL Lodge Activities Committeeman Ronald C. Wolfe received reports from 419 lodges, with a total of more than 31,700 persons attending their services. The judges for this year's competition were PDD Richard McCandless, Butler; PER Herman Ricupero, Indiana; PER Ralph Valentine, Youngstown; PER James Rau, Kittanning, and PER Frank Carcaise, Elwood City.

Awards will be presented at the Grand Lodge convention July 15 to 19 in Chicago.

Photographs from the winning brochures are shown here.



Corvallis, Oregon



Paris, Tennessee



State College, Pennsylvania



Fulton, New York

Dunkirk, Indiana

## 1972 Winners

### Lodges with fewer than 300 members

1. Dunkirk, Indiana
2. Henderson, Tennessee
3. Cobleskill, New York

### 301 to 600 members

1. Fulton, New York
2. Clifton Forge, Virginia
3. Shenandoah, Pennsylvania

### 601 to 1,000 members

1. State College, Pennsylvania
2. Augusta, Georgia
3. Yankton, South Dakota

### 1,001 to 2,000 members

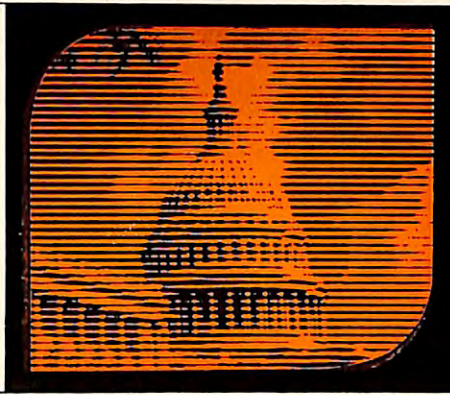
1. Paris, Tennessee
2. Oswego, New York
3. Fond du Lac, Wisconsin

### 2,001 or more members

1. Corvallis, Oregon
2. Fargo, North Dakota
3. Kearney, Nebraska



# AROUND WASHINGTON



**HARRY S. TRUMAN** will be honored as were former Presidents Warren G. Harding, Franklin D. Roosevelt, Dwight D. Eisenhower and John F. Kennedy with a memorial postage stamp. A picture of former President Truman, who died Dec. 26, will be printed on the stamp that will be issued on May 8, the 89th anniversary of his birth.



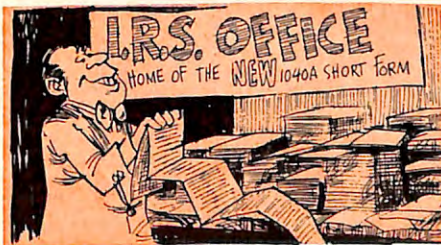
**NECKTIES** can be a problem when you are President of the United States and have to be dressed up all the time. President Nixon goes through a lot of neckties in a year as he has confided to friends that he does not like to wear the same one more than once or twice.

**HARVARD CLUB** of New York finally has gone coed. It was a place for men only for 107 years and it still would be if the old guard had their way. They defeated a motion to admit women as members the first time it came up, but they were outvoted in a second election. "We're going to accept women graciously," says outgoing club president Albert H. Gordon. "We hope those who have been opposed will gradually reconcile themselves to this change."

**WHAT HAPPENS** when you back a 1973 model car into a fixed barrier at 2.5 miles per hour? Six out of seven tested by the Insurance Institute for Highway Safety were damaged. Institute President William Haddon told the Senate Commerce Committee that it probably would cost manufacturers no more to make cars immune from damage at low speeds than it does to make them with "designed-in fragility."

**PRINCESSES** will come to town from every state this month to participate in the annual Cherry Blossom Festival and one of them will be chosen as queen. But next year, the princesses may be replaced by the "top" college girl from each state with one of them being picked as the "College Girl of the Year." Tourist Bureau officials who are considering this change in concept think it might put new life into the festival and attract a larger number of visitors. But the state societies do not think the change is necessary.

**AUSTRIA'S CHARMS** are depicted by two shapely ladies who decorate new travel posters being circulated in the U.S. and Europe by the Austrian National Tourist Office. One of the ladies is in her birthday suit except for a bowler hat. The other is wearing nothing but an umbrella. The Austrians hope the posters will draw more tourists to their country this year.



**INCOME TAX TIME** this month should be less of a headache for about 32 million taxpayers, according to officials at the Internal Revenue Service. They estimate that this many persons should be able to use the simplified, short form return known as 1040A. It is available again this year for the first time since 1968. It can be used by anyone who does not want to take itemized deductions whose income came only from salary, wages or tips. By following the directions in the packet sent him by the IRS, the taxpayer should be able to make it out himself without professional help, the officials say.

# A place to store your thoughts, no matter where you get them.



The Dictaphone 10 is the most portable, portable dictating equipment money can buy.

It's small enough to fit in the palm of your hand or shirtpocket; but it's big enough to take 30 minutes of dictation or 30 average business letters.

The Dictaphone 10 is easy to operate. You start it, stop it, rewind and playback simply by using your thumb. And it's not only small in size, it's also small in price: only \$99.

For more information on how you can own a Dictaphone 10, or for the name of the Dictaphone office nearest you, send the coupon below.

NAME _____		
ADDRESS _____		
CITY _____	STATE _____	ZIP _____
<b>Dictaphone</b> DE-4		
120 Old Post Road, Rye, New York 10580		
<small>"Dictaphone is one of the family of registered trademarks of Dictaphone Corporation, Rye, New York, U.S.A."</small>		

# BURIAL INSURANCE

PLUS A Cash Estate...  
For your loved ones...\$5,000 policy to age 70.....\$2,000 policy to age 80.....\$1,000 policy to age 85...No salesman will call on you...Money Back Guarantee.....For FREE details, write Crown Life of Illinois, 203 North Wabash Ave., Chicago, Ill., 60601. Dept. 403.



## EXALTED RULER SHIELD

Present your retiring officers or lodge members with this beautiful walnut-finish trophy. Measures 9"x11". With solid bronze emblem and plate...only \$9.60 F.O.B. Chicago (add 13¢ for each engraved letter).

Write for catalog.

**RH** **RUSSELL-HAMPTON CO.**  
Dept. E, 15 South Wacker Drive  
Chicago, Illinois 60606

### Order Fashion Shoes & Boots by Mail and Save!

Send 25¢ for catalog  
**ENGLISH BOOT SHOP**  
297 Danbury Rd. Route 7, Wilton, Conn.  
dept. #09

### Be a TAX CONSULTANT

Excellent income in ever growing profession. Our students are earning lucrative fees in dignified full or part time home-office business preparing income tax returns during busy tax season. Many operate profitable Business Tax Service with steady monthly fees. No bookkeeping experience necessary. We train you at home and help you start. Licensed by N.Y. Education Dept. No agent will call. Write for free literature. Accredited Member National Home Study Council. Approved for Vet Training.  
National Tax Training School  
Monsey, 12LD, N. Y. 10952

### HYDRAULIC JACK REPAIRS



Earn While You Learn In Your Spare Time  
Trained and qualified mechanics needed NOW to service inoperative hydraulic jacks. BIG opportunity for ambitious men. We show you HOW - in your basement or garage to earn spare time cash in an expanding industry. Don't wait, ACT NOW! Get the facts.

Write for folder E-4 and free bonus offer.

Hydraulic Jack Repair Manual Co., Inc.  
P. O. BOX 3 • STATEN ISLAND, N. Y. 10314

### BASEMENT TOILET

FLUSHES UP  
to sewer or septic tank  
no digging up floors.

WRITE . . . McPHERSON, INC.  
BOX 15133 TAMPA, FLA. 33614



## Stop That Thief (Continued from page 13)

ious police departments. "Leave the keys in your car," the poster answers itself. Sure, if you are that careless, what else can you expect? Modern car thieves, professional or joy-riders, can steal your car even if you *don't* leave the keys for them, so why give them the thing on a silver platter? Here's an amusing statistic. More than 40% of all car theft victims reported that they had *not* left keys in the car, yet more than 80% of those cars recovered were found to have keys in the ignition.

Your insurance, in fact, should not bear on whether or not you leave the keys in the car, anymore than your home insurance should have a bearing on whether or not "forcible entry" can be proved. If your insurance *does* pay less, or not at all, in cases where you were just careless, better check on some new coverage.

Meanwhile, take a look at what manufacturers are doing to make your car more theftproof, and more easily recovered. Identification numbers are now being hidden in inaccessible spots all over new cars. So, if the more accessible VIN (vehicle identification number) plate has been changed, the car can still be identified. Also, the VIN plates are now being located on the dashboard in such a way that the thief must remove or break the windshield to tamper with it. For some time cars have had switches which lock not only the ignition, but also the steering wheel and, more recently, the gear shift lever.

Public action programs are working in cities across the country. Stolen cars are described within minutes after the theft is discovered so that other drivers, not just the police, can watch for them. Cleveland police found a stolen car parked in the middle of a street with the engine still running. The thief had apparently heard the report on the car radio, and figured discretion was the better part of profit.

Yet, during the past ten years, the rate of car thefts nationwide has increased by 180%. More than a million cars will be stolen this year (that's *two* vehicles every *minute*) and more than 300,000 will never be recovered. *What Can You Do?*

\*Just like with your home, you can "harden the target." Car thieves, whether the 50% of them who are juveniles or the 50% of them who are professionals, will try to avoid hard work. The more obstacles you can place in their way, the more likely they will pass up your car for another.

\*Lock the auto every time you leave it, even for a few minutes. The longer it takes a thief to get into your car,

the more chance he takes that somebody will see him.

\*Keep your car parked in lighted areas to prevent pilferage and theft of the car. In the shopping center, park near where other cars are parked, not far off in a dark corner. Better to get a ding from the door-flapping idiot in the next slot than to get the whole car stolen.

\*Keep a complete record of the numbers on the body and engine of your car. These will come in handy if the car is stolen and must be later identified.

\*Write your name and address on a slip of paper (or use a business card), and drop it down inside the door through the window slot. No matter what they do to camouflage the poor car, you will be able to identify it. *So Harden The Target*

The trouble with most citizens, according to police, is that they cannot get very excited about theft and burglary . . . until they become a victim.

" . . . and then you should hear them scream!" say police. "Then they are involved . . . then they will *listen*."

What do the police say, in just a few words, after all the lists and suggestions are made available, when they have a citizen ready to listen? What do they suggest, boiled down to a brief statement?

"Harden the target. Why should a burglar enter your locked home when the door down the street is unlocked? Why should he steal your locked car, if the car in the next slot is open with the keys in the ignition?"

"Make it just a little more difficult for the thief to take your property, and he will probably move on. The more difficult you make it, the more sure you can be that he will try somebody else. He has plenty of choice today, when few people take him seriously until after he has hit them." ■

We were chided recently for mentioning Harry Truman's membership in Elks and Eagles but omitting reference in a recent editorial to his membership in Masons (March, 1973). Truman was a Past Grand Master of the Grand Lodge of the State of Missouri and a 33rd degree Mason.

We had no intention of slighting Masons or any other organization; but we couldn't list every affiliation, so we mentioned only Elks and Eagles because of their similarity as fraternal orders.

by Dollie B. Giffin

George Washington once had a set of dentures that weighed a pound! The loss of many of his teeth was probably due to periodontal disease not known by that name at that time. One third of the people you know will have dentures by the time they reach 40 because of advanced stages of periodontitis.

The word periodontal means "around the tooth." Thus periodontal disease involves the gums, bone structure and other supporting tissues around the teeth. The first stage is usually inflamed and bleeding gums, which if

ignored or accepted as normal, can lead to periodontitis (once called pyorrhea). When this happens the bone that holds the teeth in place may be destroyed and the teeth will become loose. Regular dental checkups can detect this disease before it becomes serious. Advanced cases are treated with surgery, but early detection and conscientious home care by the patient can arrest the progress of periodontitis and effect a complete cure.

After 35 years of age the greatest single cause of loss of teeth is periodon-

tal disease. Tooth decay, which is essentially a problem of the younger group, is rapidly being controlled. The more subtle problem is hidden in the areas around the teeth where the malicious threat of periodontal disease lies.

This subtle threat may be discovered by X ray long before its effects are visible to the dentist's eye. X rays may reveal partial destruction of the bone. The dentist may then refer you to a periodontist, who is a specialist in this particular disease.

There are several types of periodontal disease. The most common type usually starts with inflamed gums (gingivitis). The gum tissue may become inflamed by bacterial plaque, which is a soft, mushy substance that forms around the teeth. It is composed chiefly of minerals from saliva, many forms of bacteria, sometimes food debris, dead tissue cells and other substances normally found in the mouth. If not removed it hardens into calculus (tartar). Both plaque and tartar may continue to build up, even on the roots of the teeth under the gums. Inflammation initiated by the bacterial plaque and calculus cause the gums to detach from the teeth and pockets form.

Tartar cannot be removed by brushing but has to be removed by a dental hygienist or the dentist himself, with the use of special instruments. This is called scaling. If the tartar remains on the teeth too long, the inflammation spreads into the underlying jawbone, causing the bone to deteriorate and it becomes necessary to have surgery to restore natural function to the mouth.

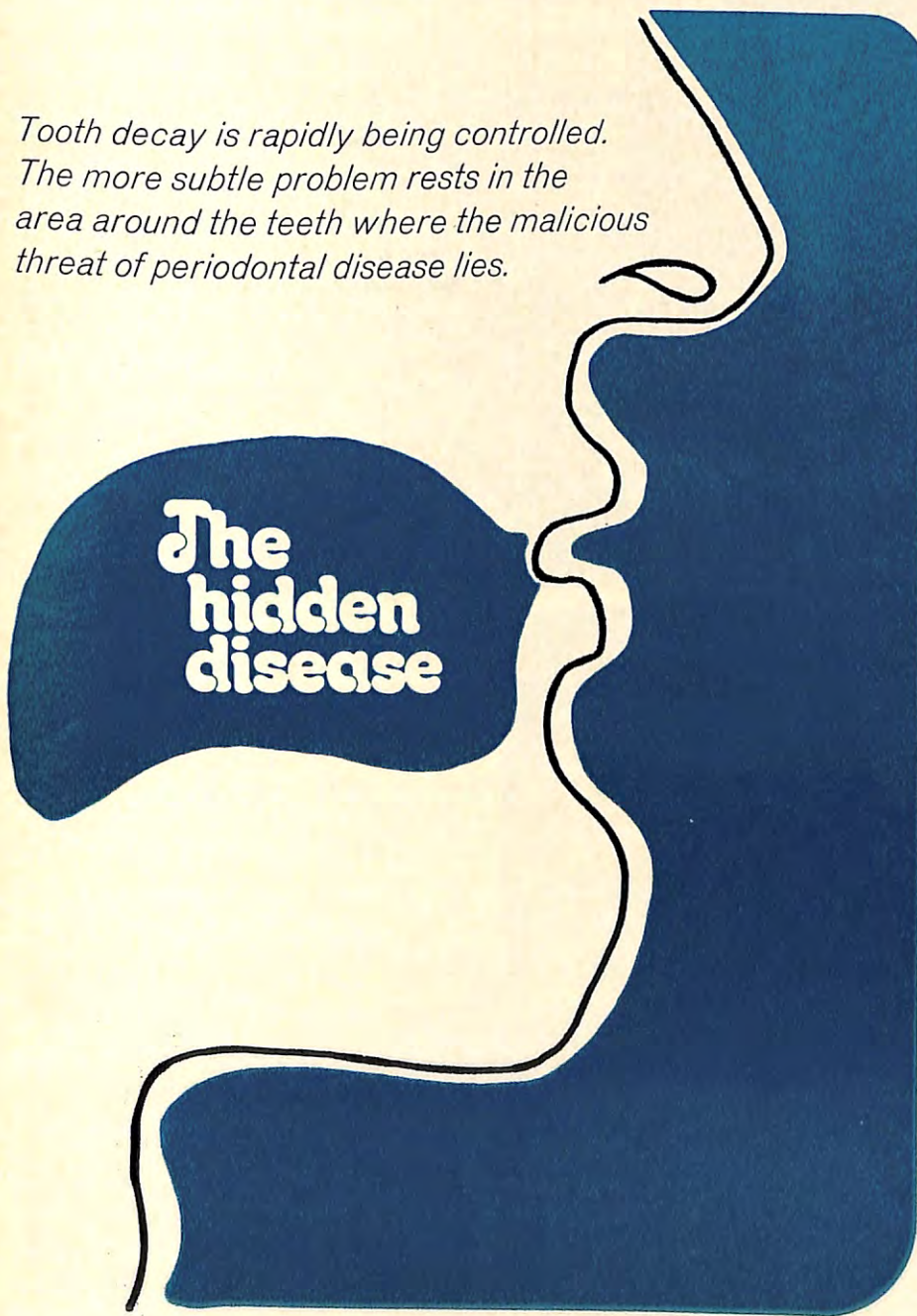
Periodontal care does not always mean advanced gingival surgery. It may be nothing more than a deep scaling or subgingival curettage, which means scraping with a curette to remove the tartar and diseased tissue accumulated in pockets in the gums around the teeth. This gives the gum a chance to readhere itself to the tooth, or the gum may recede enough to eliminate the pocket, arresting disease.

"Few people know," says Dr. C. Thaddeus Szymanowski, a prominent Sacramento, California, periodontist, "that in 95% of the cases, periodontal disease doesn't have subjective symptoms. There may be no pain, no toothache, no visual evidence of disease to the patient."

A Public Health Service estimates that 26.5 million Americans have serious disease of the gums. They may or may not be aware of it. Periodontal

*(Continued on page 53)*

*Tooth decay is rapidly being controlled.  
The more subtle problem rests in the  
area around the teeth where the malicious  
threat of periodontal disease lies.*



# NEWS OF THE LODGES

(Continued from page 27)



**THE YOUNG PATIENTS** of Newington Children's Hospital received toys and other gifts from Manchester, Conn., Lodge. Co-chm. Ken Cusson (kneeling, left) and Chm. Tony Merola (right) along with committee members distributed the presents.



**A MUSICAL STAGE SHOW** was given by Leechburg, Pa., Lodge for the Veterans Hospital in Butler. The "Elk's Horns," composed of Johnny Murphy, Bea Murphy, Aldo Caviglia, Banjo Vota, and Paul Dezzutti, also performed at the hospital's convalescent home for patients who could not come to the auditorium. Coordinators of the event were Hospital Chm. William Peckett and Show Chm. John Simon.



**OLD-TIMERS** at Blairsville, Pa., Lodge include the four Hollis brothers. They are (from left) Brothers A. R. Hollis, 66, 24 years membership; James, 71, 16 years; William, 75, 34 years, and Edward, 83, 33 years.



**INITIATION** at Chelmsford, Mass., Lodge added 37 new Brothers to the membership. The class, which was in honor of Secy. Robert P. Pelletier, was welcomed by ER Claude A. Harvey and Esq. Charles Marcella.



**A TROPHY** was presented by Plant City, Fla., Lodge to Brother Glenn Evers (fourth from left), principal of the city's new Comprehensive High School. In memory of Brother Dominic Bianchi, the trophy will be presented in replica each year to the most dedicated student participating in a sport. At the ceremony were (from left) Esq. J. L. Burson, Est. Loyal Kt. Howard Wilson, Secy. Ray White, ER B. D. Salter, Est. Lead. Kt. Lennie Collela, and Est. Lect. Kt. Gene Kirkland.

**ON THEIR 100th VISIT** for the lodge year, Fort Lauderdale, Fla., Lodge traveled to Lake Worth. Present for the occasion were (from left) Brothers Charles Fleenor, Ken Klink, Richard Wolfram, Gordon Whitla, Chm. Al Dodder, and Larry O'Connor.





**AWARDS NIGHT** at Brooklyn, N. Y., Lodge included the presentation of trophies to the Travel League Bowling Team sponsored by the lodge. Est. Lead. Kt. Frank Colavito (left) and Youth Chm. Thomas J. Arena (right) congratulated the team members.



**TROPHIES** were presented to the three first-place winners of a free throw contest sponsored by Peekskill, N. Y., Lodge. Congratulating the boys were ER Helmut Benzenberg (left) and Youth Chm. Emilio Scaramuzza.



**THE RECENT INITIATION** of 26 new members at Metuchen, N. J., Lodge was in honor of SP Thomas F. Rhodes Jr. (seated, center). Welcoming him were ER H. Arthur Nunn, DDGER James E. Hanlon, and VP William Young.

**THE FREE THROW CONTEST** sponsored recently by Brockton, Mass., Lodge involved 44 local boys. District Youth Chm. John Cormier (left) and lodge Chm. Edgar Pigeon presented trophies to the three winners.

**A CLASS OF 25** was initiated at Burlington, N. J., Lodge during the visit of SP Thomas F. Rhodes Jr. (fourth from right). Officers present were (seated, from left) Trustee John Vitilio, Est. Loyal Kt. Anthony Cesaretti, Est. Lead. Kt. Paul Rada, ER Marvin Dias, Esq. Peter McCaughley, Est. Lect. Kt. Robert Nash, Treas. Fred Conti, and (standing) Trustee John Baratta, Organist Francis Nicolo, In. Gd. Robert Gilbert, Chap. Norman Conley, Tiler Francis Tiesi, and Trustees Robert Simpson and Ralph Stefanon.



**THREE EAGLE SCOUTS** were honored recently at Newark, N. Y., Lodge, receiving certificates and flags. (From left) Youth Chm. Hugh Hawley, Scout Commissioner Bob Henderson, and VP Earl Owen congratulated the scouts.



**A PLAQUE** was presented to Secy. Raymond Fuson (second from left) in recognition of his 39 years of service to New Bern, N. C., Lodge. The recent class of 11 also was initiated in his honor. Joining in the congratulations were (from left) State Secy. Jim Crane, SP John Sullivan, and DDGER William Goodwyn.



**A FLAG** was presented by Hillside, N. J., Lodge to Cub Scout Pack No. 99 which meets at Christ of King Church. Anthony Woods (left) and John Lang Jr. received the gift from Americanism Chm. Joseph Sales (left) as Scout Leader John Lang Sr. observed.



**FATHER-DAUGHTER NIGHT** was hosted recently by Attleboro, Mass., Lodge. About 50 fathers and 100 daughters enjoyed the dinner and magic show, and each girl received a gift. Chairman for the event was Brother Phil Bell.



**THE FOOTBALL TEAM** at Woodbridge High School was honored by Woodbridge, N. J., Lodge with a dinner and awards ceremony. Youth Chm. Robert Schilling (second from right), ER Charles Blum (right), and committeemen Dan Deverin, Doug Christie, Bill Nesbit, and Al Schilling welcomed the players.



**THE JUNIOR BASKETBALL TEAM** sponsored by Plantation, Fla., Lodge received new uniforms. With the teammates were (from left) Est. Lead. Kt. Dominic Gabriel, ER Emmet Main, Youth Chm. Tom Ryan, who is the team coach, and Esq. Jack Reeves.

**AN AWARD** for distinguished citizenship was presented by Southbridge, Mass., Lodge to Brother Seaber M. Rice (second from left). DDGER Joseph Conti (third) made the presentation. Brother Rice also received citations from State Senator James Kelly Jr. (left) and State Representative Paul J. Corriveau (right).



## The Hidden Disease (Continued from page 49)

care is most effective when trouble is detected early. Ten years ago the periodontist was the last resort before a total loss of teeth. By that time the pockets were too deep to stop progress of the disease.

"Each individual case," says Dr. Szymanowski, "must be diagnosed through a clinical and radiographic examination. Early treatment is important here just as it is in any other disease."

Periodontal surgery started back in 1886 when Dr. G. V. Black, a dentist who was born on a farm near Winchester, Illinois, presented his views on "Diseases of the Periodontal Membrane" to the American System of Dentistry, but no one paid much attention to it. In 1908 his "Operative Dentistry" appeared in two volumes and slowly his methods began to be practiced. Today periodontal care is available in most cities and periodontal surgery is common.

One type of periodontal treatment is osseous surgery or ostectomy. The gums are reflected away from the teeth. The surgeon removes diseased soft tissue, recontours the bone and sutures the gums in place around the teeth.

Sometimes in advanced cases the diseased gum tissue has to be removed and tissue from elsewhere in the mouth is transplanted or grafted to the necessary areas. Bone tissue can be transplanted in the same manner.

This sounds like a lot of surgery, but it isn't at all. You go to the office, lie supine in a contour chair. The dentist and his assistant are both seated. Often, a mild tranquilizer is given intravenously in the arm, then a local anesthetic is injected in the mouth in preparation for surgery. One side of the

mouth is usually done at a time. In that way you have a side to chew on. If grafts are done it takes longer. Pain pills are available for the first 48 hours. Healing is rapid, although some positive discomfort is present for one or two days, postoperatively.

The stitches are taken out in one week and the other side of the mouth is done. Gums are usually on their way to healing by this time. They can resist rough treatment as when biting and chewing.

Postoperative care is mostly left to the patient. The gums will bleed even when using the soft brush given you by the periodontist. You will be requested to brush over the dressing to prevent bacterial plaque accumulation and subsequent odor. Therefore, it is important to keep the mouth clean. Roots of the teeth will be sensitive to touch, cold and sweets for a while after the tissues heal.

The purpose of periodontal surgery is to rebuild the mouth and make it functional and easy to keep clean, and stop new damage from occurring. Proper dental reconstruction gives healthy support to the teeth that were rendered unstable due to the periodontal disease.

When asked if loss of teeth might still be a threat after periodontal surgery, Dr. Szymanowski was very emphatic in his reply. "The amount of success is definitely due to the cooperation of the patient. Cleanliness is important." He also cautioned, "Success depends on when we get the patient. If they wait too long the chances of loss are greater."

Your dental health is an important part of general health. With strong teeth you can chew your food properly,

speak distinctly and look your very best. When your dentist checks your teeth he may find symptoms of such diseases as diabetes, leukemia, anemia and vitamin deficiencies. Pregnant women sometimes develop an acute gum problem because of hormonal changes of the body.

In addition to regular care Dr. Ray Johansen, prominent dentist in the Sacramento, California, area, feels that food is most important in the prevention of periodontal disease. Even if the congenital condition of your teeth was poor, he thinks they may still be maintained with proper diet.

This was also emphasized by Dr. Joseph F. Volker, Dean, University of Alabama School of Dentistry. He suggests the following:

1. Fermentable carbohydrate ingestion should be limited to mealtime. Instead of dessert at the end of a meal, eat your soup and vegetable!
2. Snacking should be curtailed, especially sweets. Instead eat fresh fruit.
3. Diet should contain foods rich in calcium and phosphorus, vitamin D and optimal quantities of fluoride.
4. Immediately after meals mouth rinsing, flossing and brushing should be done.

To check on how good you are, or your children are when it comes to brushing your teeth, use disclosing wafers. Your dentist can tell you where to get them. These tablets are used after brushing your teeth. They will show a red dye or stain if your teeth are not clean.

5. Use fluoride in some form if possible, unless you live in an area where there is natural or artificially fluoridated water.

Dr. Finn Brudevold, Chief of Dental Medicine at Forsyth Dental Infirmary  
(Continued on page 56)

# did you know...



Because the Elks Lodge home in Manila was destroyed in World War II, the Elks National Service Commission and Grand Lodge advanced them \$250,000 to rebuild. The California Elks Association sent over \$30,000 for decorating and equipment.

\*\*\*\*\*

The Florida Elks Association's major project is the Harry-Anna Crippled Children's Hospital, a 100-bed institution caring for and rehabilitating

indigent crippled children, furnishing physical therapy and related services. They operate one mobile therapy unit and they have out-patient clinics in five areas of the state. Estimated expenditure for the current lodge year is \$575,000.

\*\*\*\*\*

The Tennessee Elks Association spends some \$25,000 each year on 20 to 25 nursing scholarships for two and three year courses.

\*\*\*\*\*

The Utah Elks Association, in cooperation with the National Guard, sponsors a youth camp for boys 12 to 14 years of age from deprived areas. They also spend part of their \$5,500 budget for wheel chairs for the crippled and handicapped.

\*\*\*\*\*

In the past ten years, some 3,000 young men have received two weeks of camping experience, thanks to the Minnesota Elks Association. The state group's budget for their major project ran well over \$42,000 for this past lodge year.

# LODGE VISITS

GRAND EXALTED RULER Francis M. Smith



◀ The mid-winter meeting of the Kentucky Elks Association was held at Ashland Lodge with many dignitaries attending. They included (first row, from left) PSP J. D. Biancke; PGER Edward McCabe; PGER John Walker; GER Francis Smith; SP Ed Meier; PGER E. Gene Fournace; ER Clyde Tarr; (second row) SDGER Michael Mayer; VP Ted Zimmer; National Home Director Doral Irvin; DDGER Walter Rogers; VP James Franklin, and (last row) DDGER Jesse Woodard; Tennessee SP Ted Callicott; Grand Trustee Lewis Gerber; GL Credentials Committeeman Carl Young; State Trustee Joe Gains; VP James Loftus, and State Secy. Garland Guilfoyle. (Above) GER Smith was commissioned a Kentucky Colonel by Gov. Wendall Ford. Brother James Hammond made the presentation.



Kicking off the festivities for the Grand Exalted Ruler's visit to Pasadena, Calif., Lodge during the Rose Bowl, GER Smith accepted an official football. Joining in the presentation were (from left) PER Robert McLain, ER A. J. Campbell, and PER Eugene Weigand.



Opelousas, La., Elks entertained Brother Smith at a luncheon in his honor where he received a key to the city. Welcoming him were ER Derta Ardoin (left) and DDGER Harold Sylvester (right).



Mount Pleasant, Pa., Elks welcomed GER Smith and his escorts on their visit to the Southwest District of the state. The group included (from left) DDGER Vance Riddle, SP Charles McGinley, PGER E. Gene Fournace, GER Smith, Grand Secy. Homer Huhn, and ER Lawrence Marks.



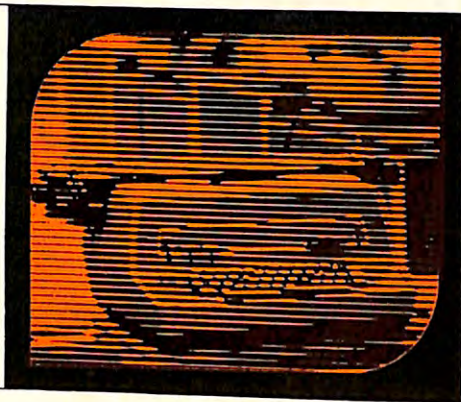
A tour of the Jet Propulsion Lab was part of GER Smith's visit to Pasadena, Calif. He was accompanied by PGER R. Leonard Bush and DDGER Harry Fearnough (center) of Alhambra Lodge.

◀ After their Hawaiian lei greeting at the airport, GER and Mrs. Francis Smith accepted a number of gifts from Hilo Lodge members. ER Cecil Carmichael presented a "monkeypod" bowl.





## EDITORIALS



### New Officers and the ritual

□ We'd like to join the others who have already extended congratulations to you new officers of subordinate lodges. Your brother Elks have favored you with the highest honor in their grasp, their votes of confidence in your ability and integrity to guide your lodge for the coming year.

There's a lot more to the office you hold than the honor . . . there's a lot of work in it *if you're the right man for the job*. Your brothers will soon know if they chose well.

One of the quickest ways to see how diligent a man is about the office he holds is to watch him handle the rituals. Does he have the opening and closing of the lodge committed to memory? All too often, we overlook the fact that Section 118 of our Annotated Statutes states that "all officers shall, within thirty days after their installation, memorize those portions of the Ritual assigned to their respective stations, and a failure to do so shall work a forfeiture of office. . ."

It should be apparent that this section was enacted for very good cause. If a man accepts any office in or out of Elks, he also accepts certain obligations of that office.

Certainly, the ability to memorize and recite any ritual is

not the only criterion by which we measure a good officer. Is he a good organizer? Does he inspire those with whom he works . . . officers and members? Does he devote the proper and necessary time to the work? All these are rather obvious . . . but remember we said that the handling of the ritual is one of the quickest ways to determine a new officer's diligence.

We still recall the night we were initiated into Elkdom many years ago and how we entered the initiation ceremony with the idea that it was going to be some sort of semi-juvenile mumbo jumbo with little real meaning. Fortunately, our officers were dedicated men who took their obligations seriously and they did a tremendous job. We came away from that initiation with a deep appreciation of what Elkdom stands for and became not only better Elks but better men.

The only reason we mention this is to lead into what one truly wise "little woman" said a few years later. She summed up Elkdom pretty well when she observed, "It would certainly be a wonderful world if everyone lived up to what Elks say in that ritual of initiation."

All we can add is, "Amen"!

### A strange figure?

□ In looking over the F.B.I. uniform crime report for the period of January to September, 1972, one item struck us immediately.

The only category of major crimes which showed an *increase* over the preceding year was forcible rape. Strange, isn't it? Or is it? Could this merely be coincidence . . . or is it a precursor of more such crime to come?

We make no pretense to being experts in the fields of crime, sociology, psychiatry, psychology or what have you, but we can't help wondering why forcible rape would be the *only* category to take a jump upward while all others went down. Could it be that pre-occupation with pornography, sex movies and permissiveness has an effect on people after all? Some of the experts deny this vehement-

ly, but even the President of the United States rejected a report submitted by a commission on pornography when they concluded there was no reason for us to worry . . . it had little or no effect on us.

We cannot bring ourselves to pooh-pooh the thought that young minds ARE affected by pornography.

The F.B.I. report also revealed that the greatest *percentage* of increase in this crime was in the northeastern states first and the western states second, where lie the heaviest concentrations of population and the largest number of porno purveyors.

But the largest increase in this statistic was in the small towns of under 10,000 people.

You figure it out . . . we wish we could.

## End constant BARK, BARK, BARK!



No time wasted in training—attach Bark-Trainer and forget it! Works instantly and automatically while you sleep or go about your duties. Requires no attention, produces long-lasting results. Just let dog wear Bark-Trainer collar a few days until the problem is corrected then take it off. It's that simple! Tiny electronic circuit converts vibrations of dog's bark to harmless but effective shock. He associates his excessive barking with the startling effect it produces. Absolutely safe. Most effective method ever developed. 10 day MONEY BACK GUARANTEE. Must end the problem or return for refund. Works on any size dog. Order by mail or call us for immediate C.O.D. shipment. We will deduct cost of phone call from cost of trainer if requested. Just dial 1-713-682-2728 anytime day or night. To order by mail send check or M.O. for \$29.95 plus \$2.00 shipping (\$31.95 total) to **RELCO IND., Dept. H 10, Box 10880, Houston, Tex. 77018.**



## RUPTURED

### TRY MY NEW KIND OF GUARANTEED TRUSS

I wore 8 different Trusses in 5 years. None were satisfactory, so I designed my own. A Truss that has no metal parts to pinch, a unique pivoting pad and overall design that gives comfortable and slip-proof protection during all activities. Now you too can enjoy this Comfort and Protection. For additional Free Literature send name and address to: **SPORTSMAN ATHLETIC TRUSS, P.O. Box 355, Dept. 5 4, Noblesville, Ind. 46060.**

## PUMPS

BUY DIRECT AND SAVE  
Drain • Irrigate • Circulate • Spray



Heavy duty ball bearing pump. All metal, rust-proof Type XB. Stainless shaft. Use 1/4 HP or larger. 1 HP 1,200 GPH 60" high or 3,000 GPH 25" well. 5,200 GPH max. 1 1/2" in. 1" out. Belt or direct drive. \$14.95 Type P won't rust or clog. Bronze bearing. To 2,400 GPH. 1" in; 3/4" out. \$9.95 P'pd cash with order. Money back Guarantee. **LABAWCO Box 47 Belle Mead NJ 08502**

## BRONZE PLAQUES

FOR ALL OCCASIONS  
Write for FREE Catalog P12  
Engraved Plaques Catalog T12



**INTERNATIONAL BRONZE TABLET CO., INC.**  
150 W. 22nd St., N. Y. 11, N. Y. WA 4-2323

## SEE INSIDE BACK COVER

(Opposite)

BUY WITH CONFIDENCE—  
MONEY BACK GUARANTEED

Jay Norris Corp., Dept. MD-65  
25 W. Merrick Rd., Freeport, N.Y. 11520

Please rush.....Indoor TV Antenna(s)  
@ only \$1.99 plus 50¢ shipping and handling, under your money back guarantee.

SAVE! Order TWO Antennas for only \$3.50 plus 50¢ shipping and handling.

SAVE MORE! Order SIX Antennas for only \$8.99 plus \$1.00 shipping and handling.

Check or money order enclosed for total \$.....(N.Y. residents add sales tax).

Name \_\_\_\_\_

(PLEASE PRINT)

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

©1973, Jay Norris Corp.

## The Hidden Disease (Continued from page 53)

found that fluoride may also contribute to the formation of good bone and supporting tissue for the teeth, thus curbing periodontal disease.

In addition to diet the teeth must be kept clean. A regular oral hygiene program may be tailored by your dentist to fit your particular needs. It is up to you to carry on from there. No one can do this for you.

You know the gag seen on TV so much. "Look, Ma. No cavities." "No cavities" may be attributed to a very clean mouth as well as proper toothpaste. Sometimes nature makes a mistake in the construction of the mouth and periodontal surgery is needed to correct it. But most times the trouble is due to improper care of the teeth.

**BRUSHING** is most important of all. Teeth should be brushed with a soft bristle brush in front of a mirror twice a day. Watch the movements of your brush. Brush with a "jiggling" motion directed to the area where the gums touch the tooth (this is called the *Bass Technique*).

**FLOSSING** in addition to brushing. This is simple to do. Unwaxed floss is best, but waxed may be used. Insert between teeth with a gentle up and down motion. Your dentist probably has booklets illustrating this.

**MASSAGE.** Use a denticator. This is a plastic handle with a small brush on one end and a rubber tip on the other. The rubber tip is not actually a cleaning instrument, but rather a means of massage for the gums between the teeth. The small brush on the other end of the denticator is excellent to brush surface areas on the teeth that cannot be reached with the average size brush.

**STIM-U-DENTS.** At one time toothpicks were taboo. Now they are accepted by most dentists. The flat toothpick made of balsa wood may be

used with the flat side next to the gum. Ask your dentist to tell you about this. The gums should not bleed, if healthy, when using any type of toothpick or brush. Don't jab the gums with the toothpick, but rock it in the space between the teeth, thus massaging the gum tissue.

Your dentist will tell you about the Proxabrush, which is a small brush that can be inserted BETWEEN the teeth, around bridges and other difficult places to reach with the regular toothbrush, keeping these areas free of deposits.

There is a way to check your own teeth for periodontitis. The American Dental Association tells us how to detect early external signs of periodontal disease:

1. Bleeding of gums during toothbrushing
2. Persistent unpleasant breath (halitosis)
3. Gums separating from the teeth
4. Looseness or drifting of the teeth

If you do lose some of your teeth because of disease or accident, they should be replaced by artificial teeth. If this is not done, adjacent teeth may drift into the vacant space. This results in improper meshing of the teeth when chewing food or closing the jaws and may lead to other forms of periodontal disease.

After all, it is best to take care of the teeth you now have because nature will certainly not give you another set. Be happy if you find a dentist who will help you prevent tooth decay and will tell you the first symptoms of periodontal disease so that it can be taken care of immediately. With our current knowledge there is no reason why you can't keep your own teeth all your life. It's seldom too late, so are you going to be one of those people you know who has dentures? ■

## Obituaries



**PAST DISTRICT DEPUTY** David H. Miller, who was a member of Herrin, Ill., Lodge since 1921, died January 12, 1973.

Brother Miller served as Exalted Ruler of his lodge and held an honorary life membership there. He was appointed District Deputy Grand Exalted Ruler for the South District in 1923-1924.

**PAST DISTRICT DEPUTY** William G. Dailey, who was a member of St. August-

tine, Fla., Lodge, died recently.

Brother Dailey had served as Exalted Ruler for his lodge. He was elected State Vice President in 1968-1969 and served as District Deputy Grand Exalted Ruler for the Northeast District from 1969-1970.

**PAST DISTRICT DEPUTY** George J. Schneider, who was a member of Dunkirk, N. Y., Lodge, died November 30, 1972.

Besides his three terms as Exalted Ruler of the lodge, Brother Schneider served as Secretary, Trustee, and Scholarship Committeeman. He was appointed District Deputy Grand Exalted Ruler for the Southwest District in 1962-1963.

*Every home a super receiver*

# ELECTRONIC MIRACLE TURNS YOUR HOUSE WIRING INTO A

# JUMBO TV ANTENNA

- uses no current
- plugs in to any outlet
- no special tools or additional material required
- no more rabbit ears... ugly outside antennas

only  
**\$1.99**



**Utilizes all the wiring in your home  
...every room a reception area**

Do you know that you have one of the greatest TV antennas ever constructed? It's better than any set of rabbit ears, more efficient than complicated external antennas. It's your house. Yes, the wiring in your home constitutes a giant antenna that acts as a super receiver for TV, FM, all kinds of difficult reception.

And the secret to using all this reception potential is an amazing little plug-in attachment that utilizes the receptivity of your house wiring without using a single bit of electrical power. Yes, you simply attach the adapter easily & quickly to your set . . . plug it in to any wall outlet and immediately your entire electrical system is working for you. No ugly looking rabbit ears, no difficult, dangerous to maintain external antennas, and reception so sharp and clear it will amaze you even in the more difficult areas. Order one for every set in your house, no interference from simultaneously operating sets. Only \$1.99. Full instructions included.

**JAY NORRIS** CORP. 25 W. Merrick Rd., Dept. MD-65, Freeport, N.Y. 11520

*Serving Satisfied Customers for over 25 Years*

**BUY WITH CONFIDENCE—  
MONEY BACK GUARANTEED**

Jay Norris Corp., Dept. MD-65  
25 W. Merrick Rd., Freeport, N.Y. 11520

**← PLEASE USE COUPON  
ON FACING PAGE  
TO ORDER YOUR  
ANTENNA(S)**

**AT THE LOW PRICE OF**

**\$1.99**

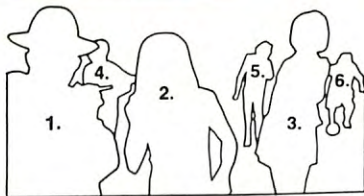
**Plus 50¢ Postage and Handling**

© Jay Norris Corp., 1973

# Can you spot the Camel Filters smoker?



©1972 R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



In this picture everybody has a gimmick... almost everybody. Try picking the one who doesn't go along.

1. Nope. He's Lance Boyle. Gimmick: brags about wars he was never in. Yells "bombs away" as he flicks his French cigarette.
2. Sorry. He's Harvey Dibble. His restaurant specializes in dried prunes. Gimmick: smokes wheat germ cigarettes.
3. Eunice Trace, Starlet. Gimmick: restoring wholesomeness to movies. (Last film

review: "At last, a movie the entire family can walk out on.")

4. Smokey Stanhope, accountant. Gimmick: a guitar. Unfortunately makes the mistake of playing it.
5. Right. He's just himself. And he sees through all the gimmicks. That's why he wants an honest, no-nonsense cigarette. Camel Filters. Easy and good tasting. Made from fine tobacco.
6. Calls himself "Killer." Gimmick: thinks soccer uniform enhances his image. When he puffs out his chest, his pants fall down.

**Camel Filters.**  
**They're not for everybody**  
 (but they could be for you).



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

20 mg. "tar," 1.4 mg. nicotine av. per cigarette, FTC Report AUG.'72.