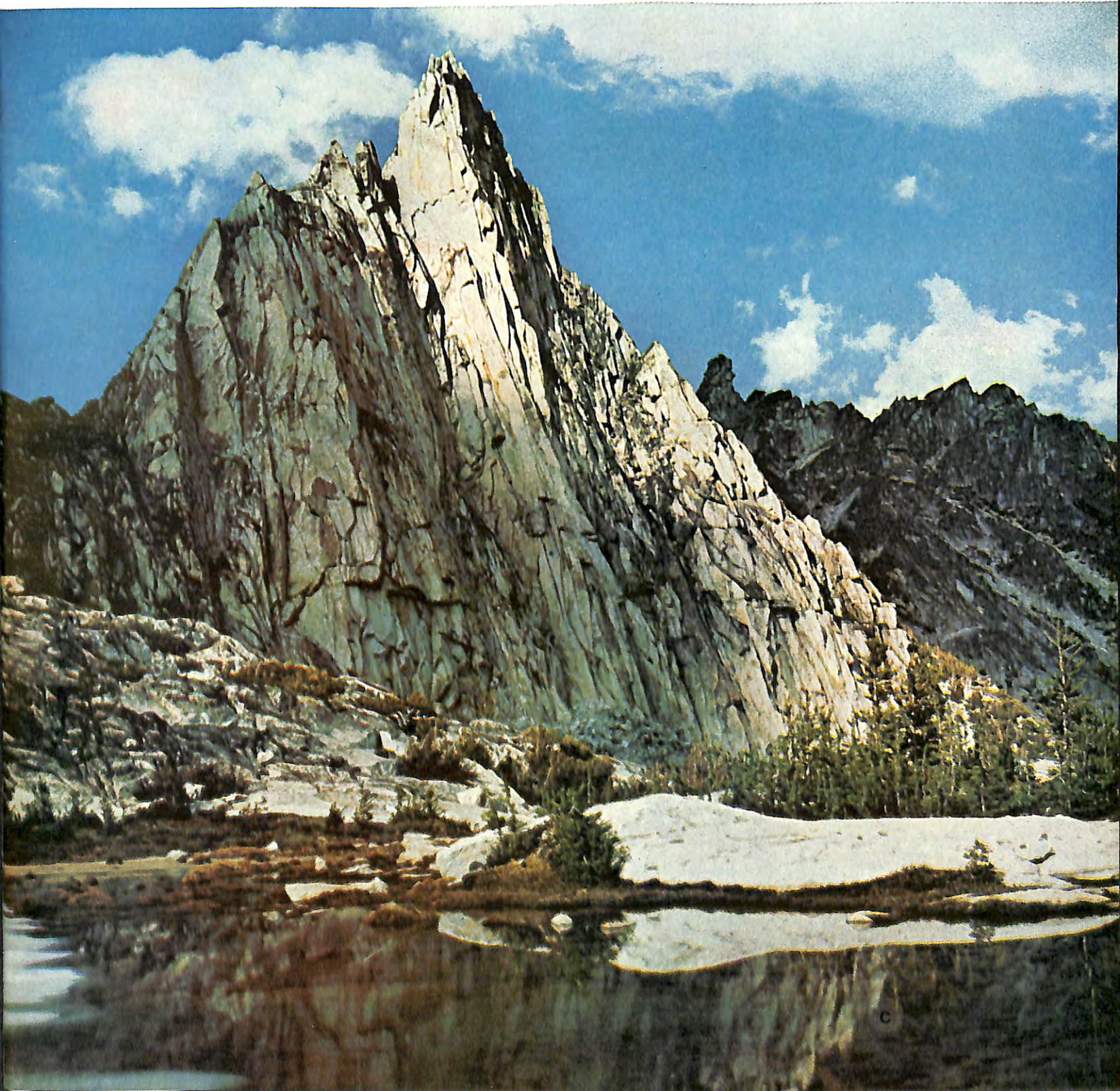


the
Elks
magazine
June 1973

Disaster Chasers/Not a Trace of Lunacy/Specialty Advertising



**Barbers talk a lot.
Except when
they find an
electric shaver
that outshaves
a hand-honed
straight razor.
Then they keep it to
themselves. Until now!**



A barber gets \$1.50 plus tip for a shave with his electric razor. For years he's kept the brand name hidden with adhesive tape.

Can you rightly blame him? For this professional instrument outshaves his hand-honed straight razor! You won't find it in stores. It's been a secret weapon of master barbers for years. It delivers a barber-close shave that lasts all day long. It does it faster and with less chance of irritation than a straight razor. That's why barbers use it on the toughest beards and the most sensitive skin.

Now the secret is out. A barber talked. We have it. The Oster Professional Electric Shaver.

**Contoured Head—
Like a Barber's Fingers**

The design is a barber's dream. Technically, the shaving head design is called a "double arch contour," because it sets up whiskers just like a barber does with his fingers. It means you get every whisker at one pass—as clean as if you had drawn a hand-honed, surgically sharp, straight razor over your face.

**4,000 Comb Traps—
152 Surgical Steel Edges**

Four thousand comb-like perforations trap each whisker right at the skin line. Powerful 120-volt, 60-cycle motor drives the 152 surgical-sharp cutting edges to make the toughest beard disappear magically—without the slightest irritation to even the most sensitive skin.

**So Powerful,
Whiskers Turn to Dust!**

Open an ordinary electric shaver and you'll find bits and pieces of whisker. That's because these run-of-the-mill shavers hack and chop your beard. But the Oster Professional Electric Shaver operates at nearly twice the speed—on ordinary household AC current—and actually pulverizes whiskers into fine microscopic dust.

**Separate Trimmer
Other Great Features**

No expense was spared to make the Oster Professional Shaver to rigid, master-barber specifications. Motor-driven trimmer operates independently to trim moustaches and sideburns

straight and neat for today's new "styled" look. The high-impact plastic housing is sculpted to fit your hand effortlessly. Removable stainless steel head rinses clean under running water. On-off switch, plus separate switch to operate trimmer. The specially counter-balanced drive gives you a smooth, vibration-free shave, and won't cause radio or TV interference.

It all adds up to an amazing shaving experience. An electric shave that makes your face come cleaner than a hand-honed surgical steel barber's straight razor — and in a lot less time.

Expecting a hefty price tag? Forget it! The Oster Professional shaver was designed for barbers who don't go for expensive, unneeded frills. The price is regularly only \$22.98, complete with cleaning brush and head cover. And now, for a limited time only . . . the Oster Professional is yours to enjoy for only \$19.98 — a healthy \$3.00 saving!

30-DAY FREE TRIAL!

Treat your face to the Oster Professional Shaver for 30 days — 30 days of the smoothest, fastest, closest, most irritation-free shaving you've ever enjoyed . . . either blade or electric! Then, if not completely satisfied, return for a full refund.

**SAVE \$3.00 BY ORDERING
DURING THIS LIMITED SALE!**

**JAY NORRIS CORP., 25 W. Merrick Rd., Dept. MD-68
Freeport, N.Y. 11520**

Show me! I'd like to treat my face to the Oster Professional Electric Shaver's barber-close shaves — and save \$3.00, to boot! If it doesn't deliver smoother, faster, closer, more irritation-free shaves than I've ever enjoyed. I understand that I can return my shaver in 30 days for full refund or cancellation of charges (\$19.98, plus \$1.00 postage and handling — total: \$20.98). N.Y. residents add sales tax. Hurry, this is a limited offer!

Enclosed is check money order

Name
(Please Print)

Address

City

State Zip

© Jay Norris Corp., 1973



25 W. Merrick Rd., Dept. MD-68, Freeport, N. Y. 11520



A Message from the Grand Exalted Ruler



FLAG DAY DEDICATION

FLAG DAY, 1973! Again on June 14 all Subordinate Lodges of this Order will commemorate the birth of Old Glory. And we will remember with pride that this observance originated with our great fraternity.

BUT THERE ARE THOSE who will not be a part of this proud occasion. Indeed, they have chosen violence to the flag as their ultimate expression of contempt for and rebellion against all it represents.

THIS ATTACK is not a passing fad. Unknown to many of those involved there is a hard-core, organized effort behind it. The purpose is destruction of a way of life you and I have too long taken for granted.

A POLICY OF APPEASEMENT of those who seek to further their aims by unlawful means is intolerable. It cannot be reconciled with any principle of government and it has no place in our form of society. We expect humility from those we place in our form of society. We expect humility from those we place in positions of responsibility but we cannot accept timidity in the face of contempt for lawful processes.

WHEN THE MALCONTENT sits down to obtain a privilege which is not his, let the decent citizen stand up and insist that honored rights be preserved! When the dissident engages in his illegal tactics, let the obedient demand that laws be enforced!

FLAG DAY, 1973! There is no more appropriate time for rededication to the duties of responsible citizenship in a great nation. There is no more appropriate way of life. This is a part of its legacy of achievement and responsibility.

Francis M. Smith

Francis M. Smith,
Grand Exalted Ruler

Elkdom's Legacy—Know It, Serve It!

Send me The Word Program:

- LP Record edition: @ 12.95
- Cassette Tapes: @ 14.95
- 10-day trial privilege: we'll refund full payment and pay return postage if you are not completely satisfied.
- Payment enclosed.
- Charge my credit card:
 - American Express
 - BankAmericard
 - Master Charge (Interbank # _____ must have)

Credit Card Number _____ Exp. Date _____

Signature (must have for charge orders) _____

name _____

address _____

city _____ state _____ zip _____

Verbal Systems Co.

1796 Longview Dr., Lancaster, Pa. 17601

Clip the coupon. Do some listening. Dazzle some people!

Would you like to have greater verbal impact on your friends and associates? Are you known as "a good listener" when you'd rather be doing the talking? Do you want to communicate your ideas with greater flair and precision?

Now there's a new learning system that will increase the precision and range of your conversation—and heighten your impact on others. It's called The Word Program, and it can lead you to a new mastery of the spoken and written word.

Speak effortlessly

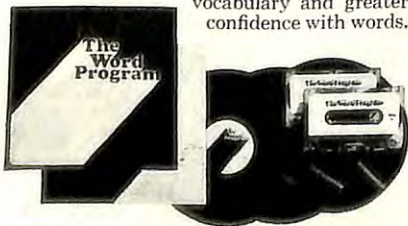
The key is a list of core words—the most expressive in the language. These are words you need to use every day, and The Word Program makes them part of your active vocabulary. You see them, you hear them, you say them and, most importantly, you learn to think of them—spontaneously and immediately—when you need them. This uniquely effective combination of audio and print tools drives home hundreds of crucial power words in a total learning time of as little as 120 minutes.

Developed by professional educators using the latest, most innovative techniques in their field, The Word Program lets you participate, not just listen. You'll learn how to use words—in context and with the correct pronunciation.

It's authoritative, yet lively

This is the method employed by school districts and universities across the nation, the method used by the government for achieving optimum speed and thoroughness in foreign-language instruction. Now The Word Program offers this proven technique to deal with the English language.

You'll receive a text and manual plus either 3 LP records or 2 tape cassettes, and you'll be instantly on your way to a vastly improved vocabulary and greater confidence with words.



Verbal Systems Co.

1796 Longview Dr., Lancaster, Pa. 17601

the ELKS magazine

VOL. 52, NO. 1/ JUNE 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
MIDGE SOMMERS/Fraternal News Editor
MALCOLM B. CROFFORD/Circulation Manager
EDITORIAL OFFICES, 425 Diversey Parkway, Chicago, Ill. 60614

- 6 DISASTER CHASERS
They prey on the victims of floods, drought, and tornadoes. Frank A. Aukofer
- 23 NOT A TRACE OF LUNACY
Ankle-deep fishing? A fellow'd have to be mad . . . Don Bacue
- 27 SUMMER FUN AND FIRST-AID
Tragedy can strike in the wilderness. Are you prepared to cope? R. Daniel Clark
- 39 SPECIALTY ADVERTISING
Just one more way of bringing your products to the public's eye?

DEPARTMENTS

- 1 A MESSAGE FROM THE GRAND EXALTED RULER
- 3 CONVENTION WELCOME
- 4 LETTERS
- 10 TRAVEL: EUROPEAN MONEY CRISIS
- 13 SPORTSACTION
- 14 NEWS OF THE LODGES
- 25 VISITS OF FRANCIS M. SMITH
- 26 CONVENTION PROGRAM
- 29 ELKS NATIONAL SERVICE COMMISSION
- 30 ELKS FAMILY SHOPPER
- 38 IT'S YOUR BUSINESS
- 41 ELKS NATIONAL FOUNDATION/JOY OF GIVING
- 42 AROUND WASHINGTON
- 48 EDITORIALS

Cover: Prussick Peak, Enchantment Lake, WA

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 THE ELKS MAGAZINE, Volume 52, No. 1, June 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



Welcome to **CHICAGO** Brother Elks and their Families



Your hosts, the 70,000 Elks of Illinois, eagerly anticipate your arrival at the 109th Grand Lodge Convention, July 15 through July 19. On their behalf I am privileged to extend a fraternal welcome and their assurance that your stay with them will indeed be a pleasant one.

From stem to stern this great city of Chicago is "yours for the asking." Here in the heart of the Midwest, Chicago, home of Elkdom's great Memorial Building, housing the Grand Secretariat and the Elks National Foundation, together with the new Elks Magazine building, beckons Elkdom to enjoy its tremendous convention facilities, and every Illinois Elk is extending the hand of hospitality.

With miles of shoreline parks on beautiful Lake Michigan, easily accessible by land, air and water, the largest hotel in the world, three of the tallest buildings now in existence (John Hancock, Standard Oil, Sears Tower), excellent air-conditioned convention halls, planetarium, art galleries, museums, aquarium, zoo, universities, historic churches of all denominations, its famous loop shopping district and Merchandise Mart—and the hearty welcome of Illinois Elks—Chicago is the ideal convention city.

Enrich your stay by enjoying the hospitality of the Illinois Elks, whose lodges will be happy to cooperate in making the convention a memorable one for you and your family.

Lee A. Donaldson

Lee A. Donaldson, *Past Grand Exalted Ruler*

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.

• I thoroughly enjoyed the article on periodontal disease, ["The Hidden Disease," April, 1973] by Dollie B. Giffin. Being a dentist I have read many articles of this nature, but I must say this is one of the most complete and best written for someone other than a dentist.

I'm making the article "required" reading for all my patients.

Phillip J. Taylor, D.D.S.
Milwaukee, WI

• I wish to congratulate you on your excellent article entitled "The Hidden Disease."

I must compliment you on your efforts to make the public aware of the seriousness of dental disease and on the

content of your helpful information.

It is a pleasure to see articles such as this one in your magazine.

Ben F. Pearson, D.D.S.
San Luis Obispo, CA

• I read with pride the editorial "New Officers and the ritual," [April, 1973].

I joined the Elks about 67 years ago, and since then have become a member of various organizations. Every man should try to unite with a good fraternity because it gives him a wonderful opportunity to study his fellow man and in turn a golden opportunity to analyze himself.

Edgar C. Cannon
Upper Montclair, NJ

• Somehow I just can't help but wonder how the "truly wise little woman" knew what Elks say in the ritual of initiation ["New Officers and the ritual," April, 1973].

Don Dolan, P.E.R.
Manitowoc, WI

• As a member of the New York City Police Department's Crime Prevention Squad, I found the article "Stop That Thief" [April, 1973] most interesting and to the point. The recommendations and suggestions were worthwhile, and should be adhered to by everyone.

Preventing crime is every citizen's responsibility. If more persons would involve themselves, and accept their duty by adopting a more thoughtful attitude, the burglary and robbery trend could be greatly reduced. The investment in terms of money and time is really insignificant when compared to the results which can be realized.

William J. Simpson
Crime Prevention Officer
100th Precinct, NY

• Thanks for an interesting and informative article about boating safety and the Coast Guard regulations ["SportsAction," May, 1973]. What I'm writing about now though is to ask what other things you'd recommend novice boaters (like myself) carry with them before going out on the water.

Fred Wagner
Lake Geneva, WI

Don Bacue, our "SportsAction" writer, says: "Some things Coast Guard regulations don't at all require you to carry, but which you shouldn't be without, are distress flares—orange by day, red by night; a marine radiotelephone, if you're planning on cruising a goodly distance from shore; a boat hood; spare motor parts and tools; and a first-aid kit, complete with seasick pills, salt pills, sunburn lotion, burn ointments, soap, bandages, antiseptics, splints, gauze, scissors, pads and tweezers."

• "The Gold Mine That Dares to be Found" [April, 1973] was very interesting reading.

Part way into the article the author, Irwin Ross, stated that people should be aware of certain dangers in traversing areas of the Superstition Mountains such as precipices, water scarcity, mountain lions, rattlesnakes, and javelins. Well, in all the dictionaries I have checked javelins are spears. I think Mr. Ross was referring to the javelina (a wild boar), and I think the plural of javelina is javelinas.

It will be interesting to know if Mr. Ross agrees with me as we have seen several of them (the javelina) from time to time here in Arizona, and there is an open season for hunting them.

Stephen M. Fisher
Sun City, AZ

Whoops, my error! I did mean javelina instead of javelins.

A javelina is a collared peccary—or, small wild pig.

Irwin Ross, Ph.D.

FATHER'S DAY SPECIAL
Halvorfold and 6-Hook Key Case
Morocco \$11.25—Buffalo \$13.25
Gold Trim \$2.00 Add'l

The Halvorfold
Loose-leaf Pass Case, Billfold
Card Case. Note Exclusive
features. Read Special
Offer below



"CUSTOM MADE FOR ELKS"

"NOW in its 47th year"—The HALVORFOLD billfold, pass case, card case. Just what every Elk needs. No fumbling for passes, just unsnap the Halvorfold and each pass shows under separate transparent face, protected from dirt and wear. Ingenious loose leaf device shows 8, 12, 16 or 20 passes, cards or photos. Three card pockets, extra size bill compartment and secret flap to cover large bills. Only genuine leathers are used; tough durable but soft in texture. Nylon stitched.

Free Examination!

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

Halvorsen, P.C.M., 4868 Victor St., Jacksonville, Fla. 32207
Dept. 102

Send the HALVORFOLD with goldstamping as below. If I decide to keep it I will send check at once. If not, I will return it within three days for full refund. Goldstamped with name, address and any fraternal emblem free. If you send cash with order, we ship postpaid. Money back if not satisfied.

Name:..... 23K Gold Inside Emblem:.....
Address:..... Please Print
S. S. NO. PLEASE USE ZIP CODE

PLEASE CHECK HERE:

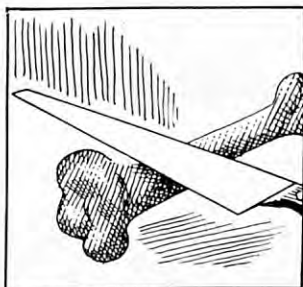
<input type="checkbox"/> Black Buffalo \$10.00	<input type="checkbox"/> Bro. Buffalo \$10.00
<input type="checkbox"/> Black Morocco \$9.00	<input type="checkbox"/> Bro. Morocco \$9.00
<input type="checkbox"/> Gold Filled Snap & Corners \$2.00 Extra	
<input type="checkbox"/> 12 Pass 25¢ Add'l	<input type="checkbox"/> 16 Pass 50¢ Add'l
<input type="checkbox"/> 20 Pass 75¢ Add'l	<input type="checkbox"/> Elk Emblem Inside FREE
<input type="checkbox"/> Elk Emblem Outside 75¢ Add'l	
<input type="checkbox"/> Lodge No. Under Inside Emblem 75¢ Add'l	
<input type="checkbox"/> Social Security Number 75¢ Add'l	

Never again, as long as you live, will you need to buy another kitchen knife. That's our promise!

Extraordinary promise,
Extraordinary Dione Lucas knives,
Set of 4, only **\$14.98.**



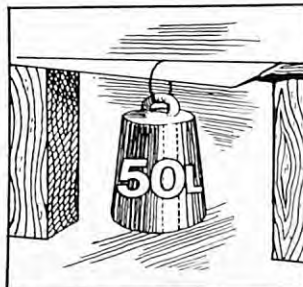
Invisible "miracle Hardener" called Molybdenum keeps edge of chrome steel knife lifetime hard.



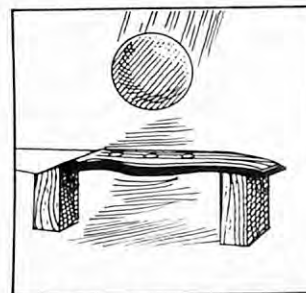
Tried to ruin edge—rasped it against a bone 20 times. Did so little to "miracle hardened" edge—its sharpness could be restored just by rubbing it over the back of a china plate.



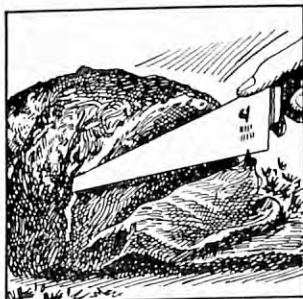
Tried to break the blade—put 20 pounds of weight on the end of the blade—bent it at 45° angle. Nothing happened to the "miracle hardened" blade.



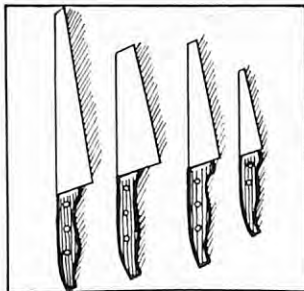
Tried to break the knife by snapping—hung 50 pound weight there—nothing happened to the miracle-hardened blade.



Even tried to break the handle—dropped one pound weight from 6 feet on the handle—nothing happened to it.



So unique—this "miracle hardened" blade, can slice thin, even if you can't. So unique, can restore sharpness just by rubbing over china plate.



Set includes 4 Dione Lucas Gourmet knives. An English Roast Beef slicer for hams, beefs, slicer-thin-slices 14 1/4". All-purpose carving knife 11 1/2" for turkeys, lamb, even no-tear cuts. French cook's knife and cleaver, 11" for separating chops, trimming steaks, severing chickens. Chinese vegetable chopper 3 1/2" easiest way to section fruit and vegetables.

Return these knives anytime in your lifetime—If they fail to give you the sharpest, thinnest, most perfect cutting you have ever experienced, your money will be fully refunded.

GUARANTEE

The original Dione Lucas Gourmet Knives are unconditionally guaranteed to be the sharpest, toughest, most durable knives you have ever used. Their edges from tip to handle are designed to last indefinitely although occasional "dressing up" can be done simply by gently honing them for a few seconds on the back of an old porcelain plate. If, for any reason whatsoever, you are not absolutely delighted with their performance, you may return the set for a full refund (including postage and any sales tax paid) at any time.

MAIL NO-RISK COUPON TODAY
Dione Lucas Gourmet Centers, Dept. MSC-148
Westmoreland Avenue, White Plains, New York 10606

Please send me _____ sets of original Dione Lucas Gourmet Knives for only \$14.98 plus \$1.00 for postage and handling for each set of four. I understand I have a complete money-back guarantee if I am not delighted.

(New York State residents, add appropriate sales tax, please.)

I enclose check money order for \$ _____
or charge my Master Charge Interbank # _____
 BankAmericard American Express

Card Number _____ Exp. Date _____

Signature _____

Name (print clearly) _____

Address _____ Apt. # _____

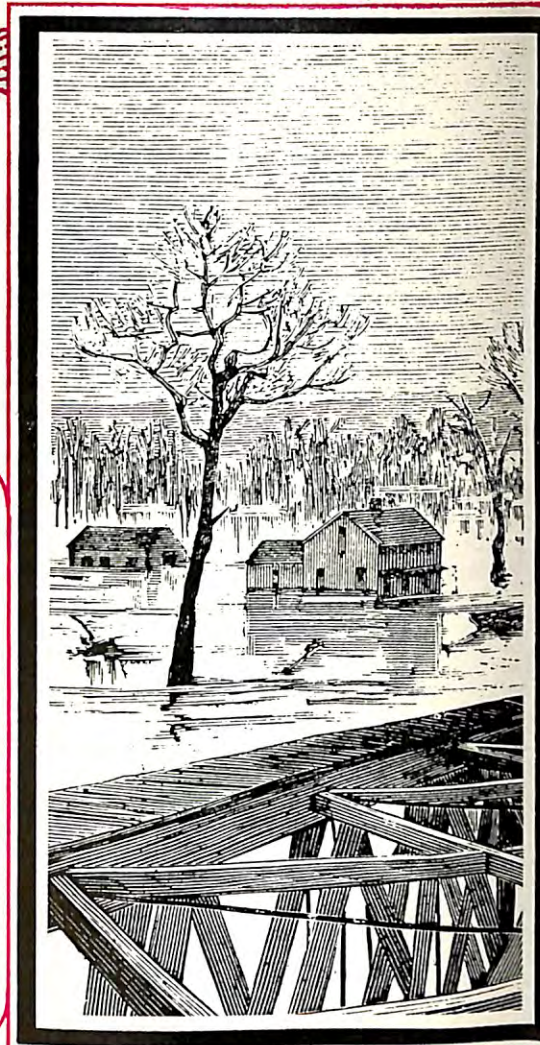
City _____ State _____ Zip _____

DIONE LUCAS
GOURMET CENTERS
Westmoreland Avenue
White Plains, New York 10606

5096

DIVISION OF BEVIS INDUSTRIES, INC.

DISASTERS CLEASERS



by Frank A. Aukofer

□ Call him Jose Lopez. It is not his real name. But he was a real victim of one of the more vicious breeds of swindlers operating in the country today—those who prey on disaster victims.

Lopez is a poor Mexican-American who cannot read or write. When a hurricane smashed into South Texas a few years ago, it wrecked his home.

Under federal disaster relief programs, he was eligible for a low interest loan from the Small Business Administration. To get it, Lopez needed an estimate of the damage to his house. That was when the fast talking "home improvement" salesman showed up.

He took a quick tour through the house, and announced that it would cost \$8,000 to fix it up. But he said Lopez could easily get a government loan for that amount. Then he asked Lopez to sign the "estimate."

Lopez made his mark and the salesman left. What he did not know was that the piece of paper he had signed was not an estimate but a work order that carried a 25% penalty.

Later, after he had submitted his loan application, the Small Business Administration sent out an appraiser. He estimated the damage at \$2,000. The SBA loan officer approved a loan for that amount, disallowing the other \$6,000. Under the forgiveness provisions in federal law, Lopez was required to repay only \$500. But he nearly wound up with nothing.

The slick talking salesman demanded the full \$8,000 to do the repairs, which included such non-disaster items as aluminum siding and storm windows. When Lopez said he could not pay that much money, the salesman demanded that he forfeit the entire \$2,000 as his penalty.

Fortunately for Lopez, the SBA's Washington based chief of security and investigations, William W. Bowling, happened to be in the area. He learned of Lopez's plight and paid a visit to the salesman. Though Bowling had no legal authority to do anything to the charlatan, he dropped some strong hints.

"Somehow he got the impression he was going to jail, though we never said so," Bowling said. "He screamed and

cried and asked, 'What can I do?'

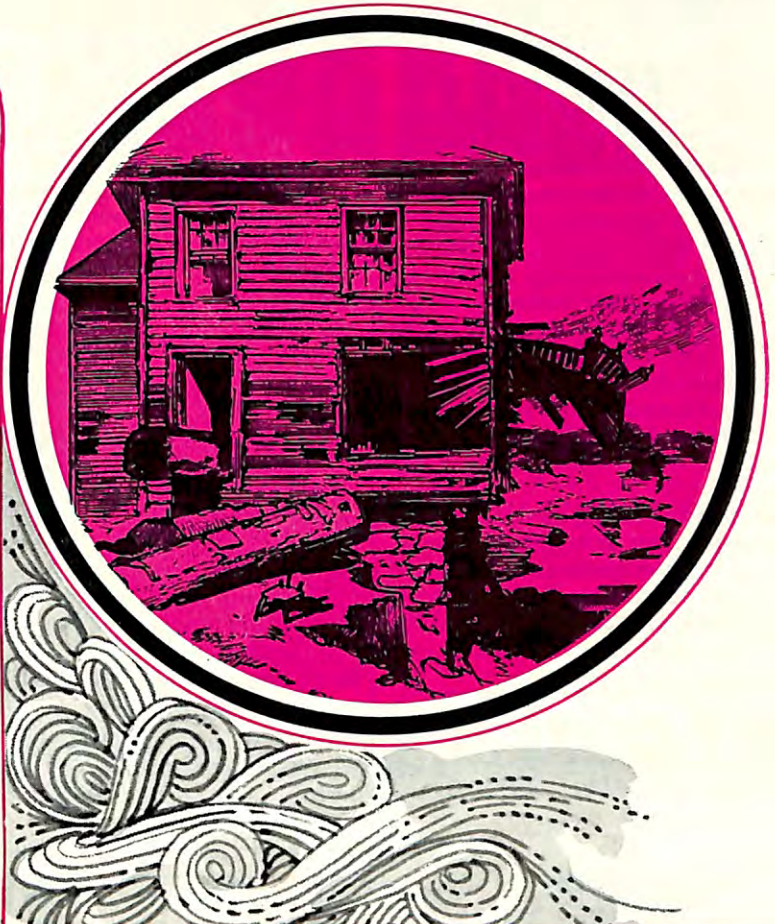
"I didn't say I was going to do anything. I said it'd be up to the local prosecutor. Then he produced his records and tore them neatly in half and laid them in the trash basket. There must have been 30 or 40 of those work orders.

"I said, 'As long as they're destroyed you might as well put them in my briefcase.' I suggested that he might be thinking of Scotch taping them together later."

Bowling remembers the case with some amusement. "He was such a fast talker himself that he came to a lot of conclusions that weren't even mentioned," he said.

Lopez was one of thousands of double victims in natural disasters in the United States. Whenever you hear of a disaster—a flood, earthquake, tornado or hurricane—you can be certain that the swindlers, hucksters and fast buck operators have heard, too.

They descend on a disaster area like so many vultures, seeking out dazed and numbed people who have lost relatives, friends and property, with the single idea of victimizing them a second



time. Their favorite targets are the old, the disabled and the shut-ins.

Few of them are as lucky as Lopez. In many cases, the swindlers disappear, never to be heard from again, while the disaster victims—those nameless, faceless people most of us know only from newspapers and television screens—are left to try to piece their lives together again without some of the important pieces.

There are no statistics available on how many Americans have been hit below the belt in this fashion. Many cases go unreported because of despair or embarrassment on the part of the victims. Those that are reported to local authorities frequently wither from lack of prosecution because the con men cannot be found.

Federal agencies try to help as much as possible, but are hampered because their main job is to provide relief to disaster victims. They do not have the people or the resources to chase the swindlers.

Though there are no overall statistics, fragments give an indication of the severity of the problem. After Hurricane Agnes devastated the east coast

last year, the situation became so critical that President Nixon himself stepped in. He established a special consumer aid center in Wilkes-Barre, PA, which is in the heart of the area that was hit hardest by Agnes.

In its first three months of operation, the center handled more than 3,100 complaints. Miss Jeanne M. Devers, the center director, estimated that about 40% of those complaints—or 1,250—involved cases of attempted or accomplished fraud.

In one case, one outfit called Americans Be Independent advertised inexpensive trips to the South Seas for flood victims, inviting them to take a vacation to forget their troubles so they could return refreshed to rebuild. More than 20 persons paid \$200 and \$300 down to the fast buck artist, who operated out of his hip pocket.

As might be expected, the South Seas trip never materialized. When Miss Devers found out about the situation, she put investigators on the case. They learned the man's identity and address, and paid him a call. Confronted with the agents of the White House, the man agreed to return the money.

"We think he probably had no intention of satisfying his agreement with those people," Miss Devers said.

In another case, a con man worked on an 85 year old widow who suffered from cataracts. She had just had a new furnace installed in her flood damaged home.

The swindler, representing himself as an agent of a city redevelopment program, said the furnace was improperly installed. Under regulations in force in any disaster area, some agency—federal, state or local—must approve all repairs, for obvious reasons. Shoddy electrical work, for example, could result in fires.

In this case, however, there was nothing wrong with the widow's furnace. But she believed the con artist, signed a \$2,000 contract for a new furnace and gave the man \$1,000 as a down payment.

But the con man wasn't so slick, after all. He left his name and address with the woman, no doubt convinced that she would never report the incident. But she did, and in tears. When the consumer center's staff investigated, they learned that he was a salesman

How's Your Hearing?

Chicago, Ill.—A free offer of special interest to those who hear but do not understand words has been announced by Beltone. A non-operating model of the smallest Beltone aid ever made will be given absolutely free to anyone answering this advertisement.

Try it to see how it is worn in the privacy of your own home without cost or obligation of any kind. It's yours to keep, free. It weighs less than a third of an ounce, and it's all at ear level, in one unit. No wires lead from body to head.

These non-operating models are free, so we suggest you write for yours now. Again, we repeat, there is no cost, and certainly no obligation. Write to Dept. 4719, Beltone Electronics Corp., 4201 W. Victoria, Chicago, Ill. 60646.

FREE CATALOG!
Tables, Chairs, Trucks



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

HEARING AIDS



Huge savings on tiny, all-in-the-ear, behind the ear, eye-glass and body models. New space age models are so tiny and well concealed your closest friends may never even notice. **FREE HOME TRIAL.** Low as \$10 monthly. Money back guarantee. Order direct and save. Write today for free catalog and confidential booklet.
PRESTIGE, Dept. T-15, Box 10947, Houston, Tex. 77018

EXALTED RULERS:



Ask your secretary to give you the "BIRD"

or write **SPECIALTY COMPANY**
P.O. BOX 60067 • CHICAGO, ILL. 60660

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
4560 Campus Dr., Dept. 34545
Newport, California 92660

NAME _____ AGE _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

from an adjoining state. Miss Devers telephoned him and told him he'd better hustle down to Wilkes-Barre in two hours, return the money and tear up the contract. He did.

The biggest problem, according to disaster specialists, are the operators they refer to as "bogus contractors." Following any disaster, carpenters, plumbers, electricians, and other building contractors are in short supply. When a disaster victim calls a contractor for repairs, he might be told that the contractor is booked up for several months. This is usually when the bogus men move in.

Waving phoney letterheads and promising to make repairs immediately if not sooner, they visit the victims, take down payments of \$200 to \$500, and are never heard from again.

"Strangely enough, some people have even given cash down payments and have not asked for receipts," Miss Devers said. "It happens because they're so desperate, you know."

She said that in the first three months her consumer center operated, she learned of at least 50 to 55 such cases. Uncounted others, of course, were never reported.

Some of the fast buck artists actually do some work for their victims, perhaps as a hedge against the possibility of getting caught. Often the work is of such low quality that it has to be done over before it can pass official inspections.

There is also, even among normally legitimate business and tradesmen, a lot of shoddy repair work and price gouging. With the usual housing shortage that results after a disaster, landlords frequently raise rents in hopes of turning a quick—if illegal—dollar.

Miss Devers said she had turned over more than 100 such cases to the Internal Reveue for prosecution under current laws that control price increases. In some cases, she said, landlords had more than doubled their rents.

One woman hired a local contractor to do some repairs, believing him to be reliable because he had a contract with the federal Department of Housing and Urban Development. The contractor came and did the work. Later, on a flight of stairs that had been repaired, two steps collapsed. And the front door nearly fell off.

Swindlers have boundless imaginations. Roy Popkin, assistant director of disaster services for the American Red Cross, recalled a situation in Texas after Hurricane Celia. The Red Cross issued \$40 purchase orders for food. Families could take them to local stores and use them as if they were money. At one store, the clerks refused to give change. If the order was \$35, the store

pocketed the difference. The practice stopped quickly when a local Mexican-American group heard about the situation.

Other fast buck operators operate on the fringes of legality, hiring themselves out as "consultants" to disaster victims—often at exorbitant fees. The SBA's Bowling said he had encountered one wheeler-dealer who worked on businessmen in the Hurricane Agnes area.

He never came out and said it in so many words, but he implied strongly that he had an "in" at the SBA. His pitch was that the businessmen would need a specialist to help them, someone who could carry the ball and pull the right strings for them.

"In a sense," said Bowling, "what he tried to do was to sell our services, which are provided free. We try to make all our applications as simple as possible, and provide what assistance we can."

But there's not much anyone can do about that sort of operator. About the only thing the SBA could do, according to Bowling, was to disapprove payment of high fees charged by consultants who helped disaster victims on their loan applications.

Unhappily, the fringe operators and the outright swindlers have no exclusive franchise on dishonesty. Disaster victims themselves sometimes give in to temptation and try to bilk the government.

Usually, these are disaster victims who sustained only minor damage. Like their counterparts elsewhere who try to milk extra dollars out of insurance companies in automobile accidents, these otherwise honest citizens inflate their damage estimates in the hope of collecting more money from the government.

For example, few people know precisely what they have stored in their basements. Following Hurricane Agnes, a well meaning contractor provided a list to some of his customers of the sort of items that might have been damaged in basement flooding. The listed items had a total value of about \$1,400.

Not long afterward, the Small Business Administration received more than 100 loan applications with identical lists of basement items—all with a total estimated value of \$1,400.

Technically, all of these citizens were guilty of attempting to defraud the government. But the SBA did not prosecute. Its usual procedure in such cases is simply to deny the application. If there is a flagrant violation, however, the SBA refers the matter to the Justice Department for prosecution.

Under the legislation in force following the 1971 earthquake in California, the government could "forgive"

up to \$2,500 of a disaster loan. If, for example, your home had \$1,500 in earthquake damage, you could receive a low interest loan for the full amount. All you had to pay back was the first \$500.

Not surprisingly, the great bulk of the loan applications were for \$3,000. Not infrequently, a person would get his money, supposedly use it to make repairs, then come back a short while later to pay back the \$500, saying that he had unexpectedly come into some money from another source. The SBA suspected, though it could not always prove, that some of these people had simply pocketed their loan money or had padded their damage estimates to make a profit.

To curtail this sort of activity, the SBA began requiring "completion certificates" that had to be signed by both the loan applicant and a contractor, certifying that the loan money had been used for repairs and that the repairs had been completed.

"Then we heard that there was a contractor going around telling people that for \$300 he would sign any completion certificate," Bowling said. "But we never could nail him."

Under new legislation passed by Congress last fall in the aftermath of Hurricane Agnes—the worst natural disaster in the history of the nation—the government now "forgives" up to \$5,000 on loans obtained through the SBA.

For genuine victims, the legislation was sorely needed. There were many families that lost everything. It was not uncommon for floods to wash away a man's \$30,000 home, leaving him with a \$20,000 mortgage that still had to be repaid. Under the new law, he could receive a \$30,000 loan for reconstruction and would have to pay back only \$25,000 at 1% interest. Still, that hardly profited.

But for those with minor damage who might try to take advantage of the situation, the new law contained stiff sanctions. In addition to criminal fraud penalties, the legislation provided for civil fines totaling one and one-half times the amount of the loan.

Not all of the problems associated with post-disaster periods are caused by cheats. Sometimes the government itself is at fault. Petty bureaucrats, fond of niggling detail and red tape, caused many difficulties following Agnes. They were one of the reasons President Nixon set up the special consumer program.

Then, too, the government is always in the position of having to hire many temporary employes in a disaster situation.

(Continued on page 22)

THE ELKS OLDE FASHIONED MUG & BRUSH

The cleanest and best preparation for shaving... now specially designed with the Elks emblem trimmed in red and silver. This set, loaded with olde time nostalgia, includes a genuine olde fashioned ceramic shaving mug with the Elks emblem; it's thick and heavy to hold the heat... an imported shaving brush of specially blended hair with an Olde English toned wooden handle made by craftsmen who for years have been supplying barbers the world over... and a specially milled cake of lather soap with a he-man scent that will take you back to the good olde days.



Three piece set is only \$9.95. Order now and we'll pay the postage. Allow 4 - 6 weeks for delivery.

Mail check or money order to:
SURREY INC., P.O. BOX 845,
MAPLE PLAIN, MINNESOTA 55359

Name _____
Address _____
City _____
State _____ Zip _____

HOW MUCH COULD YOU BORROW?

FIND OUT NOW!

HOW YOU SCORE YOURSELF
Just fill out the simple, self-scoring credit chart at right. Your score will tell you the amount of the personal loan (or line of credit) for which you may apply—up to \$3000.

A CREDIT SERVICE OF ITT
Direct Credit Service, an ITT Financial Service Company, takes the doubt and uncertainty out of applying for a loan—and offers the modern conveniences and privacy of direct mail service.

Add up your score—then please write, or for extra fast action, telephone toll free:

800-826-6959
(24 hrs. a day—7 days a week)

Miles E. Gibbons
Suite 260
100 Barstow Commons
Eau Claire, Wis. 54701

Enter the correct number in the point-score box at right, then add up your total score.

AGE	POINT SCORE				
21-25	26-30	31-40	41-50	51-64	1
1	2	3	3	3	
TOTAL INCOME (in thousands)					
Under 8	8-10	10-12	12-15	Over 15	1
1	3	4	6	8	
YEARS WITH PRESENT EMPLOYER					
Under 1	1-3	3-6	6-12	Over 12	1
1	2	3	4	5	
DEPENDENTS (including self)					
1	2	3	4	Over 4	1
3	4	3	2	1	
YEARS AT PRESENT ADDRESS					
Under 2	2-4	4-7	7-10	Over 10	1
1	2	3	4	4	
PERSONAL DEBT IN THOUSANDS (exclude mortgage)					
Over 5	4-5	2½-4	1½-2½	Under 1½	1
0	1	2	4	6	

TOTAL

If your score is:	17	18,19	20,21	Over 21
We invite you to apply for:	up to \$1,000	up to \$1,500	up to \$2,000	up to \$3,000

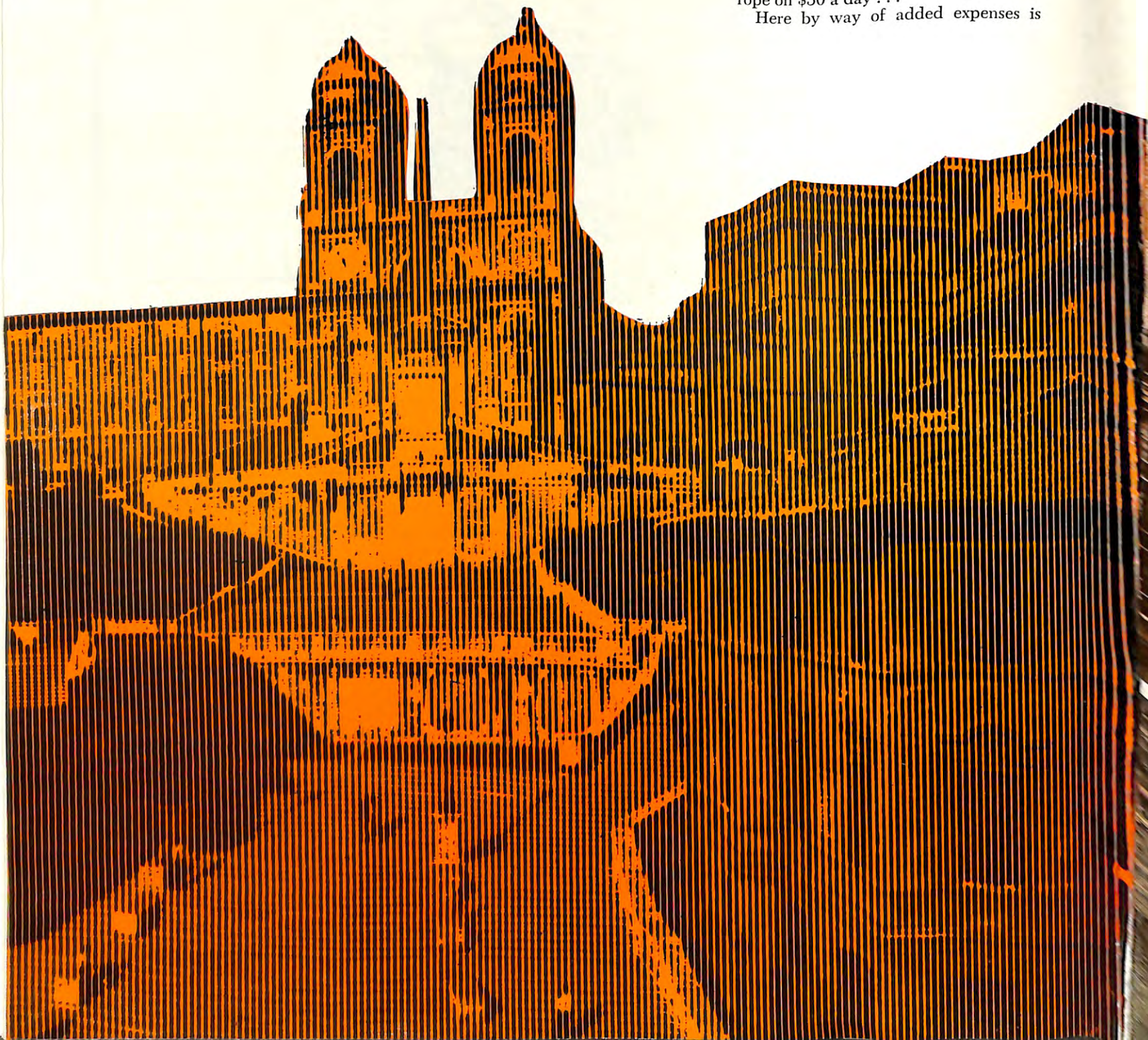
direct credit
An ITT financial service company
DIRECT CREDIT SERVICE LTD.

The European Money Crisis

by Jerry Hulse

If you're planning a visit to Europe or Japan this summer, take along an extra checkbook. No matter what you've budgeted, you'll likely come up short. Both destinations are shockingly expensive. It was a nice dream: "Europe on \$5 a day." Later the title was updated to "Europe on \$5 and \$10 a day." But let's be realistic: the only way to do Europe on even \$10 a day is to be a teenager with a pack on your back and a bike beneath your legs. What with the latest dollar devaluation it's time for someone to do a sequel to the old guide. Something like, "Europe on \$50 a day . . ."

Here by way of added expenses is



what the average American traveler can look forward to this summer in Europe. First, of course, the dollar overseas will be worth 10% less. This is because of the devaluation ordered by the Nixon Administration. Primarily, it will affect travel abroad and foreign goods bought at home.

While this, obviously, is discouraging enough, certain European hoteliers have other surprises in mind. Primarily, there is a new "value added tax" of 10 to 12% which will be placed on hotel bills in England, Italy, France and Germany. Other countries may join, too. Already the charges for service and taxes add up to around an extra 20% in many European countries.

While your room may be listed at

\$20 a day, a more realistic figure—considering the additional charges—would be around \$24. This, however, will rise even higher in the countries planning the new hotel value tax. That brings up the question: How can you buy Aunt Milly that duty-free bottle of Chanel No. 5 and still figure on making it to the airport without thumbing a ride?

Many travelers simply don't care. The last time the Nixon Administration devalued the dollar it had little, if any, effect on travel. Americans went overseas anyway. They went in record numbers. They were dying to see the places name-dropped by the neighbors: London, Paris, Rome, Portofino, St. Tropez, Mykonos, Vienna, Salzburg, Positano, Venice, Dubrovnik . . .

Nor did President Johnson cause much of a stir when he urged Americans to remain home while trying to cut the trade deficit. Instead Americans set a huge new record for travel overseas. But 1973 just might prove different. If so there could be a new boon for domestic travel.

In Europe, of course, the budget-minded American traveler will be looking for the cheapest way out. In Paris, for example, he'll be living as Hemingway did with the Lost Generation during the turbulent 20s. Fortunately for Americans, however, Col. Sanders has arrived in Europe along with Wimpy's and other names dear to the hearts of budget diners everywhere. Instead of taking a table at Maxim's or La Tour d'Argent, or maybe Mirabelle's in London, this year's crop of

vacationers may run off with a bucket of chicken or a bag full of hamburgers.

Such news has the travel industry somewhat abject. Obviously, more Americans will be making the switch from deluxe to budget travel in '73. One Los Angeles company, for example, has a charter priced at \$269—Los Angeles-London-Los Angeles. The tour people also give their passengers the option of buying a two-week London package that includes hotel room for 14 nights along with breakfast, sightseeing and transfers. But this, too, will go up in price now that the dollar has gone down.

"We are concerned," a budget tour man said. "Very concerned." Another travel agent said crisply, "I've just been to the doctor." He sounded like a man in need of a pill or a very dry martini.

Dan Scariano, president of Scariano Travel in Beverly Hills, was also concerned. "There are people who are patriotic," he said. "They may decide to forget the whole thing and stay home."

As hotel and restaurant prices rise so will the cost of taxis, hairdressers, buses and all else that is associated with a holiday overseas. However, with the possibility of lower air fares—a subject presently under discussion by the airlines—this could help offset the price increase due to devaluation.

New York travel agent Fred Mayer has come up with an answer for those short on funds and long on desire, offering tours via his "hotel bus." During the daytime passengers ride in a regular bus, another coach following behind with beds and stall showers. Up ahead it's like any ordinary bus: reclining seats, air conditioning, picture windows. There's even a stewardess who serves snacks.

Later, as the martini hour arrives, the coach hauls into a campground where meals are served and beds are prepared. The price: less than \$20 a day, including meals, sightseeing and a bunk on the hotel-bus. Entire groups are booking Mayer's buses, which go wherever whim dictates. "Hey, driver," someone may shout, "take us to Florence." If everyone agrees, to Florence they go. Primarily, though, Mayer's tours are geared to the youth market. Guests sleep in compartments with anywhere from six to a dozen others, side by side. Presently 54 tours are on the books for the summer months, ranging from 15 to 22 days each. Mayer admits the hotel bus isn't intended for the luxury traveler. But for those looking for a method of beating the high cost of Europe, it's a thought. (For additional information, write to Fred



London's dependable Big Ben, part of the past, chimes in time with the city. Huge barges (below) snake their way down Germany's scenic Neckar River near Heidelberg.



Elks Travel Directory

Attention Elks!

The tremendous response to our Elk European trip has proven to us the acceptance of our services for Elk Lodges and families. We are planning more Elks only tours and we would like to hear suggestions from you. If your lodge is planning a trip please contact us for our special Elks price.

**BE SURE TO VISIT OUR
BOOTH AT THE CON-
VENTION IN CHICAGO.**

 **CARAVELLE TRAVEL**
25 So. Washington St.,
Naperville, IL 60540
312-355-5312

Conventioneers . . .

Board the Baseball Special!

Sunday, July 15, 1:15 p.m.

Join the team, the Chicago White Sox, as they battle the Baltimore Orioles. For seats write directly to Ticket Manager, White Sox Park, 324 W. 35th Street, Chicago, IL, 60661. (DO NOT SEND ORDERS TO THIS MAGAZINE.) Enclose a self-addressed, stamped return envelope with your check or money order. Box seats, upper deck only \$4.00. Reserve grandstand, lower level, \$3.00. Seats in the special Elks sections will be held only until July 7. After that date you will be assigned as close as possible. Due to heavy advance demand for this game early ticket reservation is suggested. Round trip bus transportation from the Hilton Hotel. Fare \$2.00—available at the Information Desk in the registration area.

Mayer, c/o Exprinter Co., 500 Fifth Ave., New York, N.Y.).

While Europe's costs this summer may seem appalling, Japan's are far worse. According to a U.N. survey, today Tokyo is the world's most expensive city, beating out such proud leaders as Paris and New York for the dubious title. At the Imperial Hotel I paid \$7 for a bowl of dry cereal, juice, fruit, toast and coffee. Later in the coffee shop of the Keio Plaza Hotel it cost me \$8.50 for two milk shakes, one sandwich, tea and cake. One woman complained she'd paid 600 yen for a glass of orange juice, which adds up to half a buck more than a Scotch costs. A colleague of mine paid \$8.25 for a sandwich and two glasses of beer, and another friend complained of being charged \$5 for coffee, pie and a hamburger.

Two reasons underscore the sudden cost spiral. First of all, the U.S. has twice devalued the dollar. Meanwhile, the Japanese revalued the yen. Only upward. What it all means is that you simply get less for the dollar. Prices fluctuate day by day, and not only is the dollar floating but so is the yen. On three separate occasions I got three different sums in exchange for dollars.

Still, if you insist on seeing Tokyo, here's a scheme for survival:

There's a McDonald's to serve you, down on the Ginza. Hamburgers are 30 cents and French fries sell for a quarter. Across the street the Dairy Queen pours milk shakes for 40 cents and next door crowds queue up at a sign reading Dunkin' Donuts. Obviously, none of this compares with yakatori

in the wings, operating a dreamy kosher kitchen near Roppongi Crossing. "The Japanese all love my chicken soup and matzo balls," said the ex-Bronx matron, a 69-year-old divorcee, brown-eyed and bosomy. From the outside her kosher deli looks like a disaster, squatting next to the sidewalk as if it might topple at the slightest shake.

Inside it's something else. Not elegant, mind you. Only four tables and a counter. But the odors are mesmerizing. Pastrami pancakes, knockwurst omelettes, cheese cake. She gets \$2.25 for corn beef and pastrami sandwiches. The same for chopped chicken liver. A bowl of her chicken soup will relieve the hungry customer of \$1.

You can get all the rest as well: Lox 'n bagels, corned beef and eggs, pastrami pancakes, cheese cake and those great wonderful kosher pickles. She even ships to Hong Kong. "Sent down a salami only last week," said Anne. As a side line Anne mixes martinis. The best, she claims, in Tokyo. "I stir up a martini you can get drunk on," Mama-san Dinken boasts.

Anne has been 22 years in Tokyo. Now she's looking for a "nice Jewish boy to take over the joint." Among her customers are Steve Parker and Actress Shirley Maclaine plus hundreds of others, both known and unknown.

Still, with the high prices of Europe and Japan, the dollar will buy far more right here in our own hemisphere. This is especially true of Mexico where the exchange rate of peso vs. dollar remains the same. There was no change following devaluation. Indeed, Mexico

While Europe's costs this summer may seem appalling, Japan's are far worse. Today, Tokyo is the world's most expensive city.

or sukiyaki, but it beats going hungry. Another trick is to do as the Japanese themselves do: look for budget restaurants which display food prices in the window. Scattered throughout Tokyo is a restaurant chain known as Tempura ten-ichi. At noontime a plate of prawns, fish, shrimp, vegetables, rice, soup and salad costs about \$6.

The alleys of the Ginza are crowded with dozens of inexpensive restaurants (just as there are also expensive places to dine). One, the Escoffier, is a snug loft overlooking an alley within walking distance of the main shopping district. At noon, scallops are listed at \$2.50, sole menezie costs under \$4 and Hungarian chicken goulash is priced at \$3.

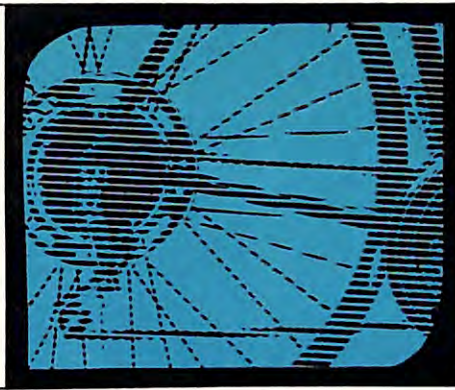
Should all else fail, that Jewish mama-san of Japan, Anne Dinken, is waiting

is expecting record crowds this year. If it's on your itinerary, make both airline and hotel reservations well in advance. This is especially true of the popular destinations: Mexico City, Puerto Vallarta, Acapulco, Guadalajara and Mazatlan.

Hawaii, also unaffected by devaluation, promises to play host to huge crowds, too. The increased traffic has already begun. At one point last winter hotels were so overburdened that the Hawaii Visitors Bureau appealed to residents to open their homes to visitors. Obviously, with prices overseas at an all-time high, millions of Americans will opt for visiting the U.S.A. instead. From Yellowstone and Yosemite, to the Green Mountains of Vermont, they'll be learning how it's no myth: there really is no place like home. ■

SPORTS ACTION

by Don Bacue



CYCLEMANIA

Dumb, dumb, dumb. You know, the fellow who sets out on a bicycling trip without fully preparing himself.

I went on a trip a few years back—a 20-miler—with a fellow who packed his cycling sense between two slices of bread, like peanut butter. He brought a lightweight rain slicker and NOTHING else. Not a wrench, not a screwdriver, not even a spare innertube. And he was no backwoods banana. He's been on many a camping and backpacking trip, even built himself a bit of a reputation with some of the smaller, specialty outdoors magazines on the West Coast. Yet, when it came to cycling, he was sure his precautionary approach to riding (and his brand new \$200 Peugeot 10-speed) would see him through.

Nearly 10 hours, one malfunctioning brake, and two burst innertubes later, we arrived at our destination. It cost him nearly \$20 and us four hours of "down time" for his overconfidence. Luckily, when his first tire popped, we were within walking distance of a small town which just happened to have a local cyclery shop. He paid through the nose for his equipment and tools there, but it could have been worse. And, if experience is indeed the very best teacher, he won't take his bicycle for a hop around the block without the proper equipment neatly tucked away in his saddlebags. Nor, in fact, would I.

You don't have to be planning a 20-mile trek into the wilderness to give some thought to proper cycling equipment. In fact, you're likely to stumble across more trouble just blocks from home than you are miles away. Blow-outs, for example. So there's every reason in the world to be properly equipped for cycling at all times. Let's take a look at what that means.

To begin with, I've found a rear carrier worth its weight in handlebars . . . and then some. That's the little gizmo that attaches to the seat post and rear axle and extends out over the rear tire. Many come equipped with a spring tension clip (along the mousetrap principle) ideal for carrying small pack-

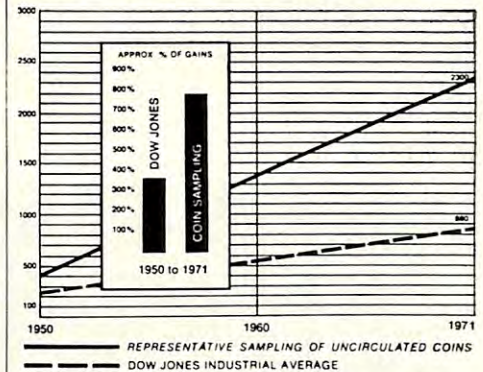
ages, lightweight coats, books from the library, and a multitude of other assorted goodies. Well worth the few bucks and 10 minutes necessary to buy and install.

Then I'd recommend some type of saddlebag or toolbag. They come in a variety of sizes from about 3" x 7" to a whopping double saddlebag large enough to carry a small tent and camping supplies for a week. For around town and short-trip use, I'd recommend something about 8" x 8" x 12", with plenty of snap compartments for storing tools, food, etc. Which brings us to the etc.

You should always carry at least one spare innertube (get the right size to fit your bike!), either regular or heavy duty, priced from under \$1. With it, you'll need a selection of wrenches to fit your axle nuts, a tire iron or other blunt instrument for getting the tire off and back on, again, once the tube has been repaired and a bicycle pump. I recommend the type that closes down to almost nothing and attaches to the frame of your cycle where you can forget about the thing until needed. Don't chintz here. Most five- and 10-speed bicycle tires take from 45 to 90 pounds of air (triple what your car tires take). If you've ever tried pumping 90 pounds of air into a tube on a 79-cent dime-store special, you know what I mean. A set of screwdrivers (about \$2), a vise grip (\$1), a tire pressure gauge (\$1) and you're set . . . almost.

The last item I recommend you buy and carry with you always can save you time, money, and tears. It's called **Anybody's Bike Book**, written by Tom Cuthbertson (Ten Speed Press, 2510 Bancroft Way, Berkeley, CA, 94704; \$3). It's a fix-it-yourself bicycle repair book, profusely (that's the word the *N. Y. Times Book Review* uses) illustrated and featuring sections on tools, brakes, wheels, power train, etc. But don't just buy it and tuck it away somewhere. Read it. Familiarize yourself with the parts of your bicycle. There are a good deal more of them than there were when you were a boy.

If Yearly Gains of 25% appeal to you, Invest in Coins!



Throughout the past 20 years, the coin market has outperformed the stock market. Also the bond market. Even real estate. Yearly gains of 25% have been average! Sophisticated investors have been beating inflation with coins for years. Now you can join the pros!



U.S. Gold Coins: 45% annual gain.

InterVest Coin Exchange, with more than 20 years management experience in coin investing, offers you monthly plans starting at \$25. Each month our Advisory Board of distinguished numismatic experts selects coins for capital appreciation potential. As you invest, you build a professionally-developed coin portfolio!

Repurchase Guaranteed! When you want to cash in profits, InterVest guarantees to repurchase these coins at the best current market price on the National Coin Market teletype. Through InterVest you both buy and sell like a pro!

Mail Coupon for Details Today!

InterVest ELK
 Coin Exchange, Inc.
 255 Broadway
 Lynbrook, New York 11563
 (516) 593-3330

Gentlemen:
 Please send me complete information on your Monthly Coin Investment Program.

Name _____
 Street _____
 City _____
 State _____ Zip _____

NEWS OF THE LODGES



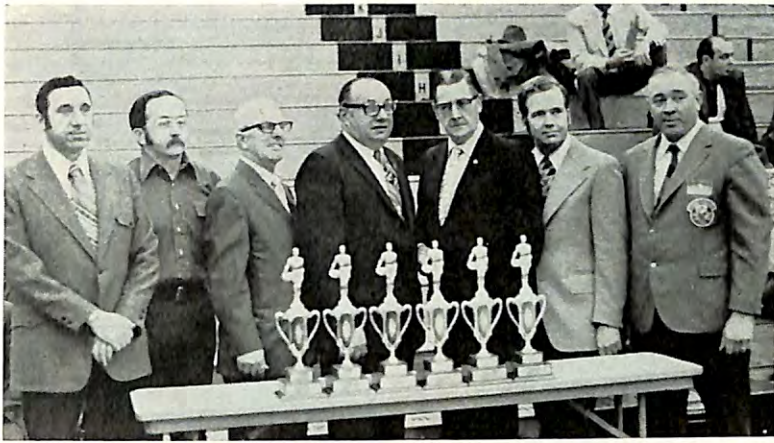
A BANQUET was held recently by Nashville, Tenn., Elks to celebrate the lodge's 75th anniversary and to dedicate the new lodge home. Present were (seated, from left) Brother Beverly Briley, Nashville mayor, Mrs. Briley, Mrs. Edward McCabe, PGER Glenn Miller, SP Ted Callicott, and (standing) Chm. Warren Terry, Mrs. Terry, PGER Edward McCabe, Mrs. Johnson, and immediate PER Don Johnson.



DOROTHY AVERY, widow of Brother John Avery, presented a check for \$2,000 to Escondido, Calif., Lodge. The money is to be used for the Elks National Foundation. ER Robert Manzer accepted the check and presented two plaques from the Foundation to Mrs. Avery.



TO GIVE THANKS for the end of the Vietnam War and the return of American prisoners, Passaic Valley, N. J., Elks held a commemorative service with members of the American Legion and the Veterans of Foreign Wars. Laying the wreath were (kneeling, from left) District Americanism Chm. Joseph DiStefano, lodge Americanism Chm. John Duffy, and (standing) Roy Zicker, secretary, State Secy. Obert Stetter, SP Thomas Rhodes, State National Foundation Chm. George Frick, and ER Albert Calvetti.



THE REGIONAL PLAYOFFS of the Elks National Hoop Shoot Contest were held at Springfield, Massachusetts. With the Grand Lodge trophies were (from left) Youth Chairmen Bert Theriault, Maine; Barry Collins, R.I.; James Colbert, Mass.; Michael Kiro, Conn.; Harry Mullen, N.H.; Bruce Bailey, N.J., and Joseph Scaramuzza, N.Y.



SANTA MONICA, California, Lodge recently presented a check for \$1,000 to the local St. John's Hospital. Sister Mary Aloys, hospital administrator, accepted the check from Brother John Salatich.

BUMPER STICKERS with the slogan "Dope—To know it is to fear it" have been attached to all local patrol cars as part of a drug education program at Texarkana, Ark., Lodge. City patrolman Mickey Racheal applied a sticker as (from left) PDD Dillon Seymore, Drug Education Chm. Bob Ekert, and ER Bill Bryant observed.



THE GROUND BREAKING was held for the new lodge home of Meadville, Pa., Elks. Watching ER Gerald Davis with the shovel were (from left) Henry Pazdyk, Paul Kareha, James Brown, Theodore Williams, PER Russell Stauffer, Kenneth Beers, Thomas DeVore, DDGER Percy Murray, PER Clifford Daniels, Paul Cribbs, Chm. Thomas Ritchey, and PER Claude Wegley.

A SEMINAR on general protocol and procedure, and the duties of Exalted Rulers and Secretaries to their lodge and to the Grand Secretary was held recently at the Elks National Home. Presiding were (from left) Doral Irvin, Executive Director of the National Home, Virginia SP Mack Taylor, PCGER John Walker, and Grand Secy. Homer Huhn Jr.





EXALTED RULER Charles Conway took a shovel in hand to lead the groundbreaking ceremonies for the new home of Milwaukee, Wis., Lodge. Several lodge members were on hand to witness the event.



A FLAG was presented by Gardner, Mass., Lodge to the High Rise Association for their recreation hall. The group is composed of senior citizens who reside in high rise apartments in the area. At the presentation were (from left) Secy. Cleo Robichaud, ER Joseph Fredette, Est. Lead. Kt. Donald Niemela, Romeo St. Laurent, High Rise president, and E. Erickson, High Rise vice president.



SPECIAL GUEST for the recent father and son banquet at Ferndale, Mich., Lodge was Roy Edwards (center), Detroit Red Wings goalie. ER Warren Craig welcomed him as Chm. James McDonald looked on. Each boy received a hockey puck and an autographed picture of the Detroit Hockey Club from Edwards.



FRANKLIN, New Hampshire, Lodge was named the state ritualistic contest champ recently. The winning team members were (seated, from left) Esq. Edward Bozek, PER Howard Bentley, Est. Loyal Kt. Jack Farnum, and (standing) Chap. James Jalbert, PER Edward Buczynski, ER Leighton Washburn, Est. Lect. Kt. Jack Willey, and Est. Lead. Kt. Donald Winkley.



THREE ENGRAVERS were purchased by Florence, Colo., Lodge to be used by citizens in the county as part of Project Theft Guard. Social Security numbers are engraved as identification on the citizen's valuables to discourage burglary. Secy. Darrell Lindsey (left) and Social Welfare Chm. Thomas Singlettery (right) received the engravers from Chief of Police Max Martinez.



AS PART OF THE Americanism program at Glendale, Ariz., Lodge, each new Eagle Scout in the district is presented a framed certificate and flag. At the presentation to 9 Scouts were ER Wayne Boore (front row, left), Americanism Chm. John Hook (back row, fifth from left), and Bill Rutter (right), Scout associate district executive.

LODGE NOTES

SANDUSKY, Ohio. A blood drive sponsored by the lodge in honor of the late PER Al Gongos set a new record. Two hundred eighty-six pints of blood were donated surpassing the old record by 45 pints.

SAN LUIS OBISPO, Calif. Denise Caruso and Gregg Sorenson are the lodge Youth Leadership winners. Two other students Debra Lewis and Vince Pillow were awarded bonds. County Clerk Ruth Warnken presented the bonds.

OHIO. The state association has been honored by the Valley Forge Freedoms Foundation with a George Washington Honor Medal for its patriotic activities through the Elks' Americanism programs. The state's bulletin and Martins Ferry Lodge also received medals in recognition of patriotism.

MAHWAH, N. J. DDGER A. Frank O'Plinus recently presented a bond to Lydia Magliano, the lodge's Youth Leadership winner. ER Alex Radecki, PER George Petrosky, and district Youth Chm. Matthew Giannelli joined in congratulating her.

PORT JERVIS, N. Y. A class was initiated in honor of the late Peter L. May, who had served as secretary of the lodge for 40 of his 53 years of membership. PERs of the lodge gathered to perform the ritual.

NORFOLK, Va. A dance was held to raise funds for the construction of a lodge swimming pool. Gifts were given away including jewelry and a wire sailboat picture, a miniature of the one presented to PGER E. Gene Fournace on the lodge's 85th anniversary. Fashion shows of swimwear past, directed by ER Lewis Payne, and present were also featured.

JOPLIN, Mo. Brother LeRoy Day who was a Past Exalted Ruler of the lodge died February 16, 1973. PER Art Struempf was among the pallbearers at the funeral.

NEW PORT RICHEY, Fla. Lodge members voted to donate \$250 to "The Seed," a drug rehabilitation program. Additional contributions of members brought the total to \$770.

THIEF RIVER FALLS, Minn. Brother Ole Engelstad is actively involved in the Elks principle—charity. He has spent his 37 years as a member of the lodge, regularly visiting patients at Northwestern Hospital. Brother Engelstad averages around 12 visits a day five days a week. His rules are keep the visits short and offer no sympathy.

WOODBRIIDGE, N. J. PDD Peter Greco was honored recently at a testimonial dinner at the lodge. Dignitaries present to congratulate him were PDD James Hanlon, Grand Trustee Edmund Hanlon, VP Bill Young, and ER Charles Blum.

AUSTIN, Tex. National Foundation Chm. John Rich presented paid-up certificates to Brothers Carl Abramson and Paul Mathieson. Participating pins were received by Brothers Abramson, Mathieson, and Rich, John Childress, Jack Collins, PER Gene Moore, and ER Don Mayeux.

FALMOUTH, Mass. The lodge made its annual donation to the National Heart Fund. The total of \$100 was composed of individual members' contributions.

MIDLAND, Mich. The state hoop shoot contest champion is Mike Sparta, who originally won the local contest at the lodge. He received several trophies.

ATTLEBORO, Mass. Life members were elected recently at the lodge. They are PER George McNally, Leo Cloutier, John Brochu, Esq. Gus Ferrara, Levi Benoit, Edward O'Neil, Peter Picchi, Samuel Stone Jr., and Frederick Rodell.

FOND DU LAC, Wis. At the state mid-winter conference held there, GER Francis Smith and PGER Lee Donaldson were present. SP Joseph Kovacs presented an outboard motor to Brother Smith and fishing tackle to Brother Donaldson.

PLANTATION, Fla. The lodge held its annual awards banquet honoring the St. Gregory Raiders, who won the Broward County junior basketball league championship. Coach Mike MacNamara presented trophies and jackets to the players. Lodge Youth Chm. Thomas Ryan also coached the team.

MIDDLESBORO, Ky. The Middlesboro Boxing Club, Inc. sponsored by the lodge is directed by Recreation Committeeman James West Jr. Brother West has worked with the young boxers for about ten years. The club finished the East Tennessee Golden Gloves Tournament and planned to enter the Junior Olympics Tournament.

SAFFORD, Ariz. Senior citizens at the local Mountain View Nursing Home received 76 pairs of pajamas and 40 gowns from the lodge. Workers on the project were Esq. Bill Morton, Chap. Sandy Collins, Est. Lead. Kt. John Mickelson, and ER Kenneth Cates.

SEARCY, Ark. To help increase the state's contribution to the Elks National Foundation, ER Gerald Joyner began a program of personally soliciting members to join. The number of participants in the Foundation now totals 18.



A BLIND STUDENT received a \$500 scholarship from Panama Canal Zone (Balboa), C. Z., Lodge. GER Francis Smith made the presentation to Raul Hernandez during his visit to the lodge. Also present was Jose D. Campos, who received in 1972 a \$3,600 scholarship from the lodge.

CRISFIELD, Maryland, Elks presented a check for \$600 to the local Veterans of Foreign Wars Post to be used in its veterans cemetery building fund. (From left) Treas. Donald Chelton and Secy. John Cullen presented a facsimile of the check to Kenneth Tawes, fund chairman, and Arthur Carmine, post commander.



THREE GENERATIONS were represented at San Leandro, Calif., Lodge on Past Exalted Rulers Night. PER E. Lee Graham (left) initiated Marshall Lubker (second from left) in the presence of his father, William (fourth) and his grandfather, Trustee Carl Lubker (fifth). ER Wylie Golden (center) welcomed all to the lodge.

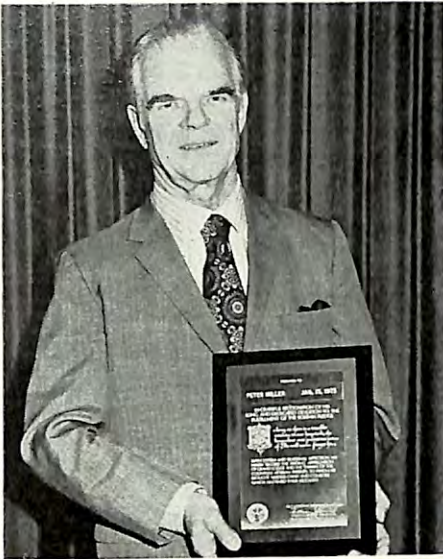


A CHECK for \$1,000 was presented to Jamestown College by Jamestown, N. D., Lodge to build an all-weather track. Curt Goehner, quarterback club president, received the check from ER Jack Brown, with Ernie Gates also present.



SIX HUNDRED tanned deer hides were collected from all 17 Utah lodges and presented to the Salt Lake Veterans Hospital. The hides will be used in occupational therapy for the patients. (From left) State Veterans Service Chm. Myron Johnson and Jack Hales of the Veterans Administration Voluntary Service listen to a thank you letter from the hospital read by Clyde Miller, state secretary.

1973 YOUTH LEADERSHIP WINNERS



A PLAQUE was presented to Brother Peter Miller by the Elks National Service Commission, recognizing his service to veterans. As Director of the Veterans Administration Voluntary Service, he has coordinated programs for vets at VA Hospitals all over the United States, for over 25 years. Brother Miller, who is a member of Arlington-Fairfax, Va., Lodge, has been an Elk for over 41 years.



Andrea Ruehlmann



Robert Morrison



Linda Knutson



Gregory Cosimati



Teri Zehentner



Gary Simmons

THE WINNERS of the annual Youth Leadership contest are a Cincinnati, Ohio girl and a Vicksburg, Miss. boy.

Andrea Ellen Ruehlmann and Robert Russell Morrison will each receive scholarships for \$2,000 at the Elks National Convention in Chicago this July.

They competed with several other young men and women from all over the country on a local, state, and national level. The contest is sponsored to encourage young people to develop their leadership talents.

Criteria for judging contestants are demonstrated leadership, appreciation of Americanism and good citizenship, perseverance, stability, resourcefulness, and sense of humor. The judges for the contest were U. S. Senators Peter H. Dominick (Colo.), Lawton Chiles (Fla.), and Clifford P. Hansen (Wyo.). The contest was conducted by the GL Youth Activities Committee under the supervision of Chm. Gerald L. Powell, Peru, Ind.

Second-place winners are Linda Joy Knutson of Williston, N. D. and Gregory Mario Cosimati of Las Cruces, N. M., who will each receive \$1,750 scholarships. Winners of third-place \$1,500 scholarships are Teri Rita Zehentner of Dubuque, Iowa and Gary Alfred Simmons of Tremonton, Utah.

Andrea has been a member of the YMCA volunteer leader corps, Junior Achievement, and has taught handicapped children. She served as Home-room President, Girl's State Representative, Honorary Lieutenant Governor for the state, and attended the Republican National Convention as a "Young Voter for the President." She participated on swimming and tennis teams, and was a member of the National Honor Society and of Inter-Racial Council.

Robert served as President of the

student body, Vice President of the Mississippi State Association of Student Governments, and President of the National Honor Society. He won the D.A.R. History Award, ranked second in his class of 167, and was the star halfback of his undefeated high school football team. He acted in several high school plays and was an outstanding band member.

Linda has served as Vice President of the Junior class and President of the high school band. She was a state debate champion and held several records and honors in track. She was a Girl's State Delegate, entertained local senior citizens in a choir and band, and was a member of her church Luther League.

Gregory was President of the student body, held the highest office of Major in ROTC, was a member of the National Honor Society, and served as Boys State Delegate. He was active in basketball, cross country, baseball, and track, and held offices in the 4-H Club. He has participated in ecology conferences and clean-up projects.

Teri was a class council delegate and Vice President of the Dubuque Council for Catholic Youth. In the YMCA, she helped entertain patients at local hospitals and taught swimming to small children. She has worked in fund-raising campaigns for the March of Dimes, American Cancer Society, and Muscular Dystrophy. She was chosen delegate to the high school model United Nations.

Gary served as President of the student body and the National Honor Society, and was a co-captain of the high school football team. He belonged to acappella choir and participated in the "Young Americans" TV program. He has worked with the local Kiwanis club and was a delegate to the Mental Health Clinic.



A FUND DRIVE at Los Alamos, N. M., Lodge produced \$500 to aid Howard Glen Reed in a kidney transplant operation. A fund for donations was arranged at the local bank, and a benefit dance was held. ER Glen Vogt (right) presented the check to Howard Reed, who is donating the kidney for his son Howard Glen, and his wife Shirley.



THE EMER D. BATES AWARD was presented by Pasadena, Calif., Elks to Agnes Leung, a student majoring in journalism at Pasadena City College. Award Chm. Tommy Keyser presented the award and a check for \$100 to Miss Leung, who plans to continue her education and achieve a master's degree in journalism.



A FLAG that flew over the nation's capitol was presented by Dolores Knott, wife of ER George Knott Jr., to Newark, N. J., Lodge. At the dedication ceremony were (from left) Brother Greenberg, Mayor Harry Stevenson of Irvington, PER Marty Quint, Mrs. Knott, Chm. George Goldberg, and ER Knott.

ENGLEWOOD, Colorado, Elks presented a check for \$3,500 to the International Faith Task Force for Community Services to be used to purchase a Rugg chair. John Folks, a patient at Craig Rehabilitation Hospital, will be the first to use the battery-powered wheelchair which is operated by special head controls. ER Glenn Archer (left) and Social Welfare Chm. Ray Whitebread presented the check.



A CHECK for \$3,200 was presented to South Nassau Communities Hospital at Oceanside by Valley Stream, N. Y., Lodge. The money is to be used to purchase a Life-Pac unit to aid in coronary care. PER George Malekian and Social Welfare Chm. Christopher Botticelli presented the check to Dr. Sidney Liebowitz (right).



TO THANK Ray Loewe (center) for his contributions to Elksdom, Santa Ana, Calif., Lodge presented him a plaque. Loewe, who owns a local restaurant, places all his tips in a piggybank for the Elks. PGER Leonard Bush and DDGER Jack Benton made the presentation.



A WORKSHOP is sponsored at John Moses Air Force Regional Hospital by Minot, N. D., Elks and the Base Welfare Fund to provide occupational therapy for the patients. Work with ceramics, leather, and cut glass, oil painting, and making holiday decorations are among the projects offered. Lodge Vets Chm. Gisli Johannson Jr. (third from left) helped coordinate the program.



PAST GRAND TRUSTEES CHAIRMAN Joseph Bader (right) was the guest for a recent initiation of 72 new members in his honor at Lyndhurst, N. J., Lodge. PER James Bader presented a plaque of recognition to his father as ER Harold List observed.

TO BOISE No. 310
Welcome **FRANK HISE**



SECRETARY-MANAGER Loren H. Basler (seated), who served Boise, Idaho, Lodge for 24 years, retired recently. Gathered to honor him were (from left) ER Harold Jamison, SP William Richardson, SDGER Phillip West, and PGER Frank Hise, who was visiting the lodge.

(Continued on page 44)

Elks National Free Throw Contest 1973



They received trophies and congratulations from (from left) PGER Edward W. McCabe, GL Youth Activities Chm. Gerald L. Powell, GER Francis M. Smith, and Free Throw Contest National Chm. Loren Anthony.

The winners of the Elks National Free Throw Contest 1973 are (from left):

- | | | |
|---------------------------------------|-------------|-----------|
| Steven L. Jacobson, Pardeeville, Wis. | runner-up | Age 12-13 |
| Jeff Veerhusen, Firth, Neb. | first place | |
| Jeff Dorn, Hendersonville, N. C. | runner-up | Age 10-11 |
| Steve Ely, Ashland, Ohio | first place | |
| Kerry J. Hess, Decatur, Ind. | runner-up | Age 8-9 |
| Kelly Goble, Longview, Wash. | first place | |

THE CONTEST held for the first time this year received enthusiastic response across the country. Chm. Gerald L. Powell of the GL Youth Activities Committee, which sponsored the contest, estimated that around one-half million boys participated nation-wide.

Forty-four states were represented in the regional semi-finals which were held at Springfield, Mass.; Iowa City, Iowa; Dallas, Tex.; Warren, Ohio; Kearney, Neb.; Atlanta, Ga.; Spokane, Wash., and Calif. National Contest Chm. Loren Anthony of El Dorado, Kan., coordinated the entire event.

About 120 persons, including lodge Youth Chairmen, parents, and friends attended the finals which were held in Kansas City, Mo. Twenty-four boys representing 19 different states competed against each other for the top spots in the three age categories.

The dignitaries present included Grand Trustee Wayne Swanson, GL Youth Activities Committeemen Miland Dunivent and Edward O'Brien, and Missouri DDGER Jack Willhoyte. Brothers Swanson and Willhoyte, and ER Billy Lodge of Kansas City (Northland), Mo., Lodge coordinated transportation to and from the airport and hotel at the finals.

The trophies were presented to the winners during halftime of the final game of the NAIA National Basketball Tournament before 9,000 fans from all over the United States.

Now...the odds are you don't need offset or a 'copier-duplicator'.

Your average daily printing needs may be far too modest for the chemistry, costs, and skill-requirements of offset. Forms, bulletins, illustrated parts and price lists or catalog pages, promotional literature (including halftones and color), etc. can now be produced by office help with no more than brief on-the-scene instructions. *How is it possible?*

Gestetner is a highly successful combination of the principles of the modern printing press and the complete simplicity and economy of the stencil duplicator. Printer's style paste ink is automatically fed and distributed to outside surfaces of dual cylinders.

Stencil-masters are automatically imaged by electronic scanning directly from such original subjects as drawing, photos, clippings, halftones, and typematter — and even entire paste-up layouts. *Cost? If you can afford the old fashioned mimeo you can afford a Gestetner!*



• Economical whether you need only 10 copies or as many or more than 10,000!

Send complete details.

I'd like a demonstration in my own office.

Gestetner
Dept. EM-6
Gestetner Park
Yonkers, N. Y. 10703

NAME _____
ORG. _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

Disaster Chasers

(Continued from page 9)

"Sometimes we get lemons," Bowling said. "We had one guy in Texas we decided to check up on, and found out that he was under indictment for embezzlement. We got rid of him in a hurry. But generally speaking, we've been very fortunate in the people we hired after Agnes. We got a lot of teachers and college professors, those sorts of people."

Occasionally, well meaning volunteers, armed with misinformation, can foul things up. Bowling recalled that residents of an entire flooded area in Cleveland were up in arms because a volunteer who was trying to represent their interests was himself misinformed. "We had to go out in that area and start all over," Bowling said.

Nevertheless, there is a definite place for volunteers in a post-disaster situation. Miss Devers said that community and fraternal organizations—like the Elks—could provide a valuable service by taking down and processing consumer complaints. She said that would free the professional for investigations and prosecutions.

For anyone unfortunate enough to be a victim of a disaster, professionals like Miss Devers and Bowling offer this advice:

Never trust strangers. Deal only with people you know; if you don't know the person, don't deal with him. Sound easy? Sometimes it's not.

Demand identification. All government employees are required to carry official identification cards. And they do not sell their services. In the case of a private contractor or salesman, never accept a letterhead as identification. If nothing else, ask to see the person's driver's license and write down his name and address.

Never give away one of the most valuable things you possess—your signature—unless you are absolutely certain of what it means. If a contract is involved, have it checked thoroughly by your own attorney or a local legal aid service.

Don't give away money. Most reputable businessmen do not require payment until delivery or completion of the work. If a down payment is required, make certain you check out the firm in advance.

A major difficulty with disaster relief is that the federal government has always dealt with it on a piecemeal, crisis basis. The disaster happens, the president reacts, and Congress passes special legislation.

"We have a crisis every time we have a disaster," said Chester Smith, staff
(Continued on page 26)

NOT A TRACE OF LUNACY

**Fishing the small brooks is nothing new.
But when the water line's just
past your ankles . . . ?**

by Don Bacue

■ I nestled up against a budding white oak and waited for the wind to die down. Before me, Jerry Slader struggled into his hip boots. Jerry is one of the most consistently successful trout fishermen I know. I jumped at the chance to explore some of Wisconsin's finest lakes and streams with him.

But when he pulled off the highway and up to one of the narrowest, shallowest brooks I'd ever seen, well, I was convinced Jerry had finally met his match. He'd taken one fishing trip too much, caught one trout too many. I only hoped no one would come along and spot us—two grown men armed to the neck with expensive rods, reels, boots, and creels, bent over the water like two kids at the lagoon in search of their first 'gill.

"Come on, Don," Jerry whispered, slipping his creel past his neck. "You're never going to catch anything by holding up that tree. Where's the old spirit?"

"You go ahead," I replied, "pull in your limit . . . then I'll give it a try."

I watched Jerry finish tying a tiny brown and yellow nymph to the tip of his line and step cautiously into the brook. Imagine my surprise when I saw the water climb scarcely to his knees.

"It's not this shallow all along," he said, as if reading my thoughts. "It's deeper 20 yards or so downstream."

"How much deeper?"

"Fifteen, maybe 20 inches."

I couldn't believe my ears. He'd been perfectly sane in the past. Like last fall, when we went Brown fishing near

Sturgeon Bay. Not a trace of lunacy in him then. In fact, we caught more hulking Browns than we knew what to do with, and before long released those not injured back to the water for another day's fight.

For a full 60 seconds or so, I watched Jerry perform the strange ritual of trotting up and down the shallow brook, scuffing his boots on the gravel bottom as he went. Then, after a minute's rest, he peeled off a few dozen feet of line and dropped the fly at his feet. I gazed in amazement as the slow, rippling current pulled the bug steadily, lazily downstream. It floated and fluttered like a tiny willow leaf, first around this bend, then around that, until suddenly, SLAM! Line peeled off the spring-return reel like a hornet in flight. When the water finally split, a

three-pound squirming, turning Rainbow glistened in the early morning sunlight brighter than any jeweler's gem. Within minutes, the fish was played out and succumbed to Jerry's net. "Still want to wait until my creel's full?" Jerry grinned, holding the trout up for my inspection. I didn't need a second invitation.

Inside of a couple of hours, we'd both caught our limit; so we decided to head back to town, Jerry, delighted (but none too surprised) that we'd done so well and me, well, humble, but grateful.

That was my first experience with fishing small creeks and cold-water brooks; but since then, I've bettered my "luck," if that's possible, and learned more about "reading" the water than I ever before knew existed.

There are a couple of reasons Jerry's favorite cold-water brook is so consistently productive. The most obvious is, of course, the cold water. Trout are a cold-water species. Somewhere back in the woods, maybe even miles, there's a fissure in the ground that spouts water up from a seemingly endless well. It's always fresh, always cold, always moving. What appeared to be no more than a tiny ditch capable of harboring a few scrawny crawdads and a couple of scraggily frogs was actually much, much more. That two-to-three-foot surface was misleading. The brook's banks are sharply undercut, so that while the brook is only two feet wide on the surface, it balloons out to four or five feet underwater. That's where the lunkers lurk. How do you get them to strike your bait? That's where Jerry's ritual came in.

"I learned a long time ago," he told me, "that the old fisherman's adage, 'Sneak up on the trout and don't drop even a stone in the water,' is full of malarky. Sure, you can't go stomping up to the water's edge, waiving your arms and shouting, 'Trout's on!' But often, a little cautious stirring up of the water makes the difference between bad luck and success.

"When you kick up the mud and gravel a bit, you uproot crayfish, nymphs, salamanders, and other natural food that goes floating downstream. The trout catch sight of it, thinking maybe a bank collapsed or something, and start feeding. Then you can float your fly downstream and wait for the action. And I guarantee—if there's a trout in that brook, there'll be action."

There was another myth Jerry exploded—that trout fishermen should always fish upstream so they don't disturb their quarry, so the trout never know they're there.

"Just the opposite is true. You can cast upstream all day long. But if the trout are lying beneath those undercut banks, you can walk away hours later without a single strike. There are two basic premises I try to adhere to in all my fishing. First, you can't catch fish where they don't exist. Second, even when you find them, you can't catch them unless they see your offering. They're simple rules of thumb, actually; but you'd be surprised at the number of fishermen who ignore them."

Not all small brooks boast undercut banks, of course. But if you're patient enough and know what to look for, you're bound to run into at least a couple. What are the telltale signs? Fast moving water, for one. It's actually the speeding undercurrent in a brook that chisels away at the walls, gradually cutting ridges deeper and farther apart. Pretty much the same principle

(Continued on page 43)



Sen. Chiles



Sen. Dominick



Sen. Hansen

Youth Leadership Judges

March 15, 1973

Mr. Miland Dunivent, Member
Youth Activities Committee, BPOE
P.O. Box 573
Rifle, Colorado 81650

Dear Mr. Dunivent:

We have completed the difficult task of rating the finalists in the Elks Youth Leadership Contest. It was a challenge to all of us, because each portfolio was excellent.

Enclosed are the rating sheets for both groups. The photographs you requested are also enclosed. The brochures have been returned to you under separate cover.

We want to express our appreciation to you and to the Order of Elks for the opportunity to observe these outstanding examples of leadership among our young people. It was a refreshing and stimulating experience. Please convey our congratulations and deep admiration to each of the contestants. As you can tell by the scoring, the task of rating the entries was not easy, and our decisions came after long and careful deliberation.

Best regards,

Peter H. Dominick
United States Senator

Clifford P. Hansen
United States Senator

Lawton Chiles
United States Senator

LODGE VISITS

GRAND EXALTED RULER Francis M. Smith



The new lodge home for La Porte, Ind., Elks was dedicated during the visitation of GER Smith. Over 100 National Foundation certificates and two silver goblets representing 100 new members in the lodge were presented to Brother Smith. Dignitaries present to welcome him were (from left) Grand Trustee Lewis Gerber, ER Alan Danielson, and PGER Glenn Miller.



A map locating the lodges at Sioux Falls, S. D. No. 262, home of GER Smith, and at Broken Bow, Neb. No. 1688 greeted Brother Smith on his visit to Broken Bow, Neb., Lodge. He was presented the traditional red jacket and toured the Jennie Melhan Memorial Medical Center where he presented a flag. With him were (from left) SP. W. K. Rynearson, ER Edwin Butterfield, and PGER H. L. Blackledge.



The Wisconsin Mid-Winter Conference held at Fond Du Lac was attended by GER Smith. On hand to welcome him were (from left) DDGERs William Lucas, John Elleu, Kieran Purcell, and George Rapp.



During his visit to the Canal Zone, GER Smith toured the Miraflores Locks for the Panama Canal. His guides were (from left) Brother Mike Provano of Panama Canal Zone Lodge, Grand Forum Chief Justice Willis McDonald, PDD Ronald Angermuller, PGER William Wall, ER Darwin Pope, and DDGER George Folger.



GER Smith was welcomed to Rome, N. Y., Lodge with a reception and later, a banquet attended by over 400 Elks. With him were DDGER Lyle Rulison, SP Joseph Ferlo, and ER Edward Smaldon.

Disaster Chasers

(Continued from page 22)

director and general counsel for the Senate Small Business Committee. "The disaster's bad enough, but then we have a crisis on top of it."

There is increasing dissatisfaction with this approach. The Senate Committee on Banking, Housing and Urban Affairs, which developed last fall's disaster legislation after Hurricane Agnes wreaked her havoc, said in a report that "a permanent disaster relief program is of utmost importance."

Congress agreed. It included in the law a provision that requires the president to conduct a thorough review of existing disaster relief laws. The president was instructed to provide specific proposals early in this session of Congress for reform of disaster benefits, elimination of red tape and, last but not least, prevention of the misuse of benefits.

Professionals in the field, like Miss Devers, are convinced that the new law should include the establishment of a mobile, hard hitting team of government consumer aid specialists with the

legal authority to crack down quickly and effectively on the fast buck operators who move into disaster areas to start *their* work.

"First of all," said Miss Devers, "it should have the teeth to cut bureaucratic red tape very fast, and enable the operatives on the staff to do what they have to do in an hour or two instead of a few years. They should be empowered to move on the spot for the consumer.

"I definitely feel such legislation is a necessity. A disaster area serves as a breeding ground for fraud." ■

The Chicago Convention Program

109th Session Grand Lodge, B.P.O. Elks Chicago, Illinois - July 15-19, 1973

REGISTRATION

SATURDAY, JULY 14, 9 AM and continuing daily during the Convention. Representatives (Exalted Rulers), Grand Lodge members, visiting Elks and ladies—The Conrad Hilton Hotel, 725 South Michigan Avenue, Chicago, Illinois. This is the Information Center for delegates, their families and visitors. The first obligation is to register so that all concerned will be properly informed about the Convention and the facilities offered by Chicago, recommended restaurants, ladies information, sightseeing tours, etc.

REGISTRATION HOURS

Saturday—July 14	9 AM to 5 PM
Sunday—July 15	9 AM to 5 PM
	8 PM to 10 PM
Monday—July 16	8 AM to 5 PM
Tuesday—July 17	9 AM to 5 PM
Wednesday—July 18	9 AM to 5 PM
Thursday—July 19	9 AM to 10 AM

GRAND LODGE SESSIONS

All held at the Conrad Hilton Hotel as follows:

SUNDAY, JULY 15, 8:30 PM—Official Grand Opening Ceremonies. International Ballroom. Address of welcome by Hon. Lee A. Donaldson, Past Grand Exalted Ruler, who will preside. Principal address by Grand Exalted Ruler Francis M. Smith.

MONDAY, JULY 16, 9 AM—Opening Grand Lodge Business Session—International Ballroom. Election of Grand Lodge officers for 1973-74. Report of Americanism Committee.

MONDAY, JULY 16, 2 PM—District Deputies-designate and State Association Presidents—photos as per advance notification and schedule.

TUESDAY, JULY 17, 9 AM—Grand Lodge Business Session—Grand Ballroom. Following business session at 1:30 PM Grand Exalted Ruler-elect's personal conference with Exalted Rulers at which the Grand Exalted Ruler-elect will outline the Grand Lodge program for the coming year—International Ballroom. (Note: Arrangements have been made for a special—no host—luncheon in the International Ballroom for the convenience of all.)

WEDNESDAY, JULY 18—Open Session of Grand Lodge, International Ballroom. Reports and awards by Elks National Foundation, Elks National Service Commission and Youth Activities Committee. Following business session at 12:30 PM, Grand Exalted Ruler-elect's personal conference with State Association Presidents. (Note: Arrangements have been made for a special—no host—luncheon in the Bel Air Room—3rd floor—for the convenience of all.)

11 AM MEMORIAL SERVICE

(Ladies invited and expected to attend Wednesday morning session and Memorial Service.)

WEDNESDAY, JULY 18, 9 PM—Grand Ball—International Ballroom honoring Grand Exalted Ruler Francis M. Smith and Mrs. Smith. All Elks and ladies invited. Admission by badge. Surprise entertainment. Refreshments available.

THURSDAY, JULY 19—Final Grand Lodge Business Session, International Ballroom. Installation of newly elected Grand Lodge Officers (11 AM). Ladies invited.

FRIDAY, JULY 20, 9 AM to 5 PM—Induction of District Deputies-designate, followed by Conference with Grand Exalted Ruler, State Association Presidents invited—Beverly Room—3rd floor. This session will conclude at approximately 5 PM. Advance return reservations for those involved should be determined by this mandatory schedule.

RITUALISTIC CONTEST

SATURDAY, JULY 14, SUNDAY, JULY 15, MONDAY, JULY 16—Preliminary Contests, Palmer House Hotel, State Street and Monroe, Chicago, Illinois.

WEDNESDAY, JULY 18—Finals, Grand Ballroom, Conrad Hilton Hotel. Details of schedules will be available in final printed program of the Convention upon registration.

EXHIBITS

Display of activities by Grand Lodge Committees and Commissions, in addition to State Associations and others—Registration area—Conrad Hilton Hotel.

SPECIAL ACTIVITIES FOR ELKS AND LADIES

Visitors will be welcome throughout the Convention period to all neighboring Elks Lodges. There will be special discounts on outstanding sightseeing attractions and entertainment. Coupon book given at time of registration. Details at Information Desk (Registration Area).

SUNDAY, JULY 15—Free buses daily—starting Sunday, 12:00 Noon—to our beautiful Memorial Building from the Hilton Hotel. Schedules posted in Registration Area.

The Ball Game between Chicago White Sox vs. Baltimore will be held Sunday, July 15—1:15 PM. Details in *The Elks Magazine*, May. Suggest you order your tickets early due to the big advance sale.

MONDAY, JULY 16, 10:30 A.M.—Grand Ballroom—Conrad Hilton—Surprise Hawaiian Fashion Show and entertainment for ladies.

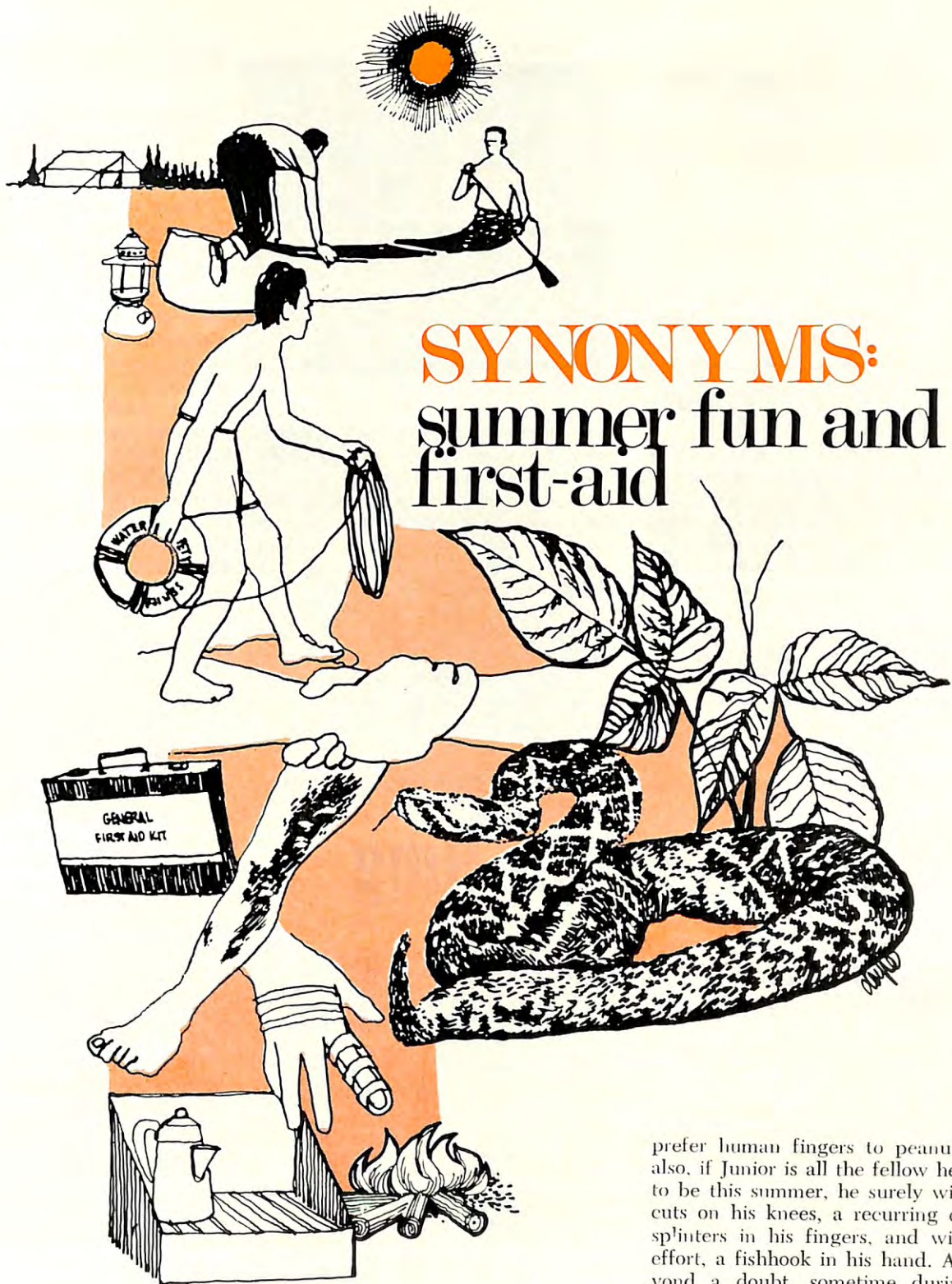
WEDNESDAY, JULY 18—An afternoon at Arlington Park Race Track.

It will include admission to Club House and "Classic Club," complete luncheon (in glass-enclosed, air-conditioned "Classic Club") with perfect view of the track, for the entire day. Also included are taxes, gratuities and transportation to and from the Conrad Hilton Hotel.

Tickets will be available at the Information Desk in the Registration Area and are limited.

VISIT THE CHICAGO LODGES

CHICAGO #4	1744 W. 48th Street
CHICAGO SOUTH #1596	8600 S. Ashland Avenue
CHICAGO NORTH #1666	1925 W. Thome Avenue
CHICAGO WEST #2187	5116 W. Irving Park Road



SYNONYMS: summer fun and first-aid

by R. Daniel Clark

□ Knowing I always burn my arm instead of the hamburgers when cooking over an open fire, and also knowing there are few doctors behind trees or a drugstore at every turn of a woodland path, I got to thinking recently about the family's next vacation—first-aid wise, that is.

Now don't misunderstand me—I'm not completely uninformed regarding ordinary run-of-the-mill abrasions, and I certainly wouldn't give Junior castor

oil after he swallowed an open safety pin or put iodine on a burn.

Nevertheless, I realize that the problem of how to make a vacation safer for our child would be far less a problem if in the very nature of things he was not always in trouble. And even a little accident—the scratch of a thorn or the prick of a fishhook—if not attended may be the cause of a very painful or even fatal ailment such as blood poisoning or gangrene.

Another thing I'm quite conscious of is that most wild animals seem to

prefer human fingers to peanuts; and also, if Junior is all the fellow he ought to be this summer, he surely will have cuts on his knees, a recurring crop of splinters in his fingers, and with real effort, a fishhook in his hand. And beyond a doubt, sometime during our vacation, the family hero will actually bleed for some reason or other, from some site or other.

With all this in mind, I made a call on the County Director of First Aid for the American Red Cross in our area.

"What I want to know," I told him, "is how can I more adequately protect myself and family if an accident should occur this summer when we take our vacation. We'll probably be away from people most of the time and pretty much on our own."

"I'm glad you said that," the Director replied, "because that should be the

basic thought behind all first aid. 'YOU', spelled with capital letters, are the one and the only one responsible for first aid. And this is just as true at the mountains as at the seashore or desert during vacation time."

"Oh, I've long realized the importance of the self-sufficiency angle," I told him. "But have you any specific suggestions to give vacationers before going on a trip?"

"Yes, I have. The old saying, 'A Stitch in Time' is just as applicable to human flesh as to a piece of cloth. I'd advise first never to leave for a hike from any camp with less than two others. Two can always make an armchair if an accident occurs.

"And don't forget that if such an accident produces severe bleeding, it won't stop merely by watching it. Take the attitude of an old country doctor friend of mine who, becoming impatient with the difficulties he was having with such a case said, 'Any fool ought to be able to stop a leak!'

"Remember that cuts, especially those resulting from enthusiastic but badly executed axe work, entail four types of risk: hemorrhage, loss of function due to severance of nerves or a tendon, infection and shock.

"Whenever I hear of such accidents," he continued, "I'm always reminded of the little Dutch boy who stuck his finger in the leaking dyke. Direct pressure on the bleeding part of course is the thing. Use a thumb if nothing else is available at the moment. Oh, yes, I know it isn't sanitary, but one can die much sooner from hemorrhage than from infection."

"Then you would probably suggest we take along a first aid kit on our trip—something light and compact, yet practical?"

"Yes, any good kit should contain a liberal supply of sterile bandages, an antiseptic, a roll of adhesive tape, a tourniquet to stop the flow of blood, scissors for removal of soiled garments, cutting bandages or tape; some safety pins, aromatic spirits of ammonia, castor oil and some laundry soap. All this can be compactly stowed in a sealed container between the tow rope and the bumper jack.

"But bear in mind that all this has to do with first aid and that is first aid only. It's only in Hollywood scenario that the untrained companion probes for a stray hunter's bullet in the victim's lung. And I would like to emphasize that in all serious injury cases, don't

rush the patient to the doctor. *Bring the doctor to the patient if at all possible!*

"Meanwhile, keep the patient as warm and comfortable as the situation permits. Don't move him and apply first aid technique to stop bleeding.

"There is only one valid excuse for moving a seriously injured person without expert care and that is the threat of fire. Even then quick improvisation is possible. If there are broken bones, use whatever is handy for splints. A canoe paddle for a broken back—shoes, rolled up magazines, a sapling cut to length—anything for broken extremities. These can be quickly secured with neckties, shoelaces, handkerchief or strips torn from a shirt.

"Such improvisation is not perfect, but it reduces the danger of more serious injury that an unsplinted bone can produce. Actually, the best advice I can give the prospective vacationer is to give a few hours study to the Red Cross First Aid Textbook before leaving on a camping trip—especially if he expects to be isolated. In fact, it wouldn't harm anyone to read it."

"As I recall," I said, "the textbook touches on the treatment of poisoning—particularly snake bites."

The Director smiled. "In a negative way I can give you some assurance on that score. A doctor I know who has treated victims of snake bites for the Southern Pacific Railroad over the years, told me that only three out of five poisonous snakes contain sufficient venom each time they strike to cause death even if the victim is unattended.

"Snakes are constantly striking at objects. Mostly it takes ten days for a snake after it has struck to develop sufficient venom to kill a human being.

"If a victim will just take the precautions outlined in elementary first aid, such as producing induced bleeding, remaining quiet, using a constricting band and suction until proper aid can be given, fear and panic will not turn what should ordinarily be nothing but a painful, distressing and uncomfortable period into a fatality."

As I drove home after my talk with the Director, I mused over what he'd told me. Certain phrases stood out like: "Splint 'em where they lie!" and "Don't rush the patient to the doctor, bring the doctor to the patient!" All good advice. And if some untold mishap occurs this summer, I shall follow it. Knowledge of what to do at such times gives one a great sense of security. Take it easy, find out what's wrong, then improvise with what is available.

Me? I'm taking a copy of this magazine with us on our camping trip. Read it? Nothing of the sort. Rolled up, I can always use it as a wrist splint! ■

Let Freedom Ring

The Liberty Bell,

an historic relic of the American Revolution, is on display in Independence Hall. First hung in 1753, the bell was ordered from England by the Pennsylvania Assembly on the fiftieth anniversary of the Penn's Charter. It cracked during testing shortly after arrival, was recast at least once, and was finally installed in the State House tower.

The Continental Congress convened in the hall below the tower, and in July, 1776, the bell rang out, proclaiming adoption of the Declaration of Independence.

On July 4, 1973, let bells peal forth everywhere to proclaim to all that freedom, the birthright of America, will never perish from the earth.

The chorus of bells should be simultaneous and of four minutes' duration. Suggested starting times are:

2:00 P.M. Philadelphia and Eastern Time Zone

1:00 P.M. Central Time Zone

12:00 Noon Mountain Time Zone

11:00 A.M. Pacific Time Zone

9:00 A.M. Hawaii and Alaska Time

Cooperate with local celebrations and enter an Elks float, band, drill team, or scout troop if there is a local parade. Some cities may plan to sound horns and sirens at noon, local times, on this patriotic day.

Dan Davis, Chairman
GL Americanism Committee

ELKS NATIONAL SERVICE COMMISSION



Weymouth, Mass., Elks delivered 3,000 books to the Boston VA Hospital and with Quincy Lodge presented a color television and a donation to the hospital. Present for the ceremony were (from left) Grand Trustee W. Edward Wilson, State Vets Chm. Albert Murphy, District Vets Chm. Henry Gibbons, Janice Roberts and Mary Pitman, both of the hospital staff, Quincy Hospital Chm. Thomas Garrity, and SDGER Edward A. Spry.



The Veterans at the VA Hospital in Montrose were entertained and served refreshments by Peekskill, N. Y., Lodge. Present were (from left) Est. Lect. Kt. Ellis Finch, ER Helmut Benzenberg, State National Foundation Chm. Greg Emery, PVP Patrick Minor, and Est. Lead. Kt. Joseph Lancaster.

The Coral Gables Veterans Hospital received two television sets from Fort Lauderdale, Fla., Lodge. (From left) a hospital official accepted the gifts from Chap. Al Dodder and ER C. O. Parrish.



ELKS ROAD SIGNS

Welcome visiting Elks to your Lodge by erecting these signs on highways into your city. 30" Emblem sign in official colors. Fiberglass Reinforced Plastic—strong, lightweight; 10" x 24" "Modulite" plate with 3 lines of lettering.

MANCHESTER
LODGE NO. 430
352 MAIN ST.

F.O.B. Factory Pennsylvania
\$31.00
2 or more, same lettering, \$28.75 ea.
Allow 4 weeks for shipment (We do not supply post)



RUSSELL-HAMPTON CO.
Dept. E, 15 South Wacker Drive
Chicago, Illinois 60606

Free Chair/Table CATALOG

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



Shipping Points —
DALLAS
BOSTON
ATLANTA
CHICAGO
PITTSBURGH
LOS ANGELES

Adirondack

276-N Park Ave. So.; N.Y.C. 10010



STAINED GLASS

Send 50¢ for fascinating catalog of kits, tools, ideas, books and supplies.

BIG STARTER KIT.
Only \$12.95 ppd.

WHITTEMORE, BOX 2065 DH, HANOVER, MASS. 02339

Stay on the LEVEL with CLINO-W

Now you can park your ReCV on the level without leaving your vehicle. Clino-W shows you the degree of side-way and straight-way inclination—simultaneously! Clino-W will help you to get your ReCV on the level to insure optimum efficiency of appliances required to be level.

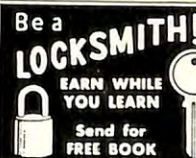
VIC TRAND IMPORTS 7308 Hinds Ave., Suite 4—EM • N. Hollywood, CA 91605
Phone 213/875-0879



YOUR LOGO ON POLISHED MARBLE PAPERWEIGHTS

100 Minimum \$168. total cost. Your logo etched in up to 5 matched colors. Spread good will at minimum cost. Free sample paperweight and literature. Letterhead requests only.

PAPERWEIGHTS, INC.
Dept. 1S, 307 East Shore Road
Great Neck, N.Y. 11023 (516) 466-4455



Locksmithing Institute, Dept. 1223-063
Div. Technical Home Study Schools,

Big opportunities. Big profits. Earn quickly. Full or part time. Learn at home, it's easy. Do real jobs: All Tools—Materials Supplied. Accredited member NHSC. Lic. State of NJ—Appd. for Vet. Send name and address for FREE book.

Little Falls, N. J. 07424

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. ELR
84 Fifth Ave., New York 11. N. Y.

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



**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-6
P. O. Box 1011 Mission, Kansas, 66202 913-722-0004

**Isn't it time you planned to
MAKE YOUR WILL?**

Why delay? Be sure your wishes and possessions will be handled as you desire. Get full details with this Will Kit. Includes 4 WILL FORMS and up-to-date 64-pg. booklet, "What Everyone Should Know about Wills", written by a prominent attorney. Answers all questions. Tells what to do. Gives examples of wills. FREE "Personal Assets Record", "Duties of Executor" and "Valuable Papers Portfolio."



Complete Will Kit only \$3.00—2 for \$5.50 Michigan residents please add 4% for sales tax.

HANLEY'S Dept. A-15, P.O. Box 554
22502 Orchard Lake Rd. Farmington, Mich. 48024

**SILHOUETTE
TASSEL PLAQUE**



NEW!! An elegant way to remember one of life's proudest days. A unique graduation gift to or from the Graduate. The silver plated tassel, silhouette (male or female) and engraved plate are mounted on 9"x12" solid walnut plaque. 2 lines. 15 characters per line. Extra letters 10¢ ea. Print name, school, yr. and send tassel. If we furnish tassel add \$1.00 ea.

**DON'T PUT THAT TASSEL AWAY,
PUT IT ON DISPLAY!**

SILHOUETTE PLAQUES \$16.95 2/\$33.75
plus \$1.00 pstge. & handling. No COD's please
Tassel Plaque Ltd. P.O. Box 393, Dept. 673
Princeton, Ill. 61356
"GRADUATION MEMORIES"

**Are You Proud Of
Your Organization?**



You'll be proud to display this beautiful wall plaque made entirely of exotic wood inlays. The emblem, authentic in design and color is 8" in Dia., set in a 12" walnut square.

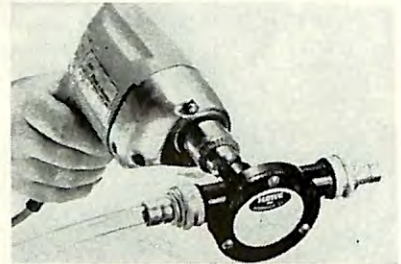
**ORDER NOW—
\$15.95 ppd.**
Satisfaction
Guaranteed

ISLAND ENTERPRISES, Dept. E1
2 E. Mill Dr., Great Neck, N.Y. 11021

**Elks
Family
SHOPPER**



COMPLETE LOOK FOR TALL AND BIG MEN in the 1973 King-Size Spring and Summer Catalog. 144 full color pages offer brand name apparel and footwear designed and proportioned for tall and big men, and not available in retail stores. Sleeves to 38", neck sizes to 22", waists 32" to 60", shoes to 16EEEE. Send to The King-Size Co., 3863 King-Size Bldg., Brockton, Mass. 02402.



DRILL PUMP makes use of your electric drill's power to pump water, lubricants, solutions from basements, boats, cisterns, any place you have an overflow. Just set stainless steel shaft in drill and attach to garden hose. Pumps up to 200 gallons per hour. Self-priming. \$5.95 plus 75¢ shpg. J. W. Holst, Inc., Dept. EK-63, 1005 E. Bay, East Tawas, Mich. 48730.



MAN'S JEWELRY CASE for your favorite Elk. Imported leather box has a gold and enameled 3" dia. metal Elk emblem and engraved gold name plate (limit 20 letters: for ex., Ralph W. Johnson, P.E.R. #209). 8"x5"x3". Brown or black, \$9.95 + \$1.00 shpg. (Calif. add 5%.) Custom Executive Gifts, 4230 Hilaria Way, Newport Beach, Calif. 92660.



WOMEN ON U.S. STAMPS have appeared on only about 50 of the 1350 stamps issued in the 123 years of U.S. postal history. For 25¢ you get 25 of these including scarce Amelia Earhart airmail, Clara Barton, Betsy Ross, others. Also stamps to examine. Cancel service any time. Marcelon Stamp Co., Dept. E3MW, Calais, ME. 04619.

**SPECIAL
Modern Type Dial
PHONE**



Complete with standard cords, dial, ringer and plug. (Pa. residents add Sales tax)

BLACK . . . \$18.95 - COLORED . . . \$22.95

Above prices include shipping and handling charges anywhere in continental U.S.A. IF this ad is included with order. Send check or M.O. to

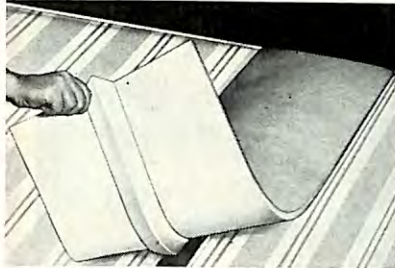
SURPLUS SAVING CENTER
Box 117, Dept. EFS-63, Waymart, Pa. 18472



ELEGANT WINE AND COCKTAIL DISPENSER adds a romantic touch to everyday dining and entertaining. European handcrafted, wrought iron dispenser has lantern for candlelight. Holds over 1 quart of liquid. To use, push glass upward against non-drip spout and liquid flows into glass. 21" high. \$24.95 ppd. incl. ice insert to keep beverage chilled. Distinguished Gifts, Box-E, 361 S. Colorado Blvd., Denver, Colo. 80222.



LOOKING FOR NEW COOKING SENSATIONS? Try the fascinating recipes from Colonial days in "Primitive American Cookery." Noah Julian, noted gourmet and chef, spotlights such delicious recipes as Country Captain, Philadelphia Pepper Pot, Seafood Gumbo. \$2.95 plus 30¢ shpg Hudson Valley Publications, Dept. EL-6, 663-5th Ave., New York 10022.



TWIN BEDS BECOME A KING-SIZE BED thanks to Span-A-Bed. Comfortable polyurethane spanner fits snugly and instantly between two beds so you'll never know it's there. Full 6 ft. long, 14" wide. Will support the strongest man. Rolls up to store. \$5.98 plus 75¢ shpg. Order from Holiday Gifts, Dept. 706-B, Wheat Ridge, Colo. 80033.



HEDGE TRIMMER fits any electric drill to trim and shape hedges faster and neater than hand shears. 14"-long hardened tool steel blade cuts wide areas. Handle locks at 10 angles for convenience. Rugged steel gear drive. Lightweight, ideal for women. 1-yr. guar. #5000, \$8.88 ppd. Arco Tools, Inc., Dept. EL-6P, 421 W. 203 St., N.Y. 10034.



INSTA-JET PROPANE FLAME GUN kills weeds in summer, blasts away ice and snow in winter. You dial the size flame you need. Extra-long feeder tube reaches hard-to-get places. Weighs less than 3 lbs. incl. propane cylinder, available at most hardware stores. \$7.99 + \$1.00 shpg. Jay Norris, Dept. EL-673, 25 W. Merrick Rd., Freeport, N.Y. 11520.



UP TO \$1,000 can be saved in Mosler Bank on wheels. Scale model replica of the Mosler safe is big enough to hold \$1,000 in change, small enough to keep on your desk as a reminder to save. 9"x7"x6", black and gold steel walls, secret combination lock. #Z-65672T, \$9.98 plus \$1.00 shpg. Hanover House, Dept. Z-058, Hanover, Pa. 17331.



How thousands
SLEEP BETTER
—day or night

For over 25 years **SLEEP SHADE**—with its unique design has provided the complete darkness needed for sound sleep. Over 2 million have been sold because **SLEEP SHADE** provides absolute comfort and satisfaction. **SLEEP SHADE** in fine quality black satin and sateen . . . \$3.00.



Look for the original Sleep Shade in this box



Insist on this package when buying ear-stops

For another sleep aid, try soft, re-usable **SLEEP-WELL EAR STOPS** to banish noises 40¢ a pair. Five pairs \$1.50.

If your Drug or Department Store cannot supply you, we will mail, postage prepaid, immediately on receipt of your remittance. Full refund if not completely satisfied.

SLEEP SHADE COMPANY

828 Mission St., Dept. EL-1, P.O. Box 968, San Francisco, Calif. 94101



TITANIA

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

Unset "Titania" gems. 1 to 5 carats, for your own rings, brooches, etc. Per Carat ONLY . . . \$15



1 carat "Titania" Solitaire set in a beautiful 14 kt. gold mounting. Complete ONLY . . . \$36.00

1 carat "Titania" set in a Masculine style 14 kt. mounting. Complete ONLY . . . \$44.00

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

our 27th year

REGENT 10 Day Money-Back Guarantee
LAPIDARY CO.

Dept. EL-6, 511 East 12 St., New York, N.Y. 10009

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.



6 OZ. BOTTLE \$4.50
GIANT 13 OZ. \$8.00

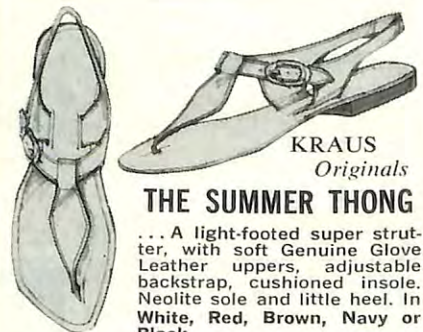
ALBIN OF CALIFORNIA
Rm. 16, 1016 No. Hollywood Way
Burbank, Calif. 91505

SPANISH WROUGHT IRON BASKETS

HAND MADE Spanish wrought iron baskets. A gift of distinction for any home, any decor. Post-paid cost: \$10.95 each or two for \$20.00. Satisfaction guaranteed or money refunded.



IBERIAN IMPORTS Co.
380 Paro St., St. Ignace, Mich. 49781.



KRAUS Originals

THE SUMMER THONG

... A light-footed super strutter, with soft Genuine Glove Leather uppers, adjustable backstrap, cushioned insole. Neolite sole and little heel. In White, Red, Brown, Navy or Black.

\$5 deposit for COD Satis. Guarn. Sizes 5-10M \$9.00
EVENING THONG in Gold or Silver Kid Leather \$10.00

OLD PUEBLO TRADERS
600-E6T-S. Country Club Rd., Tucson, Az. 85716



GREENHOUSES FROM \$119.95. Now you can grow superior flowers and vegetables all year 'round in shatterproof Fiberglass and UltraViolet Shielded greenhouses, from \$119.95 (12' model shown above). Easily assembled, extra sturdy, custom features. Nation's lowest prices. Budget plans. Free catalog. Peter Reimuller, Greenhouseman, Box 2666-L6, Santa Cruz, Ca. 95063.

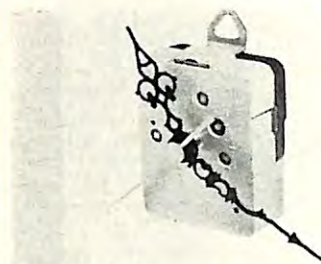
SIDLES AUTO SUN SHADES
"Take the sizzle out of the sun!"
DOES NOT OBSTRUCT VIEW



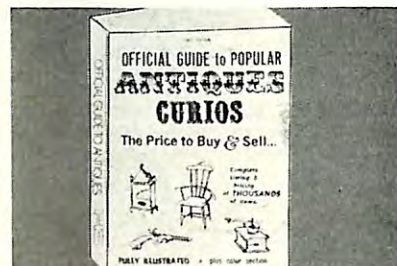
SIDLES CUSTOM AUTO SUN SHADES
Does not obstruct view, keeps car up to 15° cooler, blocks out sun's rays. Easy to install, custom made for your car. Improve air conditioner efficiency. Send make, year, model (hard-top, wagon, sedan) style (2 or 4 door) for free information. Mail with name and address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

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

Elks Family Shopper



ELECTRONIC CLOCK MOVEMENT lets you design and build an infinite variety of wall & mantle clocks. Transistorized, precision movement in sealed container attaches to any dial with a single nut. Runs 12 months or more on standard "C" flashlight battery. \$6.95 F.O.B. Emperor Clock Co., Dept. F.P. Emperor Industrial Park, Fairhope, Ala. 36532.



BE AN ANTIQUES AUTHORITY by reading the fact-filled "Official Guide to Popular Antiques, Curios" (2nd Ed.) 300-pg. book has illustrated sections on all fields of antiques with prices to buy and sell. 16 pages in full color! Handy 5"x7" size. Only \$5.00 plus 60¢ shpg. Circle Tree Top House, Box 502, Dept. B, Spring Green, Wis. 53588.



WATER FRESH AS A MOUNTAIN SPRING from your kitchen faucet. Attach Kleen-Stream Water Filter to faucet (no tools or plumbing needed) and press diverter button to send cold tap water through charcoal cartridge (lasts 9 mos.) \$24.95. Extra cartridges, \$5.75 ea. Add 95¢ shpg. (N.J. res. add 5%) Star Specialty Mfg., Box 242, Roselle, N.J. 07203.



REAL SOURDOUGH STARTER MIX. Make "the dough that won the West" from this lifetime supply of sourdough starter mix. Makes delicious breads, biscuits, flapjacks and donuts. Comes in its own earthenware storage crock. With recipes. \$2.50 ea.; 2 for \$4.50 ppd. Colonial Garden Kitchens, Dept. EE-6, 270 W. Merriek Rd., Valley Stream, N.Y. 11562.



New CAR EMBLEM

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

The B.P.O.E. Emblem is your introduction on the road wherever you go. Attractive design. Rush \$1.00. Save money, 5 for \$4.00. Proudly display your Elk affiliation.

30-Day Money Back Guarantee
STADRI-147 E2-47, 6th Ave., Whitestone, N.Y. 11357

FREE TRIAL OFFER*



110 VOLT DC POWER FROM ALTERNATOR
Gives you 3,000 watts, 0-60 amps 110 volt DC power from your car, truck, boat, camper, etc. alternator. safety circuit breaker protects your tool as well as your alternator... installs easily in 10 minutes... lifetime warranty.

Now you can DRILL, SAW, COOK, GRIND, THREAD PIPE, WELD, OPERATE LIGHTS, HEAT, POWER TOOLS, CHARGE BATTERIES any-time, anyplace

\$25
Send check with order
Purchase of 3-11 for \$15.50 each

Automotive and Tractor Supply Co.
5854 W. Division St.
Chicago, Ill 60651
Dept 20

*If not fully satisfied return in 10 days for full refund

NOW EVERYBODY CAN BUY THEIR OWN EXTRA PHONE WITH NO RENTAL CHARGE AT ALL ON SALE—NOW ONLY 995

Complete with 4-PRONG PLUG, RINGER, REGULAR CORD
Just plug it in! Nothing else to buy!

These well made top brand name standard dial phones are completely reconditioned. Each is ready to use. Great as that extra phone in office, den, kitchen, bedroom, etc., and it costs you less to own it yourself than one year's rent.



COLOR PHONES with Bell

Available in Red, Blue, Green, Yellow, White, Beige, Ivory, Pink, Black, Gold



\$16.95 #302

BARONESS

The better design princess in white only, with bell



\$34.95

HANGER PHONE

With Dial \$19.95
No Dial \$12.95
Black Only



COLOR WALL PHONES

White, Beige, Ivory, Green, Red, Blue, Black, Pink, Yellow.

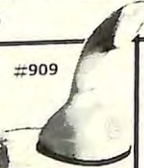
\$22.95

includes bell

#354

ERICOPHONE

The phone with the dial on the bottom. Lift, it is ready to dial or answer. Red, Ivory, Beige, White, Blue, Green, Yellow. With Buzzer—\$49.95. With Tweeter—\$59.95.



MODERN STANDARD COLOR PHONES

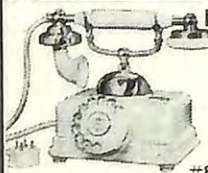
Green Blue, White, Ivory, Red, Beige, Green, Yellow, Black with Bell.



FRENCH CRADLE PHONE

From Milady's boudoir. In Ivory, Black, or Brass complete with bell and plug-in.

\$59.95



WRITE FOR FREE CATALOG
Enclose Check or Money Order—No C.O.D.'s

GRANDCOM, INC., Dept. EL 6-3
324-5th Ave., New York, N.Y. 10001

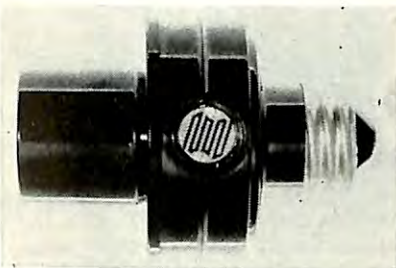
Send me style #.....
.....Total Enclosed \$.....
Add \$1.50 shipping charges per phone and tax if any.

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

Elks Family Shopper



SCANDINAVIAN IMPORT to comfort your feet during summer heat. Upper is cool, genuine perforated leather. Light, buoyant cork wedge is laminated to non-skid, long-wearing rubber sole. No nails to cause discomfort. In white, beige or navy. 5-11, medium width. \$14.00 plus 80¢ post. Old Pueblo Traders, 600-E6C-S, Country Club Rd., Tucson, Az. 85716.



AUTOMATIC OUTDOOR LIGHT CONTROL. Its 24-hour electronic eye turns any outdoor light on at dusk, off at dawn. Immune to interference from car headlights, direct moonlight or lightning. No cords, dials, special wiring. Takes standard or floodlight bulbs. \$6.95 plus 50¢ shpg. Stadri, Dept. E6, 147-47 6th Ave., Whitestone, N.Y. 11357.



SWIM AID. Little ones (and their elders) learn to swim quickly without fear by using Swirn-Wings. Inflated on upper arms, these "Wings" are balanced to keep child's head always above water. Can't slip off or tip over. Adjustable for 2-year old to large-size adult. \$3.98 plus 55¢ shpg. Swim-Wings Co., Dept. EK-63, Altadena, Calif. 91001.



EXOTIC BAMBOO ORCHIDS are shipped from Hawaii. Magnificent white orchid with purple lips appears in short time on plant 15" to 18" tall. Grows indoors in natural or artificial light or outside in proper season. 1 plant, \$2.00 plus 25¢ shpg.; 2/\$3.75 plus 50¢; 4/\$7.00 plus \$1.00. Gary Evan-Hawaii Nursery, Dept. E, 175 Fifth Ave., N.Y. 10003.

AT LAST! NON-SKID SPECS!



STOP EYEGLASSES from *SLIPPING*

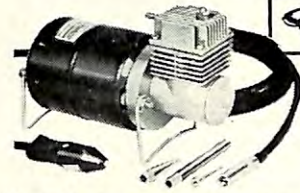
No need to push up ever-sliding glasses! EAR-LOKS keep glasses snug-fitting. Soft, elastic tabs, stretch over ends of earpieces. Fit all plastic frames (men, women, children). Do not confuse with ineffective, stick-on pads that claim to eliminate slipping. Only genuine, patented EAR-LOKS are guaranteed to stop glasses from sliding. Invisible. Comfortable. 79¢ a pair, 3 pairs \$2.00, by return mail post-paid. No C.O.D. please.

**DORSAY PRODUCTS, Dept. 151
57 Front St., Brooklyn, N.Y. 11201**

COMPRESSED AIR
AUTO FLATOR

FLAT TIRE!

Million miles from nowhere
and your spare has no air!



FOR
HOME-
OUTDOOR
USE
TOO!

What would you give to have your own compressor that works off your cigarette lighter? AUTO-FLATOR 6½" long, produces amazing 60 lbs. pressure. Pumps any size tire in minutes. Inflates space-saver spare, air-jacks, rafts, air mattresses, pools, etc. Operates on 12-volt system in auto, trailer, truck or boat. 10-day trial. Complete with 10-Ft. air hose, inflator attachments and plug.

\$29.95 (plus \$1.50 shipping)

Send check or M.O. or charge BankAmericard # _____ Expiration date _____

**J. W. HOLST, INC., Dept. E-6
1005 E. Bay St., East Tawas, Mich. 48730**

OVER 65? Find out how Medicare can help you pay the bills!

If you're 65 or over—or have a friend or relative who is—fill out the valuable coupon below and mail it today, without cost or obligation. It will bring you a straightforward free report about Medicare . . . and what it *can*—and *can't* do for you.

With this free, up-to-date 1973 "Medicare Report," you'll have all the important and valuable facts about your current Medicare benefits right at your fingertips. You'll find the all-important "benefits periods" clearly explained, and you can see for yourself what the "initial deductible"—which *you* must pay—can mean to your budget. The optional Medicare program, Part B, is also described in easy-to-read language.

Find out for yourself how easy it is to enroll in the Medicare program, how you collect a claim, how you can even benefit from Medicare *without ever going to the hospital* and much more!

Fill out and mail the handy coupon below now for your free copy of the "Medicare Report," published as a service by Bankers Life and Casualty Company, whose famous White Cross Plan policies now protect over 7,000,000 Americans. Your coupon will bring you this informative and valuable free 1973 "Medicare Report," without obligation. Mail your coupon today.

FREE



Fred B. Johnson
Bankers Life and Casualty Co.
4444 West Lawrence Avenue
Chicago, Illinois 60636

Dear Sir: Please send me a free copy of the 1973 "Medicare Report." I understand there is no cost or obligation for this service.

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

In California, New York and New Jersey, the Report will be furnished by an affiliated company, Certified Life Insurance Company of California or Bankers Multiple Line Insurance Company.

SERIES 07-0073



DEPT. 1400

Bright White Mercury Light

Brilliant 160 watt self ballasted mercury vapor bulb guaranteed to light 12,000 hours. Screws into regular sockets. Ideal for outdoor lighting. Same bright blue white light as on superhighways. Ruggedly made. Pyrex glass protects against weather, temperature extremes, etc. 6¾" long . . . fits anywhere. Money back guarantee if not satisfied. \$23.60 ea. postpaid, 2 for \$42.



LONG LIFE LIGHTING, Dept. E-6
169 Barbara Place, Middlesex, N.J. 08846

WHY DO IT THE HARD WAY?



Does everything a set will do!

JUST DIAL YOUR
SHOT - PUTTER -
DRIVER - 3-5-7-9
IRONS

It's so SIMPLE, PRACTICAL and really all you need to play your best game—THE EASY WAY. We guarantee you'll be pleased or your money back. Just specify right or left (38" medium) (39" long) (36" short) (37" short-med.) only \$39.95 PP.

INTERNATIONAL GOLF PRODUCTS
2946 OAK BROOK HILLS OAK BROOK, ILL. 60523
You know this makes good sense

MOTORISTS!

RANGER CURB GUIDE

Improves Your Driving.



New visual aid enables you to correctly judge your distance from the curb while driving or parking. Easily attached without tools. Fits all cars. Steer safely with Ranger Curb Guide, only \$2.00 each ppd.

RANGER

P.O. Box 1175, Fort Myers, Fla. 33902

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., Canada Dexter Drive, East
Eirhart, Indiana 46514



Elks Family Shopper



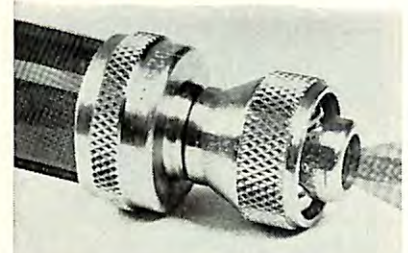
BLOW YOURSELF UP to a giant 2 ft. x 3 ft. Send any black-and-white or color photo, Polaroid print, cartoon or magazine photo. Original returned with black and white poster in tube, \$3.95 ppd. Also 1½ ft. x 2 ft., \$2.95; 3 ft. x 4 ft., \$7.95. One-day rush service, add \$2.00 per poster. Photo Poster, Dept. X396, 210 E. 23 St., N.Y. 10010.



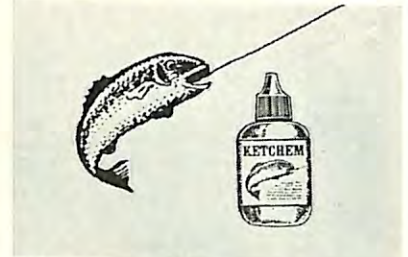
BEAUTIFUL BARONESS takes up little space. This princess-style phone is fitted with standard line and plug. Just plug it into any standard jack for instant use. In white, beige, pink, green and blue. \$19.95 plus \$1.50 shpg. (Add \$10.00 for ringer.) Send for free catalog. Grand Com. Inc., Dept. EL-6, 324-5th Ave., N.Y. 10001.



PASSPORT-SIZE MONEY BELT holds money plus your passport and valuables. A welcome companion on your travels, this flexible, water-seal lined belt is completely hidden, adjustable to fit men and women. Zippered divided compartment. \$5.00 ppd. Rooten's Inc., 3001 Redhill, Dept. 56, Costa Mesa, Calif. 92626.



POWERFUL NEW GARDEN HOSE NOZZLE has a lifetime leakproof guarantee. It's precision-made of solid brass with stainless steel ball bearings. Easy fingertip control for adjustable sprays, pin-point solid jet stream or complete shut off. No washer needed. \$2.49 plus 45¢ shpg. Larch, Dept. EK-6, Box 770, Times Sq. Sta., N.Y. 10036.



FISH CAN'T RESIST KETCHEM in fresh or salt water. Just a few drops on live, artificial or preserved bait attracts the big ones. At a depth of 6 feet, Ketchem's scent spreads out to a 60-ft. radius in seconds. Approved by state conservation departments. 1 bottle, \$2; 3 bottles, \$5 Ppd. Ketchum, Unltd., P.O. Box 6603-15, Columbus, Ohio 43209.



GRADUATE'S GIFT. Tassel Plaque, a cherished memento for graduate and family, bears tassel and bronze plate with name, school, year. (2 lines, max. 15 characters to a line). Extra letters, 10¢ ea. Solid walnut 6"x12" plaque with silvered tassel, \$9.98; 2/\$19.50. Gold Tassel, \$12.98; 2/\$25.50. Ebony plaque, silvered only, \$7.98. Add \$1 shpg. Also add \$1 if tassel furnished by Tassel Plaque Ltd., Dept. EK-6, P.O. Box 393, Princeton, Ill. 61356.

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 50¢ pp. or 90¢ for airmail, in Calif. add 60¢ tax. Give **WAIST SIZE**, Sex. You must swim. 10 day money back guarantee. **SWIM-EZY Mfr., Dept. K-417, Altadena, Calif. 91001**

Coupon for Advertisement on Inside Front Cover

JAY NORRIS CORP.,
25 W. Merrick Rd., Dept. MD-68
Freeport, N.Y. 11520

Show me! I'd like to treat my face to the Oster Professional Electric Shaver's barber-close shaves—and save \$3.00, to boot! If it doesn't deliver smoother, faster, closer, more irritation-free shaves than I've ever enjoyed, I understand that I can return my shaver in 30 days for full refund, or cancellation of charges (\$19.98, plus \$1.00 postage and handling—total: \$20.98). N.Y. residents add sales tax. Hurry, this is a limited offer!

Enclosed is check money order

Name _____
(Please Print)

Address _____

City _____

State _____ Zip _____

© Jay Norris Corp., 1973.

Unless your uncle works for Kodak...

You can't beat
our factory prices for Kodak film with processing

FACTORY FRESH KODAK COLOR FILM WITH PROCESSING							
	Single	3 Pack	Save 50¢ on 6 Pack	Save 1.00 on 9 Pack	12 Pack 1 FREE	24 Pack 3 FREE	
CX 126-12 (12 exp. Instamatic Color Print Film)	1.99	5.97	11.44	16.91	23.88	47.76	
CX 126-20 (20 exp. Instamatic Color Print Film)	3.39	10.17	19.84	29.51	40.68	81.36	
C 110-12 (12 exp. Color Print Film for New Pocket Insta.)	2.69	8.07	15.64	23.21	32.28	64.56	
C 110-20 (20 exp. Color Print Film for New Pocket Insta.)	3.99	11.97	23.44	34.91	47.88	95.76	
CX 127 (12 exp. Color Print Film)	1.99	5.97	11.44	16.91	23.88	47.76	
CX 620 (12 exp. Color Print Film)	1.99	5.97	11.44	16.91	23.88	47.76	
CX 120 (12 exp. Color Print Film)	1.99	5.97	11.44	16.91	23.88	47.76	
CX 135-20 (20 exp. 35mm Color Print Film)	3.39	10.17	19.84	29.51	40.68	81.36	
CX 135-36 (36 exp. 35mm Color Print Film)	5.99	17.97	35.44	52.91	71.88	143.76	
FACTORY FRESH FUJICOLOR PRINT FILM WITH PROCESSING							
	Single	3 Pack	Save 50¢ on 6 Pack	Save 1.00 on 9 Pack	12 Pack 1 FREE	24 Pack 3 FREE	
NK 126-12 (12 exp. Color Print Film for Instamatics)	1.97	5.91	11.32	16.73	23.64	47.28	
NK 126-20 (20 exp. Color Print Film for Instamatics)	3.37	10.11	19.72	29.33	40.44	80.88	
N 100-20 (20 exp. 35mm Color Print Film)	3.37	10.11	19.72	29.33	40.44	80.88	
N 100-36 (36 exp. 35mm Color Print Film)	5.97	17.91	35.32	52.73	71.64	143.28	
FACTORY FRESH KODAK KODACHROME SLIDE FILM WITH PROCESSING							
	Single	3 Pack	6 Pack	9 Pack	12 Pack	24 Pack	
K 135-20 (20 exp. 35mm Color Slide Film ASA 25)	2.59	7.77	15.54	23.31	31.08	62.16	
KX 135-20 (20 exp. 35mm Color Slide Film ASA 64)	2.59	7.77	15.54	23.31	31.08	62.16	
KX 110-20 (20 exp. Insta. Color Slide Film For New Pockets ASA 64)	2.79	8.37	16.74	25.11	33.48	66.96	
K 135-36 (36 exp. 35mm Color Slide Film ASA 25)	3.89	11.67	23.34	35.01	46.68	93.36	
KX 135-36 (36 exp. 35mm Color Slide Film ASA 64)	3.89	11.67	23.34	35.01	46.68	93.36	
KX 126-20 (20 exp. Instamatic Color Slide Film)	2.59	7.77	15.54	23.31	31.08	62.16	
FACTORY FRESH KODAK KODACHROME MOVIE FILM WITH PROCESS.							
	Single	3 Pack	6 Pack	9 Pack	12 Pack	24 Pack	
KA 464 (Super 8 Color Movie Film)	2.99	8.97	17.94	26.91	35.88	71.76	
ELA 464 (Hi-Speed Super 8 Color Movie Film ASA 160)	3.69	11.07	22.14	33.21	44.28	88.56	
K 459 (8mm Indoor—Outdoor Color Movie Film)	3.19	9.57	19.14	28.71	38.28	76.56	
FACTORY FRESH KODAK EKTACHROME SLIDE FILM WITH PROCESS.							
	Single	3 Pack	6 Pack	9 Pack	12 Pack	24 Pack	
EH (ASA 160) EHB (ASA 125) 135-20 (20 exp. 35mm hi-speed Color Slide Film)	2.99	8.97	17.94	26.91	35.88	71.76	
EH (ASA 160) EHB (ASA 125) 135-36 (36 exp. 35mm hi-speed Color Slide Film)	4.39	13.17	26.34	39.51	52.68	105.36	
EX 135-20 (20 exp. 35mm Color Slide Film ASA 64)	2.69	8.07	16.14	24.21	32.28	64.56	
EX 135-36 (36 exp. 35mm Color Slide Film ASA 64)	3.99	11.97	23.94	35.91	47.88	95.76	
FACTORY FRESH FUJICHROME FILM WITH PROCESSING							
	Single	3 Pack	6 Pack	9 Pack	12 Pack	24 Pack	
RK 126-20 (20 exp. Instamatic Color Slide Film ASA 64)	2.57	7.71	15.42	23.13	30.84	61.68	
R 100-20 (20 exp. 35mm Color Slide Film ASA 100)	2.57	7.71	15.42	23.13	30.84	61.68	
R 100-36 (36 exp. 35mm Color Slide Film ASA 100)	3.87	11.61	23.22	34.83	46.44	92.88	
R 25 (Single 8 Color Movie Film) Specify Indoor or Outdoor	4.97	14.91	29.82	44.73	59.64	119.28	

* KODAK TM

REMEMBER PRICES INCLUDE FINISHED PRINTS, SLIDES AND MOVIES

NOW WE CAN ACCEPT BANKAMERICARD, MASTER CHARGE OR AMERICAN EXPRESS CARDS BY PHONE CALL US AND CHARGE IT!

CALL IN NEW YORK (516) 678-4422 • IN LOS ANGELES CALL (213) 782-0900

CALL FROM ANYWHERE IN U.S.A.
EXCEPT N. Y. STATE, TOLL FREE

800-645-2077



For price quotes or brochure, write:

Foto Factory, Ltd.

240 MAPLE AVE., ROCKVILLE CENTRE, N. Y. 11570
6814 WOODMAN AVE., VAN NUYS, CALIF. 91405

FACTORY
FOTO
FACTORY
FACTORY

Foto Factory, Ltd.
240 Maple Avenue, Rockville Centre, N. Y. 11570

Sorry, no charge orders under \$10

Please forward the following

Single	3 Pa	6 Pa	9 Pa	12 Pa	24 Pa
<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"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SHIPPING _____

TAX _____

TOTAL _____

We accept BankAmericard, Master Charge, American Express, thru the mail or by PHONE

MY CREDIT CARD NUMBER IS _____ EXP DATE _____

ADD 50¢ FOR SHIPPING UP TO 3 PK. OVER 3 PK. 75¢.

ADD \$1.50 FOR SPECIAL RUSH SHIPMENTS.

ADD APPROPRIATE SALES TAX. SORRY, NO C.O.D.S.

Enclosed is \$ _____ Cash Check Money Order

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

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

2 x 3 ft. \$3.50

RUSH SERVICE: Shipped 1st class in 1 day. Add \$2.00 per poster

SAVE 50% ON DUPLICATES when orig. ordered at full price. 1 1/2 x 2 ft. @ \$1.25, 2 x 3 ft. @ \$1.75, 3 x 4 ft. @ \$3.75 plus 50¢ ea. pstg. & hdlg.

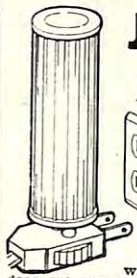
Your original returned undamaged. Add 50¢ for postage and handling for EACH item ordered. N.Y. residents add sales tax. Send check, cash or M.O. (No C.O.D.) to:

PHOTO POSTER, INC.

Dept. EK63, 210 E. 23 St., New York, N.Y. 10010

Your House Wiring Into Electronic Miracle Turns

JUMBO TV ANTENNA



\$179
ONLY plus 61¢ postage & handling

Now you can bring in every channel in your area sharp and clear without installing an expensive outdoor antenna or using unsightly "rabbit ears." This simple little invention does the trick. You attach it easily and quickly to your TV set, then plug it into wall outlet. Use no current at all... makes your home wiring a huge antenna for super reception. Great for FM radios, too. Instruction included. Send check or M.O. No COD's. 21-Day Money Back Guarantee.

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

MAN'S WIG \$7.95

Stretch Wig Completely Covers All Your Hair and Sideburns

no need to pay \$50

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-116. 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-289

103 E. Hawthorne St., Valley Stream, N.Y. 11580

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.

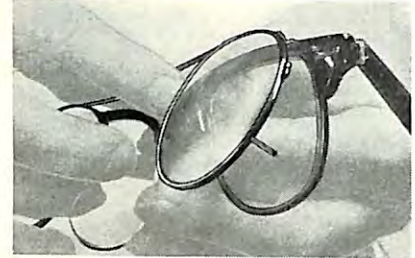
ART STYLE CO.

Box 166-K, Arlington, Mass. 02174

Elks Family Shopper



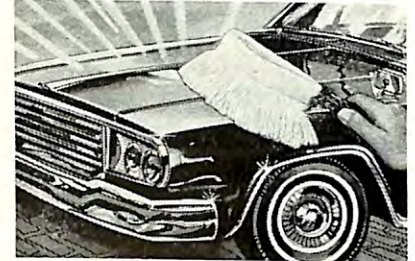
FILE YOUR PATTERNS neatly in one place—the Pattern File. Accordion-style, it has 13 compartments to hold more than 35 patterns handy for sewing needs. Bright yellow fiberboard and 12" when extended, 8 1/2" high. Sewing enthusiasts love it. \$1.35 plus 40¢ shpg. Village Designs, Dept. E-63, P.O. Box 159, Ryder Sta., Brooklyn, N.Y. 11234.



SEE CLEARER INSTANTLY with easy-to-clip on, light-weight Magnifiers. Fit right over your prescription glasses. Fine optically ground and polished, impact-resistant glass lenses. See small type in newspaper, directory, see needle to thread, postage stamp imperfections. \$4.95 ppd. Precision Optical Co., Dept. EK-6, Rochelle, Ill. 61068.



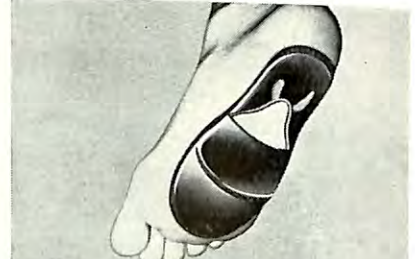
GIANT PHONE DIAL has luminescent numbers 5 times the normal size so you need no glasses to dial. Numbers glow brightly for dialing in the dark. Pressure-sensitive adhesive backing makes it easy to affix to dial. Black plastic. \$1.00; 2 for \$1.89 ppd. Send to Stadri, Dept. EL-6, 147-47 6th Ave., Whitestone, N.Y. 11357.



DRY CLEAN YOUR CAR. No water is required to wash your car sparkling clean. Just guide new, long-handled "Dry Cleaner" over car to polish and protect. Silicone-treated car mop is fast and easy to use, and your car stays cleaner longer. \$2.98 plus 55¢ post. Gifts Unlimited, Dept. EF-2, 10535 Tancred St., Northglenn, Colo. 80234.

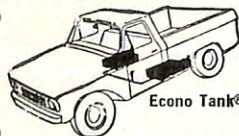


KEEP NEWSPAPERS NEAT in Wooden Colonial Newspaper Stacker. Up to 3 months of papers of any size fit in aged pine stacker, hand-rubbed in warm walnut finish. Newspapers and magazines rest off floor on wooden supports. 17"x 17"x16", assembles easily. \$5.95 plus \$1.00 shpg. Cadlyn's, 2077 N.Y. Ave., EL-673, Huntington Sta., N.Y. 11746.



TIRED FEET GET INSTANT RELIEF from Scientific Arch Supports. Pads pillow and relieve pressure while giving support to arch and metatarsal bones to ease aches. Won't slip; interchangeable; washable. \$1.98 a pr.; 2 pr., \$3.50. Add 25¢ shpg. State shoe size for man or woman. Foot Products Co., Dept. E-6, Box 415, Roslyn Heights, N.Y. 11577.

Detroit Approved—PICKUP TANKS



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.

Call Toll Free 800-433-2386

Pickup Equipment Company, Inc. P.O. Box 7635 Waco, Texas 76710 Dept. E6/3

30-Day Money Back Guarantee



WALK IN COMFORT PERFECT FOR TOENAILS

TOENAIL CLIPPERS. These extra strong steel nippers will trim even the toughest, hardest nails easily and safely. The slim-edge blades can be inserted into delicate areas without irritating tender tissue. The plier type handles provide the sure grip for quick but exact trimming. \$3.98 + 25¢ post. & hdlg. Order from Stadri Prod., Dept. EK, 147-47 Sixth Ave., Whitestone, N.Y. 11357.

Elks Family Shopper



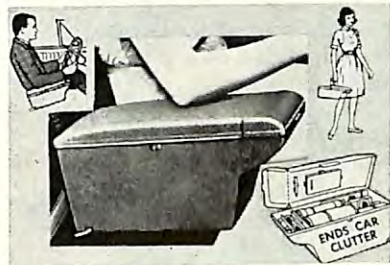
VALUABLE 1909 "V.D.B." LINCOLN CENT for only \$1.00. Designer Victor D. Brenner's initials appear only on a limited quantity of 1909 pennies issued to commemorate the hundredth anniversary of Lincoln's birth. Limit one to customer. For \$1.00 you get penny plus fine catalog of coin offers. Send name, address, zip and \$1.00 to: Littleton Coin Co., Department DB1, Littleton, New Hampshire 03561.



FAMOUS STAUNTON CHESS SETS. Beautifully balanced traditional chess pieces in the famous Staunton design are heavy solid metal in permanent black and chrome finish. 2" King. Redwood box reverses to buff and brown chessboard 9 1/2" square. \$19.95 ea. plus \$1.50 shpg. (Md. res. add 80¢.) J'Originals, Dept. E-473, P.O. Box 41, Woolford, Md. 21677.



TRAVEL AND TROUBLE LAMP for car emergencies. Provides maximum light with minimum battery drain. Just plug into auto cigarette lighter outlet. 12 volts DC. 12-foot lead cord. Rubber suction cups grip any surface. Longlife G.E. bulb incl. \$5.95 + 55¢ shpg.; 2/\$11.90 ppd. J. W. Holst, Dept. ELL, 1005 E. Bay, East Tawas, Mich. 48730.



CAR ARM REST/CADDY keeps you comfortable and your car tidy. Arm rest is fitted with 3 compartments to hold car accessories—maps, glasses, tissues. 15"x6"x7", fits in front or back of car. No tools needed to install. Black Morocco finish. \$6.95 ppd.; 2 for \$13.00 ppd. Merit House, Dept. EK-63, 151-30-34th Ave., Flushing, N.Y. 11354.

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. **\$1295** ppd. We ship in 24 hrs.

Holiday Gifts
Dept. 706-A
Wheat Ridge, Colorado 80033

Coupon for Advertisement on Inside Back Cover

JAY NORRIS CORP., Dept. MD-69
25 W. Merrick Rd., Freeport, N.Y. 11520
Please rush me the following:

1 PAINT SPRAYER for \$12.98 plus \$2.00 postage

2 PAINT SPRAYERS for \$25.00 plus \$3.00 postage

TOTAL \$ _____
(New York residents add sales tax)

Enclosed is check money order.

Name _____ (please print)

Address _____

City _____

State _____ Zip _____

© Jay Norris Corp., 1973.

Electric Paint Remover Strips off Paint, Wallpaper Fast
\$13.98 Add \$1 shipping and handling

Provides a safe, 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. Not recommended for varnish, shellac or lacquer.

Larch, Box 770 Times Sq. Sta., Dpt. 302-H, New York 10036

Satisfaction GUARANTEED or money back

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 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.

Send \$1.00 for Full Color Catalog. Cost of Catalog can be applied against first order.

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. _____

IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



operating—or even starting up—a small business.

Given this state of affairs, it becomes extremely important for the small employer to have a realistic view about work and employment. The small businessman who isn't clearly aware of the important changes that are taking place today is likely to have plenty of trouble.

Labor Economics Today

The April 9 issue of *U.S. News & World Report* carried a rather startling article entitled: "In Midst of Unemployment—Shortages of Workers Spread." Typical of the facts reported in it were these two: "An engineer with five years' experience, making \$15,000 a year ago, now commands at least \$20,000, perhaps \$25,000. Stock-option offers are being made to some skilled laborers as added incentives if they will switch employers."

Not only in the U.S. but in the highly industrialized nations generally there is a shortage of labor today. General indications are that this will continue to be the situation. But even rises in unemployment today do not have the effect of reducing wage and salary levels. In fact, the tendency is for both wages and prices to keep on rising even when there is a business recession and a rise in unemployment. This is what happens in an "inflationary recession."

Those employers who feel that "all this is temporary—things will be getting back to normal before long" are probably mistaken. The indications are that a whole new set of socio-economic patterns is developing in the world economy and is already well developed in the highly industrialized nations. Federal Reserve Board chairman Arthur F. Burns warned about this in a very important speech he made last December 29.

Many employers complain that "nobody wants to work today!" and that "employees are getting too independent!" These feelings on the part of employers are natural enough, but the small employer who lets those feelings dominate his work-and-employment policies could be taking a serious risk with his own business future!

"Workers want control over their destiny," said Mr. R. W. Revans, a prominent industrial consultant in Europe, last January. Mr. Revans is a one-time British mine-worker who became a university professor and served as manpower chief for the British Coal Board. He has warned that "the sociology of work is radically changing" and that "negotiation" rather than employers' claims to "authority" will increasingly have to become the basis on which employer-employee relationships are established.

We weren't job-hunting—and yet we read that employe-recruiting ad very carefully just the same. It was a striking full-page newspaper ad with the big bold-type heading: "HOW MANY COMPANIES OFFER TWO YEARS' WORTH OF TECHNICAL TRAINING FOR \$70?"

The company? U.S. Steel.

The ad went on to tell how employes at U.S. Steel's South Works plant can take part in the company-sponsored evening-education program. About 25 or 30 different technical and administrative courses are offered—and an employe can take any one of them for only \$5.00!

Suppose that we ourselves were starting up a small franchised business in the same region as that from which U.S. Steel's South Works plant draws employes. If we were trying to attract employes to our little business, what inducements would we be able—and willing—to offer? How about this? . . . "WANTED—Strong individuals to sweep with broom. Opportunity to train on vacuum cleaner."

There's a big labor shortage today. Small employers are up against very tough and very expert competition in their efforts to get employes.

Getting employes is one thing. Holding onto them is another. A couple of years ago one company was being plagued by a 62 percent employe turnover rate in one of its production divisions. The company put in a radical "job enrichment" program—and turnover dropped to less than 10 percent!

The company? Illinois Bell Telephone.

It would hardly be of much help to a harassed small-business owner to be told about "how they handle these problems at U.S. Steel and at Illinois Bell Telephone."

But there are many other small businesses that do offer a context for applying some of the concepts and methods that are used by well-managed large companies in dealing with work-and-employment problems. In some instances, however, the owner or the manager would need some general ori-

entation before trying to apply those concepts and methods.

The Economy and Small Business

The U.S. offers a lot of help and protection to its small-business sector. Japan offers practically none to its small businesses. There the stern rule for small businesses is: "If you can't make it on your own—then fold up and drop out."

Perhaps this stern rule won't become official public policy in America with respect to small business—but it is increasingly going to become the rule in actuality! This means that it is going to become harder and harder to operate a small business in the United States without having adequate knowledge of the principles and methods of modern professional-caliber business management.

Here are some of the reasons why this is so. The new, complex, and dangerous economic process of inflation-and-inflationary-recession has entered the U.S. economy. This new development isn't yet clearly understood even by professional economists. A second development is the change in the labor-supply situation. It appears that there's likely to be a tight labor-market in the U.S. for the foreseeable future. A third point is that the U.S. position in the world economy today is by no means as strong as it used to be. Still another factor is that the U.S. is in a period of massive and rapid socio-economic change. This is something that small businesses in general have difficulty adjusting to. Then too there is the fact that new developments in technology, in management methods, and in law and public policy have on the whole tended to put small businesses at a further competitive disadvantage with respect to larger ones. The small businessman today has to spend much more time than he used to on filling out various reports to governmental agencies.

All of these factors, along with a number of others we didn't mention, are interrelated, often in very complicated ways. Taken together they have substantially increased the difficulty of



Specialty advertising items are like mini-billboards . . . they draw the people in.

IT'S NO SECRET that many business firms are successful because they have developed an attractive "personality" that sets them apart from the competition in the minds of their customers.

The service extras which combine to create this personality are important to many customers. Individualized treatment of shoppers by sales personnel, attractive and distinctive merchandising, and in-store shopper conveniences all help a business build clientele.

Advertising can help communicate a business personality. It's a question of working out an advertising program that will employ the proper media for the job at hand. Most small businesses have a need to advertise to a well-defined audience. A problem for the small business is to eliminate the waste or overkill from the shotgun coverage by mass media. An advertisement on radio, television, or in a newspaper may reach part of the target audience. But it also reaches many people with whom the advertiser has little need to communicate.

For a lunch-service restaurant, the target audience may be only people who work in the nearby vicinity. A women's shoe store wants to reach

women, not men. A grocery store may be interested in a neighborhood trade. A bank may want to solicit accounts from new residents.

To eliminate waste circulation and to place advertising directly with the customer or prospect, with impact, and where it will be remembered, many business people in virtually every part of the commerce spectrum have been turning increasingly to the use of specialty advertising. The fastest-growing advertising medium, specialty advertis-

ing has already passed \$940 million in annual sales and is mushrooming at the rate of eight percent a year.

Simply explained, advertising specialties are useful articles, most often imprinted with an advertiser's message and designed to reach a preselected audience. Not competitive with mass media, specialty advertising items are meant to be used to solidify the identity and services of an advertiser in the minds of customers, *one at a time*. They are, in a sense, miniature advertising signs.

There are three categories of specialties: imprinted articles, advertising calendars, and business gifts.

—Imprinted articles are useful items which carry the advertiser's name, address, telephone number, and advertising message.

—Advertising calendars, usable in any environment, are universally well received. They are classified in terms of where they were designed to be used and by format. Calendars in their many varieties are likely to remain in an advantageous position (from the advertiser's point of view) for the entire year.

—A business gift is designed as something given as a personal expression of appreciation for past business and services. Gifts usually are not imprinted with an advertising message.

Most business gifts are under \$25 and are presented on special occasions such as birthdays, anniversaries, or holidays. The Internal Revenue Service allows a \$25 business deduction for presents to any one person during a calendar year.

However, the \$25 limit does not apply to items costing less than \$4 each which are imprinted with a company name and address. These are considered advertising.

Let's see how some small firms have successfully used specialty advertising to promote their businesses. An imaginative back-to-school sales promotion utilizing specialty advertising articles was implemented by a clothing store in Nebraska. The week-long program resulted in a 40 percent increase in sales over the same period the previous year. Working with a specialty advertising counselor, the store took the following five steps in planning the highly successful campaign:

1. *Defined a specific objective.* Management wanted to increase student awareness of the wide selection of fashions in its young adult department.
2. *Selected an audience.* The fall program was directed to returning

Simply explained, advertising specialties are useful articles, most often imprinted with an advertiser's message and designed to reach a preselected audience.

students on a nearby college campus.

3. *Developed a distribution plan.* The items were to be distributed in the student union at the conclusion of a slide presentation given at regular intervals by the store to show its new fall styles.
4. *Chose a theme.* The program stressed the store's desire to serve college students. It offered free

limousine transportation from the college to downtown and back during the promotion week. Evening runs took students to restaurants and movie houses.

5. *Selected the specialty trade.* On the recommendation of the specialty advertising counselor, the store selected plastic whistles imprinted with its name, address, and phone number, and the line "Limousine Whistle."

In addition to boosting sales during the week of the promotion, the specialty advertising program produced an increase of 20 percent in new student charge account applications.

An insurance agency in Kansas increased sales volume by 35 percent after a specialty advertising campaign was implemented. Using attractive, vinyl-covered imprinted articles, the company found that these "door openers" for agents helped them make impressive, understandable sales presentations.

While introducing themselves to prospects or saying "thank you" to clients, agents presented a pocket-size notebook, zippered personal grooming kit, or a checkbook cover. Handsomely bound brochures described the company and its program-building approach. Folders containing individually programmed security analysis information rounded out the coordinated package of presentation aids.

The firm reported that the sales aids helped marginally productive agents, thus increasing total sales for the company.

A bank in Maryland wanted to acquaint people with its new downtown drive-in branch and encourage them to visit the facility. An imprinted pencil sharpener was sent to 4,500 families in the bank's trading area with an invitation to bring the sharpener to the bank for a special "award pencil." While all pencils looked like ordinary woodcased pencils, 20 contained gift certificates entitling the winner to an electric coffee maker. Twelve hundred people visited the bank on the first day; in all, 3,500 persons brought their sharpeners and stood in sub-freezing weather to sharpen their pencils to see if they had won a prize.

Many retailers are winning and keeping patrons through imaginative specialty advertising programs targeted to project business personality to the most likely audience. It's like placing an advertising sign on the desk, wall, or in the home of a customer or prospect. ■

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 **5 POWERFUL MODELS** unusual souvenir coin.
RELCO Dept. D-200. Box 10839, Houston, Tex. 77018

HOW TO MAKE A MINIMUM OF 60% per YEAR ON YOUR SAVINGS

DON'T SAVE ANOTHER DOLLAR
... until you have read this amazing book!

It's a 1980-style savings plan ... available NOW in 1973. With this book (and a minimum amount of cash) your investment potential is unbelievable! This amazing book is brand new ... just published ... and presents a savings/investment plan never offered before. It shows you how to really make your savings work for you ... with easy-to-understand, explicit explanations, including graphs and charts. This book explains a new mathematical concept—that automatically allows you to reap huge profits without the gamble of investing in the stock market. No gimmicks or tricks. Unique formula explained: $APS = LOA + PR + OM + T$. Send \$5.95 to: Dr. R. T. LeSage, Jr., Dept. 211, 111 E. Everett St., Dixon, Ill. 61021. Money refunded if not completely satisfied.

THE JOY OF GIVING

Elks National Foundation
2750 Lakeview Avenue
Chicago, Illinois 60614



Vets Chm. Frank Onufrock (left) and Secy. John Godec admired the portrait of George W. Trimble, which is displayed at Colorado Springs, Lodge.

The Elks National Foundation receives contributions from many persons who are not affiliated with the Elks. The gifts come in the form of trusts, wills, and life insurance from those who have learned about the Foundation and its work, and wish to help.

Mrs. Leah J. Baum of Jackson, Tennessee left a gift to the Foundation in her will, which by investing, the Elks have derived \$1¼ million for scholarships, cerebral palsy projects, children's homes and camps, the eye bank, hospitalization, handicapped children, and other projects.

In the same spirit as the National Foundation and its benefactors, the Colorado Springs, Colorado, Elks have set up a charity fund from a gift made to the lodge in the will of George W. Trimble. The Trimble Fund is used to aid the poor and needy in the El Paso County area. Since 1933, the fund has distributed over \$1¼ million in aid, including health services, food, and clothing.

The story goes that in the 1920's, George Trimble was in Colorado and watched as a sizeable group of children were guided into a theater by a group of men. It was the Christmas season. Curious, he followed them and made some inquiries. He learned that the men were members of the Colorado Springs Elks Lodge, and this was their annual Christmas party for children of indigent families in El Paso County, Colorado.

"Where do you get the money for these parties?" he asked. "Oh, we put on minstrel shows and have other money-raising projects throughout the year," answered one of the Elks.

Trimble remembered the episode and named three Elks lodges in his will. They were Colorado Springs, Colorado; Leadville, Colorado, and Louisiana, Missouri.

The George W. Trimble Charity Fund expresses the "Joy of Giving", which is the spirit of the Elks National Foundation.

BINGO

FOR PERMANENT FUND RAISING

Easy way to raise money for your Organization because everyone has fun playing BINGO! Thousands of Organizations are making up to \$500.00 per week using "BINGO KING" supplies and FREE Idea Bulletins. Write for FREE catalog and details on raising money for your Organization.

PLEASE GIVE NAME OF ORGANIZATION.

'BINGO KING'
DEPT. 855, BOX 1178, ENGLEWOOD, COLO. 80110

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 **ELCO IND.**, Dept. H10, Box 10880, Houston, Tex. 77018.

RETIRED SALESMEN

Join a billion dollar business calling on Savings & Loan Associations, Banks & business firms with the largest line of premiums and specialties. 20% to 25% commission paid on receipt of order. Tremendous repeat business. Our salesmen make up to \$20,000 a year. No investment. Write for samples & particulars.

PERKEL COMPANY, INC., Dept. E
10538 Burbank Blvd., No. Hollywood, CA 91601

PUMPS BUY DIRECT AND SAVE

Drain • Irrigate • Circulate • Spray

Heavy duty ball bearing pump. All metal, rust-proof Type XB. Stainless shaft. Use ¼ HP or larger. 1 HP 1,200 GPH 60" high or 3,000 GPH 25" well. 5,200 GPH max. 1¼" in; 1" out. Belt or direct drive. \$14.95

Type P won't rust or clog. Bronze bearing. To 2,400 GPH. 1" in; ¾" out. \$9.95

P'd cash with order. Money back Guarantee. LABAWCO Box 47 Belle Mead NJ 08502

Buy U. S. Savings Bonds

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.

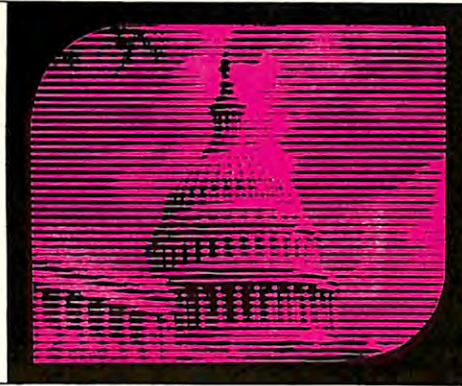
National Tax Training School
Monsey, 12ND, N. Y. 10952

BASEMENT TOILET

FLUSHES UP
to sewer or septic tank
no digging up floors.

WRITE . . . McPHERSON, INC.
BOX 15133 TAMPA, FLA. 33614

AROUND WASHINGTON



BANE OF COMMUTERS who drive in from Northern Virginia has been a bottleneck called the "mixing bowl." Traffic slows to a crawl as it goes past the Pentagon on a stretch of I-95 where several major roads converge. But an elaborate project begun in 1969, designed to get rid of the bottleneck, is scheduled to be completely finished in 1975. At a cost of \$112.5 million, there will be an 8-lane highway—with three lanes running toward the city, three lanes away from it and two in the middle which can be reversed in rush hour. There will also be 39 bridged-over underpasses.



GASOLINE is going to be in tight supply this summer, according to the Office of Emergency Preparedness, because there are more cars on the road and some of the newer models do not go far on a gallon. But the OEP, which has charge of monitoring supplies and allocating them in cases of shortages, does not think it will be necessary to ration gasoline even though consumption is up an estimated 6.9 percent over last year.

BULLET that killed President Lincoln and a microscope owned by Adolf Hitler. These are some of the items that can be seen at the Medical Museum of Walter Reed Army Medical Center. This museum, at 16th Street and Alaska Ave., N.W., is far enough off the beaten track so that many tourists miss it. Those who have discovered it says it is well worth a visit. Children and grown-ups alike enjoy seeing how medicine has progressed from the primitive days of the Civil War.

TAXI FARES have gone up 15 percent here. But taxis are still cheaper in Washington than in many other cities because the charge is not clocked by a meter. Instead, there is a fixed charge set by the Public Service Commission for each of eight zones. The more zone lines you cross during a ride, the higher the fare will be. The best taxi bargain is still Zone 1. It is possible, even at the higher rate, to travel in it from the White House to the Capitol, a distance of more than a mile, for only 85 cents. But even a 4-mile trip from the Sheraton Park hotel in Zone 2 to the Capitol only costs \$1.25 now.

VITAMIN E never has been something people rubbed on. Instead, it was taken internally in liquid or capsule form by a good many folks on the theory it was good for their health. But now it is a featured ingredient in some of the new beauty creams on sale in Washington stores.



HAND-KISSING is becoming popular again in France, according to Ghislain de Diesbach, author of the newly published "Gentlemen of Our Time." He says, "I am in favor of kissing your lady's hand. After all, you must start somewhere." But it should only be done in fine restaurants, in theaters, and at the racetrack—never on the beach, in the street or in church, he cautions.

DOLLAR DEVALUATION will make travel overseas more expensive for Americans but will make travel in the United States cheaper for foreigners. The U.S. Travel Service believes there could be an increase of 85,000 to 100,000 more overseas visitors to the U.S. this year. If, at the same time, a number of Americans decide to save money by vacationing in this country instead of foreign climes this could be a boom summer for U.S. travel.

NEW RECORD was set at Kennedy International Airport in New York last year, according to city officials, when 20.7 million passengers arrived or departed compared to 19.2 million in 1971. The number of planes required to handle this increased passenger load was down 4.7 percent over the previous year because more high-capacity jumbo jets were used than before.

HAPPIER LIFE between the years of 70 and 90 has been achieved by a lot of people who have taken her procaine solution called Gerovital, Dr. Ana Aslan of Bucharest stated while on a visit here. "Eventually we all die," she said. But those who take her serum "die healthier." Two thousand Europeans a year visit her clinic in Rumania and many claims have been made about the rejuvenating qualities of the drug. The Food and Drug Administration, however, will not approve it for distribution in the United States unless and until scientific tests now being conducted convince the FDA that it does some good.

MAR-A-LAGO has been known for many years as the 110-room mansion in Palm Beach, Fla. where Marjorie Merriweather Post entertained her friends. In the future, it will be available for use as a vacation White House or a VIP guest house for visiting foreign dignitaries. Mrs. Post, who is 86, has given the mansion to the U.S. government which will take possession at the time of her death. The estimated \$150,000 to \$250,000 annual upkeep of the 17-acre estate will be paid out of a trust fund established by Mrs. Post.



DRINKING MUSIC. Many Washingtonians appear to be in a nostalgic mood to judge from the songs they like to hear being played softly on a piano while they have a drink in their favorite cocktail lounge. Pianists at the popular piano bars report an unusual number of requests for oldtimers such as "Tea for Two" and "Make Believe."

Not a Trace of Lunacy *(Continued from page 24)*

behind the carving of the Grand Canyon and other such natural formations. Lightly convex or level banks that drop off suddenly at water's edge are another sign of undercut banks, as opposed to, say, gradually sloping or sandy banks.

Once you find your spot, do your best to offer up gnats, bees, nypmhs, or whatever seems to be the trouts' prevalent natural food at that time of year. Don't be afraid to try worms, either, hooked only once to look as natural as possible.

Scout out submerged tree trunks, rocks, and sudden drop-offs and fish those spots first in small brooks, just as you would in larger streams and rivers. And remember, even a relatively small rock offers relatively large seclusion for a trout in a shallow brook.

Why bother searching for undercut brooks at all? Admittedly, you can catch just as many fish in any brook they inhabit, if you set your mind to it. Still, there are a couple of reasons I'll take small brooks over the larger ones any day of the year. Searching out the undercut brooks is a challenge in itself. I keep a rod and boots in my car at all times. Whenever I pass a promising-looking spot, a brook or a

stream, I take a few minutes to try it out.

Another reason is the physical challenge. I personally find bringing a fish to net in a larger brook or stream much easier than in a meadow brook or undercut brook, where shallows, stumps, rocks, and the banks, themselves, tip the scales dramatically in the fish's favor.

The last reason is really a matter of personal taste. If you enjoy standing shoulder to shoulder with a couple dozen over-anxious fishermen, that's fine. I don't. And I've found that, by zeroing in on the tiny brooks, I can fish all day long and never cross lines once with the fellows downstream. At one particular brook in Western Illinois, I'm convinced it's the birds, the beavers, and me. Nothing else. No crumpled beer cans, no paths worn through the brush, nothing but nature and me for miles and miles and miles.

So if you're eager to go after those elusive trout this spring—and want the excitement and challenge from fishing you've never found before—better hit the trail. They're out there waiting for you. Oh, it may take awhile before you find your very favorite brook. But once you do, I'll bet my last fly you'll be back. Over and over again. ■

Obituaries



PAST GRAND ESTEEMED LEADING KNIGHT Edward A. Spry, a member of Boston, Mass., Lodge, died March 6, 1973.

Brother Spry served as Exalted Ruler of his lodge, State President, and director of the state Elks National Service Commission. He was appointed to the Grand Lodge Youth Activities Committee from 1947-1951 and was chairman for 1951-1952. Brother Spry served as a Grand Trustee for 1953-1954 and as Grand Treasurer from 1955-1957. He was again elected to the Board of Grand Trustees in 1957-1961 and was named chairman in 1961-1962. Brother Spry served as Grand Esteemed Leading Knight in 1962-1963 and as Special Deputy Grand Exalted Ruler from 1964-1973.

PAST DISTRICT DEPUTY Howard Buckley, who was a member of Winsted, Conn., Lodge for 31 years, died recently.

Brother Buckley served as Exalted Ruler and Secretary of his lodge. He was appointed District Deputy Grand Exalted Ruler for the Northwest District in 1971-1972.

PAST DISTRICT DEPUTY Stephen H. Mart-house, who was a member of Tyrone, Pa., Lodge, died December 11, 1972. Brother Marthouse served as Exalted Ruler of his lodge and for several years as a Trustee. He served as District Deputy Grand Exalted Ruler of the North Central District for 1929-1930.

PAST DISTRICT DEPUTY William H. Proudfoot, who was a member of Altoona, Pa., Lodge, died October 30, 1972.

Brother Proudfoot served as Exalted Ruler of his lodge for 1943-1944. He was appointed District Deputy Grand Exalted Ruler for the North Central District in 1945-1946.

PAST DISTRICT DEPUTY James Dennehy, who was a member of Lock Haven, Pa. Lodge, died August 14, 1972.

Brother Dennehy served as Exalted Ruler of his lodge for three terms. He was appointed District Deputy Grand Exalted Ruler of the North Central District in 1931-1932.

NOTED WITH REGRET

Sally Stothart died April 1, 1973. She had been secretary to Past Grand Secy's PGER J. Edgar Masters, PGER Lee A. Donaldson, and Franklin J. Fitzpatrick.

MINIATURE GOLF INDOORS & OUTDOORS

MINIMUM INVESTMENT MAXIMUM PROFIT!

WRITE TO **Lomma ENTERPRISES INC.** DEPT. 28
Lomma Building, Scranton, Pa. 18503

LOW-COST PLAQUES in BRONZE and ALUMINUM

Write for Free Catalog now. You'll see plaques, honor rolls, awards, memorials with more value and distinction for less!

U.S.B. UNITED STATES BRONZE Sign Co., Inc.
Dept. E, 101 West 31st St., N.Y., N.Y. 10001

HOME FRUIT DRYER
With our plans and instructions, you can make your own fruit dryer using salvage parts and inexpensive materials. Only ordinary tools are required. Dried peaches, pears, and apples surpass any candy made for being purely delicious. This unit has a large capacity and will cost just a few dollars to build. Complete plans and instructions are just \$3.00.

THRIFTWAY
P.O. Box 914, Provo, Utah 84601

FREE SOLID STERLING SILVER 1" CROSS

In order to survey how effective this magazine is for us to advertise in, we will make this special offer. PLEASE INCLUDE 25c TOWARD HANDLING, much less than our actual handling cost.

JEWELART INC., Dept. CE
7753 Densmore Ave., Van Nuys, Calif. 91406

HERNIA BRIEF

New, from England! . . . no metal parts . . . light, comfortable and hygienic. Has Miracle Adjust-A-Pad—allows instant pad adjustment. Wear this modern support and forget about your hernia. 10 DAY FREE TRIAL — NO CASH NECESSARY — YOU PAY ONLY ON SATISFACTION. Send for full details.

SURGICAL INTERNATIONAL INC., Dept. 30
10x 24, 403 Kennedy Blvd., Somerdale, N.J. 08083

See Advertisement on Back Cover

HABAND'S 100% POLYESTER TWO WAY KNIT SLACKS
2 Pairs for only 19.95
WE PAY POSTAGE

HABAND Direct Service Department
265 North 9th Street
Paterson, New Jersey 07508

Gentlemen: Please rush pair for which I enclose \$.....

GUARANTEE: If I don't want to wear the slacks when I see them, I may return them for full refund of every penny I paid you.

740-05

Name _____
Street _____ Apt. No. _____
City _____
State _____ Zip Code _____

FIND YOUR WAISTS & INSEAM HERE
WAISTS: 29-30-31-32-33-34-35-36-37-38-39-40-41-42-43
44-45-46-47-48-49-50-51-52
INSEAMS: 26-27-28-29-30-31-32-33-34
3 PAIR 29.70 4 PAIR 39.20
ALL 5 PAIRS FOR 48.75

COLOR	How Many	Waist	Inseam
BURGUNDY			
BLUE			
BROWN			
GREY			
OLIVE			

NEWS OF THE LODGES

(Continued from page 21)



VISITING Ord, Neb., Lodge for luncheon was GER Francis Smith. (From left) SP W. K. Rynearson, Grand Trustee George Klein, and ER Roland Norman welcomed him.



A NATIONAL FOUNDATION PLAQUE was presented to PER James Kirkley (left), who is a member of Chicago (North), Ill., Lodge, by Grand Secy. Homer Huhn (center). PER Arthur LeFebvre observed the presentation.



A MUSIC CITY USA CLASS was initiated by ER Donald Johnson at Nashville, Tenn., Lodge. Brother Johnson welcomed personalities of country and western music including stars of opera, song writers, and other recording artists.

FOUR DISTRICT DEPUTY GRAND EXALTED RULERS were on hand to greet GER Francis Smith in his recent visit to Fond Du Lac, Wis., for the state Mid-Winter Conference. (From left) they were DDGERs William Lucas, John Elleu, Kieran Purcell, and George Rapp.



THE 100% ELK TROPHY was given to John Jensen (right) of Ionia, Mich., Lodge for his service to Elkdom. VP Ralph Shoemaker made the presentation at the ritual contest held in Traverse City.



WAYNE MOORE of Fayetteville, Tenn., Lodge was recognized for his success in recruiting membership pledges to the Elks National Foundation. On hand were (from left) Martin Karant, Public Relations Director of *The Elks Magazine*, SP Ted Callicott, state National Foundation Chm. L. W. Anderson, lodge National Foundation Chm. Wayne Moore, ER David Arnold, and PGER Edward W. McCabe.



A RECENT INITIATION of 26 new members to Valley City, N. D., Lodge included six men who were proposed by members of their family. They were (left to right) William McCormick, William Busta, Eric Western, William Kootsikis, Steve Gregerson, and Ronald Davies.



AN INITIATION was held for 27 men at Shenandoah, Iowa, Lodge. The Lodge has had a total of 110 new members since the beginning of the lodge year increasing the membership by 25%.



A CERTIFICATE of appreciation was presented to Gene Rossow (right) by ER Don Mayeux of Austin, Tex., Lodge. Rossow, a local night club owner, helped in raising \$2,114.00 for the state Elks Crippled Children's Hospital Endowment. (From left) V.P. Joe Garrison, DDGER Hollice Hemphill, and ER Don Mayeux were at the presentation.



CONGRATULATIONS were extended to Kenneth Burrows (left) and Robin Shaw (right) by ER John McGovern of Lubbock, Tex., Lodge. They were honored as outstanding young citizens at a recent Elks banquet.



A SAVINGS BOND award was presented to Kim Nothdurft (right) by Est. Lead. Kt. Frank Miller (left) and ER Jim May of Chaffee, Mo., Lodge after winning the local Youth Leadership contest. He later won the state Youth Leadership contest.



ELKS AWARD FOR THE MONTH was presented to Jeffery TenEyck (center) by PER Wayne Riopelle of Marquette, Mich., Lodge. TenEyck earned the award for re-directing traffic away from a danger spot after an automobile accident. Police Captain Roy Matson watched as the award was given.

FOURTEEN PAST EXALTED RULERS attended the PER Night at Birmingham, Ala., Lodge. Present were (seated, from left) Howard Pope, Lee Moore, Albert Boutwell, Maurice Walsh, Harry Dorman, Lewis Whaley, and Percy Haskew, and (standing) John Foster, Dan Bryans, Miles Wiggs, Edward Hayes, M. J. Nappi, Jack Broda, and Lonnie Counts.



AN AWARD was presented to Ralph Halvorson of Des Plaines, Ill., Lodge for his donation of \$100.00 to the National Foundation. Giving the award was ER Preston Halvorson.



A TROPHY for the Class A champion of the state 27th annual three cushion pool event went to Harry Sims of Champaign, Ill., Lodge. Brother Sims directed the tournament with assistance from Gar Wilsky and John Apperson.



THREE GENERATIONS were present when PER Loren Chisman initiated his grandson Rodger Chisman into Ottumwa, Iowa, Lodge. PER Gene Chisman watched as his son was congratulated.

JIM McCUNE NIGHT was recently held by Dunkirk, Ind., Lodge to honor the first DDGER from the lodge. Brother McCune was presented with a plaque and a watch. Attending the event were (from left) PSP James St. Myers, Mrs. St. Myers, Mrs. McCune, DDGER McCune, Mrs. Judy Garr, ER Jeff Garr, Mrs. Ruby DeHority, and PSP Robert DeHority.



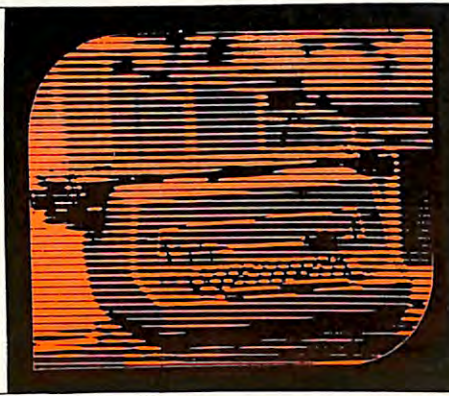
THE FIRST ELKS LADY of Barberton, Ohio, Lodge to become a participating member of the Elks National Foundation was Mrs. Margie Bartholomew. ER Bob Bartholomew watched as his wife presented a check to PER Wade Mori.



THE DEED to the property of Kerrville, Tex., Lodge facilities was presented to William Shumate, Trustees Chairman, by PER James Looker (left). The lodge recently purchased the property from Brother Looker.



NINE REMOTE CONTROL COLOR T.V. SETS were presented to the Veterans Hospital at Wood, Wis., by the state Elks association. (From left) Dr. William Matousek, hospital chief of staff and C. M. Turner, hospital director, accepted the gifts from VP John Pugh and ER F. C. Dahlke of Waukesha Lodge.



Horror tales from P.O.W.'s

□ Now that all of the American P.O.W.'s have been released (or have they?), we hear tales of inhuman torture, humiliation and death inflicted upon them by their captors in North and South Vietnam. The stories really come as no surprise . . . they fit the pattern of communist thought processes and tactics we have seen in action for many years.

We saw and heard many of these men on television as they described what happened to them and their comrades. Some exhibited scars as gruesome evidence of their hellish existence over periods as long as 8½ years. Some had no visible scars, but we can be sure they will carry with them for the rest of their lives the mental tortures inflicted upon them.

The former prisoners have made it eminently clear that the communists used them as political pawns and propaganda weapons. Some say they received horrible treatment for several years, in direct violation of the Geneva Convention which the North Vietnamese signed. Then when things really got hot for them during the past two years, they decided they would change tactics in order to get out from under without actually surrendering. They began to treat the prisoners much better, fed them

better and fattened them up in anticipation of a settlement of the conflict.

When our participation finally came to an end and our men were returned, we saw how good they looked as they got off the planes. Many people remarked that they were apparently treated pretty well by the communists.

Then the last prisoner they had listed was released. As soon as he was safely in our hands, the truth of the prisoners' nightmares began to pour forth.

Let us hope America has learned another valuable lesson from the longest war in our history . . . a lesson about the mind of the communist and how he wages war, hot and cold. We should have learned that lesson long ago from the actions and words of Lenin, Mao Tse Tung, et al. **A communist will stop at nothing to gain his ends.** There is no way to compare what they term "honor" and what we know it to be; actual experiences many times over have shown this to be true, yet we continue to make the same mistakes with them over and over again.

Now that we have heard from the former P.O.W.'s as "expert witnesses," we wonder what will happen in the Congress when the debates begin about spending billions to rebuild North Vietnam. That should prove interesting.

The flag of our country

□ In the past several years, there have been incidents concerning desecration of the flag of our country and public displays of outright derision for that symbol, mainly by people who were disgruntled over some political issue, a law or government policy.

When arrested and charged, many offered as justification of their acts the statement that the flag wasn't holy; it wasn't anything more than a piece of cloth and showing scorn for it was simply a means of expressing an opinion.

Some said that it was a symbol of oppression, others called it a symbol of an immoral government and maintained that it deserved no respect.

It's quite true that the flag is a symbol . . . but it's a symbol not of just political or sociological philosophies . . . it represents the United States of America and everything it has accomplished in its relatively short history, the likes of which has never before been equaled by mankind.

The cross of Christianity is also a symbol and deserves proper respect.

The Star of David is the the symbol of Judaism and also deserves proper respect.

There are ways to express disagreement with a nation or a religion, without resorting to childish petulance or downright disrespect for symbols which mean a great deal to those who are adherents to what they represent. No matter how violently we might disagree with someone else's opinions or philosophies, we owe that person the right to his beliefs and the courtesy of respect for symbols which carry great meaning for each individual.

As for Elks, we honor our flag 365 days a year. but we set aside one day each year . . . June 14th . . . on which every lodge of our Order observes the birthday of what to us is a precious symbol. It means a great deal to us to know we established this day of honors long before Flag Day became a national observance.

"As Americans and patriots, we place the flag beside our altar. And as the American flag typifies the glory of our nation we have adopted it as emblematic of the cardinal principle of our Order . . . Charity."

**SAVES YOU
UP TO
\$500 ON
PAINTING &
DECORATING!**

NEW! PROFESSIONAL-TYPE HEAVY DUTY PAINT SPRAYER

**SPRAYS
SMOOTH, EVEN COAT
AUTOMATICALLY
AT ANY ANGLE!**

**ONLY \$12⁹⁸
2 FOR \$25.00**

- New jet propulsion pump powers any pourable liquid!
- Adjustable jewel nozzle prevents clogging, skipping... lets you spray up, down, or sideways—without tilting jar!
- Silky—Smooth painting in half the time!
- Slip-proof trigger provides simple one-finger operation!

FREE viscometer attachment holds consistency even—adjusts for thick, medium, or thin spray!



Now...save yourself a bundle of time and money on any painting or spraying job around the house! Just plug in the cord, squeeze the trigger, and paint walls, ceilings, doors...house exterior, garage...car—*anything!*—*automatically!* Works on any liquid that pours—even varnish or polyurethane! Revolutionary new viscometer lets you adjust any brand or type of paint (enamel, flat...latex, PVC—or what have you) for proper consistency—and holds it! Foolproof electromagnetic motor never needs oiling or adjustment. Completely rustproof.

**You must get professional results
—or money refunded!**

ONLY \$12.98 COMPLETE

JAY NORRIS CORP. Dept. MD-69, 25 W. Merrick Rd., Freeport, N.Y. 11520

Serving Satisfied Customers for over 25 Years

**BUY WITH CONFIDENCE
30-DAY MONEY BACK GUARANTEE**

JAY NORRIS Corp., Dept. MD-69
25 W. Merrick Rd., Freeport, N.Y. 11520

Please rush me the following:

- 1 PAINT SPRAYER for \$12.98 plus \$2.00 postage
 2 PAINT SPRAYERS for \$25.00 plus \$3.00 postage

TOTAL \$ _____ (New York residents add sales tax)

Enclosed is check money order.

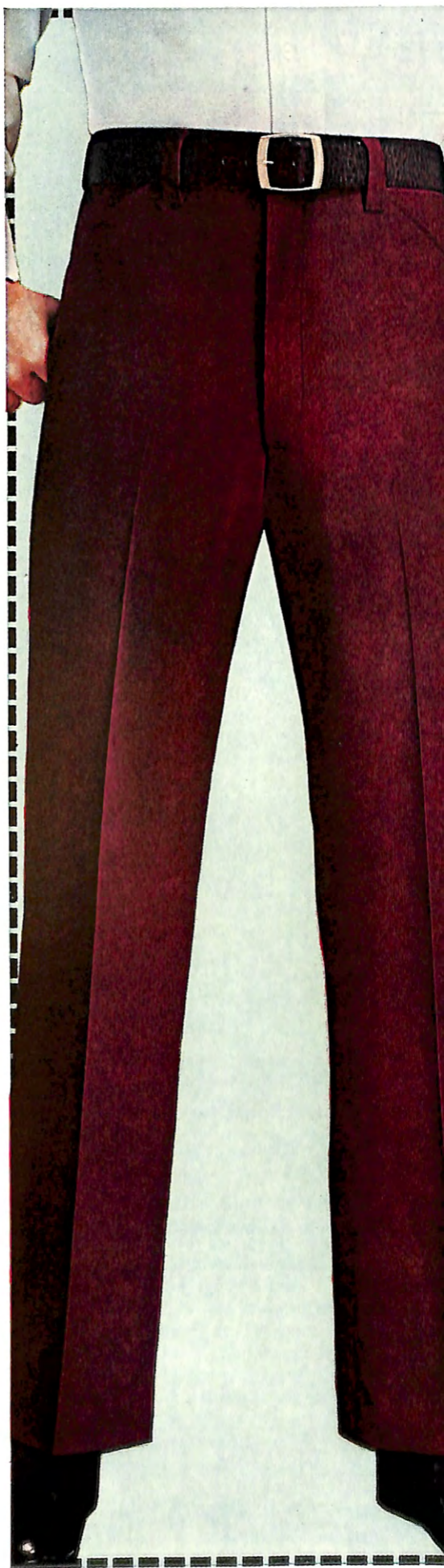
Name _____
(please print)

Address _____

City _____

State _____ Zip _____

© Jay Norris Corp., 1973



TO KEEP THIS COVER INTACT—U

HABAND'S 100% POLYESTER TWO-WAY KNIT
NOT \$29 SLACKS

**Two-Way Knit means Two-Way Fit,
 and that means DOUBLE VALUE!**

**Deluxe Executive Slacks
 in Genuine Polyester Knit**

You have seen Knit Slacks for over \$20 a pair. That's why we say our Two-Way Knit Slacks are an uncanny buy. **Better Fit**, with Life-of-the-Slacks Recovery that shrugs off wrinkles and rumples. Well tailored. NO-IRON. An excellent fabric choice —

**Just As Good As
 the Expensive
 DoubleKnits!**

2 pairs for only **19⁹⁵**

No Extras!
 We Pay Postage!

MACHINE WASHABLE

No tensions or tight spots. No wrinkle worries. No Ironing. No Dry Cleaning. What you get is two pairs of handsome long wearing, top value Two-Way Knit Slacks and **FREE COMFORT LIKE YOU NEVER FELT BEFORE!**

**Plus Money-Saving
 NON-SNAG
 Feature!**

It's Incredible! NON-SNAG! It's revolutionary! No more little pulls or snags that ruin the usual DoubleKnit clothing you know. These new Haband Knit Slacks **STAY HANDSOME, even after extended wear!**

**YOU CAN LOOK
 THIS GOOD
 ALL THE TIME!**

**Never Need Ironing!
 Always Look Fresh!**

You should see how the subtle Two-Way Stretch Knit gives you a more comfortable fit. Fuller feel in seat and thighs, but a trim, straight look that never bags or droops. You know Business Slacks are Haband's Business. Even for us, here's an extraordinary value for long wear, good looks, excellent tailoring.

FIVE COLORS TO CHOOSE



**2 for 19.95 PRICE INCLUDES
 ALL THESE FEATURES:**

- "Talon®" Unbreakable Zipper
- "Ban-Rol®" No Roll Waistband
- Two Back Pockets • Wide Belt Loops
- Excellent Fit in every size
- Long Wearing Deep Pockets
- Full Gentlemen's Cut • Fast, Reliable Service!

**MAIL THIS COUPON
 and see it yourself
 on MONEY BACK
 APPROVAL!**

HABAND'S 100% Polyester **TWO WAY Knit Slacks** **2** pairs for only **19⁹⁵** **WE PAY POSTAGE**

HABAND Direct Service Dept.
 265 North 9th Street
 Paterson, New Jersey 07508

Gentlemen: Please rush pair for which I enclose \$

GUARANTEE: If I don't want to wear the slacks when I see them, I may return them for full refund of every penny I paid you.
 740-05

Name Apt. #
 Street #
 City

FIND YOUR WAIST & INSEAM HERE

Waists: 29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52.
 Inseams: 26-27-28-29-30-31-32-33-34

COLOR	How Many	Waist	Inseam
BURGUNDY			
BLUE			
BROWN			
GREY			
OLIVE			

State 3 pair 29.70 4 pair 39.20
 All 5 pairs for 48.75

ZIP CODE [] [] [] [] [] []