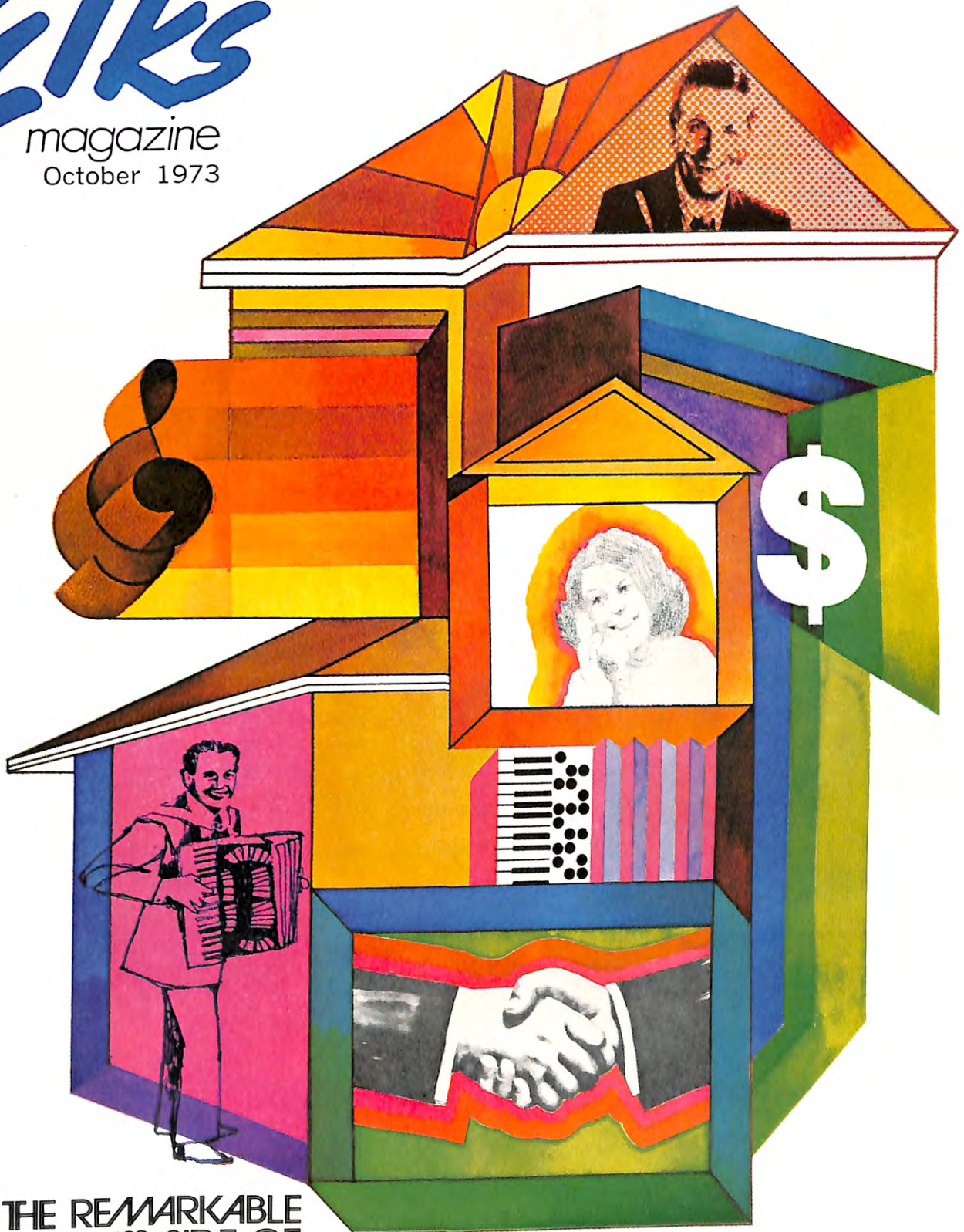


the
Elks
magazine
October 1973



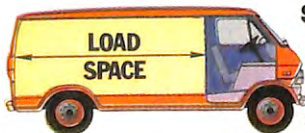
THE REMARKABLE
BUSINESS SIDE OF
LAWRENCE WELK

Best selling vans for 13 straight years...



because of better ideas like these

Swinging or sliding doors—same price. Choose to suit your needs: The hinged side doors pictured at top. Or a sliding door with unique three point track system, shown in the lower illustration. Ford offers both.



Short outside, big inside. Even the SuperVan is substantially shorter than comparable vans. So

parking and maneuvering are easy. Yet inside you have over 10 ft. of clear loadspace. And it can carry over two tons.



Walk-thru parcel vans. Newest Econolines, they

offer your choice of 10- or 12-ft. body. You can step from the driver's seat into the 6 ft. high cargo area. And huge 66" x 60" rear doors make loading easy.

Twin-I-Beam handling ease.

Only Ford has it. Two big front coil springs for smoothness combine with two forged front axles for ruggedness. You get good stability in crosswinds, too.



Out-front servicing.

It's a big time-saver. Raise the mini-hood and your routine service points are right at hand—water, oil, battery, voltage regulator, and lots more.



Complete choice of built-ins.

Any Econoline can be ordered with your choice of optional built-ins: racks, bins, cabinets, baskets. They fit into Econoline Vans well because the body-sides are nearly vertical. Like more information on vans to fit your job? Stop in and ask your Ford Dealer.



A better idea for safety: Buckle up.

FORD ECONOLINE VANS

FORD DIVISION



How to beat the odds on the long shots.

Here's why many of the people who know rifles best put their money on the Remington Model 700.

When you finally get a bead on the big one—a trophy ram, or goat, or pronghorn—you know how many shots you're going to get.

One.

Making that kind of long shot takes a lot of practice. It also takes a lot of rifle.

The Remington Model 700 bolt action is a lot of rifle. That's why so many people with gun savvy recommend it for long-range shooting.

Ask a veteran hunter—a guy who's bagged the big ones time and time again. The Model 700 is so accurate we used its design as the basis for our classic 40XB Bench Rest competition model. Before we ship a 700, we test it carefully for accuracy. If it doesn't measure up, it never leaves the factory.

Ask a gunsmith. He knows gun design inside and out. He can tell you that our Model 700 has one of the strongest center fire bolt actions ever made. The cartridge head is surrounded by three rings of solid steel. And there are no extractor cut-aways to weaken this critical area. The bolt lugs are machined from steel every bit as strong as the steel around the cartridge head.

Ask a dealer. He probably sells hundreds of rifles a year. You might find out from him that the variety of

the Model 700's caliber selection sets it apart from any other bolt action rifle. It comes in 17 different calibers, for every kind of hunting, every kind of game.

Beyond accuracy. Accuracy and versatility are only a part of the 700 story. Because we know a sportsman

takes special pride in owning a finely crafted firearm.

The Model 700 BDL "Custom Deluxe" is a finely crafted firearm. And it looks it.

Its classic Monte Carlo stock is made of select American walnut. We bring out the rich grain with Du Pont RK-W, a high-lustre finish that's also scratch- and water-resistant.

We've given it deep, traditional checkering to accent the natural beauty of the wood. And added white line spacers and a black fore-end tip to set it all off.

The BDL also has a hinged floor plate, "jeweled" bolt, and a sling strap with quick-release swivels. A real buy with prices starting at \$174.95*.

The Model 700 ADL "Deluxe" offers, among other features, a Monte Carlo stock, skip-line checkering, and Du Pont RK-W wood finish. It's priced from \$154.95*.

One more thing you ought to know: Once you've picked the right rifle, pick the right ammunition to go with it.

Remington ballistics know-how and top-quality components make Remington "Core-Lokt" center fire cartridges the logical choice. They're made for your Model 700. In fact, each 700 is tested with them before it leaves the factory.

The Remington Model 700 and "Core-Lokt" cartridges. Put them together and you've got a shooting system that's hard to beat for reliability and accuracy.

Remington Reports are based on information direct from the Remington experts who design and engineer our products. For more details and a free copy of our full-color catalog, send a postcard to: Remington Arms Company, Inc., Dept. 405, Bridgeport, Conn. 06602.

MODEL 700 CALIBERS	
17 Rem.	
22-250 Rem.	
222 Rem.	
223 Rem.	
25-06 Rem.	
6 mm Rem.	
243 Win.	
270 Win.	
30-06	
308 Win.	
7 mm Rem. Mag.	
264 Win. Mag.	
6.5 Rem. Mag.	
350 Rem. Mag.	
300 Win. Mag.	
375 H & H Mag.	
458 Win. Mag.	
Left Hand Version	
270 Win.	
30-06	
7 mm Rem. Mag.	

Remington 

Great guns deserve great ammunition. We make both.

"Remington" and "Core-Lokt" are trademarks registered in the U. S. Patent Office. *Prices shown are suggested minimum prices. Subject to change without notice.



Why
should a guy who
drives a sports car,
golfs in the low 80's
and has his name
on the door, go to
Arthur Murray's?



To get the girl
to look at him.



Everything is wasted if you don't know how to hold a girl, how to move, or even how to approach her in the first place. A good dancer never hesitates. And a few lessons are more important than ever now that real dancing is back, *touch* dancing—that exciting contact-to-music that brings out feelings no other kind of dancing ever did. Or will. So start your own holding action at Arthur Murray's. Get her to look at *you*. Not your car.

Check Yellow Pages for Studio nearest you. Our low 60th Anniversary rates will surprise you!

Arthur Murray
FRANCHISED DANCE STUDIOS

—where you keep in touch with today.

© 1973, Arthur Murray, Inc.

the **Elks** magazine

VOL. 52, NO. 5/ OCTOBER 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

- 8 THE REMARKABLE BUSINESS SIDE OF LAWRENCE WELK
Some small-business concepts that could work for *you*. Ross R. Olney
- 14 QUICKSIGHT!
Popping a postage stamp at 50 feet ain't easy. Irwin Ross
- 53 THE ADVERSARIES
The gripping tale of a man pitted against the northwoods wilderness. E. William Richardson

DEPARTMENTS

- 4 A MESSAGE FROM THE GRAND EXALTED RULER
- 6 LETTERS
- 12 IT'S YOUR BUSINESS
- 17 SPORTSACTION
- 18 NEWS OF THE LODGES
- 24 AROUND WASHINGTON
- 26 TRAVEL: ANTILLES
- 30 NEWS OF THE STATE ASSOCIATIONS
- 33 ELKS NATIONAL FOUNDATION/ JOY OF GIVING
- 36 THE GOLDEN ANTLER YEAR
- 38 ELKS FAMILY SHOPPER
- 52 ELKS NATIONAL SERVICE COMMISSION
- 60 DID YOU KNOW?
- 60 EDITORIALS

ADVERTISING OFFICES



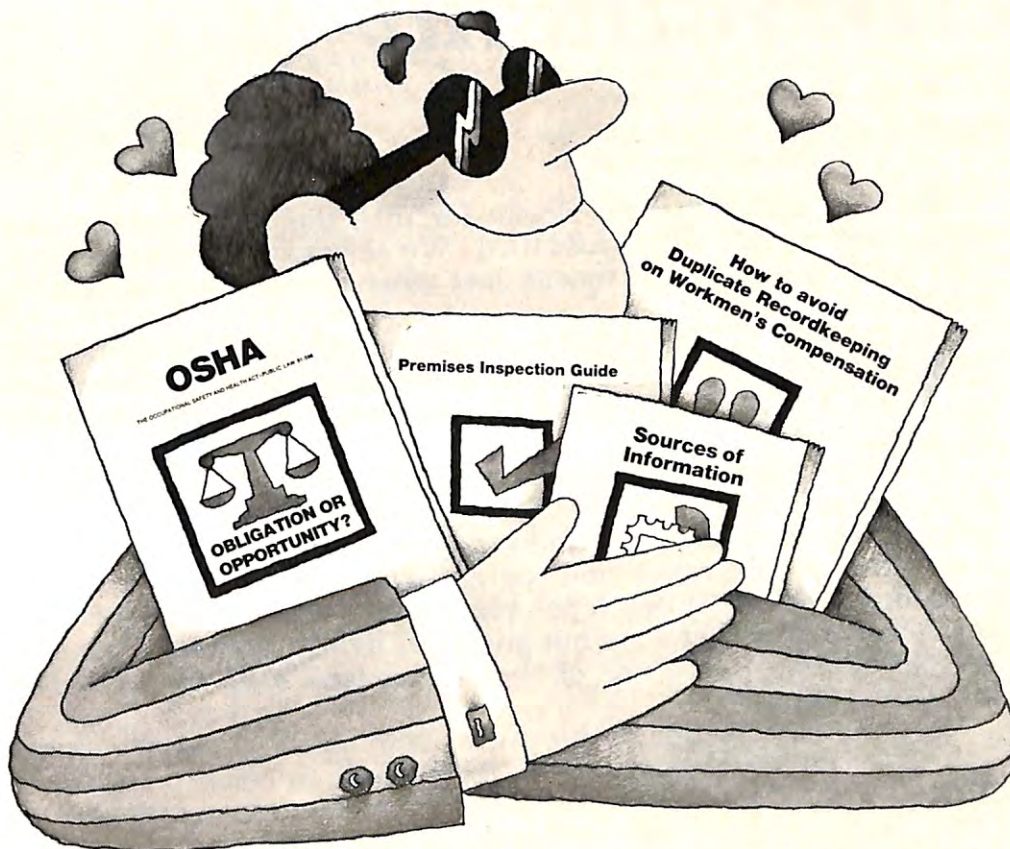
CHICAGO 60614 425 W. Diversey Parkway (312) 528-4500
NEW YORK 10017 30 East 42nd St. (212) 682-2810
LOS ANGELES 90036 5909 West 3rd St. (213) 931-1371

POSTMASTER: Mail notices of address corrections to:
THE ELKS MAGAZINE, Circulation Dept., 425 W. Diversey Parkway, Chicago, Ill. 60614
MEMBERS: Changes of address should be made through your lodge Secretary. Give him advance notice of at least 30 days. Remember that the day you write, your next copy is already in the mails. Before you move, file your new address at the post office to have mail forwarded. In writing us regarding an address change, please give: Full name, lodge number, membership number, address to which copy is being mailed, and complete new address. Attach label from recent issue if available. Please show ZIP Code numbers in both old and new address.
THE ELKS MAGAZINE, Volume 52, No. 5, October, 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



OSHA.

Let Aetna show you the sunny side



Think positively about OSHA. You might find that it can help increase your efficiency and productivity.

When you have a workmen's compensation policy with us, Aetna can show you how you can make that happen. It's all in the specially-prepared OSHA Kit available through your Aetna agent. The kit should not only clear up most questions you still have, but will detail the tangible help we can give you to meet your OSHA obligations. *And just as important — how to capitalize on your OSHA-given opportunities.*

You'll also see that Aetna offers direct and

active assistance. And lots of it. We can set up in-house OSHA programs for you. Simulate OSHA inspections. Run tests on noise, air contaminants and radiation levels. And check for chemical, mechanical or electrical hazards. To meet special needs, we also conduct seminars where problem areas can be discussed with our experts.

We think there are sound business reasons why you should take the same positive attitude toward OSHA that we do. It's just another way of showing that Aetna isn't your average insurance company.

You get action with Aetna

Aetna
LIFE & CASUALTY

A message from
the Grand Exalted Ruler

Honoring Achievement!



We have chosen as our slogan for this, the 105th year of our Order, **BE PART OF ELKDOM**. We selected the phrase for a very good reason . . . it means just what it says to each man in the Order.

It means not only personal involvement but family involvement. Thousands of Elk families participate regularly in the fine works of our Order, to the betterment of Elkdom, their home lodge and their communities.

We have instituted this year what we call the "Golden Antler Achievement Program" so we may recognize in a tangible way those members who are actually a part of Elkdom through their participation. Whenever you see a member proudly wearing the beautiful Golden Antler lapel pin (shown above), you may be sure he earned it. They are not given out lightly. I would like nothing better than to see one of these lapel pins worn by every Elk member.

One way you may earn this award is to obtain three new members from among your friends. This year, we have introduced through the Grand Lodge Activities Committee a program developed by the Bakersfield, California, Lodge. It's called "Be a Proposer," and its slogan is, "We like you—we'll like your friends."

Join with us in making this a banner year for the Order of Elks. Be a proposer by submitting to your lodge membership committee the names of your friends you know would be worthy of membership in our Order.

Your lodge officers can give you any information you want on our Golden Antler Achievement Program.

Join with me . . . become involved . . . **BE PART OF ELKDOM.**

Fraternally yours,

Robert A. Yothers,
Grand Exalted Ruler

Be Part of Elkdom

You can't be turned down for this Insurance if you're 55 to 87!



Here is a life insurance plan that can be yours for the asking if you inquire before October 31, 1973. No ifs, ands, or buts! Not only is no physical examination required, but the policy is actually issued to you without a single health question!

LIFE PLAN 55 PLUS . . . was the first individual life insurance program that guaranteed acceptance to everyone who qualified by age. This program leading to permanent life insurance is guaranteed to every man and woman between 55 and 87—regardless of any other insurance carried.

This protection is recommended to their members by two of America's highly respected national nonprofit organizations for the mature: The National Retired Teachers Association (NRTA) and The American Association of Retired Persons (AARP). This plan is underwritten by Colonial Penn Life Insurance Company of Philadelphia, Pennsylvania, specialists in serving the specific needs of America's older population.

A Protection Breakthrough for Every Older Person!

LIFE PLAN 55 PLUS is a distinctive concept in life insurance, achieved as a result of the years of effort Colonial Penn has devoted to meet the insurance needs of mature people.

The goal was a life insurance program we could make available to all mature people—a program whose cost would be reasonable and whose benefits would be worthwhile. With LIFE PLAN 55 PLUS the Colonial Penn Life Insurance Company has succeeded. This plan is possible only because of the preliminary benefit period which is two years if you are 65 or over and three years if you are under 65. During this preliminary benefit period full benefits are paid for accidental death and should death be of natural causes, every penny of premium paid by you will be returned to your beneficiary—plus 5% interest!

LIFE PLAN 55 PLUS enables the older person to obtain worthwhile benefits for his insurance dollar—and, at the same time, guarantees acceptance for all applicants—even those who ordinarily wouldn't qualify for life insurance.

The cost? JUST \$6.95 A MONTH!

No matter what your age, your sex, or the condition of your health, you pay just \$6.95 a month. The amount of coverage you receive is based on your sex and age. However, once you are insured the amount of your insurance will never go down, and your payments will never go up!

Act Now—You Have Nothing to Lose!

To obtain full information on LIFE PLAN 55 PLUS in time to take advantage of this opportunity to become insured, please mail the coupon before October 31, 1973. After this date and between guaranteed acceptance enrollment periods . . . you will be required to answer several important health questions in order to obtain this protection.

Even if you are not old enough for this insurance, you may want the information for another member of your family.



COLONIAL PENN LIFE INSURANCE COMPANY
5 Penn Center Plaza, Philadelphia, Pa. 19103

*Service Mark Policy Form Series 3-82-037(A) 3-82-038(A)

With LIFE PLAN 55 PLUS insurance . . .

- * Everyone between 55 and 87 can get this life insurance—no one will be refused!
- * You receive a policy created for the needs of mature persons!
- * There are no health questions!
- * Your insurance cannot be cancelled for any reason as long as you maintain your premium payments. (You, of course, can cancel any time you wish.)
- * You know that this policy has been recommended to their members by both the National Retired Teachers Association and the American Association of Retired Persons!

REMEMBER—To take advantage of this guaranteed opportunity to obtain LIFE PLAN 55 PLUS without answering any questions about your health, please mail the coupon before October 31, 1973. Full information and your guaranteed issue application will be on their way to you at once by mail, and you will be under no obligation.

New York residents, for information about the LIFE PLAN 55 PLUS policy available to residents of your state, ages 55 to 72 for men and ages 55 to 75 for women, write to: Intramerica Life Insurance Company, 555 Madison Avenue, New York, N.Y. 10022.

North Dakota residents, acceptance is not guaranteed, but a few health questions and liberal underwriting assume acceptance of most applicants.

This plan is available in all states except: Ark.; Colo.; Ill.; Kan.; Mich.; N.J.; Pa.; West Va.; Wash., D.C.; Tex.; N.H.; Ky.; Fla.; Minn. and Ida.

LIFE PLAN 55 PLUS Insurance Program ET5

Colonial Penn Life Insurance Company
5 Penn Center Plaza, Philadelphia, Pa. 19103

I am interested in LIFE PLAN 55 PLUS Insurance. Please send me full information and an application by mail.
I understand that I will not be obligated in any way.

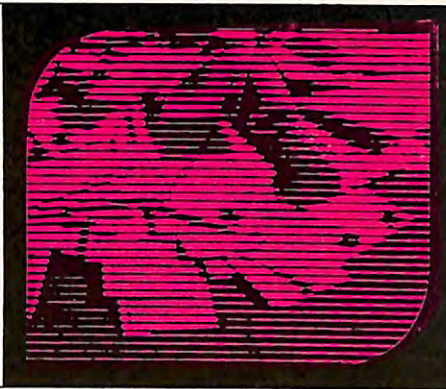
NAME _____ AGE _____
(Please print)

ADDRESS _____

CITY _____ STATE _____ ZIP _____

*Service Mark of Colonial Penn Life Insurance Co

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 can understand how Mr. Al Boileau of Cosmopolis, WA, feels about the band from Aberdeen Lodge. His letter in the August issue said he would like to know how many Elk's Lodges have a band like theirs.

We at Woodbridge, NJ, Lodge have a

very fine Marching and Concert Band. We have taken first prize four years in a row at the New Jersey State Elk's Convention.

Anyone visiting our lodge will see for himself that we have a library of music both classical and semi-classical, show-tunes and marches, that is considered

one of the best in the country, if not the world.

Whenever our band is involved in parades or concerts, we always manage to wind up in a jam session at our social hours, to the delight of our brother Elks and their guests.

Incidentally there are at least five or six Elks-sponsored bands in New Jersey. You should see and hear the unusual and wonderful band from Hillside, NJ, Lodge.

C. James Nazzaro
Band Custodian
Woodbridge, NJ

• I read with absorbing interest your article titled "'29 and Other Disastrous Years" [July, 1973] and commend you on the excellence of it.

Will you kindly recommend a work or works on the subject of "booms and busts" and the names of the author and/or authors and publishers to the end that I may make an in-depth study of the subject in which your article excited a latent but timely interest.

Clarence R. Runals
Niagara Falls, NY

Thank you so much for your extremely kind letter. I have posted it near my typewriter as an "instant morale booster."

I'm sorry I can't tell you of a book that deals solely with the market's ups and downs. But you might look at The Stock Market by Leffler and Farwell. This is a textbook, unusually informative and, I believe, reliable. The history of the market including the "booms and busts" is dealt with in chapter 5.

You might also enjoy Financial Independence Through Common Stocks by Robert D. Merritt. This is a lighter book with many interesting (and alarming) bits of information. It also has brief sections that deal with the history of bear and bull markets.

Shirley G. Thompson

• Let me congratulate the editorial staff of *The Elks Magazine* for their decision to run articles about crime, fraud and patriotism. Articles of this nature cannot have enough exposure.

Beverly H. Bradshaw, Sgt.
Bloomington Police Department
Bloomington, IL

• Being a brother Elk and a member of the law enforcement profession, I wish to commend you on your editorial, "Elks Support Law Enforcement" [August, 1973].

The 400,000 police officers of our nation are a "thin Blue Line," as you are well aware. It is only through organizations such as the Elks, which constantly support the position of law enforcement, that the nation in which we live will return to one of tranquility.

I want to commend you for the support you have given law enforcement over the many years.

Ralph Purdy, President
Westchester County Police Conference
White Plains, NY

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

RELCO

Write for Free Catalog, treasure hunting tips and 5 POWERFUL MODELS unusual souvenir coin.
RELCO Dept. D-200, Box 10839, Houston, Tex. 77018

The Halvorfold

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

\$11.00 BLACK OR BROWN
WATER BUFFALO

Lodge No. under inside emblem 75¢ add'l.
Lodge No. with City under inside emblem \$1.25 add'l.
Social Security No. 75¢ add'l.

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. We normally ship parcel post. (Postpaid on cash orders) This takes up to 4 weeks for delivery. However if you wish faster delivery please note additional charges below. REMEMBER: Money back if not satisfied.

PLEASE CHECK HERE:

<input type="checkbox"/> Black Buffalo \$11.00	<input type="checkbox"/> Bro. Buffalo \$11.00
<input type="checkbox"/> Gold Filled Snap & Corners \$3.00 Extra	<input type="checkbox"/> 16 Pass 50¢ Add'l
<input type="checkbox"/> 12 Pass 25¢ Add'l	<input type="checkbox"/> 20 Pass 75¢ Add'l
<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	
<input type="checkbox"/> First class .40 add'l	
<input type="checkbox"/> Air Mail .50 add'l	

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

"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 compartments and secret flap to cover large bills. Only genuine leathers are used; tough durable but soft in texture. Nylon stitched.

Halvorsen, P.C.M., 4868 Victor St., Jacksonville, Fla. 32207
Dept. 104

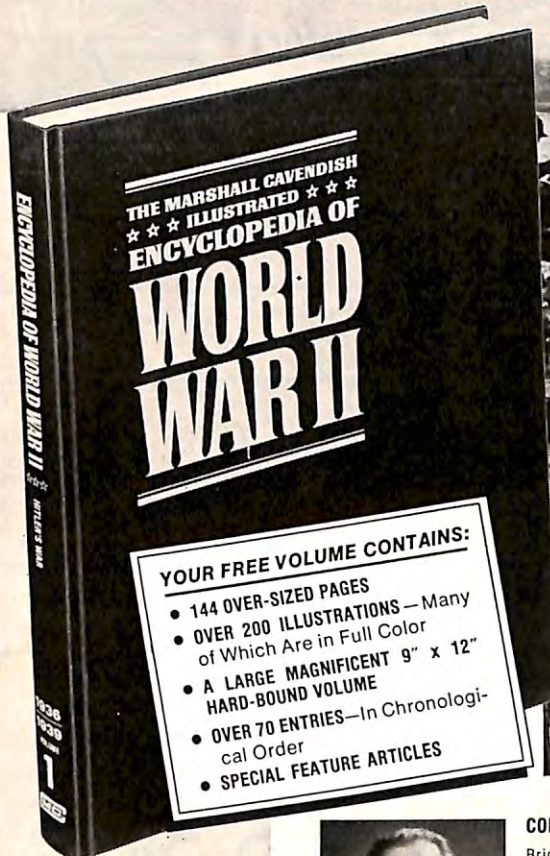
Send the HALVORFOLD with goldstamping as below. If I decide to keep it I will send check at once. If not, I will return it within three days for full refund. Goldstamped with name, address and any fraternal emblem free. If you send cash with order, we ship postpaid. Parcel Post.

ANNOUNCING—the most Complete History of the War Ever Published . . .

The Marshall Cavendish Illustrated Encyclopedia of World War II
 ...Witness in all its colorful, action-packed pages the war that shattered Europe...the Pacific...and the World!

Take
 Volume 1
 as your

FREE GIFT!
 NO OBLIGATION TO BUY A SINGLE ADDITIONAL VOLUME—NOW OR EVER.



YOUR FREE VOLUME CONTAINS:

- 144 OVER-SIZED PAGES
- OVER 200 ILLUSTRATIONS—Many of Which Are in Full Color
- A LARGE MAGNIFICENT 9" x 12" HARD-BOUND VOLUME
- OVER 70 ENTRIES—In Chronological Order
- SPECIAL FEATURE ARTICLES



WHETHER YOU WERE A SERVICEMAN . . . HIS WIFE, MOTHER OR SWEETHEART... HIS SON OR DAUGHTER . . . THESE SWEEPING EVENTS CHANGED YOUR LIFE.

Your FREE Volume 1 reveals the lightning-paced events that led to war. You will meet such personalities as the maniacal Adolf Hitler . . . the too-trusting Chamberlain who hailed the Munich Agreement as "peace in our time" . . . the glory-seeking Mussolini . . . the inscrutable Stalin caught between Germany in the West and Japan in the East . . . the far-sighted Churchill who predicted war with Germany and then, when it came sought and received help from Roosevelt.

The Marshall Cavendish ILLUSTRATED ENCYCLOPEDIA OF WORLD WAR II will launch you and every member of your family on an exciting journey through two decades of international intrigue . . . military espionage . . . diplomatic deceit . . . power grabs . . . and ferocious threats. It is a huge set of 25 big, deluxe 9" x 12" volumes in handsome, durable soil resistant covers, stamped in brilliant silver Lustrofoil. It contains 3,800 pages, more than 1,200,000 words, more than 2,000 full-color illustrations and 2,800 black and white photographs.

The Drama and Excitement in The Marshall Cavendish ILLUSTRATED ENCYCLOPEDIA OF WORLD WAR II Will Help Every Member Of Your Family Have A Better Understanding Of The Sweeping Events That Are Still Affecting Our Lives



CONSULTANT EDITOR
 Brigadier General James L. Collins, Jr., present Chief of Military History, Department of the Army, Washington, D.C. General Collins graduated from the United States Military Academy at West Point in 1939. He served in the European Theater during World War II, and also in Korea and Vietnam.



SEND FOR YOUR FREE VOLUME 1 TODAY!

HOW IS YOUR WORLD WAR II I.Q.?

- ✓ What was the "Phony War"?
- ✓ What bribe was Germany offered by England to give up its hostile attitude toward Poland?
- ✓ How did Hitler bully Stalin into signing the Nazi-Soviet Non-Aggression Pact of August 1939?
- ✓ How did the German U-Boat 47 sneak into the British Home Fleet stronghold to sink the super battleship Royal Oak?
- ✓ What forced Hitler, at the last moment, to call off the invasion of Belgium on November 12, 1939?
- ✓ Who invented the modern concept of the "Cold War"?

You will find the answers in your FREE Volume 1.



Here are just a few of the history-changing events covered in your **BIG FREE VOLUME!**

- The 1938 Munich Agreement • Hitler's "Rape of Prague" • Hitler's Plan for Danzig • Mussolini Seizes Albania • The "Pact Of Steel" Between Berlin and Rome • Mussolini's Hopelessly Unprepared Army • Stalin Sides With Hitler • Countdown To War • Mussolini Blackmails Hitler For Arms • Poland Wiped Off The Map • Blitzkrieg Unleashed • Soviet Betrayal Of Poland • Graf Spee Trapped By British • The "Winter War": Finland vs. Russia

DEAR READER:
 Maybe you're skeptical of "free" offers, and feel there must be some gimmick, some concealed charge. But truly, there are no strings or catches to this offer.
 Volume 1 is yours Free—just for the asking! If, upon seeing it, you decide you want no further volumes, you simply advise us and that ends the matter. You'll never get a bill, never get another volume, and no salesman will ever call. And the free volume will be yours to keep.
 THE PUBLISHER



The Marshall Cavendish ILLUSTRATED ENCYCLOPEDIA OF WORLD WAR II
 6 Commercial Street • Dept. 1012
 Hicksville, N.Y. 11801

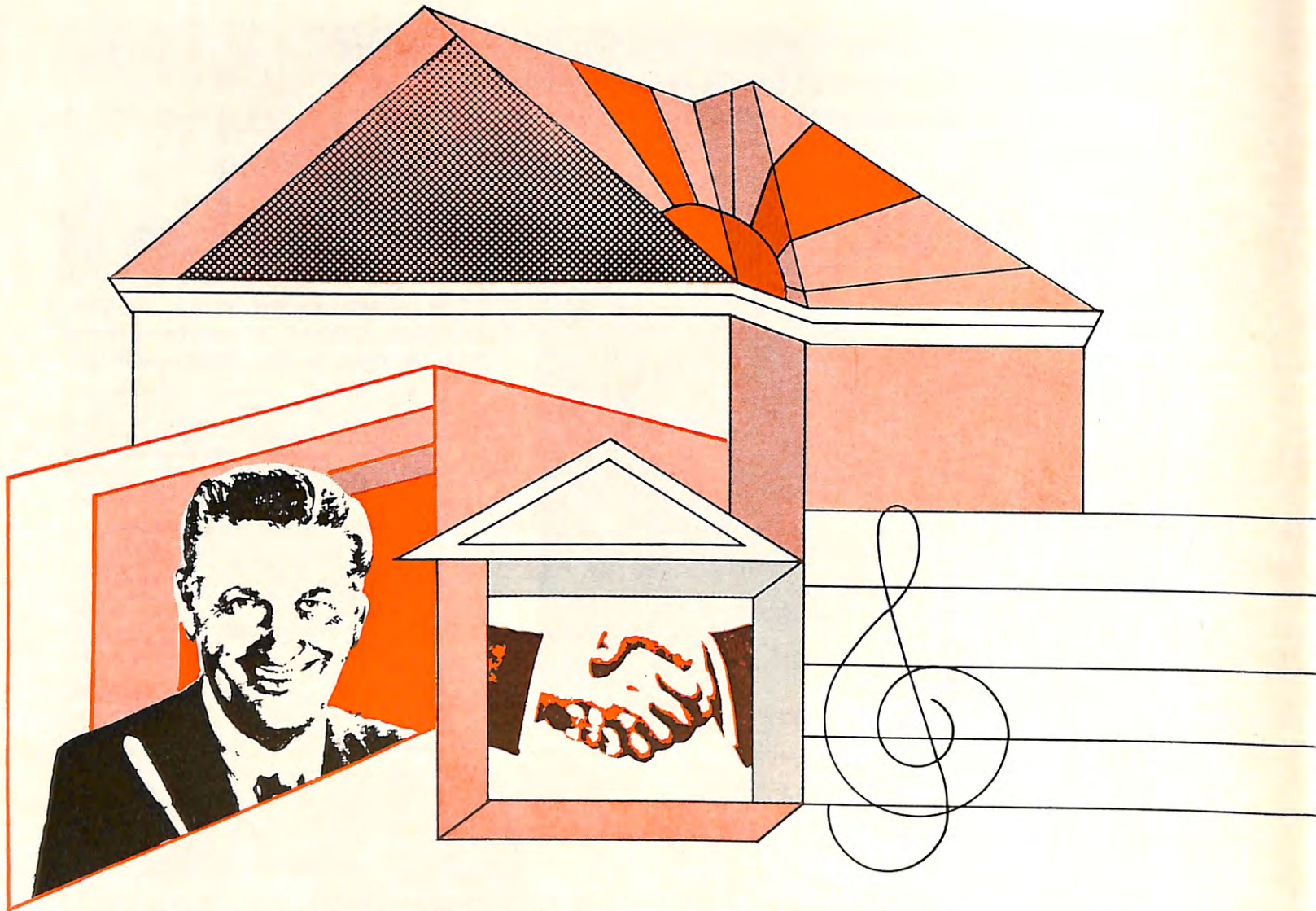
This coupon entitles you to receive—as a FREE GIFT—Volume 1 of the 25-volume Marshall Cavendish ILLUSTRATED ENCYCLOPEDIA OF WORLD WAR II, with no obligation to buy anything. As a subscriber you will be notified in advance of all future shipments and you may reject any shipment or cancel your subscription simply by notifying us before the shipment date indicated on the invoice accompanying your advance shipment notice. (This procedure is designed to provide time for mail delivery and computer processing.) Also, if not completely delighted with any volume after FREE examination in your home, you may return it at our expense and owe nothing.

If we do not hear from you after you have received your FREE volume we will send you Volume 2 next month, Volume 3 the following month, and all of the remaining volumes the month after that. Those volumes you decide to keep will become a permanent part of your home library, and you will be billed for only 1 volume per month until they are paid for at the amazingly low price of only \$3.98 per volume plus shipping and handling.

Remember, you are free to cancel at any time after taking as many or as few volumes as you like—even none at all if you so choose. The magnificent FIRST VOLUME is yours to keep ABSOLUTELY FREE no matter what you decide.

Name (PLEASE PRINT)
 Address
 City
 State Zip

Signature
 (Please sign here. If under 21, have parent or guardian sign.)



THE REMARKABLE BUSINESS SIDE OF LAWRENCE WELK

by Ross R. Olney

An in-depth look at Lawrence Welk's personal views toward the remarkable success of his unique business "Family Plan."

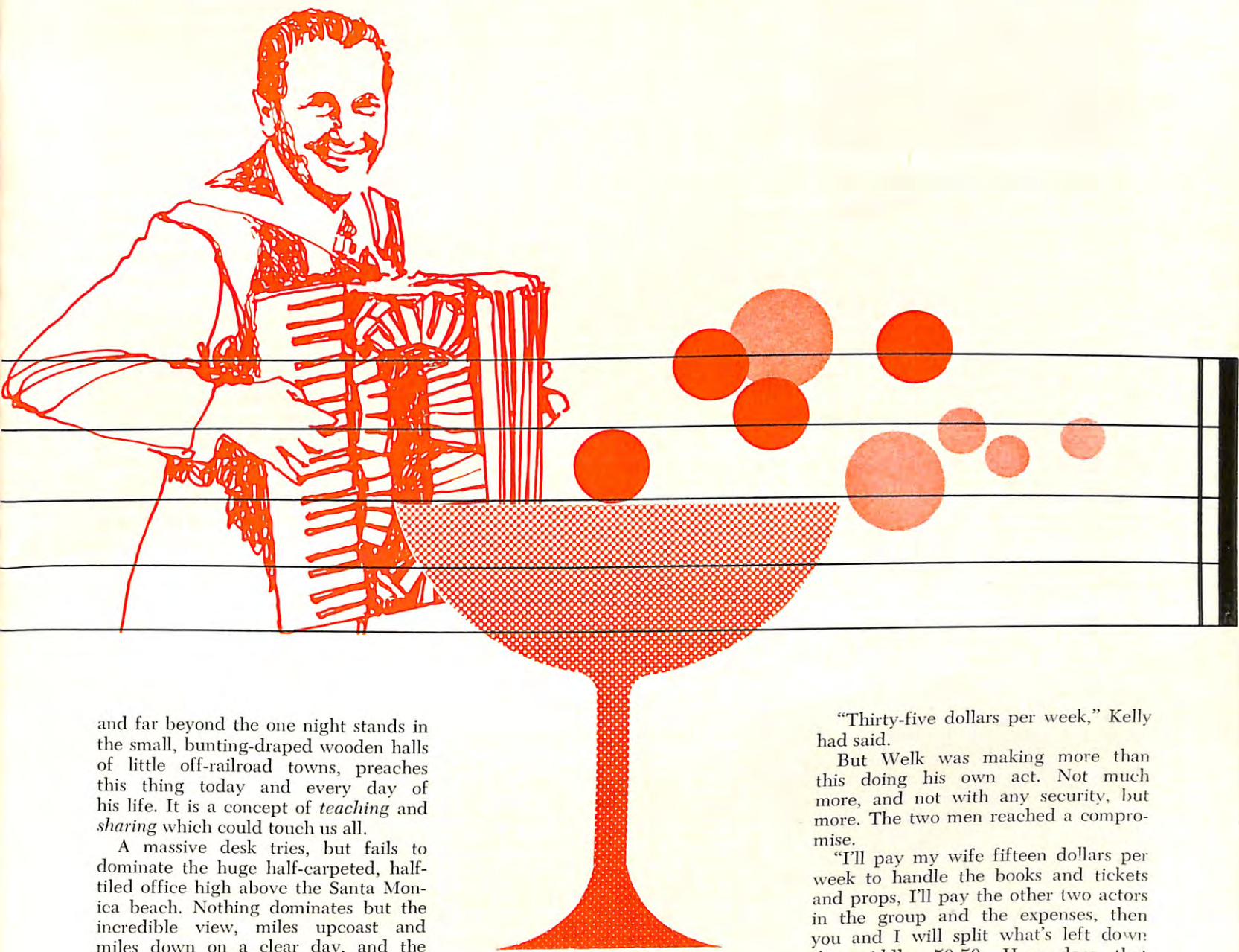
The date was September, 1925. The place was a town called Selby in South Dakota. The meeting was between two men, and the unlikely result was marvelous entertainment for small groups, then large crowds, and ultimately millions of people for decades. The result was entertainment which still attracts more than twelve million households to a weekly, 23-year-old television show (4 years on KTLA in Los Angeles, 19 years nationally).

And something else resulted from the Selby meeting in a tiny cafe over coffee and pie. Also devised was a plan which could revolutionize the operation of most businesses today.

It was on this lazy, small town day at the end of a fine midwestern summer that orchestra leader Lawrence Welk met the outgoing, show-business-oriented George T. Kelly. Kelly was the man who taught Welk show business soon after young "Lawrencell"

left the farm, and more. Welk is noted today for his forthright honesty, his ability to always see the best in everybody, his kindness, and his belief that almost everybody is basically nice and honest. These things he learned from his parents, and he carried them out into life. But he learned from George T. Kelly that these things are also very valid in *business*. And he learned another thing from Kelly.

Welk, now well-to-do and famous



and far beyond the one night stands in the small, bunting-draped wooden halls of little off-railroad towns, preaches this thing today and every day of his life. It is a concept of *teaching* and *sharing* which could touch us all.

A massive desk tries, but fails to dominate the huge half-carpeted, half-tiled office high above the Santa Monica beach. Nothing dominates but the incredible view, miles upcoast and miles down on a clear day, and the robust, slightly stooped, alert, always smiling and happy man at the desk. At age 70, he appears 50, and more genuinely healthy than most 40-year-olds. He leans back, looks beyond the room and the view, and recalls his pal Kelly. He speaks with great affection for his late friend.

"Good evening, sir," the sharply-dressed Kelly had said, his diamond ring flashing in the lights of the tiny Welk stage. "I've enjoyed your little novelty orchestra so much . . . and may I say that you are the finest young accordionist it has ever been my pleasure to hear."

Welk's smile broadens as he remembers. "Right away, I liked him."

"I have a little show of my own," Kelly went on. His group, "George T. Kelly with his Peerless Entertainers," starring "Oly the Swede" traveled the same midwest circuit. Kelly had decided to hire Welk, to teach him to be an actor, which meant at first to teach him to speak English without an accent or, eventually, with as little accent as possible (Welk was raised in a German community of German parents, a heritage still noticeable today). They would do their shows, then Welk would play for a dance after each show. The pay?

"Thirty-five dollars per week," Kelly had said.

But Welk was making more than this doing his own act. Not much more, and not with any security, but more. The two men reached a compromise.

"I'll pay my wife fifteen dollars per week to handle the books and tickets and props, I'll pay the other two actors in the group and the expenses, then you and I will split what's left down: the middle, 50-50. How does that sound?"

It sounded just fine to Welk, and the two men shook hands (which is *still* the way Welk does business). Profit-sharing, today an integral part of Welk's organization, Teleklew Productions, began. So did trust in your business associates, and the sharing of talent and time and work, begin. Kelly is gone, though fondly remembered by Welk, but the plan this flamboyant man introduced, and the methods of operation, continue on. Welk lives by them, runs his company by them, promotes them, talks about them at every opportunity, and goes so far as to suggest that federal laws



We found our hideaway at Wild Horse Mesa, Colorado. Won't you join us?

"When we bought our land, everyone kidded us and told us we were nuts but we went ahead and bought, anyway. When we got there it was just beautiful! Wild Horse Mesa has got to be a good investment. There are only two things wrong — we haven't paid for it yet and we don't live there permanently." Coy and Elaine West

Great American Properties, developers of Wild Horse Mesa, have 25 years of experience in land planning and development. We are proud of the reputation we have had with our customers over the years. Helping nice people like Coy and Elaine West find a parcel of land that fits their needs and desires and something they can call their own forever — this is what we do. Great American Properties and the West's invite you to come join us at Wild Horse Mesa.

Wild Horse Mesa overlooks the quiet and serenely beautiful San Luis Valley. Your 2½ acre hideaway is completely surrounded by high mountain panoramas, with snow-capped peaks reaching for a bright, blue sky where the air is crisp, clean and tingling with the scent of sagebrush and pinon pine, a pleasure to breathe.

Your 2½ acre hideaway allows for plenty of stretching room (10 city lots big). Roam the pine and wild-flowered woodlands, watch the wild horse herds frolic in the sun, catch sight of a herd of deer or elk as they browse the hillsides or just relax and watch the majestic clouds float by.

Lake Sanchez, one of the valley's largest, lies nestled in a valley adjoining Wild Horse Mesa on the east. Almost hidden, you can enjoy hours of swimming, sailing, boating, water skiing or fishing. Three national forests with millions of uncluttered acres are accessible within 75 miles and offer the best of hiking, camping, hunting, fishing or exploring. Snow skiers enjoy Taos and Red River, New Mexico, both within 65 miles.

Come join us. Over 1,000 families are now enjoying the advantages of owning their own 2½ acre hideaway at Wild Horse Mesa. Come see what these people found. Visit our on-site office and let our guides give you a complete tour of Wild Horse Mesa.

It's easy to own your own 2½ acre hideaway in Wild Horse Mesa. Just \$29.50 per month and a total price of \$2950.00. No down payment, no interest or carrying charges and no salesmen. If during the first year you visit your land and are not completely satisfied, all monies you paid will be refunded.

Take action now. Become a part of Wild Horse Mesa. For camping, building a vacation home or long term investment. Be first this time, don't miss out. For complete details without obligation, fill in the coupon.

WILD HORSE MESA

P. O. BOX 1134 - ALAMOSA, COLO 81101

Please reserve a 2½ acre tract in my name. I understand that there is no obligation and that I may purchase my property for \$2,950.00 with no money down, no interest, and monthly payments of only \$29.50. Please rush my color brochure, purchase agreement, color slides of my block and land map showing the exact location of my property. No salesman will call.

E-2

Name _____
 Address _____
 City _____ State _____ Zip _____
 (I am interested in the purchase of _____ 2½ acre sites)
 This offer is subject to all local, state and federal regulations.

and union laws be adapted a little so that this method of operation could be used by any businessman who so chooses.

Lest it appear that Lawrence Welk wants to shake the establishment by its roots, he does *not* ask that child labor laws, minimum wage laws, and other employer/employee arrangements be *rescinded*. He doesn't even ask that they be changed. Yes, he wants no-contract situations between workers and bosses, and the privilege of hiring people under the minimums, and under the age laws. Yes, he is asking for no written protection for employees working under his plan. Yes, he wants a situation where an unhappy boss could merely dismiss, without explanation, an employee. But he would run *his* business this way and *alongside* others doing it the traditional way. The man next door would not be required to run his business under the Welk plan, though Welk would hope that eventually he would *choose* this sharing concept.

Sure, you might say, but then Lawrence Welk is a boss of over 200 people in Telekew. Nothing could be better for him than to be lord and master over the whole business, where employees would have no recourse in case of dismissal, and where everybody, young and old, would sweat over whether or not they had polished enough apples to hold on to their jobs. Talk about returning to the sweat shops! And all this time, Welk wants to pay them what *he* thinks they're worth.

Not only that, but the "super-square of the music business" (who once watched his entire band walk out because they felt his ideas, his style, his old-fashioned ways, were holding them back) is pressing for this "Family Plan" of operation to be extended to other businesses in other fields until many businessmen are using it. He feels we are "protecting" our young and our workers too much, and that in so doing we are hurting them rather than helping them.

Of course he doesn't believe in minimum wage laws, union wage scales, contracts and hourly limitations under his *own* plan. What *more* could he ask than that we side-step these items?

But hold on just a minute. Before you make up your mind about this apparently employer-oriented concept also known as the "Youth Opportunity Plan," look at the other side. Let's see just what it is, and what it does, and who it affects, for it is far more than the mere sharing of money. It is a method of training and sharing and building talents until everybody in-

involved has a piece of, and an interest in, a company. And all the while, nobody is tied to anybody, by law.

Briefly, and specifically, and straight from Lawrence Welk himself, "I propose that small businessmen be encouraged to inaugurate training programs for young people."

Why should they? Why should a businessman spend time and money on the unskilled? Welk suggests the possibility of tax incentives (rather than subsidies, which he feels have already gone too far in this country).

"The trainee would learn the business, or the craft, or trade, from experienced personnel. The trainees would be given the opportunity to develop and progress as their capabilities merited.

"A most important part of the Plan; The employer would share the profits of the business with his employees according to their value to the organization. I would recommend that the government issue an executive order, or whatever legislation is required, *allowing* young people to work under this Plan."

Although he is certain his Plan will work for any business, Welk points to the music business as an example. "Today it is virtually impossible for a young person to become a truly great musician because he cannot practice and play with older and more experienced musicians without violating certain laws which now exist." Still, according to Welk, we need dedicated young men and women in almost every field of endeavor, including music. Yet he does not want to confuse the issue with more laws and regulations. He believes in less confusion, fewer regulations from Washington, and he runs his business this way as much as possible. Does it work?

What would the Lawrence Welk show be without Myron Floren, Bob Ralston, Joe Feeny, Dick Dale, Guy and Ralna, Bobby and Cissy, and others? Yes, Welk himself is the spark plug and the main personality, but these performers make and hold and please the vast audience. Welk knows this. He understands his audience perhaps better than any other entertainer. And he understands the value of his "musical family." Yet these people and others on the show and other key people in his production company, can (and upon rare occasion, *do*) walk away without notice. Welk has no hold on them but the hold of good employment in pleasant surroundings with fair pay and a share of the profit . . . and a share of *himself*. He is very aware that they must work to keep people who have by now become famous in their own right. Sometimes

he fails, but most often he succeeds. Meanwhile, it is true that many of them continue to make as much or more in personal appearances as they do, anymore, from the Welk show. Yet few of them leave him.

Welk feels his Plan will substantially help in solving many of the social and economic problems which now affect our country. Since the Plan is designed primarily for youth, and for smaller businesses, the situation will be attacked at the source.

"The big problem, I am convinced, is that our youth have not been *allowed* to work. This condition has come about through the enforcement of out-moded child labor laws, unrealistic wage scales, and overprotectiveness on the part of parents. Youngsters simply have not been given a *chance* to make something of themselves."

Welk quit school and went out into the world as a young, self-taught accordion player (for years, in fact, he could not even read music), speaking only broken English and effectively on his own. His success, he feels, is the result of hard work and freedom to make his own way, to work for as little or as much as the situation demanded and as he saw best. He asks the same for young people today.

"Work habits are usually formulated at an early age. Skills and talents are developed in the tender years. Those who excell at their craft are those who started young." Welk cites as examples Jascha Heifetz, Jack Nicklaus, Bobby Fischer, Van Clibourne, Myron Floren, Bob Ralston, and many others.

But what about college? Where he admits to an "utmost respect" for schools and the advantages of higher education, Welk values learning from experience, learning by doing. "Reading all the books of golf ever written will not produce an Arnold Palmer, and you don't become a Van Clibourne by studying books on piano technique," this intent but naturally shy man of music points out with unsailable logic.

And furthermore, "let's face it . . . not every youngster is college material. For many of them the practical on-the-job training I advocate would be more meaningful than four years in college." But Welk does insist that the program of training would be helped by schooling in certain basic philosophy common to all the world's great religions . . . honesty, decency, fair play, The Golden Rule.

Most of his friends, and most of his employees, say that he lives by these philosophies himself, and so can speak of such old-fashioned ideas with authority.

In Welk's program, no contract

binds boss to worker, trainee to company. No trainee would be forced to stay with any company in the face of unfair treatment, nor would any employer be forced to maintain on the payroll a trainee who shows no interest or aptitude. A boss would hire a young, eager worker at a wage agreed upon by both. The worker would willingly start at the bottom to learn the business, under the guidance of the boss or one of the key people in the company. A young person starting in the restaurant business would first learn to clean and sweep the service bays. Box boys in super markets are examples of learning a business from the bottom up, according to Welk. No contracts, no causes, no strings would be attached to these employments.

The employer would share his knowledge and his skills with the newcomer, and he would (sooner or later) offer a share of the profits of the company as the beginner starts to develop and stays on. Welk's company starts shar-

ing profits a year after employment begins.

"The trainee," Welk points out, "would be given every opportunity to win promotions as he proved his value to the organization, with salaries in proportion to his talent, his dedication, and his increased responsibilities. Eventually many of those on the training program could move up to the top executive position." It happened in Welk's company, as you will see.

Does this all sound like some Horace Greeley lecture your great-grandfather may have read off to your grandfather as he went out into the world? Sure, and why not? It worked, didn't it? Ninety-nine out of every one hundred grandfathers stayed out of trouble and went on to make something of themselves. So smile if you will but don't laugh at Lawrence Welk and his dream. He believes in his program, and makes it work in his organization.

Examples? Ted Lenon started as a
(Continued on page 34)

I'LL LEND YOU THIS PIPE



WITH THE PATENTED
MAGIC INCH™

SMOKE IT FREE FOR 30 DAYS

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

E. A. CAREY, Dept. 204P, 3932 N. Kilpatrick, Chicago, Ill. 60641

MAKE UP TO \$12 AN HOUR AT HOME

Let Me Prove It To You FREE!

I'll show you how Plastic Laminating at home, spare time, can give you as much as \$12 each hour you operate. Table-top machine sets up anywhere. Easy. Fun. No experience needed. We furnish everything. We'll even help finance you. No house-to-house selling. No salesman will call.



WARNER Dept. L-24-CL, 1512 Jarvis, Chicago, IL 60626

COMMODORE C-8 REDUCED \$10!!

The Commodore C-8 Electronic Calculator

A Full Capacity Four Function Instrument.

× Multiplies + Adds
÷ Divides - Subtracts

- Full 8-Digit Display
- Constant Factory Memory for Series Multiplication or Division
- Automatic Floating Decimal Function Which Assures Proper Placement Of The Decimal Point At All Times
- Large, Easy-To-See Readout
- True Credit Balance With Minus Indicator
- Algebraic Circuitry Logic
- Completely Solid-State—No Mechanical Parts To Cause Trouble
- Large, Full-Size Console Keyboard For Easy, Fast Operation
- Instant Answers—Calculating Speed of 0.5 Milliseconds
- U.L. Approved—A/C Power Cord
- Does Chain Calculations
- Does Complex Mixed Calculations
- Computes Compound Interest

YOUR INSTANT SOLUTION TO: • Tax Computations • Monthly Billings, Receivables, Payables • Figuring Expense Accounts • Payrolls • Calculating Costs, Profits, Commissions, Interest, Wages • Balancing Budgets • Handling Personal and Business Finances • Checking Accounts • Student Homework Problems • Teachers.

FOR ANYONE WORKING WITH NUMBERS— ANYTIME, ANYWHERE!

WARRANTY . . . Your Commodore C-8 Calculator Is Of Such High Quality And Precision Workmanship That It Is Covered By A 6-Month Replacement Warranty Against Manufacturer's Defects.



Size:
2" x 6 1/2" x 9"

NOW ONLY \$49⁹⁵
(Was \$59.95)

Please Ship Me _____ Commodore C-8 Electronic

(How Many) _____
Calculators At \$49.95 (plus \$2.50 Postage and Insurance) each. (Illinois Residents Add 5% Sales Tax.)

Check or Money Order Enclosed
 American Express BankAmericard
 Master Charge Diners Club

Credit Card # _____

Master Charge Code Number (4 Digits) _____

Charge Card Expiration Date _____

Name _____

Address _____

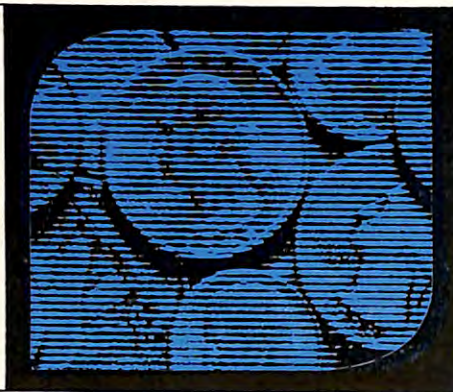
City _____ State _____ Zip _____

Signature _____

Put coupon in envelope and mail to:
Contemporary Marketing, Inc., 607A Country Club Drive
ELK 10/73 Bensenville, Ill. 60106 Phone: 312-595-0461

IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



Last summer a big insurance company, Occidental Life of California, put in "flexible work-time" for the 4,000 employees in its home office. Under the new arrangement, any one of the employees can on any given day report at any time between 8:30 and 10:00 in the morning to start his or her full work-day.

Suppose that Janet Smith is a typist at Occidental Life and is also a working mother. And suppose that on some Tuesday morning some child-care problem that's come up will prevent her from getting to work at what would ordinarily be "on time." Well, now she won't have to worry about being "tardy" if she gets to her job at 9:47, for example.

Now let's imagine some quite small company that's located in the same region as Occidental Life's home office. And suppose that that company's own personnel-administration policies include this one: "We expect all of our employees to be on time for work each and every work-day—and we have time-clocks and supervisors to check on any tardiness. Excuses about 'urgent personal business' will not be accepted!"

Isn't it possible that some of that company's employees—including some of the best ones—might begin thinking about applying for jobs at Occidental Life?

You can see one of the main reasons why it's important for small-business owners and managers to be aware of new trends in employer-employee relationships in large companies. Some of the approaches which more and more large and middle-sized companies are taking in their efforts to deal with their own work-and-employment problems are also feasible for many small businesses. Some others are not. But all of those new developments are having an important overall effect on the socio-economics of work and employment today, and small businesses will increasingly be feeling it.

In last month's article we looked at some examples of some of the approaches that more and more large

companies are taking in their efforts to deal with their own work-and-employment problems. Our main purpose in making that survey was to acquaint small-business owners and managers with those important new trends. We did not wish to suggest that all of those approaches are feasible in the typical small business.

In the remainder of this article we'll offer an outline guide that may help some small-business owners and managers decide which—if any—of those new ideas might be applicable both safely and productively in their own businesses.

Work-Time Restructuring

This covers any change in the number or the arrangement of the work-hours or the work-days for some or all of the employees in a company or organization. The "4-day work-week" is the most common type. "Flexible work-time" is another type.

In considering some plan for work-time restructuring in his business, an employer should begin by asking this question: "Will this plan in any way affect the basis of compensation or the job security or the employee benefits for any of the employees in our company?" Last July a group of Chicago-area car dealers and auto-repair shop owners wanted their 4,000 unionized auto mechanics to change over to a 4-day 40-hour work-week. But the employers' plan entailed eliminating overtime pay—and the mechanics threatened to go out on strike.

If some plan for work-time restructuring will involve financially-substantive issues with respect to work and employment in some company, then the employer had better proceed very carefully. And he'd better be completely honest with his employees. There have been instances in which such an approach has won the employees' agreement to and cooperation with pay-rise deferment proposals—or even pay reductions—which they themselves could see were necessary in order to keep their employer in business.

But suppose that some plan for work-time restructuring will not lead to

reduced labor costs. Then what gains—if any—might it have for an employer? If it has been carefully and realistically planned, in consultation with the employees themselves, then the new work-time arrangement might bring worthwhile reductions in absenteeism and tardiness.

On the other hand, lengthening the work-day to 10 hours might lead to an increase in work-related accidents and production errors as the result of worker fatigue.

Organizational Development

Both in the U.S. and also in Britain and in much of Europe there's a rising tide of employee resentment against traditional supervisory policies and practices!

This problem is both very serious and quite complicated. For that reason we'll be devoting at least two whole articles to it in the near future.

More and more employees today are expressing resentment against supervisory policies and practices which they feel are abrasively and unnecessarily authoritarian, or unfair, or insulting. Chrysler Corporation was treated to a sharp little lesson on this matter by some angry plant workers last summer. And the "foreman problem" is a serious issue in United Auto Workers discussions these days.

So serious has the problem of employee resentment against "being treated like delinquent children" become that a number of large companies—particularly in Britain and in Europe—have simply eliminated "supervisor" and "foreman" positions in certain work categories and have instead been relying on "worker teams." The team members accept group responsibility for planning and doing their work and for living up to the general terms of their relationship with their employer. The term "organizational development" often refers to the introduction and maintenance of such a system.

When organized development is carried out in a large company, the project will be guided by professionally skilled experts. They may be on the company's own staff or they may be outside consultants.

In a small business, full-scale formal "organizational development" is not likely to be practicable. Nor should it be needed, in most cases. What is very badly needed in many small companies is the elimination of abrasive "petty-boss" supervisory policies and practices and their replacement by policies and practices under which the employees will be treated with respect for their sense of dignity.

We'll be looking closely into these problems in later articles.

“When we found out what AARP did for people over 55, my wife didn’t mind telling her age.”

“After a friend of ours told us about AARP, I said to my wife, ‘Irma, everybody’s having fun but us.’ So I clipped out a coupon just like the one on this page. And got our AARP memberships. I wish we had done it 5 years earlier.”

What’s AARP?

AARP is the American Association of Retired Persons. A non-profit association of more than 5 million people. Rich people. Poor people. People on the go. People who like to stay put. It’s one of the few organizations that demands so little but has so much to give.

What does it give?

Primarily it gives you the opportunity for a new kind of life. A way to explore new interests. To save money on medicines, travel, auto and health insurance. To meet new people. But, most of all, it’s a way to maintain your individuality, and your dignity.

How does AARP work?

To become enrolled in AARP all you have to do is clip and mail this coupon. Your membership costs you \$2 a year. That’s it.

What kind of benefits or services?

Well, there’s AARP’s travel service. There’s information about a recommended Life Insurance Plan and an *Auto Insurance Plan designed for mature persons. A Group Health Insurance Plan to help supplement Medicare. There’s a home-delivery pharmacy service, to provide prescriptions and over-the-counter medications and supplies at

Join AARP.
The new social security
for people 55 and over.



Irma and Peter McNulty

reasonable prices. There’s Mature Temps, a service to help you get part-time work. You even receive subscriptions to *Modern Maturity* magazine and the *AARP News Bulletin*.

All you have to be is 55 or over.

We don’t care who you are, where you live, or what you do, if you’re 55 or over you can be a member of AARP. And find the purpose and involvement you’ve been looking for.

So tell us your age. Because joining AARP is the best way we know to start feeling younger.

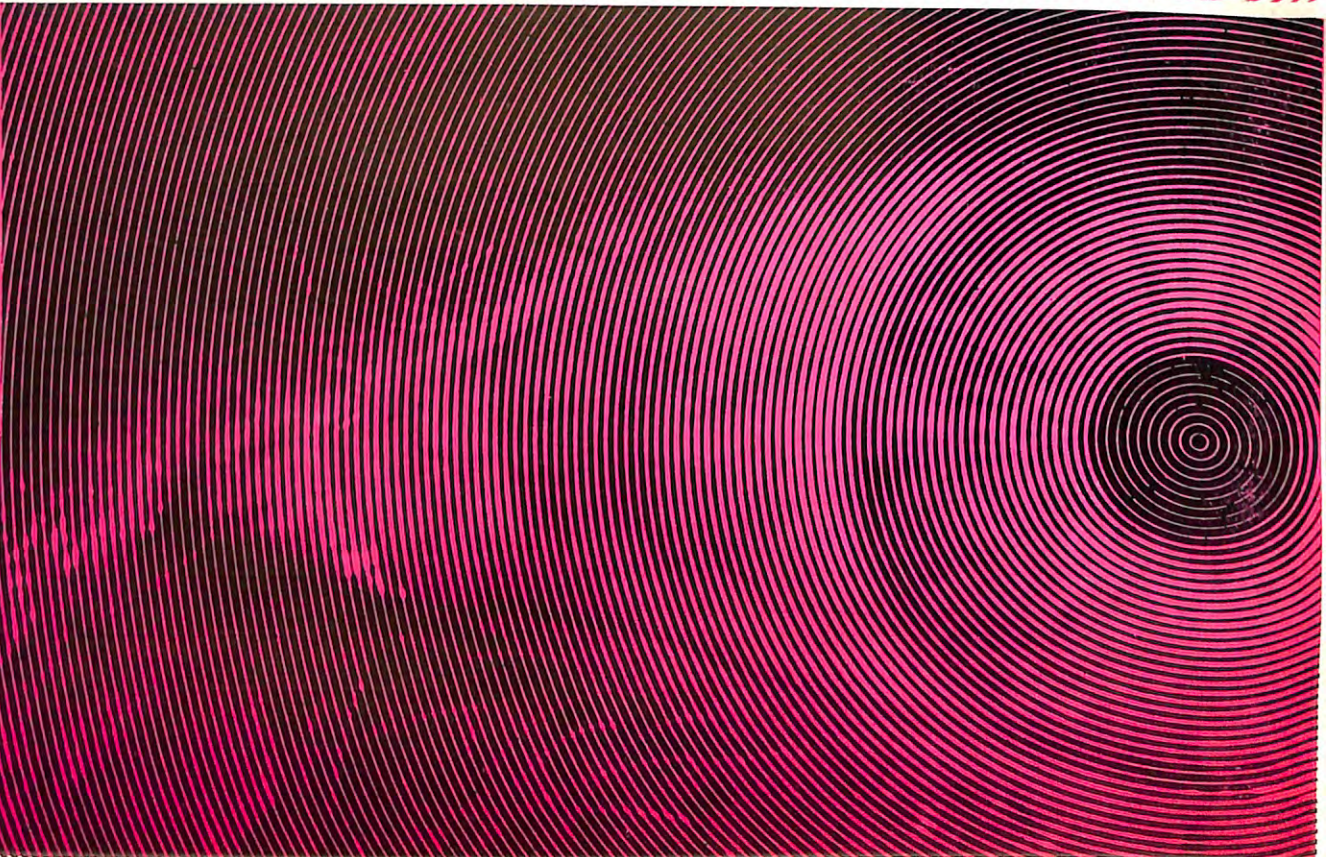
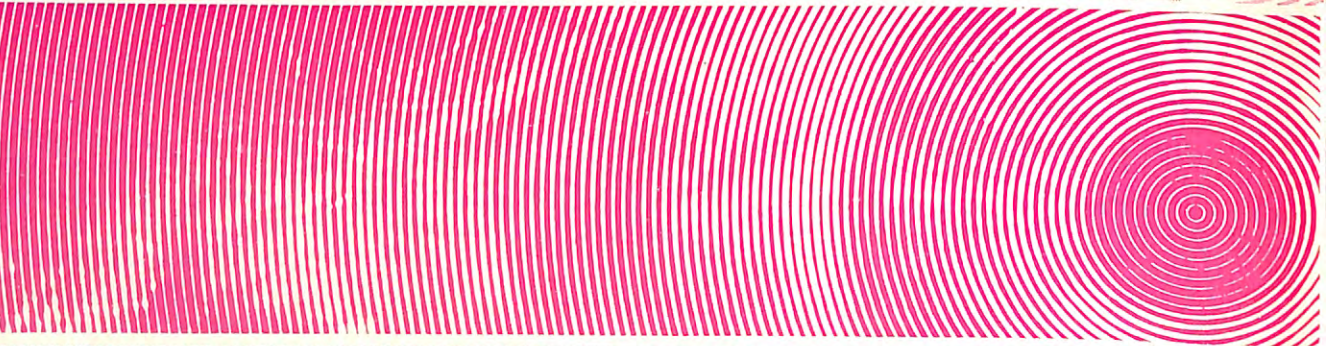
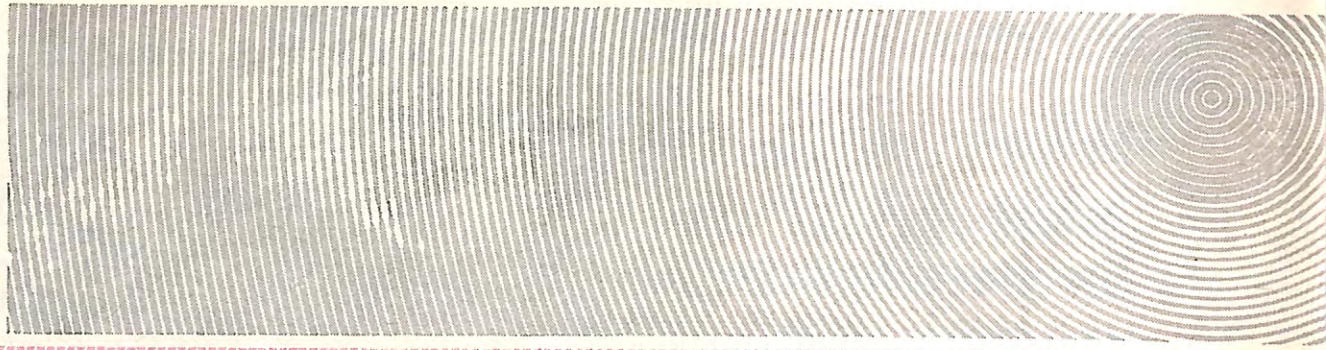
*Available in all states except Massachusetts. Only statutory coverage available in North Carolina and Texas.

American Association of Retired Persons
 1225 Connecticut Avenue, N.W.,
 Washington, D.C. 20036
 Gentlemen: I am 55 or over.
 Please enroll me as a member of AARP. I understand that it makes me eligible for all AARP benefits and privileges.
 Enclosed find: \$2 (one year dues)
 \$5 (3 year dues) Bill me later.

Name _____ (Please Print) DCSs
 Address _____
 City _____ Birthdate _____
 State _____ Zip Code _____

One membership entitles both member and spouse to all AARP benefits and privileges.
 (Only one member may vote.)

QUICKSIGHT!



by Irwin Ross

Athletes' eyes today have to be a darned "sight" better than in the past.

■ The quarterback crouched down on one knee, his hands cupped for a pass from the center. The kicker flexed his leg. The crowd in the stands shifted skeptically in their seats. Had the coach gone crazy? The chances were a million to one against a field goal from the 52 yard line. But the ball was snapped, the lines surged together. Almost mechanically the kicker took his steps, his leg swung in the familiar arc. The ball took off, sailed straight and true between the uprights—only a few yards less than the league record for a field goal.

The crowd roared. A hoarse scream burst from the bench. "It's in, it's in!" And not till then did the kicker's face lose its worried look, break into a broad grin. For of all the people at that game, the kicker was probably the last to realize his kick was good. He couldn't see the goal posts or the crossbar from where he stood; the ball had long since passed out of sight. He was so near-sighted that he wore his glasses even when riding the bench, took them off only when he put his helmet on to play.

Which proves conclusively that 20/20 vision isn't required before you can trot out on a football field.

When you come right down to it, the eyes make one of the great differences between football and baseball. Good eyesight is at the top of the requirements for a great batter.

When Ted Williams went into the Navy during World War II, the examining doctors figured his eyes were so keen that only one person in 100,000 could match them. In short, his eyes were among the 1,400 best pairs in the United States at that time.

The field goal kicker and Williams can represent opposite ends of the sports world as far as sight is concerned—although some blind athletes have managed to compete on a fairly even level in sports ranging from wrestling to golf.

It's doubtful whether Williams' eyes were any better than those of Herb Parsons, the great trick rifle shot. Herb could paste a postage stamp

over the hole in a washer, throw the washer in the air, and perforate the postage stamp with a single shot. It takes superhuman eyesight to do that. Herb's eyes were officially rated at 20/10—which is about double the keenness of the average eye.

The whole problem of eyes in sports is complicated—and getting more so all the time. It's not only a question of sharp or foggy eyes. There's the problem of how well you use the eyes you have—training eyes to see more and register it better.

Several years ago a psychologist working for the Navy trained several thousand men to spot aircraft using a new technique.

Basically, the psychologist figured that while we may see something happening, it doesn't register too quickly on our brains. But he also believed that proper training would step up our ability to see. For this training, he used a device called a tachiscope, which was more or less a glorified lantern slide with a built-in timer. Numbers, pictures, could be flashed on the screen in a split second. Training allowed a speed-up in how fast an aircraft could be recognized, a number comprehended, words read.

Some of the psychologist's star pupils could breeze through an article like this—and understand it—in two minutes. For ordinary purposes, a number can be flashed on the screen and all five digits seen and remembered in one hundredth of a second. The psychologist's trainees learned to see situations as a whole, rather than as separate parts.

What's all this mean for sports? Recently at one large university, a psychologist began training the passers in better seeing. First he exposed the players to a series of sessions with the tachiscope. Then, out on the field during practice, the star pupils were equipped with an astronaut type head gear. The covering had a visor that could be pulled up for a split second while the passer surveyed the field. Then the visor would be dropped while the passer got the ball away.

In the split second the visor was up, the passer had to spot his eligible receivers.

It may have seemed a far cry from sessions copying abstract figures in a laboratory to touchdowns. As it worked out, it wasn't. The overall passing of the team was vastly improved.

On the gridiron, with 21 players to watch, there's more than keenness of sight involved. Joe Namath, of the New York Jets, is one of pro football's best passers. His coach gives credit for part of Namath's success to what is called "peripheral vision." Translated, that means Joe can keep an eye on the enemy linemen rushing him, yet see his pass receivers at the same time.

The biggest sports help to the boys with dim sight comes from contact lenses. Contact lenses—unbreakable plastic lenses worn directly over the eyeball—have opened up competition to otherwise first-rate players whose eyes have kept them on the bench. Bobsledders, lacrosse players, polo players, tennis stars have all tried them and liked them. And even some athletes with normal vision—skiers for example—have turned to contact lenses to protect their eyeballs.

Contact lenses give athletes more self-confidence than glasses do. The ball player knows that if he's hit by a pitched or batted ball the result can't possibly be as disastrous as it would be if he were wearing ordinary glasses. He can dive headfirst for a base or take off to spear a fly ball without much thought for the consequences. The big lights for night baseball and the sun both cause reflections on ordinary glasses, which doesn't help an outfielder judging a fly ball. Contact lenses get rid of these reflections.

The lenses work even better in football. In one recent college game, half the linemen were wearing the transparent plastic cups. One backfield man said that without the lenses he couldn't have told a teammate from a totem pole.

Coaches insist on unbreakable lenses in plastic frames for other sports where there's a chance of the glasses

getting hit. Basketball players have tinkered with plastic and sponge rubber masks which have worked well. But contact lenses are still better.

That's still only part of the story of eyes in sports. Smart athletes know the eyes can turn traitors and watch opponents' eyes for the tip-off as to what's coming next. Boxers look for clues in their opponent's eyes. Football linemen have made eyewatching into a fine art. Joe Kurth who played a lot of All-American tackle for Notre Dame many years ago developed into one of the few pro linemen who had a chance of stopping the great Bronko Nagurski. When the Bronko was to carry the ball on a play, he had a habit of hitching up his pants beforehand. Then he would let his eyes roam up and down the opposing line, let them linger a moment on the spot where he was to take off. Kurth made a habit of being at that spot when the Bronko came through.

Meantime, the eyes enter into the entire right-and-left-handed controversy. People are right- and left-eyed, just as they are right- and left-handed. But not always on the same side. This can be complicated for a marksman, who may turn out to be right-handed and left-eyed. It's even more peculiar in the case of golfers and baseball batters. On the backswing, an eye may be temporarily blocked out by the nose. Other things being equal, the left-handed batsman has an advantage over the right-hander; he's

a couple of steps closer to first base. But the southpaw hitter tends to be left-eyed—which means his dominant eye is partly blocked out while waiting for the ball. A left-handed, right-eyed batter is better fixed for hitting power, like the great Babe Ruth.

In golf, on the other hand, the right-handed player has a tremendous advantage. But the left eye has a better chance to keep focussed on the ball. That puts a right-handed, left-eyed golfer a little bit ahead of the game. Confusing to you?

Some British scientists recently turned up some facts about the eyes which make the picture even more complicated. An article by Dr. Robert Lawson in the British scientific journal, *Nature*, caused a good many coaches on this side of the Atlantic to prick up their ears. Lawson described his scientific investigation of blinking. His results go a long way to explaining why some athletes succeed, why others fail.

Lawson turned up four basic types of eye-blinking. The commonest type—the ones he calls the J-type blinkers—shut their eyes once every 2.8 seconds on the average. Translate that into the length of time a batter is at the plate, a hockey goalie in the net. Not only that, but each blink cuts off vision for about .3 of a second. In that time, a passed football can travel 30 feet, a baseball travel nearly all the way to the plate from the mound. A tennis ball will travel almost half again as fast.

What's more, your rate of blinking

steps up if a wind is blowing against your eyes. That can quickly be translated into third strikes unaccountably missed, into those high, pitching punts misjudged by the safety man on a windy autumn afternoon. And injury increases your blinking rate—the eye is sensitive to the impact of a boxing glove or a jerseyed elbow. That helps explain why along about the ninth round a good many boxers don't see that devastating right hook.

Lawson's research adds up to something pretty important in finding out what sports an athlete is likely to do his best in. It also explains a good many errors, fumbles, knockouts, and goals that just shouldn't have happened. It may even alibi some referees and umpires who happen to have their eyes involuntarily closed when something crucial was going on. Lawson suggests that persons with a high rate of blinking—which can be easily determined—go in for sports where they won't have to act on what is going to happen to a fast moving object. There are plenty of such sports, from track to golf and bowling.

There's a little side-note on Lawson's research which indicates that women have their eyes open more often than men do. Gals just don't blink as often as men do—not even in the ordinary J-group. And in the least blinking group—those whom Lawson calls the plateau blinkers—most of the people are women. Such persons may blink only once every 12 seconds.

All of this adds up to a brief survey—and there's still plenty that could be said. Take, for example, the unbelievably complicated actions that go on in the eye when it's waiting for the ball to leave the pitcher's hand and come hurtling toward the plate. The lens of the eye is normally flattened as the batter watches the pitcher, has to start bulging to keep pace with the ball as it approaches the batter. And the eye muscles have to pull the eyes in a little more toward the nose to keep the approaching ball in focus.

Furthermore, the eye isn't too well suited for looking at too great a distance or up too close, has difficulty accomodating itself. This helps to explain the popularity of the spot bowling method. Instead of aiming at the distant pins, the bowler uses a point sixteen feet ahead of the foul line as his aiming point.

Probably the last word on eyes in sport used to come out of the huge organ in the Chicago Stadium during the Blackhawk hockey games. Until the management made him stop, the organist would burst forth with *Three Blind Mice* every time the referee and his two assistants skated out on the ice. ■



Proclamation

WHEREAS: The Benevolent and Protective Order of Elks made a solemn pledge!

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

WHEREAS: The fulfillment of this pledge is the obligation of every Elk, as set forth in Section 134i of the Grand Lodge Statutes, and

WHEREAS: Service to hospitalized veterans is an expression of patriotism in its purest sense.

NOW, THEREFORE: By virtue of the authority of the office of Grand Exalted Ruler; I hereby proclaim the month of November as "National Veterans Remembrance Month" and hereby request all Lodges to observe this month of recollection of the debt we owe to hospitalized veterans in the manner which has been recommended by the Elks National Service Commission in its communication to all lodges.

Robert A. Yothers, Grand Exalted Ruler

SPORTS ACTION

by Don Bacue



TURKEY TALK

Hunting wild turkey just isn't my bag. It's hard, often unrewarding stuff. And, after slowly accustoming myself to the big, meaty, butter-soft birds that have graced our dining room table these last 20 years, it's hard to pass up a pen-raised gobbler in favor of a skinnier, stringier bird I might have to chase for days—even weeks—before bagging.

The wild turkey today roams the forests and woodlands of the nation. After near annihilation in many areas, this bird's gamey struggle for survival is one every sportsman should know—regardless of whether or not he plans on someday hunting the bird. And nowhere is the story of the turkey's struggle for life more typical than in the great Midwestern Prairie State, Illinois.

When the first settlers moved westward from their homesteads in Pennsylvania, New York, Maryland, they found huge flocks of giant birds, often four feet or more from beak to tail, preceding them. As the need for food arose, these early pioneers shot deer, elk, moose, rabbits, duck, geese, bear, and—most prized of all—the great wood turkey.

Lucky for these early Illinoisans, the turkey proved to be quite a promiscuous bird . . . and a prodigious breeder. In spite of his many natural predators—from hawks and foxes to bobcats and wild dogs—he continued to flourish. But then, towards the middle of the 19th century, a new, far deadlier predator burst onto the scene; and "progress" was born.

As the loggers gnawed their way slowly through the lush, thick forests of Illinois, they forced the wild turkey westward—always one step ahead of their mentors. There was no place left to feed, to nest, to rear their young in Illinois. Their population dwindled. Their existence was reduced to a memory.

Then, nearly half a century later, large sections of second-growth forest-

land around Shawnee National Forest in Southern Illinois reached maturity; and as the nuts, fruits, seeds, berries, and brush once more returned to Illinois, so did the wild turkeys. Not a lot . . . by no means enough to warrant hunting them. But Illinois conservationists were convinced their return signaled a second chance for the turkey in Illinois. And they were not about to miff it.

In 1955, the Illinois Department of Conservation purchased a number of game farm turkeys—crossed between the wild and bronze breeds—from Pennsylvania. These were propagated in various game farms and released gradually over a period of four years, until today, some 14,000 birds have been reinstated to the brushlands of Southern Illinois.

Then in 1960, little more than a decade ago, wild-trapped turkeys from Mississippi, West Virginia, and Arkansas were brought in and released. Today, their breeding population is well established in Alexander, Union, Jackson, and Pope counties. And it's growing every year.

Of course, the number of wild turkeys in **any** area can never grow to the staggering proportions of old. The woods they need in which to survive are limited, often consisting of our National Parks and other protected areas. But the point is that man, working in unison with nature, **can** save his precious heritage. Fifty years ago, the wild turkey was gone from Illinois. Today, their numbers are increasing.

Hunters may still take only a few of these magnificent birds annually. But that's a few more than they could find just a few decades ago. And that sort of progress is always heartening.

☆☆☆

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

NOW! YOUR OWN BUSINESS IN THE EXCITING ALARM SECURITY FIELD



LEARN AT HOME WITHOUT RISK!

No question. The most rapidly expanding industry is home and business security. Every area, city or rural, desperately needs alarm installation and servicing companies. Right now, you can learn all the techniques of installation, of estimating, of running a profitable business at home with approved training. You receive all necessary tools, work on actual industry-type projects and receive enough equipment to do your first job, the profit from which can pay for training, launch your business. **FREE INFORMATION—no salesmen.**



SECURITY SYSTEMS MANAGEMENT SCHOOL

Div. of Technical Home Study Schools
Dept. 7223-103 Little Falls, NJ 07424.

RUSH ME INFORMATION on opportunities for an alarm business. No salesman is to call.

Name _____

Address _____

City _____ State/Zip _____

Check here if Veteran



INVEST WHERE THE REAL PROFIT IS—NET INCOME: \$30,000

That's right. Sparkle Wash licensees are making up to \$30,000 net annual income per unit from a \$15,950 investment. And Sparkle Wash will finance \$8,500 of that amount!

- Sparkle Wash Mobile Wash-and-Wax System is the nation's first and largest organization of its kind in the mobile power wash service field. Operators in 28 states and Canada.

- Specially-designed 1-ton Chevrolet van contains patented equipment for fast, efficient, high-pressure chemical cleaning of trucks-buildings (inside and outside), mobile and residential homes, signs, aircraft, machinery, etc. Excellent for graffiti removal and brick restoration.

- Exclusive territories, excellent potential assure high profits even in first year's operation. Multiple unit areas also available.

- Excellent plan for small investor groups or individuals interested in investment only without direct operation involvement. Also for companies seeking increased profits through diversification.

We invite you to visit us and compare Sparkle Wash point-by-point with any other business opportunity.

PHONE US COLLECT FOR LITERATURE
(216) 247-7611

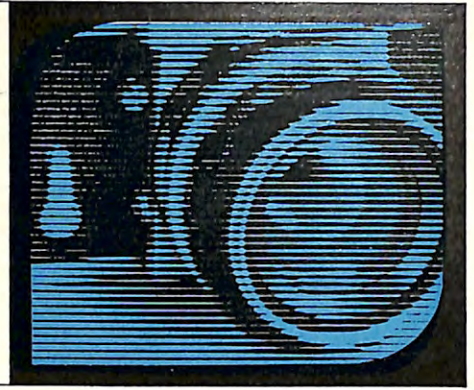


Sparkle Wash, Inc., Dept. E
177 E. Washington Street
Chagrin Falls, Ohio 44022

SIGNS



NEWS OF THE LODGES



A SIGN was erected marking the site of the future home of Milford, Del., Lodge. Present on the occasion were (from left) members Bruce Howell, Joe Maloney, Lynn Crawford, Gordon Andrews, George Leighty, ER Donald Webster, Morris Nelte, George Collins, and Gene Smith.



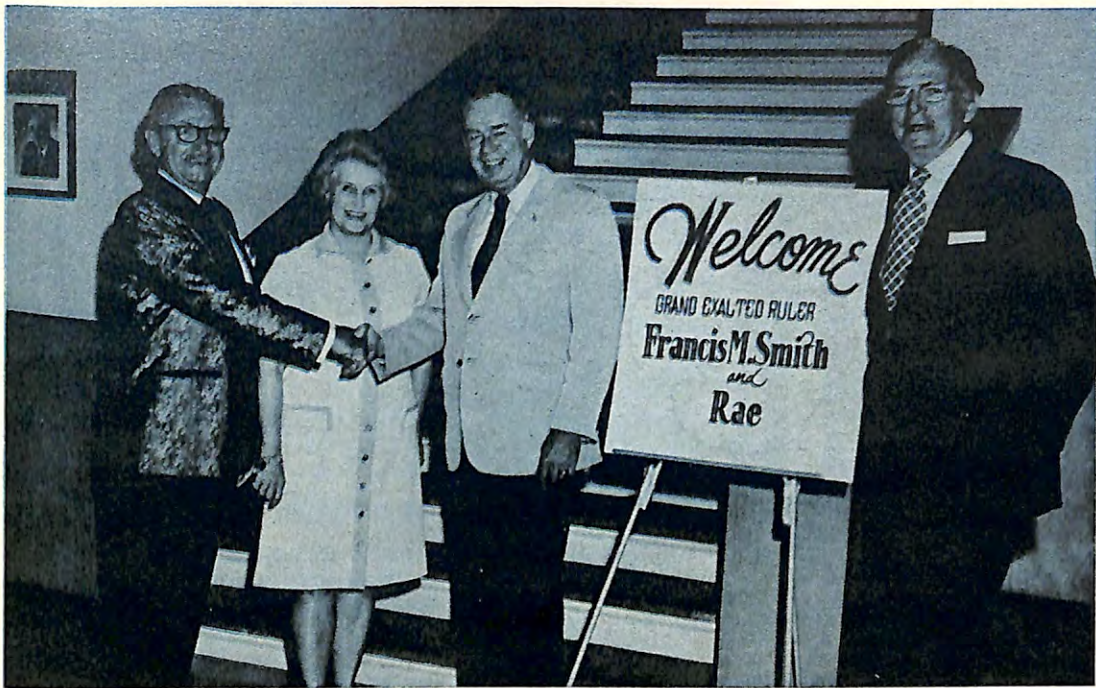
THE ELKS BAND from Aberdeen, Wash., Lodge entertained national convention delegates and guests during an evening poolside concert at Chicago (North), Ill., Lodge. ER Harold Schaibly of Chicago Lodge tried his hand at conducting the band and then returned the baton to Don McCaw.



THE WINNING CRAFTS made by veterans in a contest sponsored by Florida Elks were from Bay Pines VA Hospital, first place, Gainesville VA Hospital, second place, and Coral Gables VA Hospital, third place. With two of the top entries were (from left) Co-chm. Charles Fiveash, Chm. Elmer Hutchins, Hospital Administrator Jim Oliver, Co-chm. John Pinder, and Bodo Kirchhoff, state bulletin editor.



THE CLARKE SCHOOL FOR THE DEAF received a check for \$1,000 from the Massachusetts Elks Association, Inc. Accepting on behalf of the school were Dr. George Pratt (left), school president, and Dr. H. Latham Breunig (second from left), vice chairman of trustees. The check was presented by DDGER Maurice Carlson, ER James O'Brien of Northampton Lodge, and Trustee Santinelli.



THE NATIONAL HOME at Bedford, Va. was toured by immediate PGER Francis and Mrs. Smith recently. Paul Lucas, a member of Terre Haute, Ind., Lodge who serves as the home's Exalted Ruler, joined Executive Director Doral Irvin in welcoming them.



CARTERET, New Jersey, Elks presented a check to the little league baseball team they are sponsoring, during a youth awards banquet. Youth Co-chm. T. Riley Sr. (right) gave the check to J. Collagero, team president. Also present were (from left) District Youth Chm. Ray Wizna, T. Summers, team representative, ER Paul Simko, and Youth Chm. Robert Graeme.



THE PAST CHAIRMAN of the Youth Activities Committee at Woodbridge, N. J., Lodge, Walter Lee, was honored recently upon receiving the position of Superintendent of the Port of New York Authority. Jerry Derosa (right) presented an elk statue to him as (from left) Nazareth Barcelona, Tony O'Brien, Fred Greasheimer, Henry Ulshofer, Bill Nisbet, and Louis Decibus observed.



AT THE DEDICATION of the new home of Pahokee, Fla., Lodge were PGER William Wall (front row, second from left) and immediate PGER Francis Smith (back row, fourth from left). They were greeted by the lodge officers.



A SCHOLARSHIP was presented by Weirton, W. Va., Lodge to Donald Buffington, a high school senior whose home is the Hancock County Children's Home. On senior awards day at Oak Glen High School, he received the \$1,000 award from ER Kenneth Bunting as Chm. Richard Green observed. The scholarship will be used at Potomac State College in Keyser.



A STATE FLAG donated by State Rep. Rosario Vella (left) was presented to Boy Scout Troop No. 888 which is sponsored by Enfield, Conn., Lodge. Two Eagle Scouts Steven Taksak (left), Mark Small, and their Scoutmaster Larry La Roche accepted the flag. Also present was Americanism Chm. Henry Lacroix.



A CERTIFICATE OF ACHIEVEMENT from the Elks National Foundation was presented to Woodbridge, Va., Lodge during the state's annual convention. Then-GER Francis Smith made the presentation to ER Vernon Mullenger as his wife Margery observed.



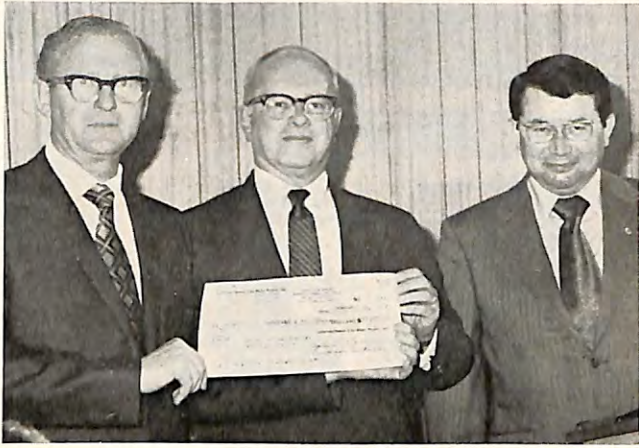
NORTH CAROLINA ELKS welcomed PGER William Wall (fourth from left) and PGER John Walker (fifth) at the state convention. Present were (from left) ER Bill Munden, Morehead City-Beaufort Lodge, Secy. Herb Finch, SP Kermit Hoffman, PSP John Sullivan, SDGER Thad Eure, and Convention Chm. Gary Plough.



A NEW YOUTH CENTER received \$1,924 from the Elks' ladies of Sierra Vista, Ariz., Lodge. The annual charity event sponsored by the ladies raised money to be used for equipment and furnishings in the center. At the presentation were Flo Vance, President Chris Scott, Ruby Freed, Ethel Berger, youth center president, and PER Fred Craven.



THE NEW HOME of West Palm Beach, Fla., Elks is being planned by (from left) Building Chm. Edgar Armstrong, PER Richard Hughes, PGER William Wall, William Hardie, ER Abe Auerbach, and Charles Waters. Est. Loyal Kt. Robert Redmond donated \$2,000 to the building fund.



A CHECK for \$25,000 from the California-Hawaii Elks major project fund was presented to Dr. Alway of Stanford University Medical Center. PSP Jim Nielsen made the presentation as Chm. James Nekitas observed. The money will be used to aid handicapped children and to provide eye screening and hospital care for children.

A PRISONER OF WAR, Lt. Cmdr. Fredrick Purrington who is from South Dartmouth, was honored recently at New Bedford, Mass., Lodge. Welcoming him were Esq. Frank Freitas, Est. Loyal Kt. Thor Ahlander, ER Walter Rymaszewicz, and Est. Lect. Kt. Romeo Daniel.



LODGE NOTES

MONTVALE, N. J. Mark Dobson was presented with the Most Valuable Student award by ER Tom Barry and Youth Chm. Tom Becker. Mark, a senior in high school, also won state and national Most Valuable Student awards.

SALIDA, Colo. PDD Sam DeLeo was made an honorary life member of the lodge. Brother DeLeo served as Exalted Ruler of the lodge in 1958-1959, as State Trustee for seven years, and as District Deputy Grand Exalted Ruler in 1963-1964.

NUTLEY, N. J. PGER William Jernick, a member of the lodge, was presented with a citation by Leonard Goldenson, chairman of the board, United Cerebral Palsy Association, at the national conference held in Washington, D.C. The citation was in appreciation of the work the Elks have done for the Association.

ELLENVILLE, N. Y. The lodge recently suffered a fire in its newly renovated facilities which resulted in total loss of the building. ER John McCombs hopes to rebuild the lodge with the help of the Brothers.

SALT LAKE CITY, Utah. Newly installed ER Clifford McKinnon initiated his two sons into the lodge. This was Brother McKinnon's first initiation as Exalted Ruler.

PLANTATION, Fla. A basketball league is being sponsored by the lodge for the third year. Almost 200 boys use the lodge facilities for their games and are provided with uniforms, coaches, and officials by the Brothers.

HAVERSTRAW, N. Y. Brother William Donnelly was presented with a plaque by State Foundation Chm. Greg Emery for signing up over 80 new memberships to the Elks National Foundation in a five-month period.

LEWISBURG, W. Va. The lodge hosted the state Elks golf tournament held recently at Greenbrier Valley country club. Ninety-eight Elks participated in the event which was followed by dinner and dancing.

TENAFLY, N. J. SP George Frick recently visited the lodge. During his visit, the new officers were installed.

WOODBIDGE, Va. ER Vernon Mullenger presented Dr. Robert Stegmaier, Administrator for the Defense Documentation Center at Cameron Station in Alexandria, with a flag plaque. The plaque was placed in the lobby of the defense center.

SAGINAW, Mich. The children's bowling team at St. Vincent's Home ended their season with a banquet and a skating party. The bowling program which was sponsored by the lodge involves about 35 children, age 5-16.

GREENSBORO, N. C. The lodge recently held an initiation for 54 candidates. All became participating members of the Elks National Foundation. Among those present for the occasion were DDGER Steve Fennell, ER E. J. Johnson, and Chm. M. M. Mashburn.

JERSEY SHORE, Pa. A basketball game coached by Brother Ceal Young was held by the lodge. The proceeds from the game went to the cerebral palsy fund at the lodge and to the scholarship fund which helps Jersey Shore High School students.



WELCOMING then-GER Francis Smith (center) to the Tennessee Elks state convention were (from left) outgoing SP Ted Callicott, new SP Joe McCulloch, PGER Edward McCabe, and Martin Karant, public relations director of *The Elks Magazine*.



A PLAQUE was presented by Leesburg, Fla., Lodge to William Hill, 11, who saved a boy from drowning. William was congratulated by his Scoutmaster Ralph Cleland and by ER Gerald Gaffney.

A CHECK for \$200, a new flag and flagstaff were presented by Greenwich, N. Y., Lodge to the Greenwich Little Baseball League. ER Ronald Agdanowski (right) made the presentation to League President Gerald Bulger.



A VISIT by the local Red Cross bloodmobile to Shamokin, Pa., Lodge produced 154 pints for the program. Brother Melvin Dilliplane received a pin in recognition of his donation of nine gallons since 1950. Mrs. Charles Miller, coordinator of the bloodmobile visits, made the presentation.



A SCHOLARSHIP for \$500 was awarded by Greenfield, Mass., Lodge to Jane Kowalski, who plans to attend St. Francis Hospital School of Nursing in Hartford, Connecticut. Miss Kowalski received the award from Chm. James Lavin as Secy. John McMahon (right) and ER James Fitzpatrick observed.

(Continued on page 56)

"150 years old, and still nobody's invented a better way to get a log fire roaring", says Wallace Brown.

Only \$4⁹⁸



16" LONG

I found a man who makes genuine, wooden bellows the old way—and only \$4.98.

Seems to me, I remember I saw pictures in school of wooden bellows by Lincoln's cabin fireplace. Mrs. Wallace Brown says long before Lincoln.

Nothing anyone's invented since does as good a job of getting a log fire roaring. You just put the metal tip, there, right in the hot coals, and push the bellows together. Zing—the fire roars and crackles.

But there's only one way to make real bellows, and that's the old way. Good solid wood—ours is a red wooden top. A solid metal tip—this one's golden. And the black leatherette has to be studded on firmly with golden nails—like you see there.

Makes an authentic, old-time talking piece if you never even use it—but like the early American settlers proved, there's just no better way to get a log fire in your fireplace roaring. Beautiful gift. Only \$4.98. Want one for yourself? I'll sell you two for \$8.98. Money back if not happy with it.

Wallace Brown
SINCE 1922

Westmoreland Ave., White Plains, N. Y. 10606

5297

MAIL NO-RISK COUPON TODAY

WALLACE BROWN, Dept. BEL -38
Westmoreland Ave., White Plains, N. Y. 10606

Please send me the following Wooden Bellows with full money-back guarantee if I am not delighted.

One for \$4.98 Two for \$8.98

Add 50¢ for postage and handling for each.

New York State residents please include appropriate tax.

Enclosed is Check for \$_____ Money Order for \$_____ or charge my Master Charge BankAmericard American Express

Card Number _____ Exp. Date _____

Interbank # (Master Charge only) _____

Signature _____

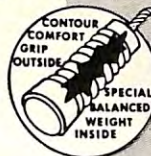
Name (please print) _____

Address _____ Apt. # _____

City _____ State _____ Zip _____

DIVISION OF BEVIS INDUSTRIES, INC.

"5 minutes a day with this weighted rope thing, and you'll look like a kid again" says Wallace Brown. Only \$4⁹⁸



I remember what the Air Force did to keep us trim. Found something that will do the same things.

Well now, maybe not like a kid again. But your tummy gets flatter, legs firmer, breath less puffy, you're even more pleasing to be with. This works.

The Air Force called it "Aerobics"—something the Air Force research showed up: physical fitness starts with building up heart, lungs, circulation with five continuous minutes of sustained exercise.

Spend 5 minutes each morning, soon as you get out of bed, say. Do it slowly. Start out doing 2 minutes. Then work up. As you jump, you do the same thing for your body as jogging does. But the secret's in the weights in the handles.

Every time the rope goes around the weights act the same way on your body as a work out with weight machines. Gives your body the muscle tightening, trimming benefits of a work out with the weights.

No blue-sky promising, this. Backed up by my guarantee, money back at any time, if it doesn't truly make you happier with yourself and how you look and how you feel.

Wallace Brown
SINCE 1922

Westmoreland Avenue, White Plains, N. Y. 10606

5296 A

MAIL NO-RISK COUPON TODAY

WALLACE BROWN, Dept. JR-23

Westmoreland Ave., White Plains, N. Y. 10606

Please send me the following Jump Ropes with full money-back guarantee if I am not delighted.

One for \$4.98 Two for \$9.49

Add 50¢ postage and handling for each.

New York State residents please add appropriate sales tax.

Enclosed is Check for \$_____ Money Order for \$_____ or charge my Master Charge BankAmericard American Express

Card Number _____ Exp. Date _____

Interbank # (Master Charge only) _____

Signature _____

Name (please print) _____

Address _____ Apt. # _____

City _____ State _____ Zip _____

DIVISION OF BEVIS INDUSTRIES, INC.

Eureka

Makes household oil old-fashioned

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



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

TRY A **free** sample

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

WD-40 COMPANY
5390 Napa St., San Diego, CA 92110

BUILD THESE BEAUTIFUL CLOCKS

Now at big savings: Send just \$1 for plans & instructions to build choice of: (A) Grandfather (B) Steeple (C) Grandmother plus information-packed catalog of movements, dials, parts & kits to build these & 16 other fine clocks. All 3 plans \$2.50. Catalog alone—25¢.

MASON & SULLIVAN CO.
Dept. ELK, Osterville, Mass. 02655

Try This New Way To Fitness

Investigate Exer-Cor — a unique scientific exercise device which conditions muscular, cardiovascular, respiratory, neuromuscular systems of the body simultaneously. Requires only a few pleasant minutes a day. Use alone or as supplement to cycling, jogging, etc. For all ages.

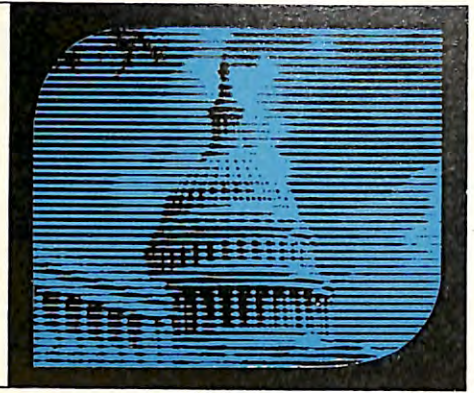
Compact. Stores easily. Backed by research in university laboratories. For complete information write: **CISCO, Dept. F-3, Box 403, Lincoln, Ill. 62656**

PLANT PRUNER

The easy way to prune indoor plants and flower arrangements! Its slim blades get into the thickest growth without disturbing other blossoms or leaves. Extra-long handle and serrated blade make cutting slippery stems quick and simple. Measures 8" long and is made of chrome-plated steel. Each \$3.98 plus 90¢ post. and hdlg. or 2 for \$8.00 post. plus free catalogue. Nebraska residents add state sales tax.

Mid-West Gifts, Dept. E-1, 7512 Parkview Blvd., Omaha, Nebr. 68126.

AROUND WASHINGTON



GASOLINE TAX has gone up in four states, according to the Commerce Clearing House News Bureau. It reports that the tax per gallon is now 8 cents in South Carolina, 8.5 cents in Arkansas, and nine cents in Michigan and Mississippi.



TIPS on how to cut the use of electricity, natural gas and gasoline are contained in an Interior Department pamphlet entitled, "Energy, America and You." You can get a free copy of it by writing to Consumer Product Information, Pueblo, CO, 81009.

SEASON OPENER at Ford's Theater this fall is called "American Revolution: Part One." It is the first of a three-part series which will be presented during the next three years leading up to the celebration of America's 200th birthday in 1976. Paul Sills, a master of improvisational theater who was commissioned by Ford's to create the series, brings to life on the stage Samuel Adams, John Hancock, James Otis, John Adams, Joseph Warren and other legendary patriots of 1776.

40,000 COMMUNITIES and Indian tribes throughout the nation are being invited by the American Revolution Bicentennial Commission to join in the Bicentennial Communities program. The cities and towns are being told how they can qualify to receive federal and state funding for their local Bicentennial projects. The Commission says its goal is to involve, during the next three years, every community and all Americans in the nation's 200th anniversary commemoration in 1976.

IF YOU HAVE \$116,875 to spend, you can get the top accommodation on the French Line's S.S. France for a 92-day cruise around the world. Cheapest fare on the luxury liner which departs New York on Jan. 9 is \$5,770. The passengers are being promised not only lots of sightseeing, but good food and drink. "No menu will ever be repeated twice—for the entire cruise," says an ad. And the ship will be carrying one of the world's largest wine cellars, 29,000 bottles.

FOREIGN CARS are so popular with Americans that \$3.4 billion worth are sold in the United States annually. Because German car sales account for \$1.6 billion of this total. German car makers are being urged by the American Imported Automobile Dealers Association to establish assembly lines in the U.S. and make other investments. German help is needed, says Malcolm S. Pray, Jr., the association president, to help prevent passage by Congress of protectionist legislation that would reduce auto imports by 56 percent, close up to 2,000 retail businesses, and put 50,000 U.S. workers out of a job.



COST OF COMMUTING is going up for 1,000 residents of the new town of Reston, VA., who run their own chartered bus service into Washington daily since there is no public bus available during rush hour. Each rider now pays \$1.20 for a one-way express trip. The Metro Transit Agency, which charts the buses to the volunteer commuter group, says it is losing money at this rate. It has proposed a new price of about \$1.75 each way.

KITE FLYING has become a popular pastime with all ages here since the repeal three years ago of the anti-kite flying law of 1892. Kite stores are doing a booming business in kites which range in price from 25 cents to \$20. If the wind behaves as well this October as it did in October of 1972, there will be 14 good days for flying kites in the month.

HERD OF BUFFALO grazing in a pasture alongside Interstate 81 near Harrisonburg, VA, is such a startling sight to the tourists whizzing by that the state police have had to erect a "No Stopping" sign to avert accidents. Comeback of the buffalo to the area where they roamed until about 150 years ago, when Indians and settlers drove them west, has been made possible by Bill Neff, a gentleman rancher. He imported his herd of 56 animals from South Dakota a few months ago and plans to expand it. He predicts that before long buffalo steak will become a commonplace item in Eastern supermarkets.



AIRLINES must provide at least one nonsmoking area for each class of service under a regulation issued by the Civil Aeronautics Board. If they fail to segregate smokers from nonsmokers, they are subject to a fine of \$1,000 each time they break the rule. The CAB decided to make it mandatory for airlines to provide a nonsmoking section, it said, after receiving numerous complaints from passengers that the voluntary system put into effect last year was not working.

WOULD-BE TRAVELERS who lack the means to satisfy their itchy feet get a vicarious thrill out of visiting Explorers Hall at the National Geographic Society, 17th and M Streets, N.W. The 50-minute films they can see there for free cover every part of the world from South America to Siberia.

TWO MILLION VETERANS are expected to go to school under the G.I. bill during the current fiscal year, the Veterans Administration announces. It says that new payment systems now in force will make it possible for the students to receive their education allowance checks sooner than in the past.

The Lazy Man's Way to Riches

'Most People Are Too Busy Earning a Living to Make Any Money'

I used to work hard. The 18-hour days. The 7-day weeks.

But I didn't start making big money until I did less—a lot less.

For example, this ad took about 2 hours to write. With a little luck, it should earn me 50, maybe a hundred thousand dollars.

What's more, I'm going to ask you to send me 10 dollars for something that'll cost me no more than 50 cents. And I'll try to make it so irresistible that you'd be a darned fool not to do it.

After all, why should you care if I make \$9.50 profit if I can show you how to make a lot more?

What if I'm so sure that you will make money my Lazy Man's Way that I'll make you the world's most unusual guarantee?

And here it is: I won't even cash your check or money order for 31 days after I've sent you my material.

That'll give you plenty of time to get it, look it over, try it out.

If you don't agree that it's worth at least a hundred times what you invested, send it back. Your uncashed check or money order will be put in the return mail.

The only reason I won't send it to you and bill you or send it C.O.D. is because both these methods involve more time and money.

And I'm already going to give you the biggest bargain of your life.

Because I'm going to tell you what it took me 11 years to perfect: How to make money the Lazy Man's Way.

O.K.—now I have to brag a little. I don't mind it. And it's necessary—to prove that sending me the 10 dollars... which I'll keep "in escrow" until you're satisfied... is the smartest thing you ever did.

I live in a home that's worth \$100,000. I know it is, because I turned down an offer for that much. My mortgage is less than half that, and the only reason I haven't paid it off is because my Tax Accountant says I'd be an idiot.

My "office," about a mile and a half from my home, is right on the beach. My view is so breathtaking that most people comment that they don't see how I get any work done. But I do enough. About 6 hours a day, 8 or 9 months a year.

The rest of the time we spend at our mountain "cabin." I paid \$30,000 for it—cash.

I have 2 boats and a Cadillac. All paid for.

We have stocks, bonds, investments, cash in the bank. But the most important thing I have is priceless: time with my family.

And I'll show you just how I did it—the Lazy Man's Way—a secret that I've shared with just a few friends 'til now.

It doesn't require "education." I'm a high school graduate.

It doesn't require "capital." When I started out, I was so deep in debt that a lawyer friend advised bankruptcy as the only way out. He was wrong. We paid off our debts and, outside of the

mortgage, don't owe a cent to any man.

It doesn't require "luck." I've had more than my share, but I'm not promising you that you'll make as much money as I have. And you may do better; I personally know one man who used these principles, worked hard, and made 11 million dollars in 8 years. But money isn't everything.

It doesn't require "talent." Just enough brains to know what to look for. And I'll tell you that.

It doesn't require "youth." One woman I worked with is over 70. She's travelled the world over, making all the money she needs, doing only what I taught her.

It doesn't require "experience." A widow in Chicago has been averaging \$25,000 a year for the past 5 years, using my methods.

What does it require? Belief. Enough to take a chance. Enough to absorb what I'll send you. Enough to put the principles into action. If you do just that—nothing more, nothing less—the results will be hard to believe. Remember—I guarantee it.

You don't have to give up your job. But you may soon be making so much money that you'll be able to. Once again—I guarantee it.

The wisest man I ever knew told me something I never forgot: "Most people are too busy earning a living to make any money."

Don't take as long as I did to find out he was right.

I'll prove it to you, if you'll send in the coupon now. I'm not asking you to "believe" me. Just try it. If I'm wrong, all you've lost is a couple of minutes and an 8-cent stamp. But what if I'm right?

Sworn Statement:

"I have examined this advertisement. On the basis of personal acquaintance with Mr. Joe Karbo for 18 years and my professional relationship as his accountant, I certify that every statement is true." [Accountant's name available upon request.]

Bank Reference:

American State Bank
675 South Main Street
Orange, California 92668

Joe Karbo
17105 South Pacific, Dept. 471-D
Sunset Beach, California 90742

Joe, you may be full of beans, but what have I got to lose? Send me the Lazy Man's Way to Riches. But don't deposit my check or money order for 31 days after shipment of my order.

If I return your material—for any reason—within that time, return my uncashed check or money order to me. On that basis, here's my ten dollars.

Please send Air Mail. I'm enclosing an extra dollar.

Name _____

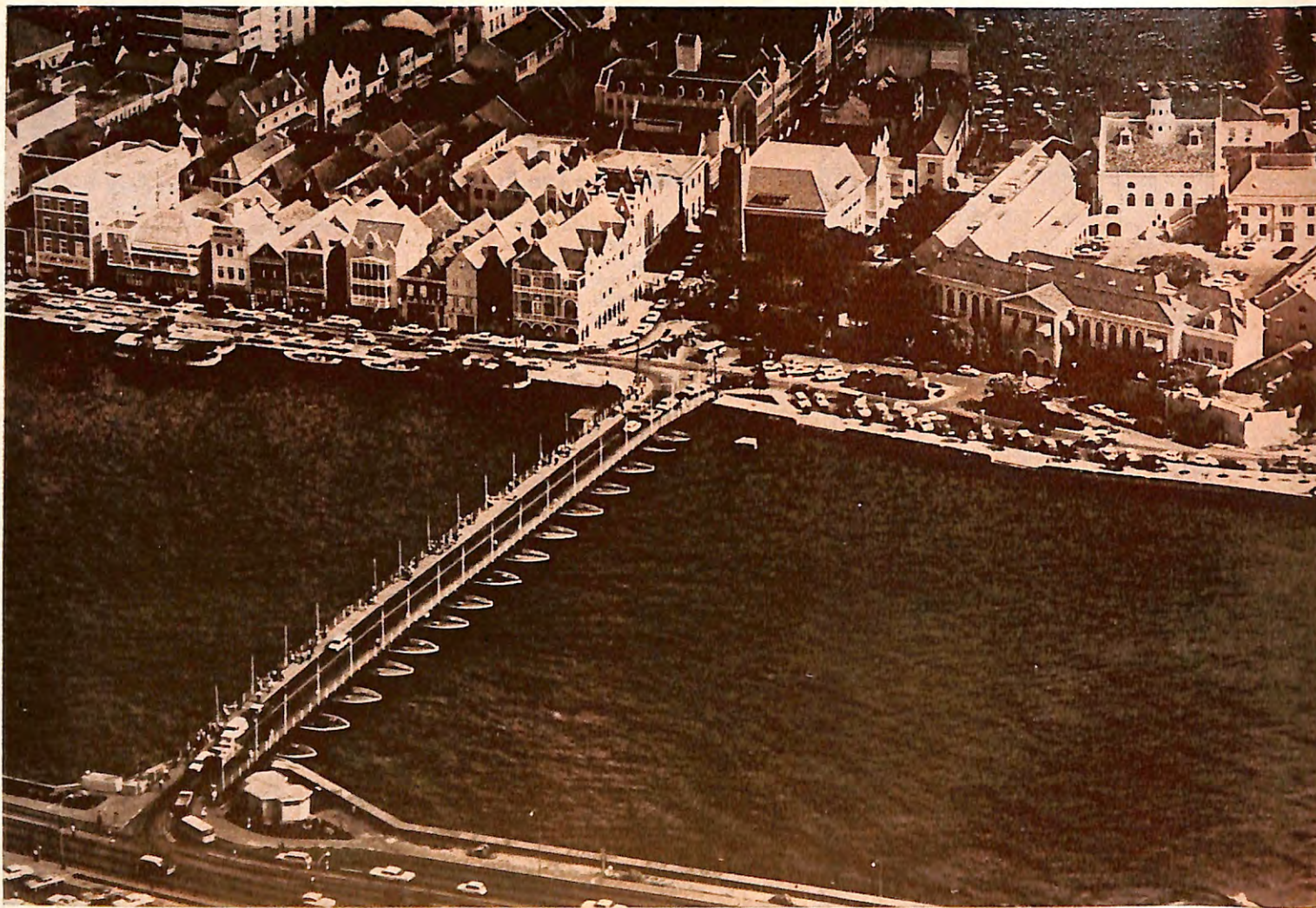
Address _____

City _____

State _____

Zip _____

© 1973 Joe Karbo



Pontoon bridge and main shopping area at Willemstad, Curacao. Old World Dutch flavor spices the island's architecture.

A Taste Of Holland

by Jerry Hulse

■ Only a whisper off the coast of Venezuela is another of those paradises of the endless summer, the Dutch West Indies with its three major islands of Aruba, Bonaire and Curacao. While each reflects an individual personality, together they share a common tie: a taste of Holland in a springlike setting. Here the A, B, C's of the Caribbean are described in three separate sketches.

ARUBA

Aruba is blessed with abundant sunshine and seldom dampened by rain. With this combination it guarantees the vacationer a skin the color of copper and temperatures holding steady at around 80 degrees, year-round.

Because of the island's lack of rain, tropical foliage indigenous to the Caribbean is dramatically absent. Instead, sand dunes undulate across the island, flowing with cacti and wind-blown divi trees. So little rain deposits itself, in fact, that distilled ocean water flows from the taps of hotels lined up along the island's western shoreline. Just picture 70 square miles of Nevada desert surrounded by water and the scene slides into focus.

Accompanying the sunshine is a steady blow by the trades, which accounts for Aruba's near lack of insects. Such is the setting of this small Dutch isle in the West Indies, all within binocular view of South America. Before the Dutch arrived the Spanish laid claim to the island, sloshing ashore in 1499. When the 80-year war between Holland and Spain sputtered to its end, the Dutch landed to plant

their flag. Except for brief incursions by the British and French in the 19th century, it has remained a bit of warmed-over Holland ever since.

As evidence of its heritage, Aruba is branded by a single windmill. Shipped clear from Holland, it was assembled piece by piece on this Caribbean outpost. Known simply as "The Old Mill" it serves as a restaurant, huge kettles bubbling with thick Dutch soup. After taking their fill, guests repair upstairs to a swinging discotheque. There, in place of grinding out grain, The Old Mill grinds out melodies as darkness fades and the new day dawns. So strong are Aruba's winds that the mill's great arms are locked to a standstill position. Were they allowed to spin in such a breeze it is feared the entire structure would topple.

As another reminder of Aruba's relationship with Holland, a statue of Queen Wilhelmina stands in Wilhelmina Park in the seaside capital of Oranjestad. Along with the single windmill there is likewise a single traffic light. On an island barely 19 miles long, with nowhere to go but in circles, its purpose eludes me.

Barely 12 years have elapsed since the first major hotel, the Aruba Caribbean, began welcoming guests. Nearby, the Aruba-Sheraton looks out on a Delft-blue sea while just a whisper away the Holiday Inn stands out like some misplaced mound of Miami. What with apartments looming over swimming pools and casinos going full tilt, the atmosphere is more the mood of Las Vegas than that of a West Indies retreat.

Slick croupiers spin wheels of fortune while slot machines hum away, gulping quarters—there being no nickel slots for free-wheelers to feed. Adding to the Nevada mood of Hotel Row are flashy cabarets featuring talent recruited from the Las Vegas scene. Beginning rates are \$21 double at the Aruba Caribbean, \$39 at the Holiday Inn, and \$40 at the Aruba-Sheraton. Summer figures dip to about half the winter rates.

No less expensive is the new Divi Divi Beach Hotel. Next door, the Manchebo Resort Hotel offers a package deal which includes breakfast and dinner plus an invitation to come as you are—no tie or jacket required. Sharing the honors is the Manchebo's sister hotel, the Talk of the Town. Both hotels banner special week-long VIP red-carpet packages consisting of hotel, sightseeing, use of a car, a farewell champagne dinner and a goodby gift, the entire kit priced at around \$260 per person during the high season, less during summer. Likewise, they romance the honeymooner with offers

Together, the islands share a taste of Holland in a springlike setting. Yet, each retains its own personality.



of room, wedding gift, breakfast in bed, champagne and various other enticements, including the promise of a free room on every future anniversary. All you must do is figure out how to get back. The Manchebo is low-rise and low-key, an informal clutch of 72 rooms facing Aruba's finest beach. Indeed, it is one of the Caribbean's flashiest sandlots.

So no one will get the wrong impression, I repeat that this is not one of those lush islands with the towering peaks, the floral valleys and rainbow-tinted waterfalls. It offers little other than the promise of abundant sunshine and miles of grand beaches.

Before the tourist, Aruba was best known for an oil-cracking plant. In 1929 Standard Oil of New Jersey put together the world's largest refinery. Fortunately for the hoteliers and tourists, the grimy works operates on an opposite shore where trades cleanse the sky, blowing fumes out to sea. Goats and donkeys roam across the

undulating hills and pastel houses peek over thick cactus fences. Caves are autographed with ancient Indian inscriptions, and monolithic rock formations give off a moon glow. Rising as the island's most prominent landmark is the Haystack, a hillside looking down from an elevation of 541 feet. When vacationers tire of the beach life they climb the Haystack and gaze off at Venezuela.

In order to accommodate its new industry, Aruba has unveiled a jet-age airport named in honor of the Netherlands' Princess Beatrix. To gather sufficient guilders to pay for the airport, Aruba collects \$3.40 from each departing visitor. You're exempt only if you are flying to another Dutch isle, are a member of the Netherlands Royal Family or happen to be under the age of 2. Otherwise you must pay up.

BONAIR

This is an island for skin divers, bird watchers and beachcombers. Its landlocked bay (the Lac) is a trap

COLD WEATHER BONANZA

For Hunters, Campers, Snowmobilers, Ice Fishermen and Outdoor Workers

NAVY DECK OVERALLS

\$11.95
Plus \$1.00 pstg.

- HEAVY DUTY CONCEALED ZIPPER
- BUTTON-OVER FLY FRONT
- 2 FRONT POCKETS
2 HIP POCKETS
- 13½-OZ. JUNGLE CLOTH
- 14-OZ. WOOL FLANNEL LINING
- TAKE-UP TABS



Genuine Navy deck overalls—available again for the first time in years—and at a bargain price! Government surplus in new condition, carefully manufactured to rigid Navy specifications. Provide maximum warmth without undue bulk, and permit full freedom of movement. Made of rugged 13½-oz. jungle cloth. Fully lined with 14-oz. wool flannel. Olive drab color. Two-way zipper with protective button-over fly front. Front-buttoning shoulder straps. Four large patch pockets—two in back, two in front. Take-up tabs on bottom of legs to keep out cold. May be worn alone, or over other trousers. Extra full cut. Available in two sizes only: Small (fits up to 38 or 40); Medium (40 to 46).



FISHNET T-SHIRT, DEVELOPED in Norway, is a favorite with golfers, hikers, hunters and fishermen for year 'round wear. Wide mesh pattern provides air wall of insulation between body and outer clothing. Permits evaporation of body moisture to keep you cool in summer, warm in winter. Made of 100% pre-shrunk first quality cotton, machine washable. Sizes: S-M-L-XL. Colors White, \$4.10 ppd.; Navy Blue or Red, \$4.30 ppd.

Reversible FLIGHT JACKET

Sage Green on one side, International Orange the other!

100% Nylon Shell

\$15.50
plus 75c pstg.

Excellent for hunters! Same type as used by Air Force. Sage Green outer shell made of nylon. International Orange inner shell, also made of nylon, is quilted stitched. 6.6 oz. bonded dacron interlining. Rib-knit neck, cuffs and waist. Heavy duty double-pull zipper front. Zip cigarette and pencil pocket on sleeve. Two slash pockets. Sizes: S-M-L (XL size, \$16.95 plus 75c pstg.)



Money-Back Guarantee of Satisfaction
BankAmericard & Master Charge Welcome!

P&S Sales Dept. R-10
P.O. Box 45095, Tulsa, Okla. 74145

for thousands of fish. Pink clouds of flamingos nest along its beaches, and there are thousands of other birds as well: herons, terns, pelicans, parakeets and parrots.

Bonair, perhaps, is the least spoiled of the A, B, C's. Although the second largest of the three islands (about 112 square miles), it is the least crowded. Its nearest neighbor is Curacao, 20 miles to the west. Endless white beaches reflect the warm Caribbean sun. Spiny lobsters crawl along its shores. There are comfortable hotels, paved roads and a casino for those with an appetite for gambling. For others with an urge to escape the crowds, there is Little Bonair—a small, uninhabited islet for shelling, skin-diving, beach combing and picnicking.

U-drive cars as well as taxis are available on Bonair. It is an island with a goodly supply of peace and tranquility. Among the hotels are the Flamingo Beach Club (\$27 double), Hotel Bonair (\$32 double) and the Rijna Guest House (\$13 double).

CURACAO

Here it is: Amsterdam South. Only instead of tulips they're growing bougainvillea. Like Amsterdam, Willemstad, the island's capital, is soaked in water and floating in gin. Overlooking the harbor are the same gabled 18th century houses facing the waterways of old Amsterdam. Only in place of canals they are stacked neatly along St. Anna Bay. It is the Dutch West Indies without the cold blow.

What with temperatures in the 80s, what Dutchman possessing his marbles would choose the chill of the homeland over the warmth of Curacao? By the route the seagull takes, it is only 38 miles off the Venezuelan coast. This makes for a constant armada of tankers which choke its harbor. Not only tankers, but freighters

and cruise ships as well. The tankers, sloshing with oil, are up from South America to feed one of the world's biggest refineries. As they arrive the town all but comes to a standstill. In order to allow a ship to enter, the Queen Emma, the world's largest pontoon bridge, must slide toward shore. Later she is hurried back into position to enable cars to pass from one side of the harbor to the other. It is a curious custom that has frustrated inlanders since 1888.

To the locals, it is a headache as well as an oddity. Huge traffic jams occur on both sides of the harbor as the ships appear and the bridge parts. It is a lesson in patience. It is useless to get upset. Instead, motorists switch off the ignition and catnap. Such stalls occur up to 30 minutes at a stretch 20 times or more a day. Now they've a modern new \$20 million span to ease traffic woes.

One of the great ship-watching posts in Willemstad is the Curacao Intercontinental. Rising inside an old fort, the hotel allows guests a glimpse of huge vessels passing barely outside their windows. Built in 1643, the fort was intended originally to protect the island from buccaneers roaming the Caribbean. Its ramparts—still untouched—form the terraces overlooking the harbor. So close do ships come that the Intercontinental is covered by marine collision insurance. While she's been rammed, so far there's never been a claim.

At night, crowds jam Le Cave de Neptune, a discotheque which occupies an ancient gun port in one corner of the hotel. Others ride off to Port Nassau, a hillside retreat overlooking the harbor. In place of guards, waiters serve customers who come to dine on the terrace and at night customers jam the Fusiliers and the Stuyvesant Rooms with their Dutch decor.



"We were having a very successful sale until Grace sold the old tin box with all our money in it!"

For nearly half a century big cruise ships have been dropping anchor in Willemstad where passengers load up on free port loot. Nowhere this side of St. Thomas is the shopping so good. It is Hong Kong with a southern accent. Among the stores, the smartest is Spritzer & Fuhrmann on Gomez Plaza, its shelves drooping with merchandise ranging from inexpensive trinkets to an \$80,000 necklace. Such gems sparkle in the glow of Italian crystal chandeliers and patrons pad about on carpets woven of boar's hair. Not even I. Magnin can make that claim.

While deciding whether to buy the \$80,000 necklace or a \$40,000 Patek Philippe, customers sip free coffee, tea and coke. The refreshments are intended, obviously, to put everyone in a buying mood.

Beside Patek Philippe, other timepieces carried by Spritzer & Fuhrmann include Piaget, Omega, Lucien Picard, Jaeger-Le Coultre, Audemars Piguet and Vacheron. In turn, Spritzer & Fuhrmann creates jewelry handmade to the customer's order. As the island's leading gem merchant, S & F takes pride in announcing how it also serves as jeweler to the Queen of the Netherlands. Besides fine jewelry, S & F stocks sterling silver, bone china, porcelain and crystal, chess sets, music boxes and dozens of other gifts and knickknacks.

Charles Fuhrmann met Wolf Spritzer in the 1920s and the lucrative partnership took life. Later during World War II American troops stopped off en route to the Arctic, North Africa, Europe and the Pacific. Now the old soldiers are back, this time with gray hair and great wads of loot. Only instead of arriving by troopship, they storm off cruise vessels, bringing smiles to the merchants of Willemstad.

Tourists who flock in by jet have a choice of half a dozen places in the sun. Besides the Intercontinental, there is the Curacao Hilton at Piscadera Bay. Figure a \$3 cab ride to the shopping madness of downtown Willemstad. Holiday Inn has put in an appearance along with Arthur Fommer. The latter performs in the 100-room hotel with 94 two-bedroom villas strung along an arid hillside overlooking the Hilton.

My personal preference is the Avila Beach Hotel which occupies the historic governor's mansion five minutes from town. Guests linger in the old-fashioned living room and dine on a terrace beneath palm trees. There is a private cove for swimming and a "ship-shaped" bar for drinking. It's something you can't find elsewhere — not even in Amsterdam. ■



Greek Islands CRUISE/TOUR 15 DAYS \$639⁰⁰ AND UP

Includes air fare — lodging — Cruise on MS Istra (all meals on shipboard) — intercity transportation — baggage handling — hotels based on double occupancy.

Easy Come — Easy Go. Embark from either Monte-Carlo or Dubrovnik. Return from tour's end. No time wasted. You enjoy every minute of your 15-day Cruise/Tour. You'll visit **MONTE CARLO**, heart of the French Riviera. Relax on some of the world's finest beaches and enjoy famous wines and fine foods. See historical and scenic villages by car and, of course, visit the Casinos if you like. For ladies' wear and beach fashions, it's Nice or Cannes for some of the finest shops in the world. **VENICE** — ride on a gondola. See the unique streets. Give yourself time for shopping or sipping an aperitif while listening to the orchestra play in San Marcos Square. **CORFU** — The "Jet Set" paradise has Casinos. **SANTORINI** — Enjoy a 15-minute donkey ride to the top of the Island. A beautiful view awaits you. **GREECE AND HER ISLANDS** — 7 fabulous days sailing through the Adriatic, Aegean, Ionian and Mediterranean Seas. Imagine visiting Venice, Athens, historic Rhodes, Delphi, Pireaus and Dubrovnik without the bother of packing and unpacking. Certainly this is a trip of a lifetime. **DUBROVNIK** — Here you will find your hotel, complete with swimming pools and posh resort Casino, a striking contrast to its ancient stone walls. You'll see the famous Dubrovnik music festival and beautiful display of art objects for sale at reasonable prices. More than just a place in the sun. Dubrovnik is a bit of Heaven.



Air travel via Trans International Airlines, world's largest charter airlines, the air travel service of Transamerica Corporation. Lodging accommodations in Monte Carlo — Holiday Inn. Make reservations for this fabulous Cruise/Tour now.

Complete details free.
All About Travel, Inc.
905 Pacific Avenue, Tacoma, Washington 98402
Name _____
Address _____
City _____ State _____ Zip _____
Lodge # _____ Month of departure—April or May _____

E-ZRIDE ADULT 3-WHEELER

THE BEST 3-WHEELER MADE

The NEW LOOK in 3-wheeler.



PATENT 3592487

Explorer

Color: Grabber blue White Green
Grabber orange Blue

Model 7000 26" Coaster brake —
middleweight

Model 7001 24" Coaster brake —
middleweight

Model 7002 20" Coaster brake —
middleweight

Model 7010 26" 3-speed lightweight

Model 7011 24" 3-speed middleweight

Model 7012 20" 3-speed middleweight

NEW LOW FRAME.
WHEELS CANNOT GET
OUT OF LINE.
TIRE CAN BE TAKEN OFF
WITHOUT REMOVING
WHEELS ON BACK.
BENDIX COASTER BRAKE.

SHIMANO 3-SPEED HUBS
SHIMANO 3-SPEED HUBS/
Coaster brake

Shipping weight 80 lb.
Width 30"
Length Wheel base 42"
Center crank to top post 17"

Free crating shipped anywhere,
you pay the freight.

Bicycle Corral

11127-A Arizona Avenue
Youngtown, Arizona 85363
I enclose \$154.45. Please ship to

Name _____

Address _____

City _____ State _____ Zip _____



News of the State Associations



Madras Lodge was honored at the Oregon State Elks Association convention for its contributions to the Elks National Foundation. District and state plaques were presented to immediate PER Ned Cox (left) and Treas. Herb Graybael (right) by PGER Frank Hise (second from left) and then-GER Francis Smith.



Oregon's Most Valuable Student winners were guests at the state's annual convention. Greg McWade and Jill Olsen were congratulated by PGER Frank Hise and then-GER Francis Smith.

REVISION of the constitution of the Nebraska Elks Association was completed at the annual convention in Lincoln May 18-20. A major change is the provision that all Trustees serve five-year terms and that one Trustee be a Past State President.

Featured speaker of the memorial services was Dr. Vance Rogers of Lincoln Lodge, who is president of Nebraska Wesleyan University. A total of 739 were in attendance for the convention.

The Past Exalted Rulers march produced \$5,000 for the state major project, aid to handicapped children. The program was expanded over the past year to cover many areas of handicaps.

Winner of the state ritualistic contest was Kearney Lodge. Plaques were presented to Beatrice Lodge, Cozad Lodge, and Kearney Lodge for their achievements in the Elks National Foundation program.

Several lodges were recognized for their participation in the Youth Activities program. They were Ainsworth, Fairbury, Alliance, Lincoln, Ogallala, North Platte, and Sidney.

Robert M. Bunstock of McCook leads

the slate of new officers as State President. Among his co-officers are Vice Presidents Vince Collura, Lincoln; James Anderson, Kearney; Kenneth Muirhead, Cozad; Secy. Chester Marshall, Kearney, and Treas. Elmer Bradley, Columbus.

A fall conference will be held in Omaha September 1-2. The 1974 annual convention is planned for May 17-19.

FOR THE FIRST TIME, the Vermont Elks Association, Inc. held its annual convention in another state at Bretton Woods, New Hampshire. The state's 46th annual convention was hosted by Montpelier Lodge June 8-10. Guest speaker was Past Grand Forum Chief Justice John E. Mullen.

Several awards were presented. Springfield Lodge was named state ritualistic champion. The membership contest plaque was won by Barre Lodge. Plaques of recognition were presented to retiring SP Carl Quesnel, Montpelier, to DDGER Ross Whipple, Newport, and to DDGER John Vaughan, Springfield.

Statewide, the per capita donation to

the Elks National Foundation was \$1.638. The Silver Towers Camp for retarded children received over \$59,000 from the state major project fund.

New officers of the state include SP John B. Harte, Bennington; VP Robert Draper, St. Albans; VP Joseph Burke, Windsor, and VP Daniel Mainieri, Burlington. Re-elected to their offices were Secy. Roger Sheridan, Montpelier, for the 27th year and Treas. R. Newton Owens, Rutland, for the 22nd year.

Host for the 1974 annual convention will be Bennington Lodge.

THE PARADE at the 53rd annual convention of the North Dakota Elks Association featured eight bands from the state's 11 lodges. Some 2,000 Elks were registered for the convention which was hosted by Minot Lodge June 10-12.

Among the dignitaries present were PGER H. L. Blackledge of Kearney, Nebraska, Lodge, PGER Raymond C. Dobson, and Past Grand Tiler Cliff Reed, both of Minot Lodge. Convention committeemen were Chm. Myron Porsberg, Mandan; Edgar Beyer, Grand Forks, and Edward Weimer, Bismarck.



The state champion ritualistic team from Sturgis Lodge was honored during the Michigan Elks Association convention. (From left) State Ritualistic Chm. Rhea Elliott watched as ER Keith Waltke accepted the trophy from then-SP Rudy Helm and PGER E. Gene Fournace. Looking on was Est. Lead. Kt. Bud Regnier.



Registration Chm. James Horst (left) welcomed then-SP Rudy Helm to the Michigan Elks convention. With them were (from left) DDGER John Combs, Past Grand In. Gd. Robert Burns, PSP Howard Emerson, PSP James Dompierre, present-SP Ralph Shoemaker, and Convention Co-chm. Don Laubengayer and Edward Quirk.

It was announced that Grand Forks will be the host lodge during the visitation of GER Robert A. Yothers.

PSP Harold Wicks of Jamestown presided at the installation ceremonies of John Korsmo, Fargo Lodge, as State President and of his fellow officers. They include Vice President Carl Elliott, Bismarck; Secy. Ray Greenwood, Jamestown, and Treas. Everett Palmer, Williston.

Fargo Lodge will be the site of the 1974 annual convention.

DELEGATES to the annual convention of the Indiana Elks Association voted to purchase a mobile unit which can save the life of any newborn infant throughout the state who has complications. The eventual cost of the unit will be \$50,000 which will be financed by the lodges.

The state association will continue its cancer research program as part of the major project. Under the program, a check for \$27,000 went to Purdue University and a check for \$48,000 was presented to Indiana University School of Medicine.

French Lick was the meeting place for the Indiana Elks convention June 7-10, and over 1,200 Elks and their ladies attended. Principal speakers were then-GER Francis M. Smith and PGER Edward W. McCabe who were introduced by PGER Glenn L. Miller.

Logansport Lodge was announced the winner of the state ritualistic contest. Youth awards and lodge activity awards were presented.

Camp Elk, the state's summer camp for boys 10-13 years old, was held in June at McCormick's Creek State Park



Immediate PSP George Stutzman (third from left) welcomed then-GER Francis Smith and his wife Rae to the annual convention of Indiana Elks. Also there were (from left) present-SP Quenton Hawks, Mrs. Stutzman, PGER Glenn Miller, and Secy. C. L. Shideler of Terre Haute Lodge.

During the Indiana Elks Association convention a check for \$48,000 was presented by PSP Thomas Burke to Dr. Glenn Irwin, dean of the Indiana University School of Medicine. The money will be used for cancer research, the state's major project. A check for \$27,000 was also presented to Purdue University.



near Spencer as it has been for 35 years.

W. Quenton P. Hawks of Plainfield was elected State President. He will be assisted by Vice Presidents Stanley Kocur, East Chicago; Herschel Monroe, Princeton; Richard Moren, Seymour; Joe Stevens, Elwood; Her-

bert Brautzsch, Fort Wayne; Secy. C. L. Shideler, Terre Haute, and Treas. George Vaughan, Logansport.

Fall and mid-winter meetings are planned in Indianapolis October 19-21 and January 19-20. French Lick will again host the 1974 annual convention June 6-9.



PGER H. L. Blackledge addressed North Dakota Elks at the annual convention banquet. At the speaker's table were (from left) SDGER Frank Archibald, SDGER Felix Andrews, PGER Raymond Dobson, GL Youth Activities Committeeman Frank Mirgain, PSP Walter Stine, DDGER John Williams, DDGER Don Switzer, and newly elected SP John Korsmo.



On hand for the Nebraska state convention were (from left) PDD Vincent Colura, GL Ritualistic Committeeman Art Draley, Grand Trustee George Klein, and GL Ritualistic Committeeman Garland Mountz.

HOST LODGE for the 69th annual convention of the Michigan Elks Association was Ann Arbor. A total of 1,261 attended. PGER E. Gene Fournace was among the distinguished guests.

The National Foundation report showed that 1,492 members from the state joined the Foundation, with a record contribution of \$79,038.14. First place awards went to Flint Lodge for the most members signed into the Foundation, to Bay City Lodge for the most dollars contributed, and to Midland Lodge for the most dollars contributed per member.

For the past 15 years, 3,578 handicapped children have received therapy under the state's major project. Donations for the year totaled \$161,270.89. Sturgis Lodge was awarded first place for the most dollars contributed. The Elks' ladies of Plymouth and the lodge were both honored for the highest total donations.

During the convention, 37 scholarship awards and 6 leadership awards were presented to the student winners.

Ann Arbor Lodge was recognized for its participation in the Americanism program. Ostego Lodge and Kalamazoo Lodge were drill team winners. Sturgis Lodge won the state ritualistic contest.

Ralph S. Shoemaker of Grand Rapids was elected State President. Among his fellow officers are VP-at-large Richard Abler, St. Joseph; Vice Presidents Fred Tornquist, Kalamazoo; John Whorley, Lansing; Donald Lahaye, Menominee; Lee Lofstrom, Iron Mountain; James DeWorken, Monroe; William Murray, Rochester; Leon Kaiser Jr., Traverse City; Secy. Albert Vernon, Detroit, and Treas. Howard Emerson, Jackson.

A fall conference will be held by the association at Muskegon on October 18-21. The 1974 annual convention is planned for April 26-29 in St. Joseph.

SPECIAL GUEST SPEAKER at the annual convention of Oregon Elks was Brother Michael Bengé of Heppner Lodge, who is a returned prisoner of war. In attendance were 650 delegates including distinguished guests then-GER

Francis M. Smith and his wife Rae, now-GER Robert Yothers and his wife Dorothy, and PGER Frank Hise.

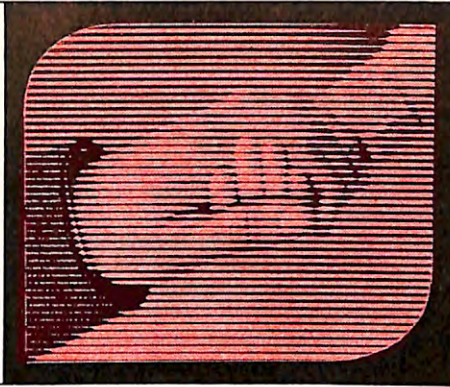
Contributions were made to the Elks Youth Eye Service totaling \$12,000. The Meadowood Springs Speech Camp received \$6,500 in donations to be used for scholarships. Both programs are part of the state's major project. Portland Lodge presented a check for \$25,000 to the eye service which helps handicapped children.

New officers were elected at the convention which was hosted by Eugene Lodge May 24-26. They are SP Bill Flatt, Condon; VP James Damon, John Day; VP C. J. Wilkins, Tillamook; VP Jack Lambert, Lebanon; VP Ernie Zielinski, Salem; VP Bruce Reed, Beaverton; VP Dick Herndobler, Ashland; VP Jack Sweet, Pendleton; Secy. L. A. O'Neill, Madras, and Treas. H. M. Randall, Salem.

The mid-winter session is planned for January 24-26 and will be hosted by Ashland Lodge. Seaside Lodge will host the 1974 annual convention on May 16-18.

THE JOY OF GIVING

Elks National Foundation
Chicago Illinois 60614
2750 Lakeview Avenue



The Arizona state alternates in the Most Valuable Student contest received awards from the National Foundation. (From left) PGER R. Leonard Bush presented the awards to Norman Moore, Holbrook; Donald Cross, Globe; Patrick Saenz, Clifton; Lauren Doyle, Phoenix; Judy Shanks, Phoenix; Mark Dauber, Phoenix, and Ann Orel, Maryvale.

Brownsville, Tex., Lodge was honored at the annual state convention for its donations to the Elks National Foundation. Chm. David Cox (left) presented a plaque of recognition for the lodge to ER Jack Olson.



The second donation of a \$1,000 pledge to the Elks National Foundation was made by the Elks' ladies of Hightstown, N. J., Lodge. President Ann Hoffman presented the check on behalf of the ladies to State Chm. Paul Panone as ER Walter Sweeney and Lodge Chm. John Ryba observed.



FINE ELKS JEWELRY

PAST EXALTED RULER RING

10K solid gold ring. Raised head, perfect syn. ruby eyes. P.E.R. under emblem. B.P.O.E. carved on ring shoulder.

No. E-3069A, without diamond \$70.95

No. E-3069AD, with 3-pt. diamond \$87.95



MEMBER EMBLEM RING

Same as above without P.E.R. bar.

No. E-3026A \$68.95

Please specify ring size. Prices F.O.B. Chicago.

Past Exalted Ruler

Lapel Button

10K gold filled.

No. EB-2,

w/o diamond

..... \$7.50

No. EB-2D,

with 3-pt. diamond. \$24.50



Member

Lapel Button

10K gold filled.

No. E-81 \$4.50

No. E-81P, gold plated

..... \$1.80

Year Member

or Life

Member

Buttons

In gold plate,

5-50 years

or Life.

No. E-817GP \$2.95



Elk of

the Year

Lapel Button

10K gold filled

w/o diamond

No. EY-1

..... \$8.75

10K gold filled w/diamond.

25 to 50 years or Life.

No. E817D \$24.50

EY-1D with 3-pt. diamond

..... \$25.75

Specify year desired.

Prices with larger diamonds on request.

SEND FOR FREE CATALOG



RUSSELL-HAMPTON CO.

Dept. E, 15 South Wacker Drive

Chicago, Illinois 60606

Made \$900 in Spare Time



"I made about \$900 last year with my Foley equipment by sharpening saws in my spare time." Leo H. Mix.

No Experience Needed

With a Foley Automatic Saw Filer anyone can sharpen hand, band and circular saws with professional accuracy. No canvassing—business comes to you.

We Help You Start. We give you inside tips on how to build a sound repeat business; how others have succeeded in this profitable saw filing business.

FREE BOOKLET "Money Making Facts" shows how to start. Write today. No salesman will call.

FOLEY MFG. COMPANY
1035-3 Foley Bldg.
Mps. Minn. 55418

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

NEWMAN BRONZE MEMORIALS



Signs, honor rolls, Add-A-Plate tablets, hand tooled bronze, since 1882. **WRITE FOR CATALOGS.**

NEWMAN BROS. INC.
5625 CENTER HILL AVENUE
CINCINNATI, O. 45216

Be a LOCKSMITH!

EARN WHILE YOU LEARN

Send for **FREE BOOK**



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.

Locksmithing Institute, Dept. 1223-103
Div. Technical Home Study Schools,

Little Falls, N.J. 07424

BINGO FOR FUND RAISING

EVERYONE HAS FUN!

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

MAIL COUPON TODAY!



'BINGO KING'
Dept. 877, Box 1178, Englewood, Colorado 80110

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

Your name _____
Address _____
City _____ State _____ Zip _____
Name of Organization _____

FREE CATALOG

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

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

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

BASEMENT TOILET

Flushes up to existing sewer or septic tank by powerful, self-contained pump operated by normal water pressure. No digging up floors. Clog resistant, easily installed. Make basement into game room, den, apartment with private bath. Financing available. Dealer inquiries invited. Write for free catalog.

DOSS, Dept. J-19, Box 10947, Houston, Tex. 77018

HYDRAULIC JACK REPAIRS

Earn While You Learn In Your Spare Time

Trained and qualified mechanics needed NOW to service inoperative hydraulic jacks. BIG opportunity for ambitious men. We show you HOW — in your basement or garage to earn spare time cash in an expanding industry. Don't wait, ACT NOW! Get the facts.

Write for folder E-10 and free bonus offer.

Hydraulic Jack Repair Manual Co., Inc.
P. O. Box 3 • STATEN ISLAND, N. Y. 10314

RUPTURED

TRY MY NEW KIND OF GUARANTEED TRUSS

I wore 8 kinds of trusses in 5 years, none worked, so I designed my own. A Truss like you've always wanted. A Truss that won't slip or pinch no matter how active you are. Now you too can enjoy this Comfort and Protection. Write for Free Literature to: **SPORTSMAN**, P.O. Box 355, Dept. 50, Noblesville, Ind. 46060.

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

Lawrence Welk

(Continued from page 11)

talent scout, but then after a time, with a shift in emphasis, his skill as a scout was no longer needed. Most companies would have dumped him, or at least shoved him off into a relatively obscure position. He had only a high school education, and where Welk needed somebody to groom for a top position, it wasn't logical to pick Ted. But Ted Lennon was a loyal, hard worker. He is now Executive Vice President of Telekew, heading up not only the organization which has the "Lawrence Welk Show," but also has extensive real estate holdings, a recording company, music publishing companies, and many other valuable assets.

And yet today only a handshake holds Welk and Lennon together . . . that and a high regard each has for the other's value to the company's.

Amiable, ocean-loving Jim Hobson, the name you see at the end of the credits, is one of the leading men in his field, respected throughout the entertainment business and a key man at Telekew. Some call him a genius. He started as a one-time only director of the new Lawrence Welk Show. He is now the Producer-Director of all of these lavishly mounted nationwide shows on the "Lawrence Welk Network" (a network of stations formed by Welk himself and carried to stunning success after ABC cancelled the show).

George Cates, one of the few who really looks like a musician, once helped make records. He is now Welk's Musical Supervisor with great responsibility on the show. Cates now makes many of the musical decisions that Welk himself once made.

Myron Floren played accordion, and on an orchestra where the leader was also an accordion player. Not the safest employment in the world, it would seem. He is now, according to Welk, "one of the world's great accordionists, our assistant conductor, a concert artist in his own right, supports numerous philanthropies, and also holds the title Vice President in our corporation." Floren is another product of sharing, of working together, of trusting people.

Curt Ramsey, Joe Rizzo, George Thow and Associate Producer Jack Imel are others who started at the bottom and worked to positions of trust, of great value, and of solid security. On the stage Welk cites Mary Lou Metzger, Gail Farrell, Guy and Ralna, Sandi and Anacani as examples of performers who have profited by his method of operation.

Lois Lamont, Welk's perky and charming secretary and office manager,

FREE!

JETCO TREASURE FINDER CATALOG

- Find coins, relics, jewelry
- Anywhere—backyards, vacant lots, abandoned houses, beaches, old ruins
- Extra sensitive instruments
- As low as \$39.95



Send for this FREE catalog NOW

Write

JETCO, INC. Dept. EL
Box 26669, El Paso, Texas 79926

End constant BARK, BARK, BARK!



No time wasted in training—attach Bark-Trainer and forget it! Works instantly and automatically while you sleep or go about your duties. Requires no attention, produces long-lasting results. Just let dog wear Bark-Trainer collar a few days until the problem is corrected then take it off. It's that simple! Tiny electronic circuit converts vibrations of dog's bark to harmless but effective shock. He associates his excessive barking with the startling effect it produces. Absolutely safe. Most effective method ever developed. 10 day MONEY BACK GUARANTEE. Must end the problem or return for refund. Works on any size dog. Order by mail or call us for immediate C.O.D. shipment. We will deduct cost of phone call from cost of trainer if requested. Just dial 1-713-682-2728 anytime day or night. To order by mail, send check or M.O. for \$29.95 plus \$2.00 shipping (\$31.95 total) to RELCO IND., Dept. H 10, Box 10880, Houston, Tex. 77018.

BUSINESS OPPORTUNITY

RUN — DON'T WALK — ON THIS

Exciting new nationally advertised package & display.

GUARANTEED NOT TO RUN PANTY HOSE

No selling, delivery & collection only. Investment from \$3750. Secured by inventory & company with good references. Accts. will be furnished. Call COLLECT: 213-938-3823 or write:

BEST BUY HOSIERY, INC.
5225 Wilshire Blvd., Suite 520
Los Angeles, Calif. 90036
INCLUDE YOUR PHONE NUMBER.

PREPARE TAX RETURNS

Sparetime-Fulltime

Fees of \$10, \$25, \$50 per return can add up to \$3,000 and more EXTRA CASH! All in your own business in just 3 months of the tax season. Thousands more operating year round tax services. Booming field—big repeat business. Learning easy, quick thru low-cost home training course. Complete help on how to start, grow fast. No bookkeeping or accounting needed. Write for FREE facts. No salesman will call.

NATIONAL TAX TRAINING SCHOOL, Monsey, 127D, N.Y. 10952 • Accredited Member NHSC • Approved For Vet Training

WANT TO MAKE some easy money?

Let us show you how to begin AT ONCE...full or spare time. Many report \$10 to \$50 PROFIT FIRST HOUR! Nothing to buy...no salesman will call. EVERYTHING NEEDED SENT FREE including BEAUTIFUL SAMPLE!

Write: **Russell Products Co.**
DEPT. H97, COLUMBIA, TENN. 38401

started as a girl who could barely understand what her new boss was saying. She would have left if she had had bus fare home. Today she is Corporation Secretary, Vice President of Personnel, Assistant Treasurer, Welk's right arm with decision-making power . . . and quite well off.

"Sharing is the key to the Family Plan," says Welk. He explains that his own organization is more like a family than a company. "In our musical family we have a profit-sharing plan, supported entirely by the Corporation. After one year of employment (the first year of the training program) each member becomes eligible to participate in the Plan. His share is determined by the effort and extra contributions he may make to the company, which in turn reflects in his annual compensation.

"But there is much more to it than this," stresses Lawrence Welk. "We share our talents, our experience, and our knowledge with each other. We help each other freely. We trust each other, just like a family. We can take in a new, young, inexperienced person, and help him to build."

Welk is a firm believer in what Bishop Fulton J. Sheen once said. "A worker," said the Bishop, "has a moral right to a share of the social wealth his work creates."

"This is just good business," Welk agrees. "The Plan works for us, and I know it will work for others, especially small businesses.

"What we need to put this program into effect is initial legislation which would allow an employer to use the Plan alongside the accepted union and federal laws . . . below minimum wages, hiring underage workers, etc. Perhaps we need some pilot programs to prove our system." Welk feels that minimal government supervision would be desirable from then on. He fears "road blocks" in the form of complications to a basically simple, honest idea.

Honest, at least, to an honest man. but it has been suggested that if all employers felt toward their employees as Lawrence Welk does, there would be no need for unions or government regulations . . . at least for those businessmen using the Family Plan of operation.

How will you share in your business? That is between you and your employees, but the idea is to share more than money, more than profit. The idea is to share yourself.

"I frequently share by presenting to a valuable employee a bonus or gift I know he or she can use. There are hundreds of ways of sharing. Something they can't or won't do for themselves is what we're looking for. These things are just something extra, over

and above, for a job well done or as thanks for being a valued employee. The whole point is to bring out the best in people, to get them young and motivate them in the right direction.

"With this kind of philosophy and using the Family Plan, our Corporation has built a bigger profit each year, year after year. By sharing and working together, we just build a better product . . . in our case, music. It works," says Welk.

In his magnificent office over the beach, Welk leans back to collect his thoughts. He has it made. He has

everything a man could want in life, he is respected by his fans and his employees. Why should he worry himself about such matters? If it works for him, why worry about the other guy? Why doesn't he just forget the whole thing, play at being an orchestra leader once a week, and play at being whatever he wants to be the rest of the time? He's earned it. Why concern himself?

He *does* concern himself. Lawrence Welk wants to leave something more. His method of operation will work for others, and he wants to see them (Continued on page 59)

Thought I'd never get rid of these "stained glass*" birds.

Set of 3 for \$2⁹⁸



Shows that you never really know.

My wife, Mrs. Wallace Brown, saw these hanging in a neighbor's window, pushed me to find out where I could get 'em.

"Women will love what they do to a window. Especially the way the sun shines through the crystalline stained glass and shows warm colors all over the room. Beautiful feeling."

I got 'em, but I never thought I'd sell any. Don't know what it is, but I sold literally thousands. Come in sets of 3-7" long - Hummingbird, Blue Jay and Cardinal—in unbreakable crystalline with lead-like frames. Create rich, stained glass effect. Full money back if you don't agree with Mrs. Wallace Brown that they're great to own. Nice \$2.98 gift, too. Looks like more.

*Made of elegant crystalline, which faithfully simulates the beauty of real stained glass.

Wallace Brown

SINCE 1922

Westmoreland Ave., White Plains, N.Y. 10606

5272B

MAIL NO-RISK COUPON TODAY

WALLACE BROWN, DEPT. SGB-89

Westmoreland Ave., White Plains, N.Y. 10606

Please send me the following Stained Glass Birds with full money back guarantee if I am not delighted.

One set for \$2.98 Two sets for \$5.49

Add 50¢ postage and handling for each.

New York State residents please add appropriate sales tax.

Enclosed is Check for \$ _____ Money Order for \$ _____
or charge my Master Charge BankAmericard American Express
(Minimum Charge Order \$5.00)

Card Number _____ Exp. Date _____

Interbank # (Master Charge only) _____

Signature _____

Name (please print) _____

Address _____ Apt. # _____

City _____ State _____ Zip _____

DIVISION OF BEVIS INDUSTRIES, INC.

1973-1974 . . . The Golden Antler Year "Be Part Of Elkdom"



by Robert A. Yothers, G. E. R.

Every year since the Benevolent and Protective Order of Elks was conceived, each Grand Exalted Ruler has endeavored to improve on and expand the many programs sponsored by the Grand Lodge and carried out by the Subordinate Lodges and State Associations. This year is no exception.

Our theme, "BE PART OF ELKDOM," is the keystone around which the 1973-1974 program has been built. The thrust of the entire program is membership *involvement* in a well-planned Lodge Activities Program.

However, while we plan and accomplish our many fine programs, we must never forget the need for financial stability. No two Lodges have the same financial complexity. However, all Lodges can, through improper management practices, find themselves in financial difficulty. There have been many examples of this situation in the past few years. To assist Lodges in avoiding these pitfalls and identifying trends which could lead to financial problems, a new program is being established.

Each State Association will create a Business Practices Committee composed of members competent and qualified to assist Lodges in analyzing their business practices, accounting and record keeping systems, budgeting methods, and other operational and business systems and techniques. They will provide counsel and advice in improving their financial management.

Another area will be given special attention this year. In many Lodges a disturbing trend has developed in the last few years. As membership grows and bigger and better facilities are provided, more and more emphasis is directed toward the club facilities, problems and activities. Although the Order of Elks recognizes and supports the need for conviviality, good fellowship and family participation, frequently club oriented, our home is and must be first a Lodge, and second, a club. No Subordinate Lodge is chartered to serve as a nightclub. Each member should know, from the time of his first contact with the Lodge, that its primary purpose is to serve Elkdom.

This year I am introducing a new program that will provide each Lodge

an opportunity to engage in a very worthwhile community service and enhance the image of your Lodge. This program will also give many Lodge members an opportunity to be involved. Elks Lend Know-how is a way to apply the vast business knowledge available within the membership of each Lodge in assisting your neighbor—the small businessman—solve problems in starting, developing or expanding his business. The Grand Lodge has been working with the Small Business Administration (SBA) and Service Corps of Retired Executives (SCORE) to complement and augment their programs of counseling and advising small businesses to help them over the obstacles of getting established. This will give many members, who are retired, semi-retired or even those still active, an opportunity to make a vital contribution to your community and your Lodge.

One of my greatest concerns relates to our image. What do we mean by the Image of Elkdom? It is what others (non-Elks) think of us. Their expressions and feelings toward the Order of Elks is influenced by many things. If we fail to project the right image in our community, if we do not demonstrate by our actions what we vowed when we took the obligation, the image we desire will not be realized. Each of us must, by our daily actions, demonstrate that as Elks and as American citizens, we are dedicated to helping our fellowman, and that we are deeply devoted to our country, and to the preservation of our freedoms.

Each member of our Order creates an image of Elkdom by his own daily and personal conduct and appearance. Regardless of where you are—what you are doing—someone will say: "He's an Elk." Your Lodge also creates an image of Elkdom. If it is clean, modern, attractive with well-kept grounds and buildings, it will create a better impression of our Order.

Make it a personal goal this year to improve the image of Elkdom in your community and "BE PART OF ELKDOM."

Each year the Lodges of our Order discover new and worthwhile ways to provide service to the community. These activities continue to gain for

our Order the respect of the people in our communities. Our Americanism programs, Flag Day, Citizenship programs, Youth programs, sponsorship of Scout Troops, Little League teams, swim meets, etc. offer and provide a fine challenge for service. Our Christmas programs for the less fortunate, our State Association Major Projects are important community services.

But are we doing all we can? Let us take inventory of what has been done and seek other ways by which we can expand our efforts to make people realize what a fine community service organization we have in our Elks Lodge.

What better way to improve the image of Elkdom, while fulfilling our committed role, than by being the leaders in every community in recognizing a need and developing a program to satisfy the need. "BE PART OF ELKDOM."

This year the Golden Antler Achievement Program is established to recognize each Elk for his participation in the growth of our Order. Its purpose is to encourage every member to become *involved*; to "BE PART OF ELKDOM."

Its key features are: Involve new members immediately; create an involved atmosphere by developing a well-rounded Lodge Activities program; recognize individual members, committee Chairmen, Exalted Rulers, other Officers and District Deputies for achieving specific goals; and improve communications.

If successful, I expect this program to result in active, attractive and healthy lodges; a concerned and involved membership; membership growth; reduced lapsation; and improved community image.

You, as a member, will be recognized and receive a Golden Antler seal for your card for sponsoring one new member, or one reinstatement, or one National Foundation Participating Member; or as a Veterans Service Committee member. And you will receive a beautiful Golden Antler Lapel Pin for sponsoring three new members, or two new members, and one National Foundation Participating Member, or one new member and two National Foundation Participating Members.

The Fun Begins When the Lights Go Off!

Christmas Ornaments Glow in the Dark, Cost Five Cents! Won't Shatter, Wear Out, or Burn Out! Guaranteed!

(HOLLYWOOD) Now, for the first time, you can decorate your Christmas tree with amazing Magi-Glo ornaments that "come to life" when the lights go off!

Glow, Float in Space!

These unique gold, red, green and white ornaments add a festive spirit to the most elegant tree, under ordinary lighting conditions. *But listen to the delighted gasps of surprise when you turn the lights out.*

Then, in total darkness, your Magi-Glo ornaments continue to glitter, gleam, and glow and give the illusion of gently floating in space!

Won't Wear or Burn Out!

Magi-Glo ornaments will brighten your Christmas year after year after year! That's because your Magi-Glo ornaments can't wear out or burn out! Magi-Glo's microscopic energy units can be charged and recharged indefinitely! And they require no batteries or electrical connections!

Magical Figures!

Designed by American artists, produced by American craftsmen, Magi-Glo designs embrace all the traditional, wonderful, magical figures of Christmas: Cuddly Santa Clauses! Darling Christmas angels! Sparkling stars! Delectable candy canes! Shimmering Christmas trees! Gleaming candles! Caroling bells! And many, many more!

'Accidental' Discovery!

A TV and motion picture producer accidentally discovered the secret process that makes this spectacular effect possible, while investigating special effects for a science-fiction movie.

Researching phosphorescent materials, he found the only known methods of application (hand painting and silk screening) were often unsatisfactory and always costly. However (because he didn't know that it "couldn't be done") he developed a new method using laminated metallic inserts and injection moulding.

Then, inspiration! He realized that his secret process would make it possible to produce stunning Christmas ornaments with sharpness of detail and delicacy of design never possible before!



They'd glow in the dark, yet cost less than ordinary ornaments!

Shatterproof Ornaments!

Next, he ruled out breakable materials, so even the youngest member of the family could share the thrill of trimming the Christmas tree. The final choices included specially treated, shatterproof materials (durable enough for outdoor display!) and colorful metallic laminates.

Available Only by Mail!

Excited by the enthusiastic comments of his normally blase movie-town friends, he arranged for exclusive distribution by a reputable mail order firm. "I wanted to keep the price down," he explains. "For that reason Magi-Glo ornaments are available ONLY by mail."

Set of 72 Only \$3.50!

The successful result is the availability of Magi-Glo ornaments that glow in the dark with radiant, luminescent color. And they are priced so low that you can decorate your tree lavishly, use them for table decorations or "stocking

stuffers"—or even trim packages you want to "outshine" the rest!

A deluxe assortment of 72 individual Magi-Glo ornaments (averaging over 3 inches in height!), is bargain-priced at only \$3.50. That's less than five cents apiece! And quantity discounts make Magi-Glo ornaments ideal for Christmas gifts. You save \$1 on each additional set you order!

Magi-Glo ornaments are the perfect gift for the people who deserve "something more" than just a card!

Magi-Glo's Guarantee

You must be completely and unconditionally satisfied with your Magi-Glo ornaments—or you may return them within 10 days for a prompt and unquestioned refund of the purchase price!

Offer Is Limited!

Supplies are limited and time is short. Order now to make this your 'brightest' Christmas!



Order NOW to insure delivery!

P. M. MANUFACTURING, Dept. 471-C
466 North Western Avenue
Los Angeles, California 90004

Please rush the Magi-Glo ornaments that magically glow in total darkness! I understand that they require no batteries, no electrical connections—that they will never shatter, wear out, or burn out! I must be completely and unconditionally satisfied, or I may return them within 10 days for a full refund!

- Deluxe assortment of 72 (six dozen!)—\$3.50
- TWO deluxe assortments—\$6.00 (Save \$1)
- Additional Deluxe Assortments, each—\$2.50

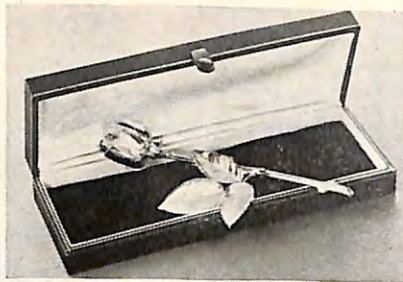
Sorry! No C.O.D.'s!
PRINT NAME
AND ADDRESS!

PLEASE add extra fifty cents for postage and handling of each assortment!

Name _____
Address _____
City _____ State _____ Zip _____



MEXICO is the home of this whimsical clay animal, actually a seed-bed for bushy crops of crisp, green chia that adds tasty zing to salads. Simple to grow by just watering—needs no sun. Comes with full instructions & seeds. 9"x11", \$8.50 pp. Fiesta De Mexico, Dept. E1, 4248 Craftsman Ct., Scottsdale, Az., 85251. Send \$1 for exciting Mexican furniture catalog—refundable with first order.



ONE PERFECT ROSE—real and preserved forever. Go ahead—be romantic. She'll cherish this gift like no other. It's a real rose bud hardened by a secret process, then plated in 24 kt. gold. Truly unique. About 7" long. Presentation box included. \$16.75 plus 75¢ P&H. (Add \$1.75 for Airmail). Clover Company, 407 Crown View Street, Alexandria, Virginia 22314.



BALSAM WREATH. Lovely large 24-inch wreath, hand-crafted from fresh-gathered balsam boughs bearing the holiday aroma of the forest. Complete with natural cones, rainproof bow and gift card. Shipped postpaid to arrive the first week of December. Only \$6.50 each; 2 for \$12.00. Sorry No C.O.D. Order from Sunrise County Evergreens, Box 166, Milbridge, Maine 04658.



UNIQUE & UNUSUAL DESIGNER PINS. Fabulous! Handcrafted, painted, Genuine Ceramic, 18 kt. gold electro-plated, American-made. Precious Doe (fawn/brown/gold); Flying Sailfish (White/purple/gold); Lovable Elephant (gold/grey/gold); Adorable Poodle (green/black/gold). Approx. 1 1/4". \$3.95 ea. + 55¢ shpg. Lifetime guar. 4-wk. del. Karen Rubin, 27 Croyden St., New Hyde Park, N. Y. 11040.

Elks Family SHOPPER CHRISTMAS SHOWCASE



BLUE ONION TEAKETTLE—a beautiful work of art. Glazed ceramic tea kettle, richly decorated with the lovely Blue Onion Pattern, looks lovely in kitchen or on the table. Keeps freshly brewed tea piping hot. Stands 6" high, holds 5 pints. #490 Teakettle \$3.98. Add 90¢ shpg. Send check, M.O. or Bankamericard No. with exp. date. Don Stuart Research, Nehalem & Columbia Sts., Birkenfeld, Ore. 97016.



GREAT GIFT IDEA! Something the home gardener will treasure—a greenhouse all his own! Full-size greenhouses from \$119.95 (12' model shown above). Shatterproof Fiberglass and UltraViolet Shielded, easily assembled, extra sturdy, portable! No extra foundation needed. Beat high living cost by growing vegetables! Free catalog. Peter Reimuller/Greenhouse-man, Box 2666-L-10, Santa Cruz, Ca. 95063.



ONE ARMED BANKERS. The most novel and reels of fun savings bank ever made. Wow!! The exciting action & stimulating sounds of Vegas with each expectant pull of the handle. A thrilling way to save. Holds \$100 in dimes, 5¢ model, same price. Fact. Guar. Made in USA. \$49.95; 2/\$95.00 Ppd. Ca. Res. 6% tax. Wayne of Hollywood, 5120 Santa Monica Blvd., Hollywood, Ca. 90029.



FRESH FLOWERS FOREVER. Porcelainize a rose or a flower arrangement with amazing Ceramex. Many other uses for artist, craftsman and hobbyist. Glaze and color pine cones, baby shoes, shells, dolls, etc. A challenge to the imagination for all ages. Many household uses. Kit with all material, \$6.00 plus 50¢ post. & hdlg. The Stone Fence, Dept. EK-103, 1618 W. Beltline Hwy., Madison, Wis. 53713.



7 1/2-FOOT WORKING WINDMILL makes a marvelous landmark on your front lawn. The original Doty Windmill, 7 1/2 feet high, has a no-rust hard aluminum tower, pivot block, all-steel wheel and tail vane with 2 ball bearings in wheel. Hand-balanced to withstand hard winds. Silver, trimmed with red, \$59.95 ppd. Drew Industries, Inc., Dept. EL-3, P.O. Box 547, Fort Morgan, Colo. 80701.



COLLECTOR'S SHIP MODEL "The Cutty Sark", built in 1868, was once the world's fastest clipper. Beautiful model features carved wood hull, cloth sails, tapered masts, metal fittings, nameplate and stand. Clear instructions. 15" model \$10.95; 23" model \$19.95. Add \$1.00 shipping. Satisfaction guaranteed. Order from House of Richard, 402 N. Filbert St., Mechanicsburg, Pa. 17055.



EXQUISITE HAND-PAINTED OIL on porcelain. Gold leaf shadow box frame. Imported — originals signed by Spanish artists. Real collector's item. Assorted flowers, birds, butterflies. 3 sizes available. 3" x 3 1/2" — \$3. 3 1/2" x 6 1/2" — \$6. 6" x 13 1/2" — \$12. 1 each size for grouping — \$19.95. Add 50¢ shpg. Ron-art, Ltd., P.O. Box 387, Fairfield, Ill. 62837. Ill. residents add 5% sales tax.



SHISH KEBAB or FONDUE COOK-BOOK \$2. Gourmet cooking made easy! Each book is filled with recipes, secrets to success. 80-page Shish Kebab book tells all about Shish Kebab cooking, rice pilaf, more. 64-page Fondue book shows how to do beef, chicken, fish, cheese, chocolate fondue. Pictures. Spiral bound. Great gifts. \$2 ea. ppd. Crestmore Designs, 6464 Crestmore, Ft. Worth, Texas. 76116.



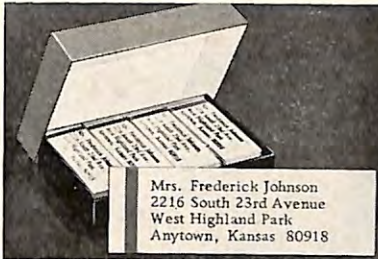
"MY NAME" EMBOSSEr converts envelopes and plain paper into expensive-looking raised-letter stationery. All-steel lifetime construction—no maintenance. Highly prized for any gift-giving occasion including holidays, birthdays, etc. Limit 24 characters and spaces per each of 3 lines. \$8.95 plus 50¢ post. 2/\$17.50 ppd.; 4/\$34.50 ppd. O. Kastel, 3106-KT N.E. 53rd St., Vancouver, WA. 98663.



PERFECT GIFT FOR SHRIMP LOVERS. Sensational new tool peels and deveins shrimp in one quick easy thrust—makes shrimp cleaning fun!!! It cuts cooking time, allows shrimp to enlarge, absorb seasoning fully, curl beautifully. They turn out juicier, more delicious and smelly cooking odors are eliminated! \$1.98 ea. ppd. \$18 per dozen, ppd. Zipout, Inc., Box 1972, Cedar Rapids, Ia. 52406.



CREATE GORGEOUS GIFT PACKAGES with Gold Foil Stick-Ons. This set of 36 Gold Foil Medallion Stick-Ons comes in a beautiful assortment of sizes and designs. Their gum backing allows you to create wonderful gift package decorations on almost any surface. Set of 36 only \$1.29 plus 30¢ post. (Calif. res. add tax). Order from Mary's Gifts, 913 N. School, Santa Maria, Ca. 93454.



1,000 RETURN ADDRESS LABELS—\$1. Gummed Gold-Stripe labels beautifully printed in black with any name and return address up to 4 lines. 2" long. Rich gold trim. Set of 1,000 in handy box, just \$1 ppd. Use on letters, in books, etc. Money back guar. Walter Drake, 3290 Drake Bldg., Colorado Springs, Colo. 80940. Send for free catalog of unusual mail order items.



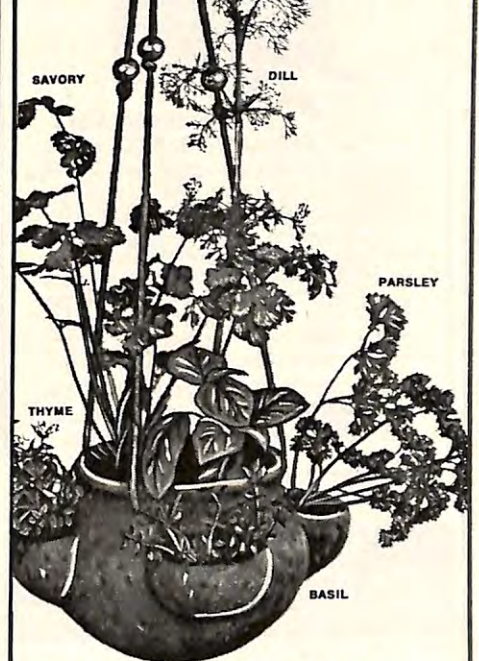
CHEESE & SNACK TRAY WITH ELK TILE—Ideal Gift for Elks & Home. 16"x16" diag. measure solid walnut tray with ceramic Elk tile; can be hung as wall decoration when not used for snacks. Be proud to show you are an Elk. Supplies limited. \$15.00 plus \$1.25 shpg. & hdlg. or 2—\$29.00 plus \$2.25 shpg. & hdlg. (6 1/2% Tax Conn. Res.) Neplaco Wood Products, P.O. Box 368, Clinton, Conn. 06413.



PERSONAL OR BUSINESS CARDS with a luxury look! Simulated-engraved on deluxe card stock, standard size 2"x3 1/2". Can be kept for future reference. Circle choice of above styles and mail ad with printed copy (zip & area codes). 7 line limit. Indicate black or blue ink. 1000 cards only \$7.95 ppd. Money-back guarantee. Send check or M.O. to Associated Offices, 406 Kress Bldg., Long Beach, CA. 90802.

Great hanging herb pot—

**What a find!
Only \$4⁰⁰**



Give Mrs. Wallace Brown a medal for this one — she found it. Grows herbs right in the kitchen. Hangs in the window.

About 6" across—made of clay pot terra cotta stuff. Designed the way the old fashioned strawberry pot was—with a place here—in the center for the stand-up herbs—and four places on the side for the hanging herbs.

Comes complete with loose Nutra soil, that won't cake up—plus seeds for five herbs—savory, thyme, basil, dill, and parsley.

Just plant, add water, hang in good light and bang—you've got yourself a hanging herb garden right in the kitchen. Complete directions.

Herbs you can pluck and use in your cooking. A hanging garden that adds so much to your kitchen. Absolutely wild crazy gift for someone with a kitchen. (Who doesn't have a kitchen?) Money back if not happy — even if you've started it growing—\$4.00 complete with seeds. Two for \$7.50.

Wallace Brown
SINCE 1922

Westmoreland Ave., White Plains, N.Y. 10606

MAIL NO RISK COUPON TODAY

WALLACE BROWN, Dept. HHP-24

Westmoreland Ave., White Plains, N.Y. 10606

Please send me the following Hanging Herb Pot(s) with full money-back guarantee if I am not delighted.

One for \$4.00 Two for \$7.50

Add 75¢ postage and handling for each.

New York State residents

please add appropriate sales tax.

Enclosed is Check for \$_____

Money Order for \$_____

or charge my Master Charge

BankAmericard American Express

Card Number _____

Exp. Date _____

Master Charge Bank # _____

Signature _____

Name (print) _____

Address _____ Apt. # _____

City _____

State _____ Zip _____

DIVISION OF BEVIS INDUSTRIES, INC.



Give Yourself a Lift

COMFORTABLE ELEVATING RECLINER

Takes the struggle out of getting up and down. Touch a switch...the soft luxurious seat raises gently, standing you on your feet. Touch a switch...recline and stop in any position; automatically elevating feet and legs as you relax. Write for free color catalogue and information on a week's home trial with no obligation. It's Burke's "Try before you buy plan!"



BURKE ENTERPRISES
P.O. BOX 1011 Dept. E-10
Mission, Kansas 66202
913-722-0004

TELEPHOTO PICTURES WITH YOUR KODAK INSTAMATIC® OR POLAROID COLOR PACK® CAMERA



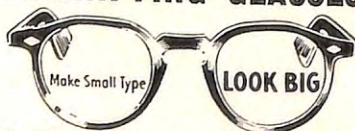
NOW . . . TELEPHOTO AND WIDE ANGLE LENSES TO FIT KODAK INSTAMATIC® AND POLAROID COLOR PACK® CAMERAS AS WELL AS MANY OTHER CAMERAS.

These amazing new lenses easily snap on your camera without screws or special attachments. The TELEPHOTO/PORTRAIT lens brings distant scenes up close and is also used in portrait photography. The WIDE ANGLE lens is for panoramic, scenic or group views. PRICED AS LOW AS \$6.99 EA.

FREE DISCOUNT catalog describes these amazing new lenses and contains hundreds of bargains on brand name cameras and photographic accessories. Write today for your free copy.

CAMERA HAVEN, Dept. E-10, PO Box 125 St. Ann, Mo. 63074

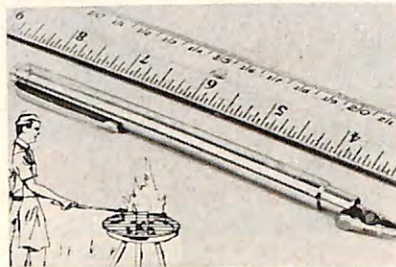
MAGNIFYING GLASSES



A Blessing For Folks Over 40

Read newspaper, telephone book, Bible and do close work easily. SEE CLEARER INSTANTLY. Not Rx or for astigmatism or eye diseases. 10 day trial. Sturdy, good-looking. Glass precision ground and polished; metal hinges. Send age, sex. **SATISFACTION GUARANTEED.** On arrival pay postman \$4.95 plus C.O.D. or send only \$4.95 and we pay postage. **PRECISION OPTICAL CO., Dept. 41-H, Rochelle, Ill. 61068**

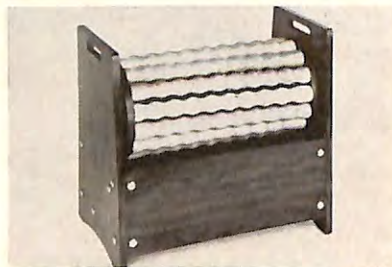
Elks Family SHOPPER



SAFELY LIGHT BARBECUE GRILL, fireplaces, pilot lights with the new Telescope Match Holder. It extends to 24" from 5" long to keep you a safe distance from the flame. Holds wooden or paper safety matches. Pocket clip. \$3.95 plus 50¢ shpg.; 2/\$7.95 ppd. J. W. Holst, Inc. Dept. EK-10, 1005 E. Bay, East Tawas, Mich. 48730.



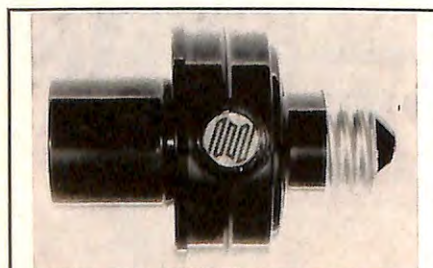
A DELICIOUS MOUTHFUL—that's Hawaiian Pineapple Macadamia Nut Cake. The name's quite a mouthful and so is this rich, freshly baked loaf cake crammed with Macadamia nuts and juicy pineapple chunks topped by a crispy golden crust. Freezes well. 1½ lbs. and gift boxed. Gift No 386, \$4.95 ppd. Harry and David, P.O. Box 555-B, Medford, Ore. 97501.



YOUR PERSONAL MASSAGER to use at home to relax tired muscles and aid muscle tone. Roll-Away Massage Roller kneads and trims vigorously, yet luxuriously. It has 16 hardwood rollers and an exceptionally quiet ¼ h.p. motor. Low price. Write Battle Creek Equipment Co., Dept. EK-10, 307 West Jackson St., Battle Creek, Mich. 49016.



COLORFUL EMBROIDERED ELK EMBLEM makes shirt, jacket, blouse look like a custom-made Elk garment. Perfect for lodge meetings, team activity. 5 inches in diameter in 6 beautiful colors. Easily attached and fully washable. Colorfast. \$2.98 each ppd. from Stadri Products, Dept. EL-10, 147-47 Sixth Avenue, Whitestone, New York. 11357.



PROTECT YOUR HOME — OUTDOOR MAGIC EYE
Helps prevent burglary, vandalism around homes, offices, stores. \$6.95 plus 50¢ Handling.
Turns your porch light or any other outside light on at dusk off at first daylight. Screws to standard socket. Weather-resistant. Rush money back if not 100% pleased. **STADRI, 147G 47-6th Ave., Whitestone, N.Y. 11357**



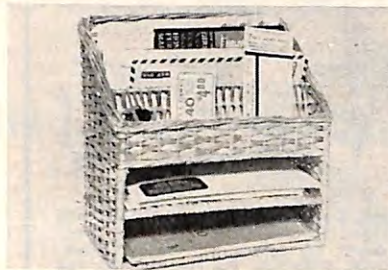
"COIN WEIGHTS"

This handcrafted paper-weight is the perfect display for your prized quarter, half dollar and silver or Eisenhower dollar. The solid glass weight is made with a bottom recess to fit the appropriate coin. The coin is held in place by a colorful non-suff snap on plastic base. The bottom of the glass is ground to a mat finish to further enhance the coin. A truly unique and beautiful coin-holder. Price \$2.50 (\$2.30 if 3 or more) Add \$.30 per order for handling and postage. (Coin not included) N.J. residents add 5% sales tax. Specify coin denomination.

COLONIAL WAY
P.O. Box 67E, Millville, New Jersey 08332



"HANG IN THERE BABY" is the wonderful slogan on irresistible Pussycat Poster. You'll love the playful pussycat hanging in there for dear life—and so will long-suffering friends, your boss, relatives 2 ft. x 3 ft. and ready to hang in den, office, dormitory. \$2.00 plus 25¢ post. Holiday Gifts, Dept. 710-B, Wheat Ridge, Colorado 80033.



HAND-WOVEN STATIONERY BASKET—a handsome holder for stationery, letters, bills, stamps, etc. Hand-woven of natural willow, it has two shelves and three partitions for neatly organizing papers. 11½" wide, 11" high, 6½" deep. \$6.95 plus 75¢ shpg. Send 25¢ for catalog. Fran's Basket House, Dept. E110, 89 W. Main St., Rockaway, N.J. 07866.



RECIPE FOR A HAPPY HOME. The ingredients for a happy home are printed in full color on fine linen to make a charming wall decoration. Hardwood rods hold it firm on top and bottom. 14"x17" and a lovely gift for friends and family. \$1.99 plus 50¢ shpg. Jay Norris Corp., Dept. EL-103, 25 W. Merrick, Rd., Freeport, N. Y. 11520.



TOOTH FAIRY PILLOWCASE. Small fry will delight in losing a tooth with this pillow to hold the tooth and a contribution from parents and grandparents. Permanent press white cotton case has a special tooth pocket plus a cute verse. 42"x36". Specify pink or blue. \$2.95 ppd. Artisan Galleries, Dept. E-10, 2100 N. Haskell Ave., Dallas, Texas 75204.



SONGS AND MARCHES AMERICA LOVES on five 12" LP records. "The American Spirit" Album contains 60 inspiring musical treasures you'll love to play again and again. Originally \$14.95, this beautiful album is now only \$6.95 ppd. Limited number of albums available. Currier/Nast, Inc., Dept. C, 509 Fifth Ave., New York, N.Y. 10017.



BIG FRENCH COLONIES COLLECTION for 10¢. 55 genuine postage stamps from 26 present and former French Colonies—from Africa to Polynesia to Antarctica. Catalog price of over \$3.00. Catalog and other exciting stamps to examine free. Buy any or none, return balance, cancel anytime. Send 10¢ to H. E. Harris, Dept. FE-214, Boston, Mass. 02117.

Men's Relaxin' Slippers.



Step into a new world of luxury. Natural color deerskin with composition sole and high collar. Feet and ankles are cradled in the softness and warmth of lush Acrylic pile lining. The man of the house will turn to these for the absolute in comfort. Whole sizes 7-13. \$12.

FREE CATALOG!

Dept. E-2-223
Deerskin Trading Post
119 Foster St.,
Peabody, MA. 01960

Telephone orders anytime:
(617) 532-2810.

Please send me the following Relaxin' Slippers @ \$12 each. (Add 75¢ for shipping)

Quantity _____ Size _____

Quantity _____ Size _____

Check enclosed Charge to my American Express

Master Charge BankAmericard

Card No. _____
 Please send me your new Fall/Winter Catalog

Name _____

Street _____

City _____ State _____ Zip _____

Satisfaction guaranteed or money refunded.



YOUR SIGNATURE OR CARD ON TIE BAR - CUFF LINKS LARGE ENOUGH SO YOU CAN READ IT



TIE BAR OR TACK \$3.95 ea.
CUFF LINKS \$5.95 pr. COMB. \$9.50

Sharp, clear reproduction of your business card or signature in anodized aluminum. One color only - black on aluminum. Individually gift boxed. Ideal gift for customers, friends, suppliers and employees. "Don't wait for Xmas - ORDER TODAY!" Send one card for clip, 2 for links, 3 for combination. 2 to 3 week delivery.

B. L. CARDS • Dept. K-E
P.O. BOX 18043 Cleveland Hts., Ohio 44118.

FASCINATING "FIREBALL" LIGHT.

This stunning multi-colored spray of optical fibers has over 2500 tiny lights at the tips. Can be used as a hanging or table lamp. It is the perfect conversation piece that will fascinate everyone of all ages. 7" Dia. - 110 volts.

Buy direct from Factory and save 30%—\$19.95 ea. Add \$1.00 Shpg. charge for each package—Zip Code required. New Jersey Residents, please add Sales Tax. ASTIC-OPTICS — PO Box 278 — Medford, NJ—08055

Personalized ELKS Matchbooks

Your name, lodge number and Elks Emblem are printed in handsome gold lettering on 2-inch, high-gloss matchbooks. Choose either black, white, green, red or blue matchbook covers. Be sure and PRINT your name when placing your order. An ideal gift. All orders will be shipped prepaid within 24 hours of receipt.

\$3.98 for box of 50
Missouri residents add 3% sales tax

Wm. F. Jost & Co. 5701 Leona St. Louis, Mo. 63116

CORRECT POSTURE INSTANTLY!

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

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

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

\$3.98

+50¢ pp with order. NJ res. add 5%. Sorry, no CODs.

DOVER PROD. CO. Dept. 52

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



SWISS ARMY TYPE KNIFE

Precision quality, all stainless steel 3 1/4" knife is 12 tools in one! Features scissors, cap lifter, hole punch, can opener, nail file, cork screw, fish scaler, screwdriver, fish hook disgorger, saw blade, large cutting blade, and a small cutting blade. Perfect for the fisherman, the camper and the handyman. Money back guarantee. \$4.49 plus 50¢ postage and handling. Send for our FREE gift catalog.

JOCO GIFTS 4017 Fairfax Rd. Baltimore, Md. 21216

Elks Family Shopper



CHRISTMAS GIFT FOR CHESS FANS. Beautifully balanced traditional Staunton Chess pieces are heavy solid metal in permanent black and chrome finish. 2" King. Set has redwood box that 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-1073, P.O. Box 41, Woolford, Md. 21677.

Now You Don't Have To Be A Millionaire To Enjoy Your Own Private Art Gallery!



Green Mountain
Yuan Yao
Museum Fur Kunst
und Gowerbs—Hamburg



Birds
Wang Yuan
John Harron
Art Institute—Indianapolis



Horseman In Lake
Ch'in Ying
National Gallery
of Canada—Ottawa



Bamboo Shoots
Ku An
Cincinnati
Art Museum

ANCIENT DYNASTY PANELS...

Masterfully reproduced as full-color decorator lithographs for only \$3⁰⁰ the set of 4 (Publisher's list price, \$20⁰⁰)

Wallace Brown has taken one giant step forward for all mankind—and womankind—who wish to decorate their homes or offices with taste and distinction, but frankly have been unable to pay high art-gallery prices.

Our exquisite Ancient Dynasty lithographs faithfully reproduce all the delicacy and subtle colorations of the hand-painted museum originals, yet are priced so low everyone can afford them!

As you look at these regal panels, can you, too, hear birds singing in an emperor's garden? Do you feel the fierce cold of the towering snow-capped mountains—or are you experiencing the brilliant illusion, the artistic triumph that caused these paintings to survive the centuries?

Each panel is lithographed in full color in commanding decorator size (two are 30" by 11 1/2" and two are 29" by 8 3/4"). You may hang, frame or adhere them directly to the wall individually, in pairs...or, for spectacular mural, display all four together. Orders shipped promptly. Buy without risk—money cheerfully refunded (including postage and any sales tax paid) if you are not proud of your private art gallery.

ORDERS ALSO ACCEPTED FROM MILLIONAIRES.

MAIL NO-RISK COUPON TODAY

Wallace Brown
SINCE 1922

Westmoreland Avenue
White Plains, New York 10606
Division of Bevis Industries, Inc.

5370A

— WALLACE BROWN, DEPT. AP-36 —

Westmoreland Avenue, White Plains, N.Y. 10606

Please send me the following sets of full-color Ancient Dynasty Museum Masterpieces (4 to each set) with complete money-back guarantee if I am not delighted.

- One Set for only \$3.00
 Two Sets for only \$5.50 (save an extra 50¢)
Add 25¢ postage and handling for each set.

New York State residents please add appropriate sales tax.

Enclosed is Check for \$_____ Money Order for \$_____ or charge my MasterCard BankAmericard American Express (Minimum Charge Order \$5.00)

Card Number _____ Exp. Date _____

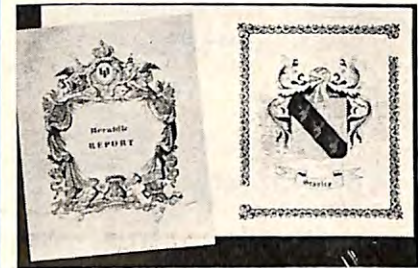
Interbank # (Master Charge only) _____

Signature _____

Name (please print) _____

Address _____ Apt. # _____

City _____ State _____ Zip _____



NO COAT OF ARMS? Send in your name and check for \$3.00 to obtain a Heraldic Report with a black and white drawing of the Coat of Arms for your family name. A free catalog of Heraldic Jewelry will also be sent. Send friends' names for a fun personalized gift. Heraldica Imports, Inc., Dept. EL-10, 21 West 46th St., New York, N.Y. 10036.



IT PAYS TO WORK IN TRAVEL and North American's 52-lesson "Master Course in Travel" can prepare you to be a Travel Agent, Tour Guide, Carrier Representative, Company Travel Manager, others. Write for information and free "Travel Career Kit" to North American School of Travel, Dept. 63815, 4401 Birch St., Newport, Ca. 92660.



GUITAR TUNER allows beginners and professionals to easily tune a guitar. New invention has 6 precision-tuned reeds for precise tuning. Just clamp Tuner on your guitar and adjust the strings. When the proper pitch is reached, corresponding reed vibrates. \$5.95 plus 45¢ shpg. Ed Sale Guitar Co., Studio EK-10, Avon-By-The-Sea, N.J. 07717.

A RUGGED RAILROAD WATCH



Only 1195



Beautifully Engraved Backplate



A modern, rugged Pocket Watch with honest accuracy and dependability built right in! This is the same type of watch, patterned in the traditional European Railway Style, that's been used for decades by demanding railroad men to keep exact, split-second time. A distinguished timepiece that will be passed from father to son and cherished as an heirloom over the years—a watch you'll be proud to own or give as a gift—at a fraction of the price you would expect to pay for a fine Pocket Watch!

FINE QUALITY FEATURES

This precision-made timepiece has a fine Movement, extra large markings in classic Arabic numerals with second hand. The heavy-duty case is finished in gleaming Jeweler's Gold-Tone with swivel. A powerful steam locomotive is handsomely embossed and engraved on the backplate. Two styles of beautiful Gold-Tone finished Double Link Watch Chains are available for use with this fine timepiece.

- No. 5131A—Railway Pocket Watch 11.95
- No. 5145—Double Link Watch Chain 1.98
- No. 5146—Deluxe Heavy Watch Chain 2.49



"ROYAL SWAN" TELLS WEATHER

A masterpiece of the glassblowers' art! When the ruby liquid rises in the swan's neck, stormy weather threatens. When it's midway, change is ahead. If it drops, clear skies are due! Accurate! Uncanny! A real conversation stopper. Comes with instructions and mirror base.

- No. 4134—Royal Crystal Swan.....1.98
- 2 Swans—3.69 3 Swans—4.94 6 Swans—7.88



RARE KENNEDY HALF-DOLLAR MAKES AMAZING NEW WATCH!

Here's another great achievement of the watchmaker's art. They took a scarce, authentic Kennedy half-dollar and made it into one of the thinnest watches in existence! Truly a jewel among the great timepieces of the world—a real collector's item! To achieve this marvel, watchmakers carefully machined out the back of the coin and fitted a micro-miniature watch works—so thin as to stagger the imagination! Only 1/2" wide and 1/8" thick! Of course such a movement means special alloy metals, plus careful, precision workmanship. Has built-in Shock Resistor and unbreakable mainspring. Gift boxed.

- No. 5039—Kennedy Half-Dollar Watch.....16.66 (2 for 28.50)



NEW 1973 MODEL EPISCOPE PROJECTOR

This new 1973 Episcopse Projector projects directly from snapshots, books, even solid objects like coins, mineral specimens, etc. Fine reflector and mirror system, hi-intensity projection bulb, and optical projection lens that enlarges images up to 16 feet square! Rugged two-tone body & base with cooling vent and "on-off" switch built in. Comes in carrying case with handle.

- No. 4500—1973 Episcopse Projector9.95



WIN THAT "BATTLE OF THE BULGE"

Amazing new UNDERCOVER BELT makes you look slimmer NOW . . . without tedious diet or exercise! No stays, seams or laces to bind you. Made of velvety-smooth, washable elasticized cotton with patented Velcro fasteners to fit any waist size. For MEN and WOMEN. You'll be amazed at the comfort and immediate slimming effect you'll experience!

- No. 6024—Undercover Belt.....4.44



COLORFUL WOODCHOPPER WEATHERVANE

Remember these? Once made only by skilled wood carvers, now available in colorful, weatherproof plastic. Just push into ground or attach to fence. As the wind blows, the little Woodchopper chops away!

- No. 8013—Woodchopper Weathervane.....2.98 (2 for 5.69)



MAGNIFYING GLASSES MAKE TINY PRINT BIG!

Read the smallest print easily with these Magnifying Glasses. Fine quality optically ground lenses. Comes in vinyl carrying case. State AGE and whether for MAN or WOMAN when ordering. [Not sold in N.Y. State.]

- (Not prescription. Not for astigmatism, eye diseases.)
- No. 6049—Magnifying Glasses.....3.98
- No. 6049A—Magnifying Half-Glasses.....3.98

Foster-Trent

DEPT. 512-L

2345 POST ROAD, LARCHMONT, N.Y. 10538

Please RUSH guaranteed articles as specified below. I enclose payment with this condition: I must be completely satisfied or I may return within 7 days for my money back at once.

No.	Item	Price
	Total	

Please enclose 55¢ with order to cover shipping cost. (N.Y. State residents add appropriate sales tax).

Name _____

Address _____ Apt. No. _____

City _____

State _____ Zip Code _____

**THOUSANDS
ENJOY
FAMOUS BRAND
IN PLAIN BOXES
AND SAVE...**

**SOLD AS
SELECTION NO. 1 THROWOUTS**

Because of occasional off color or minor wrapper stain, packed under disguised label to protect famous name.

You enjoy the very same mild, mellow taste of these beauties, famous for quality from coast to coast.

Why pay 25¢, 30¢ or more for your quality cigars when you can get full size top quality Selection No. 1 for such low, low prices, now!

**50 for \$5.75
100 for \$10.97**

Thousands of satisfied customers. Selection No. 1 covered by our regular guarantee. Full refund if not completely satisfied.

— ORDER TODAY —

HAVANA FLORIDA CO.
Dept. A-13, River St., Hoboken, N.J.

GENTLEMEN: Please ship me your Selection No. 1 under full guarantee of satisfaction.

50 for \$5.75 100 for \$10.97

Total Enclosed \$ _____

Name _____

Address _____

City _____ State _____

**— SORRY —
FOR ELKS ONLY**



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

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

FREE EXAMINATION!

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

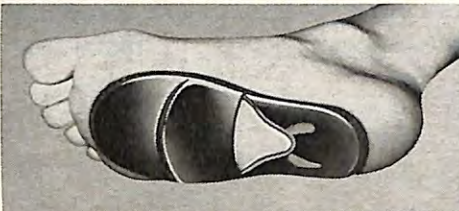
SEND NOW! \$8²⁵ P. Pd.

If you send cash with order, we ship postpaid. Money back if not satisfied. Available in Black or Brown

THE-CASS-LINE

P.O. Box 85, Galion, Ohio 44833
Ohio residents add 5% sales tax.

FEET GET TIRED AND ACHE!



SCIENTIFIC ARCH SUPPORTS

You can get immediate relief with lightweight **COMFORT SUPPORTS**. Newly developed comfort pads support and relieve pressure like magic.

- Callous pillow cushions ball of foot.
- Special adhesive tape keeps pads in place.
- Additional soft pad lifts metatarsal bones giving immediate comfort and relief.
- Section gives comfortable support to arch.
- Special adhesive tape keeps pads in place. **CAN'T SLIP.**
- Shows where pads end at base of heel, for best foot comfort. Won't move in shoe. Interchangeable. Washable. Dries instantly. Price only \$1.98 per pair. 2 pair \$3.50. Please add 25¢ for post. and handling. Specify for man or woman. State shoe size. Sorry no C.O.D.'s. Money back if not delighted.



Foot care catalogue included with each order
FOOT PRODUCTS CO., Dept. E-10
BOX 1308, ROSLYN HEIGHTS, N.Y. 11577

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-10
169 Barbara Place, Middlesex, N.J. 08846

**LIGHT UP A TIMELY
CONVERSATION PIECE**



\$44.95 plus local sales tax.
Shipped freight coll. 2 cartons, wght. 21 lbs.
PARKING METER CO., 4207 Wilmet Ave.,
Los Angeles, Ca. 90039

in den, bar, office, anywhere! Or use as a bank in child's room. Authentic rebuilt parking meter operates just like the ones on the street. Insert coin, turn handle — the light comes on and stays on until the expired flags pops up. Money box key included. Order in Gold, Red, Yellow, Green, Dr. Blue. 18" high.

Elks Family Shopper



GIANT BRIDGE is a novel and fascinating toy, 6' long, 30" high and comes with toll booth. Kids send cars and trucks over its 4-lane highway, direct traffic and collect tolls. Authentic and sturdy, it's easy to take it down for storage and put it up again. No tools needed. \$9.95 plus \$1.00 hdlg. Giant Bridge, Dept. K-18, 431 Brook Ave., Deer Park, N.Y. 11729.



FOND MEMORIES of the Roaring Twenties are recalled in this handsome replica of the phone of the times. Roaring Twenties Upright Phone is only \$59.95 in black with brass trim or \$69.95 in brass with black trim. Ready to use, fitted with standard cord and plug plus buzzer for ringing tone. Add \$1.50 shpg. Send for free catalog. Grand Com Inc., Dept. EL-10, 324 Fifth Ave., New York, N.Y. 10001.



FOR A GOLFER'S CHRISTMAS STOCKING—Golfer's Score Caddy totals score for each hole and gives total for entire course. Worn like a watch and no pencil or paper needed. Precision-made polished gold tone case with pigskin strap. No. 2058, \$3.00 plus 75¢ shpg. Foster-Trent Inc., Dept. DN, 2345 Post Road, Larchmont, New York 10538.



3-D MAGNIFIER. Close work and fine print pose no problem with these clear, sharp prismatic lenses to enlarge view up to 3 times while hands remain free. Lightweight headband adjusts to all sizes. Wear with or without glasses. \$1.98 plus 50¢ shpg. 2 for \$3.50; 3 for \$5.00. Nu-Find Prod., Dept. EHB-10, 12 Warren St., N.Y. 10007.

Elks Family Shopper



LUXURIOUS, LASTING CHRISTMAS GREETING. Super Deluxe Cards, 6" sq. colorfully silk-screened on 1/8" lucite. Heavy lucite stand, gift-boxed. A novel, thoughtful gift that says "Happy Holidays" in December & remains a charming tabletop decoration for years. \$5.95 ppd. White River Trading Co., 35 Bellevue Ave., Dept. E, Elmwood Park, N.J. 07407.



THIS NIGHT OWL LIGHTS UP the night. His eyes glow and so do 200 tiny lights at the ends of a spray of fibers. The lovable "Twilight Owl" is hand-painted ceramic and makes a delightful lamp, especially in a child's room. \$11.95 plus \$1.00 shpg. chgs. from the factory, N.J. residents, add sales tax. Astic-Optics P.O. Box 278, Medford, N.J. 08055.



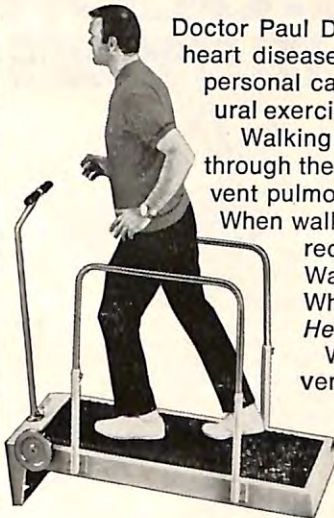
PEDAL POWER for the driver who's young at heart. This big barefoot accelerator pedal and matching dimmer switch pedal, the latest in mod car accessories, are guaranteed to bring forth smiles. Colored cast aluminum; clamp on pedals of all cars. \$5.00 plus 50¢ shpg. Clover Co., 407 Crown View St., Alexandria, Va. 22314.

BOWLERS Add Pins to your Score



That's right, with the new **GOOD-WIN SUPER-BOWL GRIPPER** (patent pend.) you can gain control away from the lanes, improve your spot bowling, and grip on the ball, to help knock off those few important pins per game. Practice at work or at home. The new (guaranteed) Super-Bowl Gripper adjusts to fit the entire family. Comes with four vari-springs to increase tension as the wrist and forearm muscles progress. To improve your game with the Super-Bowl Gripper send check or money order, only \$4.95 (postage included), to **GOOD-WIN Products**, Post Office Box 935-E, Martins Ferry, Ohio 43935.

What does this world-famous heart specialist recommend for staying fit?



Doctor Paul Dudley White, world-renowned authority on heart disease (he was the late President Eisenhower's personal cardiologist) says *walking* is man's most natural exercise.

Walking forces the leg muscles to squeeze blood up through the veins toward the heart, thus helping to prevent pulmonary embolism and clotting in the veins.

When walking outdoors is not practical, Doctor White recommends using the **Battle Creek Health Walker** (a unique type of "treadmill"). Doctor White advises his patients that walking on the *Health Walker* is a more natural activity.

What's more, you can exercise at *your* convenience... day or night, rain or shine, in the safety and comfort of your own home.

You can own a *Health Walker* and enjoy all its healthful benefits in your home for just pennies a day. For full details, write today. No obligation to buy.

Battle Creek Equipment Company, Dept. 12-K
307 W. Jackson St., Battle Creek, Mich. 49016

Please rush information on **HEALTH WALKER** to:

Name _____

Address _____

City _____ State _____ Zip _____



BLOW YOURSELF UP IN B&W OR COLOR

Full color posters from any color photo or slide. A great gift, or gag, or room decoration.
1 1/2 x 2 Ft. — \$7.50
1 x 1 1/2 Ft. — \$4.50, 2 x 3 Ft. — \$14.50

B&W POSTERS from any b&w or color photo, Polaroid, cartoon or magazine photo. For slides and negatives, add \$1.00 per poster. Better originals produce better posters.
1 1/2 x 2 Ft. — \$2.50, 3 x 4 Ft. — \$7.50

RUSH SERVICE! Shipped 1st class in one day. Add \$2 per poster. Not available for color.

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. EK103, 210 E. 23 St., New York, N.Y. 10010



2 x 3 ft.
\$350

NEED TABLES?

THE MONROE COMPANY
90 Church St., Colfax, Iowa 50054

NAME _____
ADDRESS _____
CITY _____

STATE _____
ZIP _____

ORDER DIRECT
from



MONROE

Mail Coupon For
FREE
CATALOG



PRIZE WINNER

Way-out designs by winner of Scientific American Magazine's first International Paper Plane Competition. Kit includes the Skylark, Skimmer, Rainbow, Twin Eagle, Falcon and Sky Streak... six die-cut designs complete with weights and 34 full color official insignias. The exciting colored parts punch out and assemble easily forming the most far-out flying machines ever imagined. They really fly. Each measures from 8" to 12". Be a winner, too, with this thrilling educational gift. Complete kit \$4.99, 2 for \$9.75 postpaid.

HOLLY HOUSE

Dept. E10, 9924 Edgemoor Dallas, Texas 75238



UNIQUE ALARM CLOCK PROJECTS TIME ON CEILING!

Watch the minutes tick by on the ceiling! Go back to sleep without turning on a light or counting sheep. A delight to those who like the unusual or "have everything". ONLY electrical clock that shows time on ceiling. Rich Walnut Brass-trimmed case, Copper hands, Lucite face with big numbers. 1 yr. guarantee.

\$34.98 plus \$1.00 postage



Send Us Your Gift List We'll Mail For You No C.O.D.'s please Dept. E-1073, Box 585 Skokie, Ill. 60076

HAND ENGRAVED FAMILY CREST RING



Sterling Silver \$60.00
14 Kt. Gold \$150.00

If you have a coat of arms we work from your own drawings, photostat or picture. Send for free Catalogue.

If you are interested in this type of jewelry and do not have a COAT OF ARMS send \$3.00 for a black and white print of a COAT OF ARMS for your family name. Free color catalogue will be sent with it.

HERALDICA IMPORTS
21 West 46th St., Dept. K-9
New York, N.Y. 10036

COLOR TELEPHONES



Own your own extra color telephone with no rental charge at all. These are rebuilt and re-finished in beautiful decorator colors, fitted with standard cord and plug for instant use in any jack. Your choice, blue, green, ivory, beige, \$16.95 pink, black, white, yellow and gold. (Shpg chge 1.50 ea.)

SEND FOR FREE CATALOG
Grand Com Inc 324 5th Ave. Dept. EL-103, N.Y. 10001

REMOVE PAINT, WALLPAPER EASILY

with this heavy-duty professional type Electric Paint Remover. Strips off up to 12 layers of old paint down to bare wood grain, and does it fast. Leaves surface clean, smooth, ready for recoating. Completely safe. Eliminates fire hazard of using blowtorch. Use it indoors or out on flat, curved, or irregular surfaces. Works on regular house current 110-120 v. AC-DC. Complete with UL approved cord. Not recommended for varnish, shellac or lacquer. \$13.98 plus \$1 shipping and handling. GUARANTEE: You must be delighted or money back. LARCH, Dept. 302-M, Box 770 Times Square Station, New York, N.Y. 10036.



For Those Who Do Not Want GREY HAIR

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



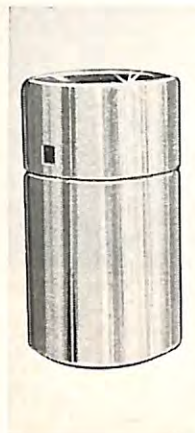
A FAVORITE OF THE STARS
TOP SECRET has been a favorite with famous personalities for years. Exclusive formula imparts a natural looking color to grey or faded hair. Does not streak or injure hair; does not wash out. Send \$4.50 for 6 oz. plastic container. (Convenient for traveling, too.) Ppd. No C.O.D.'s,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

ALBIN OF CALIFORNIA
Rm. 110, 1016 No. Hollywood Way
Burbank, Calif. 91505
6 OZ. BOTTLE \$4.50
GIANT 12 OZ. \$8.00



PRESCRIPTION EYEGLASSES BY MAIL
direct from manufacturer
Your own doctor's prescription will be filled, or your present lenses duplicated. The latest fashions. All types of lenses available. Accuracy and perfect fit absolutely guaranteed. SEND FOR FREE FAMILY CATALOG. TODAY!
Est. 1959 in a hurry to receive a catalog? add 25¢ for 1st class mail.
PRISM OPTICAL INC.
Dept. E-107, 135 West 41st St., N.Y., N.Y. 10036

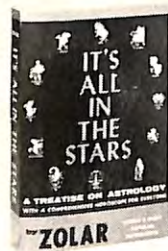
Elks Family Shopper



FLASHLIGHT OPERATES FOR 5 YEARS without failing. No batteries to worry about; a power cell does the job. Its storage capacity is 5 years combined with 10 times the staying power of ordinary flashlights. From the makers of flashlights for the manned Moon missions. In handsome command module case, \$6.99 plus 75¢ shpg.; 2/\$12.99 plus \$1.25 shpg. Jay Norris Corp., Dept. EL-103, 25 W. Merrick Rd., Freeport, N.Y. 11520.



FOR MOTHERS AND GRANDMOTHERS... Family Tree Pin (or pendant) can be set with up to 11 birthstones of children. Yellow gold finish, \$19.95 ppd. Mother's Ring in Sterling silver or Sterling with gold finish has 1 to 7 birthstones. Give ring size, birth months, no. of stones. \$22.95 ppd. Art Lasky Unltd., Box 415-ef, Fresh Meadows, N.Y. 11365.



"IT'S ALL IN THE STARS" writes the dean of American Astrology, Zolar, in his 320-page book. He tells you all about astrology with information available nowhere else and gives a comprehensive horoscope for everyone. Astrology buffs will love it. Only \$1.50 ppd.; 2 for \$2.50. Tree-Top House, Dept. E-10, Box 502, Spring Green, Wisc. 53588.



"SHUR-LOCK" DOOR JAM makes sure your door is securely locked against all intruders. Place this jam in place and no one can budge the door. Protects all doors even with broken locks and skeleton keys. Steel rod adjusts from 18"-41". Rubber end caps will not mar floor or door. Telescopes for convenient carrying in suitcase. \$4.99 plus 96¢ shpg. Holly House, Dept. E10, 9924 Edgemoor, Dallas, Texas 75238.



TUROPHILES* OF THE WORLD — UNITE!

CHEESE LOVERS INTERNATIONAL

invites you to join...

the world's greatest cheese club (over 10,000 members) and save up to 40% on delicious imported cheeses by ordering "DIRECT" through us!

Look at these MOUTHWATERING CHEESES!

- Prize French CAMEMBERT, smooth and creamy gold. A perfect "love-match" for fresh fruit and rich red wine. (Reg. retail up to \$4.25/lb. Club price only \$2.38/lb. with any order!)
- Mellow Norwegian JARLSBERG from the crystal fjords. A luxury snack or cocktail treat full of "Swiss" holes. (Reg. retail up to \$2.09/lb. Club price only \$1.29-\$1.59/lb.!)
- Seductive French "GRAPPE" coated with velvety black vintage grape seeds. Chaste white-gold within—a hedonist's delight!
- Rare Colonial WHITE CHEDDAR from Vermont with NO color or chemicals. Virgin uncut 3-lb. wheel for connoisseurs!
- Piquant snow-white Welsh CAERPHILLY beloved of poet Dylan Thomas. Ideal on crusty black bread with hearty ale!

AND TRY THESE SPECIAL DELIGHTS!

- Spicy ROQUEFORT from France • Creamy HAVARTI from Denmark • Robust PARMIGIANO from Italy • Golden BUTTERKAESE from Germany • Exotic CHIBERTA from Basque country • Mellow DUNLOP, the "Scottish Cheddar" • Rich caramel-hued GJETOST from Norway • LAPPI from Finland • BRIE from France • ZOMMA from Turkey • DOMIATI from Egypt • and hundreds more!

Look at these EXCLUSIVE BENEFITS!

FREE "Concise Encyclopedia of the World's Great Cheeses." Everything You've Always Wanted to Know About Cheese. But Never Knew Where to Find in One Place! The 100 most wanted (and delicious) cheeses displayed by country and type, with quick-reference tables on flavor, color, sizes, shapes, usable "life," how to serve & store, buying tips, matching cheese to food and wine—PLUS a treasury of drawings, photos, cartoons, anecdotes, recipes and extensive GLOSSARY OF FOREIGN & TECHNICAL CHEESE WORDS.

FREE "How to Hold a Successful Cheese & Wine Tasting." Short, simple, sound advice—and so much fun to follow.

FREE "How to Love & Care for Your Fine Cheeses." No-nonsense do's and don'ts for serving, wrapping, cutting, cooking, freezing, melting, etc.

*Turophile: a Greek-derived word meaning (what else?) cheeselover; what our Clubmembers call each other.

FREE "How to Throw a Fondue Party at Home." Classic continental recipes and short-cuts for a few guests to an army.

FREE "Cooking-with-Cheese Recipe Guides." Exciting sauces, soups & salads. Savory meat, fish & game dishes. Lavish buffets, barbecues, picnic treats, champagne suppers, etc.

FREE Lifetime subscription to the "Overseas Arrivals Option List." Profusely illustrated "insider's" newsletter. Mailed to you date-limited by U.S. Post Office & unavailable outside the trade except to Club members. Features latest shipments & just-arrived dockings of rare & popular cheeses. Order them direct through Club—no middleman. Some cheeses as low as 3c to 4c above importer's wholesale! Each cheese illustrated, described by type, flavor, origin, uses, etc. in fascinating 1000-word essays.

FREE Gourmet Consultation—your personal questions answered graciously by experts.

FREE Gourmet Utensils & Other surprise gifts with special orders.

PLUS Cheese & Wine Tasting invitations from the Club.

AND Lovely Christmas & Holiday Gift Packages beautifully wrapped from foreign lands to solve all your personal and business gift needs.

No obligations, only benefits

Membership does not obligate you to buy anything. To join, mail coupon with membership fee of only \$5. *This is good for life—never another fee!* It helps defray acquisition and programming your name into computer fulfillment network that makes our Club and your benefits possible. You may save more than this nominal member fee on your first order alone. Send to:

CHEESELOVERS INTERNATIONAL
Dept. MD-76, 25 W. Merrick Rd.,
Freeport, N.Y. 11520

FREE GIFT FOR PROMPT ACTION



FIVE "MYSTERY" CHEESES

(1) New luxury Armignoit "raisin" cheese unveiled by Fromagerie Picon de Paris. (2) Zesty Dutch "finger" cheese almost half-a-foot long. (3) Sinfully delicious French dessert cheese wickedly laced with Kirsch (cherry brandy). (4) Unorthodox "varietal" of famed Swiss. (5) Creamy cocktail cheese taking Denmark by storm. **KEEP THIS GIFT EVEN IF YOU LATER CANCEL MEMBERSHIP**

Cheeselothers International
Dept. MD-76, 25 W. Merrick Rd.
Freeport, N. Y. 11520

YES, enroll me in CHEESELOVERS INTERNATIONAL. Here is my low \$5 member fee. *It is good for life* (never another fee!) and entitles me to order cheese "DIRECT" at special member prices. I will also receive, at once, my *Concise Encyclopedia of the World's Great Cheeses*; subscription to the *Overseas Arrivals Option List*; *Wine-and-Cheese Tasting Guide*; *Fondue Party Guide*; *Cheese Care Guide*; *Recipe Cooking Guide*, etc. Membership does not obligate me to buy anything, ever. And I may return any purchase for a full refund—no questions asked. If not happy with the Club, I may cancel by returning my club materials within 10 days for a full refund of my member fee.

YES, send me free gift at left for prompt action.

Initial here if retailer, or intend to resell cheese bought through Club at higher price.

Check enclosed or charge to my

Master Charge BankAmericard
Expiration Date Interbank Number
(Located above your name) (Located above your name)

Your Acct. Number _____

Signature _____

Name _____

Address _____

City _____ State _____ Zip _____

The Old Timer.*



Our sheets are the softest acetate satin, 225 x 78 thread count. MACHINE WASHABLE. Avocado, Tangerine, Gold, Red, Black, Bronze, Blue, Silver, Pink, White, Mint or Orchid!

SATIN SHEET SETS (2 straight sheets, 2 cases)
 Double Set \$20.50 Queen Set \$23.50
 Twin Set 19.98 King Set 27.50

3 letter monogram on two cases—\$2.00
 For fitted bottom sheet, add \$2.00 to double or twin price; 2.50 to queen; 3.00 to king price. Odd sizes on request. Send check or m.o. 50% deposit on C.O.D.'s.

SCINTILLA, INC. 4802 N. Broadway K-10 Chicago, Ill. 60640
 *Exotic satin fashions for over 20 years!

Own 5 Acres of Prime Vacation Land



Scene at Lake Conchas

\$30 per month. No down payment, interest or finance charge. Total price \$4,975.

Enjoy your next vacation on land you own... at Conchas Lake in unspoiled Northeastern New Mexico. Great year-round fishing, camping, boating. Excellent hunting in season for wide variety of game. Enjoy unlimited use while you buy. Build if you wish... or park your trailer or camper. Easy monthly payments of \$30 for 165 months, plus one payment of \$25... no hidden charges. Other Ranchos available from \$3975 to \$5975.

Don't Wait. For your free Portfolio containing property description, photos, maps, warranty, contract, write to: Ranchos Lake Conchas, Administration Center, Box 2005EA, Alameda, California 94501.

Offering statement available from subdivider. Filing with New York Department of State is not approval of merits of offering. NYA-73-908.

Elks Family Shopper



NEWSWORTHY GLASSES. Your first and last name on Front Page. Glasses and choice of headlines: "Declares Drinks Are on Us," "Acclaimed America's No. 1 Host", or "Serves the Finest People". In eight 11-oz., 12-oz., or 14 oz. glasses or four 15-oz. mugs. \$12.95 + \$2.00 shpg. Cadlyn's, 2077 N.Y. Ave., EL-1073, Huntington Sta., N.Y. 11746.



"HALF FRAME" MAGNIFYING GLASSES make it easy to read tiny print and look over the clear zyl top rim for an unobstructed view. Impact-resistant lenses. In deep brown or jet black. Specify men's or women's. With case, \$5.95 plus 50¢ shpg. (No orders for N.Y. del'y). Joy Optical, Dept. 679, 73 Fifth Ave., N.Y. 10003.



GIFT FOR A DRIVER—Car Arm Rest/Caddy. The Arm Rest keeps driver comfortable and it's 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/\$13 ppd. Merit House, Dept. EK-103, 151-30 34th Ave., Flushing, N.Y. 11354.



ONE ARM SCREWDRIVER locks screw firmly in driving position until screw is set. A quick twist on the lock and it becomes a conventional screwdriver. Screw sizes 6-10; for him, 9 3/4", \$3.45; for her, 7 3/4", \$3.25. Screw sizes 4-6; 6 1/2", \$2.95. Set of 3, \$7.95. Ppd. (Ind. add 4%) Turner Distributing, Dept 72, 1723 Stevens St., Indianapolis, Ind. 46227.



CHRISTMAS TREE CAKE PANS

Bake a Christmas Tree Cake for your holiday table! Set of 3 aluminum pans, graduated from 3" to 6" in diameter makes layers to stack on the pedestal stand. Just frost and trim with garlands of icing and candies. Serves 9 generously. No C.O.D.s. Complete Set, \$1.75 postpaid.

Send for Free Gift Catalog
ARTISAN GALLERIES
 2100 Q-10 No. Haskell • Dallas, Texas 75204

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 \$4600

1 carat "Titania" set in a Masculine box style 14 kt. mounting. Complete ONLY \$5400

Write for FREE HANDY RING SIZE CHART & 120 PAGE FULL COLOR JEWELRY CATALOG our 28th year
REGENT 10 Day Money-Back Guarantee LAPIDARY CO.
 Dept. EL-10, 511 East 12 St., New York, N.Y. 10009

ENVELOPE BAG TO ENHANCE ANY WARDROBE



Made of the finest simulated leather, 4 roomy pockets inside, vinyl lining, 9x12. Available in Black, Dark Brown, Lt. Bone, White, Red, Navy, Dark Bone, with Multicolor stripes or solid colors Black, Dark Brown, Lt. Bone, Dark Bone, White, Red, Navy, or Red/White/Blue combination. Satisfaction guaranteed. Send check or M.O. BankAmericard or Master Charge Welcome. Send Acct. No. good thru... Introductory offer only \$9.99 pp. Send for our color brochure showing other styles. Wholesale prices available. Fund Raising.

DOROTHY'S HOUSE OF PURSES
 Box 425-A, Rt. 2, Eugene, Oregon 97401
 SALES REPRESENTATIVES WANTED



NEW CAR EMBLEM \$1.00
 Your introduction on the road. Attractive Blue, Red and Gold design. No tools needed. Rush \$1.00. Save money, 5 for \$4.00. Proudly display your Elk affiliation.
30-DAY MONEY BACK GUARANTEE
 STADRI, 147-47 6th Ave., E1, Whitestone, N.Y. 11357

WIN ONE MILLION DOLLARS...
 in the New Jersey State Lottery. Weekly drawings! Anyone, anywhere over 18 years old can enter right from your own home. Winners notified. Rush \$3.00 today for airmail return of complete details and instructions. Satisfaction guaranteed or money back.
DAVIDSON'S ENTERPRISES
 P. O. BOX 274 DEPT. BD
 BELLEVILLE, ILLINOIS 62222

THE BIGGEST DIME YOU'LL EVER INVEST! Rugby's new, informative catalog on All-Natural vitamins is ready for you. Enjoy Rugby's unmatched policy: LOWEST PRICES... HIGHEST QUALITY... FASTEST SHIPPING... MONEY-BACK GUARANTEE if not completely satisfied. Buy your vitamins by mail from Rugby and SAVE MONEY. Pay only for what's in the bottle—not for fancy store-rentals, clerks, and fixtures. Rush your dime today for catalog to: Rugby All-Natural Vitamins, Inc. Dept. T. One of America's leading suppliers of All-Natural supplements, 420 Doughty Boulevard, Inwood, New York 11696.

NEED MORE MONEY? You have it, *right in your pocket*, if you only know **77** ingenious ways how to use it! **to MAKE MONEY from your Credit Cards!**

Unknown to 99% of all credit-card holders! All perfectly legitimate (although the credit-card companies will go out of their minds with rage because we've told them to you)! Including —

How to use your credit card, plus your bank account, to earn interest at the rate of 7% — on money you've already spent!

How to use your credit card, and one simple sentence, to get a discount of 7% on your daily purchase — save 7¢ out of those precious dollars you spend, every day — even if the store you trade at is having a close-out sale!

How to use your credit cards to legally — yes, legally — raise \$5,000 . . . \$10,000 . . . or more! All on a credit ceiling of \$500 — even if every bank in town refused you a loan just the day before!

And This Is Just The Beginning! There Are Dozens More! All YOURS IF YOU TAKE A FEW MINUTES OFF TO LEARN MORE ABOUT YOUR CREDIT CARDS THAN THE BIG COMPANIES EVER DREAMED YOU'D KNOW!

Just think about the beauty of this idea! Right now, your credit cards do nothing but cost you money. In interest. In carrying charges. Right now, therefore, you **PAY** to use them — and you could pay up to \$50 to \$100 extra every year!

But you only pay this money because you don't know the right way to use these cards — and because the big companies haven't told it to you. (It's exactly the same set-up as the stock market — the pros make the big money, and they make it from the little man, who doesn't know what's really going on.)

But just think what would happen if you suddenly learned a few hidden facts about the way credit-card companies must work — that, overnight, turn the advantage right back to you!
Like this —

Why Pay Interest On Your Credit-Card Charges At All? Why This One Simple Trick Will Give You The Credit-Card Company's Money For 65 Days ABSOLUTELY FREE!

There are only three simple facts you have to learn — to stop paying a penny for the money the credit-card companies loan you, and start "collecting" money from them instead!

The first concerns the way the credit-card companies must bill you for your purchases — and the time it must take them to bill you before they can start charging you interest for those charges (Learn this simple set of facts, and you have hundreds, or even thousands, of extra dollars every month at your disposal — just as though you were borrowing cash from a bank, and they were forced to forget completely about the interest!)

The second hidden fact is even more lucrative. It concerns an almost unknown relationship between your credit cards and your weekly pay check . . . and how you can use credit cards to collect heavy interest for yourself on those wages — even though you go right out and spend every penny of them just the same!

It's as simple as A-B-C to do, once you read page 123 of this book. Then, for less than fifteen delighted minutes work every month, you've automatically got so much more money in your bank account, it's like your boss put up to \$1,000 into the bank for you!)

But The Third Hidden Fact Is The Real Pay-Off (No Wonder No One Ever Talked About It Until Today)!

Now comes the most beautiful maneuver of all! A perfectly legitimate and safe way to use combinations of credit cards as your personal bank!

It means — if it's done exactly as shown in Chapter IV — that you now have virtually unlimited credit on your present income — that you can raise thousands of dollars in cash whenever you need it — overnight — with no investigations and no approval necessary!

You have plenty of time to pay the money back . . . you're completely within your right . . . and

you'll never have your life crippled again because you couldn't raise a few thousand dollars cash the very instant you needed it!

SPECIAL BONUS SECTION! How Sharpies Take The Credit-Card Companies For Tens of Thousands of Dollars Every Year!

In order to protect yourself, you should know as much as possible about the new "Credit-Card Con Games" that are now going on all over the country! They cost the big companies so much money every year that they could mean higher rates for you!

For example:

How one "smart operator" raised \$30,000 in cash from his credit cards . . . and didn't have to pay a single cent of it back!

How another operator got rid of huge personal debts at a discount . . . side-stepped impending salary garnishment completely . . . and emerged free and clear.

How hundreds of others — all over America — are using their cards to obtain merchandise they can never otherwise afford . . . and which never can be taken away from them, even if they don't pay for it!

But You Must Read It Yourself To Believe It! Because There's A Hundred Times More Money-Saving Information In This Book Than We Could Even Hint At Here!

So now the next move is up to you. You can go on paying for your credit cards, or you can turn them into money-making plastic gold-mines for yourself — tomorrow!

AND ANOTHER SPECIAL BONUS SECTION! 55 Murderous Ways Crooks Can Use Your Credit Card To Steal Your Money From — EVEN IF IT NEVER LEAVES YOUR POSSESSION!

CREDIT-CARDSMANSHIP not only shows you how to make money with your credit cards . . . it shows how to keep them from back-firing on you.

Because of your credit card, you can be robbed and not even know it . . . seduced onto a treadmill of unmanageable debt . . . victimized by computer errors which can cost you a fortune and ruin your reputation . . . stripped of your privacy by credit investigators who store data, some inaccurate, in computers which make it available to everyone.

CREDIT-CARDSMANSHIP will help you keep your cards safe. It may save you money and headache by showing

how loopholes in the new Federal credit card law can still leave you liable for unauthorized use of your cards

how to outsmart the computer

how to get ready for the day you lose your cards

how to cut losses due to theft and fraud

how to sidestep retailing credit card swindles and avoid being victim of the service station gyp or the waiters' caper where they can charge you three and four times as much as you actually bought, and you'll never even know it unless you make one simple protective move!

a simple formula to calculate how much you can charge each month without getting into trouble . . . and an infallible method for beating unmanageable debt forever.



The stakes are big! Hidden credit charges — plus the interest you know you're paying on the cards can run into \$100 to \$200 a year. Almost all of this can be wiped out with techniques shown to you in this book . . . and an extra \$100 . . . \$200 . . . even \$500 a year profit put into your pocket to boot!

All it takes is a single weekend — a few hours — of fascinating reading. The money-saving, money-making information is waiting for you, entirely at our risk, in this book! Why not rush the enclosed No-Risk Coupon for it . . . TODAY!

ABOUT THE AUTHOR

Martin J. Meyer is co-author of **DON'T BANK ON IT! How to Make Up to 13½% or More on Your Savings — All Fully Insured.**

President of National Depositors Cooperative Association, he is one of the nation's foremost experts on recent advances in consumer money management.

His special expertise lies in the areas of making and saving money for consumers when they bank, when they buy — and now, when they use their credit cards. In addition to writing books, Mr. Meyer is engaged as a financial consultant.

JAY NORRIS CORP.

25 W. Merrick Rd., Dept. MD-85, Freeport, N.Y. 11520

MAIL "NO RISK" COUPON NOW — MONEY BACK IF NOT THRILLED

**JAY NORRIS CORP., Dept. MD-85,
25 W. Merrick Rd., Freeport, N.Y. 11520**

Gentlemen: Please rush me a copy(ies) of **CREDIT-CARDSMANSHIP** by Martin J. Meyer. I understand the book is mine for only \$8.98 complete. In addition, I understand that I may examine this book for a full 30 days entirely at your risk. If at the end of that time, I am not satisfied, I will simply return the book to you for every cent of my money back.

Enclosed is check or money order for \$_____ (N.Y. residents add sales tax.)

Name _____ (please print)

Address _____

City _____ State _____ Zip _____

©Jay Norris Corp., 1973

Elks Family Shopper

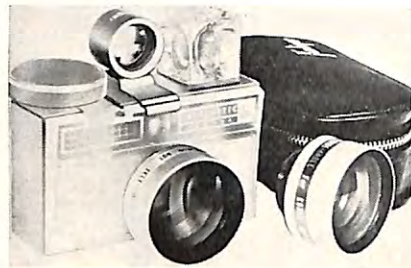
adjustable Hi-Low T.V. POLE STAND

For the bedroom, living room, kitchen, family room, porch... no matter where you're viewing this smart new T.V. Pole Stand holds your portable at the level and place best suited for comfort... without taking up valuable floor or tabletop space. Takes any width, up to 14" front to back, up to 17" top to bottom. Easy to install and move, black decorator pole has spring tension rod at top to adjust to your ceiling height, can be set up in Hi or Low Position. Hi position is great for reclining watchers. Made in U.S.A. **\$12.95** ppd. We ship in 24 hrs. Write for FREE catalog of gifts.

Holiday Gifts
Dept. 710-A
Wheat Ridge, Colorado 80033



HAIR FOR THE MAN WHO CARES how he looks. Man's Stretch Wig is cool and light, covers sideburns, always stays put. Washable. Black, off black, chestnut, dark, med., or light brown, dark blonde, black or brown mixed with grey. Specify color, style #M-115, \$7.95 ppd. Franklin Fashions, Dept. EL-103, 103 E. Hawthorne Ave, Valley Stream, N.Y. 11580.



PICTURE TAKING IS MORE FUN with telephoto and wide angle lenses to increase your camera's range. Lenses snap on easily. Set of both lenses with viewfinder and carrying case, \$22.99 for Kodak Instamatic® and \$39.99 for Polaroid Color Pack®. Add \$1.00 shpg. Camera Haven, Dept. 4, P.O. Box 125, St. Ann., Mo. 63074.



Clip-On Magnifiers

MAGNIFIER glasses clip on to regular prescription glasses, for close work, reading tiny print, etc. \$3.98. Money back if not 100% pleased. For folks over 40—not RX for astigmatism or eye diseases. Free case. Mr. A. H. V. of Tecumseh, Mich., writes: "Am very pleased with them."

30-Day Money Back Guarantee
STADRI-147H-47-6th Ave., Whitestone, N.Y. 11357
Add 25¢ postage & handling.



COOK THAT EXPENSIVE STEAK just right with Redi-Stek. Insert the one marked with the degree of doneness you want. When steak's done, Redi-Stek flips open automatically. Set of 4, Stainless steel, one each for rare, medium rare, medium, medium well, \$9.95; 2 sets \$18.90. Ppd. Kastel Home & Away Prod., 3106 N.E. 53rd St., Vancouver, Wash. 98663.



SWIMMING POOL COVERS of durable, lightweight Polypropylene mesh keep trash, leaves, animals out of above-and-below-ground pools. Supplied with grommets. 20'x28', \$33.60; 20'x36', \$43.20; 20'x40', \$48.00; 22'x40', \$52.80; 24'x44', \$63.60; 24'x50', \$72.00. Ppd. (Add \$3 W. of Miss.) J. A. Cissel Co., Inc., Dept. B, 61 Highway 33, Freehold, N.J. 07728.

JOHNS universal all-rubber recoil pad



This shock-absorbing, web-type recoil pad is the answer to every hunter's "sore shoulder" worry. Improves accuracy too. Makes the gun look like a million... makes shooting a pleasure. It's an all-rubber cushion that fits any gun butt. Don't wait... order today.

PRICE ONLY \$3.50
(NO COD'S)

See Your Dealer or Send Direct
Jobbers and Dealers Invited.
Established 1945

JOHNS RUBBER PRODUCTS

P.O. Box 1753 Ocala, Fla. 32670

TIME SAVING IDEA:

Clip and file the pages of your Elks FAMILY SHOPPER. They'll come in handy when you need gift ideas or just want to do some armchair shopping for interesting items.



EXTRA-STRONG TOENAIL CLIPPERS allow you to trim nails easily and safely. Steel slim-edge blades can be inserted into delicate areas without irritating tender tissue. Plier-type handles provide a sure grip for exact trimming. \$3.98 ppd. Order from Stadri Products, Dept. EL-10, 147-47 Sixth Avenue, Whitestone, L.I., N.Y. 11357.



EASY-TO-MOUNT GUN SIGHT. Qwik-Point S-1100 adapts easily to the Remington 1100 and 870 in 12, 16 and 20-gauge size (not 20-gauge lightweight). Just remove and replace 2 receiver pins to mount, ready for sighting. Windage and elevation adjustments. \$39.95 ppd. Other sights available. W. R. Weaver Co. 7125 Industrial Ave., El Paso, Texas 79915.

WHITE'S METAL DETECTORS

WHITE'S ELECTRONICS, INC. manufacture the World's Largest and Finest Line of Mineral and Metal Detectors. Ghosttowing, 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., Dexter Drive, East
Canada Eirhart, Indiana 46514



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-103, Waymart, Pa. 18472

CALLOUS RAZOR



NEW! Callous & Corn SAFETY RAZOR

Never cut yourself again! Special convex "Spoo Bottom" design shaving edge trims just where you want it to: close, for real relief. Find out what its like to forget your feet. Walk in comfort all the time. Shave your wives feet with confidence. Designed to reach all areas without tying you in knots. Precision instrument of chrome plated steel and high impact resistant handle. Satisfaction guaranteed.

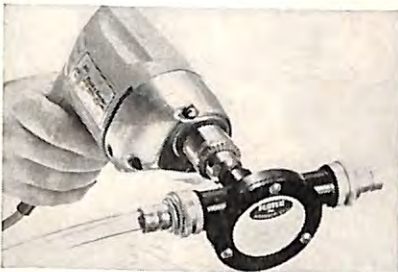
\$4.95 post paid
Get razor and 1-yr. supply of blades (6-double edge surgical steel). Makes a very thoughtful gift.

2-sets \$8.95 post paid
send check or M.O.

Personal Care Co., Dept. EK
P.O. Box 8543
St. Louis, Mo. 63126



PERSONAL PHOTO JIGSAW PUZZLE. For family fun, send photo to be made into a diecut jigsaw puzzle with easy-to-assemble pieces. If negative or slide sent, \$1.00 extra. Original returned. Black and white, 8"x10", \$2.99; 11"x14", \$3.99; 12"x18", \$4.99. Full color 8"x10", \$5.99. Ppd. Photo Poster, Dept. X462, 210 East 23rd St., New York, N.Y. 10010.



PUMP WATER, lubricants, solutions, any overflow, from basement, boats, cisterns with Drill Pump. It makes use of your electric drill. 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. E-103, 1005 E. Bay, East Tawas, Mich. 48730



FEEL LIKE YOU'VE WALKED MILES TODAY? Maybe you did and the easiest way to find out is to have this fine Pedometer measure every step up to 100 miles. Adjustable to your stride and made of watch brass with polished nickel chrome finish. Excellent for sportsman. \$7.98 ppd. Collier's, Dept. 1073-EE, P.O. Box 585, Skokie, Ill. 60076.



ATTENTION ALL ELKS!

Bright, 3 color design, metal Social Security plate engraved with your name and Social Security number. Elk insignia and American flag design will make you proud to show it. Wallet size. Guaranteed to last for years or replaced without charge.

No. 500C With 2 pocket clearview nauahabide engraving case and I.D. card\$2.00


ASK FOR SPECIAL GR-UP RATES

CHESTNUT HOUSE R.D. No. 3, Dept 1A New Berlin, New York 13411

Compare our prices on

NATURAL-ORGANIC

VITAMINS Supplements



All prices POSTPAID! Satisfaction guaranteed or money back.

100 mg. Rose Hips	100% Natural VITAMIN C TABLETS
<input type="checkbox"/> 100 for .49	<input type="checkbox"/> 500 for 2.20 <input type="checkbox"/> 1,000 for 3.95
250 mg Rose Hips	100% Natural VITAMIN C TABLETS
<input type="checkbox"/> 100 for .80	<input type="checkbox"/> 500 for 3.50 <input type="checkbox"/> 1,000 for 6.25
500 mg Rose Hips	100% Natural VITAMIN C TABLETS
<input type="checkbox"/> 100 for 1.25	<input type="checkbox"/> 500 for 5.50 <input type="checkbox"/> 1,000 for 9.25
Natural VITAMIN E—100 INT. UNIT CAPSULES	
<input type="checkbox"/> 100 for 1.10	<input type="checkbox"/> 500 for 4.85 <input type="checkbox"/> 1,000 for 8.95
Natural VITAMIN E—200 INT. UNIT CAPSULES	
<input type="checkbox"/> 100 for 1.95	<input type="checkbox"/> 500 for 8.75 <input type="checkbox"/> 1,000 for 16.50
Natural VITAMIN E—400 INT. UNIT CAPSULES	
<input type="checkbox"/> 100 for 3.45	<input type="checkbox"/> 500 for 15.95 <input type="checkbox"/> 1,000 for 29.75
Natural VITAMIN E—600 INT. UNIT CAPSULES	
<input type="checkbox"/> 100 for 4.89	<input type="checkbox"/> 500 for 23.50 <input type="checkbox"/> 1,000 for 43.50
Natural VITAMIN A TABLETS 25,000 USP Units each	
<input type="checkbox"/> 100 for .65	<input type="checkbox"/> 500 for 2.80 <input type="checkbox"/> 1,000 for 4.95
IODINE RATION—Natural KELP TABLETS	
<input type="checkbox"/> 100 for .35	<input type="checkbox"/> 500 for 1.20 <input type="checkbox"/> 1,000 for 1.95
Cold Pressed WHEAT GERM OIL CAPSULES 3 minim.	
<input type="checkbox"/> 100 for .45	<input type="checkbox"/> 500 for 2.20 <input type="checkbox"/> 1,000 for 3.95
7 1/2 grain Desiccated LIVER TABLETS low heat dried	
<input type="checkbox"/> 100 for .55	<input type="checkbox"/> 500 for 2.35 <input type="checkbox"/> 1,000 for 4.50
Red "Wonder" VITAMIN B-12 25 MCG TABLETS	
<input type="checkbox"/> 100 for .65	<input type="checkbox"/> 500 for 2.50 <input type="checkbox"/> 1,000 for 4.35
Natural VITAMIN A and D Tablets 5,000 units A; 500 D	
<input type="checkbox"/> 100 for .50	<input type="checkbox"/> 500 for 1.95 <input type="checkbox"/> 1,000 for 3.50
Natural BONE MEAL TABLETS—Regular 7 1/2 grain	
<input type="checkbox"/> 100 for .50	<input type="checkbox"/> 500 for 1.90 <input type="checkbox"/> 1,000 for 2.95
Natural Soy LECITHIN Tablets. Compare this low price	
<input type="checkbox"/> 100 for .65	<input type="checkbox"/> 500 for 2.50 <input type="checkbox"/> 1,000 for 4.25
Super LECITHIN Capsules Giant 19 grams, 1200 mg. each.	
<input type="checkbox"/> 100 for 1.49	<input type="checkbox"/> 300 for 3.95 <input type="checkbox"/> 600 for 7.50
Highest Potency Food YEAST TABLETS. One tablet a day	
<input type="checkbox"/> 100 for .75	<input type="checkbox"/> 500 for 2.75 <input type="checkbox"/> 1,000 for 4.95
DOLOMITE Tablets—Rich in Calcium, Magnesium	
<input type="checkbox"/> 100 for .50	<input type="checkbox"/> 500 for 1.50 <input type="checkbox"/> 1,000 for 2.50
GARLIC and Parsley TABLETS. Order now and SAVE	
<input type="checkbox"/> 100 for .50	<input type="checkbox"/> 500 for 2.35 <input type="checkbox"/> 1,000 for 3.95

These sale prices good for limited time. Mail your order to:

NUTRITION HEADQUARTERS
104 W. Jackson - Dept. N530
Carbondale, Illinois 62901

MAIL THIS AD
Just check items desired and mail entire ad with remittance.

Name _____
Address _____
City _____
State _____ Zip _____

SCARCE OLD U.S. COINS



Liberty-Head Quarter
Liberty-Head Dime
Liberty-Head Nickel

ALL THREE COINS For \$2.50

EIGHT COIN SET (Different Dates)
4 Indian-Head Cents All \$3.00
4 Liberty-Head Nickels For

ILLUSTRATED COIN PAMPHLET WITH EACH ORDER.
Satisfaction Guaranteed or Your Money Back.
EAGLE • Box 25231 • Richmond, Va. 23260

STAIR CLIMBER by WECOLATOR



Enjoy your multi-story home without climbing a single step. Ride upstairs on a comfortable dependable, maintenance free Wecolator Stair Climber. Installs quickly and neatly on straight or curved stairways without remodeling; leaving ample room for normal use. Operates on standard 110 volt household service.

WRITE OR TELEPHONE FOR FREE BROCHURE
THE CHENEY COMPANY
DEPT. EF, 7611 NORTH 73RD STREET
MILWAUKEE, WISCONSIN 53223 PHONE 414/354-8510

FREE

6 waterproofing bulletins

including...

U.S. GOVT
"MAKING
BASEMENTS
DRY"

offer Do-It-Yourself hints on how to correct a damp, musty or leaky basement. Send coupon today... No obligation.

MERIDIAN WATERPROOFING CORP.

151 E. Jericho Tpke., Mineola, N.Y. 11501

EM-Oct. Send FREE U.S. Gov't. bulletin and hints.

Name

Address

City..... State.....

Phone..... ©1972

GAME ROOM EQUIPMENT



The Biggest Selection of Finest Quality

- POKER TABLES
- Non-Duplicate Monogrammed POKER CHIPS
- Imprinted PLAYING CARDS
- Monogrammed PERFECT DICE
- DICE CUPS

at the right price!

Write for Free Catalog Today!

GEORGE & CO., 615 Main St. Dept. E, Buffalo, N.Y. 14203

NEW SLEEPING COMFORT

You Sleep ON IT not under it



Provides soothing relaxing radiant heat from below. More comfortable & convenient than electric blankets, yet COSTS LESS to operate. Fully automatic Year around protection from cold and dampness. Send for FREE details of home bed warmers, also 12 v. models for trailers, campers & sleeper cabs, auto seat and pet warmers. Great for gifts, too.

PATENTED PRODUCTS CORP.

Dept. E-1073 Danville, OH 43014

1000 GOLD STRIPE ZIP CODE LABELS AS 50¢

FREE LOVELY GIFT BOX



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

TWO BROS. INC., Dept. N-801, Box 662, St. Louis, Mo. 63101

BASEMENT TOILET

FLUSHES UP

to sewer or septic tank no digging up floors.

WRITE . . . McPHERSON, INC.

BOX 15133 TAMPA, FLA. 33614



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

Box 24, 403 Kennedy Blvd., Somerdale, N.J. 08083

ELKS NATIONAL SERVICE COMMISSION



All 13 lodges participated in the South Dakota Elks arts and crafts contest sponsored for veterans. With the top five winners were (from left) State Vets Chm. W. B. McKenzie, Vets Chm. H. B. Gildemeister of Sioux Falls Lodge, Robert Hazard, vets advisor, Shelia Anderson, therapist, Wayne Gass, center director, and Leo Landon, administrative assistant.

The West District of New York Elks sponsored an arts and crafts contest at the Buffalo Veterans Hospital. Prizes were awarded to these five winners by (back row, from left) Patrick Flaherty, assistant hospital director, Marian Anderson, chief therapist, Joseph Paris, hospital director, District Vets Chm. Howard Heverly, and PER William Kasting.



An Elks arts and crafts contest was sponsored for patients at the Veterans Administration Hospital in East Orange, New Jersey. The winners received checks from Patrick Melillo.

by E. William Richardson

■ The snow began to fall, first in light, wispy flakes dancing sporadically, then in a torrent against the windshield of the ancient truck. Bryan hunched down in the seat almost totally devoid of upholstery and morosely eyed his benefactor. The man seemed neither young nor old. Although his face was heavily seamed, his blue eyes were clear, and only traces of gray dotted his red hair.

"It generally snow in September around here?" Bryan asked.

"Sometimes," was the laconic answer.

"Why don't you turn on the windshield wipers?"

"Ain't any."

Well, at least he's verbal, Bryan thought. For a while it had looked as if the Missing Link were far more gifted than had been originally suspected.

"Sure you know what you're about, young fellow? This looks like kind of a heavy snow storm for this time of year, and you don't look like you're ready for it."

"I'll be all right," Bryan said. "A group from the office is coming up today and tomorrow for a bash."

"A what?"

"A bash. You know—party." The man seemed to lose interest at that point and drove stolidly on, finally pulling over to the side of the road.

"The Crawford place is up the hill. There's a path somewhere about here, but you can't see it with all the snow. Sure you'll be all right? Glad to put you up 'til the storm lets."

"I'm fine," Bryan said, dragging his heavy two-suiter from the floor. "Thanks for the ride from the station. Don't know how I would have made it without you."

He watched as the truck bumped forward and, picking up speed, disappeared from sight. Damned snow! He thought, and began climbing up the hill.

The gray wolf moved slowly down the slope, his sensitive nose testing the air. He scented things here that were not familiar, different from the scents at home, and they made him uneasy. The hackles on his back rose involuntarily, and his lips pulled back instinctively over his teeth. The hated manscent was everywhere in this place. At home, he had smelled it only a few times, and it always meant danger; here, danger surrounded him, and he could find no place that was free of the warning of his enemy's presence.

He had reason to hate and fear the scent. He had once been a proud father, mate and provider, but that was before. Before his mate had gulped down the tainted meat on which lingered the warning scent, and he had watched her for days growing weaker, unable to hunt even the smallest of the sparse game, until finally she trembled and lay still in the snow. He had, of course, seen the stillness many times but the cubs could not understand, and would only leave her side after he snarled urgently and drove them away.

He was old now, and tired. The effort necessary to survive in the harsh woodlands was an increasing drain on his strength, and he now had to care for the cubs by himself. He pushed southward, away from the familiar hills, somehow knowing he could not provide for the cubs in the far north. The cubs were hungry and slow, pitifully slow. The days that they marched seemed endless. Sighting game, he had raced ahead time after time, only to stop short of the mark because of his fear that the cubs would wander off where he could not find them. Now, though they had come so far, a snow storm was developing, increasing his fear for the cubs' survival.

He looked at them. They were no longer playful; they no longer whined. They lay together, abdomens heaving

convulsively, eyes dull and listless. He stretched out before them, sheltering them from the driving snow. He would hunt when the snow stopped, and would not return until he had a kill.

The cottage nestled on the crest of the hill, ringed by a stream which encircled it like a tiny moat.

"Hellooo! John! Sandy! Anybody!"

Bryan reached the cottage and tried the door, but it was locked fast. Moving around the front, he looked through the large picture window into a quite empty living room. He tested the rear door, and found it securely bolted from the inside. Teeth chattering from the cold, feet soaking wet, he half wished he had taken advantage of the man's offer of hospitality. He thought for a moment, then punched a hole in the window pane next to the door, reached in and unbolted it.

The cottage was comfortably appointed, almost luxuriously so. Two black couches semi-circled a huge fireplace, deplorably devoid of a warming fire. Original paintings by obscure but talented artists were placed to advantage, and the picture window permitted survey of endless vistas of pine trees, now bending under their burden of snow. A more prosaic search disclosed that the refrigerator was empty, the lights and telephone inoperative. Three modest-sized birch logs constituted the only apparent heating.

Bryan whistled softly under his breath. The place looked comfortable enough, but not a speck of food anywhere, and he was hungry as hell. He hoped John and Sandy would get there soon with the groceries, but was too tired from his climb to worry about the problem. He made a small fire from the three birch logs, stretched out on a couch, and was soon fast asleep.

The wolf did not sleep. Periodically, he shook the snow from his coat and nuzzled the cubs. They rose only



THE ADVERSARIES

with difficulty, and soon sank back wearily into the snow. He must find food, or they would die. Growling a warning for them to remain where they were, he loped to the top of the hill. There, he breathed deep of the cold air, and looked down upon the man-scent drenched cottage.

Bryan woke with a start, shivering with cold. Snow blew through the broken window, but over the noise of the wind was a persistent scratching sound. Sleepily, he got up from the couch and went to the window. Peering out, he saw the animal's form in the dim light of the receding storm.

"What the hell?" He muttered to himself. "You poor bastard, you look half-starved."

He unbolted the door and began to open it, speaking soothingly to the animal. "Whoever you belong to hasn't been treating you very well, has he fella? I haven't got anything to feed you, but at least it's warmer in here." Suddenly, the animal hurled itself at Bryan, ripping loose the sleeve of his jacket. Slamming the door, he threw back the bolt and braced a chair beneath the knob. The animal, regaining its balance after the first onslaught, hurled itself again and again at the door with absolute, unyielding finality. Bryan sank slowly to the floor, shaking uncon-

trollably, his mouth full of the hard, briny substance of fear. He thought the animal must be mad, and checked his arm carefully to make sure he had not been bitten.

It was cold, and darkness was quickly enfolding the cottage. Just a few embers remained in the fireplace. After a while, the noise at the door stopped, and Bryan's heart began to beat a more regular pace. He felt the need for action, and decided that the first thing to do was to rebuild the fire. He felt not the least twinge of guilt as he smashed an expensive chest of drawers and all the wooden chairs against the stone of the fireplace, cracking them into splinters. The fire was soon burning brightly again, and somehow it comforted him. He checked the rear door, searched in vain for a blanket, and finally pulled his top coat around him. He moved the couch on which he had been sleeping closer to the fire, and sat down, nervously clasping and unclasping his hands. What the hell was he supposed to do? The animal seemed to have gone, and he reassured himself that he was safe inside the cottage. His tired, jumbled mind refused to suggest anything to do, and thinking about his near escape only caused him to start trembling again. Finally, he lay down and fell into a troubled, dream-filled sleep.

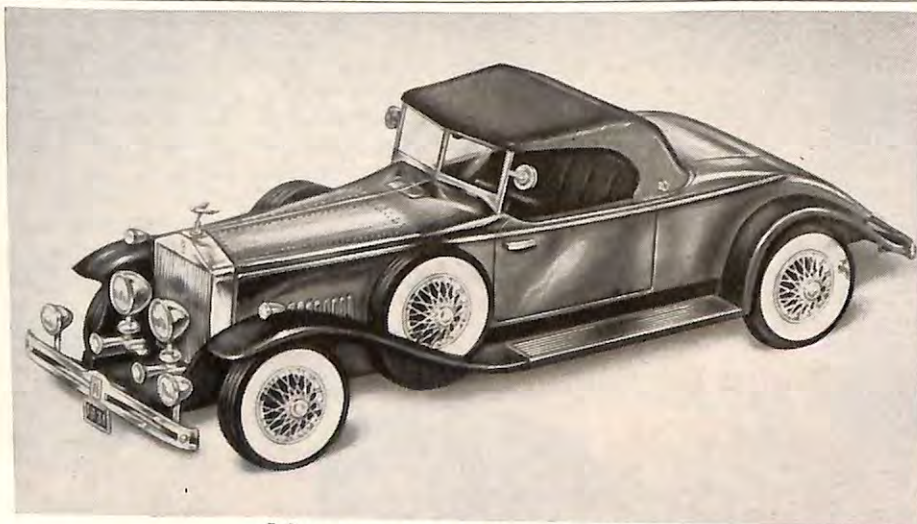
Later, the snow had stopped. Bryan stretched, yawned and dug into his suitcase for his toothbrush. I'll feel better, he thought, after the old ablutions. Make me feel normal again. He went into the bathroom, and turned the faucet. A low moan emitted from the pipe, followed by several drops of water, then nothing. He banged on the pipes, kicked the wall savagely, "Goddammit!" The kitchen sink produced the same lack of result. Maybe the pipes are frozen, he thought. They'll thaw when it warms up.

He moved through the cottage, carefully surveying the scene outside through the windows, but the moonlight revealed no sign of the animal. Thirsty and hungry, he rifled through the kitchen cabinets and drawers, and discovered a glass jar containing three shriveled, dessicated tea bags.

"Better than nothing," he mumbled, and almost shouted for joy when he located a battered old aluminum tea kettle and an old pot. But his happiness at the thought of the soothing hot tea disappeared as he stared at the waterless faucets of the sink. Carrying the kettle, he walked back into the living room. He was standing there, looking out the window, when it occurred to him: The Stream! Nature's constant water supply. No frozen conduits, just plain, pure, cold water. Dashing to the window, he again scrutinized the area in front of the cottage, aided by the full moonlight. Seeing no sign of the animal, he let himself out the front door and walked briskly down the hill toward the stream.

It had worked. He has resisted the instinctive impulse to hurl himself against the door until either he or the door was shattered. Years of guile and hunting stealth returned to assist him. He left the cottage, loping up the slope of the next hill in the full moonlight, as if no longer interested in the man, and waited. It had worked. He ran swiftly down the hill toward his unsuspecting prey.

Bryan hadn't gone far before a chilling sensation gripped the back of his neck. He sensed his pursuer before he had any tangible sign of his presence. He turned, and saw the animal bound toward him, then stop, crouched for a final leap. He looked into the green, narrowed eyes and put a name to the animal—"Wolf!" He wondered how any primeval ancestor had thought that something like that could or should be tamed as a domestic pet. He noted the bunched, powerful muscles between the shoulders, legs as thick as his arms, and the teeth—my lord, the teeth! There was also a strange, feral beauty about the animal, but Bryan's fascination was superseded by his fear. He wanted des-



Now you can own a ROLLS ROYCE with built-in radio

This handsome replica of the famous Rolls Royce Phantom II will soon be a collector's item. Every detail reproduced perfectly, with real rubber tires and wire spoke wheels. All metal body 9 3/4" x 3 1/4". Built-in solid state radio operates on its own battery (included). Full refund if not perfectly delighted. Please add \$1.00 for postage and insurance. (Ill. residents add 5% Sales Tax).

\$19⁹⁵

ELECTRONICS INTERNATIONAL, 210 S. Desplaines St., Chicago, Ill. 60606

How many? I enclose \$ _____ RRB-23 (Find above your name)
 Master Chge Acct. No. _____ Inter. Bank No. _____
 Bk. Americard Am. Exp. Acct. No. _____ Good Thru _____
 NAME _____ ADDRESS _____
 CITY _____ STATE _____ ZIP _____

Canadian orders same price. Includes duty.

perately to turn back and run, as fast as he could. He actually half turned to do so, but he realized that the wolf would undoubtedly catch him in his flight. His only chance lay in getting back to the cottage, which meant getting past the wolf. He forced himself to turn and face his adversary.

They say, he thought, that if you move toward a shark, he becomes confused, and sometimes swims away; they don't expect the hunted to attack. Maybe if I can confuse him, I can get by him. He forced his legs to move stiffly, ever so stiffly, up the hill toward the wolf. The wolf edged slowly in Bryan's direction then crouched, waiting.

I don't know about sharks, he thought, but he doesn't look very confused to me. He began to zig-zag slowly to the left, then to the right. The wolf rose and countered every move, always keeping himself between the man and the cottage. A seemingly continuous deep-throated rumbling and Bryan's labored breathing were the only sounds.

Got-to-make-it-to-the-house. The words kept time with his pounding heart. The rumble became a snarl as he drew closer; he fainted to his right, hoping to throw the beast off balance, and as fast as he could move his legs he ran to the left. A searing pain shot

through his leg. With swift, slashing movements the wolf ripped again and again at his legs. Then he crashed into Bryan's side, knocking him to the ground with stunning force. In an instant, he was tearing at his shoulders and arms, trying to reach his throat. Screaming with pain and fear, Bryan fought back with a desperation born of the sensation of imminent death. He kicked, punched his attacker; he pummeled it with his fists and beat at its head with the tea kettle he still clutched in one hand. At last, the wolf retreated a little and he was able to scramble to his feet. He was only a few steps from the front door of the cottage now. Desperately, he hurled the kettle at his enemy. Then he dove through the open doorway, and managed to kick the door shut and lock it before collapsing on the floor.

Later, he bound those wounds he could reach with strips of cloth torn from one of his extra shirts, acutely conscious of the deep bleeding gashes that ached and stung. If only I had a gun, he thought. There must be something here, something I can use. Savagely, he searched the house, but found nothing that even vaguely resembled a weapon. Shaking, absorbed with a feeling of his own helplessness,

Bryan returned to the living room and sat down, trying to force his whirling thoughts into some semblance of order. He was determined not to give in to the horrible visions that plagued him, for he knew that if he did he would break down completely. Weak and hungry, his thirst became an overriding consideration. He looked out at the stream, but knew it was unlikely he would survive another direct confrontation.

The kettle sat outlined in sharp relief against the snow. There was something about the way it lay on its side in the snow . . . of course! Snow, He had a constant supply of water just outside the door; all he had to do was melt the snow. He saw no sign of the wolf, but to make sure he rattled the door several times before opening it, and extended the remnants of his coat. Moving as quickly as he could, he scooped a pile of snow into the old pot, closed the door and placed the pot directly on the embers of the fire. The snow melted rapidly into bubbling mud.

Must be from surface dirt, he thought. Returning to the door, he scooped up only the whitest of the snow, with the same result when he heated it. Angrily, he threw the mess against the wall; the activity opened his wounds, and he be-

(Continued on page 59)

Introductory Offer! Take advantage of this low price while it's still available and **BEAT INFLATION!**

New
FLORIDA LAKEFRONT
DEVELOPMENT

Beautifully Furnished 2 Bedroom 60' x 12'
PERMA MOBILE® HOME Including a Choice
6000 Sq. Ft. LOT..... All For Only*

\$9995

ALL THESE FEATURES ARE
COMPLETED AND NOW AVAILABLE AT

Orange Blossom GARDENS

- Storm Sewers
- Paved Streets
- Mercury Street Lights
- Corner Street Posts
- Garbage Collection
- Recreational complex
- Heated Swimming Pool
- Underground Telephone
- Underground Electricity
- Underground TV Cable
- Central Sewage System
- Central Water Plant
- Private Lake On Property
- Bank Financing

Prices subject to change without notice



15 FURNISHED MODELS ON DISPLAY

Ideally situated—in the heart of the Orange Grove and Lake Section of Florida. Just 8 miles from Leesburg—directly on U. S. highway #441-27. The "Gateway to Disney World."

IMPORTANT—You are not renting the lot—**YOU OWN IT OUTRIGHT** along with the PERMA MOBILE HOME. This qualifies you for Florida Homestead Exemption—thus affording you a **BIG** tax saving!

*Installed ready to occupy. Carport, patio, utility room, air conditioning, etc. are extras.

A Planned Adult Community

Miami office (305) 945-2641—Property Office (904) 753-2270

SEND NOW FOR FREE INFORMATION

ORANGE BLOSSOM GARDENS, Dept. 52-D
2148 N.E. 164th St., Miami, Florida 33162
Rush complete literature.
No Salesman will call.

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

NEWS OF THE LODGES

(Continued from page 22)



A DONATION of \$25,000 was made to the Elks Youth Eye Service at the Oregon state convention by Portland Lodge. ER Gary Gerads (right) showed the check to (from left) GER Robert Yothers, PGER Francis Smith, and PGER Frank Hise.



A WHEELCHAIR was given to Marci Lynn Lotzgeselle by San Diego, Calif., Elks' ladies. President Ruth Thomaselli (second from right) made the presentation as Marci Lynn's parents, David and Jo Ann Lotzgeselle, and Est. Lead. Kt. S. Glenn Porter (right) observed.



THE CORNERSTONE of their new building was laid by Lake Havasu City, Ariz., Lodge. Officers present for the occasion were (front row, from left) Est. Loyal Kt. Ramsey Thomson, Secy. Everett Chandler, Trustee Leo Despres, ER Emmett O'Connell, and (standing) Est. Lect. Kt. Darrol Thornton, Est. Lead. Kt. Dean Hunter, Esq. Rocco DeMase, In. Gd. Dennis Martin, Chap. Darwin Thurston, and Tiler Robert Larson.

EXALTED RULER David Dempsey of Monrovia, Calif., Lodge presented Marie Newhouse and Henry Nowakowski with scholarship awards. Trustee Stanley Reid (left) and Chm. Raymond Rodriguez watched as the presentation was made.



WILLIAM KNUDSON (second from left) was initiated into Brigham City, Utah, Lodge by his father PER William C. Knudson. ER Ray Dufour (left) and PER Robert Nelson watched as Brother Knudson congratulated his son.





A 73rd ANNIVERSARY was celebrated recently by Idaho Springs, Colo., Lodge. Exalted Rulers visiting the lodge for the occasion were (front row, from left) Milo Fisher, Central City; Dwain Stocker, Boulder; Russell Surber, host lodge; Gordon Olson, Aurora; Robert Kirby, Northglenn, and (back row) Les Herman, Cripple Creek; Tad Krupa, Lakewood; Ralph Obert, Arvada; Tom Smidt, Denver; Wayne Eggeling, Westminster, and Tymer Rice, Englewood.



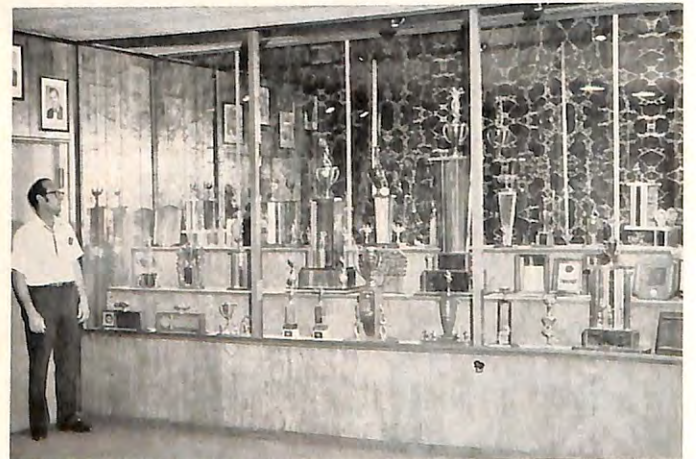
AN AWARD originated by PDD Clare McCord of Long Beach, Calif., Lodge to honor a local citizen of the year was presented by Brother McCord (left) to Henry Clock. The award will be made for the next 25 years.



GRAND EXALTED RULER Francis Smith (third from left) finished up his year with a visit to Omak, Wash., Lodge. Welcoming him to the lodge were (from left) ER Wayne Burchett, Mrs. Burchett, Mrs. Hise, PGER Frank Hise, Chm. Erwood Brown, SP Alvin Berman, and VP Ivan Harlan.



THE FLOAT made by Oceanside, Calif., Lodge won the sweepstakes trophy. Brother Bill Baker designed the float. ER Jack Gabrels rode behind the float in a patriotic parade sponsored by the town of Oceanside.



A NEW TROPHY CASE was built by members of Torrance, Calif., Lodge during immediate PER Harry Knapp's term of office. ER Robert Crain displayed the case which was dedicated recently during mortgage burning ceremonies.



RECYCLING pays off for ecology according to the members of the Elks Cardinals. ER Joe Rogers of Glendale, Ariz., Lodge presented a bat made of recycled aluminum cans to Dennis Stringer, team manager. Also present were Coach Jim Diviney and Americanism Chm. John Hook.



A CHECK representing proceeds of an annual charity affair at Pittsburg, Calif., Lodge was presented by Vets Chm. Milt Bourke to Jeanne Hayward, director of voluntary service at Martinez VA Hospital. The money will be used in an educational program for Vietnam veterans in conjunction with the University of California. Chm. Ken Koveny (left) and State Vets Chm. John Jordan were also present.



THE LAST INSTALLMENT on a horse corral built for the Arizona Boys Community, Inc. was given to Executive Director Jack Morgan (second from left) by then-SP Bob Nimmons at the state Elks convention. Present were (front row, from left) PGER Horace Wisely, GER Francis Smith, PGER R. Leonard Bush, now-SP Bob Belsher, Chm. Lou Pavich, and (back row) ER Rex Moss, ER Robert Harris, ER Joe Robers, ER Merle Wackerbarth, ER Al Terfehn, PER Eddie Erb, ER Don Aubuchon, ER Larry McMillon, ER Clair Culver, ER Vern Kendrick, and ER Guy Sulgrove.



AMONG THOSE PRESENT at the dedication of the new building at Lakewood, Calif., Lodge were (from left) Chm. Herbert Comstock, SP Yubi Separovich, ER Gerald Wanger, Chm. Board of Grand Trustees John Morey, and PGER R. Leonard Bush.



A TALENT SHOW with participants from the local high school district was sponsored by Escondido, Calif., Lodge. Coordinator Ernie Hutchinson and Elks ladies' President Evelyn Farrell planned the flag ceremony with Scouts Daryl Taylor and John Maletich.

Lawrence Welk

(Continued from page 35)

try it. It worked in his Corporation even in the middle of a severe music depression. If you have any ideas how to improve the Plan, he wants to discuss it with you. Write to him at Teleklew Productions, 100 Wilshire Blvd., Suite 700, Santa Monica, California, 90401.

"If I would be allowed, I would have a little orchestra in each city, training young musicians . . . but our problem is we are not allowed to use young people." His voice trails off.

Then Lawrence Welk smiles. He is recalling the early days when George Kelly was trying to make something of him. He wanted to make an actor of Welk. But every time he wrote a part, Welk's delivery fell flat. Kelly tried and tried, and failed and failed. Finally, in a burst of pure inspiration, he solved the problem and made an actor of Welk all at once.

He wrote a part for a dead man.

"They whipped off the sheet, and I just laid there quietly," Welk admits. He played the part for the next year on the show.

Then he is serious again, trying to sell what he knows to be a good product. "I believe my Plan would be of tremendous benefit to government, creating a vast new army of workers, productive, tax-paying citizens. Schools would benefit, since the conditions under which trainees are taught would give them a new and better attitude toward learning." The delicate hands normally holding a baton illustrate the points one by one.

"The business community would benefit. Better working conditions, happier workers, more productivity, a more efficient organization . . . all these would lead to higher profits.

"I believe most strongly in this Plan. It is founded on simple, basic principles, moral truths, and the fundamental tenets of every great religion.

"I believe this concept is necessary to prolong our free enterprise system. I urge every citizen to give it serious consideration."

Consider it, and let him know what you think. ■

G.E.R. YOTHERS ON WELK PROGRAM

Grand Exalted Ruler Robert A. Yothers will appear on the Lawrence Welk television show the last weekend in September.

Brother Yothers will present the famed band leader with a plaque, honoring Welk for his many years of membership in the Yankton, South Dakota, Elks lodge and for his constant exemplification of the cardinal precepts of the Order.

The program is to be aired on the weekend of September 29. Consult your local television schedule for correct time and station.

(Continued from page 55)

gan to bleed again. He had to do something, and soon. There was no telling now when John and Sandy and the others might arrive, and he had no means of calling for help. The wolf barred his way down the hill. He no longer looked upon the cottage as a sanctuary—it had become a trap.

Outside, the wolf waited. From his vantage point, he could see both the front and rear doors of the cottage. He had explored every inch of the outer walls of the hiding place of his prey, but had discovered no way to gain entry. He did not dare to leave to check on the condition of the cubs, for fear that the man might escape. He focused unwavering attention upon the cottage.

By twisting the metal of the coat-hangers back and forth, Bryan managed to break them into fairly equal pieces. He began whetting them into some semblance of sharpness against the stones of the fireplace and, when he had done as much as he could, he split the one remaining bed slat that he had not used to refurbish the fire. Using strips of his shirt and belt, he bound three pieces of the metal to the wood. He tested his primitive spear by jabbing the couch with it; the metal bent slightly, but held. Grimly, he gripped the spear in his hands and stared at it. "Dear God, help me," he murmured softly. After a moment he strode firmly to the door, threw it open, and ventured into the snow, weapon clutched in his hand.

When he was able to think clearly again, Bryan remembered little of the

actual encounter with his adversary. A blur of gray coming toward him and a roaring in his ears were his strongest recollections of the event. He seemed to move automatically, without sensations of pain or balance, as he plunged the spear into the heavy gray mass. Again and again and again he drove it into the tough gray body. Endless times he jabbed and felt the hard resistance of the fur and outer skin, then the sickening softness as the belly, throat and sides of the wolf gave way to the intruding metal. Even when, at last, the wolf could no longer lunge at him, he could not stop; he beat at its head with the pole of the spear, until finally the shaft broke in two. His bandages had loosened or been torn off; his new wounds left their mark on the trampled snow. He could not walk. He crawled inside, and managed to heave himself onto the couch before he fainted.

He heard, as if from a far distance, the voices of John and Sandy. He felt himself being lifted.

"Don't worry, fella, you'll be all right." The words ran together, but he understood that they were trying to help him, and tried to reassure them that he knew. "Don't talk now. The ambulance is parked down the hill; you'll be all right."

The small party walked down the hill, carefully bearing the stretcher to the ambulance that waited on the other side of the stream. They had seen the body of the wolf, but did not notice the three small bundles of fur which lay halfway up the hill, their masks pointed toward the cottage, because they were so still—so very still. ■

Obituaries

PAST GRAND LODGE COMMITTEEMAN Earl W. Kunsman, who was a member of Bethlehem, Pa., Lodge, died July 4, 1973.

Brother Kunsman served as Exalted Ruler of his lodge and as State President. He was appointed District Deputy Grand Exalted Ruler of the Southeast District in 1957-1958. Brother Kunsman served on the GL Lodge Activities Committee and on the GL Committee on Credentials.

PAST GRAND LODGE COMMITTEEMAN D. LaMonte Hance, who was a member of Rock Island, Ill., Lodge, died March 3, 1973.

Brother Hance served as Exalted Ruler of his lodge and as State President. He was appointed District Deputy Grand Exalted Ruler for the Northwest District in 1952-1953 and again in 1962-1963.

Brother Hance served on the Grand

Lodge Americanism Committee in 1967-1968 and in 1971-1972.

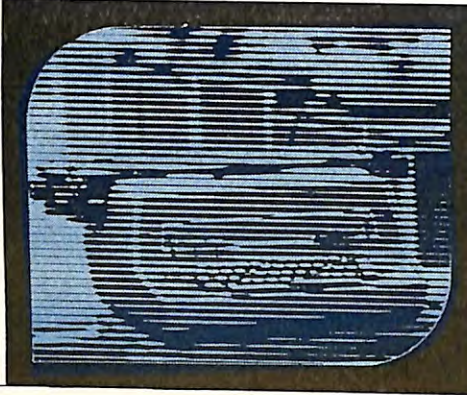
PAST GRAND TILER Ashley A. Pielemeier, who was a member of Vincennes, Ind., Lodge, died July 27, 1973.

Brother Pielemeier served as Exalted Ruler of his lodge and as State President. He was appointed District Deputy Grand Exalted Ruler of the South District in 1938-1939. Brother Pielemeier served as Grand Tiler in 1969-1970.

PAST DISTRICT DEPUTY Clement Audin, who was a member of Hotchkiss, Colo., Lodge, died August 3, 1973.

Brother Audin served as Exalted Ruler of his lodge and as District Deputy Grand Exalted Ruler for the West District in 1963-1964. At the time of his death, Brother Audin was Vice President of the state association.

EDITORIALS



Troubles and Brotherhood

More than one lodge chairman of the Sickness and Distress Committee has reported of the hard time they have in getting help in the work of this important committee.

They tell also that attendance by lodge brothers at the funeral of a deceased Elk is very small, in marked contrast to large turnouts they see when a member of the Masons passes away.

We feel sure this isn't true throughout our Order, but it is obviously prevalent in far too many lodges if we may judge from our own observations and comments from others.

The Sickness and Distress Committee is one of the basic, most important committees in our Order. When we become Elks, we pledge to aid those in distress, those who are ill and those who mourn. We say that an Elk is never forgotten . . . never forsaken. Why, then, should there be any problem in getting men to

visit the ill and the needy, wherever they are?

A famous man once said, "No one is so rich that he does not need another's help; no one is so poor as not to be useful in some way to his fellow man; and the disposition to ask assistance from others with confidence and to grant it with kindness is part of our very nature."

We think it's a good idea to remember Brothers who are ill by sending them a card or letter. Nothing makes a man feel better than to know he is remembered. And when we have lost a loved one, we cannot help but be consoled a bit by a card or note from a friend who shares some of our grief.

Let's make more of an effort to lay aside a few of the many activities and diversions of this modern whirl of life and lend our assistance to the important work of demonstrating that we truly believe in Brotherly Love.

did you know...



The Indiana Elks Association has added a new and unique project to its major project of the past several years. Delegates at the last state convention voted approval of a \$50,000 project which is almost literally a matter of life or death to hundreds of Indiana infants. The money is for a specially designed and equipped over-the-road intensive care unit for new born babies, first of its kind in the U.S.

The Vermont Elks Association has again increased its expenditures on its major project, Silver Towers Camp. The camp is used during the summer months as an overnight camp for retarded children. Average weekly attendance during the 1972 season was 83 campers. Their budget this year runs well over \$44 thousand, an increase of over \$6 thousand.

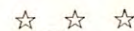


Over \$55 thousand a year is spent by the Ohio Elks Association on its major project, the treatment and training of children afflicted with cerebral palsy. They have made grants to fifteen centers this year, they operate mobile units and a home visitation program.



The Lone Star State of Texas is

proud of the major project supported by the Texas Elks Association, a hospital at Ottine with beds for three dozen children. It has large play grounds, hot mineral water from wells on the grounds which are used in their therapy, and a complete staff of doctors, nurses and dentists to work with the children. They also provide a speech therapy program.



The Order of Elks assumed a major portion of the fund raising activity for The Salvation Army during World War I. In 1919, Commander Evangeline Booth said to the Grand Lodge convention, "Our organization could not have achieved its exceptional success in this war but for the splendid, practical, tangible aid that was rendered to us by the Elks."

HABAND'S TRIPLE LAYER, TRIPLE WARM

EXTRAORDINARY VALUE! *Straight Mail Order Deal*

BIG RED

QUILTED
STORM COAT

WINTER COAT

\$19.95*

*Size Extra-Extra-Large \$22.50



Working frozen power lines or enjoying 2 seats on the 50 yard line Sunday afternoon, men who have to stay warm in raw winter weather still want to look good. Haband Co. of Paterson, N.J. specifically caters to this trade and can save you money!

NO FANCY FRILLS - JUST DARNED EFFICIENT

Layer #1: Tight-woven outer shell is 100% nylon taffeta, a practically windproof, waterproof fabric famous for ski clothing & mountaineering equipment. This in turn is quilted to...

Layer #2: A puffy back-up layer of 5.5 oz. 100% polyester down. And next the whole works is lined with...

Layer #3: Deep cosy fleece - 100% Acrylic Pile knit to a sturdy cotton backing. Makes the entire coat almost a

HUMAN COCOON

Get a fully lined big heavy collar you can really take shelter in. Snug knit no-draft cuffs. Taffeta-lined full easy-on sleeves. Full waist. Full 30 inch length covers kidneys & lower back even when you bend. Big deep pockets you can sink a fist in or stow a couple of tools. Full shoulders. Full length front zipper is a big one you can work easy, even with gloves on. Fleece lined.

A Tremendous Value
at **\$19.95**
Only **\$19.95** WE PAY POSTAGE

COLORS:

NAVY,
BROWN,
and
BIG
RED

Don't go through another long cold winter without a good all weather coat!

We will be proud to send you this excellent coat for your NO RISK On Approval At-Home Inspection.

USE THIS COUPON

Same Protection for Businessmen



Forget that \$90 Overcoat! Take a look at this instead. In and out of the car, out in the raw cold rain, or making your daily business calls. Get the same 3 layer storm protection in business colors.

19.95 Price Includes Hood Too!

Extra value on top of value! Built-in storm hood, complete with drawstring closure, tucks in under collar until you need it.

SEE THIS REMARKABLE JACKET BUY - Use This Easy Order Form

HABAND

265 N 9th Street, Paterson, NJ
or visit our stores in Bayville, Metuchen, Franklin, or Paterson, New Jersey

HABAND'S BIG RED Winter Coat

YOUR SIZE	
Small 34-36	Ex. Large 46-48
Medium 38-40	Ex. Ex. Lg. 50-52
Large 42-44	(\$22.50)

19.95*

* SIZE XXL only \$22.50

HABAND COMPANY, Direct Service Dept.
265 N 9th Street, Paterson, N.J. 07508

OK Haband, send me the coat(s) specified at right.

GUARANTEE: My enclosed remittance of \$_____ will be refunded if I 'döön't' choose to wear the coat.

737-33

Color	What Size
RED	
NAVY	
BROWN	

2 for \$38.45

Name (Please Print) Apt.
Street #
City
State ZIP CODE [] [] [] [] [] []

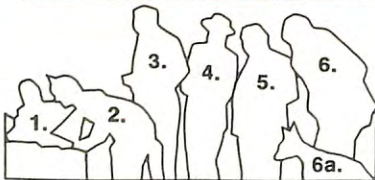


HABAND Established 1925

Can you spot the Camel Filters smoker?



© 1973 R. J. Reynolds Tobacco Co.



At class reunions almost everybody has a gimmick. Try picking the one who doesn't go along.

- 1. Nope. He's Don Wand. Won school essay contest with "The Art of Pre-Marital Dancing." Gimmick: 200 mm holder to balance his 100 mm cigarette.
- 2. No. It's Rah-Rah Mendelson, ex-cheerleader. Gimmick: He's wearing it. Smokes whatever he finds in his pouch.
- 3. No.

He's Moe Mentum, alias "Stone Hands" for dropping passes. Just dropped statue of school mascot. 4. T. Deious, school bore. Gimmick: His voice, off-key contralto. Smokes oval cigarettes (he sat on his soft-pack and liked it). 5. Curley Gilroy. His hair was voted "Most Likely to Recede." Gimmick: Staples toupee on. Also staples his roll-your-owns. 6. Right. He's still his own man. Likes his cigarette honest, no-nonsense, too. Camel Filters. Easy and good tasting. 6a. Kicky VIII, mascot. Has eyes only for Mendelson (see 2 above).

Camel Filters.
They're not for everybody
 (but they could be for you).



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

20 mg. "tar," 1.3 mg. nicotine av. per cigarette. FTC Report FEB. '73.