

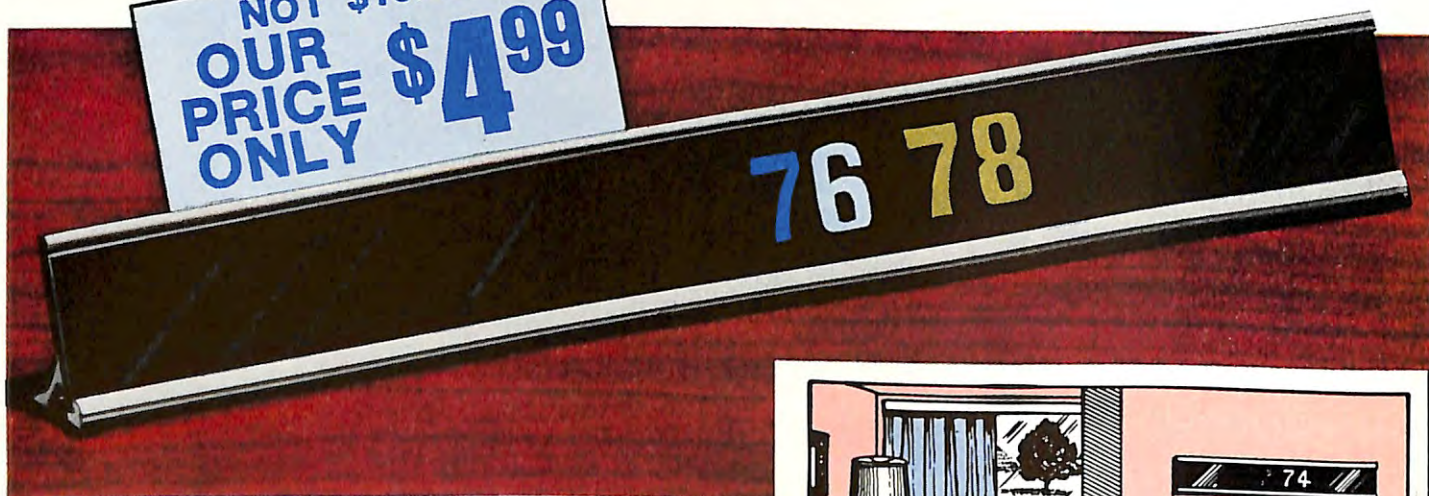
the  
**Elks**  
magazine  
January 1974

**Business Boom or Bust? The Small Business Climate**  
**Devils from the Sea / Also: Backyard Gardener • Did You Know...**



# Amazing New Digital Thermometer FLASHES EXACT TEMPERATURE AT A GLANCE!

NOT \$10.00—  
OUR  
PRICE  
ONLY **\$4<sup>99</sup>**



Half the fun of owning this revolutionary new digital thermometer will be in watching your friends trying to figure out how it works! Looks like magic. The secret is space-age liquid crystals that react to room temperature . . . reflecting light from appropriate digits that flash the exact temperature bright and clear, in actual numbers! But this isn't just a "fun" accessory—it's a completely functional, accurate, and convenient instrument! Where an old-fashioned needle-dial room thermometer makes you guess at the temperature, by giving you a different reading from every angle you happen to look at it . . . this precision instrument "reads" the same from anywhere in the room—at any distance and any angle! More, practical, too—because it's impossible to break! Completely self-contained unit comes in a sleekly modern 8-inch long aluminum case that is equally at home in office or home. Use it anywhere.

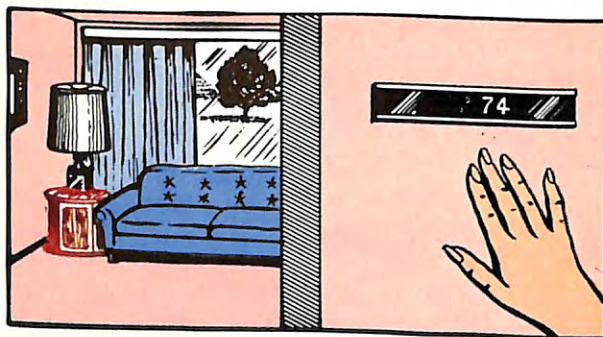
Covers temperature range from 66° to 86°F. A uniquely fascinating gift—for yourself . . . and for friends and business associates with an eye for the unusual . . . or a curiosity as to what makes things "tick"!

**ONLY \$4.99 SPECIAL GIFT PRICES: 2 for \$8.00; 6 for \$22.00; 12 for \$40.00.**

**JAY NORRIS** CORP.

25 W. Merrick Rd., Dept. MD-84, Freeport, N.Y. 11520

*Serving Satisfied Customers  
for over 25 Years*



**ORDER BY MAIL WITH CONFIDENCE—  
30-DAY MONEY-BACK GUARANTEE**

**Jay Norris Corp., 25 W. Merrick Rd.,  
Dept. MD-84, Freeport, N.Y. 11520**

Please rush me \_\_\_\_\_ Digital Thermometer(s)  
@ \$4.99 plus 60c shipping and handling.

**SAVE!** Order TWO for only \$8.00 plus \$1.00  
shipping & handling; six for \$22.00 plus \$1.50  
shipping & handling; 12 for \$40.00 plus \$2.00  
shipping & handling.

Enclosed is  check or  money order for  
\$\_\_\_\_\_.  
(N.Y. residents add sales tax.)

PRINT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

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

© Jay Norris Corp., 1974

ADVANCE 1974 MODEL—10 RADIOS IN ONE!

# 10-BAND Round the World

## PORTABLE RADIO



**AM**  
NEWS AND SPORTS

**MB 1**  
MARINE BAND

**MB 2**  
MARINE BAND

**SW 1**  
AMATEUR HAM

**SW 2**  
TUNE IN THE WORLD

**PB 1**  
LOW POLICE

**PSB 2**  
POLICE—FIRE

**FM**  
BEAUTIFUL MUSIC

**AIR**  
AIRCRAFT

**WB**  
WEATHER REPORTS

**39<sup>95</sup>**

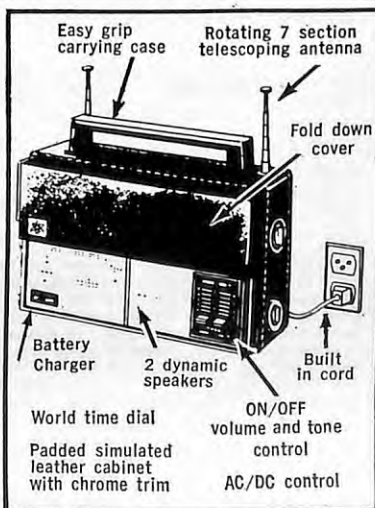
LIMITED TIME OFFER

Plays **INDOORS** on regular house current—  
**OUTDOORS** on batteries.

SIZE 11" WIDE, 9" HIGH, 4" DEEP.

- TWIN TELESCOPING ANTENNAE
- TWIN SPEAKERS
- ALL SOLID STATE
- 24 HOUR WEATHER REPORTS
- 30 TRANSISTORS AND DIODES
- BASS - TREBLE TONE CONTROL
- SQUELCH CONTROL
- BUILT IN AFC
- BUILT IN BATTERY CHARGER

Tune in the world. Tune in as police speed to disasters, or close in on wanted criminals. Listen as huge airliners speak to airport towers. Hear direct broadcasts from strange and distant countries. You'll get all standard AM local stations. Built in AC adaptor, Built in Battery Charger, Ear phone. World time dial cover in lid to protect front from damage when not in use. Enjoy the finest in FM music. Complete with 4 flashlight D batteries, AC cord to plug in on 110-120V AC outlet, Padded leatherette case.



### GUARANTEE

You must be completely satisfied with your world-wide deluxe portable radio or your money will be refunded at once.

### MONEY-BACK GUARANTEE

**ELECTRONICS INTERNATIONAL**  
210 SOUTH DESPLAINES STREET  
CHICAGO, ILLINOIS 60606 Dept. RO-2

Gentlemen: Please rush on money-back guarantee:  
 10 BAND WORLD WIDE RADIO. I enclose \$39.95 plus \$2.00 Postage, Handling and Insurance. Ship prepaid.

Send C.O.D. I enclose \$2.00 deposit.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

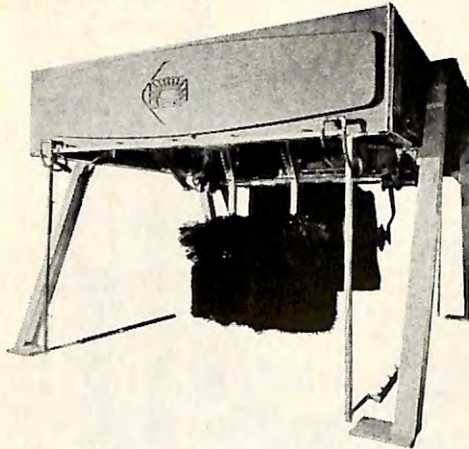
(Ill. residents add 5% sales tax)



**ELECTRONICS INTERNATIONAL**

210 SOUTH DESPLAINES ST.,  
CHICAGO, ILLINOIS 60606

# Car Washing can be profitable in a small town!



## Is there an Automatic Car Wash in Your Town?

If you're looking for a "first investment opportunity," consider automatic car washing. A profitable business by itself, it can also be offered in conjunction with service stations, restaurants, convenience stores, coin laundries and many other businesses.

We have case histories where towns of as few as 500 people have profitably supported an automatic car wash.

If you want a way to expand your present business, or just a good investment you can benefit from this "in-demand" service.

We can provide a complete analysis to determine the profit potential of car washing in your town. We will Financially Engineer your investment before you invest. We will even show you examples of cross-merchandising that have meant increases in an on-going business.

Systems priced as low as \$12,800.

**ACT TODAY!**

**Call 800/547-7910 TOLL FREE!**



**HANNA  
INDUSTRIES**

P.O. Box 3736, Portland, Oregon 97208

the **Elks** magazine

VOL. 52, NO. 8/ JANUARY 1974

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 BUSINESS BOOM OR BUST?  
No-nonsense advice on the coming state of business affairs. Ross R. Olney
- 11 THE SMALL BUSINESS CLIMATE  
Basing your business activities on the 1974 economic outlook. Robert J. Genetski
- 24 DEVILS FROM THE SEA  
Amazing tales of "devilfish" and other creatures from the blue. Joseph Stocker
- 34 DOWNSHIFT!  
The small car craze is sweeping the country . . . for playful as well as brutally practical reasons. Don Bacue

### DEPARTMENTS

- |                                |  |
|--------------------------------|--|
| 4 MESSAGE                      | 32 ELKS NATIONAL SERVICE COMMISSION        |
| 6 LETTERS                      | 38 ELKS FAMILY SHOPPER                     |
| 14 TRAVEL: SPAIN               | 48 ELKS NATIONAL FOUNDATION/ JOY OF GIVING |
| 17 BACKYARD GARDENER           | 55 DID YOU KNOW?                           |
| 18 NEWS OF THE LODGES          | 55 EDITORIAL                               |
| 28 IT'S YOUR BUSINESS          |  |
| 29 VISITS OF ROBERT A. YOTHERS |  |
| 31 SPORTSACTION                |  |

### 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. 8, January, 1974. 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, 1974, by the Benevolent and Protective Order of Elks of the United States of America

# when I planned to retire before fifty

this is the business that made it possible

a true story by John B. Haikey

Starting with borrowed money, in just eight years I gained financial security, sold out at a profit and retired.



"Not until I was forty did I make up my mind that I was going to retire before ten years had passed. I knew I couldn't do it on a salary, no matter how good. I knew I couldn't do it working for others. It was perfectly obvious to me that I had to start a business of my own. But that posed a problem. What kind of business? Most of my money was tied up. Temporarily I was broke. But, when I found the business I wanted I was able to start it on a little over a thousand dollars of borrowed money.

"To pyramid this investment into retirement in less than ten years seems like magic, but in my opinion any man in good health who has the same ambition and drive that motivated me, could achieve such a goal. Let me give you a little history.

"I finished high school at the age of 18 and got a job as a shipping clerk. My next job was butchering at a plant that processed boneless beef. Couldn't see much future there. Next, I got a job as a Greyhound Bus Driver. The money was good. The work was pleasant, but I couldn't see it as leading to retirement. Finally I took the plunge and went into business for myself.

"I managed to raise enough money with my savings to invest in a combination motel, restaurant, grocery, and service station. It didn't take long to get my eyes opened. In order to keep that business going my wife and I worked from dawn to dusk, 20 hours a day, seven days a week. Putting in all those hours didn't match my idea of independence and it gave me no time for my favorite sport—golf! Finally we both agreed that I should look for something else.

"I found it. Not right away. I investigated a lot of businesses offered as franchises. I felt that I wanted the guidance of an experienced company—wanted to have the benefit of the plans that had brought success to others, plus the benefit of running my own business under an established name that had national recognition.

"Most of the franchises offered were too costly for me. Temporarily all my capital was frozen in the motel. But I found that the Duraclean franchise

offered me exactly what I had been looking for.

"I could start for a small amount—a little over a thousand dollars—and that amount I could borrow. I could work it as a one-man business while getting a start. No salaries to pay. I could operate from my home. No office or shop rent or other overhead. For transportation I could use the trunk of my family car. (I bought the truck later, out of profits.) But, best of all, there was no ceiling on my earnings. I could build a business as big as my ambition and energy dictated. I could put on as many men as I needed to cover any volume. I could make a profit on every man working for me. And, I could build this little by little, or as fast as I wished.

"So, I started. I took the wonderful training furnished by the company. When I was ready I followed the simple plan outlined in the training. During the first period I did all the service work myself. By doing it myself, I could make much more per hour than I had ever made on a salary. Later, I would hire men, train them, pay them well, and still make an hourly profit on their time that made my idea of retirement possible—I had joined the country club and now I could play golf whenever I wished.

"What is this wonderful business? It's Duraclean. And, what is Duraclean? It's an improved, space-age process for cleaning upholstered furniture, rugs, and tacked down carpets. It not only cleans but it enlivens and sparkles up the colors. It does not wear down the fiber or drive part of the dirt into the base of the rug as machine scrubbing of carpeting does. Instead it *lifts out* the dirt by means of an absorbent dry foam.

"Furniture dealers and department stores refer their customers to the Duraclean Specialist. Insurance men say Duraclean can save them money on fire claims. Hotels, motels, specialty shops and big stores make annual contracts for keeping their carpets and furniture

fresh and clean. One Duraclean Specialist recently signed a contract for over \$40,000 a year for just one hotel.

"Well, that's the business I was able to start for a little over a thousand dollars. That's the business I built up over a period of eight years. And, that's the business I sold out at a substantial profit before I was fifty."

Would you like to taste the freedom and independence enjoyed by Mr. Haikey? You can. Let us send you the facts. Mail the coupon, and you'll receive all the details, absolutely without obligation. No salesman will ever call on you. When you receive our illustrated booklet, you'll learn how we show you STEP BY STEP how to get customers; and how to have your customers get you more customers from their recommendations.

With no obligation, we'll mail you a 24-page brochure explaining the business. Then you, and you alone, in the privacy of your home, can decide. Don't delay. Get the facts before your location is taken by someone else. Mail the coupon, now.

**DURACLEAN INTERNATIONAL**  
4-541 Duraclean Bldg., Deerfield, Ill. 60015



send  
name  
for  
full  
facts

**DURACLEAN INTERNATIONAL**  
4-541 Duraclean Building  
Deerfield, Illinois 60015

WITHOUT OBLIGATION mail letter and 24-page illustrated booklet explaining how I can increase my income and family security with a Duraclean Dealership. No salesman is to call.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

*A message from  
the Grand Exalted Ruler*

# *Elkdom's Image*



What do we mean by the "Image of Elkdom"? It is what others (non-Elks) think of us. Their impressions and feelings toward the Order of Elks are influenced by many things. If we do not demonstrate by our actions what we vowed when we took our obligation, the image we desire will not be realized. As Elks, we are evaluated by the standards we have adopted. All of us should, by our daily actions, demonstrate that as Elks and as American citizens we are dedicated to helping our fellow man, deeply devoted to our country and the preservation of our freedoms. If our conduct and actions demonstrate these precepts, we will have fulfilled our roles in maintaining the image of our Order.

Each member of our Order creates an image of Elkdom by his daily personal conduct and appearance. Regardless of where he is—what he is doing—someone will say "He is an Elk."

Your Lodge also creates an image of Elkdom. If it is clean, modern and attractive, with well-kept grounds and buildings, it will create a better impression of our Order.

Each year the Lodges of our Order discover new and worthwhile ways to provide services to their communities. These activities continue to gain the respect of the people within our communities. Our Americanism Program, Flag Day, Citizenship Program, Youth Program, Sponsorship of Scout Troops, Little League Teams, etc., offer and provide a fine challenge for service.

Our charitable programs for the less fortunate, our State Association Major Projects, are all important community services.

Are we doing all we can? We should now take inventory of what has been done and seek other ways by which we can expand our efforts so that all will realize what a fine community service organization they have in our Elks Lodges.

Robert A. Yothers,  
Grand Exalted Ruler

## **Be Part of Elkdom**

# Would a week in Arizona brighten your winter?



Golf on one of our courses just down the street from your two bedroom home.

## Read about our \$75 vacation-for-two.

Warm, golden days. Soft-as-velvet evenings. And a unique chance to sample a special new kind of retirement living found only in Fairfield Green Valley. That's our offer.

Your week will include championship golf. Your choice of a western barbecue party or a Mexican buffet fiesta. Swimming, tennis, and much more. You'll stay in a lovely two bedroom home, complete with linens and cooking utensils. All we require is that you provide your own transportation and meals, and that you or your companion be at least forty-five years of age.

Roam. Tucson's just twenty-five miles up the free-

way, and that's a treat in itself. Pine-forested mountains on one side...movie location "Old Tucson" on the other...and a bustling city in between.

Or, head forty-one miles *down* the freeway, to Mexico. Fishing's thirty-four miles from Green Valley, and America's largest bird sanctuary, in Madera Canyon, is just nineteen miles away.

We want you to really know Green Valley. The charming, Spanish-influence homes. And the full, sunny life our nearly six thousand residents live and love. That's why we're making this limited offer.

There's an unforgettable week waiting for you at the other end of our coupon. Please send it today.



Shopping, banks, medical center



Take home an Arizona tan.

## That Green Valley Grin Comes from living good again

Reservation Department  
**Fairfield Green Valley**  
 Post Office Box 587 Green Valley, Arizona 85614

Enclosed find \$75. Please make my reservation for the week beginning \_\_\_\_\_

I would like more information on Fairfield Green Valley.

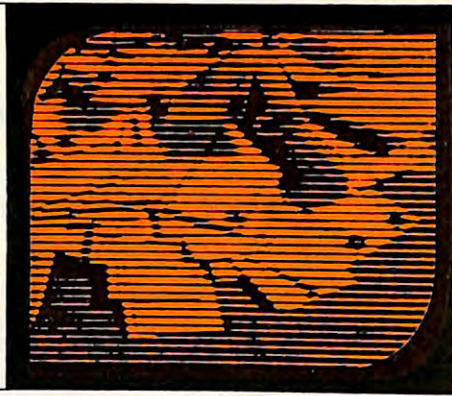
*Please hurry... We have a limited number of these special vacation homes, so mail your reservation right away.*

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

ELM174

This advertisement does not constitute an offer to sell land in those states where such an offer is prohibited by law. Obtain HUD property report from developer and read it before signing anything. HUD neither approves the merits of the offering nor the value of the property as an investment if any.

# 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.

• The cover of the November issue, "Fall Woodland in Vermont," is just lovely.

Is it possible to secure reprints suitable for framing? I hope so. The colors of the trees were so beautiful, absolutely impressive.

Josephine D. Wanner  
Napa, CA

*Unfortunately cover art for The Elks Magazine is purchased on a first-publication-rights basis. Reprint rights are not included. However, we have sent two complimentary copies of the magazine with no mailing labels on the cover. Hope this will suit your needs.*

• The travel article, "Mexican Mood," which appeared in the November issue, was both attractive and interesting. So much so that my wife and I are now planning on touring the country.

C. E. Fishbaugh  
Bluffton, IN

• I've been hunting squirrels and rabbits for nearly 40 years, and Don Bacue hit it on the head ["SportsAction," November, 1973].

If you can't see, and see good, you won't get your game. Worse, you're endangering everyone else in the field.

My eyes aren't what they used to be.

## FIND BURIED TREASURE

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

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



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

Father Flanagan's

## BOYS TOWN CHOIR

Msgr. Francis P. Schmitt  
Director

Now Booking  
29th Annual Concert Tour  
Fall of 1974

Midwest and West

Write

Father Robert P. Hupp  
Boys Town, Nebraska 68010

But, with specs I do alright. One fall, many years ago, after coming back empty handed every day, I learned my lesson. An eye test and some glasses and I was like new again. I certainly hope other hunters get the message.

Wayne Murphy  
Joplin, MO

• Every year, at the end of the college season, the Heisman Trophy is awarded to the best college football player. Many people know about the award but very little background on the trophy itself. Could you fill us in. A few of my questions are: Who was Heisman and what did he do to have a trophy named after him? Who posed for the trophy? Some say it's Phil Murphy, who played for Fordham in the early '30s.

Edmund F. Toomey  
Clark, NJ.

*The Heisman Memorial Trophy, instituted in 1935, is awarded each year to the most outstanding college football player in the nation. It is named after John W. Heisman, who played football for Brown in 1887-89, and for Pennsylvania in 1890-91. Heisman began his 30-year coaching career with Oberlon College in 1892; but his fame blossomed from his performance as head coach at Georgia Tech, where he inspired his players to a phenomenal three-year, 32-game unbeaten record.*

*Heisman also founded the American Football Coaches Association and was instrumental in the legislation of the forward pass.*

*The player who posed for the figure on the Trophy wasn't Phil Murphy, according to the Downtown Athletic Club of New York, which presents the award each year, but was Ed Smith, former gridiron star of New York University.*

Don Bacue

• My first "improved use" of leisure time is to sit down and write this letter to thank you for the article, "Barren Wasteland—or Fertile Delta." *Instead of watching television.*

What a great help it was in analyzing my use of time. (I found lots of it was wasted.) I've started saying "NO" to those things I really don't want to do, and started doing the things I've always wanted.

One of my first moves was to unpack the old stamp collection and start spending more time with it. Something I used to love but never got around to, because of too much wasted time.

Thanks, again, for a timely and interesting article.

Mrs. Carl Johanson  
St. Paul, MN

• The Christmas Cheer article was well timed. And it was certainly well received in *this* house. It will make our holiday entertaining a good deal easier. We plan on offering the two Wassail Bowls at our Christmas party.

I had always wondered what the ingredients were for the Wassail. I know it is a traditional holiday punch and offered widely to this day, but I don't know its



origin. Can you give me a little background so I can fill my guests in on my offering?

Mrs. Ernest Conway  
Dayton, OH

*The Saxons rarely, if ever, had a feast without handing 'round the Wassail Bowl, a custom which eventually led to the handing around of the Loving Cup. According to tradition, Lady Rowena, young daughter of the Saxon King Hengist, toasted King Vortigern of Britain with a golden goblet. On her knees, Lady Rowena spoke the words, "Liever Kyning, Wass Hael." The meaning, historians relate, is "Lord King, Your Health."*

• On our recent trip to Pennsylvania, my wife and I decided to do something we always intended to do and that was to visit the Elks Home in Bedford, VA.

We were treated with the utmost courtesy, shown all over the grounds and through the home. It's a beautiful setting with well kept lawns and gardens. The dining room and kitchens are immaculate, with a well stocked library and recreation hall.

The second floor contained a beautiful meeting room and very elaborate bed rooms for visiting trustees.

We would say the rooms for the residents were comfortable. After seeing the toilet and shower facilities, we left very much disappointed. They were located in an outer hallway, dismal and antiquated.

Elwood K. McFarlin  
Delray Beach, FL

• On a recently completed trip of 8,000 miles covering 26 states, I had the pleasure of visiting many Elks Lodges. The quality of their hospitality was outstanding.

However, one area of keen disappointment was in finding many lodges closed at the time I arrived, and, in most instances, no indication when or whether they would be open.

May I suggest that each lodge post its operating days and hours for the benefit of visiting brothers? It needn't be anything large or expensive—a typed card on the principal door is all that's required.

Your great magazine is a constant source of enjoyment.

Ralph S. Phillips  
Chula Vista, CA

• We read in the October issue of the Elks Magazine of a program started by the American Revolution Bicentennial Commission which involves 40,000 communities. We are wondering if you would have an address from which we could receive the names of these communities.

C. M. Fossum  
Fargo, ND

You can receive the names of the communities invited to participate in the Bicentennial program by writing:

Mr. Duke Zeller  
American Revolution Bicentennial Commission  
736 Jackson Place N. W.  
Washington, D. C. 20276

# Get A Gestetner the remarkable office duplicator



You want printing that looks like offset but costs like mimeograph?

A Gestetner delivers up to 6,000 copies an hour . . . stencil-printed in 19 colors or any combination, including halftone photographs.

Economical for 10 copies or 10,000 copies.

## let us demonstrate

LOOK US UP IN THE YELLOW PAGES, UNDER "DUPLICATING MACHINES," OR MAIL COUPON TODAY

# Gestetner

Dept. EM-1/4  
Gestetner Park  
Yonkers, N. Y. 10703

Send complete details.

I'd like a demonstration in my own office.

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Company A and Company B are across the street from each other. Both are well enough established. Each provides a needed product or service. Both companies seem adequately capitalized and reasonably well managed. Through the doors of both A and B flow what appears to be a healthy number of customers each day. Though

both companies are within certain control guidelines, each one appears thriving.

In early 1974, Company A expanded and continued to prosper. In the same area, with the same advantages and disadvantages, the same customers and the same necessary product or service, Company B, to great wailings about

the unfairness of price controls, competitor practices, supplier problems and employee lethargy, went to the wall.

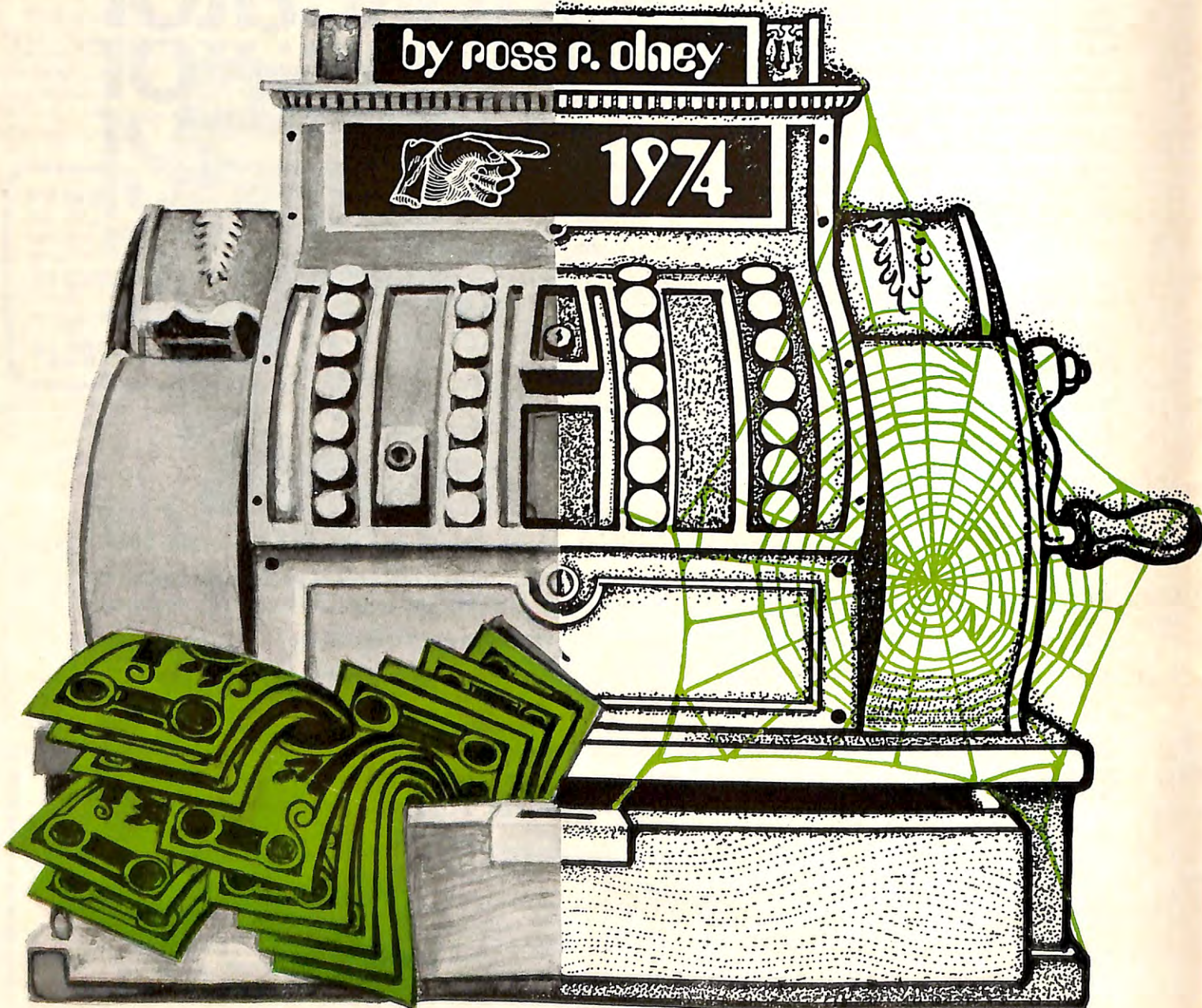
Why? That is probably the one golden lesson to be learned from this emotional story. If you can figure out a way to accurately predict the exact course for a company to take toward success rather than bankruptcy, you

# business boom or bust?

by ross r. olney



1974



are going to profit far beyond your most successful customer.

Nobody can predict such things, of course. All we have is hindsight. But knowing what *has* happened, and then talking to businessmen who *have* made it to the present, brings forth certain patterns.

It is no secret that the business failure rate from 1973 was below that of 1972, and that 1972 was below 1971. Thus if ever there was a time to go into business or be in business it should be 1974. The trend is clear. But hold on. There were fewer businesses *formed* in 1973, so the picture becomes a little muddy. And liabilities of businesses that failed were *higher* by *two billion dollars* in 1973, so even though fewer failed, more money was lost.

Half of the casualties, incidentally, were retailers. Far fewer service type businesses failed. The safest of all? As they say, you can't beat taxes . . . and death. The business of government continued to function in spite of Watergate and such, and funeral directors had the lowest failure rate of all in private businesses.

If you are not a politician or a funeral director, and have no plans to go into these apparently lucrative businesses, you still have a chance. All you have to do is corner beginning businessmen, established businessmen, bankers and government (SBA) employees, and hit them with the following questions.

1. Is this year going to be a good time for small business?
2. Is this year going to be a good time to start a new small business?
3. Which type of small business stands the best chance for success?
4. Where can a potential or established small business owner go for business advice and financial help?

Manuel Mateus is a Vice President of California's Independence Bank, and manager of the home office branch. He deals with business loans every day and works closely with owners of small businesses. He helps to arrange Small Business Administration loans, about which more will be said later.

"This is a rather difficult time for small businesses," says Mateus. "The small businessman faces rising costs, and he has controls forced upon him. He has a difficult time staying abreast, and still he must offer something extra. He cannot meet the prices of the larger retailer.

"This is the wrong time to open a small business."

Unless, suggests Mateus, the businessman decides to go into a franchise operation "where they are led by the nose in operations and accounting, and provided they stick with some-

thing they know. A machinist should not open a dress shop, nor should an insurance man open a machine shop."

This made solid sense to Bernard I. Diamond, who started with one Midas Muffler shop on his own, and now has another and a number of employees.

"My business has prospered, even though it is a trying time due to controls and due to the fact that the auto repair business has a bad image which many of us are actively trying to overcome with extra customer service.

"I had three cars on my racks this morning," Diamond said recently, "that I won't ring the cash register on. All three are come-backs, and not one is the fault of our work or Midas products. But they are customers, and I try to treat them as they hope to be treated.

"I must live under the controls of the parent company as well as the government. But even then, I feel that this is a good time to open a new business, if you are erudite enough to run it properly. You cannot expect to make all the money the first month, and you should have experience in running a business."

But not just any kind of business should be opened today, according to Diamond. "If you really want to work, you can succeed with any type of *service* business. Try to get a plumber or an electrician today. It's impossible. Open a service business, and then give good service, and you'll succeed."

Allen Heath was a daring young man climbing the rough and rugged ladder of auto racing that night years ago at Illiana Speedway when he crashed. It was a horrible crash. For a while, doctors thought he was gone, and they never gave his family much hope for his recovery. Certainly he would never race again, for the crash had taken one of his arms.

Heath raced again, became a champion in the dangerous midget and sprint cars, and finally retired to go

into business. Today he owns and operates a huge auto body shop called National Auto Center. He has a number of office and repair employees. His business is thriving when others in the same field are failing.

"Today or any other time, you must give something extra to succeed. You must give quality work," says Heath. "Many businesses are failing today not because of controls or other factors, but because they will not treat their customers well, because they do not offer quality work. This is true with new businesses and well-established ones. I'll spend time with a customer even though I know it won't pay on the spot."

As he spoke, Heath was estimating the body repair work on a car which had driven in at random seeking this service as a part of an insurance settlement. The car was vintage, and the body badly crunched. Heath knew that the estimate would go no further than the files of the insurance company, that the wreck was a "total" and that a cash payment would be made to the owner. Heath knew that he would never see the old car again. Yet he prepared with true detail every single bit of the work involved in straightening the ancient car's bent metal.

"Other body men will turn away such customers," explained the former racing star, but those, he implied, are the ones who will eventually fail. "I'll take the time to give them a detailed estimate. They'll remember my place, and come back when they really plan to get repairs."

Not a business secret, but the same old story on how to stay in business. Service to the customer, even if it hurts.

The Small Business Administration says that this is a fine time to open a business, and they'll help you . . . if you (1) plan to open in a deprived area and (2) if you are of a minority. In the SBA publication "SBA Business



Loans" (#OPI-18, dated January, 1973) these are the first two objectives of this tax-supported government agency. The third, which many people believe should be the *first*, is to "promote small business contribution to economic growth" in, it is assumed, *any* area for *any* ethnic group.

"You must be black to get an SBA loan to go into business or to stay in business," complained one disgruntled businessman. "Or Chicano," he added bitterly. Not true, says the SBA, and some proof comes from banker Manuel Mateus.

"I just got \$35,000 from SBA for a business in Beverly Hills," he says. "This is certainly not a depressed area. I arranged another loan in Simi Valley (a middle and upper middle income residential and small business district in Southern California) and another in Northridge (an upper middle class, predominantly white area). Depressed areas are getting loans at maybe 5 to 1, but it is not at all impossible to get an SBA loan in any area."

But should you try? Recently two government economists spoke out on business prospects in 1974. One called the year a time of "stagflation" (stagnation and inflation) and the other said it would be a year of "sluggish economic growth." Still, small businesses will

be born and will grow and flourish.

Doanld Zents, an executive with National Life Insurance Company, suggests why. "The key to the small business that succeeds is skilled management. All the new machines will never replace good men. And the modern operator of a small business must be an all-around type. Only big businesses can have several men, each with a specialty. With a skilled leader, and quick, efficient, pleasant customer service, a small business can succeed."

One small businessman claimed that controls exerted over small businesses makes operating particularly rough today, but another pointed out that suppliers to small businesses are also controlled. "It balances out," he claims "in most cases. Your suppliers are also under controls and regulations. Depending on the type of business, and the location of the business, this should be as good a time as any to go into business. This is true today, it was true yesterday, and it will be true tomorrow."

"Rules and regulations and the controls of Federal and local governments are a constant threat and worry to businessmen," says Zents. "Even then, they are generally constructive rules and controls. . . but they can appear to be disastrous at first. Take the cigarette

labeling business of a while back. It seemed a very bad thing for the tobacco industry to be forced to label each pack of cigarettes 'Dangerous to your health.' Yet the industry, with intelligent men involved, overcame the problem."

Norman Holtzman just left a rewarding position as president of a fairly large company to open his own business, Optima Publishing Company. His first product is a series of automotive self-help books under the "Money-Saver Books" line and available in most automotive supply houses today.

"No, this is not a good time for small business, but I'm a perennial optimist," says Holtzman. "With all the odds against small businesses, some will still succeed because of better ideas, better service, more fortitude, more charisma, more know-how. The problems, not in any particular order, are tight money, uncertain economy and shortage of materials (paper, metal, energy, etc.). Then there is the tendency of big business to have better distribution arrangements than small business."

But didn't Holtzman, himself, just leave a high-paying job to open a new business?

"Yes, but I measured as objectively as possible the problems versus the potential. And looking at how the consumer should react to our product, we should succeed. We have a good product, we have experience, we can accomplish the job. Generally, though, the safest answer if you are going into business is to open a service operation. The population is going to continue to increase and demand service. This is the easiest business to go into, and the more secure."

It will be interesting to see how Holtzman's MoneySaver books do on the marketplace in 1974. Especially since he, himself, feels that the timing is poor to open a new business, but that if you insist on doing it, it should be a service type (and not sales, like his own). As he says, he is a perennial optimist.

There are places where the new businessman and the established businessman can go for advice.


Your own bank is standing by to help. Suppose you borrowed money from Manuel Mateus to go into business. "You could come to me for advice on the financial end of the business any time. The basic thing about any business is to wind up with a profit at the end of the year. Generally accepted accounting principles apply. We look for this."

There are a number of groups of working and retired successful businessmen who make themselves available  
(Continued on page 53)

**APOLLO SPACE DOLLAR**  
**U. S. DOLLAR**

24 K GOLD

ELECTRO PLATED IN  
HANDSOME DISPLAY CASE  
**"THE EAGLE"**  
LANDING ON LUNAR SURFACE  
GENUINE MEMENTO OF  
AMERICAN HISTORY



These are not commemorative medals but real U. S. Dollars.

UNCIRCULATED  
SPECIMENS

ACTUAL SIZE  
ONLY \$3.00

---

UNITED STATES COIN CO.  
POST OFFICE BOX 10113  
CHARLOTTE, N. C. 28201  
3138 MAURY STREET

A-1

Enclosed is check or money order for \$ \_\_\_\_\_

For \_\_\_\_\_ APOLLO SPACE DOLLARS

(Add 50¢ postage each coin)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

Save \$1.00 on order of 2 or more. We pay postage.

economy prices  
 growth profits  
 expansion  
 output costs  
 REVERSAL  
 surpluses  
 DEFICITS  
 productivity  
 consumer prices  
 inflation

In the late 1960s, the U.S. economy was in the midst of an accelerating inflation. An ever-rising demand for goods and services, which resulted from government policies of rapid monetary growth and huge government deficits, strained manufacturing capacity and labor markets as producers attempted to meet a seemingly insatiable demand for output. Restrictive government policies in 1969, both in terms of slower increases in the nation's money supply and an \$8 billion government surplus, finally took hold by the end of that year and brought about slower increases in overall demand. Unfortunately, inflation remained high during 1970 and the slowdown in the demand for goods and services was reflected more in reduced output than in less inflation. The reason for this is that once an inflation rate becomes ingrained in various contracts and in the general decision-making process of businessmen, laborers, and consumers, purging this inflation becomes an extremely slow and painful process.

This is what happened in 1970, when in spite of developing surpluses, both in terms of manufacturing capacity and skilled labor, inflation remained high and wage settlements were even larger than the year before. Both businessmen and laborers had become so accustomed to price increases of 4%-5% a year that this inflationary premium became incorporated in many contracts which already included a "normal" price boost based on short-term supply and demand conditions.

Only gradually did the excess supply of men and machines begin to chip away at this inflationary premium. During 1970, consumer prices rose by 5½% and in the six months prior to the first price freeze in August of 1971, prices were rising by 4% at an annual rate. During 1972, with the aid of Phase II controls, price increases were held to 3½%.

The slowdown in inflation in 1971 and 1972 was being aided by a sharp rise in economic activity. Government policies once again were designed to stimulate demand, and businessmen were able to utilize the existing excess capacity so that output, productivity, and corporate profits all benefited from the recovery in demand. During this time, wage increases were held to more moderate levels than in 1970, not so much because of controls, but because inflation had moderated. The purchas-

by Robert J. Genetski

For the first time since 1969, economists and businessmen alike are forced to consider the prospects for a recession during the coming year. This consideration comes on the heels of a dramatic surge in economic activity. For the past several years output and productivity have advanced at an extraordinary pace while labor costs were held at bay. The result was a predictable surge in profits which have averaged increases of 20% a year over the past three years. Now, after several years of super growth for most areas of the economy, the pace of economic expansion is set for low gear, and businessmen are forced to adjust to the changing economic climate.

*Looking Back*

While there is a great deal more interest in looking ahead toward prospective developments than looking toward the past, the close relationship of future developments to those of recent years makes such an exercise particularly useful.

# The Small Business Climate

**“Let me show you how easy you can have a money-making business—part time or full time**

—Francis von Schrader, President



CARPET DETERGER



UPHOLSTERY DETERGER



WALL DETERGER

This is no ordinary business opportunity. It offers you an income you may have thought impossible—a business that keeps growing. With Von Schrader Detergers you provide a service everybody needs—on-location cleaning of carpeting or upholstery or walls. Every home and building are potential customers. The equipment you use is the finest: (1) Von Schrader Carpet Deterger gives deep-level cleaning to carpeting; (2) Von Schrader Upholstery Deterger cleans fabrics and synthetics beautifully; (3) Von Schrader Wall Deterger cleans walls five times faster than by hand. Start with just one Deterger, if you wish. Then, as your business grows, you may want to add the other two and thus offer a complete cleaning service. You own your equipment—no fees, royalties, contracts. Work full time or part time. Your investment? It's so small you'll find it hard to believe. What's more, we help you every step of the way, just as we've helped thousands of other Von Schrader Associates to financial independence.



**Free Booklet gives you full information**

Get the facts about your future in on-location cleaning. See how well Von Schrader Detergers are built, how easy they operate. **Extra! Special Recorded Message from Francis von Schrader to you included.**

**VON SCHRADER company**

2414 Place, Racine, Wisconsin 53403

Please send complete information on Von Schrader Detergers.

Name

Address

City

State  Zip

ing power of workers' take-home pay was rising (for the first time in seven years!) and laborers were extremely reluctant to sacrifice any of this gain by becoming entangled in prolonged wage disputes.

Unfortunately, as has happened so often in the past, the period of strong growth and moderate inflation of 1971-72 gave way to an explosive rise in both demand and prices. The reasons for the deterioration in economic developments during 1973 are varied and complex. Some are attributable directly to recent government policy actions, while others were largely independent of those actions.

On the government policy side, excessive growth in the money supply and large government deficits during 1972 set the stage for unusually strong increases in the demand for goods and services just at a time when the last remainder of any excess in manufacturing capacity and skilled labor was exhausted. This was not because of some perverse glee that government policymakers enjoy from instituting the wrong

policies at the wrong time; rather, it represents a perfect example of the problems stemming from the lags involved between implementing an economic policy and experiencing the impact.

The policies which stimulated demand during the first half of 1973 were put into effect during the previous year when some excess capacity still existed. In what proved to be a masterpiece of bad timing, the stimulus from these policies bolstered demand just when the economy ran out of excess capacity. The effect was a predictable increase in inflationary pressures.

While moderate government policies in 1972 would have reduced some of the extraordinary inflation experienced last year, they would not have eliminated the problem entirely. A sharp increase in foreign demand for U.S. output resulting from worldwide crop shortages, booming world economies, and the well-publicized drop in the value of the dollar in terms of most foreign currencies, would have meant some short-term speed-up in inflation in

## Important Social Security News

Social Security wants to find 3 million people who will be eligible for Supplemental Security Income. The 3 million people need to get in touch with Social Security by the end of January. The people sought are

### Age 65 or Blind or Disabled

Blind—20/200 in the better with glasses or a visual field of 20 or less.

Disabled—Unable to do any kind of substantial gainful activity because of a medically determinable impairment which can be expected to last 12 continuous months or end in death.

### Those with Limited Incomes

(less than \$130 per month for a single person or \$195 per month for a couple)

Excluded from calculating income are

- The first \$65 per month of wages or self-employment income plus half of any additional wages or self-employment income.
- The first \$20 per month of other income.

### Those with Limited Resources

(not more than \$1,500 for a single person or \$2,250 for a couple)

Excluded from calculating resources are

- A home of reasonable value; \$35,000 in Alaska and Hawaii. \$25,000 in all other States.
- A car of reasonable value; \$1,200 retail price.
- The first \$1,500 of personal possessions and household goods.
- Life insurance if the policy's total face value is \$1,500 or less. Only the case surrender value of life insurance values is counted in any case.
- Assets needed to produce income; or in blind and disabled cases for a self-support plan.

For more information, contact your local Social Security office, or write:

**U. S. Department of Health, Education, and Welfare  
Social Security Administration  
Baltimore, MD 21235**

the U.S. even if monetary and fiscal policies had been managed more prudently.

Finally, a portion of the excessive price rise last year is attributable to the wage and price controls. The inefficiencies and distortion created by the controls, as well as the cost of administering controls, must eventually be paid for by consumers in the form of higher prices and less output. While these costs may be temporarily suppressed, as occurred during the strict phases of recent wage-price programs, once controls are loosened, built-in price pressures will be released. This release of suppressed inflation accompanied the temporary easing of controls early last year and again when the second price freeze was dropped last August.

#### *Adjusting to Slower Growth*

The economic problems experienced last year can be summarized by the phrase "excess demand." This means that the demand for U.S. goods and services (both domestic and foreign) far exceeded the economy's ability to produce them. The result was a speed-up in inflation as prices were bid up in an attempt to ration the already scarce resources.

Once this problem was generally recognized, a number of steps were taken to slow the growth in demand. Government spending in 1973 was more in line with tax receipts than the \$15 billion deficit recorded in 1972, and the growth in the nation's money supply was pulled down to the 5%-6% annual range for most of last year, compared to 7%-8% during the previous year.

The initial effect of a tighter monetary policy during a period of strong demand was to push short-term interest rates to record highs. For example, the commercial paper rate rose from 5½% at the beginning of last year to more than 10% at mid-year. Long-term rates also responded to the changing environment, but the rise was much more subdued than in the short-term area. Huge increases in profits during the 1971-73 period had left corporations with a relatively large amount of funds for long-term needs. This meant that corporate demand for long-term debt was relatively light, with the result that pressures for higher rates on corporate bonds were not as severe as those on short-term funds. However, pressures for some boost in long-term rates, particularly on home mortgages, did emerge as a result of a rise in inflationary expectations.

#### *What Lies Ahead?*

In all likelihood, the government's policy objective for 1974 will not be achieved. Over the past five years inflation has averaged 5% annually, with the most severe increase occurring last

*(Continued on page 33)*

# It doesn't take a fortune to become one of the most important merchants in town

## Wanting to be a solid, important business man is the kind of ambition Western Auto is looking for.

A Western Auto store is *not* just another business subject to public whim; it provides vital, needed merchandise and service to the whole area.

**Sixty years of experience.** The Western Auto Associate Store Plan is time-tested. Nearly 4,000 owners find it the key to financial security, a better way of life. Western Auto is one of the nation's most successful retail operations, not part of the current franchise "boom".

**No franchise fee with Western Auto.** With Western Auto's plan there are no franchise, advertising or royalty fees. Your total investment goes into your store. Western Auto makes its profit from your purchases and *your* long-term success. Western Auto wants to *build* you, not drain you.

**No retail experience necessary.** This plan enables you — without a single day's experience in retailing — to apply ambition and a willingness to work . . . and succeed! This plan — and Western Auto people — help you every step of the way. From the beginning, you'll be independent — yet *never* alone.

**Need financial help? Let's talk.** If you're qualified, Western Auto will help arrange financing. The modest investment required on your part may be much less than you think, and Western Auto can help you stretch it.

**Already a retailer?** Many of our current dealers have found converting to a Western Auto Associate Store an immediate answer to their growth and profit goals.



**General merchandise for car, home and family from the company on the GROW**

Mail to: R. T. Renfro, V.P.  
Western Auto Supply Co.  
2107 Grand Avenue  
Kansas City, Mo. 64108

Dept. EK-174-WEA-51

I'd like to know more about owning my own Western Auto store. Please send free information.

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



## *Color, Life, Atmosphere . . .*

Once gypsies came and pitched their tents by the sea,  
and the moon bathed the water in its yellow glow.

by Jerry Hulse

Above Spain's Costa del Sol there are dozens of hill towns with incredible views all the way to North Africa. One is Casares, and it is the gem of the lot. You will discover it motoring toward Gibraltar from Marbella; because it is relatively unknown it remains peaceful and unspoiled—yes, and refreshingly unsophisticated.

The village is blindingly white and anchored precariously to the hills behind the Mediterranean. I asked the proprietress of Pension Macrima if she had a room. Yes, she said, she rents many rooms—three altogether . . .

One may take up residence at Pension Macrima for less than \$2 a night. There are a couple of other rooms as well which are up for grabs nearby at Pension Benilda, and perhaps it is the bargain of the entire Costa del Sol: bed and breakfast together with lunch and dinner, \$4 a day total.

The population of Casares is less than 5,000. Mostly the people are shepherds and farmers. "How old is your town?" I asked Casares' sole policeman who was seated beside a fountain. The old man hesitated, turning the question over in his mind.



Finally he said, "I don't know for sure, señor. Centuries old, I suppose—yes, centuries old." As we drove away he called out, "Vaya con Dios"—God be with you . . .

In the opposite direction from Marbella, toward Torremolinos, there is another white-washed Andalusian village, Mijas, with narrow winding streets and burro taxis and sidewalk cafes with window boxes that drip with geraniums. The streets of Mijas are lined with shops and they offer excellent buys in leather, hand-knit shawls and bedspreads, iron work, pottery and straw bags.

Accommodations at the new Hotel Mijas with its 106 rooms start at \$5 a night single and \$9.50 double. You are on top of the world with the Mediterranean spread beneath your window. In Mijas there is a second choice, the Hotel El Mirlo Blanco with 14 cozy rooms, each with private bath. A double with three meals will cost you \$12 a day. At twilight guests gather on the terrace for cocktails. It faces a square which is alive with acacias and cobbled streets that echo the sound of the burro carts.

While Mijas is an excellent place to drop off the world and unsnarl the nerves, there is far more excitement below—down along the beaches of the Costa del Sol. Among the *in* crowd there is no tonier town than Marbella,

the Palm Beach of Spain's Riviera. Where else does a queen's brother play piano in a pub while an English lord pours in another? Golf being the favorite pastime, both royal head and commoner join forces in Marbella. In the golf-conscious resort it is utterly impossible to tell a crown prince from a pauper.

In the lineup of hotels and golf resorts, the Nueva Andalucia is among the hallowed grounds. Designed by Robert Trent Jones, it is considered one of Europe's most grueling courses.

If golf is not your bag, Marbella offers other activities ranging from bullfighting to skiing—skiing either in the water of the Mediterranean or else down the slopes of the Sierra Nevadas. Those who choose to attend the bullfights soon learn they can play the role of the matador, facing calves in a non-bloody match complete with graduation and diploma. Being a hedonist's world, Marbella offers other diversions ranging from tennis and girl-watching to donkey excursions into the Sierra Bermejas.

To get the geography lesson straight, Marbella lies roughly between Malaga and Gibraltar with a mountain backdrop and the Mediterranean in the foreground. Set along the shoreline are elegant gems, among them the Atalaya Park Hotel with its five swimming pools (four outdoors, one indoors), five

restaurants and nine bars. The good life can be lived for \$24 a day single and \$40 double, a price which includes meals as well as shelter. Besides the five swimming pools, the Atalaya Park in Marbella has its own 18-hole golf course, tennis courts and riding stables. On the same 20-acre plot, the Aalaya also offers the keys to 20 villas (one containing five baths and a swimming pool), the services of a maid and reduced greens fees. The price a paltry \$2,700 a month during summertime.

Likewise, condominiums are on the line. The starting price is \$22,000 and there are penthouse apartments overlooking the golf course selling for \$100,000. Buyers must plunk down 25% of the purchase price when sign-



ing the contract, 25% upon completion of the foundation, 40% more when the interior walls are finished and the final 10% when the landlord delivers the keys. Those short on cash are given the option of seeking a 75% loan from Swiss bankers.

Nearby, the Hotel Andalucia Plaza is a brand-new four-star entry with 400 rooms. Guests gaze across a lobby the size of a soccer field and take their meals in the Boedgon de Sancho Plaza, a 16th-century Spanish specialty restaurant. Fixtures hand-tooled in Toledo adorn guest rooms, while the exterior is a cross between the classical building of 18th-century Spain and Florida's Fontainebleau.

Guests tiring of the swimming pool and sea may retire with picnic lunches to two nearby fresh-water lakes—Lago de Las Torugas or Lago Viejo. Likewise, the hotel will arrange cocktail parties on the sands of Marbella's new 12,000-seat bullring, complete with flamenco dancers and a lively band. Greens fees for other guests come to \$5.75 for the entire day and clubs may be rented for an extra \$3. The price of a round of tennis is \$1.60 with both racquet and balls tossed in with the deal.

Other resorts sprinkled along the same shores include the Miami-style

Don Pepe and the clubby, five-star Marbella Hotel. Singles at the Marbella start at \$5.75 a day and doubles at \$7.25.

With Marbella near the centerfold, the 150-mile long Costa del Sol stretches from Almeria to Algeciras. At Soogrande the popular Tennis Hotel offers up 46 rooms in split-level fashion priced from \$17 a day to \$30 double, services and taxes included. For an extra \$10 per person they'll feed you in grand style three times a day. The view of Gibraltar comes free.

Sotogrande's Club de Gold is included in the same general complex, its guests gathering in an Andalusian-style clubhouse and taking shelter in a dozen villas, each commanding a view of the sea. Privately operated, Club de Golf extends privileges to members of recognized clubs both in the United States and Europe.

Villas in the nearby village of Estepona are bid at \$31,000 to \$56,000 in the Bahia Dorado resort. Absentee owners open their doors to tourists for as little as \$8 a day in the winter months and \$26 a day during summertime. Close by are a restaurant and supermarket, laundry, beauty shop, tennis courts and three swimming pools.

The peacefulness of the Cosa del Sol ends, though, at Torremolinos where bearded expatriates from U.S. and European cities roam the streets, tasting of the grape in more than 300 bars. Once the watering hole of Romans, later it attracted gypsies with their horse carts. They pitched their tents by the sea and sang to a moon which bathes the water in its yellow glow.

Streets wind among flowered patios and geraniums grow blood red and the bougainvillea falls in showers from ancient walls. But, unfortunately, there are row on row of modern highrises. Take Saint-Tropez, add a pinch of Miami, a dash of Greenwich village and there you have it: Torremolinos.

Village life centers around Calle San Miguel, the main shopping drag which slopes to the cliffs and the sea below. During the day the bearded crowd soaks in the sunshine along Calle de Caule. With darkness they return gathering at Mike's Bar, the friendliest pub on the entire sunny coast.

Walls are papered with gunnysacks and candles burn at the tables, and when it rains the roof leaks, so everyone is given an umbrella. Grape vines grow through the cracks in the ceiling and the air is thick with cigaret smoke. While someone strums a guitar, the customers sing. But where, I asked, was Mike? His wife smiled sadly. "Dead," she said. "Mike died a couple of years ago."

He was a huge man who had lived in Shanghai and afterwards spent 14 years in Casablanca before making his pilgrimage to Torremolinos. His wife, Rimma, tends bar now. I looked at a card which Mike had given me the time I stopped by before. It read: "Color, life, atmosphere." His wife smiles again, remembering. She poured us each a drink.

"To Mike," she said, and I nodded.

#### TIPS

—If you go to Spain you will discover a refreshingly inexpensive land. Your best bet in most cases will be the government-operated paradores. (For information concerning paradores and Spain in general, write to the Spanish National Tourist Office, 589 Fifth Ave., New York, N.Y.).

—Banks do business usually between 10 a.m. and 1:30 p.m. This is where you will get the best exchange rate for your dollars. Hotels tend to take a bigger cut—for themselves, that is.

—Shops open about 9 or 9:30 in the morning and close in the afternoon at 1 o'clock. They reopen at 4 p.m., doing business till 7 or 8 p.m. Spain being a late country for dining, figure on lunch well after the ordinary mid-day hour and dinner at 10 or 11 o'clock at night.

## THE MIND-SAVER—NOW \$39<sup>95</sup>!



ACTUAL SIZE: 4"x3"x1 1/4"

TRY IT FOR 2 WEEKS—NO OBLIGATION!

Put coupon in envelope and mail to: **Contemporary Marketing, Inc. ELK-1/74**  
607A Country Club Dr. • Bensenville, IL 60106 • Phone: (312) 595-0461

Truly a fine quality, professional instrument. Everyone working with numbers or figures at work, school, or at home, can now afford and should definitely own this award-winning, full-feature Commodore Calculator. Really, why pay more?

- Adds; Subtracts; Multiplies; Divides
- 8-Digit Lighted Display
- Automatic Floating Decimal
- Constant Memory Factor
- Shows True Credit Balance
- Clear Entry Key Erases Last Entry in Case of Mistake
- Fully Depressed Keyboard for Finger Use
- Easy to Read Digital Readout
- 6 Month FREE Replacement Warranty Against Manufacturer's Defects
- Comes Complete with Batteries

Please ship me \_\_\_\_\_ Commodore Minuteman 3 Calculator(s) at \$39.95 plus \$3 shipping and handling each. If not satisfied I can return it within two weeks for a FULL refund.

- Also send AC adapter @ \$3.95.
- Instead, send me the Rechargeable 3-S Model (with square and square root functions) at \$49.95 (add \$3 for shipping).
- Instead, send me the Rechargeable 3-M Model (with Memory and % Key) at \$59.95 (add \$3 for shipping).
- Check or Money Order Enclosed (Illinois residents add 5% tax).

Charge to my Credit Card Checked Below:

- American Express  BankAmericard
- Master Charge  Diner's Club

Credit Card # \_\_\_\_\_

Master Charge Code # \_\_\_\_\_ (4 digits)

Name \_\_\_\_\_

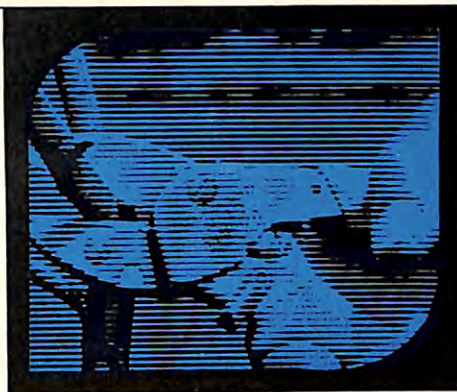
Address \_\_\_\_\_

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

Signature \_\_\_\_\_

# BACKYARD GARDENER

by Jon Peterson



## WINTER WORK

A few years back, a close friend and neighbor of mine bought a new home on a 10-acre plot of virgin land in Southwestern Wisconsin.

"Is it landscaped?" I asked.

"Sure. Mother Nature landscaped it a million years ago. I think she can take care of it well enough for the next 20 or 30 years."

Sounds fair enough, doesn't it? Ahh, but my friend was in for a big surprise. His wife loved roses wildly, but the wild roses on their new property never quite reciprocated. They failed to yield those colorful, sturdy, fragrant blossoms they'd enjoyed from the old hybrid plants. And the first summer in their new home, they watched a magnificent flowering crab brown out and die. Finally, when their favorite silver maple failed to leaf the following spring, Jim turned to me in desperation.

Jim is a storybook example of the back-to-nature overboarder. He tries, but . . . Sure, it's fun leading the "rustic" life. But whether on 30 acres or 30 feet, it's a simple fact. Mother Nature unattended goes berserk.

Oh, she means well. And she does a pretty good job—from her point of view. The trouble is, her point of view doesn't always coincide with our own.

Take that flowering crab, for example. Chances are it was choked off so that other, younger and stronger, plants might feed off the soil and grow. And Jim and his wife could have saved it, had they known a little more about nature and how she tends after her own.

In nature, neglected trees do their own pruning. They must. So the weak branches die off and fall away. Rubbing branches kill one another. Thick undergrowth chokes young trees and bushes or shades them to death. No problem. Unless the trees and shrubs nature disposes of are the very ones you hoped to save. That's why proper pruning, even in the most rustic setting, is so important.

Need more convincing? Here are the

three basic reasons you should prune your favorite trees, flowers, and shrubs regularly.

### Dead Wood Removal

It's a severe drain on any plant to support dead or dying limbs or broken or diseased branches. A dead limb on a bush or small plant is an open invitation to insects and rot organisms to enter. Right now, this winter, is the time to make a thorough check of your bushes, trees, and shrubs for dead, cracked, or injured branches while there are no leaves to interfere with the inspection. I use an anvil-action pruning shear (such as the Snap-Cut No. 19) for cutting back dead wood. Cut the limb flush with the parent branch or trunk. If it's a saw cut on a thicker limb, more than one and one-half inches in diameter, it should have a protective coating of tree wound dressing. The dressing will help keep out damaging moisture while accelerating the healing process. Sometimes it takes years before a wound is covered with bark, so seasonal re-applications may be necessary.

### Growth Control

Pruning for growth means giving a young plant a basic structure of good "habits." Bad habits frequently result in weakness and deformity. Proper pruning makes certain that trees, shrubs, and flowers grow within prescribed limits as to shape and size. Pruning results in a shorter, more bushy plant with larger fruit or flowers . . . and more of them. I like to prune for growth during the winter months, too. It gives me something to do, and gives the plants time to prepare to divert food and water to the remaining branches and roots come spring. That results in healthier, more fruitful plants.

### Greater Bloom

More and larger blossoms are usually the result of proper balance between the foliage above ground and the roots below. In transplanting from one spot to another, a plant's root

(Continued on page 54)

## 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\***

A Planned Adult Community



### Beat High Cost of Living!

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!** Bear in mind you are not renting the lot—**YOU OWN IT OUTRIGHT!** This qualifies you for Florida Homestead Exemption—thus affording you a BIG tax saving!

**15 FURNISHED MODELS ON DISPLAY**

### ALL THIS AND MORE 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

\* Price includes installation, lot and completely furnished 2 bedroom all Electric PERMA-MOBILE HOME. Carport, patio, utility room, air conditioning, landscaping, etc. are extras.

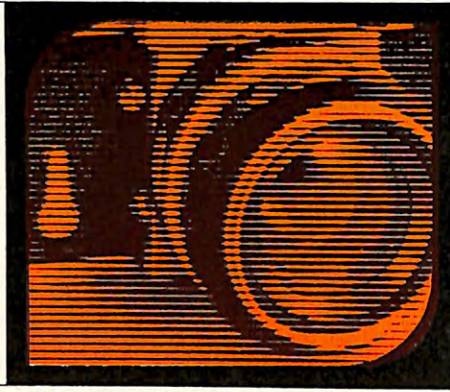
### SEND NOW FOR FREE INFORMATION

ORANGE BLOSSOM GARDENS, Dept. 52-E  
2148 N.E. 164th St., Miami, Florida 33162  
Rush literature • No Salesman will call.

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

Office (305) 945-2641 Property Office (904) 753-2270

# NEWS OF THE LODGES



A PICNIC for children afflicted with cerebral palsy and their families was hosted by Staten Island, N. Y., Lodge. Elks' ladies President Marilyn Vecchio, John Decker, and Valerie Pepe listened to the guitar played by Joseph Acquesta.



SEED, a drug rehabilitation program which works with youth addicts, received \$280 from Holiday Isles, Fla., Lodge. Elks' ladies President Gladys Read presented a check to Harold Summers, a representative of the program.



LAKE CITY (SEATTLE), Washington, Elks appeared on local television for the Jerry Lewis muscular dystrophy telethon and donated \$150 to the charity. At the presentation were (from left) Est. Lect. Kt. Robert Gurney, ER Kenneth McGuire, Brother Wayne Larkin, DDGER Terrence O'Brien, and Youth Chm. Lowell Tarbell.



A STATE SPELLING BEE has been sponsored by the New Hampshire State Elks Association, the Manchester *Union Leader*, and the New Hampshire *Sunday News*. Students in grades 5-8 from over 200 schools have participated. (From left) SP Harry Mullen, Robert Rosenthal, bee director, and Elks bee Chm. Raymond Jelley look at the check for the 1974 spelling bee.



**A PLAQUE** was presented by Havre de Grace, Md., Lodge recognizing the Bata Shoe Company for 20 years of service in providing needy persons in the area with shoes, under the lodge's charitable program. John McFaul presented the plaque to Augustine Dolezal, Bata Shoe Company president, as PER Curtis Dennison and Mrs. William Burns watched.

◀ **CAMPERS** Michele Auer and David Guinness were greeted by Crippled Children Chm. George Cain at Sussex, N. J., Lodge. The two children had just returned from a week stay at Elks Camp Moore which is the state major project.



**A TESTIMONIAL DINNER** was held at South Bend, Ind., Lodge in honor of Grand Trustee Lewis Gerber. Among the guests were (from left) PSP George Stutzman, Grand Trustee Melville Junion, Grand Est. Loyal Kt. Gerald Powell, PGER Glenn Miller, GER Robert Yothers, Brother Gerber, SDGER Herb Beitz, ER Ronald Olson, and SP Quenton Hawks.



**GROUND WAS BROKEN** recently for the new home of Front Royal, Va., Lodge. At the ceremonies were (from left) SP Sidney Sullivan, Mrs. Joe McDaniel, Richard Boies, Raymond Guest, VP W. M. Petri, and ER Francis Hall.



**MOTHER OF THE YEAR** Margaret Bozis (second from right) was honored at Harrisburg, Pa., Lodge. She was greeted by (from left) ER Albert Obniski, her son PER Albert Bernosky, and Elks' ladies President Anne Barbush.



**TAKING A SHOVEL IN HAND**, ER Lewis Buckles began the official groundbreaking for the new home of Greeneville, Tenn., Lodge. Present for the ceremonies were (from left) Howard Arthur, Paul Hite, Trustee Don Anderson, Est. Loyal Kt. John Land, PER Jim Swingle, Secy. David Cullison, and Frank Hamilton.

**CAMBRIDGE, Massachusetts**, Elks played St. Paul's C. Y. O. baseball team to raise money for the Jimmy fund. A check for \$500 was presented to the fund. On hand were (from left) PER Mel Darrah, ER Walter Marchant, Rev. Thomas Hurley, and Brother John Toomey.



**EXPANSION** of the home of Salinas, Calif., Lodge was completed recently. A dinner dance was held to celebrate the event, and the Brothers who provided labor and skills for the project were honored. Present were (from left) Trustees Chm. Harold Wallace, PGER Horace Wisely, Trustee Cliff Townsend, and immediate PER Andrew Parola.



**PAST EXALTED RULER** Norm Robinson (third from left) was honored recently at Jamestown, N. Y., Lodge for his contributions to the National Foundation and to the blood donor program. A class was also initiated in his honor. There to congratulate him were (from left) DDGER Lauritz Nelson, ER Lewis Paladino, and Foundation Chm. William Porterfield Jr.



**DONATIONS** from lodge members and friends were presented to Esq. William Crosby at a recent picnic held by Clark, N. J., Lodge. (From left) ER Edward Simpson watched as Brother Crosby accepted the check from Treas. Edward Getchis.



**THE CRIPPLED CHILDREN COMMITTEE** of Hamilton, N. J., Lodge joined with Trenton, Bordentown, and New Egypt Lodge committees to treat local crippled children to a picnic at Clementon Lake Park. Hamilton Lodge members who attended the outing were Chm. Joseph Kovacs, Frank Patsey, John Halsey, Vic Sabatino, Samuel Periano, Frank Daly, Joseph Downs, Joseph Napoli, and Joseph Hughes.

**A GIFT** of \$300 as proceeds of a party sponsored by North Adams, Mass., Lodge was made to the Northern Berkshire Association for retarded citizens. ER Joseph Marcuso presented the check to Mary Jezyk, association president.

## LODGE NOTES

**WINTHROP, Mass.** Co-chm. Alen Brogna and Paul Frazier organized a clam bake at the Deer Island Jetty in outer Boston Harbor for 200 lodge members. Present were PERs Alfonso Leandro and Norman Gill, Trustee Tom McCabe, Secy. John Donoghue, and Treas. Leo Dawson.

**MOUNT KISCO, N. Y.** The Yorktown swim team won the seventh annual swim meet. Recreation Commissioner Mike Volpe and Youth Chm. George Machado Jr. congratulated first place team members and their coach, Bill Collins.

**WATERTOWN, N. Y.** PER Frank O'Brien celebrated his 100th birthday at the Elks National Home in Bedford, Virginia. An honorary life member, he has been an Elk for over 68 years. He was Exalted Ruler of the lodge in 1922-1923 and was named Elk of the Year in 1963.

**HILLSIDE, N. J.** Transportation to the airport was furnished by the lodge for the ladies of Hillside Senior Citizens, who were flying to Bermuda. ER Henry Goldhor wished them a good trip as they boarded the bus.

**PINELLAS PARK, Fla.** One-hundred-dollar savings bonds were awarded to Youth Leadership contest winners, Nancy Kobic and Michael Grover. Both are students of North East High School.

**GULF COAST DISTRICT, Tex.** A marker for Texas Elks Crippled Children's Hospital was made possible by PVP Ted Fox and district lodges. PGER George Hall spoke at the dedication.

**CARBONDALE, Ill.** A fish fry was sponsored by PER Frank Bleyer. One-hundred-fifty members attended including PERs Jack Connell and Mike Mills of Murphysboro Lodge. Catfish headed the menu along with barbecued pork and beans.

**CLINTON, Mass.** Marlboro High School senior, Cliff West, broke the course record in the third annual Elks road race. His closest competitor was Frank Carroll, a senior at Shrewsbury High School. Last year's winner, Jim Vital of Marlboro, finished third.

**PALO ALTO, Calif.** The lodge's visiting committee sees Elks, who come from across the nation to Stanford University Hospital. The committee would like to be informed by the lodges when members come to Stanford. Write to William Bentele, Palo Alto Lodge #1471, 4249 El Camino Real, Palo Alto, California, 94302.

**SAGINAW, Mich.** On his recent visit to the lodge, VP John Whorley surprised the members with a full bank to be used for the state major project.

**NEWARK, Del.** The lodge held their first District Deputy clinic for the East District of Maryland, Delaware, and the District of Columbia. ER Donald Doult, SP Brice Dryden, DDGER Carmine Pasapia, and VP Bill Cassidy were present.

**SALIDA, Colo.** Awards were presented to 4-H members and other civic-minded young leaders of Chaffee County at an annual banquet hosted by the lodge. Winners included outstanding 4-H members Brenda Anderson, Dana Lamm, Jody McCormick, and Steve Sturgeon.

**PEMBROKE-HANOVER, Mass.** A flagpole was donated to the Lodge by the Elks' ladies. ER Edward Ardini received the gift from ladies' President Eileen Ferrarini and Mada Bostock.

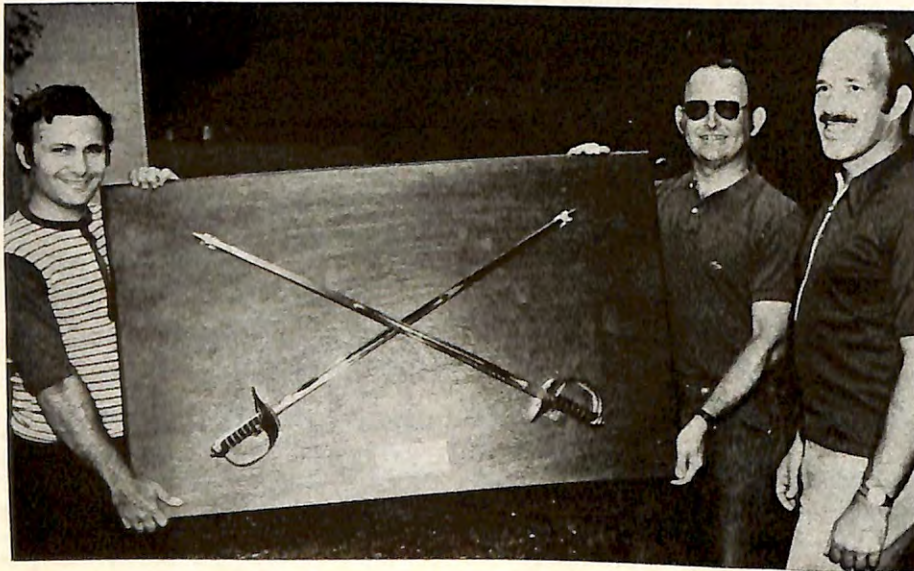
**TORRANCE, Calif.** Fifty phones filled the lodge room when the lodge hosted the new Jerry Lewis Labor Day telethon for muscular dystrophy. Members, their families, and friends participated in a national effort which drew \$12,500,000 to fight muscular dystrophy.

**PROVIDENCE, R. I.** Brother Walter J. Orme, who was a member of the lodge, died on October 11, 1973. An honorary life member, he was an Elk for 68 years.



**A MEMORIAL SERVICE** was held on the 70th anniversary of Mount Vernon, N.Y., Lodge. Among those present were Chm. Arthur Alterman (standing) and (from left) PDD and PSP Martin Traugott, Past Grand Est. Loyal Kt. and PSP James Gunn, SP William Steinbrecher, and ER Joseph Van Etten.

**A MEETING** of the Massachusetts Elks National Service Commission was attended by (from left) SP Alfred Fitzpatrick, VP Albert Murphy, State Vets Chm. Henry Gibbons, and Grand Trustees Chm. W. Edward Wilson. There were 38 members of the commission present, who cover all the VA hospitals in the state.



**EX-PRISONER OF WAR** Capt. Joseph Milligan (right) was the guest of Clinton, N. J., Elks for their annual clam bake. A plaque was presented to him by ER Kenneth Donatelli (left) and by PER Robert Haug.

**A TROPHY** for the annual golf tournament sponsored by Tioga County Chapter of the American Cancer Society was presented by Owego, N. Y., Lodge in memory of PSP John Gorman. Brother Gorman, a charter member and Exalted Ruler of Owego Lodge, had established a trust fund for charity. At the trophy presentation were (from left) ER Richard Root, Community Welfare Chm. Roger Mead, Treas. Roy Armfield, Secy. J. Edmond Morton, and Robert Koloski, cancer society tournament chairman.



**THE ANNUAL MEETING** of Santa Monica, Calif., Lodge and Miami, Ariz., Lodge was held recently. Present were (from left) DDGER Ed McWilliams, PDD Kermit Bressner, SP Robert Belsher, Arizona, DDGER Norman Lopez, and PDD Vince Ciallella.







**THE BOARD OF GRAND TRUSTEES** met recently at the Elks National Home. Present were (from left) Past Grand Trustees Chm. Francis Hart, Grand Trustees George Klein, Lewis Gerber, Chm. W. Edward Wilson, National Home Director Doral Irvin, GER Robert Yothers, Grand Trustees Melville Junion, Wayne Swanson, Edmund Hanlon, Alton Thompson, Secy. Clifford Whittle, Grand Secy. Homer Huhn, and Grand Trustee Gerald Strohm.



**A FOUR YEAR SCHOLARSHIP** from the Elks National Foundation was awarded to Kraig Knudsen, the son of Brother Walter Knudsen, who is the editor of Roseville, Calif., Lodge's bulletin. Kraig is a 1973 graduate from Oakmont High School and is to attend Sierra College.



**BURNING THE MORTGAGE** to Leesburg, Fla., Lodge were (from left) Est. Lead. Kt. Jack Griffith, Est. Lect. Kt. William Tweedle, Esq. Louis Files, SP Alvin Ehrlich, VP Earl Roth, Chap. Curtis Sellbrede, ER Gerald Gaffney, and Est. Loyal Kt. Donald Dertod. The ceremony was held during Brother Roth's official visit.

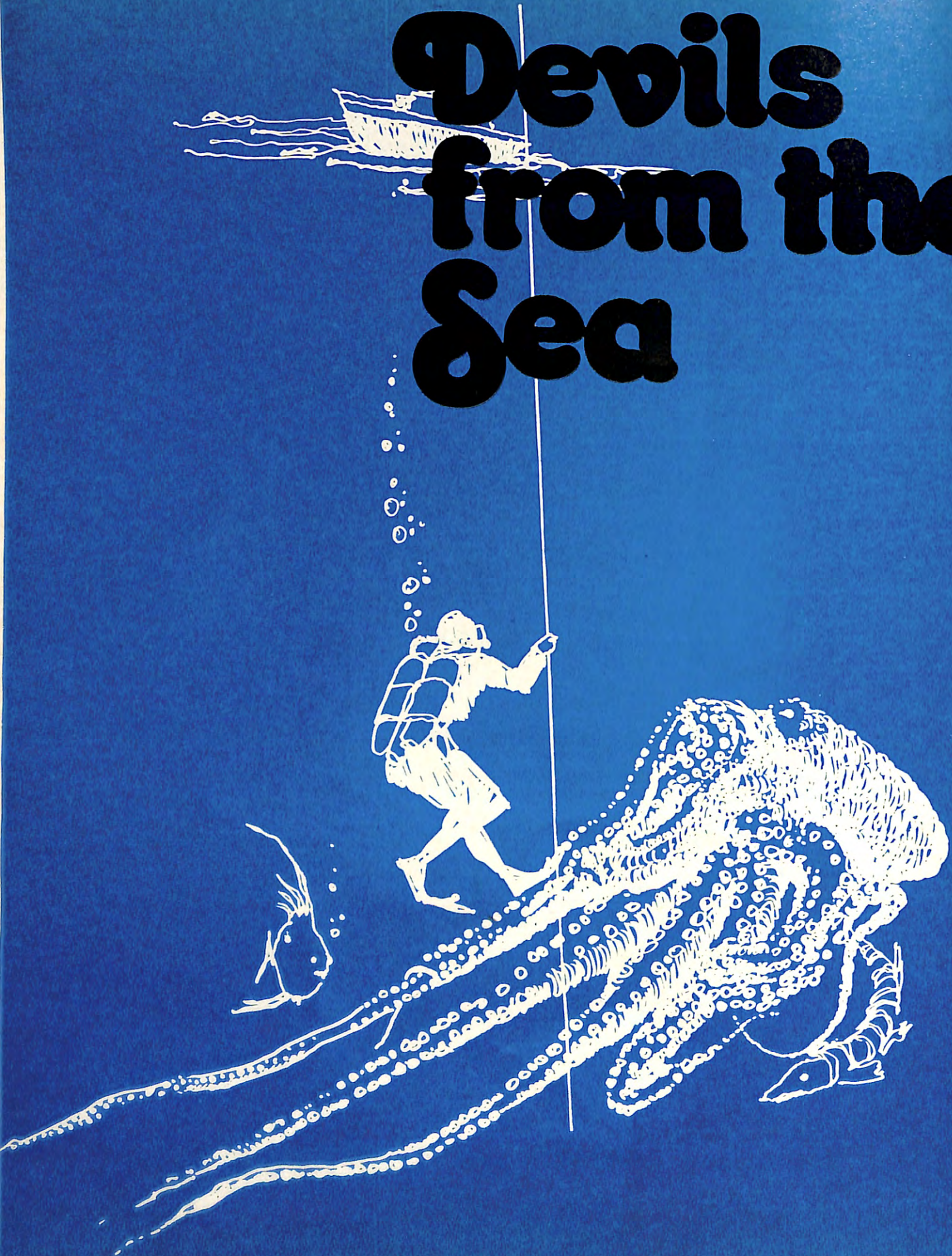


**A SWIM MEET** was sponsored by Peekskill, N. Y., Lodge for local youth. District Youth Chm. Joe Scaramuzza (back row, second from left) and ER John Lancaster (right) presented trophies to the top winners in various age groups.



**A TROPHY** was presented to Hillside, N. J., Lodge for their champion little league team. Brother George McDonald, who is the league president, gave the trophy to ER Henry Goldhor as Brother John Kulish observed.  
(Continued on page 50)

# Devils from the Sea



## By Joseph Stocker

They belong to a family of marine animals known as cephalapods, and they are to be found in all the oceans of the world. The octopus is slightly the more repulsive-looking of the two, slimy and oozy, with eight writhing arms, huge, staring eyes and a bulbous body. It paralyzes its prey with its saliva, and the bite of one species, found along the coast of Australia, is so poisonous that it is known to have killed a man.

Attack the octopus and it slithers away across the ocean floor, squirting a cloud of ugly black ink to cover its tracks. Caught up in mortal combat, it wraps its arms around its adversary and hangs on with hundreds of sucker disks exerting enormous traction. Cut off an arm and it grows another. "The octopus, O horror! inhales a man," exclaimed the 19th century writer, Victor Hugo. It doesn't quite, but, even without that, it scares hell out of nine-tenths of the human race.

Its first cousin, the squid, alias the "devil fish," is also pretty unappealing. It, too, has eight arms lined with suckers. It has, in addition, two tentacles stretching out well beyond its arms, to seize its victim and bring it back within reach of the squid's churning arms and terrible beak. The beak of a giant squid is capable of cutting a man in two or severing a steel cable.

The squid moves by jet propulsion, drawing in water and thrusting it out against the surrounding water. One of the sea's fastest creatures, it has earned the romantic appellation of "sea arrow." Smaller squids even take to the air like flying fish and fly in formation as do military planes. Entire schools leave the sea together, individual squids keeping the same distance apart in the air and finally returning to the water at the same time.

The voraciousness of squids is legendary. "Oceanic wolves," somebody once called them. They've been known to seize a 600-pound marlin at the end of a commercial fisherman's long line and eat it down to head and bones before it could be hauled in.

Boats are fair game for them, too. (A giant squid may mistake a boat for his mortal enemy, the sperm whale.) Once, in the late 1800s, off Newfoundland, a squid threw a tentacle across the gunwales of a small boat from which two men and a 12-year-old boy were fishing. The craft was about to capsize when the boy, with astonishing presence of mind, grabbed up a hatchet and chopped the tentacle off. The

wounded squid, pouring his ink into the sea, sank out of sight.

A Norwegian tanker captain swears that in the 1930s his 15,000-ton ship was attacked three separate times by squids in the Pacific. Each time the squid appeared to try to encircle the ship with its tentacles, throwing them upward in a vain effort to reach the deck. Each time it slid toward the stern and was chopped to death by the propeller.

During World War II a British troopship was sunk in the Atlantic. A raft kept a dozen survivors alive, although only one or two could sit on it at a time while the rest clung to it in the water. Suddenly a giant squid surfaced, snaked a great tentacle around one of the men, broke his hold on the raft and dragged him beneath the waves. Shortly afterward another man felt his



leg being seized by the squid. Then, for no apparent reason, the animal let go. But the suckers left raw sores on his leg that were still visible years later as scars shaped a little like bottle caps.

How large is the giant squid? Nobody is quite sure. Jules Verne wrote of the submarine *Nautilus* being attacked by squids of "colossal dimensions," weighing between 40,000 and 50,000 pounds. And Norwegian fishermen of early times told of enormous creatures called *kraken*, with arms longer and thicker than the masts of sailing ships. They would lie in ambush at the bottom of the sea, then rise to envelop a hapless ship and drag it under.

Known species of squid don't quite measure up to the feverish imagination of Jules Verne and the Norwegian fishermen. But there are some big ones.

Among the biggest is the Humboldt squid, so-called because it is found in the Humboldt current off the coast of Peru. Jacques Cousteau tells of one being taken out of those waters with a body 10 feet long, tentacles 35 feet in length and eyes 16 inches in diameter. John Manning, of the Marine Laboratory at the University of Miami, says the Humboldt squid is capable of shooting a jet of water out of its funnels with a power equivalent to that of a fire hose.

In 1888, on a New Zealand beach, a squid was found that measured 57 feet from the base of its body to the tip of its tentacles—about the length of a medium-sized whale. That may be the largest on record, although Donald W. Wilkie, curator of the museum at the Scripps Institution of Oceanography in La Jolla, Calif., told me that he'd heard of a giant squid measuring 80 feet in length. And Newfoundland fishermen say that about every 30 years a monster appears in those waters that seems to range upwards of 70 feet. Why the 30-year cycle, nobody knows, but it may have been one of those "demons from hell"—as the locals call them—that almost did in the 12-year-old boy and his two fellow fishermen.

One interesting note in passing: A squid 50 feet long leaves round rings about 4 inches in diameter on the skin of a sperm whale. But mariners have found whales with round scars 18 inches across—more than four times larger than scars made by the largest known squid. "The giant squid," says Cousteau, "is one of the great secrets of the sea, and one of the last ones. But it is one whose solution is worth waiting for."

The largest known species of octopus is the North Pacific octopus, found in some profusion off the coast of Washington state. It ranges in size up to about 20 feet from arm tip to arm tip and in weight to 100 pounds or so.

The North Pacific octopus is the protagonist in what has to be just about the weirdest sport ever devised by the mind of man—octopus wrestling. Puget Sound skin divers go down in 50 feet of water, seize the octopus and wrestle him to the surface. Once out of the water, he is weighed and thrown back in.

That's all there is to it. But it can get a little hairy. The octopus, being much less vicious in fact than in appearance (actually, it's a rather shy creature), has to be lured out of its lair. But, once out, it does what comes naturally. It wraps all or most of its eight arms around the diver, sometimes pulling off his face mask and tearing out his regu-

## WIN A FORTUNE in the NEW JERSEY SWEEPSTAKES

Each week, approximately 19,000 persons win from \$40 to \$50,000 in the New Jersey State Lottery. For an investment of only 50¢! It's absolutely honest and legitimate. And anyone over 18 years old may enter by mail and deal directly with State Lottery officials. All out-of-state winners are notified. In addition, 50¢ tickets are eligible for periodic millionaire drawings. Already, there have been 28 instant millionaires—the 28th was a service station operator from Pennsylvania. You could be next! For only \$3.00, we'll rush you an application and complete instructions on how to register and enter this perfectly legal lottery. Your satisfaction is guaranteed. Just examine our material for 10 days. If not completely satisfied, send it back and we'll promptly return your money. So you have nothing to lose. And everything you've ever dreamed of to win. Hurry! Send your name, address and \$3.00 to: ICP, P.O. Drawer 5128, Winston-Salem, NC 27103

## AAMCO® And You Can Make It!

The world's largest transmission chain is still growing strong after nine years. Over 500 of our franchisees located from coast to coast. New openings in some markets mean you too might qualify. For further information write:

**AAMCO Transmissions, Dept. 14**  
408 E. Fourth St., Bridgeport, Pa. 19405

**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

**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-1 and free bonus offer.

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

### Coupon for Advertisement on Inside Back Cover

HABAND COMPANY, Direct Service Department  
265 North 9th Street, Paterson, New Jersey 07508  
Gentlemen: Please send me the shoes specified below, for which I enclose my remittance of \$.....

Color & Style	How Many	Size	Width
Brown Boot			
Black Boot			
Brown Loafer			
Black Loafer			
Black Oxford			
Brown Wing Tip			
Black Monk Strap			

**GUARANTEE:** I understand that my remittance will be refunded in full if upon receipt I do not choose to wear them.  
735-41

Name \_\_\_\_\_  
Street \_\_\_\_\_ Apt. No. \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip Code \_\_\_\_\_

lator—the vital mouthpiece that carries air into his lungs.

Don Wilkie, the Scripps curator, has captured North Pacific octopuses (for research, not for sport). He admits that it can be dangerous "if they rip your regulator out of your mouth or if you're short of air and they hold you down too long."

But both Wilkie and Cousteau deplore the octopus wrestling matches of Puget Sound. Wilkie calls it "a bad show in terms of cruelty to animals" and says the octopuses hauled out by the divers probably die when they are returned to the water. Cousteau says the wrestling is "unsportsmanlike." The North Pacific octopus, unlike its much smaller Mediterranean cousin, has little stamina. "It is possible," says Cousteau, "that these large animals are so quickly exhausted as to be easily on the verge of asphyxiation."

As large as is the North Pacific species of octopus, there is, or may be, one much larger—very much larger.

In 1897 the remains of a gigantic sea creature were washed up on the beach at St. Augustine, Fla. A Yale professor and expert in marine life examined the tissue and pronounced it an octopus, or what was left of one. He calculated that the monster in life weighed over 6 tons, with arms 75 to 100 feet long and 19 inches in diameter at the base. Spread out full size on the ocean floor, it would extend roughly two-thirds the length of a football field.

The professor, A. E. Verrill, even gave the creature a name—*octopus giganteus verrill*. Later, when his finding provoked considerable derision, he backed down and said the creature was probably a whale (although he noted that the remains contained little oil).

Recently two scientists, Dr. Joseph F. Gennaro, Jr., associate professor of

biology at New York University, and Dr. F. G. Wood, of the Naval Undersea Research and Development Laboratory at San Diego, took another look at the evidence. They decided Professor Verrill was right the first time. Dr. Gennaro even did a laboratory analysis of the tissue, which had been kept in alcohol and formaldehyde for 60 years. (The odor, he says, was pretty strong.) "The evidence appears unmistakable," concluded Dr. Gennaro, "that the St. Augustine sea monster was in fact an octopus." And, he added, "the implications are fantastic."

Why hasn't the *octopus giganteus* been seen elsewhere, and alive? Well, there are Bahamian fishermen who say they *have* seen it, reports Dr. Wood. But sightings have been infrequent, probably because the monster lives at great and inaccessible depths.

There's another and surprising side to the horrific-looking animals known as the octopus and squid. Horrific-looking or not, they are incontestably a boon to the same human race that gets so uptight about them.

For one thing, they keep a lot of people fed—especially the smaller species of squid, which range in size down to as small as a minnow, even as tiny as a dime. Occurring in quantities so great that ships have reported sailing through solid seas of squid, they feed more millions than any other sea staple except the scale-bearing fishes. Only this, together with their own cannibalism, has kept them from overrunning the oceans completely.

But it isn't just as provender that they serve mankind. Squids, for instance, are equipped with nerve fibers larger than those of any other animal. They are a thousand times thicker than the nerve fibers of human beings—the difference between a human hair and a match. Nerve tissue is essentially the

## Lodge Bulletin Competition

The Grand Lodge will again sponsor a Lodge Bulletin Contest for the lodge year 1973-1974. This contest will be sponsored by the GL Lodge Activities Committee with Brother R. B. Deffenbaugh as the committeeman in charge.

Rules for the contest are as follows: Prepare a plain manila folder containing three consecutive issues of your lodge bulletin for the period of April 1, 1973 to January 31, 1974. Judging will be made on the contents of your bulletin, not the folder.

Bulletins should cover local, district, state and national news. Human interest stories, pictures, format and timeliness will also be considered. Be sure to review Sec. 214 of the annotated statutes to see if your bulletin qualifies.

Lodge membership as of April 1, 1973 will be used to establish which category to place your lodge for competition. First, second and third place plaques will be awarded in each of the following categories: 1 through 300 members; 301 through 600 members; 601 through 1000 members; 1,001 through 2,000 members; more than 2,000 members.

Mail your entries to R. B. Deffenbaugh, 1003 Vilas, Leavenworth, Kansas, 66048. Entries must be received no later than February 20, 1974 to be eligible for the judging.

**Do not mail entries to The Elks Magazine, as the staff cannot guarantee that they will reach the proper source for consideration.**

same no matter what animal it comes from. Thus science has been able to learn much about the physiology, physics and biochemistry of human nerves from those of the squid.

Moreover, the squid and the octopus have the most highly-developed brains of any of the invertebrates—animals without backbones. Brain research on the octopus is relevant to man because the animal's brain lobes are comparable to those of mammals. And the octopus is recognized as possessing an intelligence superior to that of any of the sea creatures except the marine mammals—the dolphin and the whale.

This phenomenon was known as long as 2,000 years ago. The Roman naturalist and historian, Pliny the Elder, discovered that if an octopus could not open a clam, it waited until the clam opened itself. In the fatal moment the animal placed a pebble between the shells or valves to prevent their closing. He then could easily get at the soft, succulent body of the clam.

Some interesting and revealing tests of the octopus' intelligence have been conducted in recent years. A team of British zoologists placed an octopus at one end of a tank and lowered a crab into the other, along with a square of Plexiglas. The octopus, obeying its appetite and its instinct, attacked the crab and got an electric shock for its trouble. Then a crab was placed in the tank without the Plexiglas. This time when the octopus attacked, it got no shock and made a meal of the crab. It only took one or two shocks for the octopus to learn to attack the crab that arrived alone and avoid the one accompanied by the square of Plexiglas.

Using the same technique—a reward when the octopus does the right thing, mild punishment when it doesn't—researchers have trained the animals to do an amazing variety of things. They can be taught to run a maze and take crabs out of one kind of pot but not out of another. They learn to discriminate between a real clam and a phony one consisting of shells that have been cleaned and filled with wax.

In a laboratory at the University of Miami (FL), a small female octopus named Lee was actually trained to pull a stopper out of a bottle in order to climb in and grab a mouth-watering shrimp awaiting her there. At first the stopper was balanced loosely on the edge of the opening. Lee unhesitatingly knocked it off to get at the shrimp. Gradually it was moved to cover more of the hole, and each time the octopus disposed of it handily. Finally it was jammed right into the hole. Lee, unfazed, wrapped an arm or two around the cork, seized it with her suckers, pulled it out and flowed into

(Continued on page 30)



# AMERICA NEEDS YOU— to clean up our cities and make big money!

**Make up to \$1,000  
on a weekend  
in EXTERIOR  
BUILDING CLEANING.**

**NEW! Chemical  
Cleaning of any  
masonry surface  
"Any brick or stone"**

**Full-time or Part-time**

National Surface Cleaning Corporation introduces an inexpensive chemical cleaning system for all masonry surfaces. Our exclusive process cleans Brick (all kinds and colors), Limestone, Sandstone, Terra Cotta, Granite, Fieldstone, Precast stone and Concrete.

- Eliminates the need for harmful sand-blasting
- Does a better cleaning job
- Costs far less for any building or home
- Creates no ecology problem

Just spray on the exclusive National Surface Cleaning SM-27 and rinse with cold water. No abrasive scrubbing, blasting or scraping. The chemical does the work — not you.

**ALSO CLEANS**

Aluminum • Steel • Cement • Terrazzo • Stucco • Aluminum or Wood Siding • Tile

**REMOVES**

Rust Stains • Soot • Moss • Weathering Stains • Grease and Oil Deposits • Industrial Pollutants • Exhaust Residue • Mildew • "Graffiti" — all without staining

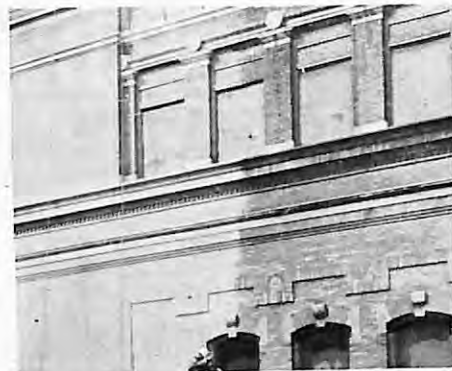
**HIGHEST PROFIT POTENTIAL**

We say that the National Surface Cleaning franchise is "The Highest Net Profit" service business in the world and we stand ready to prove it. It is normal in this industry to earn at least a 40% net profit, and not unusual to operate at 50% and 60% and even higher on many jobs with the National Surface Cleaning system.

**THE MARKET IS VIRTUALLY ENDLESS**

Industrial Plants and Buildings • Municipal Buildings • Commercial Buildings • Homes & Mobile Homes • Gas Stations (inside and out) • Store Fronts & Entrances • Interior Plant Cleaning • Office Buildings • Trucks, Trains, Signs, Boats • Statues & Monuments • Mortuaries • Apartment Buildings • Restaurants • Schools & Churches • Motels

You will be thoroughly trained in equipment operation and maintenance, modern sales and advertising methods, pricing and management techniques so that you will qualify as an expert in this industry. Complete turnkey operation available.



**AFTER** BIG JOBS **BEFORE**



**AFTER** SMALL JOBS **BEFORE**



**AFTER** ANY JOBS **BEFORE**

FOR COMPLETE INFORMATION WRITE OR PHONE MR. DAVID SHERIDAN  
**NATIONAL SURFACE CLEANING CORP.**  
4959 Commerce Parkway (216) 292-4727  
Cleveland, Ohio 44128

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zipcode \_\_\_\_\_

Telephone (     ) \_\_\_\_\_

(LIMITED OFFER—FOR THE "OVER-50" SET)  
**Enjoy an Arizona Vacation in a  
 Lovely Apartment  
 at Beautiful...**



DEL WEBB'S  
**Sun City**

America's Most Famous Resort-Retirement Community

**Now only \$99 FOR 2 PEOPLE**  
 October 16 through May 31  
**FOR ONE WEEK\*!\***

Treat yourself to a fabulous week of fun and sample resort living at its finest!

**Introductory Offer!** Enjoy a king's ransom in resort facilities. Meet the warm and friendly Sun Citizens—see their healthful, happy way of living. How: Enjoy a wonderful vacation for two, in a lovely, furnished *air-conditioned* apartment—only \$99 for one week\* October 16 through May 31. One condition: you or your companion must be 50 or over.



**Free Guest Activities Card!** Your passport to pleasure—tennis, swimming, shuffleboard, lawn bowling, bridge, dancing, arts and craft centers—yours to enjoy *free!* Bask in the warm sun or just loaf. Be a Sun Citizen for a week. Discover what *they enjoy* every week for less than 10¢ a day per person.

**Play Two Golf Games Free!** Sun Citizens enjoy golf year 'round on nine beautiful 18-hole courses. Two free games are included in your vacation week—one per person. Sun Citizens have the advantage, though—they enjoy remarkably low annual golf rates and they can own their golf carts, too!

**Discover Scenic Arizona!** Sun City is in the Valley of the Sun, 13 miles from Phoenix. And it's an easy drive to Grand Canyon, Mexico, Tombstone, Tucson and all of Arizona's fabulous tourist attractions.

**Act Now and Avoid Disappointment!** Reservations are filled on a "first come, first served" basis so send coupon today! Enclose deposit in full amount (\$99), or send for reservation application and full color brochure. Offer limited to availabilities. No reservations confirmed without deposit in full—prompt refund if no space.

\$99 for 2 people for one week—Oct. 16 through May 31; \$99 for 2 people for two weeks—June 1 through Oct. 15.

**MAIL THIS COUPON TODAY!**

DEL E. WEBB DEVELOPMENT CO. Dept. EM-14  
 P.O. Box 666, Sun City, Arizona 85351

Here's my check for \$99. Reserve an apartment for 2 in Sun City for the week starting \_\_\_\_\_ (date)  
 \_\_\_\_\_ (start any day of the week)

Send complete information about Sun City.

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

DEL E. WEBB DEVELOPMENT CO.  
 A DIVISION OF  
 DEL E. WEBB CORPORATION  
 Equal Housing Opportunity Developer

**IT'S  
 YOUR  
 BUSINESS**

by J. L. Slattery/R. Gosswiller



The motto of the U.S. Coast Guard is "Semper Paratus"—"Always Prepared."

How well prepared is your business to navigate successfully through 1974? **Dangers Ahead!**

This year American small businesses will be facing an unprecedented combination of problems. They'll be up against all of the following: inflation . . . energy shortages . . . shortages of materials and products . . . tougher competition from big business . . . rising taxes . . . the equal-employment-opportunity movement . . . the occupational safety-and-health movement . . . the consumer-protection movement . . . the environment-protection movement. And those "movements" aren't just expressions of public attitude. They include a rapidly growing body of laws and regulations. And those laws and regulations are getting more and more enforcement.

On top of all these problems, there's the possibility that a recession may be occurring in the U.S. economy. Even if there isn't one, some industry sectors will almost certainly be feeling that they're in an "inflationary recession."

In this article we'll take quick glances at the problems mentioned. And we'll offer some general suggestions that may help you get your business prepared for dealing with them. Obviously, not every business will be confronted by all of those problems. The owner-operator of a one-man barbershop won't be having trouble with the U.S. Department of Labor or with the U.S. Equal Employment Opportunity Commission.

**Inflation and Recession**

Early last November, Federal Reserve System chairman Arthur F. Burns said that inflation continues to be "the most serious economic problem facing our country" and that "it will take some time for the forces of inflation that now engulf the economy and others around the world to burn themselves out."

But will the problem be reduced that smoothly? There's much expert disagreement on that point. Last year, in

its monthly publication, **Barometer of Business**, Chicago's big Harris Trust and Savings Bank said that "a severe recession, with all of the hardships that normally accompany such an adjustment" would be needed just for quickly cutting the current U.S. inflation rate in half, to say nothing of stopping inflation altogether.

Some companies work with great determination and intelligence to battle inflation. One is Black & Decker Manufacturing Company, the world's largest maker of powered hand tools. "We have one basic objective each year, and that is to offset inflation," said B&D vice president Mr. Frank W. Mohny last year. Another vice president, Mr. Francis P. Lucier, said that each year the company makes a detailed and realistic estimate of its expected cost increases. "Then we put every engineer, foreman, supervisor—everybody in the company—to work to cut much off our costs." Through its very effective cost-control program, B&D is able to hold down its prices. This gives the company a tremendous marketing advantage and has helped it build enviably high profits.

But B&D's cost-control program does not include cutting down on the existing employe force. "The goal is no layoffs," said Mr. Ray Wright, manager of B&D's largest plant.

Generally speaking, it's harder for a small business to use anti-inflation measures than for a big company to do so. But both in big businesses and in small ones there must first of all be the desire to fight inflation. We'd say that this desire is rather uncommon these days. What we fondly call "the American way of life" doesn't encourage the growth of that desire.

This year and probably for several years—the problem of inflation will be complicated by a big new problem.

**Shortages**

During 1974 there will be shortages of energy and shortages of many materials and products. We strongly urge you to make up an "Energy-Problems Checklist" and a "Materials-and-Pro-

*(Continued on page 54)*

# LODGE VISITS

## GRAND EXALTED RULER ROBERT A. YOTHERS



Newington Children's Hospital was one of the stops GER Yothers made on his visit to Connecticut. Accompanied by a delegation of Elks and their ladies, he talked to a child, who is a patient at the hospital.



During his visit to South Bend, Ind., Lodge GER Yothers and his wife Dorothy (right) were guests at a testimonial dinner in honor of Grand Trustee Lewis Gerber. Present were (from left) ER Ronald Olson, his wife Annette, Brother Lewis Gerber, and his wife Marie.



Joining in the 75th anniversary celebration of Bayonne, N. J., Lodge were GER Yothers and a delegation from New York, N. Y., Lodge. (Front row, from left) Mrs. Laurie Chobot, Bill Reynolds, his wife Alice, Mrs. Inger Michelini, Brother Yothers, New York ER Guido Michelini, Al Montella, his wife Barbara, Al Karabin, and (back row) Phil Buckley, Joseph Humphries, Bob Grunow, his wife Chris, Mrs. Jessie Humphries, and New York Secy. Arthur Freed were among the guests.



Birthdays were celebrated recently by GER Yothers during his visit to Illinois and by GL New Lodge Committeeman Robert Flynn. Brother Yothers cut the first slice from the birthday cake prepared by Decatur Lodge.

The Scout headquarters at New Brunswick, New Jersey was visited by GER and Mrs. Yothers. They were accompanied by PGER William Jernick (seated, left) and a delegation of Elk dignitaries and their wives from New Jersey. All were welcomed by Clyde Clark (seated, second from right), who is relationships division director for the Boy Scouts of America.



# Why pay an answering service when you can own your own?



Dictaphone has a machine to make sure you never lose another cent through a missed phone call or a garbled message. In fact, we have a whole line of them.

They're called Ansafone Telephone Answering Systems. You can buy one outright or possibly lease it for about what you're paying your answering service now. And it works for you 24 hours a day, 7 days a week.

For a free brochure describing how much an Ansafone can help you, mail this coupon now.

**▶ Dictaphone**

Box L-1-31, Old Post Road, Rye, New York 10580  
Please send me full details of the Ansafone line.

Name \_\_\_\_\_

Company \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

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

Ansafone and Dictaphone are registered trademarks of Dictaphone Corp.

**THE TWO PIECE GIFT SET**  
Halvorfold and 6-Hook Key Case  
Water Buffalo \$14.25  
Gold Trim \$3.00 Add'l

## The Halvorfold

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

Billfold  
With Secret Money Compartment

Card Pocket

Name, address and any Fraternal Emblem in 23K Gold FREE

Exclusive Loose-leaf Device

5-pass capacity replaceable  
12 Pass 25¢ Add'l  
16 Pass 50¢ Add'l  
20 Pass 75¢ Add'l

**\$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.

Gold Filled Snap and Corners \$3.00 add'l.

Outside closing Flap means more Security

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

### Free Examination!

Send No Money—Pay No C.O.D.

Means exactly what it says. No strings. Mail coupon. Halvorfold comes by return mail. Examine it carefully. Slip in passes and cards. See how handy it is. Show it to your friends and note their admiration. Compare it with other cases at more money. 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.

Halvorsen, P.C.M., 4868 Victor St., Jacksonville, Fla. 32207  
Dept. 107

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.

- PLEASE CHECK HERE:
- Black Buffalo \$11.00
  - Bro. Buffalo \$11.00
  - Gold Filled Snap & Corners \$3.00 Extra
  - 12 Pass 25¢ Add'l
  - 16 Pass 50¢ Add'l
  - 20 Pass 75¢ Add'l
  - Elk Emblem Inside FREE
  - Elk Emblem Outside 75¢ Add'l
  - Lodge No. Under Inside Emblem 75¢ Add'l
  - Social Security Number 75¢ Add'l
  - First class .40 add'l
  - Air Mail .50 add'l

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

(Continued from page 27)  
the bottle to gain her toothsome reward.

At Cambridge University in England, a zoologist named Martin J. Wells has conducted experiments demonstrating that octopuses have a sense of touch infinitely more keen than that of man himself. Wells found that they could be taught to distinguish between cylinders of different size and even different texture. They learned to accept large cylinders and reject small ones, to accept smooth objects and reject rough.

Their most amazing achievement was learning to discriminate between cylinders differing in the frequency of the grooves cut into them.

"For instance," reports Wells, "they readily distinguished between a cylinder with one-millimeter (0.03937 inches) grooves spaced two millimeters apart, and one with the grooves three millimeters apart. This is a small difference and it is surprisingly difficult for us to detect, although the octopus managed it easily."

The octopus has another interesting attribute. It is almost surely nature's most extraordinary escape artist. One specimen residing in an aquarium in Bermuda pushed the lid off his tank, climbed out and down to the floor, walked across a porch and was on his way back to the sea when discovered. At a marine biological station in England, a scientist met an octopus coming downstairs in the middle of the night. It had wearied of being confined in a laboratory and gone for a walk. On another occasion, a small octopus was captured by a fisherman and left on the deck of his trawler. When the fisherman turned his back, the octopus walked across the deck and made his way down a ladder to a cabin where he was discovered hidden in a teapot.

(Jars, jugs and other containers littering the bottom of the sea are a favorite refuge of the smaller Mediterranean octopus. They become his downfall as well. For all that the Mediterranean fisherman has to do is lower a frame containing 10 or a dozen jugs. When he pulls the frame from the water, it often happens that there's an octopus in every jug.)

It's the fact of being a creature without bones that enables the octopus to get into and out of tight places. Put him into a tank or can or box, and if there's a crack or a hole, however tiny, chances are he'll escape.

What a strange and wonderful mix, the octopus and squid: Intelligence buried in a loathsome mass of arms and tentacles; an asset to mankind, yet also a menace; fearsome but everlastingly fascinating. Truly, as one scientist has said, these must be accounted the most marvelous creatures of the sea. ■



# SPORTS ACTION

by Don Bacue



## TRAVELING MAN?

There's a sports boom thundering across the horizon. And nowhere is it louder than in the growing field of RVs. Which, in case you're a member of the Shrinking Group of Uninitiated, stands for recreational vehicles. And if you've never experienced the world through RVing—the whole, wide, colorful, world—you've missed a lot, indeed.

Recreational vehicles have been around longer than the phrase that describes them. The first RV was very likely no more than a reconvered panel truck some enterprising camper fitted with cots for sleeping, an icebox for keeping his beer cold . . . maybe a radio to keep in touch with the great civilized world beyond.

RVs have come a long way since then. Today, they range anywhere from tents on wheels (complete with duck down pillows and scratchy organza blanket) to massive, rolling land rovers, bejeweled with such backwoods necessities as stereo tape deck, quadrophonic speakers, four burner range complete with oven, hood fan, and broiler, and—of course—that staple of the wilderness, air conditioning.

Naturally, progress in the wilderness, as elsewhere, does not come cheap. RV motorhomes run anywhere from six to 60 grand . . . possibly more, depending on size, construction, options, and decor. Though several non-motor homes, like trailer tents, for example, cost considerably less.

The most recent motorhome I've seen is the Grumman, made by the old Grumman Aircraft folk of WWII fame. But there Grumman's link with America's nostalgic past ends; for their spiffy new 21 footer is right out of the future.

The editors asked me to take a Grumman on a trial spin and report on what this whole RV boom is all about. So I packed up the fishing gear, yanked my favorite lady away from the household chores (more like a gentle nudge), and set off for parts unknown—to us, at least—in Southeast Iowa. We returned that Sunday with rested libidos and rekindled spirits. During

those three days, what did we learn?

While the Grumman 21 is as high and as long as many trucks plying the road, its power steering and brakes, plus aircraft-type adjustable seat and tilting steering wheel, made driving a breeze. The 21 took the bumps well and held the curves, thanks to six, eight-ply tires, even on slick pavement.

The unit is self-contained, complete with a 30-gallon holding tank, flush toilet, shower, and 30-gallon water tank. Also, a six-gallon LP gas water heater, just right for two quick showers and a camper's sinkful of dishes. It boasts thermostatically controlled, 22,000 BTU gas heater to warm your bones even on the coldest night, and an optional 4,000-watt power generator, which works concurrent with or independent of the vehicle's engine to operate any or all electric appliances (including optional air conditioner). All this mounted on your choice of Dodge, International, or Chevrolet chassis, and equipped with powerful V-8 engine. This luxury home on wheels rolls down the highway on low-octane fuel, delivering about six miles to the gallon, at speeds of up to 75 miles per hour.

Now, are you ready to grab your checkbook and race over to your nearest Grumman dealer? Hold up! That's what I said. At least until you test-drive a Grumman 21 for yourself . . . or better still, rent one out for a week and give it your undivided attention. After all, owning one would be nice, but you can trade that kind of price tag in on a lot of rounds of golf. Which is what I promised my wife I'd give up for two years if she'd let me buy one. But I think she's holding out for my Thursday night of bowling, too. Crafty woman. And I just might bite. After all, you can't drive a bowling ball down U. S. 66.

※

Base price for the Grumman 21 is \$10,750. For free brochure, name of nearest Grumman dealer, or other information, write Don Bacue in care of **The Elks Magazine**.

## THERE'S MONEY IN HAIR! NEW PATENTED INVENTION

Offers a medical method of hair replacement. No technical experience necessary. We're the largest and most respected name in hair replacement. We provide everything to insure the success of your venture: location, training, advertising. A fully set-up turn-key operation.

**FRANCHISES AVAILABLE**  
31 profitable centers now in operation.

Absentee Owner Plan. Opportunity to earn 100-150% on your investment.

**HAIR REPLACEMENT CENTERS™**

Box EL, 1025 Old Country Rd.,  
Westbury, N. Y. 11590  
516-997-8030

## 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**



## 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



## HOW TO PUBLISH YOUR BOOK

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

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

## LOW-COST PLAQUES in BRONZE and ALUMINUM

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

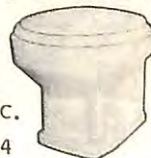


**USB UNITED STATES BRONZE Sign Co., Inc.**  
Dept. E, 101 West 31st St., N. Y., N. Y. 10001

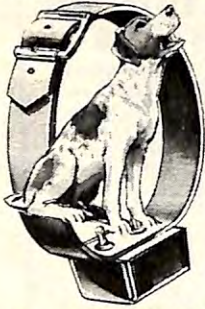
## BASEMENT TOILET

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

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



## End constant BARK, BARK, BARK!



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

# ELKS NATIONAL SERVICE COMMISSION



## A New Year's Resolution

THE COMING NEW YEAR heralds the time to make our resolutions for 1974. We all should determine to immediately dismiss our failures, re-examine our motives, discard the impractical, explore other possibilities, and make a fresh start to achieve our goals. This applies in general to all areas of lodge activity and the work of the National Service Committee in particular.

In most lodges not located in the immediate vicinity of a Veterans Administration hospital, the accomplishments of this newly mandated committee could be improved in many instances. This is desirable because regardless of the location of any Veterans Administration hospital, veterans from the lodges' own community and, indeed, some of their own members might be patients there. They deserve the concern of their neighbors, especially if they are hospitalized far from their home and family.

The solemn Elks pledge never to forget our hospitalized veterans was made in behalf of all Elks. In fairness, its fulfillment should not be the sole responsibility of the overworked committees who have been faithfully serving at the hospitals for so many long years. Our Order's concern for the nation's defenders who are hospitalized is not alone the patriotic recognition of a moral obligation; it, gratifyingly evidences the guiding spirit of all true Elks "To do unto others as we would they should do unto us."

The various ways in which every lodge can participate in this truly benevolent endeavor is outlined in the new contest for the Veterans Remembrance Achievement Award, instituted by the Grand Lodge Committee on State Associations this year. Every lodge has a duty to participate. In so doing they will record the implementation of a New Year's resolution to include an improved hospitalized veterans program in the benevolent activities which have brought acclaim and prestige to the lodge and the Order of Elks.

The New Year will be bright and happy if we but recall that we pass this way but once to lighten each others' burdens. The help we extend to those who need it is added to our own strength and certainly the influence of a good deed promptly performed is much more meaningful than the loftiest intentions.

Each time we proudly salute our beloved flag during 1974, let us be ever mindful of the sacrifices of its defenders and the debt we owe them. Let us always remember our solemn pledge:

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

The members of this Commission join in expressing their heartfelt wishes for a Happy and Prosperous New Year to all.

William J. Jernick, P.G.E.R., Chairman  
George I. Hall, P.G.E.R., Vice Chairman  
John L. Walker, P.G.E.R., Secretary  
Ronald J. Dunn, P.G.E.R.  
E. Gene Fournace, P.G.E.R.  
Frank Hise, P.G.E.R.  
Robert G. Pruitt, P.G.E.R.

## If Ruptured TRY THIS OUT

Modern Protection Provides Great Comfort and Holding Security

An "eye-opening" revelation in sensible and comfortable reducible rupture protection may be yours for the asking, without cost or obligation. Full details of the new and different Rice Support will be sent you Free. Here's a Support that has brought joy and comfort to thousands—by releasing them from Trusses that bind and cut. Designed to securely hold a rupture up and in where it belongs and yet give freedom of body and genuine comfort. For full information—write today! WILLIAM S. RICE, Inc., ADAMS, N. Y., 13605 DEPT. 13P.

## -- re- DISCOVER --

with Colmaster IV TR 4B the transmitter-receiver mineral and metal detector



Ideal for ghosttowing, parks, beaches and battlefields. Detects gold, silver, copper, nuggets, coins, rings, jewelry, etc.

Models priced from \$79.50 up

Write For Free Literature

WHITE'S ELECTRONICS, INC. CREDIT TERMS AVAILABLE  
1011 Pleasant Valley Road Sweet Home, Oregon 97386

## Make Rubber Stamps for BIG PAY



Need more money? Earn \$60-\$75 a week, spare time, at home making rubber stamps for offices, factories, individuals. Hundreds of uses. Hundreds of prospects—everywhere. Right in your own community. Turn out special stamps for names, addresses, notices, prices, etc., in minutes with table-top machine. We furnish everything and help finance you, at less than bank rates. Write for free facts. No salesman will call.

Rubber Stamp Div. 1512 Jarvis, Dept. R-24-DA, Chicago, 60626

## Free! To Gardeners... This Big New 1974 Nursery CATALOG



Send for this greatest of all Spring Hill catalogs. Helpful hints, early order discounts. 56 colorful pages.

HUNDREDS OF SPECIAL OFFERS

Roses, shrubs, fruit and shade trees, bulbs, perennials. All Guaranteed. Our 125th Year.

SPRING HILL NURSERIES, 146R Elm Street, Tipp City, Ohio 45371



Calendar Watch 4.45

## HOME-IMPORT BUSINESS—Make Big Profits

5.24 Field Glasses

Jade Ring 1.43

QUANTITY PRICES EVEN LOWER

Men-Women, new Drop Ship Plan offers fast profits without product investment! Deal direct with overseas sources. Buy small quantities. Prices shown include duty & postage. Full or spare time. Write for FREE PLAN, state age. MELLINGER, Dept. H2391, 6100 Variel, Woodland Hills, CA 91364

(Continued from page 13)

year. Faced with this experience, and with contracts and decisions that are including at least a 4% inflationary premium, achievement of even a 3%-4% increase in prices would probably involve a recession similar in magnitude to the 1970 experience, with unemployment approaching 6% for at least a year and perhaps longer. On the basis of past experience, this could be accomplished if growth in the money supply were held to no more than 5% annually.

An alternative inflation goal would be to sanction at least a 5%-6% a year price rise by permitting the money supply to increase by slightly more than 6% per year. This course of action would minimize the chances of a recession during the coming year.

Faced with these two alternatives, government policy actions will probably be geared to a middle course. Target growth for the nation's money supply is likely to be about 5%-6% yearly, and an attempt will be made to balance the federal budget. In the event that those policies succeed in avoiding a recession during 1974, it will be a hollow victory. Real growth will advance only modestly and productivity and profits will be down slightly. Inflation, however, is likely to rage on at about a

5%-6% yearly rate and wage demands will be higher. Average wage increases of 8% a year are likely to be the rule compared to gains of 6% a year during 1973. The main reason for expecting higher wage settlements this year is the same one that existed in 1969 and 1970. After substantial gains in 1971 and early 1972, the average production worker's take-home pay, after allowance for inflation, has not increased. As a result, workers will begin to insist on higher settlements to offset the decline in their real earnings.

Even if, as occurred in 1970, government policies unwittingly topple the economy into a recession, there will be little in the way of immediate relief from inflation. In this setting, productivity and profits would be down substantially from the higher levels reached last year, but labor disputes would still be a problem as wage demands continue to speed-up. Eventually, a recession would bring about lower rates of inflation, but, as occurred in 1970, these lower rates would take hold only gradually over a period of several years.

Among the problems facing businessmen in the year ahead there are a few (probably too few) bright spots. First, the slower pace of business activity will mean some relief from the record

high short-term interest rates of the past year. However, this can be only a modest comfort when the reason for such relief is a slower sales pace, and hence less of a demand for short-term financing. This reasoning does not follow in the area of long-term rates which should actually rise above their average of last year. Lower profits will mean more of a demand for long-term financing than existed last year, and fears of higher inflation should boost the inflationary premium on long-term rates.

Perhaps the most positive development for business in 1974 will be a significant relaxation or even elimination of wage and price controls. Surveys in the fall of last year indicated growing consumer sentiment for eliminating all controls. With consumer sentiment reflecting sound economics, the elimination of wage and price controls appears to be a good bet. Although a difficult period of transition will follow the end of controls, any relaxation of such government rules and regulations should enable business to operate more efficiently than with the controls.

While there are far more negative elements on the horizon this year than positive elements, particularly in the  
(Continued on page 49)



What if I'm laid off?  
Will automation take my job?  
Am I too old to change jobs?  
Can I learn a new skill?  
Will my job ever pay more?

# BE A SKILLED LOCKSMITH!

... and Solve ALL Your "FUTURE" Problems

No question about it... with Locksmithing skill YOU'LL HAVE IT MADE! You'll do light, clean, always-fascinating work in this fascinating security profession that urgently needs YOU — where your choice of steady, high-pay job opportunities, or a big-profit spare-time or full-time business of your own is virtually unlimited. As a Locksmith you have your own "built in" pension plan. You go on enjoying the work as long as you like, knowing that layoffs, automation, slack times, minor disabilities, forced retirement can't affect your ability to EARN MORE and LIVE BETTER in good times and bad.

Locksmithing is SO EASY TO LEARN — Enables You to EARN Extra Money RIGHT FROM THE START! The better, more secure future you want can be yours FAST as a Locksmith, regardless of age, education, previous experience, minor physical handicaps. Fun and earnings begin AT ONCE as you learn quickly, easily to CASH IN on all kinds of locksmithing jobs. As little as one hour a week at home working on all kinds of lock and key problems under the guidance of experts brings quick mastery—a quick lifetime solution to ALL your "future"


**YOU LEARN ALL ABOUT** 


- KEY MAKING
- MASTER KEY SYSTEMS
- LOCK REPAIR
- PICKING LOCKS
- TUMBLER CHANGE
- COMBINATIONS
- CAR LOCKS
- SAFES
- VAULTS
- SECURITY SYSTEMS



Everything necessary: KEY MACHINE locks, picks, tools—supplied with course. State Approved Diploma



 "The Locksmithing Institute is the 'one of a kind' organization. Instructors are just great. Earned \$250 while training."  
William H. Montgomery  
Los Angeles, Calif.

 "Enjoyed my Locksmithing Course. Took it spare time and evenings. Immediately after graduation, I applied for a job and was hired. The shop has four Master Locksmiths."  
Joseph M. Sturm  
Fort Smith, Ark.

problems. All locks, keys, parts, picks, special tools and equipment as well as complete fully-illustrated lessons supplied with course.

**FREE Illustrated Book, FREE Sample Lesson Pages Give Exciting Facts.** Find out how being a skilled Locksmith can put a quick end to your worries. Locksmithing Institute graduates now earning more, enjoying life everywhere. You can, too. Send coupon TODAY for illustrated book and sample lesson pages without cost or obligation. No salesman will call.

## LOCKSMITHING INSTITUTE

Division of Technical Home Study Schools  
Little Falls, N. J. 07424

Licensed by N.J. State Dept. of Education; Accredited Member, National Home Study Council, State Approved Diploma, Approved for Veterans.

LOCKSMITHING INSTITUTE, Dept. 1223-014  
Little Falls, New Jersey 07424

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

Name \_\_\_\_\_ (Please Print)

Address \_\_\_\_\_

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

Check here if eligible for veteran benefits



# “ DOWNSHIFT ! ”

With the tightening world petroleum crunch, the new look for Detroit's Car of the Future is down, down, down in size.

by Don Bacue

Gasoline prices are zooming. The economy is taking a dive. So it makes sense that Detroit is selling fewer new cars than they've sold in years, right?

Wrong!

According to a fellow who should know, business is booming. Ford Motor Company President Lee Iacocca says sales are running at a record pace. Why? The industry points to the public. They're suddenly gobbling up smaller, cheaper, higher-mileage compact and sub-compact cars . . . at a *staggering* rate. The switch is on, and Detroit's Big Four have seen the light.

During 1972, the compacts and the sub-compacts accounted for only about a third of all U. S. auto sales. As of last June, the "mini-movers" had captured a hefty 42.6 percent of the market. And Iacocca predicts the compacts will tip the scales at 46 percent within the next three years—and maybe catch and match big-car sales one-for-one shortly after.

Add to all this the current imported car sales at the rate of 1.5 million a year (most in the small-car category, like Volkswagon, Datsun, Toyota), and, my friend, you've got yourself a trend.

The sudden switchover has caused quite a few problems in Detroit, as automakers are scurrying to alleviate what could become massive production and planning problems. What does the industry see as the major reasons behind the small-car boom?

*Inflation.* This is number one. "If you think beef prices are high, you ought to check out the new '74s," one industry spokesman said in reference to his firm's models. New car prices have risen so dramatically recently that small cars cost as much today as standard-sized vehicles did less than a decade

ago. "Inflation has almost compelled people to trade down," Ford's Iacocca adds.

**Environmental & Safety Legislation.** While aiding our environment and cutting auto-accident fatalities, new E & S regulations have undeniably added a chunk to the bottom line on the window sticker. Increased production costs invariably lead to increased retail prices. How to beat them? Buy compact.

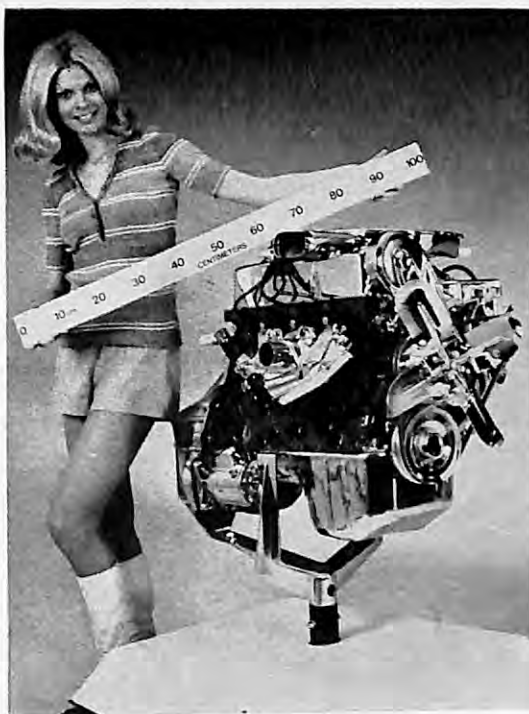
**Gasoline Shortage.** I can remember not too many months back paying 24 or 26 cents a gallon for a good octane regular. Today, I feel lucky if I can find a station pumping it for 40. Which is all a reflection on the gasoline shortage. Even the major oil companies have shifted their advertising thrust from "Buy, buy, buy" to "Conserve, conserve, conserve." In a suddenly fuel-conscious America, a lot of people think it makes sense to trade their eight-to-the-gallon roadsters in on 20-to-the-gallon runabouts.

In many areas of the country, small-car demand is so great, it exceeds manufacturers' production. As Barbara Rubel, a Boston secretary, said after checking out the new-car showrooms, "No one had a nice selection of small cars. On the few left, and most were in nauseating colors, no one would give me more than \$150 off for a cash deal. But I could have gotten \$1,500 on a large car. They're giving them away."

Another buyer, a dentist from Chicago, had a similar experience. "The salesman told me the price on the car of my dreams was \$6,000. I pulled out my checkbook and said, 'If you'll give it to me for five thousand, you've got a deal.' He grinned broadly and shook my hand. That's all there was to it."

Obviously dealers can afford moves like that on their top-of-the-line models. There's a high enough profit margin built in to allow them to get away with it. But it's absurd to expect a dealer to skim a thousand bucks from the top of a \$2,500 sale. He'd last in business about three weeks. Dealers make more money on a \$5,000 car, so they, along with the manufacturers, may have to tighten their belts a bit and learn to live on reduced per-sale bases until their volume sales pull them through. Or, they may find increased profits in yet another way.

"Although mini-car sales are thriving, today's buyers are by no means spartan in their purchases," says a Ford representative. "Many are loading their basic models with fancy seats (or *unfancy* seats—like American Motors' optional Levi's upholstery), plush carpeting, stereo tape players and radios, and vinyl roofs." While big-car sales are shrinking, the market is shifting to smaller, personal vehicles with a wide



**Are centimeters in your future? The Ford Motor Company has taken a metric step forward by building a 2.3 liter engine, the first metric engine designed, developed, and built in the U.S.**

assortment of optional equipment.

This latest trend comes as no surprise to Detroit, which has seen car-buying habits change as frequently as the seasons. Traditionally, people's wants in cars reflect the spirit and mood of the times. When business is good and jobs are plentiful, buyers are inclined to snap up the bigger, more expensive models. Conversely, they turn to more austere purchases when the economy takes a nosedive. Today's buyer appears to be somewhere in between: he has ample spendable income but he's vitally concerned about the fuel shortage, the environment, and rising prices. So he's showing renewed interest in small cars—but with the extra-cost optional equipment he's always wanted.

The auto industry has been on this sort of big car/small car roller coaster for the past 25 years. In 1958, the nation was in the grip of an economic recession. Buyers rebelled against cars with outrageous chrome and tailfins, including one of the most ballyhooed cars of recent vintage, the oft-maligned Edsel. Their favorite selection during this period was in keeping with their pocketbooks; the unglamorous but gas-saving entry from Deutschland, Volkswagen. Predictably, the Big Three responded in the early Sixties with domestic compact models—the *Falcon* from Ford, *Covair* from GM, and *Valiant* from Chrysler.

Shortly after the introduction of these compacts, business took a turn for the better—and with it came another shift in car-buying patterns. Customers had

the cash and the confidence to load their domestic compacts with more powerful engines, automatic transmissions, white sidewall tires, optional dress-up kits—a rather strange reaction for a market that only a few years earlier had been tabbed "economy." One Detroit automotive executive summed it up this way: "People definitely want economy in their cars—and they'll pay any price to get it!"

Since it takes about three years to take an all-new car from the drawing board stage to finished product, automakers are understandably wary about such moves. New car fads or trends can be dangerous. But with customers "buying up" from the compacts of the early Sixties, Ford—the company that had been badly burned in mis-reading the Edsel market only four years earlier—decided to invest millions to produce the world's first mass-produced "personal" car, the 1965 Mustang.

Only one car in automotive history—the legendary Ford Model A—debuted with greater fanfare than the new foal from the Ford corral (in some cities firemen had to be called to "hose down" rambunctious crowds when the "A" was introduced in 1927). The nation's economy was in a carefree mood when Mustang hit the market in mid-April of 1964. President Johnson had just announced an income-tax cut that put more money in everybody's pockets. It was a youthful year, with a bumper crop of WWII babies singing the songs of the Beatles and letting their hair grow long. The future looked bright—there was no trouble on the college



## INSTANT WEATHER REPORTS

24 hour radio  
U.S. Weather  
Bureau Service

Anytime of the day or night—just press the button and instantly you get the latest (and most accurate) official United States Weather Service broadcasts for your area. Local weather conditions are given up to the minute—even instant emergency information when needed. Simulated rosewood case for home or office. Hidden volume and fine tuning controls. Solid State circuit. Powered by 9 v. battery (included). Size 4" x 4 1/2" x 3"

**\$12<sup>95</sup>**

If not 100% satisfactory return for full refund. Postpaid

(Ill. residents please add 5% Sales Tax)

### Weather Stations Now On The Air In These Cities

Akron  
Anchorage  
Astoria, Or.  
Atlanta  
Atlantic City  
Boston  
Brownsville  
Buffalo  
Canton  
Charleston  
Chicago

Cleveland  
Corpus Christi  
Dallas  
Denver  
Des Moines  
Detroit  
Erie  
Eugene, Or.  
Eureka, Ca.  
Fort Worth  
Galveston

Hyannis, Ma.  
Indianapolis\*  
Jacksonville  
Kansas City, Mo.  
Lake Charles  
Los Angeles  
Miami  
Milwaukee  
Mobile  
Monterey Bay  
Moorehead, NC

New London  
New Orleans  
New York City  
Norfolk  
Palm Beach, Fl.  
Pensacola\*  
Portland, Me.  
Portland, Or.  
Sacramento  
Salt Lake City  
San Diego

Sandusky  
San Francisco  
Savannah  
Seattle  
Seward, Al.  
St. Joseph, Mo.  
St. Louis  
Tampa  
Washington, DC  
Wichita  
Wilmington, NC

ELECTRONICS INTERNATIONAL, 210 S. Desplaines St., Chicago, Ill.

RTB-29

How many? I enclose \$ \_\_\_\_\_

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

### ITT Credit Reserve can give you the security of knowing \$5,000 is available to you within 24 hours.

ITT Credit Reserve is a personal financial service funded and established by International Telephone and Telegraph Corporation for those 25 and over with family incomes of at least \$8,000.

Membership provides you and your family with a \$5,000 line of credit, all or any part of which may be drawn upon in less than 24 hours. A payment schedule and full information on interest rates are available upon inquiry.

Your inquiry about ITT Credit Reserve will be treated in complete confidence.



## ITT CREDIT RESERVE



a service of  
International Telephone  
and Telegraph Corporation.

Please send information on ITT Credit Reserve. No obligation, of course.

NAME \_\_\_\_\_ AGE \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

Mail to: F. Robert Stark, Service Director, 245C First Security Building, Salt Lake City, Utah 84111  
or phone toll-free 800-453-9100 (24 hours a day — 7 days a week)

## Downshift!

(Continued from page 35)

campuses and there were no such things as Vietnam, drug problems, and air pollution.

The Mustang was just the right kind of a car for that youthful and happy time. People crowded dealer showrooms to ogle this new, personalized mode of transportation. Crowds were so large that often salesmen had trouble writing orders. Hardly typical of new-car sales throughout history. One dealer in Chicago, in fact, had to lock the doors of his building because so many people tried to jam in, he feared for their safety. In Garland, Texas, 15 would-be buyers bid on the same Mustang, with the successful bidder insisting on sleeping in the car so "they won't sell it out from under me before my check clears in the morning." People formed Mustang car clubs, sported Mustang T-shirts, caps, and sunglasses—at \$20 a pair! Through it all, Mustang raced to an all-time first-year industry sales record of more than 400,000 units.

The small-car craze continued for several years as would-be buyers clamored for new models. For some companies, demand exceeded supply. One disgruntled complainant went so far as to wire Henry Ford II a telegram in verse:

Henry Ford, I do declare,  
You have your Grandpa Henry's  
flair.

He put a Ford in every home.  
You put a Mustang there.

Congratulations!  
The wait out here is somewhat  
sickly.

Can you fix me up more quickly?

Mustang's popularity brought into existence a herd of new "pony" cars (so named out of deference to Ford's product), including several which evoked feelings of adventure and danger—Barracuda, Javelin, Cougar, Charger, and Firebird. But inevitably, change was on the horizon as buyers demanded "muscle" cars to compete on the country's race tracks and dragstrips. "Performance cars require bigger engines and tires," said one Detroit executive, "and this means the original 'package concept' must go out the window." The length of the original Mustang swelled from 181 inches in 1965 to 194 inches in 1973, and its competitors likewise grew ever bigger and increasingly more powerful.

But many buyers objected to what was happening to small cars. One such person was Detroit resident Anna Muc-

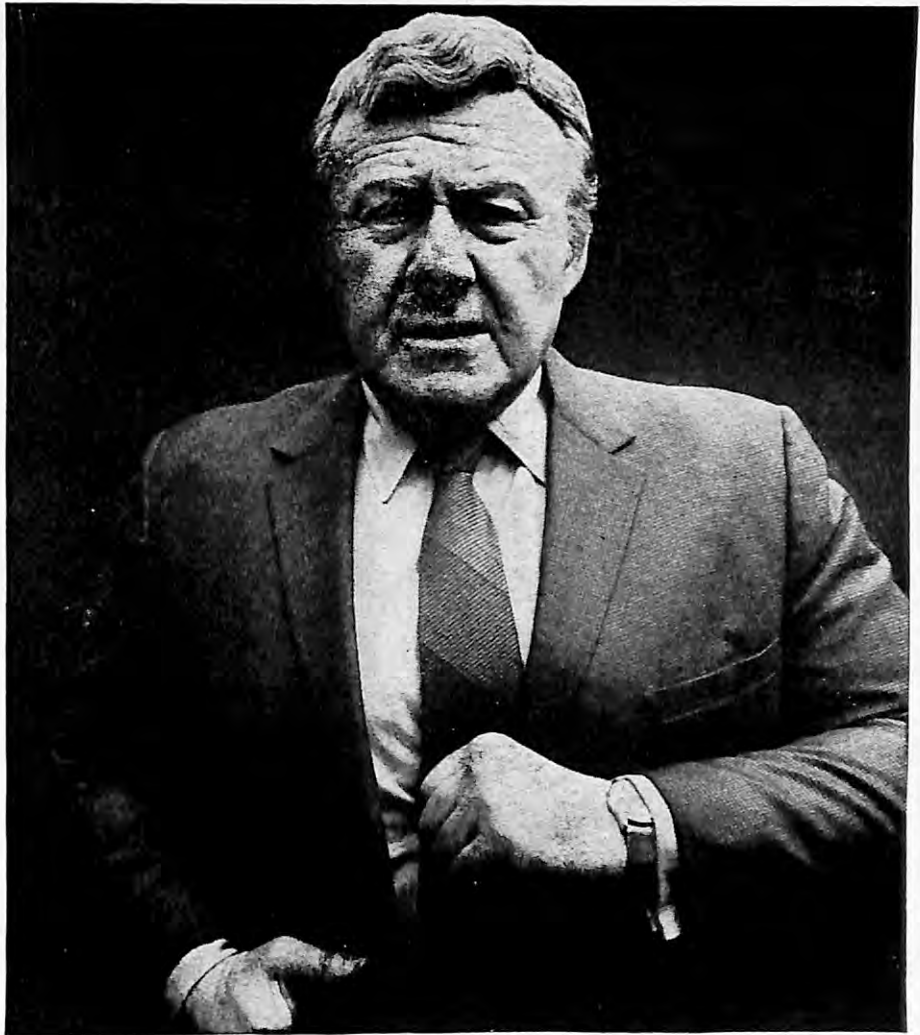
cioli, who stood up at Ford's annual stockholders meeting in 1968 and complained that the Mustang was getting too big and beginning to look, as she put it, too much like a Chevrolet. Her comments were received by the other stockholders with a warm round of applause. And Henry Ford II surprised his fellow board members by saying he agreed with Mrs. Muccioli. "Hopefully," Ford added, "we will keep in mind what you say here and, hopefully, we will have a product that will be satisfactory to you."

Ford introduced that product—Mustang II—this fall. The car is unique for several reasons. First, it reverses the Detroit syndrome of "bigger and better" by shrinking 19 inches from the '73 model. Second, it recognizes current customer priorities, a demand for less expensive, more maneuverable transportation. Third, it is cognizant of environmental problems, due primarily to its small, but efficient, four-cylinder engine which promises an impressive 20 miles per gallon. Which should see you through even the most trying "gasless Sunday."

As in the past, other manufacturers have sized up the market opportunities and jumped aboard the bandwagon. Roy Chapin, president of American Motors, recently said that "small cars are the cars of today—and of the future." In late July, General Motors announced 100,000 Chevrolet Vegas will be equipped with Wankel rotary engines in mid-1974. GM president Edward N. Cole cited the Wankel as a "tremendous possibility for solving the automobile emission problem" while further reducing maintenance and fuel costs.

Regardless of the specific makes of cars people choose, automobiles will continue to dominate transportation through 1980 and beyond. A recent Ford Motor Company survey revealed this profile for America in the '80s: In the face of a 19 percent increase in population, autos in use will increase by 43 percent to more than 110 million. Households owning at least one car will rise by 30 percent to 65 million, while the number of licensed drivers will increase by 27 percent to 133 million. Annual vehicle miles of travel will climb by 40 percent to 1.4 trillion. New car sales for 1980 are projected at approximately 14 million, versus the current 12 million.

Everything considered, it looks like the American small-car trend is here to stay—at least for a while. And with it may very well come a new economy boom that even Detroit's Big Four couldn't have predicted just a few years ago. At a time when prices seem nearly as high as they can go, that's very promising news, indeed. ■



## Are you hoping it's "heartburn"? You could be dead wrong

If you have these symptoms, you may be having a heart attack.

1. Prolonged, heavy pressure or squeezing pain in the center of the chest, behind the breastbone.
2. Pain may radiate to the shoulder, arm, neck or jaw.
3. The pain or discomfort is often accompanied by sweating.
4. Nausea, vomiting and shortness of breath may also occur.

Sometimes these symptoms subside and then return. Don't wait. Call your doctor immediately and tell him your symptoms. If he isn't available, get to a hospital emergency room at once.



Contributed by the Publisher

**A public service message from your Heart Association**

# FACTORY SECONDS

UNPOLISHED — FULL SIZED PIPES

SPECIALY PRICED TO MAKE NEW FRIENDS

GENUINE IMPORTED BRIAR from production line of **\$5.00-\$10.00** PIPES

SUPPLY LIMITED



TYPICAL DEALER ASSORTMENT

ALL POPULAR SHAPES

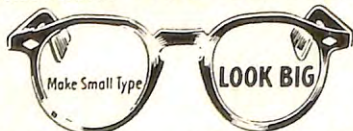
MONEY BACK GUARANTEE

ALL **6** **\$5.00** POST-PAID

These pipes of genuine imported briar were taken out of the factory production line of \$5.00 to \$10.00 famous name pipes before final smoothing and polishing due to defects which do not impair their smoking quality. Smoke them "as is" or wax & polish them yourself for a handsome natural finish. Limited supply . . . Act today. Good in U.S.A. only. 1 order to a customer.

**WALLY FRANK LTD.** Dept.FS-152  
132 CHURCH ST., NEW YORK, 10007  
I enclose \$5.00. Send me postpaid the 6 pipe assortment. (NY residents add sales tax)  
PLEASE PRINT NAME AND ADDRESS HERE

## MAGNIFYING GLASSES



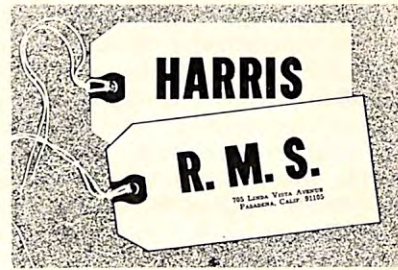
**A Blessing For Folks Over 40**

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-P, Rochelle, Ill. 61068**

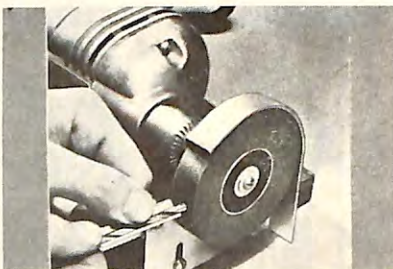
# Elks Family SHOPPER



**SITTING-UP COMFORT** makes all the difference when you read, eat, watch TV in bed. Folding Back Rest, 16" x 24" high, with six adjustable positions gives full pillow support to head and back. Vertical Elastic cords hold pillow firm. Non-skid base. Folds to store. \$8.98 ppd. Better Sleep, Inc., Dept. EL-1, New Providence, N.J. 07974.



**BIG NAME LUGGAGE TAGS** identify your luggage instantly up to 20 ft. away. 2½" x 5". Name (limit 8 letters) or initials, in giant type; address in small type; printed on both sides. Specify color: blue, red, yellow, pink or white. Set of 20, \$5.95 ppd. 4-wk. delivery. The Writewell Co., 802 Transit Bldg., Boston, Mass. 02115.



**ESSENTIAL FOR HOME WORKSHOPS**—Twist Drill Sharpener fits any electric drill to easily sharpen bits and tools. Includes 3" aluminum oxide grinding wheel with ½" shank, twist drill holder for sharpening any bit to ½" diameter, adjustable tool rest, safety guard. #220M, \$3.25 ppd. Arco Tools, Inc., Dept. EL-1P, 421 W. 203 St., N.Y. 10034.



**WORLD'S SMALLEST PHONE**—only 6"x2½" closed. You pick it up to use, lay it down and it shuts off. Works on all phone systems. Complete with buzzer, extra long cord and plug. Fits all standard jacks. White with black trim or red with black trim. \$59.95 plus \$1.50 shpg. Send for free catalog. Grand Com Inc., Dept. EL-1, 324-5th Ave., N.Y. 10001.

## FREE TRIAL OFFER\*



**UTILITY/POWER**  
(Lifetime Warranty)

Gives you 0-60 amps, 3,000 watts, 115 volt power from any auto, truck, camper, boat, etc., with an alternator. Install in only 10 min.  
Operates all Power Tools... Drills... Saws... Grinders... Thread Pipe... Sump Pumps... Vacuums... Lights... Stoves... Heaters... Coffee Pots... Quick Start Cars... In itself a Battery Charger and Arc Welder, emergency power anytime and anywhere. \*If not fully satisfied return in 10 days for full refund.  
AUTOMOTIVE & TRACTOR 5854W, Division St. Chicago, Ill. 60651  
SUPPLY CO. Dept. 26

115 VOLTS Power From Your Vehicle

~~\$35~~ ONLY **\$25.** Special Issue Price

Purchase 3 to 11 for \$15.50 each  
Check With Order

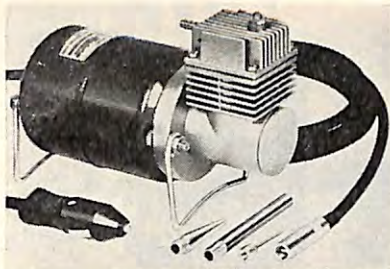
## FREE BURPEE SEED FREE CATALOG

Newest Hybrids • Exclusive Varieties

The newest Burpee catalog has over 600 photos, 175 in color, featuring dozens of exciting new hybrid flowers and vegetables. It contains over 1400 flowers, vegetables, fruits, shrubs, trees and garden aids. Many new plants and famous favorites are available only from Burpee, America's leading breeder of flowers and vegetables for the home gardener. Send for your free copy today.

W. ATLEE BURPEE CO., 5724 Burpee Bldg., Phila., Pa. 19132 • Clinton, Iowa 52732 • Riverside, Cal. 92502.

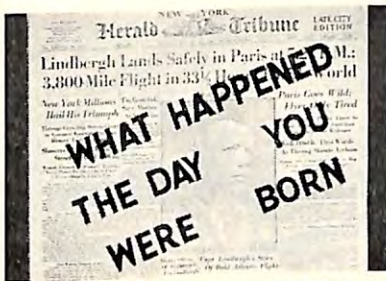




**AIR FOR YOUR SPARE** tire, air mattress, pool, raft, air jack from Auto-Flator. Just 6 1/2" long, it works off your car cigarette lighter to produce 60 lbs. of pressure. Operates on a 12-volt system. Including 10-ft. air hose, attachments, plug, \$22.95 plus \$1.50 shpg. J. W. Holst, Inc., Dept. EK-174, 1005 E. Bay, East Tawas, Mich. 48730.



**JEWEL OF A JEWEL.** Titania man-made gems rival a diamond's brilliance, yet cost just \$15 a carat. Magnificent Starlight setting of 14 kt. gold with a one-carat Titania is only \$50. May be cut to fit your own jewelry. Write for free ring size chart and 120-page full-color catalog, Regent Lapidary Co., Dept. ELP-1, 511 E. 12 St., N.Y. 10009.



**HEADLINES FROM THE PAST** make fascinating reading for their picture of life and times. Front Pages of the N.Y. Herald Tribune are available from 1900 to April 1966. Pick the day you were born, married, drafted—any memorable date and the front page is sent to you. \$2.00 per page. Holiday Gifts, Dept. 712-E, Wheat Ridge, Colo. 80033.



**25-JEWEL CALENDAR WATCH** never needs winding, automatically changes date every 24 hours. Smartly styled watch has unbreakable mainspring, luminous dial, sweep second hand. Gold finish case with leather strap or adjustable metal band. 1-yr. guar. \$19.95 ppd. Niresk Industries, Dept. WAP-2, 210 S. Desplaines St., Chicago, Ill. 60606.



**YOU RIDE COMFORTABLY** on self-ventilating, inflatable Bucket Seat. Durable heavy-duty vinyl wipes clean in a jiffy. Inflates easily; no installation needed; will not interfere with seat belts or shoulder harness. 17" x 17" high back. 2/\$4.99 plus 75c shpg.; 4/\$8.99 plus \$1.00 shpg. Jay Norris, Dept. EL-14, 25 W. Merrick Rd., Freeport, N.Y. 11520.



**NEW LIFE FOR SAGGING TENNIS BALLS.** Tennis Ball Saver restores internal pressure and keeps it at regulation level. You can keep tennis balls until completely worn out. Made of rugged plastic. Unconditionally guaranteed. \$8.95 F.O.B. The Tennis Ball Saver, 1459 Thousand Oaks Blvd., Thousand Oaks, CA. 91360. (Ca. add 5% tax.)

# U.S. STAMPS!

**3 GREAT OFFERS**  
Only 10¢



1. Scarce 1937 Smoky Mountains Miniature Sheet. This giant issue (size 3-1/16 x 2-5/8") is a genuine seldom-seen U.S. postage stamp!
2. Valuable Collection of 15 different U.S. commemorative stamps picturing awe-inspiring American wonders: Yellowstone's Old Faithful, Breathtaking Shiprock Mesa, the Surging Colorado River Rapids, and many other magnificent scenes!
3. Beautiful Ecology Collection of U.S. postage stamps commemorating conservation of Water, Soil, Forests, Wildlife, etc. Also, other exciting stamps to examine free. Buy any or none, return balance, cancel service anytime — but all three offers (plus Wonderful Illustrated Catalog) are yours to keep! Send only 10¢ — TODAY!

**H.E. HARRIS, Dept. E-209, Boston, Mass. 02117**

**COOPERATE WITH THE ZIP CODE PROGRAM OF THE POST OFFICE DEPARTMENT USE ZIP CODE NUMBERS IN ALL ADDRESSES**



## STOP! Don't Throw Away Christmas Cards

Make Gifts, Decorations, even Valentines!  
January **PACK-O-FUN** Shows You How.

Imagine the thrill of transforming beautiful Christmas cards you hate to throw away into decorations and gadgets galore. Pack-O-Fun brings you all that and much more.

**10 Big issues** a year help you convert ordinary household throwaways like egg cartons, plastic bottles and spoons into exciting jewelry, gifts, centerpieces, favors and such. And the directions are so clear, you'll be an instant success — even if you feel all thumbs.

At less than 8¢ a week, Pack-O-Fun is great for mothers, leaders, teachers, and craft enthusiasts. And kids love Pack-O-Fun — especially the games and toys.

**SAVE**  
over  
**\$1.00**  
10 Big Issues  
**\$3.95**  
(Reg. \$5.00)



### FREE Bonus Book

"Fun with Egg Cartons" with a subscription to Pack-O-Fun

Try Pack-O-Fun — if you don't find instant fun and profit, we'll refund your money. And you may keep the Free bonus book.

Hurry! Don't miss the January issue!

Pack-O-Fun, Dept. 2614, Park Ridge, Ill. 60068

Please enter my subscription to Pack-O-Fun and send my FREE "Fun with Egg Cartons" under separate cover.

- 3-Yrs. only \$8.95 (\$15.00 Value)  1-Yr. only \$3.95 (Reg. \$5.00)
- Payment enclosed. Also send FREE book — "99+ Plastic Projects"  Bill me later.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State ZIP \_\_\_\_\_ 39,02

## FIX LOOSE CHAIRS

Chair-Loc "Swells" Wood

Sure-acting liquid synthetic penetrates wood fibres, makes them S-W-E-L-L. Fixes loose chairs, locks rungs, legs forever tight. Also use Chair-Loc for dowels, tool and broom handles, mortised joints. Plastic squeeze bottle with applicator nozzle makes it quick, clean, easy. Over 2 million sold. Satisfaction guaranteed. 3 oz. bottle \$1.30 Ppd. Send check or M.O.



CHAIR-LOC, Dept. E174, Lakehurst, N.J. 08733

## PLAY GUITAR IN 7 DAYS OR MONEY BACK

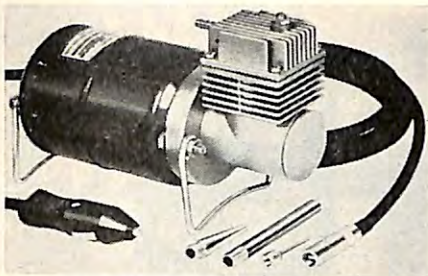


In this Special Introductory offer you get ED SALES' famous 66-page Secret System worth \$4.00 which shows you how to play a beautiful song the first day and any song by ear or note in seven days! Contains 52 photos, 87 finger placing charts, etc., plus 110 popular and western songs, words and music; a \$1.00 Chord Finder of all the chords used in popular music; a \$3.00 Guitarist Book of Knowledge; and the extra special \$1.00 Value NEW wallet size Tuning Device for tuning any guitar by ear.

Total Value \$9.00—Now Only **\$2.98** SEND NO MONEY!

Just send your name and address. On delivery pay postman \$2.98 plus C.O.D. postage. Or send \$2.98 plus 50¢ shipping and handling charges with order to save C.O.D. costs. (Sorry, no C.O.D. outside Continental U.S.A.—remit with order.)

Unconditional Money Back Guarantee  
ED SALES Studio 393-G, Avon By the Sea, N.J. 07717



**AIR FOR YOUR SPARE** tire, air mattress, pool, raft, air jack from Auto-Plator. Just 6½" long, it works off your car cigarette lighter to produce 60 lbs. of pressure. Operates on a 12-volt system. Including 10-ft. air hose, attachments, plug, \$22.95 plus \$1.50 shpg. J. W. Holst, Inc., Dept. EK-174, 1005 E. Bay, East Tawas, Mich. 48730.



**JEWEL OF A JEWEL.** Titania man-made gems rival a diamond's brilliance, yet cost just \$15 a carat. Magnificent Starlight setting of 14 kt. gold with a one-carat Titania is only \$50. May be cut to fit your own jewelry. Write for free ring size chart and 120-page full-color catalog. Regent Lapidary Co., Dept. ELP-1, 511 E. 12 St., N.Y. 10009.



**HEADLINES FROM THE PAST** make fascinating reading for their picture of life and times. Front Pages of the N.Y. Herald Tribune are available from 1900 to April 1966. Pick the day you were born, married, drafted—any memorable date and the front page is sent to you, \$2.00 per page. Holiday Gifts, Dept. 712-E, Wheat Ridge, Colo. 80033.



**25-JEWEL CALENDAR WATCH** never needs winding, automatically changes date every 24 hours. Smartly styled watch has unbreakable mainspring, luminous dial, sweep second hand. Gold finish case with leather strap or adjustable metal band. 1-yr. guar. \$19.95 ppd. Niresk Industries, Dept. WAP-2, 210 S. Desplaines St., Chicago, Ill. 60606.



**YOU RIDE COMFORTABLY** on self-ventilating, inflatable Bucket Seat. Durable heavy-duty vinyl wipes clean in a jiffy. Inflates easily; no installation needed; will not interfere with seat belts or shoulder harness. 17" x 17" high back. 2/\$4.99 plus 75¢ shpg.; 4/\$8.99 plus \$1.00 shpg. Jay Norris, Dept. EL-14, 25 W. Merrick Rd., Freeport, N.Y. 11520.



**NEW LIFE FOR SAGGING TENNIS BALLS.** Tennis Ball Saver restores internal pressure and keeps it at regulation level. You can keep tennis balls until level. You can keep tennis balls until completely worn out. Made of rugged plastic. Unconditionally guaranteed. \$8.95 F.O.B. The Tennis Ball Saver, 1459 Thousand Oaks Blvd., Thousand Oaks, CA. 91360. (Ca. add 5% tax.)

# U.S. STAMPS!

**3 GREAT OFFERS**  
Only 10¢

1. Scarce 1937 Smoky Mountains Miniature Sheet. This giant issue (size 3-1/16 x 2-5/8") is a genuine seldom-seen U.S. postage stamp!



2. Valuable Collection of 15 different U.S. commemorative stamps picturing awe-inspiring American wonders: Yellowstone's Old Faithful, Breathtaking Shiprock Mesa, the Surging Colorado River Rapids, and many other magnificent scenes!

3. Beautiful Ecology Collection of U.S. postage stamps commemorating conservation of Water, Soil, Forests, Wildlife, etc. Also, other exciting stamps to examine free. Buy any or none, return balance, cancel service anytime — but all three offers (plus Wonderful Illustrated Catalog) are yours to keep! Send only 10¢ — TODAY!

**H.E. HARRIS, Dept. E-209, Boston, Mass. 02117**

**COOPERATE WITH THE ZIP CODE PROGRAM OF THE POST OFFICE DEPARTMENT**  
USE ZIP CODE NUMBERS IN ALL ADDRESSES



## STOP! Don't Throw Away Christmas Cards

Make Gifts, Decorations, even Valentines!  
January PACK-O-FUN Shows You How.

Imagine the thrill of transforming beautiful Christmas cards you hate to throw away into decorations and gadgets galore. Pack-O-Fun brings you all that and much more.

**10 Big issues a year** help you convert ordinary household throwaways like egg cartons, plastic bottles and spoons into exciting jewelry, gifts, centerpieces, favors and such. And the directions are so clear, you'll be an instant success — even if you feel all thumbs.

At less than 8¢ a week, Pack-O-Fun is great for mothers, leaders, teachers, and craft enthusiasts. And kids love Pack-O-Fun — especially the games and toys.

**SAVE**  
over  
**\$1.00**  
10 Big Issues  
**\$3.95**  
(Reg. \$5.00)

### FREE Bonus Book

"Fun with Egg Cartons" with a subscription to Pack-O-Fun

Try Pack-O-Fun — if you don't find instant fun and profit, we'll refund your money. And you may keep the Free Bonus book!

**Hurry! Don't miss the January issue!**

Pack-O-Fun, Dept. 2614, Park Ridge, Ill. 60068  
Please enter my subscription to Pack-O-Fun and send my FREE "Fun with Egg Cartons" under separate cover.

3-Yrs. only \$8.95 (\$15.00 Value)  1-Yr. only \$3.95 (Reg. \$5.00)  
 Payment enclosed. Also send FREE book — "99+ Plastic Projects"  Bill me later.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State ZIP \_\_\_\_\_ 39,02

## FIX LOOSE CHAIRS

### Chair-Loc "Swells" Wood

Sure-acting liquid synthetic penetrates wood fibres, makes them S-W-E-L-L. Fixes loose chairs, locks rungs, legs forever tight. Also use Chair-Loc for dowels, tool and broom handles, mortised joints. Plastic squeeze bottle with applicator nozzle makes it quick, clean, easy. Over 2 million sold. Satisfaction guaranteed. 3 oz. bottle \$1.30 Ppd. Send check or M.O.

**CHAIR-LOC, Dept. E174, Lakehurst, N.J. 08733**

## PLAY GUITAR IN 7 DAYS OR MONEY BACK

In this Special Introductory offer you get ED SALES' famous 66-page Secret System beautiful song book which shows you how to play a song by ear or note in seven days! Contains 52 photos, 87 finger placing charts, etc., plus 110 popular and western songs, (words and music); a \$1.00 Chord Finder of all the chords used in popular music; a \$3.00 Guitarist Book of Knowledge; and the extra special \$1.00 Value NEW wallet size Tuning Device for tuning any guitar by ear.

Total Value \$9.00—Now Only **\$2.98** SEND NO MONEY!

Just send your name and address. On delivery pay postman \$2.98 plus C.O.D. postage. Or send \$2.98 plus 50¢ shipping and handling charges with order to save C.O.D. costs. (Sorry, no C.O.D. outside Continental U.S.A.—remit with order.)

**Unconditional Money Back Guarantee**  
ED SALES Studio 393-G, Avon By The Sea, N.J. 07717

# BE TALLER Instantly!

## Uplift Your SOCIAL LIFE!

Tired of being called shorty? Slip these invisible pads in any pair of shoes. Now step into them and add additional height. THE SAME INCREASE AS EXPENSIVE HEIGHT INCREASING SHOES, to give you new poise and self confidence—a key to success and romance. No one will suspect that you are wearing them. LIGHT-WEIGHT FOAM RUBBER CUSHION CORK PADS fit securely without gluing, interchangeable in any shoes. Constructed and designed for walking comfort; aids posture. Worn by thousands of men and women. Durable, shock absorbing. State shoe size.



WITH INVISIBLE "LIFTEE" HEIGHT PADS

### 10 DAY TRIAL! Money Back Guarantee!

Just send name and address. Pay postman on delivery, only \$1.98 plus postage per pair of "LIFTEE" HEIGHT INCREASE PADS. Or send only \$1.98 with order and we pay postage. (2 prs. \$3.50, 3 prs. \$5.00) 10 DAY TRIAL MUST SATISFY OR RETURN AND MONEY REFUNDED.

THE LIFTEE CO., Dept. M569, 12 Warren St., N.Y.C. 10007

## WINTER SPECIAL

### Baby's First Shoes BRONZE PLATED IN SOLID METAL

Only \$3.99 a pair



Limited time only! Baby's precious shoes gorgeously plated in SOLID METAL for only \$3.99 pair. Don't confuse this offer of genuine lifetime BRONZE-PLATING with painted imitations. 100% Money-back guarantee. Also Portrait Stands (shown above), ashtrays, bookends, TV lamps at great savings. Thrillingly beautiful. The perfect Gift for Dad or Grandparents. SEND NO MONEY! Rush name and address today for full details, money-saving certificate and handy mailing sack. Write TODAY!

American Bronzing Co., Box 6533-A25, Bexley, Ohio 43209

## Elks Family Shopper



BEANS ARE GOOD FOR YOU and "The Complete Bean Cookbook" tells you how to prepare hundreds of bean dishes using all types of beans. The author is Victor Bennett, maitre d' at the Mark Hopkins in San Francisco. Sections on soups, salads, entrees, breads, etc. \$4.95 ppd. Tree Top House, Dept. E-14, P.O. Box 502, Spring Green, Wis. 53588.



### A GREAT GIFT FOR TRAVELERS

Beautiful Post Card Album holds 200 U.S. & foreign cards in curved slots that make it easy to slip cards in and out. Faint guide lines insure neat sub-titles & travel notes. Luxurious binder has padded covers titled in gold. World's finest post card album! Each \$6.95 + \$1.00 post. & hdlg. Two for \$13.50 postfree. Guaranteed to please.

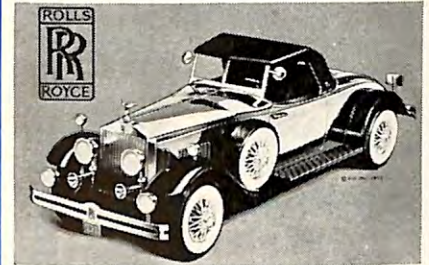
Free Catalog: "Unusual Gifts & Stationery" WRITWELL CO., 801 Transit Bldg., BOSTON, MA. 02115



### MINIATURE GRANDFATHER CLOCK

THE WINSTON. A perfect wall accessory for a Colonial home, a lovely accent for any decor, with the modern addition of an electric motor. It strikes on the half-hour and hour, the gold tone pendulum swings and the wood tone finished case is an authentic reproduction in every detail of an early American favorite. Handsome embossed metal dial. 7"x16". Please add 50¢ postage. (Illinois residents include sales tax). Guaranteed delivery...\$18.95

ORDER NOW FROM NUVENTURE STORE Franklin, Illinois 62638



GOLDEN ROLLS ROYCE is really a fine solid-state table radio. A collector's item in gleaming gold-tone plated finish and perfect in every detail. Radio operates on its own battery (incl.). 9 3/4" long. No. 5122, \$22.95 plus \$1.00 shpg. Order from Foster-Trent, Inc., Dept. DC, 2345 Post Road, Larchmont, New York 10538.

# JOINT SUFFERERS FIND BLISSFUL RELIEF 24-HOURS A DAY THE SAUNA WAY!

Amazing New JOINT-EASE Soothes Aching Knees, Elbows, Wrists, Ankles All Day Long OR IT COSTS YOU NOTHING!

NOW ONLY \$2.98 each SAVE \$3.98 pair



Now... Wonderful scientific sauna-like principle concentrates and hold your own safe, natural body warmth right where you want it... those painful areas at the knee, elbow, ankle or wrist!

Gloriously soothes these aching joints and tissues... relieving much of the strain and misery. Thin, comfortable foam wears easily under clothing and works 24 hours a day. These pads are designed specifically for those painful areas that trouble us all. Just put one on... then forget you're wearing it. You'll feel the soothing warmth instantly! You'll walk better, work better, sleep better... most of all, FEEL BETTER! If this new wonder JOINT-EASE PAD does not bring instant relief, does not make you feel better all day long, simply return for a full refund, no questions asked. Don't delay, order today... you have nothing to lose but the pain in your joints.

Scientific JOINT-EASE Pads (Z56754C) .....\$2.98 SAVE! \$3.98 PAIR.

HANOVER HOUSE, Hanover, Penna. 17331

### HANOVER HOUSE No-Limit Consumer Guarantee

HANOVER HOUSE, Dept. Z-721 Hanover, Penna. 17331  
Kindly rush Scientific JOINT-EASE PADS (Z56754C) for the amazing low price of only \$2.98 each, plus 35¢ to cover postage and handling, on full money-back guarantee if I am not completely satisfied.  
 SAVE OVER \$2! Order TWO for just \$3.98 plus 50¢ postage and handling. Extra Pad for extra relief. Same money-back guarantee.  
Enclosed is \_\_\_\_\_  
Penn. & Md. residents add State tax.  
NAME \_\_\_\_\_  
ADDRESS (please print) \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 Check here for FREE catalog of fine gifts.

© Hanover House, 1974 Z-89938X



ONE-ARMED BANKER provides plenty of action. Just like those fun machines in famous Harold's Club and other Nevada casinos, this 11x7x7" working scale model is made in the U.S. and guaranteed. 5¢ and 10¢ models. 1 for \$49.95; 2 for \$95.00. Ca. res. add 5% tax. Wayne of Hollywood, 5120 Santa Monica Blvd., Hollywood, CA. 90029.

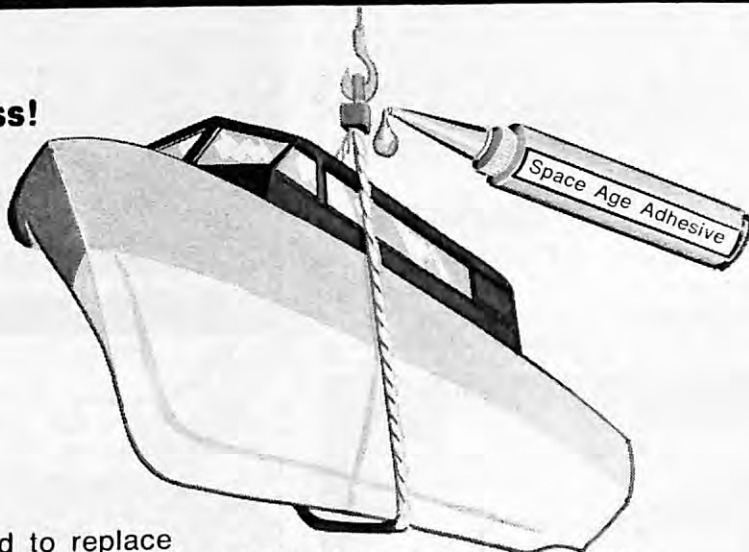


YOUR ZODIAC SIGN shows off beautifully on a sterling silver or 14 kt. gold ring. A sure conversation starter as you compare signs—and attractive jewelry to boot. Sizes 3 to 9. In sterling silver, \$6.00; 14 kt. gold, \$39.00. Send day and month of birth. Lions, Dept. EK-74, 665 Middle Neck Road, Great Neck, N.Y. 11023.

A PERMANENT ADHESIVE SO STRONG

# SPACE AGE ADHESIVE ONE DROP HOLDS 2 TONS!

- Set In Seconds!
- No Mixing. No Clamping, No Mess!
- Bonds rubber, plastic, metal, ceramic, glass, porcelain!
- Replaces nails, screws, bolts!
- 132 Bonds to the Tube!
- One Square Inch Will Stand 5,000 lbs. pull!



New Space Age Adhesive was developed to replace nuts and bolts in American industry. It is used everyday to hold parts of planes, cars, tractors, derricks *together!* Now you can use it to hold almost everything and anything!

Imagine just one drop of Space Age Adhesive holds with up to 2 tons of tensile strength holding power. Not an ordinary epoxy, it can be used instantly without compounding—NO WAITING . . . NO CLAMPING or TIEING . . . NO MESSY MIXING! Dries to an invisible bond in seconds.

### Proven In Industry—Use It 1,000 Ways In Your Home

Your Space Age Adhesive applicator tube dispenses clear, colorless formula drop by drop. Use it everywhere. It's non-toxic. Resists chemicals, weather, moisture . . . indefinitely. The repair will be many times stronger than the original piece.

### Now In Handy Drop-by-Drop Applicator For Home Use!

Now for the first time Space Age Adhesive is available for home use in a Single-Drop Tube Dispenser. (132 bonds) for only \$2.50. It is ideal for use in your home or shop. You'll find it useful in 1,000 ways. It must bond *anything* stronger, tighter, neater instantly or your money refunded immediately.

### LOOK WHAT YOU CAN REPAIR INSTANTLY:

- Repair a bike.
- Permanently seal garden hose.
- Join cracked floor tiles.
- Repair broken dentures.
- Fix pots, pans, mixers, appliances.
- Make broken china and porcelain new again.
- Mend furniture.
- Watertight cracked rubber boots.
- Repair broken panes of glass.
- Splice film, audio tapes.
- Bond a broken golf club, baseball bat.

— — — BUY WITH CONFIDENCE — — —  
**30-DAY MONEY-BACK GUARANTEE**  
 Jay Norris Corp., 25 W. Merrick Rd.  
 Dept. MD-83, Freeport, N.Y. 11520  
 Please rush me \_\_\_\_\_ dispenser(s)  
 Space Age Adhesive @ \$2.50 each plus 50c  
 shipping and handling.  
 SAVE! Order TWO for only \$4.50 plus 50c  
 shipping and handling.  
 SAVE MORE! Order 6 for \$11.50 plus \$1.00  
 shipping and handling.  
 SAVE MORE! Order 12 for \$20.00 plus  
 \$1.25 shipping and handling.  
 Enclosed is  check or  money order for  
 \$\_\_\_\_\_. (N.Y. residents add sales tax.)  
 PRINT NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_  
 STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 © Jay Norris Corp. 1974

**JAY NORRIS** CORP. 25 W. Merrick Rd., Dept. MD-83, Freeport, N.Y. 11520

Serving Satisfied Customers for over 25 Years

# NEVER SEED YOUR LAWN AGAIN— PLUG IN ZOYSIA GRASS

By Mike Senkiw



Every year I see people pour more and more money into their lawns. They dig, fertilize and lime. They rake. They scatter their seed and roll and water it.

Birds love it! Seeds not washed away by rain give them a feast. But some seed grows, and soon it's time to weed, water and mow, mow . . . until summer comes to burn the lawn into

hay, or crabgrass and diseases infest it. That happens to ordinary grass, but not to Zoysia. Your Zoysia lawn drives out crabgrass and weeds all summer. It stays green and beautiful in blistering heat. It cuts mowing  $\frac{2}{3}$  . . . it's perfect for summer homes and "problem areas."

There's no need to rip up your old grass. Just plug in my Zoysia, and let it spread into turf like a beautiful, thick, pile carpet. Won't heat or winter kill, merely goes off its green color after heavy frosts, regains fresh new beauty every spring—never needs replacement! Every plug fully guaranteed to grow in any soil in your area.

To end lawn problems, send for free interesting facts and low prices of Meyer Z-52 Zoysia including Pre-Season Bonus Offer. No obligation.

Dept. 212, ZOYSIA FARMS  
(Our 19th Year) General Offices and Store  
6414 Reisterstown Rd., Baltimore, Md. 21215

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_ Zip \_\_\_\_\_

© ZFN, 1974



## NEW SLEEP COMFORT

Raise the full width of your mattress for more healthful, restful sleep. Slip the **NU-SLANT** under your mattress at either head or foot of bed. 7 adjustable positions allow you to predetermine the height from 5 to 14". Better than extra pillows. Folds invisibly flat. Customer approved for 12 years. Plywood. **Head Elevation** comforts diaphragm hernia, acid regurgitation; breathing and heart ailments. **Leg Elevation** eases varicose and other leg discomfort. Twin Bed Size \$19.98. Double Bed Size \$21.98. We pay postage & ship in 6 hours. N.J. residents add 5% tax. Send check to:

**Better Sleep Inc.** BOX EO  
New Providence, New Jersey 07974  
MONEY BACK GUARANTEE

**Fine! 3-D**

**Sight Magnifiers ENLARGES CLOSE WORK SMALL PRINT!**

**WORTH MUCH MORE! ONLY \$1.98**

See clearer, work faster, more accurately with less eye strain, less fatigue and tension with **HEAD BAND MAGNIFIER**. Wear like glasses, they'll magnify about 3x and leave hands free to work. Produces a 3-dimensional effect, where each detail appears to stand out. For **CLOSE WORK, REPAIRS, SEWING, HOBBIES**, etc. Sturdy, lightweight, adjusts to all sizes. With or without glasses. Powerful prismatic polished lenses. Only \$1.98 + 50¢ for Post. and Hdlg. PPD. (2 for \$3.50, 3 for \$5.00) worth much more!

**MONEY BACK GUARANTEE, Nu Find Products.,**  
Dept. HB-234, 12 Warren St., N.Y.C. 10007

# Stick this on your cold face.



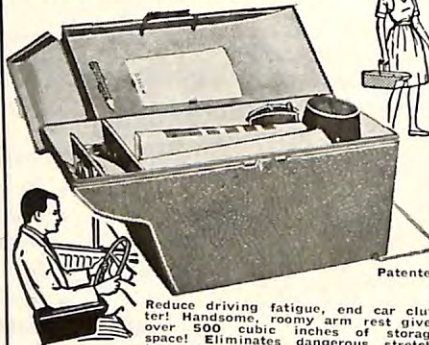
It's a Southwind™ cold weather respirator. The wire mesh inside acts as a heat exchanger after your first few breathing cycles. It warms the air you breathe. By

breathing warm air you keep your whole body warm. No matter how cold it is. One size fits all. Write us for details, or to order, send check or money order for \$4.95 to:

**Omnitech Incorporated**  
Box 683  
Southbridge, Mass. 01550

## HOLD-ALL CAR CADDY

gives armchair driving comfort!



Reduce driving fatigue, end car clutter! Handsome, roomy arm rest gives over 500 cubic inches of storage space! Eliminates dangerous stretching over to glove compartment! Separate section for coins, eyeglasses, pad and pencil, otc finish is waterproof, scuffproof. Measures 15" x 6" x 7". Ideal too, for passengers in rear seat.

Special for Gifts, 2 for \$13.00 ppd. **only \$6.95**  
**MONEY BACK GUARANTEE.** postpaid

Send Check or M.O.  
**MERIT HOUSE** Dept. EK-14  
151-30 34th Ave., Flushing N.Y. 11354

**SAME DAY SHIPMENT**



**GREENHOUSES FROM \$119.95.** Now you can grow superior flowers and vegetables all year 'round in shatterproof Fiberglass and UltraViolet Shielded greenhouses, from \$119.95 (12' model shown above). Easily assembled, extra sturdy, custom features. Nation's lowest prices. Budget plans. Free catalog, Peter Reimuller, Greenhouseman, Box 2666-L1, Santa Cruz, Ca. 95063.

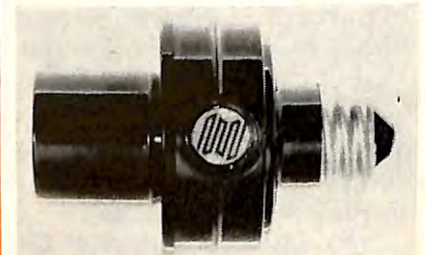
## Elks Family Shopper



**"DOWN-UNDER" STORAGE CABINET** holds bulky items that won't fit in your medicine cabinet—and stores compactly under your sink to hide ugly pipes. 4-door cabinet is off-white with choice of gold or translucent cobble-grain doors. 22"x7½"x24". \$10.95 plus \$1.50 shpg. Arthur Mechanic Inc., Dept. CE, 345 Park Ave., N.Y. 10022.



**COMPACT ILLUMINATED MAKE-UP MIRROR** assures flawless make-up night and day. Cordless "Luminette" fits easily in pocket or purse and has a push-button to turn on high-intensity light. Ideal for places where lighting is subdued. Case is lovely Florentine gold finish. \$6.00 plus 30¢ shpg. Global Creations, 1029 Carrin Dr., Tallahassee, Fla. 32301.



**AUTOMATIC OUTDOOR LIGHT CONTROL.** Its 24-hour electronic eye turns any outdoor light on at dusk, off at dawn. Immune to interference from car headlights, direct moonlight or lightning. No cords, dials, special wiring. Takes standard or floodlight bulbs. \$6.95 plus 50¢ shpg. Stadri, Dept. E1, 147-47 6th Ave., Whitestone, N.Y. 11357.



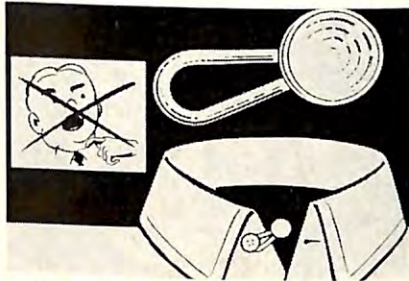
**HEART PENDANT.** Say it with diamonds — man-made but magnificent. It's a gift to charm the most discerning lady. 43 stunning, man-made diamonds totaling 2.25 carats are perfectly matched for brilliance. Rhodium-finished. \$6.95 plus 50¢ post. 2 for \$13.90. J. W. Holst, Inc., Dept. EP-1, 1005 E. Bay, East Tawas, Mich. 48730.



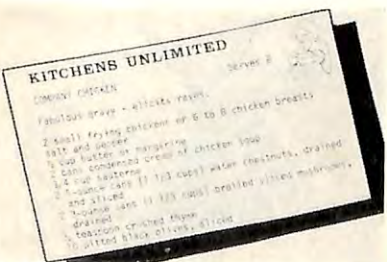
**IDENTIFAX NUMBER PROTECTS PROPERTY.** Use engraving tool in Kit to mark your exclusive code number on TV set, camera, bike, etc. Kit also has luggage and key tags plus warning stickers for doors, windows, etc. Your Identifax number is computerized so stolen property can be traced \$10 ppd. Identifax, Dept. EL, 1370 Ave. of the Americas, N.Y.C. 10019.



**DASHING "BUSHMAN"** from Australia. You'll love the true Australian Bush Hat for its sporty look and wide 3½" brim. Quality pure fur felt in Nullarbor tan. Sizes 6¾ through 7¾. \$26.00 ppd. with ribbon band. Add \$8.50 for unique ridge-braid kangaroo band shown. Free catalog, Austral Enterprises, Dept. EK, Box 10190, Seattle, WA. 98107.



**SHIRT COLLARS TOO TIGHT?** You'll get instant relief when you slip Collar Extender on your top button. It adds up to ½ size for a comfortable, just-right fit. Invisible. Slips on and off easily. 10 for just \$1.25 plus 25¢ post.; 2 sets of 10, \$2.50. Ppd. Order from Barclay, Dept. 51, 170-30 Jamaica Ave., Jamaica, N.Y. 11432.



**PRIZED RECIPES** from two Midwestern cooks who love to entertain but hate to work hard. Ten fabulous recipes—simple but sophisticated—for two gourmet dinners are just \$2.00 ppd. Already tested and proved successful. Send to Kitchens Unlimited, P.O. Box 6603-EL2, Columbus, Ohio 43209. Money-back guarantee if not delighted.

## STAMP Grab Bag only 10¢

Giant grab bag of over 100 unsorted foreign stamps! Africa, Asia, Europe, South Seas, etc. You will also receive the most wonderful catalog of stamp offers in America. This offer made to gather new names for our stamp mailing list. Just send name, address, zip and 10¢ to: LITTLETON STAMP CO., Dept. G-25 Littleton, New Hampshire 03561



## 5 foreign coins, 10¢

We'll send you, for 10¢, seldom seen coins of Spain, Finland, Sierra Leone, Turkey and Czechoslovakia. Plus a colorful foreign banknote. Just to get your name for our mailing list. We'll include our free catalog of coins, paper money, collector's supplies. Send 10¢, name, address, zip to: LITTLETON COIN CO., Dept. MB-28 Littleton, New Hampshire 03561

## 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-1 Chicago, Ill. 60640

\* Exotic satin fashions for over 20 years!

## TRY THIS NEW PIPE "FREE" FOR 30 DAYS!

So different that it's patented by the UNITED STATES GOVERNMENT patent number 3267941



This top grade Mediterranean briar incorporates a sensational invention that contradicts every idea you've ever had about pipe smoking. It completely eliminates breaking-in. Tars, sludge, bite, and bitterness never reach your mouth. You get cleaner, cooler, tastier, moisture-free thoroughly enjoyable smoking. You can try it before you buy it.

*E. A. Carey*

It's the first pipe in the world that's guaranteed to give unadulterated pleasure to smokers.

### Give it 30 days—

No cigarette, no cigar, nor any other pipe can give you the full rich flavor, aroma, deep down satisfaction, enjoyment, and peace of mind that you get from a Carey Pipe.



You may be a pipe smoker with a rack full of pipes and still searching for the ideal smoke, or perhaps you would like to switch to a pipe to cut down on cigarettes or expensive cigars.

The Carey Pipe may look like an ordinary pipe, but it's a lot different! In fact, there's nothing like it in the whole world. The Carey Pipe is made of the finest aged mediterranean briar—but, its big secret lies in the exclusive patented "MAGIC INCH," cleverly concealed in a bite proof nylon stem.

### It's Not a Filter

The "Magic Inch" is not a filter that gets soggy and loaded with foul smelling goo. A soggy foul smelling filter transmits its stale foul odor into each successive puff of smoke, creating more problems than it solves.

### It's Not a Trap

The "Magic Inch" is not a trap collecting moisture that gurgles with every draw. It is not a trap that must be cleaned after every smoke.

### It's Almost Magic

Not my magic but NATURE'S OWN MAGIC. Warm winds pick up moisture by evaporation from the oceans, lakes, rivers, and streams, lift it high into the atmosphere where the cooler upper air squeezes it into drops of water that fall back to earth in its most perfect state of purity. Just as the colder upper air of the atmosphere causes rain, the cool air entering the "Magic Inch" chamber through the special louvers of the patented Carey stem, causes immediate condensation of the moisture in the smoke where it drops to the bottom of the chamber, is absorbed by the natural fiber sleeve of the "Magic Inch," and in turn, is evaporated into the outside air. No accumulation ever remains to form sludge or slugs of bitter tasting goo. The "Magic Inch" also mixes purifying oxygen with the smoke from the

tobacco, in perfectly controlled proportions, cooling the smoke, eliminating all tongue bite, and creating MELLOWNESS, MILDNESS, and SWEETNESS that was never before enjoyed in pipe smoking.

Today, over one hundred and fifty thousand pipe smokers smoke Carey Pipes almost exclusively. They all got started by accepting my most unusual offer to test a Carey Pipe for 30 days, without any risk on their part whatsoever.

They were all granted the same option, an option which is yours also. After 30 days, if you agree that the Carey Pipe is the best smoke of your life, you may keep it; if you don't agree, whack it with a hammer and return the broken pieces to me. The trial has cost you nothing! How many businesses are that sure of their product?

### Make Your Own 30 Day Test

Clip out the coupon below. Fill in your name and address and send it to me TODAY. I'll send you a full color brochure, absolutely free, so you can select your favorite style and shape for your 30 day trial.

E. A. Carey, Dept. 204A, 3932 N. Kilpatrick Ave., Chicago, Ill. 60641  
Okay Mr. Carey. Send me your full color brochure so I can select a pipe to smoke for 30 days on a free trial basis.

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

**JOCK SOCK™**  
the new idea in men's underwear  
**FREEDOM FOR THE MALE**



Why do thousands of men now wear this sensational new patented underwear? Simple. It's a whole new kind of free-feeling comfort no ordinary underwear can give. A totally new concept. Not a baggy boxer, binding brief or supporter. No seat or leg straps to chafe & pull. Follows the NATURAL lines of the male anatomy. Great under doubleknit & white pants for a neat, trim, masculine look. Eliminates unsightly show-thru seat seams. Handsome and fashionable but also made for those sports such as tennis, golf, cycling, bowling, etc. where just a bit of support is desired without being "up-tight."

In soft 4-way stretch nylon with striped waist band. Sold by waist size. 3/\$10, 6/\$19.50. Add \$1 for handling & prompt return.


**Brawn Products Dept. EL-401** No C.O.D.'s please  
4536 W. Pt. Loma Blvd., San Diego, CA 92107

How many? \_\_\_\_\_ Waist size \_\_\_\_\_

White Pouch/Delux Striped Band  
 Navy Pouch/Delux Striped Band  
 Solid White

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City/State \_\_\_\_\_ Zip \_\_\_\_\_

**100 WORLDWIDE STAMPS**  
..only 10¢



GET this giant collection of 100 different stamps from the world over—Virgin Islands, Rwanda, Hungary, everywhere. New countries, new commemoratives, pictorials, topicals. Get Eisenhower memorial, giant lion, Unicef, others shown plus many more new, old issues. Colorful valuable stamps—wild animals, famous people, far places. Also stamp selections to examine. Buy any or none, return balance. Cancel service anytime. Rush 10¢ today for your valuable collection.

**GARCELON STAMP CO., Dept. 1EMR, Calais, Maine 04619**



**"MY NAME" EMBOSSE** 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, \$9.45 plus 50¢ post. 2/\$18.50 ppd.; 4/\$36.00 ppd. O. Kastel, 3106KA N.E. 53rd St., Vancouver, WA. 98663.

**BLACK STANDARD TELEPHONE**



**Only \$9.95**  
(Shpg chge 1.50)

The extra phone you can use with no rental at all. Comes completely equipped with dial, bell, standard cord and plug, ready for instant use.

**SEND FOR FREE CATALOG**  
Big Variety of other phones.

**Grand Com Inc** Dept. EL-1  
324 5th Ave., N.Y. 10001

**ABSOLUTELY UNBREAKABLE WINDSHIELD SCRAPER**



Will not chip, crack or break. Made from the same tough plastic used in the Astronaut's helmets. Can endure temperatures down to -271° below zero. Tested in Dakota Blizzards. Compact — fits into glove compartment.

**3 SCRAPERS ..only \$1.95**

Check, cash or money order to:  
**SCRAPER P.O. Box 1404**  
Sioux Falls, S. D. 57101



**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



Mrs. Kenneth J. Alexander  
2931 Stoney Creek Road  
Green Valley Circle  
Richmond, Virginia 29931

**1000 GOLD STRIP LABELS \$1**

Your Name & Address Beautifully Printed in Black Print on finest quality white gummied labels with a Rich Decorative Gold Strip. Use them on stationery, books, checks, etc. 4 lines O.K. Each set of 1000 Gold Strip Gummied Labels . . . \$1. ppd. Satisfaction Guaranteed or Your Money Back! A Thoughtful Gift!

**W. Yarbrough** 5768 Venice Blvd., Dept. L-2  
Los Angeles, Calif. 90019  
Air Mail Delivery Add 33¢

**Elks Family Shopper**



**PENETRATING MOIST HEAT** from new Automatic Electric Moist Heat Pad eases pain of arthritis, muscular aches, cold miseries. Use wet or dry. 3-way thermostat, push button control; washable terrycloth 12"x15" pad; heavy vinyl cover. AC only. \$9.98 plus \$1.00 shpg. Jay Norris Corp., Dept. EL-14, 25 W. Merrick Rd., Freeport, N.Y. 11520.



**REMOVE PAINT LIKE A PRO** with the professional Electric Paint Remover. Takes off up to 12 layers of paint down to base wood from flat, curved or irregular surface. Completely safe indoors or out and ready to use. All parts are factory-replaceable free. Only \$13.98 plus \$1.00 shpg. Larch, Dept. EL1, Box, 770, Times Sq. Sta., N.Y. 10036.

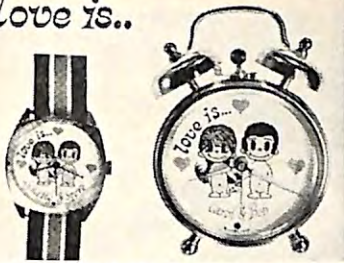


**WEDDING REMEMBRANCE.** Colorful, hand-painted, translucent china plate bears names and wedding date for a thoughtful wedding or anniversary gift. Looks lovely on the wall. A full 7½" in diameter; convenient wall hanger. Personalized Wedding Plate, No. 650, \$6.95 ppd. L. A. Specialities, Dept. EK, 307 N. W. 8th St., Little Falls, Mn. 56345.

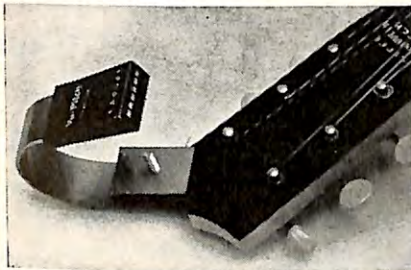


**IT'S A PENCIL, A KNIFE, A FILE AND SCISSORS**—all in one unit. The palm-size (2½"), sharp knife contains file, cutting scissors and 2" mechanical pencil that opens to a full 4". Perfect for traveling, at home or the office. Stainless steel. Order #390, \$2.98 plus 35¢ shpg. Cadlyn's, 2077 N.Y. Ave., E1, Huntington Sta., N.Y. 11746.

Love is..



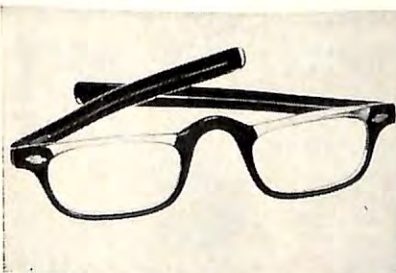
"LOVE IS" . . . this charming Cherub Watch or Clock personalized with two names. Watch has gold-tone stainless steel case, black or white band, Swiss movement. 4" high clock is polished brass with 2-bell alarm. 2-year guar. Specify 2 names. \$19.95 each plus \$1.00 post. O. Kastel, 3106 N.E. 53rd St, Vancouver, Wash. 98663.



IT'S EASY TO TUNE A GUITAR with this Guitar Tuner used by beginners and professionals. New invention has 6 precision-tuned reeds for precise tuning. Just clamp Tuner on your guitar and adjust strings. When proper pitch is reached, corresponding reed vibrates. \$5.95 plus 45¢ shpg. Ed Sale Guitar Co., Studio EK-1, Avon-By-The-Sea, N.J. 07717.



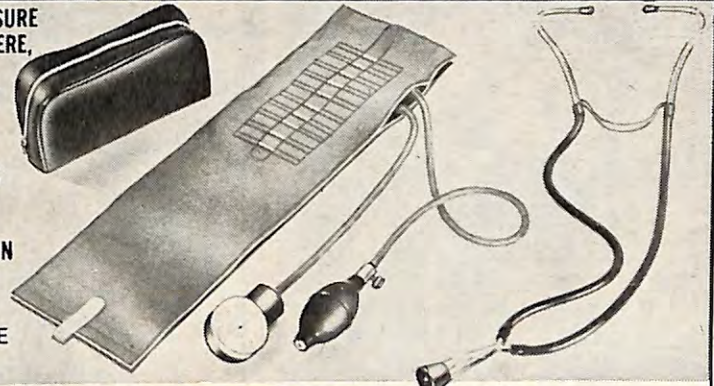
MEN: DARE TO WEAR a handsome wig that stretches to cover all hair, sideburns too. Like human hair, cool, light and washable. Specify black, off black, chestnut, dark or medium or light brown, dark blonde, black or brown mixed with grey. \$7.95 ppd. #M-116. Franklin Fashions, Dept. EL-14, 103 E. Hawthorne Ave., Valley Stream, N.Y. 11580



FASHIONABLE CLEAR-TOP HALF-FRAMES help you read tiny print instantly, yet have regular vision over the top. Ben Franklin Magnifying Glasses let you read tiny print, do close work. Brown or black frames. Specify men's or women's. With case, \$5.95 plus 50¢ shpg. Jov Optical, Dept. 680, 75 Fifth Ave., N.Y. 10003. (No orders for NY delv.)

# KNOW YOUR BLOOD PRESSURE TWICE A DAY! ANYWHERE!

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



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

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

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

### HANOVER HOUSE

Hanover Bldg., Hanover, Penna. 17331

#### MAIL HANDY COUPON

HANOVER HOUSE, Dept. Z-720  
Hanover Bldg., Hanover, Penna. 17331

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

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

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

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

**CHARGE IT!**  DINERS CLUB  MASTER CHARGE

BANKAMERICARD  AMERICAN EXPRESS

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

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

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

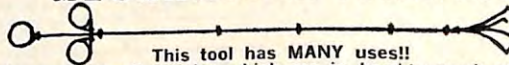
NAME \_\_\_\_\_ (PLEASE PRINT)

ADDRESS \_\_\_\_\_

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

© Hanover House, 1974

## MECHANICAL FINGERS



This tool has MANY uses!!

1. By ANYONE: To reach small articles which are in hard-to-reach places. Extend your arm reach by two feet.
2. By MECHANICS: Recover a small tool or tank cap from car frame or pan. Place a bolt into a hard-to-reach hole.
3. PLUMBERS: Remove items from drains without removing the trap. Get wads of hair from drains. Remove toilet stoppages.
4. STOREKEEPERS: Reach small items in window displays or showcases, or from high shelves.
5. MODEL BUILDERS: Place small pieces into difficult places for gluing, etc.
6. AQUARIUM OWNERS: Rearrange or remove ornamental pieces.
7. GOLFERS: Retrieve balls from water, mud, rough.

**THIS TOOL WILL NOT WEAR OUT AND CAN'T COME APART!  
IT HAS STRONG, WIDE-SPREADING, NEEDLE-SHARP FEELERS!**

1 24 inch and 1 16 inch \$3.50	1 24 inch only \$2.50	1 16 inch only \$2.00	Send cash or check. I pay postage.
--------------------------------------	-----------------------------	-----------------------------	---------------------------------------

E. B. CHRISTY, 5129 No. 6th St., Phoenix, Ariz. 85012  
(Agents, salesmen: Inquire about quantity prices.)

**NEED TABLES?  
Chairs?  
Trucks?**  
Send Today For  
**FREE Catalog**

ORDER DIRECT  
from



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

## 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. EK14, 210 E. 23 St., New York, N.Y. 10010



**2 x 3 ft.  
\$3.50**







# 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. 900, 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 \_\_\_\_\_

**Make Extra Money**

## Start Your Own Business Filing Saws



Earn \$8.00 an hour in your sparetime. Start saw sharpening shop in basement or garage. No experience needed to turn out perfect cutting saws with professional accuracy with Foley Automatic Filer. No canvassing—steady year 'round business. Ideal for small or big towns. We help finance you. Minimum investment. For information send postcard.

Foley MFG. 135-4 Foley Bldg., Minneapolis, 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

## 1000 GOLD STRIPE LABELS LOW AS 58¢



**FREE LOVELY GIFT BOX**  
1000 Deluxe, Gold Stripe, 2 Color gummed, padded Labels printed with ANY Name, Address & Zip Code, 65¢ for EACH Set! Please add 10¢ extra for post. SPECIAL! 3 Sets only \$1.85 plus 25¢ post. 6 Sets only \$3.50 plus 50¢ post. EXTRA! FREE Plastic Gift Box with ea. 1000 Labels. Write for FREE Money Making Plans. Fast Service. Money Back Guarantee.

TWO BROS. INC., Dept. N-917, Box 662, St. Louis, Mo. 63101

## Be A Legal Investigator

Enjoy one of America's most exciting, prestige careers. Do pre-trial work for law firms. Assist trial attorneys. Discover vital facts lawyers must have before going to court. No college needed. Train at home for this professional career of growing income, prestige. Send for FREE BOOK of facts. No obligation. Write UNIVERSAL SCHOOLS, 1129 20th St. N.W., Washington, D. C. 20036, Dept. 3-62.

# THE JOY OF GIVING

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



District Deputy James Vogel (left) presented a Foundation honor roll and display board to Kerrville, Tex., Lodge in memory of his late uncle, Edward O'Neill, who was a member of Bradford, Pa., Lodge. Accepting on behalf of the lodge was ER H. B. Barneburg.



A class of 12 signed pledges towards participating memberships in the National Foundation on their initiation night at Longview, Wash., Lodge. With the new members were ER Jack Phillips (left) and PER Ted Roth (right).



A Grand Lodge certificate was presented by Foundation Chm. Andrew Winzler Jr. to ER Darrell Hovey at Manchester, Conn., Lodge. Brother Hovey, who also received a certificate last year, served two years as Foundation chairman in the lodge.

(Continued from page 33)

areas of inflation and wages, businessmen can help to minimize the adverse impact of these developments. Since it appears that, when given a choice, government policymakers tend to favor more inflation over more unemployment, businessmen would be well advised to learn to live in an inflationary environment and to attempt to adjust to these conditions as best they can. Care should be taken to avoid speculating on either a faster or slower rate of inflation, since such speculation increases the risks of doing business.

Adjusting to inflation involves such practices as basing decisions on future costs and prices rather than current ones. Whenever possible, businessmen should incorporate a flexible inflationary premium on costs and expenditures. This would mean avoiding commitments to deliver goods in the future at some fixed price by incorporating prospective price adjustments into contracts. Such an objective could be accomplished by tying the delivered price to increases in various costs. In the event that the future price of a product must be set in advance, businessmen should protect themselves against unexpected increases in the cost of producing and delivering by contracting in advance.

After this article was in print but before it went to press, the outlook for 1974 was altered by the prospect of a prolonged oil embargo by Arab nations. Since there is no historical precedent for an abrupt cutback in oil supplies, estimates of its effect on the economy are largely judgmental and range from

virtually no impact to a severe recession with unemployment as high as 8%. While the actual effect depends critically upon the length of the boycott, it is possible to minimize the disruption of supplies and jobs and to speed up the economy's adjustment.

This can be accomplished by permitting energy prices to rise until those individuals and businesses that are unwilling or unable to pay the higher price reduce consumption. To avoid undue suffering, a direct income grant could be made to those on low incomes to enable them to bid for the existing oil. Handling the problem in this way would provide the maximum incentive for everyone to limit energy consumption to the most essential uses while stimulating the development of alternative sources.

During the past year a painful and costly lesson has been learned from the experiment with price controls. Government interference with market forces has resulted in a growing list of inefficiencies, distortions and shortages. Past attempts to hold the line on energy prices in general and oil prices in particular have encouraged wasteful consumption, discouraged development of alternative energy sources, and thus have made adjustments to the recent oil cutback that much more painful.

Faced with an extended embargo on Arab oil, a chief concern is that policymakers will continue to replace market decisions with government edict. Such a move will only succeed in making a bad situation worse and virtually assure a recession this year.

## Community Image—The Mirror of Your Lodge

AS ELKS our community image is the mirror of our lodge's activities. Have you looked in the mirror and reflected on the image you, as an Elk, project? How does your lodge measure up as a vital part of the community? In what community service projects is the lodge actively engaged? Is there something you can do to improve the image your lodge presently enjoys? Do your lodge programs identify you and the other members as a group of American gentlemen who respect law and order, who are patriotic, who believe in God, and who become involved and contribute to worthwhile community projects?

COMMUNITY RECOGNITION can be earned by maintaining a high quality of membership, followed by a sound fiscal policy and business-like management of the lodge. With these standards accomplished, you and your lodge can effectively and enthusiastically support the many state and Grand Lodge programs

that have built the dignity and prestige of the Order.

COMMUNITY IMAGE is earned by meaningful contributions to the community. They must be more than donations to agencies and groups. They should include the combined active involvement of members in initiating, planning, developing and participating in the community projects. The GL Lodge Activities Manual has listed a number of suggestions for creating a good public image. Maybe there is some new project or activity that you, as an Elk, can participate in that will foster an improved image. Become involved today building a good community image and really Be Part Of Elkdom. Also, remember, just as importantly, to publicize every community service project in the media with photographs and appropriate stories.

George F. Chambers, Member  
GL Lodge Activities Committee.

## Makes Household Oil Old-Fashioned



- Stops squeaks
- Protects metal
- Loosens rusted parts
- Frees sticky mechanisms

Aerosol **WD-40** lubricates as it cleans to protect metal

### TRY A FREE SAMPLE

Send 25¢ to cover handling to:  
WD-40, 5390 Napa St. San Diego, CA 92110

### ?? AFRAID OF BEING ROBBED ??

Leave your home or camper and be at peace of mind with "burglar alarming" decal. Which would you try to enter if you were a burglar, the one with a possible alarm system or one without? Send \$1.00 for heavy duty aluminum decal and further instructions to: **DAD'S DODADS, 100 Grand Central Ave., Lavallette, N. J. 08735.** State Home or Camper and how many of each.



### Groups! 4 men or 400 — Club BLAZERS, only \$29

Why pay \$60 per man? Outfitting groups our specialty. Huge inventory **IN STOCK, All Sizes, Good Colors & Beautifully Fit.** Just write for details. We'll take good care of everybody!

Group Service Dept. E.L.  
**HABAND 265 N9 St, Paterson NJ**

## 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

### Coupons for advertisement on Back Cover

**WALLACE BROWN, Dept. MEM-71 5310C**  
Westmoreland Ave., White Plains, N.Y. 10606

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

One for \$3.98       Two for \$6.98

Add 60¢ 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 No. (Master Charge Only) \_\_\_\_\_

Signature \_\_\_\_\_

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

Address \_\_\_\_\_

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

**WALLACE BROWN, DEPT. VCR-57 5289E**  
Westmoreland Ave., White Plains, N.Y. 10606

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

One for \$3.98       Two for \$6.98

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 (Minimum Charge Order \$5.00)

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

Master Charge Bank # \_\_\_\_\_

Signature \_\_\_\_\_

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

Address \_\_\_\_\_

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

DIVISION OF BEVIS INDUSTRIES, INC.

# NEWS OF THE LODGES

(Continued from page 23)



**THE BOARD** mounted in Springfield, Mo., Lodge records the amount of blood members have contributed through the blood bank program. Among the participants were (from left) Est. Loyal Kt. Garry Lisenby, chairman; Brother Bob Wray, one-gallon donor; ER William Harrison, originator of the program, and Brother Don Morris, one-gallon donor.



**LEATHER** was contributed by Bloomington, Minn., Lodge for use in the physical therapy department of Veterans Administration Hospital in Fort Snelling. PER Clarence Oster (left) presented the hides to Lee Brown, hospital director of volunteer service.



**FUND-RAISING EFFORTS** by 74 Indiana lodges will help defray the cost of a newborn intensive care unit for Riley Children's Hospital at Indianapolis. Present to view the mobile unit were (from left) State Secy. C. L. Shideler, SP Quenton Hawks, PSP George Stutzman, PCGER Glenn Miller, and PSP Thomas Burke.



**A CHECK** for \$500 was donated to the Elkland pediatric department of St. John's Medical Center in Joplin by Joplin, Mo., Lodge. (From left) ER George Carter presented the check to Dan Lingor, assistant administrator at the hospital, as Dr. Benjamin Rosenberg observed.



**A BARBECUE** and charity bazaar was held by Birmingham, Ala., Lodge. ER Joe Frey greeted the youngsters including Candy West and Thomas Hall.



**A GRANDFATHER** has sponsored his son and just recently sponsored his grandson into St. Joseph, Mich., Lodge. (From left) ER Raymond Horndasch welcomed initiate Dennis Bauer while his father Eugene Bauer Jr., and his grandfather Eugene Bauer Sr. watched.



**A BIRTHDAY PARTY** was held at Jackson, Mich., Lodge for 92-year-old PER Clarence Russell (left). Watching as he cut the cake were ER Donald Bullock (center) and William Wheeler, president of Exchange Club.

**INITIATION NIGHT** at Lansing, Mich., Lodge drew several sons of Elks into membership. The new members and their fathers are (from left) James Peters, John Peters, Kenneth Peters Jr., Kenneth Peters, ER Robert Humphrey, Lloyd Head, Lance Head, Syver Thingstad, and Peter Thingstad.



**THE TROPHY** was won by the little league division champions sponsored by Des Plaines, Ill., Lodge. ER Ronald Sorrentino (left) accepted the trophy from PDD John Minerick, lodge Youth chairman.



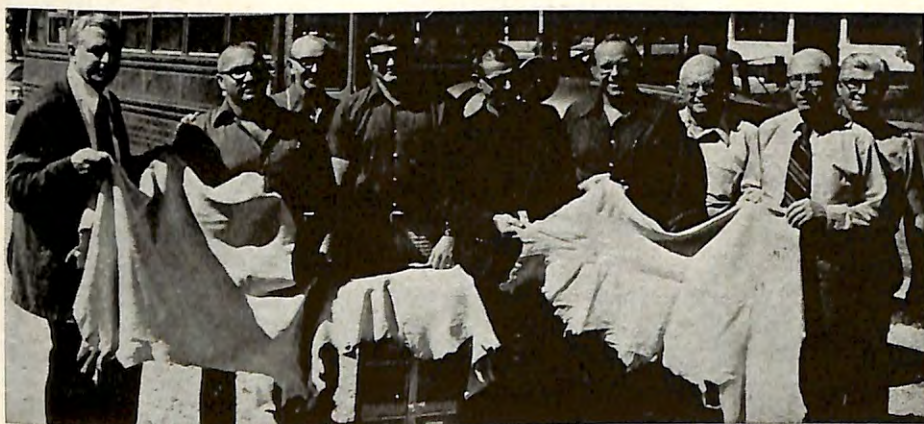
**DURING POLYNESIAN NIGHT** at Belvidere, Ill., Lodge a National Foundation award to the lodge was unveiled. Attending the event were (from left) SP Ray Sheahan, Foundation Chm. Mel Johnson, and ER Norman Schuler.



**THE BILLIARD TEAM** from Fremont, Ohio, Lodge is comprised of retired men, who practice daily in the new lodge room. Team members, (from left) Coach John Hurley, Velo Anderson, Robert Tschumy, T. M. Bartlett, and Lindy Hoch, total over 350 years of experience in the game.



**CHAMPIONS** of little league baseball, sponsored by Grinnell, Iowa, Lodge, were honored at a lodge dinner. Present were team members (from left) Roman Kerber, Doug Kintzinger, Ken Burnham, Dusty Dostal, Curt Campbell, and their supporters (from left) Youth Chm. Verne Jarvela, Coach Bill Campbell, Manager Lee Clabaugh, Coach Vern Dostal, Est. Lect. Kt. Bill Windsor, and ER Edwin Peterson.



**DEER HIDES** for handicraft work at the Veterans Hospital in Tomah were donated by Baraboo, Wis., Lodge. Members, who hosted a tour of the Circus World Museum for the veterans, were (from left) Phil Slezak, Harold Fowler, Vets Chm. John Gray, Duane Zellmer, D. J. Kane, Bill Schultz, museum director, Duane Peck, Clark Wilkinson, and John Schamke.



**PROCEEDS** from a barbecue held by Auburn-Opelika, Ala., Lodge were contributed to the Elks Memorial Center in Montgomery, the state's major project. ER Dale Melton (right) presented the check to SP James Irvin.



**THE ANNUAL FALL MEETING** of the Tennessee Elks Association was at Elizabethton, Tenn., Lodge. Present were (from left) State President-elect Andrew Anderson, ER James Cathelyn from the host lodge, SP Joseph McCulloch, and PGER Edward McCabe.

**TEMPLE, Texas,** Lodge received a plaque from the March of Dimes for its efforts and contributions to last year's drive. Dr. Tom Denson (left), King's Daughter's Hospital chief of staff, presented the award to PER Favre Slater.

# Business Boom or Bust? (Continued from page 10)

able at no fee or a small fee to struggling businesses. The years of experience, the success, of these men help to guide the businessman who asks for guidance.

The SBA has SCORE (Service Corps of Retired Executives) for businesses who have borrowed money from them. Volunteer executives have handled more than 175,000 cases since 1965, coming to the business, looking things over, and offering advice based on their own successful experience. There is no charge for this service, and out-of-pocket expenses of the SCORE volunteer are paid by SBA.

A Texas soft drink bottler was slipping behind in production, losing customers and facing foreclosure by the bank. SBA brought in a SCORE volunteer. Soon production increased, a credit line was arranged, and profits soared. Meanwhile, a Philadelphia hardware store owner was advised by his accountant to give up after 15 years of trying with almost no profit. His bank led him to SCORE, which provided a former Sears manager to help. That was not long ago. Now the owner has four hardware stores, has paid off loans and makes a tidy profit.

Norman Holtzman of Optima Publishing would be quick to go to his banker or the SBA in case of difficulty. Even though he has years of experience managing companies, he doesn't feel he "knows it all." These places are available to the small businessman, and Holtzman for one believes in using them to insure the continuing success of his own company.

Among the free publications available from SBA (Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402) are MANAGEMENT AIDS FOR SMALL MANUFACTURERS, TECHNICAL AIDS FOR SMALL MANUFACTURERS, SMALL BUSINESS BIBLIOGRAPHIES, and SMALL MARKET-ERS AIDS. Send for a complete list when you order any of these. Some of the others, such as SMALL BUSINESS MANAGEMENT SERIES, and STARTING AND MANAGING SERIES, cost something, but many have found them more than worth the money.

Bernard Diamond of Midas points out an advantage of franchise operations. "You can go to your parent company for advice and sometimes for money or for deferred billing on supplies."

Grand Exalted Ruler Robert Yothers has introduced a new program of help for businessmen that will use the vast business knowledge within the membership of the Elks (65%-70% small

business associated, 40% small business owners). Working with SCORE these successful businessmen will advise and counsel small businesses and help them over the obstacles of getting established. Your local Elks Lodge will have more information on this free program, known as E.L.K. (Elks Lending Know-how).

And there are two other often overlooked sources where a small businessman can get advice when he needs it. Donald Zents of National Life suggests the first. "Dissatisfied customers are one of the very best places to get good advice on how to run your business. Listen to them."

Sure, the world is tough and everybody seems to be looking out for himself, but former racing star Allen Heath suggested another place for advice. "I have helped my competitors with advice on a particular problem, and I expect they will help me when I need it. I don't see anything wrong in asking the guy down the street in the same business, or in helping him."

So what about 1974, and the outlook for profit in established small businesses? The timing is perfect for real profit, or the timing is not so perfect, depending upon who is doing the talking, and who is operating the business. One thing seems sure. If it is

your business, and you are actively operating it, chances for profit are better. Many employers complained that they can no longer find hard-working, interested employees, or assistant management people. A profitable 1974? Some small businessmen say yes, some say no, bankers say maybe, and the government says "Why not?" But if you are in a small business, everybody agrees that the store or shop with the extra service will do better than the one without.

Opening a small business? If you insist, the safest way is to go into a service operation, but service is not the only way to go to succeed. Many agreed that early 1974 might be a good time to watch and wait and move carefully.

Just for fun, can you guess the one single small business that seemed safest of all, the one where you are almost guaranteed success, even, from all appearances, if you *tried* to fail? Are you ready for this winner? The man least likely to fail in 1974, the man most likely to make an excellent living from his small business, is the man with previous experience who opens a franchised funeral parlor and then works at it long hours each day giving extra service to his customers.

You might ask when he could find the time to enjoy his success, but that's another story. ■

## STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

(Act of August 12, 1970: Section 3685, Title 39, United States Code)

- Title of Publication: THE ELKS MAGAZINE.
- Date of filing: September, 1973.
- Frequency of issue: Monthly.
- Location of known office of publication: 425 W. Diversey Parkway, Chicago, Cook, Illinois 60614.
- Location of the headquarters or general business offices of the publishers: 425 W. Diversey Parkway, Chicago, Cook, Illinois 60614.
- Names and addresses of publisher, editor, and managing editor:  
National Memorial & Publication Commission - B.P.O. Elks of U.S.A., 425 W. Diversey Parkway, Chicago, Illinois 60614.  
General Manager: Wm. H. Magrath, 425 W. Diversey Parkway, Chicago, Illinois 60614.
- Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given.)
- Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities (If there are none, so state): None.
- For optional completion by publishers mailing at the regular rates (Section 132.121, Postal Service Manual)  
39 U. S. C. 3626 provides in pertinent part: "No person who would have been entitled to mail matter under former section 4359 of this title shall mail such matter at the rates provided under this subsection unless he files annually with the Postal Service a written request for permission to mail matter at such rates." In accordance with the provisions of this statute, I hereby request permission to mail the publication named in Item 1 at the reduced postage rates presently authorized by 39 U. S. C. 3626.
- For completion of nonprofit organizations authorized to mail at special rates (Section 132.122, Post Manual) The purpose, function, and non-profit status of this organization and the exempt status for Federal income tax purposes have not changed during preceding 12 months.

	Average No. Copies Each Issue During Preceding 12 Months	Actual Number of Copies of Single Issue Published Nearest to Filing Date
<b>11. EXTENT AND NATURE OF CIRCULATION</b>		
A. Total No. Copies Printed (Net Press Run) . . . . .	1,618,079	1,614,305
B. Paid Circulation		
1. Sales Through Dealers and Carriers, Street Vendors and Counter Sales . . . . .	—0—	—0—
2. Mail Subscriptions . . . . .	1,601,599	1,602,511
C. Total Paid Circulation . . . . .	1,601,599	1,602,511
D. Free Distribution by Mail, Carrier or Other Means		
1. Samples, Complimentary, and Other Free Copies . . . . .	3,782	3,771
2. Copies distributed to News Agents, but not sold . . . . .	—0—	—0—
E. Total Distribution (Sum of C and D) . . . . .	1,605,381	1,606,282
F. Office Use, Left-over, Unaccounted, Spoiled After Printing . . . . .	12,698	8,023
G. Total (Sum of E and F—should equal net press run shown in A) . . . . .	1,618,079	1,614,305

I certify that the statements made by me above are correct and complete.  
Wm. H. Magrath, General Manager



## Backyard Gardener

(Continued from page 17)

system is usually disturbed . . . some of the hair roots are lost or damaged. So to make up for the "underground" loss, you should trim back part of the "overground" growth, thus restoring proper balance.

Old, neglected shrubs cluttered with bare, woody stems and sparse bloom can be brought back into shape by removing a large part of the older growth and heading back the larger and younger branches. This should not be done, however, in one major operation, but over a period of two or three years. Remember, some plants can be pruned

back to the crown without injury while others cannot stand being thrown out of balance to such a great degree. Check your garden or pruning manual to find out which are which . . . or write me in care of **The Elks Magazine**. I'll do my best to send you the answer in time for that day off you're planning on spending in the yard. Meanwhile, take stock of your pruning tools. We'll discuss anvil sheers, lopping sheers, hedge sheers, even grass sheers next month. How to select them, keep them in shape, use them the best way possible to get that yard of yours into the shape you've always wanted it to be . . . and to keep it that way. ■

## It's Your Business

(Continued from page 28)

ducts Problems Check list."

In making up those lists, think carefully about both the direct and the indirect ways in which your business might be affected by shortages problems. A small travel agency doesn't use much energy in its operations but its business might be hit hard by the effects of governmentally-imposed vehicle-fuel rationing. And "vehicles" here includes not only cars and airplanes but also pleasure boats, snowmobiles, and so on.

Shortages of materials and products are likely to be affecting many small businesses severely, both directly and indirectly. Take the big category of plastics. Many people don't realize that the main sources of plastics are oil and natural gas! The shortage of plastics will be very serious. Copper and other metals, paper and paper products, lumber, textiles, cement—all these and many other things are going to be in short supply. The October 29 issue of **U.S. News & World Report** had an article on "Latest Threat to the Boom: Shortages Wherever You Look."

During World War II, thousands of small businesses had to close down

because they couldn't get the materials and products they needed. You'd better lose no time in getting your business as well prepared as possible for coping with severe shortages this year and for some time to come. Obviously a major strategy is conservation. These days we ourselves use both sides of our typing paper in typing the rough drafts of our various articles, reports, and so on.

### New "Liability Hazards"

Last March the powers of the U.S. Equal Employment Opportunity Commission (EEOC) were broadened to apply to employers having at least 15 employees. Previously the borderline number had been 25. And the EEOC is not the only governmental authority that concerns itself with the kinds of work-and-employment practices which the term "discriminatory" ordinarily connotes. Many other federal, state, and local agencies and commissions also interest themselves in this matter.

If you have employees, you'd be wise to make up a "Work-and-Employment Matters Checklist" and use it as a guide for helping your business avoid having troubles with governmental authorities—or in the courts—with respect to its practices in hiring, firing, training and so on. ■

## Obituaries



**PAST GRAND ESTEEMED LECTURING KNIGHT** William P. Mennealy, who was a member of Presque Isle, Maine, Lodge, died April 3, 1973.

Brother Mennealy served as Exalted Ruler of Portland, Maine, Lodge and as Exalted Ruler of Presque Isle Lodge. He was appointed District Deputy Grand Exalted Ruler of the East District in 1958-1960.

Brother Mennealy served on the GL Auditing Committee in 1960-1961 and in 1963-1965. He was Grand Esteemed Lecturing Knight in 1966-1967. At the time of his death, Brother Mennealy was a member of Bath, Maine, Lodge.

**PAST DISTRICT DEPUTY** John A. Scheidler, who was a member of Frankfort, Ind., Lodge, died recently.

Brother Scheidler served as District Deputy Grand Exalted Ruler for the West District in 1965-1966.

**PAST DISTRICT DEPUTY** Robert Davis, who was a member of Altus, Okla., Lodge, died July 25, 1973.

Brother Davis served as Exalted Ruler of his lodge and was appointed District Deputy Grand Exalted Ruler for the Southwest District in 1958-1959.

**PAST GRAND ESTEEMED LOYAL KNIGHT** Maurice W. Lee, who was a member of Chicago (South), Ill., Lodge, died August 28, 1973.

Brother Lee was Exalted Ruler and Trustee of his lodge. He served on the GL Americanism Committee in 1962-1965, and as Grand Esteemed Loyal Knight in 1969-1970.

**PAST DISTRICT DEPUTY** Vincent J. Baker, who was a member of Virginia City, Mont., Lodge, died June 12, 1973.

Brother Baker served as Exalted Ruler of his lodge. He was appointed District Deputy Grand Exalted Ruler for the South District in 1970-1971. At the time of his death, he was the state chairman of the Hides for Vets program.

**PAST DISTRICT DEPUTY** George K. Forster, who was a member of Casper, Wyo., Lodge, died September 12, 1973.

Brother Forster served as State President and was Secretary of the Wyoming Elks State Association at the time of his death. He was appointed District Deputy Grand Exalted Ruler of the North District in 1965-1966.

**TIRED OF PROMISES?  
IT'S TIME TO**

**JOIN UP WITH HARPER**

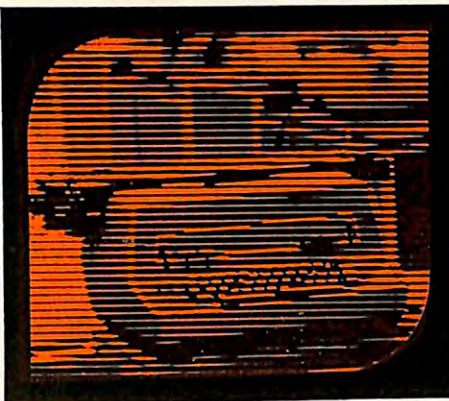
You've read the big promises? \$20,000 a year to start. . . \$750 a week. . . and so on. Trouble is you can't eat promises. If you want a solid opportunity, proved over the years, that can make a constantly increasing income for you. . . we want to hear from you!

You won't get rich overnight. You will make a good income from the start. A modest returnable investment in stock is required to service your customers. This is a full time sales opportunity that quickly pays better than average income. Within months you can enjoy a larger income than you've ever made. These are promises we can back up with prov-

**HARPER BRUSH WORKS, 1124 GRIMES STREET, FAIRFIELD, IOWA 52556**

en sales records of Harper men all over the country. We started back in 1900. We make fine quality industrial floor brushes, sweepers, maintenance products for factories, service stations, schools, commercial buildings. Our products are known, respected, asked for. The Harper Plan calls for an 8 hour day with 15 solid calls. We don't look for the "born" salesman. . . just good solid everyday work. We train you and back you up.

If all this sounds like "you" . . . take a moment to send us your name and address for all the facts. See what a Harper career holds in store for you!



## Elks can help relieve energy shortage

■ If there is one thing Elks take great pride in, it is our love of country. For over a hundred years, we have tried to set an example as outstanding Americans who exert every effort for the well being of the United States. We now have a chance to put the sense of pride into action as we help combat a crisis.

We are told the U.S. imports from six to ten percent of its oil from Arab countries and that we use an increasingly larger amount every year.

Here is an opportunity for Elks and their families to contribute toward easing the situation by voluntary, intelligent use of energy resources. *Best of all, we just might save some money in the process!*

Here are a few ways we can make a distinct contribution:

1. Keep your car in fine tune; don't drive at high speeds and you'll save a substantial sum of money in a short time.
2. Lower the thermostat setting in your home, office or shop. You'll be surprised at how quickly you can adapt to a temperature of 68° instead of 74°. It's healthier, too.
3. Don't leave lights and appliances on when not in use.
4. If you operate a business, investigate shortening

the hours you stay open. If you've been open on Sundays and holidays, how about closing on those days?

5. Consider year-around Daylight Saving Time.
6. Encourage research and development of new power sources.

There are literally hundreds of ways we could save our own money on energy, and at the same time help our country become less dependent on oil imports, but it will take a determined effort from each of us to get the job done.

For too long a time, we have taken for granted the availability of electricity, gasoline, oil, natural gas, etc. Now our nation's unprecedented progress has caught up with potential supplies of energy in every form.

The Order of Elks . . . well over 1½ million members strong . . . can collectively and individually make a tremendous contribution to the well being of our nation through a fairly simple effort. And if Elks would exercise influence on their friends and neighbors, the benefits could be multiplied many times over to become a significant factor in the conservation of energy.

Let's set our minds to this saving task . . . LET'S DO IT!

## did you know..



Camping for handicapped children is the major project of the West Virginia Elks Association. They sponsor two camps at an annual cost of around \$5,600.

☆☆☆  
The New Mexico Elks Association major project, help for cerebral palsy victims, benefited to the tune of \$5,000 recently. It was a gift of the Shady Grove Truck Stop who figured they would rather

help CP victims than give presents or souvenirs to their customers. Shady Grove is about 20 miles west of Lordsburg, New Mexico, "in the middle of nowhere," geographically, but right in the heart of things benevolently.

☆☆☆  
The Wisconsin Elks Association estimates that they will spend almost \$40,000 this year on their major project, which is aid to cerebral palsied children.

☆☆☆  
The major project of the Wyoming Elks Association is 4-year scholarships in the amount of \$475 per year, one to a boy and one to a girl. They estimate their total cost this year will be almost \$4,000.

☆☆☆  
The Oregon State Elks Asso-

ciation has contributed a total of some \$600,000 to the University of Oregon Medical School since its "Vision for the Future" program was started in 1949. The Oregon Elks major project is support of a children's eye clinic and related teaching and research programs.

☆☆☆  
The California-Hawaii Elks Association major project is devoted to the care of handicapped children. It has budgeted close to 1 million dollars for the current lodge year. Remarkably, their cost of fund raising this past year came to only 2.6% of receipts! We know of no other major charitable project which can approach this tiny figure. One nationwide fund was reported to have spent over 81% of its receipts in a direct mail campaign.

# STOP SAYING . . .

## "I CAN'T AFFORD TO TRAVEL"

**8 BOOKS THAT GIVE YOU THE FACTS ON HOW YOU CAN TRAVEL TODAY WITHOUT BEING RICH**

### AROUND THE WORLD BY FREIGHTER

Where and how to travel by freighter  
—the lower cost way to travel

For no more than you'd spend at a resort, you can take a never-to-be-forgotten cruise to Rio or Buenos Aires. Or through the Canal or to the West Indies or to England, France, the Mediterranean, etc.

And what accommodations you get—large rooms with beds (not bunks), probably a private bath, lots of good food, and plenty of relaxation as you speed from port to port.

*Travel Routes Around the World* names the freighter lines (700 of them, with sailings from practically every port in the world), tells where they go, what they charge, briefly describes accommodations plus life on your freighter, clothes to take, etc.

To stop saying that travel is expensive get your copy now. Price \$1.50.

### AMERICA BY CAR

This big book is your insurance of seeing all the 4-star sights in whatever corner of the U.S., Canada, or Mexico you drive to. Whether you're visiting New England or California, Florida or the National Parks, the Great Lakes, the Mississippi, the East, the South, the Southwest, the Indian country, etc., it tells you day by day and road by road the scenic way to go and it always directs you to the important sights along the way and in the cities. In Niagara or Los Angeles, Washington or New Orleans, the Black Hills or Montreal, it takes the guesswork out of travel.

America is so big you can easily overlook or forget important sights or make many a wrong turn. So get *America by Car*, the book that makes sure you'll see everything of consequence and always travel right. Only \$3.50 for this 170,000 word book (as big as 3 ordinary sized novels).

**SPECIAL OFFER:** All 4 books above—*Travel Routes Around the World*, *America by Car*, *Fabulous Mexico—Where Everything Costs Less*, and *Off-the-Beaten Path*—(\$10 value) for only \$6.95.

### BARGAIN PARADISES OF THE WORLD

West Indies, Mexico, Californias Abroad

This is a book on how to double what your money can buy. For that is what spending a few weeks or months, or even retiring, in the world's Bargain Paradises amounts to.

Throughout this big book you learn where to spend a while in the West Indies, South America, the healthful islands of the South Seas, and the marvelous Balearic Islands where two can live like kings yet spend very little.

You read about cities and towns where it's always spring, about "Californias Abroad," about "Four Modern Shangri-Las," about mountain hideaways, tropical islands as colorful as Tahiti but nearer home, about modern cities where you can live for less, about quiet country lanes and surf-washed coastal resorts.

If you've ever wanted to travel but wondered how you could afford it; if you have a little income but wonder how you'd ever be able to retire on that; if you want a life of luxuries on what you'd get only necessities back home, then you want this book. \$2.50.

### FABULOUS MEXICO—WHERE EVERYTHING COSTS LESS

The land of retirement and vacation bargains—that's Mexico. Where an American retirement income looks like a fortune, and your vacation money can buy double or more what it might back home. Norman Ford shows you vacation and retirement values where you can live like a prince on what you might just get along on in the U.S.A. He pinpoints areas that look like the South Seas, others where it's like June all year round, towns where many other Americans have retired; shows where to find modern flower-bedecked hotels and inns that charge hardly half of what you'd expect to spend in even such a land of vacation and retirement bargains as Mexico. Plus a big section where to start your money earning so much more than in the U.S.A. \$2.50.

### OFF-THE-BEATEN PATH

—these are America's own Bargain Paradises

Where to retire or vacation at what look like prewar prices and no one ever heard of nerves or worries.

*Off-the-Beaten Path* names the really low cost Florida retirement and vacation towns, the topnotch values in Texas, the Southwest, California, the South and East, Canada, and a dozen other areas which the crowds have not yet discovered:

—Fabulous places like that undiscovered region where winters are as warm and sunny as Miami Beach's, yet costs can be 2/3rds less. Or that island that looks like Hawaii yet is 2000 miles nearer. Or France's only remaining outposts in this part of the world . . . or a village more Scottish than Scotland . . . or resort villages without crowds or high prices . . . or island paradises aplenty in the U.S. or Canada . . . or areas with almost a perfect climate. And for good measure you also read about low cost paradises in Hawaii, the Virgin Islands, and Puerto Rico.

A big book, with about 100,000 words. Yet it costs only \$2.50.

### WHERE TO RETIRE ON A SMALL INCOME

This book selects out of the thousands of communities in the U.S. only those places where the climate is right, living costs are less, the surroundings pleasant, and nature and the community get together to guarantee a good time from fishing, boating, gardening, concerts or the like.

It covers cities, towns, spas, resorts, etc., throughout America—from New England and south to Florida, west to California and north to the Pacific Northwest. It includes both Hawaii and the American Virgin Islands.

Some people spend hundreds of dollars trying to get information like this by traveling around the country. Frequently they fail—there is just too much of America to explore. This book saves you from that danger. Yet it costs only \$2.50.

A good trip begins with a Harian book  
Publishers since 1935

### WHERE WILL YOU GO IN FLORIDA?

Florida needn't be expensive—not if you know just where to go for whatever you seek in Florida. And if there's any man who can give you the facts you want, it's Norman Ford, founder of the world-famous Globe Trotters Club.

His big book, *Norman Ford's Florida*, tells you, first of all, road by road, mile by mile, everything you'll find in Florida, whether you're on vacation or looking over job, business, real estate, or retirement prospects.

Always, he names the hotels, motels, and restaurants where you can stop for the best accommodations and meals at the price you want to pay. For that longer vacation, if you let Norman Ford guide you, you'll find a real "paradise"—just the spot which has everything you want.

Of course, there's much more to this big book. If you want a home in Florida, he tells you just where to head. If you've ever wanted to run a tourist court or own an orange grove, he tells you today's inside story of these popular investments.

If you want to retire on a small income, Norman Ford tells you exactly where you can retire now on the money you've got, whether it's a little or a lot. Because he always tells you where life in Florida is pleasant on a small income, he can help you take life easy now.

Whatever you seek in Florida, *Norman Ford's Florida* gives you the facts you need to find exactly what you want. Well over 100,000 words but it costs only \$3.00—only a fraction of the money you'd spend needlessly if you went to Florida blind.

### ALL ABOUT ARIZONA —the healthful state

Just as a road map shows you how to reach your destination, this big book leads you to whatever you want in this fast growing state of sun and scenic wonderlands.

What do you want to know about Arizona? Where to retire at low cost? Where are summers cool, winters sunny most of the time? Where are the leading places for a job, a home, etc? What must a newcomer watch out for? Is it true that living costs are less than in the East? What about salaries?

Or do you want to tour this Grand Canyon State? What's the most scenic way to see Arizona by car or otherwise? What is really the most satisfying way to see the Grand Canyon? The Indian reservations? The other 4-star sights? Which are the outstanding places to eat and stay? What are the sure ways to cut travel costs in this big state?

Filled with facts, over 100,000 words long, this book almost brings Arizona to your door answering these and a hundred other questions. To know all you should about Arizona before you go for a home, a job, retirement in the sun, or a really memorable vacation, read this book. Price, \$2.95.

Mail to HARIAN PUBLICATIONS,  
332 Walnut Drive  
GREENLAWN (Long Island), N.Y. 11740

I have enclosed \$.....(cash, check, or money order). Please send me the books I checked below. YOU WILL REFUND MY MONEY IF I AM NOT SATISFIED.

- Travel Routes Around the World* (travel by freighters), \$1.50.
- America by Car*, \$3.50.
- Fabulous Mexico—Where Everything Costs Less*, \$2.50.
- Off-the-Beaten Path*, \$2.50.
- SPECIAL OFFER # 1. All 4 books above for \$6.95.
- Norman Ford's Florida*, \$3.00.
- All About Arizona—the healthful state*, \$2.95.
- Where to Retire on a Small Income*, \$2.50.
- Bargain Paradises of the World*, \$2.50.
- SPECIAL OFFER #2: Save over \$8— all 8 books above, \$20.95 value, for only \$11.95

Print Name .....  
Street Address .....  
State..... Zip Code .....  
City .....

Haband's incredible  
100% man-made  
polymeric  
**Boots  
and  
Shoes**

# WAREHOUSE CLOSEOUT

After selling literally Millions of Pairs  
of these fine Executive Dress Shoes

at **2** PAIR for **15<sup>95</sup>**

Haband must bow to Inflation!

**Only 18,500 Pairs Left**  
before this famous line  
is discontinued forever.  
**Act At Once!**

You have seen  
these famous "New  
Price Shoes" advertised in all the magazines.  
You have seen them worn by your friends and  
associates (though perhaps you didn't know).

They are the amazing "polymeric" man-made shoes that  
look and feel and wear like top grain leather yet for years have  
cost far less. They are the new construction shoe, lasted on  
hand-carved lasts and made from materials that scuff at scuff,  
are completely waterproof, amazingly lightweight and comfortable.  
These are the shoes that "never need a shine." A quick wipe  
with a damp cloth is all you ever need to restore their natural  
shine. And their fine over-all detailing is remarkable:

Life-of-the-Shoe PVC sole and heel. Gentle foam  
heel cushion. Built-in full support shank in the arch.  
Oxfords, Loafers, Monk Straps, Wing-Tips, even  
deluxe Executive Boots - all with true luxury  
linings - The Works!

**WHEN EXISTING INVENTORY IS SOLD  
THERE WILL BE NO MORE  
AT ANYTHING LIKE THIS PRICE!!**

Look around. You will see that shoes are \$15 and  
\$30 per pair. We cannot hold out beyond  
current stocks! Please order  
at once, or you'll

miss out!  
ANY 2 PRS.  
for only  
**\$15.95.**  
Stock up  
while  
they  
last!



BLACK  
OXFORDS



BROWN  
or BLACK  
LOAFERS

BLACK  
MONK  
STRAP

BROWN  
WING TIP

BROWN or BLACK EXECUTIVE BOOT

WE  
CARRY  
SIZES  
5½ to 13  
Widths A to EEE  
But only while  
stock lasts!

## CLOSEOUT

LAST REMAINING  
INVENTORY of  
Haband's 100% man-made  
**NEW PRICE SHOES**

HABAND COMPANY, Direct Service Dept.  
265 N. 9th St., Paterson, N.J. 07508

ANY **2** pairs on page for **15<sup>95</sup>**  
3 pr. for \$23.45 4 pr. for \$30.50

Gentlemen: Please send me the ..... pairs of  
shoes specified hereon, for which I enclose my  
remittance of \$ ..... in full.

**Guarantee:** I understand that if I do not  
choose to wear them when I  
see them, Haband will refund every penny I paid  
you without quibble or question.

735-41  
Name ..... (Please Print) Apt. ....

Street ..... # .....

City .....  
State ..... ZIP CODE [ ] [ ] [ ] [ ]

**HABAND of PATERSON Est. 1925**

STYLE	SIZE	Width
Brown Boot		
Black Boot		
Brown Loafer		
Black Loafer		
Black Oxford		
Brown Wing Tip		
Black Monk Strap		

### Explanation:

For years, the price of leather, like the price of  
beef, has been zooming up. Haband has kept our  
price of shoes down by specializing in use of new  
polymeric materials - all of them petroleum  
derivatives. NOW, WITH THE ACUTE ENERGY  
CRISIS, POLYMERIC PRICES ARE SOARING  
TOO. We must close out existing stock and then  
raise our prices drastically! Sorry.

**HABAND** 265 N. 9 St.  
PATERSON  
New Jersey

Use This  
Order Form.  
Read  
Guarantee

## My wife says this is an awful lot of nothing for only \$3<sup>00</sup>



Now then, 1,000 of anything is a lot of something.

And this "memo cube" thing has 1,000 sheets of blazingly colored memo sheets in it. In different, happily hued colors. And all 1,000 memo sheets are held in a smooth, smoky colored, acrylic holder. A beautiful looking, decorator touch thing.

I'm sure you'll agree it is a lot of something to put by a phone or a desk for quick notes. A real lot of something as a perfect-taste-well-under \$5 gift. Only \$3.00. Money back if not pleased.

**Wallace Brown**  
SINCE 1922

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

5310C

MAIL NO-RISK COUPON TODAY

WALLACE BROWN, DEPT. MEM-71  
Westmoreland Ave., White Plains, N.Y. 10606

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

One for \$3.00       Two for \$5.50

Add 60¢ 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 \_\_\_\_\_

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

DIVISION OF BEVIS INDUSTRIES, INC.

## "I found this thing that turns one foot of wall into a coat closet" only \$3<sup>98</sup>

Man who invented this must have had a wife like mine—never enough hanging space.

And just plain coat hooks—they look ugly—strung out along the wall, take up a lot of space.

So this man took the principle of the old-fashioned coat rack, with arms that stuck out on all sides for coats. Only he mounted the five coat-hanging arms on a flat piece of wrought iron that screws onto the wall. Just need about one foot of wall space. Five hook arms stick out at different angles. Lets you hang as many as 15 coats on it.

And as if that weren't enough, this wall coat rack is good looking. Black, wrought iron. Heavy duty, heavy weight. Solid. Of colonial design. Fits into hall, kitchen, mud room. Money back if not just plain amazed.



5289E

MAIL NO-RISK COUPON TODAY

WALLACE BROWN, DEPT. VCR-57  
Westmoreland Avenue, White Plains, N.Y. 10606

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

One for \$3.98       Two for \$6.98

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 \_\_\_\_\_

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

DIVISION OF BEVIS INDUSTRIES, INC.

**Wallace Brown**  
SINCE 1922

Westmoreland Avenue, White Plains, N.Y. 10606