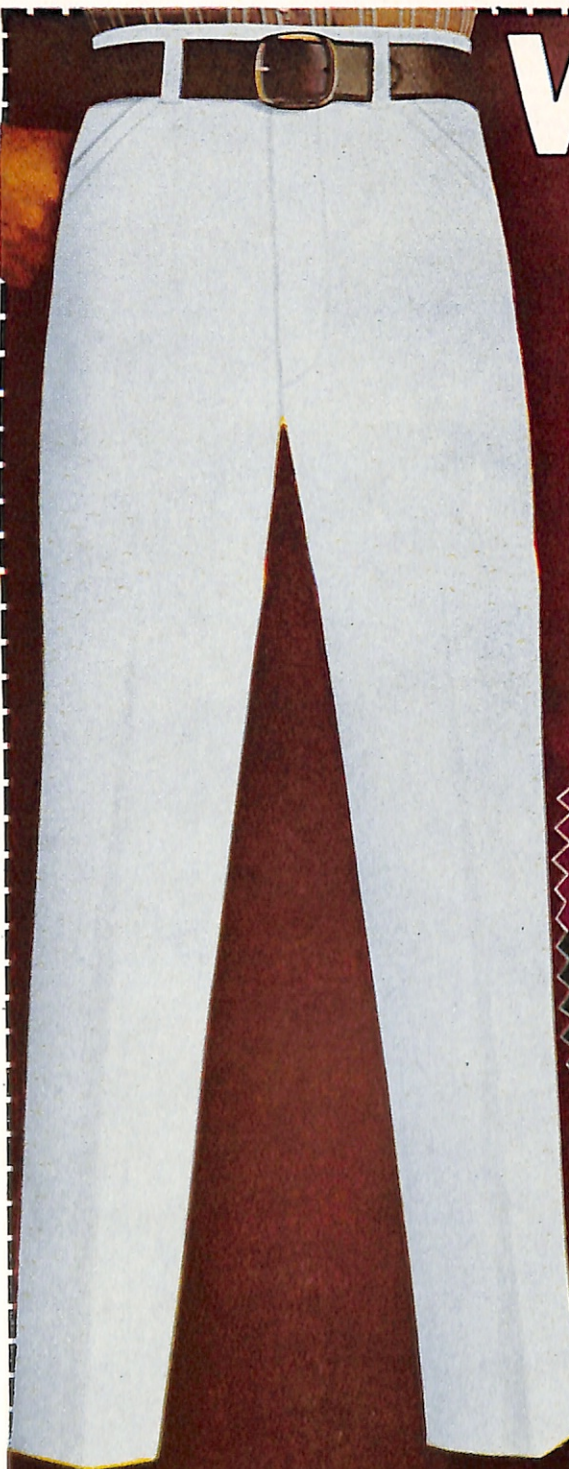


the  
**Elks**  
magazine

June 1974





# WHITE SLACKS

**BIG SAVINGS**  
NO-IRON KNITS  
**2 PAIRS**  
**19<sup>95</sup>**

## Easy Care NO-IRON NON SNAG KNITS

That's right! White Slacks are the best looking pair of pants in the world! Business or pleasure, all week or all weekend, morning noon and night. But they have to be 100% perfect — not a smudge, not a sag, not a wrinkle: Perfect! Or what a mess you'd have!

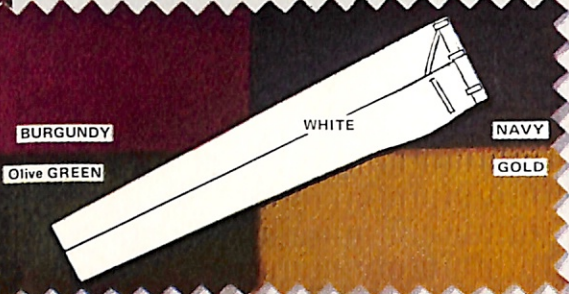
**2** Pairs Knit Slacks for **19<sup>95</sup>**

Haband Pays the Postage!

**NEW KNITS KEEP IMMACULATE!** Haband's new 100% Polyester knits don't spot or stain like other slacks. Don't hardly wrinkle at all. And they're **TWO WAY KNIT** so they have gentle two-way stretch. They fit you better and look better because they can adjust themselves to your position and movements. Great for all-day Office Wear! Just as great for Country Club!

Note all the **FINE TAILORING** that **KEEPS** the **GOOD LOOKS!**

- 100% Polyester NON-SNAG KNIT.
  - "Ban-Rol®" No-Roll Inner Waistband.
  - New Unbreakable Nylon Spiral Zipper.
  - Handsome Slash Pockets.
  - Two Deep Back Pockets.
  - Wide Belt Loops for Today's Wider Belts.
  - Hook Top Closure.
  - Modified Flare Bottoms.
  - Heavy, Long-Wearing Pocketing.
- Automatic Machine WASH and WEAR!**



**AND PLEASE UNDERSTAND:** These are neither high-style overpriced resort slacks nor stodgy old trousers that would label you an old man. Just an excellent value on middle-of-the-road 1974 **GOOD LOOKS** that will stay in style for year after year after year.

### SUCH ABSOLUTE PERFECTION that they come in 5 DIFFERENT COLORS!

What a waste it would be to confine such superb quality to only the white! The same excellent tailoring and fine two-way knit makes sense for executive pants in any color. Let us show you what we mean. Haband will be proud to send you any 2 pairs that you like, in your perfect size, for your **ON APPROVAL, AT HOME INSPECTION!** Just mail this coupon.

**HABAND'S 1974 NON-SNAG NO-IRON KNIT EXECUTIVE SLACKS** 2 pairs for **19<sup>95</sup>**

Haband is no fly-by-night upstart in the pants business. We sell hundreds of thousands of pairs of slacks every year to the Country's Proudest Men! We have well over a million active customers who deal with us direct by mail for all their men's wear needs and make terrific savings! You should too! This special offer on today's most popular gentlemen's slacks would be a good way to get acquainted — You'll never get a better deal!

# HABAND

265 N. 9th Street, Paterson, NJ 07508

a conscientious family business operating by U.S. Mails since 1925.

USE THIS COUPON OR VISIT OUR STORES

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

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

**GUARANTEE:** If I don't want to wear the slacks when I see them, I may return them for full refund of every penny I paid you.  
741-02

Name .....  
Street ..... Apt. # .....  
City .....  
State .....

ZIP CODE

#### FIND YOUR WAIST & INSEAM HERE

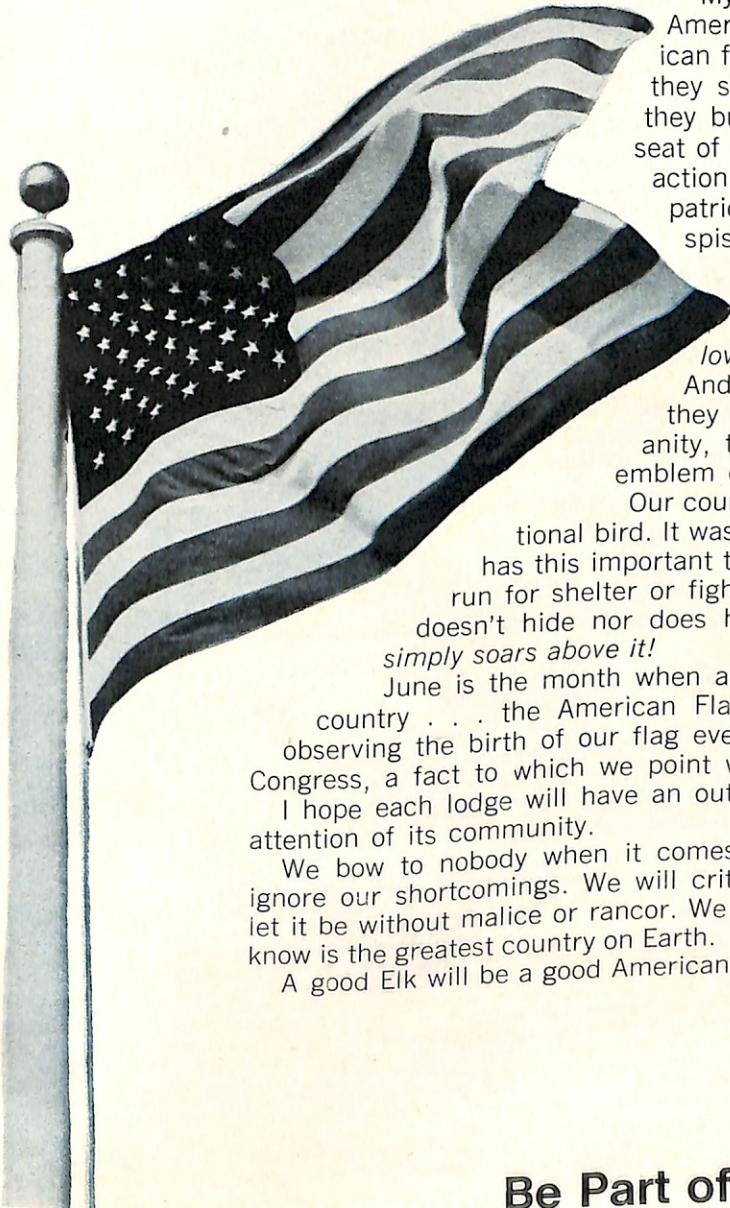
Waists: 29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54.  
Inseams: 26-27-28-29-30-31-32-33-34.

COLOR	How Many	Waist	Inseam
WHITE			
NAVY			
GOLD			
BURGUNDY			
Olive GREEN			

3 pair 29.70 4 pair 39.20  
All 5 pairs for 48.75



# Our Flag A Respected Symbol



Mystifying as it must be to the vast majority of Americans, there are still those who say the American flag is nothing more than a piece of cloth, hence they shouldn't be prosecuted or severely criticized if they burn it as a protest or use it as a patch on the seat of their jeans. They deride those who protest such action by calling them "ultra right wingers," "super patriots," or just old fashioned members of the despised "establishment," whatever that might mean.

We have even heard the criticism that those who respect the flag are worshipping an idol! Let me say without any equivocation that *Elks love their flag*; it symbolizes the country they love. And Elks believe in that kind of symbolism, just as they believe the symbol of the cross signifies Christianity, the Star of David symbolizes Judaism, the Elks emblem denotes our Order . . . and so on and on.

Our country has another symbol . . . the eagle, our national bird. It was a good choice because it, above all other birds, has this important trait: When a severe storm comes up other birds run for shelter or fight it as long as they can. Not so, the eagle! He doesn't hide nor does he fight a futile battle with the elements. *He simply soars above it!*

June is the month when all Elks pay their respects to the symbol of our country . . . the American Flag. We had made June 14 a mandatory day of observing the birth of our flag even before it was officially adopted by the U.S. Congress, a fact to which we point with pride.

I hope each lodge will have an outstanding Flag Day service and will call it to the attention of its community.

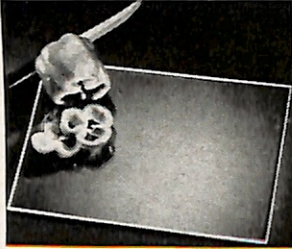
We bow to nobody when it comes to patriotism, but we are not so blind as to ignore our shortcomings. We will criticize where and when we feel it justified, but let it be without malice or rancor. We will do what we can to improve what we already know is the greatest country on Earth.

A good Elk will be a good American. He should be no less.

Robert A. Yothers  
GRAND EXALTED RULER

## Be Part of Elkdom

**SHOPPING IDEAS  
FOR ELK READERS  
INVISIBLE CUTTING BOARD**



SLICE, CHOP, CARVE ON IT. Can't see it? Well, it's there... taking those chops and slices and cuts while saving your table or counter top. Crystal clear Lucite lets pretty formica or tablecloth colors and patterns show through. Acts as a protective hot plate, too. Unbreakable, heat

resistant... and so unobtrusive, no need to hide it when not in use.  
#2111, 8"x11" \$1.98 ppd.; #2112, 12"x16" \$3.95 ppd. #2116, round 14", \$5.98 ppd.

**STAINLESS STEEL**

**STEAM BASKET**

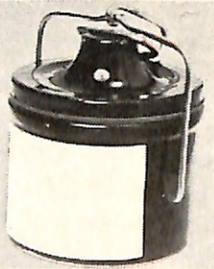


Adjusts to any size pot. Steam cooking makes foods tastier... retains full natural flavors... preserves valuable vitamins and minerals lost in boiling. Stainless basket inserts easily into any pot... turning it into a steam cooker instantly. Tripod legs keep food above water level. Vegetables, fish, meats come out tender, full flavored—not soggy and "cooked out." No more burned foods or scorched pots to clean. Ideal for reheating leftovers. Folds away for storage.  
#4499, ..... \$3.98 ppd.



**SOURDOUGH STARTER MIX**

Put old-time ranch-hand flavor into flapjacks, biscuits, doughnuts, bread. Real San Francisco sourdough lasts forever! Starter mix comes in attractive earthenware storage crock with recipes. Delicious!  
#2536—\$2.98 each



**INDIVIDUAL BUTTER WARMER**

Keeps everyone's butter piping hot and at their fingertips. Attractive candle warmer, plus a colorful china dish with handle and pouring lip, holds a generous 1/4 cup of melted butter. An individual butter warmer at each place setting will

make serving clams, artichokes, lobster or roast corn, easy and more delicious.

#3445 ..... \$1.59, 2 for \$2.90 ppd.

Fill in coupon and mail. Prompt Delivery. Money Back Guarantee. Dun & Bradstreet Rating AAA-1.

**COLONIAL GARDEN Kitchens**

270 W. Merrick Road, Dept. EL-6  
Valley Stream, N.Y. 11582

Please send items listed below (or listed on the attached sheets) on a satisfaction guaranteed basis.

I enclose  check  money order  
You ship postpaid.

Name.....

Address.....

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

Quantity	Item #	Amount



VOL. 53, NO. 1/ JUNE 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  
JACK RYAN/Advertising Director  
EDITORIAL OFFICES, 425 Diversey Parkway, Chicago, Ill. 60614

- 6 THE HIDDEN TAX  
Shoplifting costs merchants millions... but we're the ones who pay!  
Earl Clark
- 10 ONE MAN, TWO LIVES  
The incredible saga of the man who lived twice!  
Robert L. Williams
- 39 A VERY RARE TALENT  
He thought he could make anybody laugh... until he bet on it.  
Irwin Ross

**DEPARTMENTS**

- 1 MESSAGE
- 3 CONVENTION WELCOME
- 4 LETTERS
- 14 NEWS OF THE LODGES
- 23 TRAVEL: EXPO '74
- 26 VISITS OF ROBERT A. YOTHERS
- 27 IT'S YOUR BUSINESS
- 28 ELKS FAMILY SHOPPER
- 36 ELKS NATIONAL SERVICE COMMISSION
- 37 CONVENTION PROGRAM
- 38 SPORTSACTION
- 40 DID YOU KNOW?
- 41 ELKS NATIONAL FOUNDATION/ JOY OF GIVING
- 42 BACKYARD GARDENER
- 48 EDITORIALS

**ADVERTISING OFFICES**



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

POSTMASTER: Mail notices of address corrections to: THE ELKS MAGAZINE, Circulation Dept., 425 W. Diversey Parkway, Chicago, Ill. 60614  
MEMBERS: Changes of address should be made through your lodge Secretary. Give him advance notice of at least 30 days. Remember that the day you write, your next copy is already in the mails. Before you move, file your new address at the post office to have mail forwarded. In writing us regarding an address change, please give: Full name, lodge number, membership number, address to which copy is being mailed, and complete new address. Attach label from recent issue if available. Please show ZIP Code numbers in both old and new address.  
THE ELKS MAGAZINE, Volume 53, No. 1, June, 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.  
The word, Elks, is a registered trademark of The Benevolent and Protective Order of Elks of the United States of America. Copyright, 1974, by the Benevolent and Protective Order of Elks of the United States of America

# Welcome to Miami Beach Brother Elks and Their Families

Florida Elksdom is once again pleased and honored to host our Grand Lodge Convention. Miami Beach is internationally recognized as one of the world's great vacation wonderlands. Awaiting you in our land of sunshine are unexcelled attractions in the greater Miami area, of ocean bathing, deep sea fishing, Seaquarium, greyhound racing, and hotel accommodations with entertainment by nationally known artists.

By convention time the energy crisis should be relieved. We trust you will spend some time in seeing our world famous Cypress Gardens, Busch Gardens, Disney World, Silver Springs, ancient St. Augustine, and many other sights. You will be glad you did.

On behalf of our over fifty thousand Elks and ninety five lodges, I am happy to extend a most cordial welcome to all Elks and their families, to attend the 110th Grand Lodge session in Miami Beach, Florida, next July 7 to 11. Our General Chairman Chelsie J. Senerchia and his committee are leaving nothing undone to make your stay with us a memorable occasion. Please come, "YOU ALL."

*William A. Wall*

W. A. Wall  
Past Grand Exalted Ruler



# MONEY MACHINE

## IF YOU ARE

- bored in your present job
- stuck on a salary level
- tired of being transferred
- looking for a challenge

## AND IF YOU HAVE

- a desire to make more money
- a desire to be independent
- a desire to own your own business
- a sound reputation
- a good credit record
- and \$4,000 cash

**YOU CAN OWN YOUR OWN MONEY MACHINE**



Happy Bear cleans any exterior surface. You get complete equipment, chemicals and training.

Contact: Mr. DeLoach

**Happy Bear Corporation**

P. O. Box 2727, Valdosta, Ga. 31601  
Phone (912) 244-3300

# POCKET BILLIARDS

## (Instructions)

The CUE BALL CHART "System"

Fundamentals from the Willie Hoppe Era

Cue Ball reaction from "hit" by Cue Tip

Object Ball reaction from "strike" by Cue Ball

Learn the "Throw-Shot Principle"

Pocket size book, send \$2.00, postpaid

**HENRY EDEN**

P. O. Box 2, Auburn, Ind. 46706

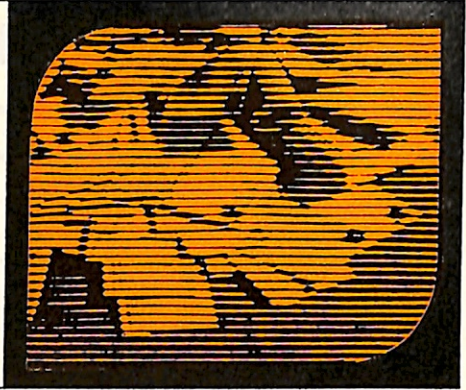
## PRINTING SUPERMARKET SHORT RUN SPECIALS

500 LETTERHEADS & ENVELOPES \$13.00	1000 8 1/2 x 11 COPIES \$5	45% OFF PRINTING WE SHIP IN 9 HOURS
	5000 8 1/2 x 11 COPIES \$22	1000 BUSINESS CARDS \$5.95
		1000 No. 10 ENVELOPES \$8.00

Get FREE 16 Pg. PRINTING SPECIALS PRICE LIST "Do You Make These 27 MISTAKES WHEN YOU BUY PRINTING". Speedy Printers 23891 Aurora, Bedford, Ohio 44146

# 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 message, "Better Elks, Better Americans," in the April issue, is a very fine one, and I hope everyone reads it. I have had the honor and pleasure of knowing Brother Bob Yothers for a number of years and they don't come any better.

It has always been my belief that everyone should participate in some activity of benefit to the community. It doesn't have to be a "big deal"; helping in small ways whenever and wherever you can all adds up like pennies in the bank. I realize all of us haven't the time, etc., but there are quite a few that could do something useful.

There are retired craftsmen that could teach a group of boys; there are retirees that could furnish transportation to the elderly who have to visit the doctor or the hospital periodically. This is just by way of suggestion. One cannot imagine the satisfaction and fun he can enjoy by helping the less fortunate. I know. I speak from experience. Ask Brother Bob. He knows, too.

Frank Ezelle  
Seattle, WN

• This is one Elk who is especially enjoying the "Backyard Gardener" columns. I do hope you receive enough favorable comments to warrant many more.

Please consider a future column on the following topic: "any soil, with a reasonable amount of work, can be made to grow plants." Many would-be gardeners are hesitant to start a project such as a flower bed or a vegetable garden because they believe their soil is too sandy or is so clay-laden that drainage is a problem. The soil I have is of a heavy silt structure which is not ideal, but with the addition of leaves and manure, it became very productive.

Arthur F. Kyser  
Aurora, IL

• The article, "Insurance Bunco Bingo," by Jean Laird, in the March, 1974, issue, is one of the finest I have ever reviewed. I am an insurance investigator and adjuster and it is about time that the general public was aware of the petty, grand, and general larceny connected with the insurance claim procedures.

My only regret from the many years of dedicated experience is that the failure of insurance companies to prosecute these frauds has increased our premiums and

creates a "wide open field" for any con artist whose specialty is "plain downright dishonesty." Confessions are wonderful but how about prosecution?

Robert A. Hanvey  
Jacksonville, FL

• I have just finished reading the article, "Insurance Bunco Bingo."

This is one of the finest articles of its type that I have seen and certainly tells well a story that we have been trying to get over for a long time.

R. D. Buffington  
Vice President  
Tri-State Mutual Insurance Company  
Luverne, MN

• Regarding the article, "Insurance Bunco Bingo":

The statement is made that "No-fault (auto insurance) . . . can lower the cost of insurance by 50% or more."

At best, this is misleading. The only exposures (and hence, premium cost) affected by "no fault" are liability for damage and injury to the property and persons of others—commonly called B.I. and P.D. coverage.

While B.I. and P.D. coverage is frequently the mandatory, *minimum* coverage, one's total auto insurance premium frequently, if not usually, includes the cost of coverage for collision, comprehensive, medical payments, and perhaps road service, loss of use, disability and loss of your own life. Collision and comprehensive alone are likely to cost over half the total premium.

Thus, the 50% "possible" saving from no-fault is applicable *only* to the B.I. and P.D. premium—and in the writer's case, which is the rule rather than the exception, translates to a reduction of about 10% or less of *total* premium.

Unfortunately, the proponents of "no-fault" seem to have universally neglected to point this out, leading the public to believe that the (total) cost of auto insurance *will* come down by "50% or more," and not just *may* come down.

Additionally, I have yet to have a client who was not totally shocked and dissatisfied with his compensation (or none) and treatment following an accident covered by "no fault." It sounds great on paper, but in practice is something else.

William M. Erwin  
Fort Lauderdale, FL

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

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

**What’s AARP?**

AARP is the American Association of Retired Persons. A non-profit association of almost 6 million people. Rich people. Poor people. People on the go. People who like to stay put. It’s one of the few organizations that offers you the opportunity to give so much of yourself, and at the same time provides so many benefits and services.

**What does it give?**

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

**How does AARP work?**

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

**What kind of benefits or services?**

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

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



*Irma and Peter McNulty*

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

**All you have to be is 55 or over.**

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

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

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

**American Association of Retired Persons**  
 1909 K Street, N. W.,  
 Washington, D.C. 20006

Gentlemen: I am 55 or over.  
 Please enroll me as a member of AARP. I understand that it makes me eligible for all AARP benefits and privileges.

Enclosed find:  \$2 (one year dues)  
 \$5 (3 year dues)  Bill me later.

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

Address \_\_\_\_\_

City \_\_\_\_\_ Birthdate \_\_\_\_\_

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

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

# The Hidden Tax





## by Earl Clark

Suppose your state legislators suddenly decided to slap on a two per cent sales tax—or add it to an already existing sales tax—that would cost you and each member of your family about \$17 a year?

Suppose further that they promised you absolutely nothing in return for this new tax—no more police or fire protection, no new highways, no better schools, no added governmental services of any kind.

Chances are, you couldn't wait until the next election to throw the rascals out!

But the fact is that you're already paying that tax, every time you go to the store. You're paying it in the form of an added cost of doing business that is passed on to you, the consumer, by every retailer that you patronize. You're paying it because shoplifting across the country adds up to the staggering expense of a billion and a half dollars a year! So if you think shoplifting is just the retailers' problem, you're wrong. It's yours.

Moreover, it's not confined to big city department stores or low income areas. It's as much a problem in affluent suburbia as in the ghetto; in your neighborhood mom 'n pop grocery as in the shopping center supermarket.

Take it from William Jones, president of a sprawling department store



near a small Pacific Northwest city that calls itself "the biggest store in the West," with 400 employes and 300,000 square feet of shopping space. He has led his state's retailers in getting legislation on the books to curb shoplifting, and has made himself an expert on the subject.

"I had to," he says simply. "It was a matter of self-preservation. You know, if a burglar breaks in and steals a couple thousand dollars worth of appliances, it's a big story in the local papers. Well, in the twenty-five years we've been in business here, we haven't lost more than five thousand dollars to burglars. But every year shoplifters walk out of our store with a million and a half dollars worth! We write off three percent of our volume to shoplifters. And that's more than our net profit!"

His experience is typical of retailers all across the country, from Maine to Hawaii, from Alaska to Florida. Russell McCurdy, retail director of the Association of Washington Business, cites national statistics that shoplifting has soared 225 percent in the past quarter century.

Why?

"It's a combination of things," he answers. "Stores have more open display space than they used to, and it's easier to pick something off the counters or shelves when no one's looking. And with wages soaring, there isn't as much coverage by floor personnel as there used to be.

"But I think it's also a change in public morality—more crime of all kinds, the breakdown of the family, failure of parental responsibility, permissiveness, lack of respect for other people's property . . ."

Retailer Jones agrees in part. But he dismisses out of hand the contention that store owners are at fault for not maintaining enough personnel to supervise easily accessible open displays.

"I parked my car overnight on a street in South America, and when I came out the next morning all the wheels were stripped off," he recalls. "When I reported it to the police, they blamed me for leaving my car out on the street. But why didn't they blame the thief?"

"It's the same deal with shoplifters. Why blame the store owner? He can't possibly put enough clerks in his store to eliminate shoplifting. The public shouldn't blame the shopkeeper—it should blame the thief!"

And who are these shoplifting thieves?

Could be your wife. Or your teenage son. Or the man down the street in a nice home. Or your daughter's chum who is an honor student in high school. Because shoplifters don't necessarily come from the lower rungs of society.

In fact, national studies show that about 85 percent of the shoplifters are amateurs. Most of these amateurs are women. The majority of these women are white. And most of these white women are affluent. One survey showed that a good percentage of adult shoplifters had at least \$100 in their pockets when apprehended—more than enough to pay for the usual loot.

Another segment that has boomed shoplifting losses comprises dope addicts. People may think of junkies as sustaining their costly habit by mugging or burglary. But shoplifting is even easier, or at least less apt to result in a violent confrontation. It's not just coincidence that the rise in shoplifting has kept pace with the horrendous national horror of dope addiction.

Finally, of course, are the professionals, who move from state to state, making off with such costly items as fur coats and jewelry. But for all their skill, they're a small part of the total loss. By far the greatest number are the amateurs—kids, blue collar workers, housewives, even businessmen.

It follows that few of them resort to shoplifting because of need. They do it for kicks, for a thrill, perhaps because of some unpleasant situation at home that impels them to commit an abnormal act. Whatever the motivation, the outcome can be disastrous—to them. Because retailers finally have grown tired of this massive ripoff, and are taking steps to control these multi-million dollar losses. Last year, by way of proof, some four million persons were arrested for shoplifting! And that, incidentally, was a 25 percent increase over the year before.

But arrest is not enough.

"If you want to bring anything to a screaming halt, you have to take the profit out of it," Jones says firmly. "I remember when deer poaching was a big problem in this state. Then they raised the fine to the point where they took all the profit out of it. Now it's no longer a serious problem. Same way with shoplifting. Take the profit

out of it, and then it will stop."

So how do you take the "profit" out of shoplifting?

First step is strong internal security measures by store owners.

Second is their determination and legal right to prosecute offenders.

And third is state legislation severe enough to serve as a deterrent.

Let's look at the first step.

The neighborhood grocer can install one of those convex mirrors that enables him to keep an eye on all the aisles—if he isn't preoccupied with waiting on a customer. Larger stores have TV cameras that focus an unblinking eye on obscure corners and aisles. Still larger stores have security personnel constantly on the prowl—which of course is another cost that is added to the price tag of the merchandise you buy.

These security people are rarely uniformed. One might be a teenage girl casually dressed in levis and parka, another an older man who appears to

one kid snaffling the goods while the others act as lookouts. Our worst times are the month before school opens, and of course the Christmas season, when a lot of people figure to do their Christmas shopping by ripping off the merchants.

"We get so we aren't surprised by anything. We've had 'em all the way from a five-year-old to a guy in a wheelchair!"

And a school superintendent. He also was a deacon in his church, and prominent in a local service club, but it all went down the drain, and his career was ruined. All for a dozen golf balls that he stuffed into a coat pocket when he mistakenly thought no one was looking.

So tight store security is one step, but to be effective it has to be followed through. In many states, store owners are reluctant to prosecute apprehended shoplifters because they are fearful of the backlash. This usually is the case in states that have no legisla-

coincidence that in Nevada, shoplifting is now on the decrease.

Many states have come to the consumer's rescue (remember: shoplifting is a cost borne by the consumer, not just by the retailer) by enacting legislation protecting the merchant from lawsuits charging false arrest, false imprisonment, or slander, specifically granting him immunity from such harassment if he has reasonable grounds to believe a suspect has stolen merchandise in his possession. Nevada grants this immunity only on condition that the merchant has posted prominent warning in his store advising would-be shoplifters of the penalties, and the certainty of prosecution if they are apprehended.

"When someone comes into a store and sees a sign like that he's apt to think twice before he tries to shoplift something," Jones says.

Finally, the profit is taken out of shoplifting by making the penalty so severe that it's not worth it. In Washington state, for example, the fine used to be \$10. Now it's a minimum of \$50 for the first conviction and \$500 for any subsequent conviction, to a maximum of \$1,000. It would be a desperate person who would run the chance of a second offense as against that kind of risk. The professionals who move from store to store and town to town are further discouraged by the fact that their depredations are immediately publicized on the State Patrol's statewide computerized network, so other store owners are alerted as soon as they make their first snatch.

Besides such tough legislation on the books, there is one more weapon in the retailers' arsenal against shoplifting. And that's prevention—a weapon they would far rather use than arrest and prosecution.

Juveniles especially need to be impressed that shoplifting is not just a fun thing to do. It's a crime, a crime that will be a blot on their records for the rest of their lives, affecting their chances of a job, of a scholarship, perhaps ruining their lives in return for a stolen article that they really didn't need or could have paid for if they did.

To get this message across, the National Retail Merchants Association distributes films to its members which then can be shown to school classes. Merchants particularly like to get this 20-minute film shown in elementary schools, for that's where the impression has to be made.

"By the time they're in high school, it's too late," says one retailer.

Still another preventive measure is better training of store personnel to be aware of how to detect shoplifters. The Colorado Retail Council last year developed a powerfully effective presen-

---

**"If you want to bring anything to a screaming halt, you have to take the profit out of it. And that goes double for shoplifting."**

---

be a logger or an auto mechanic with his open collar shirt and baggy trousers, still another a husky young fellow who would look more at home driving a delivery truck. They roam the aisles all day long, indistinguishable from the shoppers with whom they mingle. And in Jones's store, they average one apprehension a day.

"You get so you can spot 'em nine times out of ten," says the store's security chief. "And once we do, we usually follow them out, then stop them and ask if they would come back into the store with us. We always try to be polite, but you get so you know what the reaction will be. First they deny taking anything, and try to bluff it out by getting mad at us for suspecting them. Or they're in a big hurry, and 'don't have time' to come back with us. In fact one guy a few weeks ago was in such a hurry that he took off, and I had to bring him down with a flying tackle. He turned out to be an ex-con and that shoplift put him back behind bars.

"The first time a newcomer on our staff nabs someone, they're apt to be pretty sympathetic, especially the younger security people. But after they've heard the same story a couple dozen times, they get pretty hardened to it.

"Kids give us the worst time, but that's mainly because they're clumsy at it, and more apt to be caught. They usually work in pairs, or a trio, with

tion to protect a store owner from a charge of false arrest if the shoplifter, say, has been able to ditch the stolen merchandise before being taken into custody. That can be cured by protective legislation, as will be seen.

The other problem in follow through is reimbursement of the store owner's time.

"So we nab a guy who swiped a ten dollar shirt," says a chain store manager. "I have to go down and wait around in court with our lawyer till his case comes up, and by the time I get back to the store we've used up fifty or sixty bucks worth of my time and the lawyer's time to get back a ten dollar item. It isn't worth it. So we give 'em a scare—and let 'em go."

That issue can be solved by legislation that "takes the profit out of it." Nevada has a new law which has been held up as a model for other states in doing just that. Upon conviction for shoplifting, this law requires the defendant not only to pay a substantial fine, but the merchant's court costs, restitution of the value of the merchandise—and, punitive damages of from \$100 to \$250 paid to the merchant to compensate him for his loss of time and merchandise. If the defendant is a juvenile, the law requires these cases to be borne by his parents.

"Believe me, when parents get socked by these costs, they suddenly get interested in finding out what their kids are up to," says McCurdy. It's no

tation using movies, slides, and a recorded talk as the basis for a six-hour seminar program. This is presented around the state to small groups of store owners and key employes who get involved in role-playing, group discussion and attitude analysis.

And finally there is the preventive measure of making the public conscious of this hidden cost. The NRMA also has drawn up newspaper and television ads which local news media can use on a public service basis, and these have been well received all across the nation. Aimed primarily at teenagers and their parents, the ads emphasize that shoplifting is a serious crime, and the consequences can be disastrous to the youth who tries it.

What, then, can you as a consumer do to reduce this needless "tax" that you shell out every time you pass the checker's counter?

To begin with, you must accept the fact that shoplifting costs *you* money, and like any other cost of doing business, is passed on to you by the retailer. So it's in *your* own best interest, not just his, that your state have tough legislation "to take the profit out of it." Through organizations to which you belong, especially such government-interested groups as the League of Women Voters and the Municipal League, and in your own capacity as a private citizen, you should urge legislators to get behind such stiff laws, if your state lacks that kind of legislation now. Shoplifting is one inflationary cost that can and should be reduced.

If you're a parent, you can make sure of the source of any new goods that show up in your teenagers possession. Is that new sweater really something that one of the other kids traded to your daughter as she said? Of course *your* kids wouldn't steal . . . but could it be that they just don't think of shoplifting as stealing? It's a parent's responsibility to convince them that shoplifting is not just a prank, but a serious crime.

Our history shows that once the public becomes seriously concerned about a criminal problem, government moves swiftly to comply with the public's wishes and bring it to a halt. Thus it has been with such criminal activities as bootlegging and, in the past year, airplane highjacking.

Once the public is convinced that shoplifting has become an unnecessary cost that's just too high to bear, both in terms of monetary loss and the lives it has wrecked, it too will be brought under manageable control. But that won't happen until every one of us consumers realizes that it's our problem, not just the problem of the fellow who runs the store. ■

# 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.



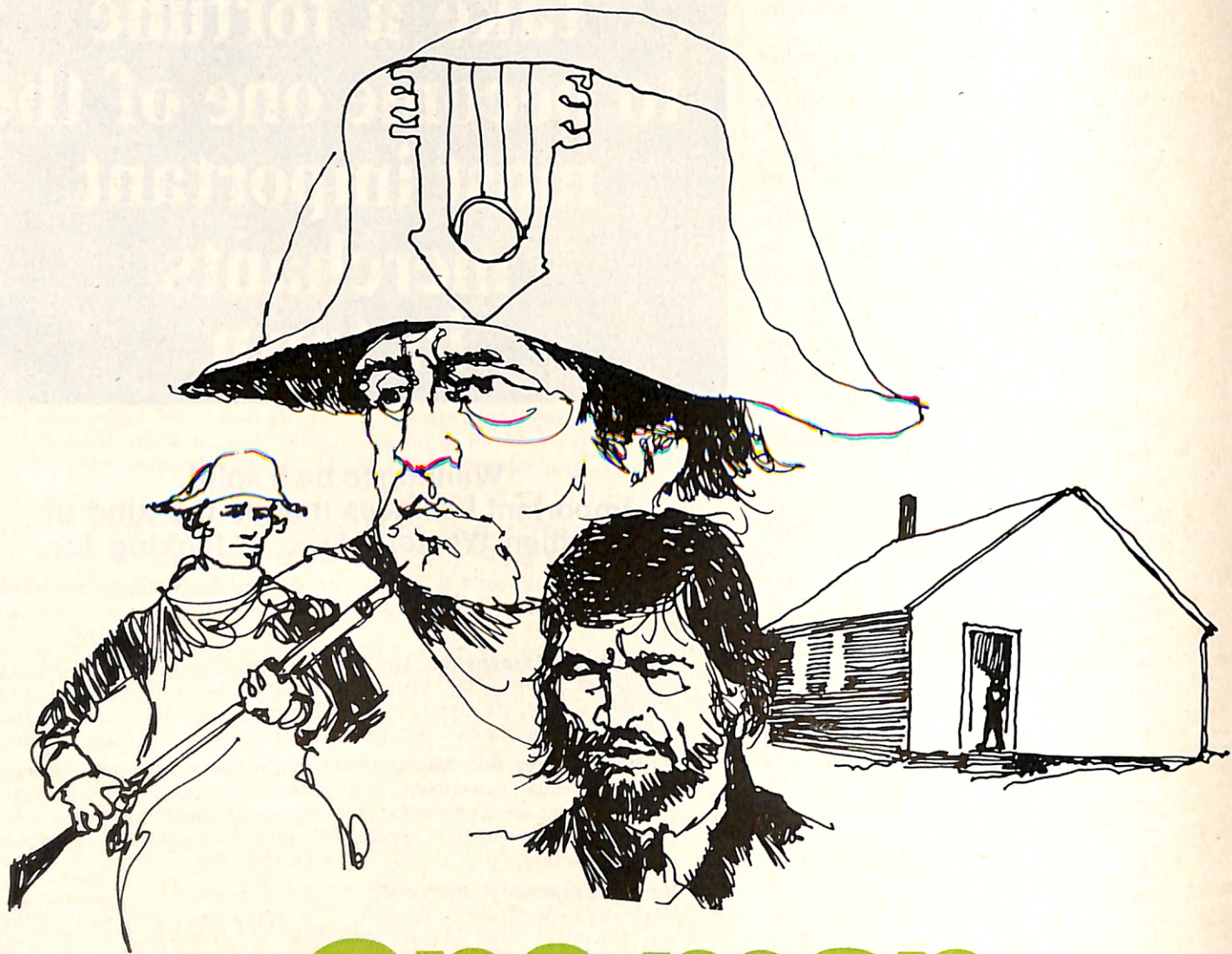
**General merchandise for car, home and family from the company on the GROW**

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

Dept. EK-674-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 \_\_\_\_\_



# one man two lives

by Robert L. Williams

When one of the world's greatest military leaders is executed, the incident is interesting; when he is killed by the men he commanded, it becomes newsworthy; when he is given a secret pre-dawn funeral service and then is buried in an unmarked grave, the story becomes unique. But when this same man, months after his funeral, appears in a new country in a new continent as a schoolteacher in a remote fringe of

society, the narrative becomes more fantastic than the most imaginative tales created by the most vivid imaginations.

Such is the story of Marshal Michel Ney, commander of the forces of Napoleon during the most brilliant military campaign in modern history, who sank abruptly from his high command to the level of the convicted traitor, only to emerge from the grave and find himself in the center of one of the

most controversial issues in American history.

Born in 1769 in Saar, a coal center on the border of France and Germany, Michel Ney failed to distinguish himself in any way until he was nearly thirty years old. He had studied law, clerked in a store, and worked as a manual laborer before he made the decision to leave his home and enlist in military service. He joined—against

his father's commands—a Hussar regiment in northern France.

In the army he found what he had been seeking during the dreary years he spent in Saar: excitement, noise, glory, blood, and death. Once he had found himself, he attracted the attention of his superior officers through his exceptional soldiery, and the promotions came steadily. After twelve years of service he was promoted to the rank of general of division, roughly the equivalent of the modern four-star general.

At the turn of the century, Ney attracted the attention of Napoleon, who at this time was Emperor of France and one of the sternest and most perceptive commanders of all time—a genuine military genius who respected and valued brilliance in others. By the time Napoleon was ready to invade Russia in 1812, Ney had risen to the rank of commander-in-chief of the French army. His titles included Prince of Muscova, Duke of Elchingen, and Marshal of France, one of only eighteen persons to hold the latter title.

Ney led the attack on Borodino against the Russian leader Kutozov, on September 7, 1812. By the end of the battle a total of 80,000 casualties and untold hundreds of thousands of dollars in property had been paid by the opposing forces. Half a million French troops seemed invincible, and Marshal Ney was soon to be described by Napoleon as "the bravest of the brave." A special medal was ordered by the Emperor and was presented to the heroic Ney, who was instrumental in keeping the retreat from Smolenske from becoming a disaster of major significance.

But the Russian winter was able to do what no army could accomplish, and soon after his invasion of Russia Napoleon was forced to leave the country because of a gross lack of supplies. In 1813 the 180,000 troops of Napoleon met the combined forces of Prussia, Russia, and Austria at the decisive Battle of the Nations at Leipzig. Defeated, Napoleon had no choice but to return to Paris, where he was forced to sign an unconditional abdication agreement on April 11, 1814. He then went into exile on the small island of Elba.

At the end of Napoleon's reign the sun of Marshal Ney's glory also set, and Ney joined the victorious Bourbon forces under restored king Louis XVIII. On March 1, 1815, however, Napoleon with his newly reorganized army entered France and proceeded to march toward Paris, and it was Ney who was ordered to march against his former commander and bring the Little

Corporal to Paris "in an iron cage."

Europe held its breath as the two armies met: friends, military giants, supremely courageous men, once allies, now prepared to meet on antagonistic terms.

The armies met, but no shots were fired. Instead, Ney approached his old commander, knelt, and offered his services to Napoleon. After an emotional reunion, the combined armies approached Paris while the Bourbon regime was brought to an unprecedented conclusion and Napoleon was again the leader of France.

For 100 days the new rule lasted, only to end dramatically on the Belgian battlefield at Waterloo. The ultimate defeat occurred on June 18, 1815, and Napoleon was exiled to St. Helena; unfortunately, Ney received no such directive. Instead, he was placed under arrest and charged with treason and with encouraging his men to desert.

The trial began in the summer of 1815, and despite the dramatic appeal by the Duke of Wellington on Ney's behalf, there was never any doubt concerning the outcome. Only one last-ditch hope could save Ney: the highly technical fact that Ney was not a Frenchman by birth, since Saar was outside the French boundary. Since Ney was not a legitimate citizen of France, he could not then be tried for treason against France.

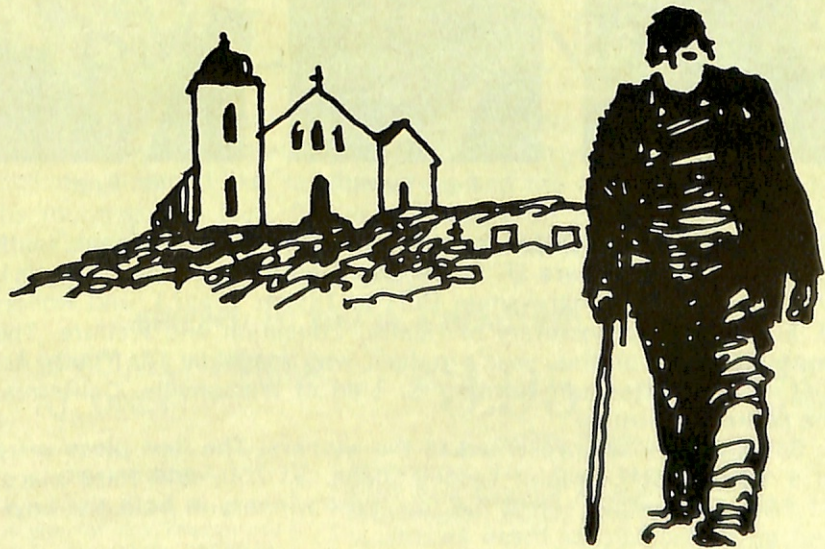
Ney staunchly refused to accept a "cop-out" plea. "I have lived and fought as a Frenchman," he said, "and I am prepared to die, if necessary, as a Frenchman."

The trial dragged to its inevitable conclusion and Ney was found guilty and condemned to die. Execution date was set for December 7, 1815. On the eve of his death, Ney asked permission to see his family once again before he faced the firing squad selected from the men who had only weeks earlier professed devotion to their commander.

After his family's visit, Ney ate his final evening meal and lay down on his cot and slept as peacefully as if he were planning a quiet outing with his closest friends the following day. He was still sleeping peacefully at four o'clock the next morning when the priest arrived to hear Ney's final confessions. Together the condemned man and the priest sat, talking calmly, as they waited for the fiacre to arrive.

When the carriage came, Ney walked unassisted through the gentle rain that started falling after midnight and climbed into the vehicle. He was now silent as the driver urged the horses toward the Plaine de Grenelle, where the firing squad was supposed to assemble.

But the fiacre failed to stop at the appointed place; instead, it proceeded slowly to the Cloiserie des Lilas. Here they found the squad waiting, the com-



manding officer holding a blindfold.

Ney turned to the priest and asked the holy man to see that a few personal belongings were delivered to Ney's friends, then he walked unattended to the wall and turned to face his executioners. When the officer in charge approached with the blindfold, Ney waved him away, saying, "Do you think that I have not known death, that I fear it?"

After the officer returned to his position, he gave the initial commands: "Ready! Aim! . . ."

Ney suddenly remembered something, perhaps a farewell speech, that he had intended to convey to his soldiers, and he began to speak rapidly, but he never completed the sentence. The final command, "Fire!" rang out, the crash of rifles echoed against the low clouds, and Ney shook with the impact, fell against the wall, and then pitched forward on his face. A pool of red quickly formed under him, soaking the small rocks that covered the ground.

The soldiers were called to attention and marched away. A small detail of men waited until Ney was pronounced dead before they carried the still body away to a wagon, after which it was taken to a hospital nearby.

Only two persons remained at the execution site: one, a soldier, commented, "Twenty years of glory—wiped out by one day's blunder"; the other, an undistinguished commoner, quietly approached the wall and gathered the crimson-soaked rocks and placed them carefully in a small sack.

The next day, December 8, 1815, funeral services were held before dawn and Ney was buried in an unmarked grave in Luxembourg Gardens. No member of his family attended either the funeral services or the graveside rites.

In this inauspicious manner ended the brilliant career of one of the greatest military strategists in modern history—and here began one of the strangest stories in either modern or ancient history.

Shortly before Christmas, two weeks after the execution, a ship left Bordeaux, France, headed for the United States. Several days out at sea, a stocky, red-haired man, his face scarred by smallpox scars, leaned against the rail. A passenger approached the man and said, "I know you. You are Marshal Ney."

The swarthy man whirled angrily on his companion and said sharply, "Marshal Ney has been executed and

buried. I never knew the man at all!" He turned abruptly and disappeared into his cabin, and for the remainder of the voyage he took his meals in his compartment and, so far as any evidence is known, never left the cabin until the ship docked.

Not long afterward, a Frenchman was walking down a street in Georgetown, South Carolina. He started, a smile of recognition on his face. "Marshal Ney!" he called. "Commander Ney!"

But the man he hailed turned and hurried away, his stocky build and wiry red hair clearly visible.

Weeks later a French politician rode in a parade down the streets of Charleston, South Carolina. He turned to his companions in the carriage and remarked that he had seen a man in the crowd—a face he had known in France but whose name he could not remember. The man on the street looked into his countryman's face briefly, recognition flickering, before he hurried away and was lost in the crowd. In a subsequent conversation, the Frenchman recalled where he had seen the man's face previously: the politician had been in the courtroom when Marshall Ney was on trial, and the convicted man was the same person he had seen only minutes earlier—a man who had been dead for two months.

The second recognition marked the disappearance of the red-haired man in South Carolina. Apparently the coincidence of having seen three persons who could have identified him with a former life was too much for the stranger, who left the Palmetto state forever.

He appeared next in a small rural community in North Carolina, a small town called Cleveland in Rowan County, about thirty miles north of Charlotte. Here he obtained a teaching position in a one-room schoolhouse where he explained his foreign accent by asserting that he had come to the states recently from his native Scotland. No one had cause to doubt the man's word—all that mattered was that he was a good man for the small school and the pupils apparently respected and profited from him as an instructor. Not even the fact that the man, who was known as Peter Stewart Ney, had regular nocturnal visitors who arrived at his small cottage invariably after dark and departed before dawn was sufficient to cause the townspeople to ask too many questions.

History might have lost sight of the stocky, red-haired man if it had not been for a chance visit to Statesville, eighteen miles distant, at the same time that a French dignitary was visiting the small town. The Frenchman was strolling down Broad Street when he nearly collided with Ney.

## Youth Leadership Judges



Sen. Jackson



Rep. Talcott



Mr. Finch

DISTINGUISHED JUDGES for the 1973-1974 Elks National Youth Leadership Contest are U. S. Senator Henry M. Jackson (Wash.), chairman; U. S. Congressman Burt L. Talcott (Calif.), and Robert H. Finch, former Secretary of Health, Education and Welfare. The announcement of this year's judges was made by GL Youth Activities Committeeman Norman S. Lien of Watsonville, California, the contest chairman.

Scholarships are presented to the winners. The first place prize is a \$2,000 scholarship; second place, \$1,750, and third place, \$1,500. The judges select the top three winners in both the boys' and girls' division for these awards.

The Elks National Foundation provides the scholarships which are awarded during the Grand Lodge convention. Another 106 awards of \$500 each are presented to state and area winners.

The ambassador halted, gasped, and suddenly collapsed into a faint. When he was revived, the red-haired man was gone and the Frenchman could only stammer, "A ghost! A dead man! Marshal Ney—alive!"

Now the Cleveland neighbors began to ponder the circumstances of their teacher, who had been their associate for over three years. During this time he had never talked of a family or relatives; he received no letters—except for rumored epistles bearing foreign writing and postage markings. Too, he was obsessed with history—European history. He was known to have become enraged with the egregious errors in textbooks and on occasions he startled his classes by flinging a history book against the wall or by tearing it to shreds, all the while declaiming about the irresponsible handling of truth by historians. Students who managed to sneak a look at the teacher's text saw that sometimes maps were corrected or correct dates penciled in above the text error. Ney also made the necessary corrections in troop movements, numbers, and actual maneuvers.

All this, however, meant nothing beyond surmise and wild rumors. The incident that tipped the balance occurred in the spring of 1821: afterwards, all of the seemingly innocent occurrences suddenly began to fit a bewildering pattern. On the morning in question Ney was preparing to begin his classes when a student, carrying a newspaper, entered the classroom. The late student was not representative of irregular incidents; Ney often sent a student for the latest newspaper edition.

The teacher casually took the newspaper, opened it to scan the headlines, and suddenly he sat down and dismissed his class. He sat at his desk and read the entire story that began with the headline: NAPOLEON IS DEAD.

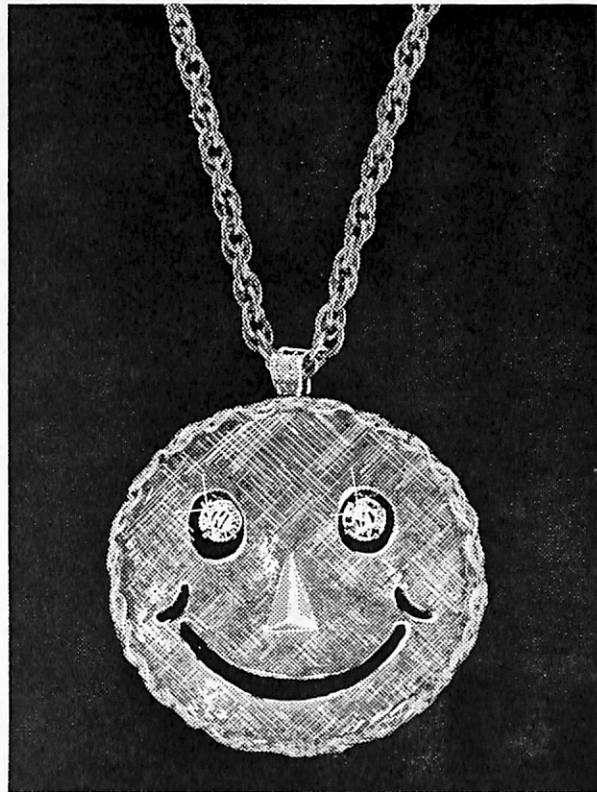
He did not appear at school the following morning, and when concerned members of the community went to his cottage, they found Ney lying across a blood-soaked bed. His throat had been cut virtually from ear to ear. Only a weak knife blade that had broken and was still protruding from his neck kept the suicide attempt from being successful.

When the doctor arrived Ney was conscious and it was apparent that the blade had missed the jugular vein. The teacher weakly ordered the doctor to rub salt into the wound and then stitch up the incision. When the doctor protested that the pain would be great, Ney rasped, "Do you think I have not known pain, that I can stand so little?"

Recovery was rapid, but Ney failed  
(Continued on page 22)

Put on a . . .

# "HAPPY FACE"



*Shown Actual Size*

With Plantron's

## "SMILE" PENDANT

Wear a smile 24 hours a day . . . . . when you put on this smiling Pendant/Pin. We guarantee you'll smile when you see the two dangling, flashing, diamond-like, laughing eyes and the ear splitting grin, set in the round golden face. Comes with beautiful 23" doublelink gold-tone chain and safety catch pin back. Can be worn as either a Pendant or as a beautiful pin, order yours today.

**SHIPPED TO YOU IN A BEAUTIFUL GIFT BOX.**

**SPECIALLY PRICED  
AT ONLY** .....

**\$3.95**

**2 for \$6.95  
3 for \$9.95**

**HANDY ORDER BLANK**

**PLANTRON, INC., Dept. 1126-22  
2207 East Oakland Avenue  
Bloomington, Illinois 61701**

Send me \_\_\_\_\_ pendants (#5002) Total \$ \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

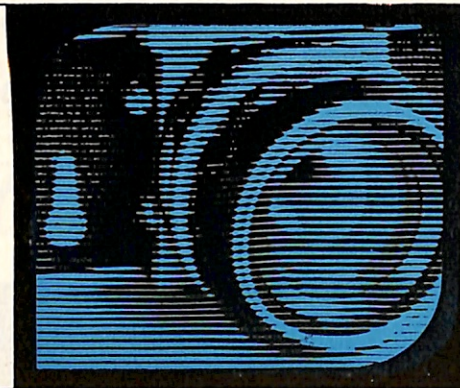
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Illinois Residents please add 5% sales tax.

**GUARANTEE—**

Our guarantee is simple—  
if you for any reason are  
not completely satisfied,  
return your Happy Face  
by **INSURED MAIL** within  
30 days for a purchase  
price refund.

# NEWS OF THE LODGES



**A RUG** depicting the Elks emblem was presented to Albion, Mich., Lodge by Brother Lyn Brewer (center), who recently lost an arm. Brother Brewer made the rug to show his appreciation to the Elks. ER Arthur Southan (left) and SP Ralph Shoemaker (right) were at the presentation.



**A TRIP** to see the legislature in action at the state capitol in Albany was sponsored for local high school seniors by Great Neck, N. Y., Elks with assistance from Port Washington Elks. Various governmental leaders talked to the group and led a tour of the Capitol. With the students were ER Martin Robertson (front row, left) and Chm. James Stanley (second from left).



**MEALS ARE SERVED** to needy senior citizens by Elizabeth, N. J., Lodge in cooperation with the Union County Office on Aging. The lodge kitchen is used for cooking, and the elderly persons are served at five other sites. At the grand opening of the program, ER George Morris and Peter Shields, executive director of the county office, served two ladies.



**DISTRICT DEPUTY** William Kobel (seated, right) congratulated ER Ray Dufour following a mortgage burning at Brigham City, Utah, Lodge. (From left) Esq. Joel Galbraith, Treas. Manuel Fuentes, Est. Lead. Kt. Mel Campbell, Chap. Gene Anderson, In. Gd. Cal Smith, Secy. Robert Nelson, Est. Lect. Kt. Ken Adams, and Est. Loyal Kt. Verl Petersen participated in the ceremony.





**HARRY-ANNA** Crippled Children's Hospital which is the Florida Elks major project celebrates its 41st anniversary. Grand Esq. Chelsie Senerchia who is a hospital trustee, spoke about the project at a meeting of the Everglades Chapter of the Daughters of the American Revolution. He and Mrs. John Finenco Jr. looked at a pamphlet about the hospital.



**AMONG 19 NEW MEMBERS** of the Elks National Foundation from Hoxie, Kan., Lodge are three \$100 contributors, John Hill (seated, second from left), John Curtin (third), and Keith Baalman (fifth). ER Myron Dietz (standing, left) congratulated the new members and thanked Chm. Charles Buechman (right), who increased membership in the Foundation.

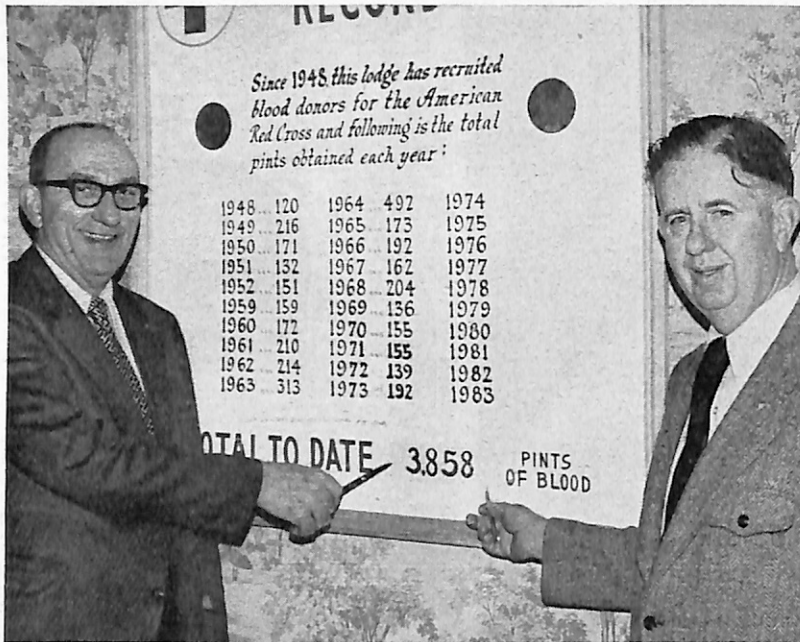
◀ **TROPHY WINNERS** in the local hoop shoot contest were honored with their parents at a banquet at Walnut Creek, Calif., Lodge. Youth Chm. Hans Hanson congratulated (front row, from left) Matthew Munn, Brian Momaney, Karen Lee Meng, and (second row) Evelyn Hazlett, Dave Poirier, and Ann Humphrey.



**A NEW ORGAN AND PIANO** have been purchased by the Elks' ladies for Cumberland, Md., Lodge. (From left) Mrs. John Byrd, president, and Mrs. G. L. W. Reinhart, treasurer, presented the check to cover the purchase to Trustees Chm. Walter Fraley Jr. as Mrs. Robert Hinkle, secretary, observed.



**AN OPEN HOUSE** was sponsored by Point Pleasant, N. J., Lodge to acquaint members and guests with the progress of the Crippled Children Committee in the state. A movie was shown about Elks Camp Moore, and equipment that is available to area residents was on display. Present were (from left) Len Hauselt, Nick Kewitt, ER William Scheyer, Phil Kleinhaus, and Warren Wentzel, open house chairman.



**RECRUITING BLOOD DONORS** for the American Red Cross bloodmobile program has been an activity of Winchester, Va., Lodge for 20 years. Among the donors are PER Arthur Gilkey (left), who has given 88 pints, and PER Richard Eddy, who has given 58 pints. A total of 3,858 pints have been collected by the lodge.

**FLAGS WERE RETIRED** in ceremony at San Luis Obispo, Calif., Lodge recently. Esq. William Smith carried 54 torn or worn flags from the station of ER Melvin Wollam following the ceremony.

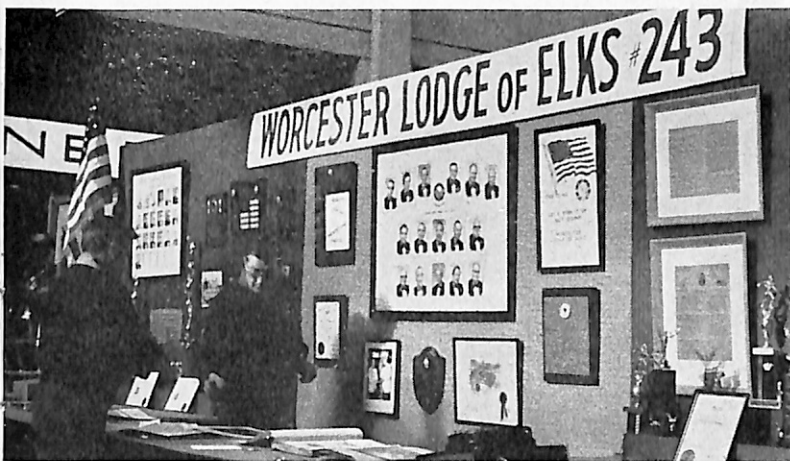


**A DINNER** was sponsored by Clifton, N. J., Lodge for disabled veterans from the Lions VA Hospital. Welcoming the patients were (from left) ER Peter Kuper, Vets Chm. James Joyce, Jim Green, hospital therapeutic expert, and VP Harry Gravatt.

**THE RIBBON** was cut by ER Paul Karella in a ceremony officially opening the new home of Meadville, Pa., Elks. (From left) Est. Lect. Kt. Clair Fernberg, Est. Loyal Kt. Richard Truran, Est. Lead. Kt. Harry Pazdyk, Trustee Paul Cribbs, Secy. Russell Stauffer, Trustee Harold Hovis, and Building Chm. Tom Ritchey participated in the event.



**PROCEEDS** from the eighth annual Vermont sports awards banquet sponsored by Montpelier Lodge and the Vermont Sportswriters and Sportscasters Association went to the Elks Silver Towers Camp for retarded children. Don Fillion (second from left), association president, presented the check for \$605.83 to ER Rodney Warren (third) and Henry Augustoni (right), camp finance committeeman, as Banquet Chm. Albert Fraser (left) observed the exchange.



**A BOOTH** was erected by Worcester, Mass., Elks in a week-long exhibition of local organizations. ER John Collins and Chap. George Dagnese were among the 68 lodge members who manned the exhibit which conveyed the programs and activities of Worcester Elks to the public. A highlight of the exhibition was the presentation of \$5,000 by the lodge to the Jimmy Fund for cancer research.



**A PURPLE PIG** constructed by Yucaipa, Calif., Lodge members and their ladies was the winning float in the local Valley Days parade. ER Peter Weber displayed the trophy winner which is the symbol of the state major project.

## LODGE NOTES

**GALENA, Ill.** The lodge presented an entertainment program for 35 patients at the Extended Care Home. ER Ralph Simmons and his officers planned the event which included songs performed by the Galena Choral Society, lunch, and a short movie.

**ALLEGHENY, Pa.** Brother Earl J. Hammack, who was a member of the lodge, died recently in San Antonio, Texas. He was a Major in the U. S. Army serving as an aviator from 1943-1963.

**SALEM, Ill.** As a result of the lodge's Las Vegas Night, \$400 was collected for the Illinois Elks Association Crippled Children's Commission and the Elks National Foundation. ER Nixon Barker and the Crippled Children's Committee organized the event.

**NEWARK, Ohio.** Time was set aside at a recent meeting to honor Brother Albert Jones, 90, who has been a lodge member for 62 years. Among his many contributions to the Elks have been his service as the lodge historian for 32 years and his chairmanship of the Visiting Committee. In 1966, he received the Elk of the Year award.

**BROCKTON, Mass.** The first Eagle Scout of the year from the lodge's Boy Scout troop, John Conroy, was given awards for his achievements by State Americanism Chm. William Maguire and ER Francis Lavigne.

**BIG BEAR LAKE, Calif.** Over 134 children, ages five through ten, participated in the lodge's 14th ski meet. Youth Chm. Whitey Hartwell presented trophies.

**LITTLETON-WESTFORD, Mass.** Boy Scouts from Troop No. 20 sponsored by the lodge, their parents, and families gathered at the lodge to celebrate the 64th anniversary of the Boy Scouts of America. At the dinner were ER Joseph Gintner, his wife Ellie, and Scoutmaster Bob Parson. Several awards were presented to the Scouts.

**COLONIE, N. Y.** Constance Hasko, James Heid, and Jo Ann Christopher were winners of the lodge's Youth Leadership contest. Honoring them with awards was Youth Chm. Warren Carr.

**WESTWOOD, N. J.** Plaques for outstanding achievement in law enforcement were presented by ER John Cangelosi Jr. to three members of the lodge. Receiving the awards were Police Chiefs John Cafaro, Michael Solimando, and Philip Varisco.

**MARQUETTE, Mich.** A pin and certificate of paid membership in the National Foundation have been presented to Mary Tappenden. She is the wife of Est. Loyal Kt. Alan Tappenden.

**MACON, Ga.** A class of 26 members was recently initiated into the lodge. The class was named in honor of DDGER James Gibbs.

**SANTA MONICA, Calif.** Large attendance enlivened the annual Old Timers Night. There was dinner, old time songs, and recitation of the lodge's history by Chm. Tony Packer. Twenty-five year pins were presented; Bob Goggins received his 40-year pin, and Bob Reilly received his 45-year pin.

**CULVER CITY, Calif.** Loyola University in Los Angeles dedicated the Allard Physical-Analytical Laboratory in honor of PDD Romeo Allard. Until his recent retirement, Brother Allard was a teacher at the university since 1935.

**KENAI, Alaska.** Local high school seniors Betsy Shannon and Gale Jorgenson were named winners of the lodge's Most Valuable Student contest. They each received a savings bond.

**TITUSVILLE, Pa.** Brother Hiram Davis died recently at age 89. An active member of the lodge since 1913, he held a 50-year PER pin.

**WETHERSFIELD-ROCKY HILL, Conn.** The lodge entertained the vets at Connecticut State Veterans Home and Hospital. PER Charles Vena, ER John Donovan, and Brother Frank Fradianni were among those visiting with the vets.

**RED BLUFF, Calif.** A specially equipped bowling ball was recently donated to a handicapped young man. Purchased with funds collected by the lodge, it was presented by ER Woodrow Gilbert.

**BESSEMER, Ala.** Police Chief George Barron, a member of the lodge since 1957, was recently honored as Alabama's Officer of the Year. This award in law enforcement was presented by Clarence Kelly, Director of the Federal Bureau of Investigation.

**ORD, Neb.** Cheryl Abel and Virgil Vogeler have been named the lodge's Teenagers of the Year. They received awards at a banquet in their honor.



**THE LITTLE LEAGUE TEAM** for exceptional children sponsored by Andover, Mass., Lodge was honored. Team members received jackets and trophies during a banquet hosted by the lodge in their honor at the end of the season. Among the Elks participating in the program were ER Thomas Eldred (left) and Est. Loyal Kt. Jim Eldred (right), who presented awards to Judy Moynihan and Joey Basin during the banquet.



**FIFTY GUESTS** attended the 16th annual City Dads and Schools Night sponsored by Monrovia, Calif., Lodge. ER David Dempsey (standing, right) welcomed (from left) Mayor Andy Anderson, Americanism Chm. Clarence Desmond, Judge Homer Bell, guest speaker, and (seated, from left) Vice Mayor Joseph Delgatto, Vice Mayor Loren Green, and Mayor Ernest Boucher.



**THE RITUAL TEAM** from Rotterdam, N. Y., Lodge won the district contest for the fourth consecutive year. VP Ken Brooks (front row, left) congratulated the team members (from left) In. Gd. Richard Seib, Chap. Al DiNola, ER John Bowers, Esq., William Strang, PER Alex DeMarco, coach, and (back row) Est. Loyal Kt. James Whittaker, Est. Lead. Kt. Martin Kehoe, Est. Lect. Kt. Robert Dufort, and PER Edward Krusze, candidate.



**STATE PRESIDENT** Edward Brown (center) witnessed an initiation of 17 new members during his visit at West Chester, Pa., Lodge. Also in attendance were PDD Horace Temple, VP Daniel Bartholemew, DDGER John Furda, and PDD Jack Case.



**THREE DONATIONS** were made by Enfield, Conn., Lodge to the state major project, Newington Children's Hospital, to a fund for a child in need of a liver transplant, and to help a boy badly burned in an accident. Crippled Children Chm. Elwood Eastman (right) presented the checks to ER Frank Newport.



**PENNIES** deposited in a bottle over a 10-year period were presented to Major Project Chm. Harold Thomas (left) by Brother Jack Stambler, who recently joined Vista, Calif., Lodge. The lodge cerebral palsy fund will receive \$100 and the rest will go to the state major project.



**A FORMAL BALL** was held by Massachusetts Elks to benefit the Elks National Foundation. A \$1,000 check for proceeds from the ball was presented by (from left) Chm. James Colbert to PGER John Fenton, a Foundation trustee, and by VP Harry Sarfaty.



**GROUND WAS BROKEN** for the new home of Jupiter, Fla., Lodge. At the ceremony were (from left) ER James Davidson, PDD Carl Hartman, PGER William Wall, and Grand Lodge Judiciary Committeeman Robert Grafton.



Agnes Kinsella

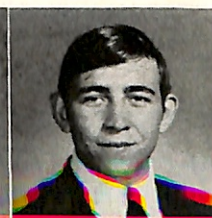


Peter Robb

## 1974 YOUTH LEADERSHIP WINNERS



Rebecca Holt



Harold Davis



Christine Rolling



Roger Terry

THE WINNERS of the annual Youth Leadership contest are a La Mesa, California girl and a Phoenix, Arizona boy.

Agnes Maureen Kinsella and Peter Louis Robb will each receive a \$2,000 scholarship at the Elks National Convention in Miami Beach, Florida this July.

There were over 40,000 entries from all states in the contest, competing on a local, state and national level.

The contest was conducted by the GL Youth Activities Committee under the supervision of Chm. Miland H. Dunivent. Committeeman Norman S. Lien served as contest chairman.

Second place winners are Rebecca Lynne Holt of Madisonville, Kentucky and Harold Clayton Davis of San Antonio, Texas, who will each receive a \$1,750 scholarship. Winners of third place scholarships for \$1,500 are Christine Ann Rolling of Dubuque, Iowa and Roger K. Terry of North Ogden, Utah.

Agnes was the second girl in her high school's history to be President of the Associated Student Body. She was also student council representative, commissioner of publicity, designing some of the materials herself, and drama club treasurer. Outside of school, Agnes is active in her church, serving as lay reader in the services, and is a member of the Catholic Youth Organization. She has participated in the San Diego Shakespeare Festival.

Peter served in school as President of his Freshman class and as

Student Body President during his senior year. He has a diversity of interests. In music, he was student director of the high school concert choir, and he sings in his family singing group. He also belongs to a creative writing club and initiated a contest for student writing in his school. Peter has won a Kodak medallion in photography and was Paperboy of the Year.

Rebecca was Vice President of Beta Club and Secretary of Teens who Care in school. Outside of school, she spends much of her time in 4-H Club activities from modeling in a fashion show, to baking bread, to sewing. She has tutored piano students.

Harold served as his class President the first three years of high school and was Student Council President his Senior year. An honor student, he has received several scholastic honors. He is interested in debate and belonged to the varsity debate team. He is an Eagle Scout and has traveled extensively.

Christine was President of her school student body, the Senate, and her Senior class. She has worked on the stage crew for several student productions and was a Freshman cheerleader. Outside of school, Christine instructs mentally retarded children in religion.

Roger was Senior Class President and a German Club officer. He has won letters in high school basketball and baseball. In the community, he has participated in conservation programs such as planting trees and cleaning up litter.



**TWO MEN** were honored by Marquette, Mich., Lodge with the Elks safety and courtesy award. (From left) Est. Loyal Kt. Alan Tappenden congratulated William Houle and Richard Schmeltzer as Sgt. Alfred Gochanour watched.



**LAW ENFORCEMENT NIGHT** was held for the first time by Redwood City, Calif., Lodge. More than 60 law enforcement officers attended the night which included presentation of an award for outstanding work to Deputy Sheriff Harvey Rutenberg (center). ER Robert Schilling (left) and Chm. Edward Pecinovsky (right) presented the plaque.



**EXALTED RULER** Oral Sisson (standing, fourth from right) joined the Past Exalted Rulers at Charleston, W. Va., Lodge during one of their regular meetings. Present were (seated, from left) PERs P. W. Murphy, Robert King, Albert Hessom, R. J. Walker, W. J. Hardbarger, I. D. Maynor, Lewis Stuck, and (standing) PERs Jules Wazelle Jr., R. D. Londeree, Frederick DuBois, Robert Williams, Dewey Kuhns, Richard Harris, A. J. Prohovich, Donald Marble, R. C. Shaffer, and S. C. Harrison.



**A 75th ANNIVERSARY** was celebrated by Monongahela, Pa., Lodge with Grand Secy. Homer Huhn (right) the honored guest. He was welcomed by (from left) DDGER John Gusic, ER Robert Davis, and Mayor Thomas Wilson.



**A PLAQUE** recognizing In. Gd. William Barton (center) for 20 years of service to Attleboro, Mass., Lodge was presented to him by ER William Leddy (left). SP Alfred Fitzpatrick was present to honor Barton who has not missed a meeting in 20 years.

# Elks National Free Throw Contest 1974

THE WINNERS of the Elks National Free Throw Contest 1974 are:

Age 8-9	Lane Johnson, Coos Bay, Ore. George Nixon, Raleigh, N. C.	first place runner-up
Age 10-11	Chris Mullin, Brooklyn, N. Y. Bent Jenson, Price, Utah	first place runner-up
Age 12-13	Ron Wachtel, Orrville, Ohio Mike Beuke, Lewiston, Idaho	first place runner-up

chairmen Loren Anthony of Kansas and Sam Giambelluca of Missouri conducted the contest.

There were also about 150,000 girls involved in various state contests. A national contest is planned next year for the girls.

This second annual contest which is sponsored by the GL Youth Activities Committee under the chairmanship of Miland Dunivent was well-received. Grand Est. Loyal Kt. Gerald Powell, who coordinated the contest, estimated that close to one million boys participated in the overall competition. There were a total of 21 states represented in the finals.

The national championship was determined during the half time of the NAIA basketball tournament in Kansas City, Missouri. About 180 persons in-

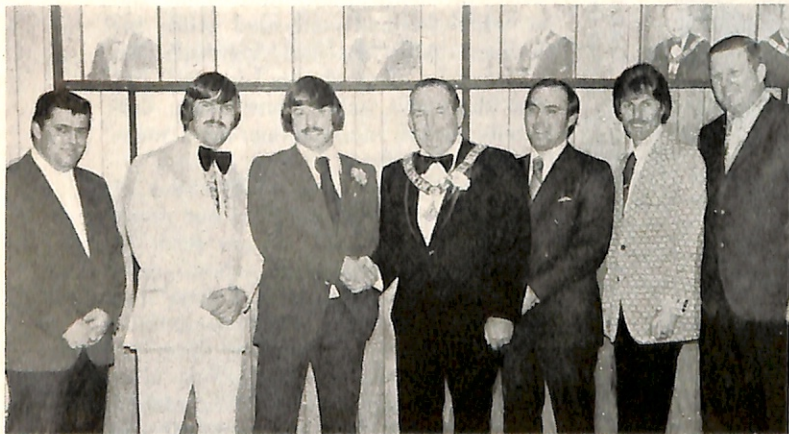
cluding parents, friends, sponsors, and state chairmen were among the crowd from all over the United States at the tournament.

Co-chairmen of the arrangements were SDGER Bernard Watters and Grand Trustee Wayne Swanson. PER Billy Lodge of Kansas City (Northland) Lodge provided transportation. Other assistance came from Carl Inman, John Cary, and William Harrigan of Grandview-Hickman Mills Lodge. PSPs Galen Marr and William Gill with their wives handled the reception. State free throw

Trophies were presented to the national champions (from left) Lane Johnson, Chris Mullin, Ron Wachtel, Mike Beuke, Bent Jenson, and George Nixon by (from left) PGER Edward McCabe, PGER Glenn Miller, Grand Trustee Wayne Swanson, GL Youth Chm. Miland Dunivent, Missouri SP W. H. Stewart O'Brien, and SDGER Bernard Watters.



The winners in state competition were congratulated by Elks dignitaries and officials.



**THE SIX SONS** of PER Claude Harvey (center) have joined him as members of Chelmsford, Mass., Lodge. Richard Harvey (third from left) was congratulated upon his recent initiation in a class of 42. The other sons are (from left) Stephen, Robert, Dan, Jim and Dave Harvey.



**MIDDLETOWN, Pennsylvania**, Elks honored Past Exalted Rulers at a recent dinner featuring duck and an initiation. Three Past State Presidents were present (front row, from left), Donald Oesterling, William Kuhns, and A. Lewis Heisey. Also in attendance were DDGER Russell Mummert (back row, left) and ER Carrol Stotz (right).

(Continued on page 44)

to regain his former spirits. Instead he became sullen, despondent, and more and more often he could be found at the local tavern. While drunk he would fly into a rage, rant of battles, and use silverware and salt and pepper shakers to show his audience how a battle really took place.

The Cleveland home guard, which was active at this time, sponsored fencing lessons for students, and the fencing master once asked the now seventy-year-old Ney if he wanted to learn to fence. Ney shook his head, but the fencing master persisted, even to the point of insinuating that Ney feared the weapons. This was more than the teacher could stand, and he leaped to his feet, grabbed a nearby broomstick, and, using this unwieldy weapon, he disarmed the fencing master

repeatedly before resuming his seat under the tree.

During an illness Ney was treated by a local physician who learned in dressing his patient that the teacher's body was nearly covered by a mass of scars, apparently the results of too many years of close association with sabres and rifles. The teacher refused to comment on the scars, and the rumors flared once again.

Not far from Ney's home was one of the finest colleges in the nation, a school that still enjoys one of the most favorable reputations for academic excellence. When Davidson College began its search for an emblem that could be used as the school's official seal, Ney submitted a sketch, which was later accepted. The seal, however, was not the result of an original de-

sign by Ney: it was later learned that the drawing was taken from a medal ordered by Napoleon to be presented to Marshal Michel Ney.

In November, 1846, Ney fell ill again, this time fatally. Suffering from lung congestion that later developed into pneumonia, Ney hovered between life and death. The doctor warned him that there was no hope of recovery.

"Mr. Ney," he said, "there is nothing I can do for you. You cannot last through the night. Is there anything you wish to tell us?"

The aged teacher remained silent, but the doctor persisted. "Will you tell us who you are?" he asked.

Ney hesitated, then struggled to rise to a sitting position. He managed to lift himself to one elbow before his strength failed. He tried unsuccessfully to speak, then found the strength to state firmly, "Before God, I am Marshal Ney of France."

He fell back, dead.

Was the final statement the thoughts of a man sick in mind as well as body? Was it the final truth of a man who had lived a lie for so many years? If so, how could one of the most elaborate and fantastic hoaxes in history have been perpetrated?

Historians have argued the matter fiercely for years. The most commonly accepted theory, perhaps, is that Ney's former soldiers who composed the firing squad were party to the deception. According to one scholar, the stone wall behind Ney was unmarked before the "execution" and afterwards the bullet marks could be seen clearly—too high to have hit Ney. A small container, presumably the skin of some animal which had been fashioned into a small pouch, was found near the wall. It had previously contained a red fluid, possibly berry juice or animal blood. Theoretically, when the rifles were fired, Ney clutched his breast, as if in pain, and burst the sac which he had concealed inside his clothing. After he fell forward, the fluid spread through his clothing and onto the rocks, which were then collected by the anonymous man mentioned previously.

How did Ney acquire the sac of fluid? There are no answers but many possibilities. He had visitors prior to his execution, any one of whom could have smuggled such a small item into the cell. Even the priest who administered the rites could have done so.

No physician examined Ney after the shooting, and the man who signed the death certificate was evidently an imposter, since no records of such an official exist. While Ney had been supposedly executed for treason, there is still little reason to suspect that such

(Continued on page 37)

### FIND BURIED TREASURE

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

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



**RELCO**

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

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

**FATHER'S DAY SPECIAL**  
Halvorfold and 6-Hook Key Case  
Water Buffalo \$14.25  
Gold Trim \$4.00 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

Card Pocket



Exclusive  
Loose-leaf Device

**\$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 \$4.00 add'l.

Outside closing Flap means more Security

### "CUSTOM MADE FOR ELKS"

"NOW in its 48th year"—The HALVORFOLD billfold, pass case, card case. Just what every Elk needs. No fumbling for passes, just unsnap the Halvorfold and each pass shows under separate transparent face, protected from dirt and wear. Ingenious loose leaf device shows 8, 12, 16 or 20 passes, cards or photos. Three card pockets, extra size bill compartments and secret flap to cover large bills. Only genuine leathers are used; tough durable but soft in texture. Nylon stitched.

Halvorsen, P.C.M., 4868 Victor St., Jacksonville, Fla. 32207  
Dept. 109

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.

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

### Free Examination!

**Send No Money—Pay No C.O.D.**

Means exactly what it says. No strings. Mail coupon. Halvorfold comes by return mail. Examine it carefully. Slip in passes and cards. See how handy it is. Show it to your friends and note their admiration. Compare it with other cases at more money. We normally ship parcel post. (Postpaid on cash orders) This takes up to 4 weeks for delivery. However if you wish faster delivery please note additional charges below. REMEMBER: Money back if not satisfied.

#### PLEASE CHECK HERE:

- Black Buffalo \$11.00  Bro. Buffalo \$11.00
- Gold Filled Snap & Corners \$4.00 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 .50 add'l  Air Mail .60 add'l



# Brash, Proud, & Rural

by Jerry Hulse

It could happen only in the U.S.—a small town, a world's fair: Expo-74; living proof that rural America is alive and well and doing big things. The place is Spokane, Washington: brash, proud, the site of the year's mightiest party. Spokane (pop. 180,000) figures on entertaining nearly five million guests between now and the end of Expo on Nov. 3. Open barely a month ago, it promises to be the most talked about show in the U.S. this year.

Hosting a world's fair would be a big event in any city, but for a town unknown to most Americans, it's nothing short of a four-star spectacular. And stars there will be. Invading the Pacific Northwest will be Danny Kaye, Bob Hope, Emmet Kelly, Lawrence Welk, Liberace, Victor Borge, Tony Bennett, Lena Horn, The King Family, Guy Lombardo and the Royal Canadians, Van Cliburn, Ella Fitzgerald. There are others: Marcel Marceau, Bill Cosby, Olga Korbut (the pint-sized Russian gymnast), Isaac Stern, the Mormon Tabernacle Choir, Margot Fonteyn and the London Ballet, the Japanese Folkloric Co. and Russia's Moiseyev Dance Co.

Expo's promoters are calling it the biggest show this side of Las Vegas. Already they've named Spokane "the entertainment capital of the world." The world, mind you—not just the U.S.A. Productions will include everything from jazz and rock concerts to

performances by the Royal Shakespearean Theatre.

President Nixon signed a proclamation hailing the event. At the same time he urged its recognition by the entire nation. The President also directed Secretary of State Kissinger to invite the nations of the world to par-

ticipate. Among those who accepted was Russia which occupies the biggest pavilion among the foreign nations. At the same time, it marks the first appearance by the Soviet Union at an American exposition since the late thirties. The four-level Russian hall is devoted to the subject of environmental



*The old tower clock, a Spokane landmark for more than 70 years, still manages to stay in step with the times.*

## FINE ELKS JEWELRY

### PAST EXALTED RULER RING

10K solid gold ring. Raised head, perfect syn. ruby eyes. P.E.R. under emblem. B.P.O.E. carved on ring shoulder.  
No. E-3069A, without diamond \$70.95  
No. E-3069AD, with 3-pt. diamond \$87.95



### MEMBER EMBLEM RING

Same as above without P.E.R. bar.  
No. E-3026A \$68.95  
Please specify ring size. Prices F.O.B. Chicago.

#### Past Exalted Ruler

##### Lapel Button

10K gold filled.

No. EB-2, w/o diamond \$7.50

No. EB-2D, with 3-pt. diamond \$24.50



##### Member Lapel Button

10K gold filled.

No. E-81 \$4.50

No. E-81P, gold plated \$1.80

#### Year Member or Life Member Buttons

In gold plate, 5-50 years or Life.

No. E-817GP \$2.95



#### Elk of the Year Lapel Button

10K gold filled w/o diamond

No. EY-1 \$8.75

EY-1D with 3-pt. diamond \$25.75

10K gold filled w/diamond. 25 to 50 years or Life.

No. E817D \$24.50

Specify year desired.

Prices with larger diamonds on request.

SEND FOR FREE CATALOG



**RUSSELL-HAMPTON CO.**

Dept. E, 15 South Wacker Drive  
Chicago, Illinois 60606

## Brash, Proud & Rural (Continued from page 23)

problems, ethnic art and Soviet culture. Our own handsome U.S. pavilion is spread across four acres—an impressive 152-foot high structure topped by a translucent canopy. Inside is a theater, a garden display and an information center dealing with the subject of our environment.

The Japanese pavilion provides a traditional tea garden; Taiwan offers live performances of Chinese opera; and there are other displays in the Korean and Mexican pavilions.

Every world's fair has its thrill rides and in Spokane that thrill is suspending oneself in a gondola above the white water of Spokane Falls. Mists rise from the boiling confusion and thunder fills the ears.

Elsewhere visitors watch Indians carving totem poles and Basque shepherds shearing sheep. Small by comparison with the recent fairs in Osaka, Montreal and New York, Expo-74 nevertheless is an exciting production—compact and meaningful. Certainly no one will go away hungry. Not with half a dozen restaurants and more than 40 food concessionaires. There is the grand old American hot dog, Japanese marinated fish and Mexican hot plates. These plus dozens of other ethnic dishes. But it's mainly an American show which spotlights the great Pacific Northwest, which means sourdough pancakes, and salmon barbecues.

It's an \$80 million spectacular to help celebrate Spokane's 100th birthday. The city has a couple of other reasons for making whoopee as well. For one thing, no one seems to know where Spokane is. To the frustration of everyone, tourists are forever getting it confused with Seattle. That's 300 miles west of here. To make matters worse they insist on calling it Spo-KANE when it should be Spo-CAN.

When Spokane voted to clean up its blighted downtown district—a jungle of railroad tracks and sagging tenements—they decided what better way than with a world's fair. The three railroads serving Spokane agreed to move out of town. The old tenements were torn down. Presto. The tacky scene was replaced with a cultural-like park that includes a 2,700-seat opera house, a 1,000-seat outdoor amphitheater, a dozen pavilions and a huge amusement center.

In addition, Expo was the catalyst that got the town going on a big construction kick. New bank buildings took shape. A new department store opened its doors. Multi-story parking units now overlook the city.

"It's changed the skyline," a winsome lady said the other day.

Until the fair, Spokane attracted few

tourists. Mostly they stopped on their way to other points in the Pacific Northwest. Places like Banff or Kootenay National Park. In springtime Spokane would hold a lilac festival which, until Expo, was the biggest event of the entire year.

Now with all the publicity Expo has inspired Spokane figures to become a household word. A team of publicists has dispatched Miss Washington on a 40-state tour. She'll be appearing on radio and television, extolling the virtues of her state and especially Spokane. Said one fair official: "With Expo we're going to prove what great country this is."

Meanwhile Expo officials hired Tommy Walker—the former Disneyland show producer—as entertainment director. On opening day he presented a spectacular that featured the launching of eleven hot-air balloonists. While the balloonists rose over the fairgrounds, they cut loose 50,000 toy balloons, all filled with gas. Meanwhile, Walker freed 3,000 pigeons, as skyriders smoked up the heavens.

But that's not all. With the heavens clouding over with balloonists, balloons, fireworks and pigeons, Indian canoeists steered a course down the Spokane River, delivering V.I.P.s to the speaker's platform. (The river bisects the fairgrounds.)

Altogether the fair takes in 100 acres, including a couple of islands poking up out of the river. Its theme is as ambitious as Expo itself: "Celebrating tomorrow's fresh new environment." That becomes a debatable subject with certain citizens. Dr. Thatcher Hubbard, a local anesthesiologist, claims the air is sometimes clouded over by fumes of cars and factories.

Dr. Hubbard describes Spokane as "an unhurried, right-wing town." It lies in a bowl surrounded by volcanic bluffs. When there's an inversion it does, admittedly, get a bit smoggy on occasion. But Petr Spurney, Expo's general manager doesn't let the dissidents discourage him.

"Fairs are fun," he keeps telling everyone. While admitting that Spokane has "minor" pollution problems, he said Expo stands behind its theme: "Celebrating tomorrow's fresh new environment." Environmental symposiums are planned all during the fair, Spurney said—"discussions which aren't aimed at

## 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 1-713-892-2728 anytime day or night. To order by mail send check or M.O. for \$29.95 plus \$2.00 shipping (\$31.95 total) to RELCO IND., Dept. H10, Box 10880, Houston, Tex. 77018.

**FREE CATALOG**  **TABLES!**

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

**Adirondack**  **CHAIRS!**

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

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

**HEARING AIDS**

SUPER SAVINGS! Newest. Finest. All types. Buy DIRECT & save up to HALF! No salesmen. Sold by AIR MAIL on HOME TRIAL. FREE Catalog. Write: **MONSIEUR** Dept. EK-6, 9530 Langdon Ave., Sepulveda, Cal. 91343

SAVE 1/2!

**FREE CATALOG — WRITE!**

**Pardon Us!**

THE DATES of the Virginia State Elks Association 1974 convention were published in the May issue as June 15-18. The correct dates are June 21-23.

the Ph.D but the man in the street—telling visitors why the energy crisis exists.”

At least one environmentalist doesn't seem turned off by the fair. Dr. Frank Nicol, director of environmental studies at Eastern Washington State College, sees a "positive opportunity to gain new environmental objectives."

Expo Director Jim Critzer preaches that the fair is the "greatest thing ever to happen to Spokane—an event that's turned a blighted area into a thing of beauty." Echoing Critzer's sentiments, Expo Executive Paul Creighton said that Spokane has condensed 25 years of urban development into less than three years."

Still, Expo faces one problem it hadn't anticipated: a possible continuing gasoline shortage. Without fuel fewer motorists will arrive. But Expo President King Cole isn't discouraged. He figures vacationers will get gasoline somehow. To prove his point he gassed up before the fair and drove to California. Spokane figures also that the bus companies and airlines will deliver guests to Expo.

Presently fair officials have lined up accommodations for nearly 7,000 visitors a night, the snazziest hotel in town being the Davenport. And what

other lobby have you walked into lately and come face-to-face with a stuffed polar bear?

Besides hotels and motels, Spokane's visitors will bed down in campers which are being rounded up for the fair. Later they'll fan out to visit Coulee Dam, Hell's Canyon, Mt. Rainier, Olympic National Park, Banff, Vancouver, Glacier National Park, Crater Lake and perhaps Yellowstone.



"You're starting for us tomorrow. We want the underdog appeal."

The Pacific Northwest is for the traveler, the adventurer. It is Lewis & Clark country and the heritage of our nation is indelibly inscribed in its valley and among its mountains. A hub of the Pacific Northwest, Spokane calls itself the Inland Empire—an agricultural, lumber and mining region from which visitors fan out to discover pristine lakes, glaciers and fertile farmlands. It is a magnet for sportsmen: fishermen, hikers and mountain climbers.

Only minutes from the Expo fairgrounds visitors will discover more than 75 lakes. A 33-mile loop drive brings motorists to Gonzaga University (Bing Crosby's old alma mater), the Pacific Northwest Indian Center, Manito Park, the 5,500-acre Riverside State Park. All within a day's drive are five Indian reservations as well as dozens of camping areas—for the Pacific Northwest is truly a camper's paradise. Close by Spokane are a dozen national forests. Much of it is land still to be tamed, a land as pure as the day it was created, and Expo is the excuse for discovering the good earth.

(For hotel and motel reservations during Expo, write to Hospitality Services, P.O. Box 1974, Spokane, WA 99210.)

## Introductory Offer! Take advantage of this low price while it's still available and **BEAT INFLATION!**

**New  
FLORIDA LAKEFRONT  
DEVELOPMENT**

Beautifully Furnished 2 Bedroom 60' x 12' PERMA MOBILE® HOME Including a Choice 6000 Sq. Ft. LOT..... All For Only\*

**\$12,950**

ALL THESE FEATURES ARE COMPLETED AND NOW AVAILABLE AT

**Orange Blossom  
GARDENS**

- Storm Sewers
- Paved Streets
- Mercury Street Lights
- Corner Street Posts
- Garbage Collection
- Recreational complex
- Heated Swimming Pool
- Underground Telephone
- Underground Electricity
- Underground TV Cable
- Central Sewage System
- Central Water Plant
- Private Lake On Property
- Bank Financing

Prices subject to change without notice



### 15 FURNISHED MODELS ON DISPLAY

Ideally situated—in the heart of the Orange Grove and Lake Section of Florida. Just 8 miles from Leesburg—directly on U. S. highway #441-27. The "Gateway to Disney World."

**IMPORTANT**—You are not renting the lot—**YOU OWN IT OUTRIGHT** along with the PERMA MOBILE HOME. This qualifies you for Florida Homestead Exemption—thus affording you a BIG tax saving!

\*Minimum base price. Carport, patio, landscaping, utility room, air conditioning, etc., are extras.

*A Planned Adult Community*

Miami office (305) 945-2641—Property Office (904) 753-2270

### SEND NOW FOR FREE INFORMATION

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

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

# LODGE VISITS

GRAND EXALTED RULER Robert A. Yothers



The officers of Walla Walla, Wash., Lodge gathered to greet GER Yothers on his visit there. Present were (front row, from left) Est. Loyal Kt. Clyde Dyar, Est. Lect. Kt. Rich Smiley, ER Richard Moore, Brother Yothers, Chap. Terry Guske, In. Gd. Max Barber, and (second row) Est. Lead. Kt. Wilbur McOmber, Esq. Rosie Rosenkranz, Secy. Thomas Shearer, Organist Ed Duggan, and Past Grand Exalted Ruler Frank Hise.



Hawaii Elks greeted GER Yothers, his wife Dorothy and their party on a recent visit to Honolulu Lodge. (From left) PGER Horace Wisely, Mrs. Wisely, Mrs. Bush, PGER Leonard Bush, Mrs. Yothers, Brother Yothers, Mrs. Whittle, Clifford Whittle, secretary to the Grand Exalted Ruler, ER Herbert Weatherwax of Kailua Lodge, DDGER Robert Paine, and Mrs. Paine joined in the festivities.



The new home of Milwaukee, Wis., Lodge was formally dedicated during a visit by GER Yothers. Present for the ceremony were (from left) DDGER George Rapp, Grand Secy. Homer Huhn, DDGER Kieran Purcell, PGER Lee Donaldson, Grand Trustee Melville Junion, Brother Yothers, DDGER William Lucas, and DDGER John Elleu.

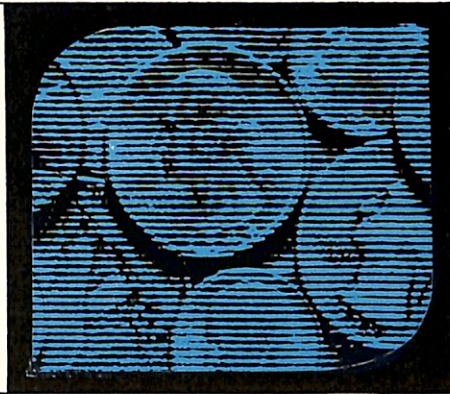


Three Past Grand Exalted Rulers were present for the visit of GER Yothers to Salinas, Calif., Lodge. There to welcome him were (from left) PGER Horace Wisely, ER John Beck, SP Yubi Separovich, PGER Edward McCabe, and PGER R. Leonard Bush.

Lt. Gov. John Cherberg (third from right) presented certificates recognizing GER Yothers as a distinguished citizen during his visit to Olympia, Wash., Lodge. Observing were (from left) State Senators Frank Conner, Rubeen Knoblauch, Ted Peterson, and Damon Canfield, who all are Elks.

# IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



## PROTECTING YOUR CAREER

By your "career" we will mean your *income-earning activities during your lifetime*.

You can see why we will say that you have only one "career," even though you may work in two or more different "career fields" before you retire altogether. And you can see that when we talk about your "protecting your career prospects" we mean protecting your *income-earning* prospects.

Over the years, we've known all too many men whose income-earning prospects had become very seriously endangered when those men were no longer young. Our suggestions in this article are based on our experiences with those men and partly on various general considerations, including some which have gained increased significance in our era.

Back in the early 1960s we warned some of our friends in the teaching field that "this big education boom isn't going to last." And to several young college teachers of subjects such as English, history, and philosophy we said, you'd be wise to develop some skills and credentials that are marketable outside the field of teaching.

Today some of those individuals have lost their jobs in education and may not be able to find other jobs in that field very soon...

Now to our suggestions:

### Building a Reserve

How long could you get by *without earning any income* and also *without reducing your equities* in such things as your house, your car, your life insurance?

In the late 1960s many scientists and engineers in the aerospace industry suddenly lost their jobs. Many of them had for some years been earning annual incomes in the range of \$15,000-\$30,000. And yet quite a few of those men not only had no savings to carry them for a while but were heavily in debt! Some of them had to get jobs as cab drivers, meter readers, short-order cooks, and so on.

One very important reason for building up a financial reserve is related to the aim of *going into business for yourself*. In many cases it's important to be able to *live on one's savings while the business is getting started*. Besides that, it might be necessary to get some additional training before going into the venture, and

that too is likely to call for some expenditures. It's true that a good backyard swimming pool can be got for \$1,500. It's also true that \$1,500 will pay for several good courses in such subjects as Accounting, Business Finance, Business Law, Personnel Management, and so on.

That leads into our next suggestion.

### Your Academic Credentials

In 1972, the average income for American men over 25 who held a college degree was \$16,200. But those men whose formal education had stopped with graduation from high-school earned, on the average only \$10,430. Those are a couple of the figures published in the latest U.S. Census Bureau report on personal incomes.

Because the nation's colleges and universities, by and large, are financially hard pressed these days, many of them are offering *good bargains* in their summer-school and evening-school programs. Is a 46-year-old gas station operator "too old" to go back to school? "Not if he can pay tuition!" say many of the colleges and universities today. They are quite eager to get "mature students" and are offering many good programs tailored to fit their needs.

Let's look a bit further into the matter of "academics."

### A Three-Value Program

Suppose that Ed Smith is the 46-year-old owner of some small independently operated business and that he has no college-credits in modern business-management subjects. By taking some courses in those subject he will be getting *three-way protection values* for protecting his income-earning prospects!

To begin with, Ed will acquire some knowledge that will almost certainly help him operate his present business more efficiently—and more profitably. But he will also be improving his chances of getting—and of succeeding in—a good franchising opportunity. It's a serious mistake to suppose that franchising somehow eliminates the need for business-management knowledge and skill.

But suppose that Ed Smith either can't or doesn't want to become a franchisee and yet finds his present business sinking down from under him. "I'll have to get a *job* somewhere," he says. At 46, is he "over age"? Not as far as the feder-

al Age Discrimination Act is concerned. But that law does *not* compel an employer to give serious consideration to an *unqualified* applicant.

We can truthfully say that—*other things being equal*—Ed Smith's chances of being hired will be better if he has some college course-credits in business-management subjects than if he has none at all.

### Your Self-Development Program

We'll first of all make a statement about ourselves: *We have made money from just about everything we've ever learned!* And many of the things we've made money by knowing were things we learned after leaving school.

It's our opinion that the man who does not steadfastly pursue a *self-development program* is taking a serious risk with his income-earning prospects. But we're of course talking here about the kind of self-development that can be *financially* useful, directly or indirectly. We'd known several small-business owners who enjoyed reading about history but who really needed to improve their knowledge of accounting, cost-control methods, employe-utilization principles, sales-promotion techniques—or the principles and arithmetic of basic finance. There's the pathetic case of one friend of ours—call him "George"—who during a ten-year period lost out on about \$12,000 he could have obtained in *interest* simply by handling the finances of his little business with reasonable efficiency. And had that \$12,000 then been *invested* wisely, it might well have grown to \$30,000 or more by now. In a later article we'll tell you about George's sad case and some others like it that we've personally known.

The term "self-development," as we're using it here, includes a variety of possibilities. It would include the improvement of *communication skills*. And it would include developing skill in making and in using valuable personal and business contacts. One friend of ours made a remarkable business career comeback at the age of 74—and is still making a good income today at the age of 87!—largely because he'd built up and maintained an impressively large number and variety of highly useful contacts.

Some men have asked for our advice on "getting financing" (and that's another topic we'll be discussing in a later article). Well, it's quite understandable if the typical 30-year-old man doesn't know much about how to work up the kind of *proposal* that professional financing sources want to see. But suppose that at age 40 he *still* doesn't know how to do that! Surely we'd ask, "What on earth has he been *doing* with his time all those years?"

There are many forms a self-development program for a small-businessman can take. But any *good* one will help him prepare for the business opportunities—and dangers—of *our* era, not for those of the past.

So our next two articles will be on the topic: "The New Economics—and Your Career."



**"SAVE YOUR HEART"**

with a **STAIR-GLIDE®** stairway elevator

**RENTAL-PURCHASE Program Available**

Your STAIR-GLIDE® installs easily and in less than 2 hours. No marring walls or stairway. No special wiring required. Shipped from factory within 3 days. STAIR-GLIDE® . . . the nation's largest selling stairway elevator!

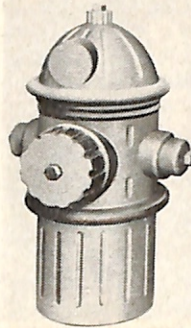
USED BY THOUSANDS: CARDIAC PATIENTS, ARTHRITICS, SENIOR CITIZENS, RESTRICTED PHYSICAL ACTIVITIES, POST OPERATIVES . . . and household convenience.

WRITE FOR FREE BROCHURE AND NAME OF DEALER NEAREST YOU.

**AMERICAN STAIR-GLIDE® CORP.**

4001 East 138th St., Dept. E-6  
Grandview, Missouri 64030

# Elks Family SHOPPER



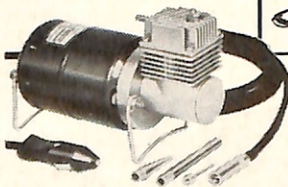
**A PLUG TO LOVE** for all it can hold. Fill it with fruit, wine, ice; sports equipment, toys, tools; clothes, shoes, books. Full size replica (24" high, 9" base dia.) of a real fireplug is unbreakable plastic and fire engine red. Holds 24 cans of beer, 3 dozen apples, 25 lbs. of ice cubes. Top snaps tightly shut. \$6.95 plus \$1.00 shpg. J. W. Holst, Inc., Dept. EP-64, 1005 E. Bay., East Tawas, Mich. 48730.



**COAT-OF-ARMS IN COLOR** is hand-painted on a 9"x7" hand-rubbed wood shield. You send name, country of origin for your researched Coat-of-Arms Shield with your name inscribed. Also gold-colored mantle, scroll. With report, reference sources, family tree chart, 100-pg. book, \$8.95+\$1 shpg. Cadlyn's, 2077 N.Y. Ave., EL-674, Huntington Sta., N.Y. 11746.

**COMPRESSED AIR AUTO FLATOR FLAT TIRE!**

Million miles from nowhere and your spare has no air!



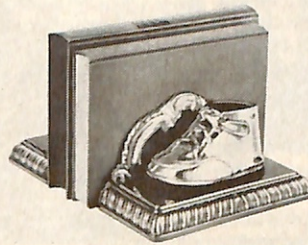
**FOR HOME-OUTDOOR USE TOO!**

**GAS STATION CLOSED?**

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

\$29.95 (plus \$2.00 shipping)

10-day money back guarantee. Send check or M.O. **J. W. HOLST, INC., Dept. E-64** 1005 E. Bay St., East Tawas, Mich. 48730



**PRESERVE BABY'S FIRST SHOES** in bronze-plated metal as a precious heirloom for parents and grandparents. Shoes alone just \$3.99 a pair ppd. Or send shoes to be plated and mounted on book-ends (above), picture frame, TV lamp. For full details, money-saving certificate, postpaid mailer, write American Bronzing, Box 6533-F25, Bexley, Ohio 43209.



**GLOVE-SOFT LEATHER** and cushioned, ribbed rubber soles make these shoes a pleasure to wear. Your feet feel free with the open toe and heel; cushioned innersoles add extra comfort. Genuine cowhide in white only. Full and ½ sizes 4-10M, W; 5-10 N,M,W. \$12.00 plus 90c shpg. Old Pueblo Traders, 600-E6R-S. Country Club Rd., Tucson, Az. 85716.

**PEACE, IT'S WONDERFUL**

Ask any coin collector, and he'll tell you that the famous American PEACE Silver Dollar is the last of the great pure silver collector's coins minted! The only American coin with the word PEACE . . . this is truly a fine acquisition. Framed in rhodium finished metal designed in a sunburst circle, to insure a long and beautiful life. On a 24" chain.

\$25.00 ppd.



Satisfaction Guaranteed Write for catalog

**H. N. Drew, Ltd. Dept. EK-64**

49 Mamaroneck Avenue, White Plains, N.Y. 10601

**PLAY GUITAR IN 7 DAYS OR MONEY BACK**



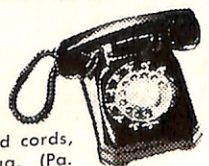
In this Special Introductory offer you get ED SALE'S famous 66-page Secret System worth \$4.00 which shows you how to play a beautiful song the first day and any song by ear or note in seven days! Contains 52 photos, 87 finger placing charts, etc., plus 110 popular and western songs, (words and music); 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 **\$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 50c 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 SALE Studio 393-H, Avon By the Sea, N.J. 07717

**SPECIAL Modern Type Dial PHONE**



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

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

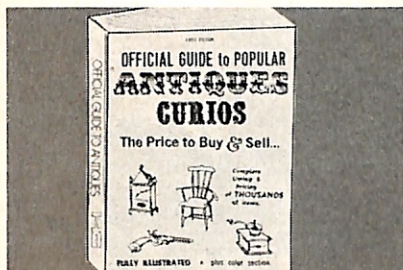
Above prices include shipping and handling charges anywhere in continental U.S.A. IF this ad is included with order. Send check or M.O. to

**SURPLUS SAVING CENTER**

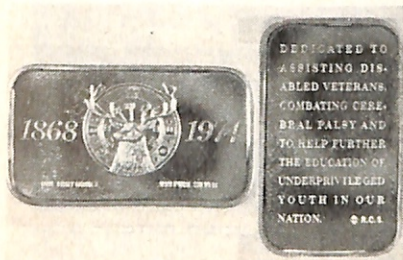
Box 117, Dept. EFS-64, Waymart, Pa. 18472



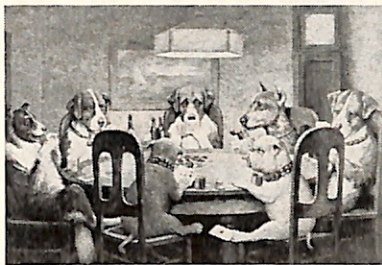
**ELK BUTTONS** make fine cuff links, blazer sets and tie bars. These beautiful 24 kt. gold-plated buttons bear the Elks emblem and are made into lovely jewelry. Cuff Links, \$5.00 a pair. Blazer Sets (3 large and 4 small), \$5.75 a set. Tie Bars, \$3.00 ea. Ppd. Order from Button-Links, Box 387 EM, Sherman, New York 14871.



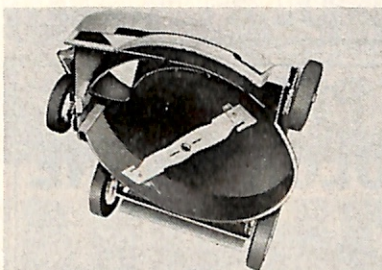
**BE AN ANTIQUES AUTHORITY** by reading the fact-filled "Official Guide to Popular Antiques, Curios" (2nd Ed.) 300-pg. book has illustrated sections on all fields of antiques with prices to buy and sell. 16 pages in full color! Handy 5"x7" size. Only \$5.00 plus 60¢ shpg. Circle Tree Top House, Box 502, Dept. E-46, Spring Green, Wis. 53588.



**SILVER BAR WITH ELKS EMBLEM.** 1 Troy ounce of .999 fine pure silver in a 2"x1 1/8" bar is a fine, valuable gift for an Elk. A 1974 bar is \$12.50 and your Lodge No. can be engraved on bar for \$1.50 extra. (Calif. res. add 6%.) Made for D & J by Letcher Mint, D & J, Dept. "A", 8558 Westminster Blvd., Westminster, CA. 92683.



**FAMOUS POKER PLAYING DOGS** in full color. Set of four famous lithographs (12"x16") by C. M. Coolidge are full of detail and humor. Only \$3.00 ppd. and incl. free is "A Friend in Need" (pictured). 2 sets (10 prints), \$5.00. Add 25¢ shpg. per order. American Consumer Inc., Dept. PO-174, Caroline & Charter Rds., Philadelphia, Pa. 19176.



**CONVERT ROTARY MOWER INTO POWER MOWER** by attaching Power Rake. Just remove mower blade and bolt Power Rake in its place. Hatches, loosens, removes dead grass, mulches leaves, helps prevent lawn fungus. Fits 95% of all rotary mowers \$4.99 + 75¢ shpg. Jay Norris Corp., Dept. EL-64, 25 W. Merrick Rd., Freeport, N.Y. 11520.



**BUSINESS CARD MONEY CLIP**—the smart, personal way to carry your money. You send your business card to be photographed and made into this handsome sterling silver money clip. Fathers love it; executives are proud to carry it. A perfect award item too. 7/8"x1 1/8". \$20.00 plus 50¢ shpg. Holiday Gifts, Dept. 706-D, Wheat Ridge, Colo. 80033.



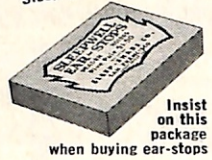
## How thousands **SLEEP BETTER** —day or night

For over 25 years **SLEEP SHADE**—with its unique design has provided the complete darkness needed for sound sleep. Over 2 million have been sold because **SLEEP SHADE** provides absolute comfort and satisfaction.

**SLEEP SHADE** in fine quality black satin and sateen... \$3.00.



Look for the original Sleep Shade in this box



Insist on this package when buying ear-stops

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

If your Drug or Department Store cannot supply you, we will mail immediately on receipt of your remittance. Mail orders please include 25¢ to defray costs of postage and handling. Full refund if not completely satisfied.

### **SLEEP SHADE COMPANY**

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

## ADJUSTABLE T.V. POLES

Hold your portable T.V. right where you want it without awkward tables or stands. Takes any width, up to 14" deep. 17" high. Black decorator pole has spring tension rod to adjust to 7 1/2 to 8 1/2 ft. ceiling heights. Can be set up in Hi or Low position. Hi position is great for reclining watchers.

Made in U.S.A. We ship in 24 hrs.  
**\$12.95** plus 1.00 postage.  
Extension for higher ceiling, add \$2.00.  
Write for **FREE** catalog of gifts.

### Holiday Gifts

Dept. 706-A  
Wheat Ridge, Colorado 80033

## WHY DO IT THE HARD WAY?

**THE adjustable**  
ALL IN ONE  
GOLF CLUB

Does everything a set will do!

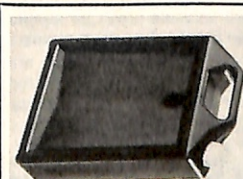
JUST DIAL YOUR  
SHOT - PUTTER-  
DRIVER - 3-5-7-9  
IRONS

It's so SIMPLE, PRACTICAL and really all you need to play your best game—THE EASY WAY. We guarantee you'll be pleased or your money back. Just specify right or left (38" medium) (39" long) (36" short) (37" short-med.) only \$44.90 PP.

**INTERNATIONAL GOLF PRODUCTS**  
2960 OAK BROOK HILLS OAK BROOK, ILL. 60523  
You know this makes good sense



**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 satisfy!  
Writewell Co., 807 Transit Bldg., Boston 02115



## SAVE! SAVE! CHANGE YOUR OWN OIL

Change Oil — easily, quickly — and cut costs in half. Perfect for motor oil, transmission fluid and radiator water. PAYS FOR ITSELF AFTER ONE OR TWO USES. Only 5 1/4" high—slides under any vehicle. Big 13" x 11" trough catches all the drips. Holds 18 qts.; easily transported by carry handle. To empty just remove disposal cap and pour. Of heavy, heat resistant, unbreakable polyethylene for a life time of use. Only \$4.95 plus 90¢ shpg.

**JEMBEE PRODUCTS** 1116 Harding Street Bridgeville, Pa. 15017

**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!

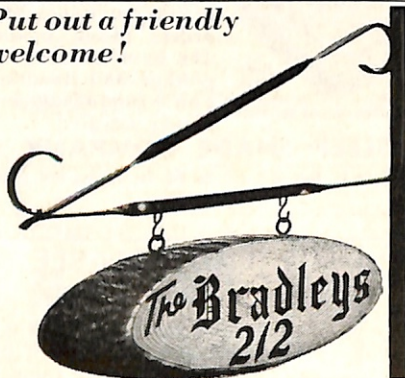
SATIN SHEET SETS (2 straight sheets, 2 cases)  
 Double Set \$20.50 Queen Set \$23.50  
 Twin Set 19.98 King Set 27.50

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-6  
 Chicago, Ill. 60640

\*Exotic satin fashions for over 20 years!

Put out a friendly welcome!

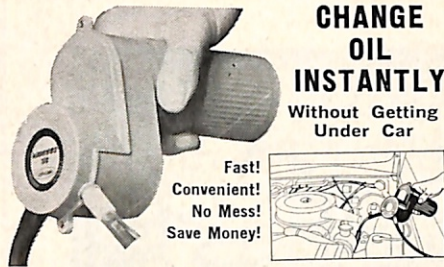


**LAWN SIGN**  
 framed in its own bark

Old English lettering on both sides of beautifully grained ashwood approx. 5x14", weatherproofed for long life. Matte black hanging bracket and hardware included for only \$9.95 + \$1 post. A welcome gift too. Send name and number desired.

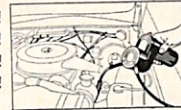
Money back if not absolutely delighted.

**Countrycraft**  
 Dept. E6, Line Lexington, Pa. 18932



**CHANGE OIL INSTANTLY**  
 Without Getting Under Car

Fast!  
 Convenient!  
 No Mess!  
 Save Money!



**NEW ELECTRIC OIL CHANGER**

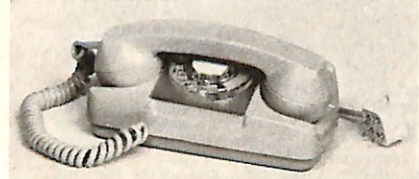
With Vacuum Action Works From Oil Level Gauge.

For Autos, Trucks, Boats, Tractors, bulldozers, snow mobiles. Powerful rotary vacuum pump with 13,500 rpm D.C. motor is generated by current from any cigarette lighter receptacle or 12V vehicle battery. Housing unit is of sturdy tough polypropylene, compact (3" x 5" x 6"), weighs about 1 lb. Buy quality oil in bulk, start saving money. Comes complete with depth sounding wire, flexible suction tubes, vinyl exhaust pipe and stopper, simple instructions. Only \$18.95 plus \$1.50 pp.

Send check or M.O. Full 1 year guarantee.

**J. W. HOLST, INC., Dept. EK-674**  
 1005 E. Bay St., East Tawas, Mich. 48730

**PRINCESS COLOR PHONE**



Own your own Original Princess telephone in blue, green, pink, white or beige with no rental charge at all. Fitted with standard cord and plug for instant use.

A limited quantity **Only \$1995** available at a special price.

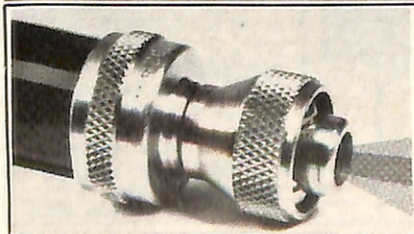
(Shpg chge \$1.50)

If ringer is needed add 10.00

SEND FOR FREE CATALOG

**Grand Com Inc Dept. EL 6-4**

324 5th Ave., N.Y. 10001

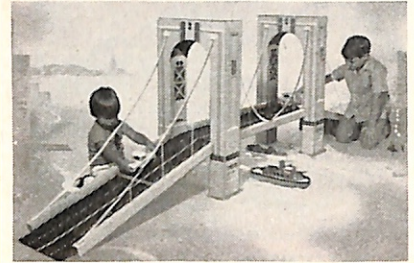


**NEW! Adjust-A-Power Hose Nozzle**

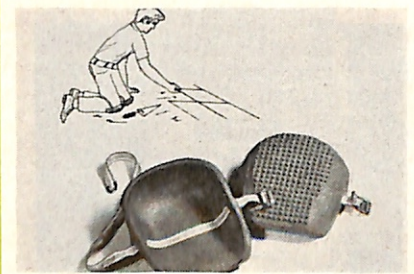
has 50% more power and lifetime leakproof guarantee. The ONLY adjustable nozzle with solid jet stream. Precision made of solid brass with stainless steel ball bearings. Easy fingertip control permits adjustable sprays: pin-point, fan spray, solid jet stream, or complete shut off. No washer needed—ever! Ideal for patio, garden, auto, driveway, or industry. **MONEY BACK GUARANTEE.** Order direct from **LARCH, Dept. 602-D, Box 770 Times Sq. Sta., New York 10036**

**269**  
 plus 45¢ shipping & hndlg.

**Elks Family Shopper**



**GIANT BRIDGE IS 6 FEET LONG** and 30" high—an engineering masterpiece to keep kids happy for hours. Sturdily constructed, easy to put together or take down in minutes. Trucks and cars can roll along its rigid, 4-lane highway to tollbooth. No tools necessary. \$9.95 plus \$1.00 shpg. Romar Sales, Dept. RS-18, 380 Madison Ave., N.Y. 10017.



**CUSHION KNEE PADS** keep your knees from becoming sore and stiff during household work. They're soft, durable sponge rubber with fully adjustable straps so you can wear them over or under your clothing. Great for gardening. \$4.49 plus 90¢ shpg. Don Stuart Research, Nehalem & Columbia Sts., Birkfeld, Oregon 97016.



**STARLIGHT, DIAMOND BRIGHT** is the dazzling Titania man-made jewel. At only \$15.00 a carat, a sparkling one-carat Titania in the magnificent Starlight setting of 14 kt. gold costs just \$56.00. Titania may be cut to fit your jewelry too. Write for free ring size chart, 120-pg. catalog. Regent Lapidary Co., Dept. ELP-6, 511 E. 12 St. N.Y. 10009.

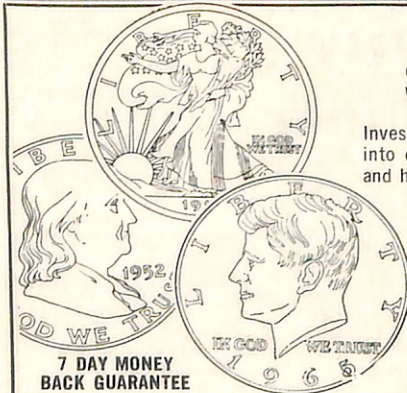
**Coupon for Advertisement on Back Cover**

**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
White Loafer			
Black			
Braid Loafer			
Brown			
Monk Strap			
White			
Monk Strap			
Burgundy			
Loafer			
Black Oxford			
Brown Oxford			

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

740-42  
 Name \_\_\_\_\_  
 Street \_\_\_\_\_ Apt. No. \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip Code \_\_\_\_\_



**U.S. SILVER HALVES SOLD BY THE POUND\***

Invest in SILVER now! Never again will valuable silver be minted into coins! Silver has soared in value for the last several years and has DOUBLED and TRIPLED in recent months! Silver coins are becoming scarcer all the time as they are being melted down. Invest now! Each Silver Sack includes Liberty Walking halves; Franklin halves and Kennedy halves . . . Silver coins, an exciting investment potential!

HALF POUND ..... (A SACK) ..... \$24.90  
 1 POUND ..... (B SACK) ..... \$49.00  
 2 POUNDS ..... (C SACK) ..... \$96.00  
 5 POUNDS ..... (D SACK) ..... \$238.00  
 10 POUNDS ..... (E SACK) ..... \$472.00

(Life Member, American Numismatic Assn.)

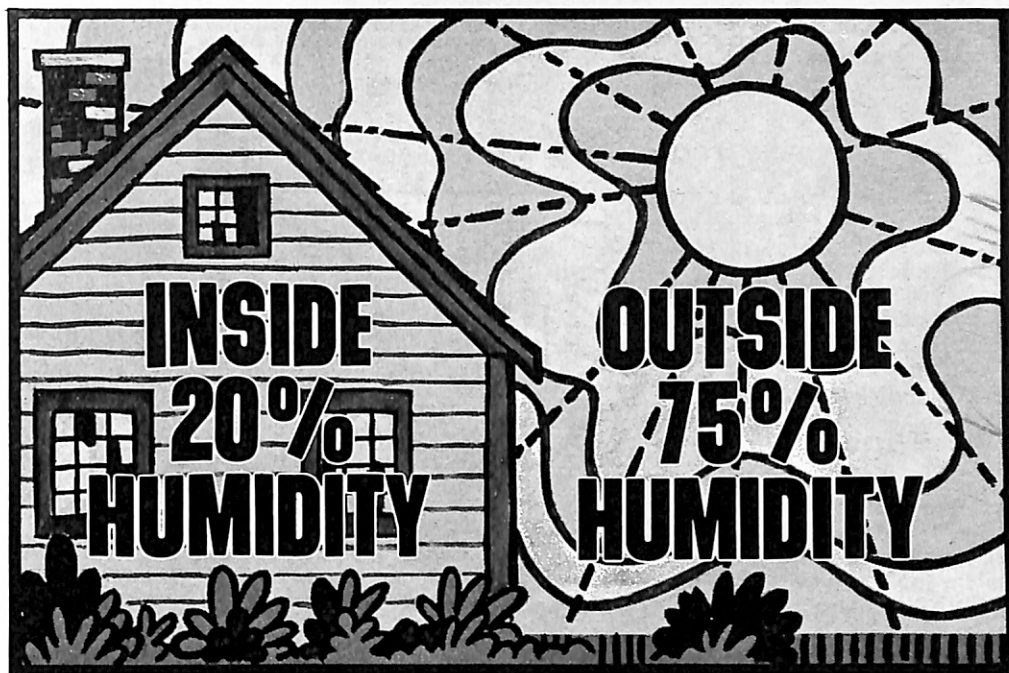
Phone (213) 788-9752

**CENTRE COIN CO., Dept. LK, Sherman Oaks, Cal. 91413**

**7 DAY MONEY BACK GUARANTEE**  
 Add \$1.50 postage & insurance for A, B, C, Sacks. Add \$4 for D & E Sacks. Prices subject to change without notice. BankAmericard & Mastercharge accepted. Allow 10 days for personal checks to clear. \*Troy weight used for all coins.



**GET QUICK RELIEF FROM THAT STICKY FEELING ON HUMID DAYS**



# DEHUMIDIFY AND DRAIN ROOMS DRY

**KEEPS AIR DRY, CRISP AND REFRESHING!**

Here's a space age miracle for modern living. At a cost of only pennies, you can reduce the relative humidity and excess moisture from any room, closet, attic or basement in your home for months at a time. DRI-CONTROL stops deterioration from moisture by a simple chemical reaction... without the need of costly electrical dehumidifiers.

**MOISTURE-MAGNET PELLETS GO RIGHT TO WORK**

The special ingredients in DRI-CONTROL are tiny moisture-magnet pellets that react to moisture in the air and draw moisture in. Water accumulates in the bucket and is periodically drained off.

**PERFECT FOR SUMMER COTTAGES AND COUNTRY HOMES**

DRI-CONTROL is perfect for vacation homes and cottages, as it requires little or no attention. DRI-CONTROL is harmless, non-toxic, non-flammable, and will work for months. There is no plug-in, no electricity, no thermostat... just open the top!

**AMAZING PRODUCT DRAWS MOISTURE FROM THE AIR LIKE A MAGNET**

- Helps eliminate the major cause of mildew, rot, rust, dampness, fungus
- Keeps furniture from drying out, coming unglued
- Keep wall paneling from warping
- Stop peeling walls, dripping pipes, sticking drawers
- Harmless, non-toxic, nonflammable, no electricity



*2lb. container reduces moisture in a 9'x7' (500 cubic feet) room from 75% humidity to 20%. Collected water is poured off and the pellets continue to draw moisture from the air for months.*

----- SATISFACTION GUARANTEED OR MONEY BACK -----

**The Crackerbarrel** Dept. EN-535  
61 CABOT STREET, WEST BABYLON, NY 11704

Please send me those items checked on a full money back guarantee if not satisfied.

<input type="checkbox"/> <b>ONE POUND CONTAINER:</b> For closets, darkrooms, storage chests.	<b>\$2.98</b> plus 50¢ ship. & hdg.	Enclosed is \$ _____ (Check or Money Order)
<input type="checkbox"/> <b>TWO POUND CONTAINER:</b> For small rooms (up to 500 cubic feet).	<b>\$4.98</b> plus 75¢ ship. & hdg.	Name _____
<input type="checkbox"/> <b>FIVE POUND CONTAINER:</b> For basements, attics, garages, sheds.	<b>\$9.98</b> plus \$1. ship. & hdg.	Address _____
<b>COMMERCIAL USERS:</b> Write for quotations.		City _____ Apt. No. _____
		State _____ Zip _____

NY State Residents Add Sales Tax

**NOW  
YOU CAN  
STAND  
AND SIT  
WITH  
EASE!**



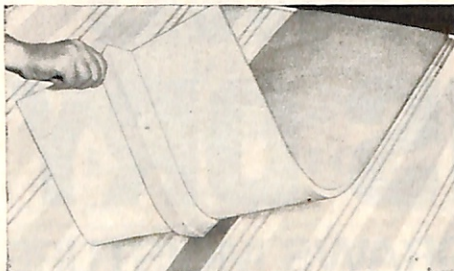
THE BURKE ELEVATING RECLINER'S seat stands you on your feet or seats you gently and easily for comfortable relaxation. With the same ease recline in any position . . . elevating feet and legs as you relax. The seat's strength is put into gentle motion with fingertip control.

New independence is yours—  
or for someone special to you.

Write for Free color catalogue, price list and information on our "TRY BEFORE YOU BUY" plan with no obligation.

**BURKE** INC.

P.O. Box 1064, Dept. E-74-E  
Mission, Kansas 66202 • (913) 722-5658



**KING BED CONVERTER**

Convert your twin-size beds into luxurious king-size bed in seconds! Just place comfortable polyurethane SPAN-A-BED between 2 twin-size beds. Fits snugly—you'll never know it's there. Save dollars—no need for special bedding. A full 6' long, 14" wide. Light, strong SPAN-A-BED will support the strongest man. Rolls up for easy storage when not in use.

\$5.98 + 75¢ hdlg.

**HOLIDAY GIFTS**

Dept. 706-B, Wheat Ridge, Colorado 80033

**MAN'S WIG \$7.95**  
no need to pay \$50

Stretch Wig Completely Covers  
All Your Hair and Sideburns

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



FRANKLIN FASHIONS, Dept. M-370

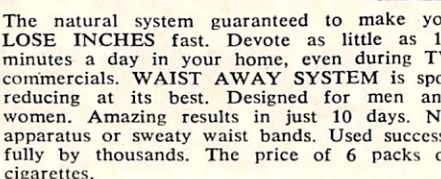
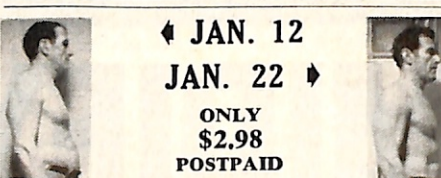
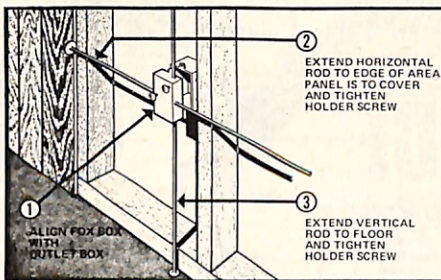
103 E. Hawthorne Ave., Valley Stream, N.Y. 11580

**The FOX BOX**

A FOOLPROOF METHOD FOR LOCATING ELECTRIC BOXES IN PANELING OR WALL BOARD.

\$9.50 Delivered (No C.O.D.)

Write: THE DOT BOX CO., INC.  
1804 Whittier, Springfield, Illinois 62704



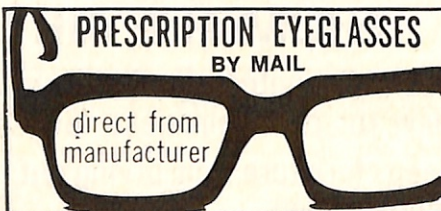
◀ JAN. 12

JAN. 22 ▶

ONLY  
\$2.98  
POSTPAID

The natural system guaranteed to make you LOSE INCHES fast. Devote as little as 10 minutes a day in your home, even during TV commercials. WAIST AWAY SYSTEM is spot reducing at its best. Designed for men and women. Amazing results in just 10 days. No apparatus or sweaty waist bands. Used successfully by thousands. The price of 6 packs of cigarettes.

WAIST AWAY SYSTEM Box 662  
58 Commercial St. Holyoke, Ma. 01040



Your own doctor's prescription will be filled, or your present lenses duplicated. The latest fashions. All types of lenses available. Accuracy and perfect fit absolutely guaranteed.

SEND FOR FREE FAMILY CATALOG. TODAY!  
Established 1959

PRISM OPTICAL INC.  
Dept. E-110, 135 West 41st St., N.Y., N.Y. 10036

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

ORDER DIRECT from  
**MONROE**

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

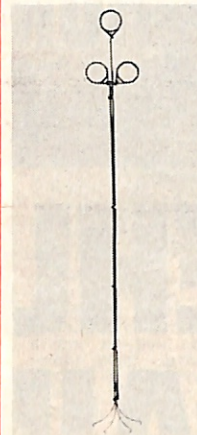
**Elks Family Shopper**

Shows Actual Size

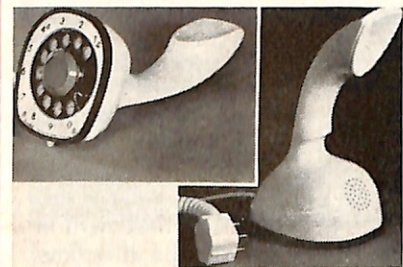
YOUR NAME & ADDRESS  
(and/or anything else you want)  
Printed Like This on 2 to 5 Lines  
ON 300 GUMMED LABELS

MRS. EDWARD A. WILLIAMS  
210 Chestnut Street  
BOSTON, MASS. 02108

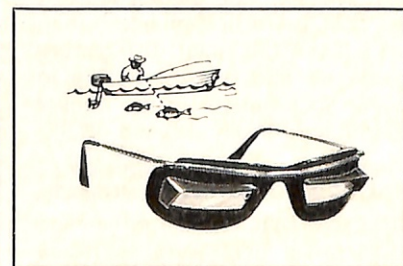
RETURN ADDRESS LABELS save you time and money. These inexpensive, thoughtful gifts are large and legible as shown. Printed in rich blue ink on snow-white gummed paper. Plastic gift box. Any wording up to five 35-character lines (4-wk. delivery.) 300 for \$1.50; 3 orders (any 3 imprints), \$3.75. Ppd. The Writwell Co., 808 Transit Bldg., Boston, Mass. 02115.



MECHANICAL FINGERS reach small articles in high places, recover small tools lost in plumbing, place bolts in hard-to-reach hole. Wire fingers of spring steel are especially good for handicapped people. 24-inch, \$2.50; 16-inch, \$2.25. Both only \$3.50. Ppd. Write for quantity prices. E. B. Christy, 5129 No. 6th St., Phoenix, Az. 85012.



ALL-IN-ONE ERICOPHONE. Popular European-style phone has receiver and dial in one unit. You lift to dial on the bottom; set down to cut off. In red, white, aqua, pink, ivory, beige. No buzzer, \$39.95; with buzzer, \$49.95; with tweeter, \$59.95. Add \$1.50 shpg. Write for catalog. Grandcom Inc., Dept. EL, 324 Fifth Ave., N.Y. 10001.

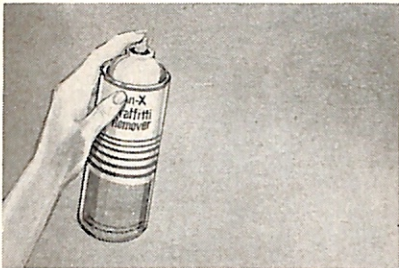


FISH CAN'T ESCAPE when you wear "Fish-Locator" Glasses that let you see below the surface. Special glasses eliminate water reflections and make it easy to see below the water's surface to where the fish are. Easy to use. Only \$7.95; 2 for \$15.00. Ppd. Order from S & S Company, Dept. EM6, 1199 Broadway, New York, N. Y. 10001.

## Elks Family Shopper



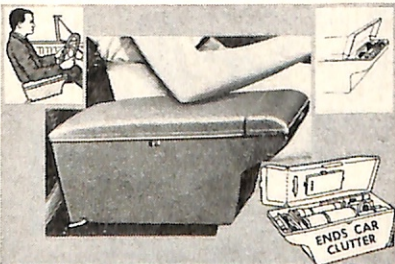
"SPEED-MINDER" reminds you to maintain safe speeds. Transistorized, battery-powered Advance Radar Warning clips to car's sun visor, emits a warning signal when you enter a radar zone allowing time to check your speed. \$29.95 + \$1.50 shpg. N.C. res. add 4%. Allen's Specialty Sales, Dept. 1001-C, P.O. Box 21645, Greensboro, N.C. 27420.



**SURFACE CLEANER** takes off all stains, grease, wax, that cling so hard to walls and other surfaces. Just spray Vandal-X Graffiti Remover on stain and wipe away. Won't run off, dry out or evaporate. Harmless to any surface. 14.5 oz.-can, only \$2.99 plus 60¢ shpg. Jay Norris Corp., Dept. EL-64, 25 W. Merriek Rd., Freeport, N.Y. 11520.



**TIMELY PENDANT.** Elegant and practical, the Pendant Watch looks just right on any outfit. Its Swiss-made precision movement is guaranteed to keep perfect time. Pendant is brilliantly fired enamel in beautiful white, tortoise or ivory. Suspended on a lovely 22" gold-plated chain. Gift-boxed. \$27.50 ppd. H. N. Drew, Ltd., Dept. EK-64, 49 Mamaroneck Ave., White Plains, N.Y. 10601.



**COMFORT FOR THE DRIVER**—and passenger too. Car Arm Rest/Caddy offers an arm rest with 3 handy compartments underneath to hold car accessories—tissues, glasses, maps, 15"x6"x7", fits in front or back of car. No tools needed to install. Black Morocco finish. \$7.70 ppd.; 2 \$14. Ppd. Merit House, Dept. EK-64, 151-30 34th Ave., Flushing, N.Y. 11354.



# EVERYBODY'S STEAMCLEANER!

## HOT DOUBLE OFFER!

... and almost everyone is a prospect

### TAKE THE FOOLISHNESS OUT OF STEAMCLEANING

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

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

**BIG MONEY 2 WAYS**

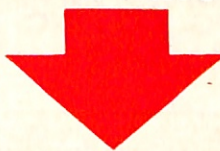


Produces Hot Steam **FAST!**

DEALER'S PRICE

**\$189<sup>50</sup>**

Shipped from factory near Sioux Falls, S.D.



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

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

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

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

MAKE YOUR SUKII PROFIT CHOICE  
AND MAIL COUPON TODAY!

**SUKII INTERNATIONAL** P.O. BOX 1653  
SCOTTSDALE, ARIZONA 85252

CLEAN UP RIGHT HERE  
Get All The Facts!

SUKII Dept. E-6  
P.O. Box 1653, Scottsdale, Arizona 85252

Tell me how to clean up with newly designed SUKII instant steam cleaning machine!

Here's check or m.o. for \$189.50—rush one demonstrator machine (\$325.00 retail value) and moneymaking details.

Tell me how to get started as SUKII dealer.

How do I qualify for that EXCLUSIVE FRANCHISE and PROTECTED TERRITORY as a SUKII distributor?

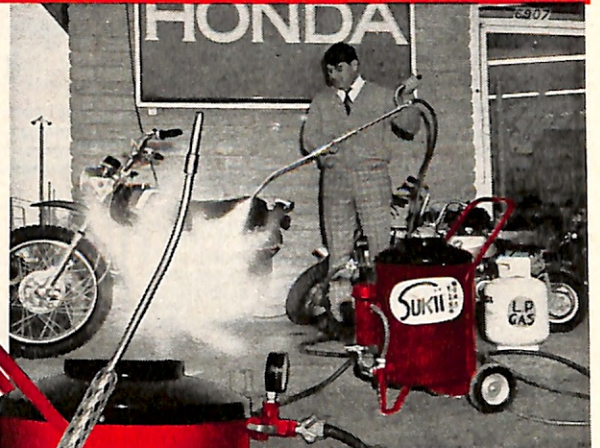
PHONE \_\_\_\_\_

NAME \_\_\_\_\_

SHIPPING ADDRESS \_\_\_\_\_

(Please do NOT use P.O. Box No.)

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



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



**FREEDOM FOR THE MALE**  
**"NUDE DUDE"**  
 SWIMBELT/SWIMSUIT  
 For the guy who likes to swim in the buff. On the beach it's a good-looking nylon olympic brief. In the water (waist deep) unsnap the crotch seam and roll into a neat hidden waistbelt for carefree swimming. Resnap again for beachwear. Only the mermaids will know. Grafted tailoring throughout. \$12.95. All sizes. Write for info on women's nude bikini.

**FREEDOM FOR THE MALE**  
**JOCK SOCK**

A 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. Ends show thru seat seams under doubleknit & white pants for a trim, masculine look. Thousands of men wear Jock Sock for both daily wear and sports for a bit of support without being "up-tight." In soft 4-way stretch nylon. Sold by waist size. \$3.99 ea. 3/\$10.

facial lines do turn to wrinkles unless...



**A REMARKABLE NEW PRODUCT FOR FACIAL LINES & WRINKLES**

VITASTICK is not just another messy cream, lotion, coverup or skin irritant. It is a new, concentrated compound-in convenient tube stick-of deep moisturizers & research developed ingredients with the skin vitamins A, D & E. Just stroke it on facial lines & wrinkles once or twice a day to help maintain a more youthful looking skin. Pocket it with you. It works. 6 month tube \$5. Orders returned within 48 hours via 1st class.

SEND 50¢ FOR COLOR BROCHURE OF JUMPSUITS, UNDERWEAR, SWIMSUITS & SAFARI SUITS.

Brawn of Calif. EL-405 5088 Lotus St. San Diego, Ca. 92107 No C.O.D.'s please

Jock Sock  White  Navy  Nude Tan  Nude Dude  Blue  White  Asst. Pat. How Many \_\_\_\_\_ Waist Size \_\_\_\_\_  Brochure Add \$1 postage & handling. Orders sent prompt 1st Class.

VitaStick. \$5 includes postage.

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

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



**TITANIA**

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

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

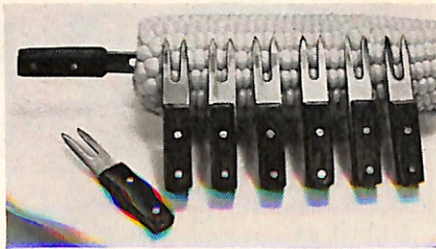


1 carat "Titania" Solitaire set in a beautiful 14 kt. gold mounting. Complete ONLY ..... \$5600

1 carat "Titania" set in a Masculine box style 14 kt. mounting. Complete ONLY ..... \$9000

Write for FREE HANDY RING SIZE CHART & 120 PAGE FULL COLOR JEWELRY CATALOG our 28th year

**REGENT** 10 Day Money-Back Guarantee LAPIDARY CO. Dept. EL-6, 511 East 12 St., New York, N.Y. 10009

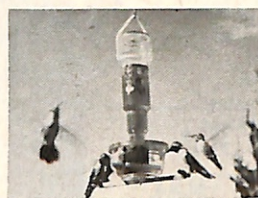


**Corn Pic-ups**

For corn lovers. Handsome rosewood and stainless skewers eliminate burnt or butter-fingers. Treat a hostess . . . or the man of the house. Box of eight \$3.50 plus 50¢ post. 2 boxes (16) \$6.85 plus \$1 post. Sorry No COD's.

**THE GIFT TREE**

Box 55, Dept. EL6-4, Kensington, Md. 20795



**HOW TO LURE HUMMERS:**

Hang one or more "Hummy-Bird Bars"® in your garden. It's a delight to watch them sip from the original four-at-a-time feeder. Beeproof; no drip or rust; glass bottle. Instructions. Guaranteed. \$3.50 plus 50¢ ea. hndlg & pstg. Add 21¢ tax in Calif. No COD's.

**HUMMINGBIRD HEAVEN,**

10726-E Samoa Ave., Tujunga, CA. 91042 (Also makers of the Oriole "Fun-Bar") Made in U.S.A.

**SIDLES AUTO SUN SHADES**



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

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

Coupon for Advertisement on Inside Back Cover

Money Saving MAIL ORDER BLANK These sale prices good for limited time The Best Time To Save Is Now!! RUSH Your Order Now to: **NUTRITION HEADQUARTERS** 104 West Jackson St.—Dept. N-810 Carbondale, Ill. 62901 List items you wish here:

Quantity	Size	Name of Product	Total Price

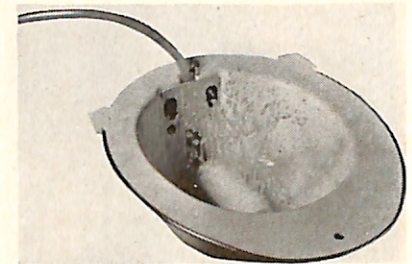
TOTAL—amount enclosed

SATISFACTION GUARANTEED WE PAY ALL POSTAGE

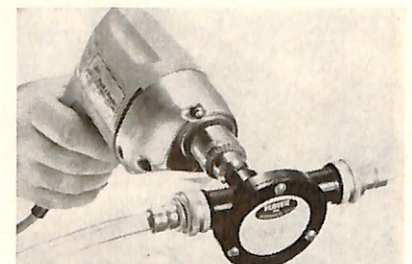
NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_



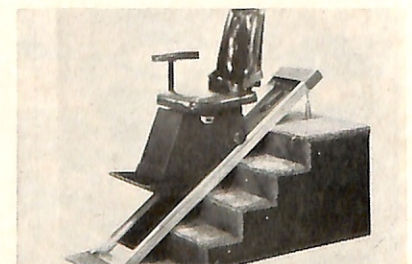
**SILVER SALE.** Real U.S. Silver Dollar, more than 50 years old and fast disappearing, is a fine gift for the collector or the beginner. A valuable investment. Limit one to a customer. Dollar is in circulated condition, date and type of seller's choice. \$5.00 ppd. Also free catalog of coin offers. Littleton Coin Co., Dept. EM-11, Littleton, N.H. 03561.



**PORTABLE "HYGIEA BIDET SITZ BATH"** slips into any size toilet bowl. Flexible hose connects to faucet. Bubbling action provides continuous flow of fresh, clean water. Functions as bidet, sitz bath or whirlpool. \$24.95 + \$1.75 shpg. N.C. res. add 4%. Allen's Specialty Sales, Dept. 1001, P.O. Box 21645, Greensboro, N.C. 27420.

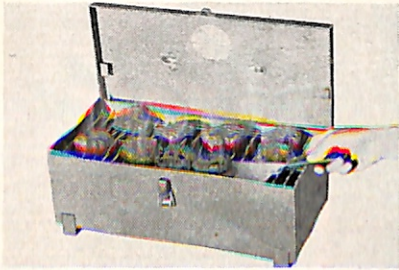


**DRILL PUMP** attaches to your electric drill to pump water, lubricants, solutions, overflow from basement, boats, cisterns. You just set stainless steel shaft in drill and attach garden hose. Pumps up to 200 gallons per hour. Self-priming. \$5.95 plus 75¢ shpg. J. W. Holst, Inc, Dept. ED-64, 1005 E. Bay, East Tawas, Mich. 48730.



**STAIR-GLIDE STAIRWAY ELEVATORS** are easily installed without marring walls. No special wiring. Shipped from factory within 4 days. Choice of colors. Rental-purchase program available. Excellent for senior citizens, recuperating patients. Write Larry Headley, American Stair-Glide Corp., Dept. EE-6, 4001 East 138 St., Grandview, Mo. 64030.

# Elks Family Shopper



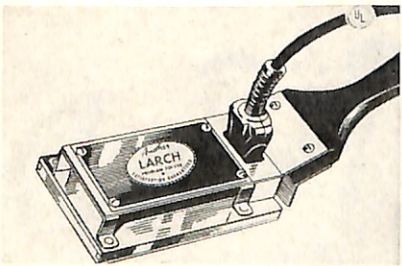
**THE UGLY BARBEQUE GRILL.** It may look ugly but this portable grill barbecues deliciously. And to stop grilling, you just put the top down. In minutes, it's cool. You can re-use charcoal too. Heavy-gauge welded steel; weighs less than 10 lbs. 9"H x 18"W x 10"D. \$13.95 plus \$1.50 shpg. Arthur Mechanic, Inc., Dept. EG, 345 Park Ave., N.Y. 10022.



**CHOOSE YOUR SLOGAN FOR THIS SHIRT.** You pick the slogan, name or ad to be printed on a quality-cotton machine-washable shirt. Limit of 30 letters. Comes in navy or powder blue. S, M, L, XL. Long Sleeve Sweatshirt, \$5.95. T-Shirt, \$3.95. Add 50¢ shpg. each. Add \$2.00 for printing on both sides. Holiday Gifts, Dept. 706-C, Wheat Ridge, Colo. 80033.



**CAN SEALERS** keep contents of a can flavor-fresh after you've opened the can. No drink will go stale with these handy sealers to lock in its freshness. Just press Can Sealer into place and seal in the fizz. Set of 10 includes 2 each of 5 different shapes to fit all size cans. \$1.00 ppd. The Mail Box, 1102 W. Woodbury Dr., Harbor City, CA. 90710.



**PROFESSIONAL ELECTRIC PAINT REMOVER** takes off up to 12 layers of paint down to base wood. Use this easy-to-operate electric remover on flat, curved or irregular surfaces. Completely safe indoors or out. All parts are factory-replaceable free. Only \$13.98 plus \$1.00 shpg. Larch, Dept. EL6, Box 770, Times Sq. Sta., New York, N.Y. 10036.

**LOW COST!**  
**BLOW YOURSELF UP®**

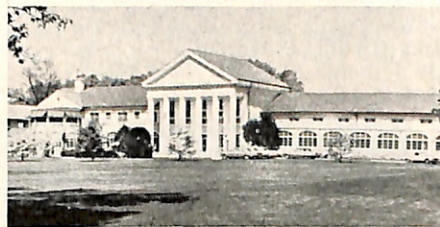
**FULL COLOR PHOTO POSTER**  
 Brilliant, full color photographic posters from any color photo. Great room decoration, gift idea.  
 1½x2 ft. 1x1½ ft. 2x3 ft.  
 \$7.50 \$4.50 \$14.50

**BLACK-AND-WHITE POSTERS** From any b&w or color photo, Polaroid, or illustration.  
 2x3 ft. — \$3.50 1½x2 ft. — \$2.50 3x4 ft. — \$7.50  
**\$1.00 SPECIAL!** B&W duplicates — 1½x2 or 2x3 ft. only \$1.00 ea. with original b&w or color order.  
**RUSH SERVICE!** Shipped 1st class in 1 day. Addit. \$2 per poster. B&W only.  
 If ordering from slide or neg., add \$1.00 per poster. Your original returned. Add 50¢ postg. & hdlg. for EA. ITEM ordered. N.Y. res. add tax. Send check, cash or MO. No COD's.  
**PHOTO POSTER, Dept. EK64, 210 E. 23 St. NYC 10010**

**NAME TIES**

His name worked into a neat pattern on this quality tie. Worn, it's a design; turn it sideways and his name can be read. Blue, brown, green or maroon. Specify color or we send blue. PRINT name desired. Only \$4.25 ppd. Dead-line for Christmas orders is Nov. 15. Ties designed for clubs, etc.

**ART STYLE CO.**  
 Box 166-K, Arlington, Mass. 02147



**THE ELKS NATIONAL HOME**  
*makes life worth living*  
 For Full Information, Write  
**ELKS NATIONAL HOME**  
 BEDFORD, VA. 24523

See Advertisement on Inside Front Cover

**HABAND Direct Service Department**  
 265 North 9th Street  
 Paterson, New Jersey 07508  
 Gentlemen: Please rush \_\_\_\_\_ pairs Executive Slacks for which I enclose \$\_\_\_\_\_  
**GUARANTEE:** If I don't want to wear the slacks when I see them, I may return them for full refund of every penny I paid you.  
 741-02  
 Name \_\_\_\_\_  
 Street \_\_\_\_\_ Apt. No. \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip Code \_\_\_\_\_

**FIND YOUR WAISTS & INSEAM HERE**  
**WAISTS:** 29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54.  
**INSEAMS:** 26-27-28-29-30-31-32-33-34.  
 3 PAIR 29.70 4 PAIR 39.20  
**ALL 5 PAIRS FOR 48.75**

COLOR	How Many	Waist	Inseam
WHITE			
NAVY			
GOLD			
BURGUNDY			
Olive GREEN			

**FREE TRIAL OFFER\***

**115 VOLTS**  
**Power From Your Vehicle**  
**\$25 ONLY**  
**\$25.**  
 Special Issue Price  
 Purchase 3 to 11 for \$15.50 each

**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 it is a Battery Charger and Arc Welder, emergency power anytime and anywhere.  
 \*If not fully satisfied return in 10 days for full refund.

**AUTOMOTIVE AND TRACTOR SUPPLY CO.**  
 5854 W. Division St. Chicago, Ill. 60651 Dept. 22  
 Enclosed is my check or money order for \$\_\_\_\_\_ including sales tax, if any.  
 credit card  
 Carte Blanche  Master Charge  
 Bank Americard  American Express  
          
 Expiration Date \_\_\_\_\_  
 Inter-Bank # \_\_\_\_\_  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_  
 City \_\_\_\_\_  
 Signature \_\_\_\_\_

**GREENHOUSES FROM \$129.95.** Now you can grow superior flowers and vegetables all year 'round in shatter-resistant Fiberglass and UltraViolet Shielded greenhouses, from \$129.95 12' model (shown above). Easily assembled, extra sturdy, custom features. Nation's lowest prices. Budget plans. Free catalog. Peter Reimuller, Greenhouseman™, Box 2666 L-6, Santa Cruz, Ca. 95063.



## GOLFER'S DIVOT FORK & GROOVE CLEANER

Golf's most useful tool! Use the fork to lift and level on-the-green divots perfectly in seconds (no more jabbing with a tee), and to clean shoe cleats and balls. Use the 5 tiny nubs on the bottom of the handle to scrape clean the grooves of the irons like magic, cleans all the grooves of each iron in 2 passes to achieve proper backspin on each shot. Only 2½ inches long, hangs on golf bag or keychain. Solid stainless steel, guaranteed forever. Owner's initials smartly engraved. Full price \$5.00 each. Money back if not delighted. We ship in 2 days. Mail to ELGIN ENGRAVING CO., 953 Edwards Ave., Dundee, Illinois 60118.

# BINGO

**FOR PERMANENT FUND RAISING**


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

PLEASE GIVE NAME OF ORGANIZATION.

**'BINGO KING'**  
DEPT. 937, BOX 2588, LITTLETON, CO. 80120

## BASEMENT TOILET

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



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

## BE YOUR OWN DECORATOR!

Planning to furnish in a new "Life Style" suited to your personality? Our expert interior designers have developed a personalized questionnaire related to our simple professional method. Send only \$1.25 processing charge for questionnaire (check or m.o.). Allow 2 wks. Carnegie Interior Design Inc., Dept. 19, 65 East 8th St., New York, N.Y. 10003.

## JOKES FOR SPEAKERS!

Now you can get an up-to-date monthly joke letter containing approx. 100 topical one-liners and funny stories. Created by top-Hollywood comedy writers. Ideal for E.R.'s, officers, bus. meetings, etc. Helps you hold your audiences with humorous material. Only \$60 year — sample issue \$5.00. Send check or money order to:

**JOKES UN-LTD., Dept. E**  
P.O. Box 69855 Hollywood, Cal. 90069

## MINIATURE GOLF

INDOORS — OUTDOORS

1 to 2 year return of investment

**Lomma** Enterprises, Inc. Dept. #28  
Lomma Building, Scranton, Pa. 18503

Financing available.  
Director of marketing for full details and literature.

## 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



## LOW COST POWER-SNAKE

The KING-SNAKE Model K-38 clears those unexpected stoppages in a jiffy. Factory-direct prices. Write:

**KING-SNAKES, INC.**  
170 West Live Oak Ave.  
Arcadia, CA. 91006



## MILITARY STUFF

5000 Products—All New! Patches, Medals, Berets, Insignia, Rings, Knives, Flares, Survival Gear. Fifty Pages! Mail 50c (refunded with first order) **KEN NOLAN**, HQ 60, Irvine, Calif. 92705.

# ELKS NATIONAL SERVICE COMMISSION



Clawson-Troy, Mich., Elks hosted veterans from Allen Park VA Hospital to dinner and recreation at the lodge. Gifts were sent to the hospital for patients who could not attend. With some of the guests were ER Oliver Chayie (standing, fifth from left), PER Emmitt Alley (sixth), and Est. Loyal Kt. George Schwarz (seventh).



An Elks arts and crafts contest was sponsored at the Columbia, South Carolina VA Hospital. Edwin Kerrison (second from right), a patient, received an award from Vets Chm. Augustus Fitch as (from left) De Bruhl Cobb, Dr. Luis Fernandez, Elisabeth Poat, and Hospital Director Lamm observed.



Twenty tanned deer hides were presented to District Vets Chm. Harold Templin (center) by State College, Pa., Lodge. ER Richard McClure (left) and PSP Robert McCormick (right) made the presentation of hides for occupational therapy work at the Lebanon VA Hospital.

a celebrity would have been buried in an unmarked grave, just as there is no valid reason for holding funeral services before daybreak. The fact that no members of Ney's family attended the funeral is added evidence that there was no body in the coffin. At least, if there was a body, it was that of a nameless corpse—a derelict, peasant, suicide, war victim—not that of a world-famed military figure. It is equally likely that the coffin was filled with rocks or a log. Since burial was to follow in an unmarked grave, it made little difference what was in the grave.

After the faked burial, friends of Ney helped him to reach the coast, where he boarded the ship for America. Ney's wife and children were left in France, but not in poverty. Madam Ney lived comfortably in a million-franc home, where she was aided by servants who even carried along a bed in the event the mistress might desire a nap during the course of an afternoon walk.

Why didn't Madam Ney follow her husband to America? One reason is that such an action would have exposed the firing squad hoax and would have meant virtually certain death for Ney, even in America. Inevitably it would have meant severe punishment for soldiers and other friends implicated in the escape plot.

Another argument against the theory of the dual life of Ney is that the teacher often spoke in German, not French. However, it must be remembered that Ney grew up on the border of France and Germany and that many of the natives speak both languages fluently. It would have been safer, in fact, for him to speak German. There is also the possibility that the rural folk in Rowan County at this time in history might not have recognized German—particularly if the people in question were schoolchildren, who reportedly heard the foreign tongue.

The answer may never be found, at least to the satisfaction of everyone. But the people in Rowan County, North Carolina, have their answer, one that is permanently recorded on the grave marker of their mysterious school teacher. The epitaph on Ney's second grave more than compensates for the lack of a marker in the Luxembourg Gardens burial ground; it tells the story as Ney's neighbors believed it:

In Memory of  
Peter Stewart Ney  
a native of France and  
soldier of the French Revolution  
under  
Napoleon Bonaparte  
who departed this life  
November 15th, 1846  
aged 77 years

# THE MIAMI BEACH CONVENTION PROGRAM

**110th Session Grand Lodge, B.P.O. Elks  
Miami Beach, Florida — July 7-11, 1974**

## REGISTRATION

**SATURDAY, JULY 6, 9 AM** and continuing daily during the Convention. Representatives (Exalted Rulers), Grand Lodge members, visiting Elks and ladies—The Fontainebleau Hotel, Ocean Front, 44th and 47th Streets, Miami Beach, Florida. This is the Information Center for delegates, their families and visitors. The first obligation is to register so that all concerned will be properly informed about the Convention and the facilities offered by Miami Beach, recommended restaurants—ladies information, sightseeing tours, etc.

## REGISTRATION HOURS

Saturday—July 6	9:00 AM to 5:00 PM	Tuesday—July 9	9:00 AM to 5:00 PM
Sunday—July 7	9:00 AM to 5:00 PM	Wednesday—July 10	9:00 AM to 5:00 PM
	8:00 PM to 10:00 PM	Thursday—July 11	9:00 AM to 10:00 AM
Monday—July 8	8:00 AM to 5:00 PM		

## GRAND LODGE SESSIONS

All held at the Fontainebleau Hotel as follows:

**SUNDAY, JULY 7, 8:30 PM**—Official Grand Lodge Opening Ceremonies. Grand Ballroom. Addresses of welcome by State and City officials and Hon. William A. Wall, Past Grand Exalted Ruler, who will preside. Principal address by Grand Exalted Ruler Robert A. Yothers.

**MONDAY, JULY 8, 9:00 AM**—Opening Grand Lodge Business Session—Grand Ballroom. Election of Grand Lodge officers for 1974-75. Report of Americanism Committee.

**MONDAY, JULY 8, 2:00 PM**—District Deputies-designate—photos as per advance notification and schedule.

**TUESDAY, JULY 9, 9:00 AM**—Grand Lodge Business Session—Grand Ballroom. Following business session at 1:30 PM, Grand Exalted Ruler-elect's personal conference with Exalted Rulers, at which the Grand Exalted Ruler-elect will outline the Grand Lodge program for the coming year—Grand Ballroom. (Note: Arrangements have been made for a special—no host luncheon in the Grand Ballroom for the convenience of all.) Pre-lunch reception—**EXALTED RULERS ONLY**—Fontaine Room at noon.

**WEDNESDAY, JULY 10, 9:00 AM**—Opening Session Grand Lodge—Grand Ballroom. Reports and awards by Elks National Foundation, Elks National Service Commission and Youth Activities Committee. Following business session at 12:30 PM, Grand Exalted Ruler-elect's personal conference with State Association Presidents. (Note: arrangements have been made for a special—no host—luncheon in the Francine-Louis Philippe Room, Mezzanine floor for the convenience of all.)

## 11 AM MEMORIAL SERVICE

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

**WEDNESDAY, JULY 10, 9:00 PM**—Grand Ball—Grand Ballroom honoring Grand Exalted Ruler Robert A. Yothers and Mrs. Yothers. All Elks and ladies invited. Admission by badge. Surprise entertainment. Refreshments available.

**THURSDAY, JULY 11, 9:00 AM**—Final Grand Lodge Business Session—Grand Ballroom. Installation of newly elected Grand Lodge officers. Ladies and visiting Elks invited and urged to attend open installation of officers at 11 AM.

**FRIDAY, JULY 12, 9 AM to 5 PM**—Induction of District Deputies-designate, followed by Conference with Grand Exalted Ruler; State Association Presidents invited—Fontaine and Fleur de Lis Rooms. This session will conclude at approximately 5 PM. Advance return reservations for those involved should be determined by this mandatory schedule.

## RITUALISTIC CONTEST

**SATURDAY, JULY 6, SUNDAY, JULY 7, MONDAY, JULY 8.** Preliminary Contests—Deauville Hotel, 6701 Collins Avenue, Miami Beach. Details of schedules will be available upon registration. **WEDNESDAY, JULY 10, Finals**—Deauville Hotel, 6701 Collins Avenue, Miami Beach.

## EXHIBITS

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

## SPECIAL ACTIVITIES FOR ELKS AND LADIES

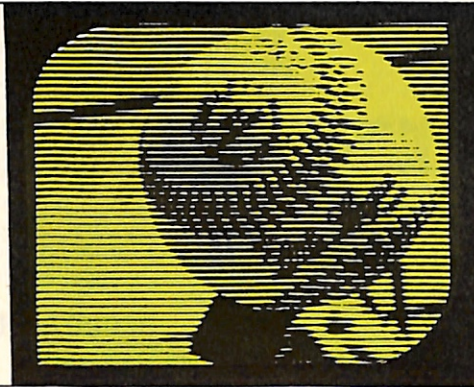
Visitors will be welcome throughout the Convention period to all neighboring Elks Lodges. Special discounts on outstanding sightseeing trips will be available at Information Desk in Registration Area.

**TUESDAY, JULY 9, 10:30 A.M.**—Special complimentary entertainment for ladies. Napoleon Room, Deauville Hotel, 6701 Collins Avenue, Miami Beach.

**WEDNESDAY, JULY 10—9 PM**—Grand Ballroom, Hotel Fontainebleau.

# SPORTS ACTION

by Don Bacue



## BAD HENRY

Ten years ago, Mickey Mantle—if anyone—was going to break the Babe's record. It was inevitable. Who else showed so much promise, so much controlled, predictable power each time he stepped to the plate?

But suddenly something went wrong. Suddenly, talk of knee injuries echoed about the League, talk of operations funneled out of the New York Yankee organization. Then rumors about retirement. Until finally, Mantle hit his last home run. He hung it all up, his life-long total of round-sackers notched at 536, the second highest in history.

That clinched it. If Mantle—the biggest drawing card to hit New York since the Babe left in '34—couldn't do it, nobody could. It was impossible... a feat that would never be duplicated in the annals of the game. Everyone agreed. But *no* one bothered to tell an obscure, unpublicized outfielder with an obscure, unpublicized team called the Milwaukee Braves.

In an era dominated by Mantle and super-slugger teammate, Roger Maris, who eclipsed the Babe's single-season home-run record with 61; by Sandy Koufax, who pitched a record four no-hit games; by San Francisco's indomitable, flashy "Say Hey!" kid, it is understandable that the even-tempered, soft-spoken Henry Louis Aaron was not destined to make many headlines.

For 15 years, Aaron played in other men's shadows. Although during all that time, he was one of the most consistent deliverers both with bat and glove that the game had seen in half a century. Finally, in 1969, when Aaron hit home run number 537 to loft him past Mantle and into third place behind only Ruth and Willie Mays, the press sat up and took notice. Here, perhaps, was the game's third-best home run hitter of all time. And third best he would remain. After all, everybody knew the aging Mays would never reach Ruth's mark. And if Mays couldn't do it... well, Aaron had no higher to climb.

But climb he did.

Aaron continued his career-long precedent of playing consistently effective baseball. He finished the 1969 season for the switched-from-Milwaukee Atlanta

Braves with 44 home runs—the fourth time in his career he matched in homers the number stitched on his uniform back.

"When Aaron came to me the second year of his career," Braves veteran executive Donald Davidson recalls, "and wanted to switch his uniform number from 5 to 44, I tried to talk him out of it. I pointed out that most of the superstars, people like Babe Ruth, Lou Gehrig, Joe DiMaggio, all had low numbers. But Hank insisted on the change. We gave him number 44 when he arrived at camp that year. He's hit exactly 44 homers in four seasons since, and I sometimes wonder what might have happened had we given him number 77."

It's unlikely to suppose that even Hammerin' Hank could have lived up to a goal like that, though he continued to swat the ball at an amazingly consistent rate to give him 38 home runs in 1970, a career-high 47 in '71, and 34 in '72, the year he became the eighth player in history to reach the 3,000-hit plateau... and pass Willie Mays for second place in

the all-time Home Run Derby. Aaron set another record in 1972. He became the highest-paid player in baseball history when he signed a three-year contract for an annual salary of \$200,000. It was a long step forward from his days as an infielder for the Indianapolis Clowns of the Negro League in the early '50s, when he grossed \$200 a month.

Unlike many superstar swingers, Aaron never developed a complex theory about hitting. "The secret to hitting," he once confided to a group of sportswriters, "is to keep swinging." And to Aaron, it was just that simple.

Though an intrinsically quiet man, Aaron has always maintained an intense sense of humor. During the years when second-guessing the pitcher was "vogue," Aaron confessed to none of it. Once, an interviewer asked Aaron what he looked for when he had two strikes on him. "The baseball," Hank quipped.

Aaron continued looking for—and finding—the baseball in 1973, when he batted .301, driving in 96 runs and swatting 40 round trippers. But as the season ended, the excitement in his life rested mainly in the future.

The first time at bat in 1974, Aaron patiently watched the offerings. He was just one home run shy of Ruth's record 714 and immortality. But that didn't affect his judgment as he worked the pitcher for a walk. The next time up, CRACK! It was done. Three games later, in the home opener at Atlanta, "Bad Henry" duplicated the feat, and it was over. He'd hit number 715 and was King. Basking in the glory of millions of dollars of publicity and inestimable world renown, Hank Aaron finally won his fair share of the limelight. And surely that must have been the biggest and best victory of them all. ■



Shortly after the season began, Henry Aaron equalled, then passed, the immortal Babe Ruth's lifetime major league home-run total, hitting his 714th and 715th round trippers.





# A VERY RARE TALENT

by Irwin Ross

I'm goofing around one Saturday afternoon, having a great time. Everybody comes into Tony's on Saturday afternoon knows me, and them that knows me start laughing as soon as they get inside. Anyway, I'm pulling beers and yakking it up, and there's this fat guy sitting at the back end of the bar, taking everything in very carefully, who is not laughing at all. He just orders a brew every quarter of an hour and sits there.

I figure at first the guy must have troubles, although that doesn't usually stop anybody when I pull my stuff. But, I think, if he's got troubles, he's got troubles. And the hell with him. But I can't take my eyes off him. And that kind of kills the spirit of the thing for me. Oh, the rest of the guys are having a ball. Johnson buys me a drink, and I say I'll keep it till later, and I pour it into my shirt pocket, and Johnson falls down on the floor. But with this fat guy sitting back there, I'm having no fun myself. I just feel wet.

I pull some other stunts, like combing my head (I'm bald) with a giant comb, and they love it. But still this fat guy doesn't smile, and it begins to get on my nerves. Well, I sort of turn the boys to entertaining themselves and walk

down toward this fat guy who's ready for another beer.

First, I ask him if he lives around the neighborhood. He say no, he don't. I was disappointed he could talk. I was hoping he was a deaf mute. He says he comes from California with the carnival that's playing the town. What does he do, I ask. Then it comes. I should have guessed.

He's the guy they've been advertising on the posters all over town. "Hugo" the posters call him, and the carnival will give anyone that can make Hugo laugh ten thousand dollars. These posters were running around my brain from the first time I saw them, and I was kind of planning on getting over there and giving this Hugo some of my stuff. I probably never would have, because I remember figuring who the hell in a carnival would have ten grand to give you even if you could get the guy to laugh.

So here's this same guy sitting in my bar with the deadest face I ever saw and here's what I did. First I felt him out to see if he owned part of the carnival himself. Then I asked if he thought they'd really pay ten grand to someone who made him laugh. That made him think. He said he never considered it before, because he figured

there just wasn't anyone who could make him laugh if he didn't want to. Well, I don't doubt that. If someone gets his heart set on not laughing and he's not naturally good-natured, I guess no one *could* make him laugh.

But I kept saying *if*. And finally he said he guessed they'd have to. Next question, he caught on right off. The idea had probably been rolling around the back of his head for years. I asked him how he'd like to make five thousand bucks. Well, the guy almost smiled, but not quite. And he began to talk. Seems he'd been at the job seventeen years and thought it was about time to get out of it anyhow. For a guy who naturally was pretty sluggish, this Hugo all of a sudden was getting very excited. I could tell from the way he kept pulling his fat nose and scratching his hands.

The idea was clean, too. I had a reputation all over town for being funny. Everyone knew I was funny as hell. So if I was to show up at the carnival, pay my dollar and walk up there on the platform with Hugo, everybody would expect this guy Hugo to bust right out laughing. And, as I said, everybody in town liked me. They'd rip the carnival apart if they was to welsh on me. If anything was a natural, this was a natural.

Well, we got it all arranged. Hugo's act started at eight o'clock, and Saturday night was the carnival's big night, which was good. I went over to see Joe Gordon, the head of the police force, and when I told Joe I was going to give this Hugo guy a try and wanted him there just in case I did get the guy laughing and the carnival people wanted to hold out on me, he bust out laughing himself and said he wouldn't miss it on a bet. I told a few other people about it. In fact I told everyone I met.

Everybody must have told everybody else. Because when I showed up about half past eight, the whole town was out. People couldn't get inside there

# did you know..



The Order of Elks was very active in doing whatever it could to assist the war effort during *World War One*.

☆ ☆ ☆

The first two base hospitals at the front in France were furnished by the Elks. The Army had none at the outbreak of the war.

☆ ☆ ☆

The first veterans hospital acquired by the U.S. was a gift of the B.P.O. Elks. The facility was built in Boston at a cost of over \$700,000 and the 700 bed hospital was given to the government in 1918.

☆ ☆ ☆

The Elks raised a substantial portion of the funds needed by the Salvation Army to further its work during *World War One*, a fact acknowledged by Commander Evangeline Booth at the Grand Lodge Convention of 1919.

☆ ☆ ☆

Vocational rehabilitation for thousands of returning American soldiers was provided by the Order through a revolving fund which made loans without security to over 40,000 veterans. It was the forerunner of what is now called the "G.I. Loan Program."

☆ ☆ ☆

Over 1,000 members of the Order died in service in *World War One* out of a total of more than 70,000 who were in the armed forces.

☆ ☆ ☆

The Elks were also in the forefront of the movement to conserve food during the first *World War*. Through Food Commissioner Herbert Hoover, the Elks were the first fraternal organization whose aid was sought in this important effort.

were so many. As soon as they saw me coming, the crowd let out a loud yell and started clapping and hollering good luck. The ticket guy didn't want to let me in, said he was sold out. But the crowd started yelling louder, and he saw he better. So I paid my dollar and in I went.

The people inside knew I was there right off and started to applaud and stomp on the dirt floor. Billy Simmons, a local high-school kid, was up on the platform sticking out his tongue at Hugo and flapping his hands like a bird. His shirttails were out, and his tie all knotted tight and pulled away from his neck. But Hugo just sat there, like at the bar, looking at the kid, not doing a damn thing. Just looking.

It was like a fight when I came in, with me being the champ. Everybody knocking themselves out for the favorite. I sort of wanted to wait around and see somebody else give Hugo a try, but the crowd started hollering for me to go right up. Billy Simmons, soon as he saw me, stuck his shirttails in and got down off the platform.

Well, there was nothing else to do but get up there and start goofing off. I'd told Hugo to hold off some till the crowd got warmed up. I was hoping he'd remember. Look more natural that way. Anyway, I waddled down the aisle between the camp chairs, and the crowd started to howl. When I got to the platform I tripped on the first step and fell flat on my face. They ate it up. On the last step, I stepped right out of my shoes. They went nuts. When they saw the big hole in my sock, I thought the tent was coming down. I looked at Hugo out of the corner of my eye and give him a sly smile. The crowd lost all control.

And there sat Hugo, eyes bigger

than ever, watching everything I did, hungry like. Then I had a stroke of genius. I realized the funniest thing on the platform was Hugo himself. So I grabbed a chair, pulled it right up in front of Hugo and sat down so we were facing each other. I opened my eyes, just like his. I craned my neck forward and let my lower lip hang down just like his did. He wiped his face with his hand. I wiped mine. He banged his knee. I banged mine. Everybody screamed.

Then a terrible thing struck me. All of a sudden, I saw that Hugo was trying to laugh and couldn't. Sweat was pouring down his face. He was digging his fingernails into his hands. He had his face smack into mine. Everybody was dying. And Hugo couldn't laugh.

It was the worst thing I think I ever saw. Hugo started to cry. His whole body began to shake, and the tears were streaming down his fat grey cheeks. Then an even worst thing happened. I started crying, just like Hugo. Not because I wanted to, but because it happened that way.

The crowd didn't get it. They wore themselves out laughing. Some people were crawling out of the tent on their hands and knees. And that was that. I left by the back way, behind the platform, and walked home round about so I wouldn't meet anybody I knew. Next day was Sunday, and I stayed in my room all day.

Monday, though, I showed up at Tony's, and the gang there didn't talk about anything else all afternoon. I went along and joked about it. But my heart wasn't in it. The carnival had left town the day before, and I couldn't get Hugo off my mind. I just couldn't help thinking how he felt now, knowing he couldn't laugh, even if he wanted to. ■

## RING THE BELLS, TELL THE PEOPLE

Historically, bells have been used to summon soldiers to arms, Christians to church, and to sound alarm in fire or tumult. Bells have been associated with almost every important event.

The Liberty Bell rang out in July, 1776, proclaiming the adoption of the Declaration of Independence. This year, as in the past, let's ring the bells and tell the people on Independence Day, July 4, 1974.

The chorus of bells should be simultaneous and of four minutes' duration. Lodges should ascertain the location of bells and encourage the owners or managers to ring the bells and tell the people in accordance with these suggested starting times:

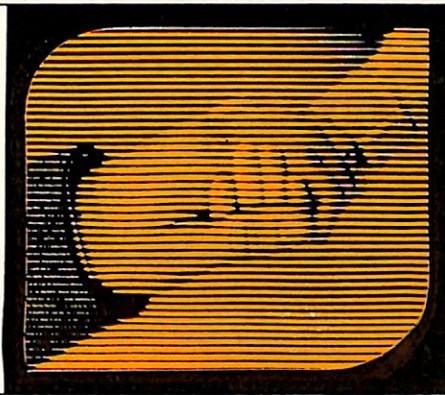
2:00 P.M. Philadelphia and Eastern Time Zone  
1:00 P.M. Central Time Zone  
12:00 Noon Mountain Time Zone  
11:00 A.M. Pacific Time Zone  
9:00 A.M. Hawaii and Alaska Time

The GL Americanism Committee recommends that all lodges also cooperate in local celebrations.

Alex A. McKnight, Chairman  
GL Americanism Committee

# THE JOY OF GIVING

Elks National Foundation  
Chicago Illinois 60614  
2750 Lakeview Avenue



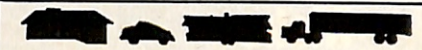
An honor roll of Foundation members from Marshfield, Wis., Lodge was displayed by (from left) PER Marvin Schutts, ER William Allen, and Chm. Harold Gravitter. Each brick represents a \$100 member. There are 71 bricks including a \$1,000 member.



A \$900 donation was made to the Foundation by the Midwest Elks Bowling Association in memory of nine past officers of the association. GL State Associations Committeeman George Tracy (right), of Manhattan, Kan., Lodge, made the presentation to DDGER Gerald Atkinson. Manhattan Lodge coordinated the fund-raising.



Foundation Chm. Eugene Davis (left) of Attleboro, Mass., Lodge has raised \$1,700 from lodge members for the Foundation so far this year. District Chm. Raymond Lyons pointed out the figure on a chart at the lodge as Brother Davis compared it to last year's total of \$440.



S.W. LICENSEES EARN

## \$20 to \$30,000

Some Sparkle Wash licensees even earn in excess of \$30,000 net annual income per S.W. unit from an \$8,475 down payment, and Sparkle Wash, Inc. will finance the other half.

- The Sparkle Wash Mobile Wash and Wax System pioneered the industry and is the nation's first and largest organization of its kind in the mobile power wash service field. Operates in 32 states and Canada.
- Specially-designed 1-ton van contains patented equipment for fast, efficient, high-pressure chemical cleaning of trucks, buildings (inside and outside), mobile and residential homes, signs, aircraft, machinery, etc. Excellent for graffiti removal and old brick restoration.
- Excellent profits for investor groups or individuals as owner-investors. Also for companies seeking increased profits through diversification. Multiple unit areas also available.
- If you are concerned about high taxes, a recession, your job security, the fuel crisis and inflation, find out why S.W. licensees don't worry: Their future profits keep increasing rapidly.

We invite you to compare the Sparkle Wash program point by point with any other job or business opportunity.

PHONE US COLLECT FOR LITERATURE

(216) 247-7611

Sparkle Wash, Inc., Dept. E  
177 East Washington Street  
Chagrin Falls,  
Cleveland, OH 44022



SIGNS



## -- re-DISCOVER --

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



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

Other models priced from  
\$79.50 up Write for Free Literature

**WHITE'S ELECTRONICS, INC.** CREDIT TERMS AVAILABLE  
1011 Pleasant Valley Road Rm. 503, Sweet Home, Oregon 97386

## HERNIA BRIEF

New, from England, no metal parts, light, comfortable. Miracle Adjust-A-Pad—allows instant pad adjustment. Wear this modern support—forget your hernia. 10 DAY FREE TRIAL—NO CASH NECESSARY—YOU PAY ONLY ON SATISFACTION. Send for details of full range including Medicare approved items.

**SURGICAL INTERNATIONAL INC., Dept. 30**  
Box 24, 401 Kennedy Blvd., Somerdale, N.J. 08083

Be a  
**LOCKSMITH!**  
EARN WHILE  
YOU LEARN  
Send for  
FREE BOOK

Locksmithing Institute, Dept. 1223-064  
Div. Technical Home Study Schools,

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

Little Falls, N. J. 07424

## 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

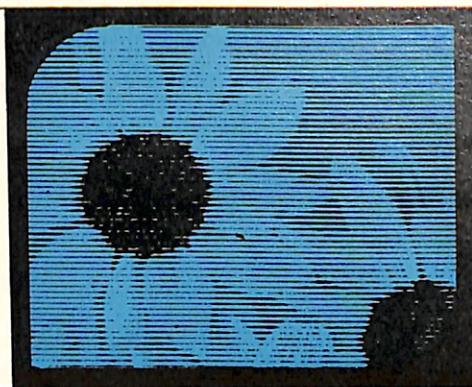
### TRY A FREE SAMPLE

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



# BACKYARD GARDENER

by Jon Peterson



## MAIL-ORDER NURSERIES

Many years ago, there were a number of "questionable" nurseries (some, outright frauds) operating throughout the country. They were quick-buck artists who would dig and ship native plants—often diseased, inferior, or even *dead*—in response to their orders. Other nurseries simply collected the money gathered as a result of a local newspaper or magazine ad and vanished into thin air. Tougher mail-order laws (making fraud a federal offense), closer newspaper and magazine ad scrutiny by publishers, and numerous nursery and mail-order associations have all but eliminated such gyp men from the mail-order nursery business. Still, there's nothing—outside of the nursery's own written guarantee—that protects you from buying, receiving, and planting a dozen rose bushes, then having 11 of them die the first year.

To guard against such a fate, look for a nursery that guarantees to replace—free of charge—any plants, trees, or shrubs that fail to grow for whatever the reason during the first year. If that nursery ships hardy stock accompanied by adequate planting and care instructions, chances are slim it'll have to make many replacements.

How do you find such a nursery? Many years of ordering experience have helped me locate several, which I'll gladly share with you. The list, of course, is far from complete. There are hundreds of reputable nurseries scattered around the country I've never had the opportunity of dealing with. In fact, if you know of one not mentioned here, why not drop me a quick note *c/o The Elks Magazine* and tell me about it. If you don't know of one but would like to, this column is for you.

✿ Boatman's Nursery & Seed Co., Bainbridge, Ohio 45612.

Like most nurseries, Boatman's offers a catalog free for the asking, stocks an interesting variety of seeds, trees, and shrubs. One in particular I'm trying this year is called *Miracle Climbing Tomato* (49 cents per pack) and grows like a vine up to 20 feet high on a trellis, along fencing, just about wherever vines can grow. Fruit weighs up to a pound apiece. "Our service is more rapid than that of some other nurseries," according to Bill Boatman, "as we maintain a sizeable year-round office and shipping force."

✿ Burgess Seed and Plant Co., Galesburg, Mich. 49053.

In their 62nd year, this well-known nursery boasts a hardy selection of everything from fruit and vegetable seeds to shrubs and trees, both fruit and ornamentals. Some of their "new for '74" line include *Jumbo Peach*, *Co'ossal Gooseberry* (the berries often reaching a diameter of up to 1½ inches!), *Temptation Hybrid Strawberry*, and the unique *White Blackberry*, which they claim is somewhat milder in taste than the dark blackberries we're accustomed to. (Less acid, I suppose, as in the case of white tomatoes.)

✿ W. Atlee Burpee Co., Philadelphia, Pa. 19132.

*Everybody* who is anybody has heard of Burpee, though many gardeners may not have heard about this seed company's latest offerings, which include the gorgeous, award-winning *Red 7-Star Marigold* and *Greensleeves bush snap bean*, plus 12 more new flower introductions. Burpee's large, 164-page, digest-size catalog is yours for the price of a postage stamp and should provide you many days of intriguing garden "wish-book-ing."

✿ Farmer Seed and Nursery Co., Fari-bault, Minn. 55021.

This giant in the mail-order industry (their 86th year) has 11 walk-in centers scattered throughout Minnesota. Write for their addresses (and a free catalog). They also have a no-questions-asked, three-month guarantee on their stock of seeds and bulbs. Three of the items I've personally tested and found quite intriguing are so new to Farmer's line, they may not be available until 1975, though Farmer's *Red Elderberry* and *Phillips Cranberry* are certainly worth the wait—along with the newly developed *Prunus Japonica*, a complete, miniature plum tree—attractive, prolific bearing, and winter hardy in most climates. The catalog doesn't have it listed, but if you're a genuine "plum nut," you might want to drop them a note and see when it will be available.

✿ Henry Field Seed & Nursery Co., Shenandoah, Iowa 51602.

This company offers two guarantees, each worth reading, on page two of their 1974 spring catalog . . . one for nursery stock, the other for seeds. As for the catalog itself: *fantastic!* It's every-

## Trophies & Plaques



**66<sup>2</sup>/<sub>3</sub>** OFF catalog prices



FREE ENGRAVING!

FREE CATALOG!

**Dinn Bros. Mfg.**  
24 Bridge Street-Dept. "e"  
So. Hadley, Mass. 01075

## TIME SAVING IDEA:

Clip and file the pages of your **ELKS FAMILY SHOPPER**. They'll come in handy when you need gift ideas or just want to do some armchair shopping for interesting items.

## WYOMING PROPERTY FOR SALE

40 acres off Interstate 80. WILD HORSES, ANTELOPE ON PROPERTY, working cattle ranch. Power, phones available. Only \$35. down, \$32. month. \$3,995. full price.

Owner:

**MRS. PAT BROOKS**

1313 Sigma Rawlins, Wyoming 82301  
307/324-5788

## 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!



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

## BUSINESS LOANS

Unlimited Funds — \$5,000 minimum

—No Tight Money Here—

Send for "Quick Cash" Loan Application  
Write

**INTERSTATE FINANCIAL**, Suite 1204-E,  
28 E. Jackson Blvd., Chicago, Ill. 60604

thing I've always felt a nursery catalog should be. Not just what to buy, but how to grow it once it's yours. Mixed among its pages are such topics as "Cherry growing hints," "What you should know about dwarf and semi-dwarf fruit trees," and "General tips for vegetable gardening." Plus graphs, charts, step-by-step illustrations . . . all in all, excellent reading for anyone who grows anything.

new and better tree and plant varieties." The result? One of the most respected and successful nurseries in the country, offering, like Miller's, a wide variety of trees and shrubs, plus some flowers. I'm planting a couple of their ornamentals, plus a remarkable creation called the Stark Jumbo Dwarf Apple Tree, which yields fruit up to two pounds and bigger around than a grapefruit. It's an eight-to-10-foot tree at maturity, making it

✻ Stern's Nurseries, Inc., Geneva, N.Y. 14456.

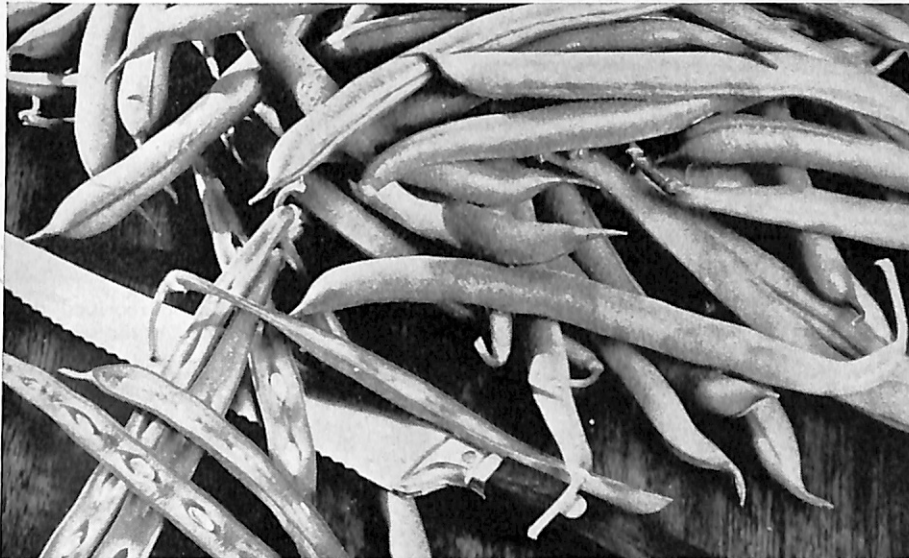
Here's another large mail-order house that's been impressing me with their offerings for more years than I care to recall. A large, well-balanced selection of flowers, shrubs, trees, and a limited number of vegetables (including the impressive Hybrid Beefmaster Tomato, which I'll talk more about this fall) fill out a helpful catalog, complete with various "code keys" to tell you which of their plants prefer full sun and which partial sun or shade, and which are good "bird attracters." Plus a page full of intriguing tips under the heading, "Gardening Gleanings."

✻ Stokes Seeds, Inc., Buffalo, N. Y. 14240.

If you're looking for a wide variety of flower and vegetable seeds under a single roof, Stokes is the place. Their 150-plus-page catalog in black and white and color lists more varieties than you or I could grow in a lifetime.

✻ The Wayside Gardens Co., Mentor, Ohio 44060.

In a way, I'm glad this nursery is my last listing, as its catalog is the piece-de-resistance of all mail-order houses. It's over 200 pages of the most gorgeous full-color photographs and descriptive listings I've ever seen. I can't begin to imagine the cost of undertaking such a monumental and artful publishing feat. Some of the expense is born by you, the consumer, by higher prices than several other nurseries charge, though I would hardly call the prices exorbitant. And many of the items (like Wayside's giant Zelvova tree) are simply hard to find anywhere else. So do yourself a favor—give your eyes a treat—and order a catalog, whether you decide to buy anything or not. There's one catch. Catalogs are sent out free to all those ordering \$15 or more the preceding year. Otherwise, it will cost you two bucks. But I guarantee it's a small price to pay for a catalog that more closely resembles an encyclopedia of horticulture. And a fine work of art, as well. ■



Greensleeves Beans by Burpee Seeds.

✻ Joseph Harris Co., Inc., Rochester, N. Y. 14624.

This is famed organic gardener Ruth Stout's favorite seed company, and I can well understand why. They sell only the best—from their own, Harris' Wonderful sweet corn to brilliant and hardy flowers.

✻ J. W. Jung Seed Co., Randolph, Wis. 53956.

An interesting selection of ornamental shrubs and plants. Plus two particularly promising vegetables . . . small, but early, growers: Wayahead Tomato and Yellow Belle Pepper. I'm growing both in my garden right now and will have more to say about my results this fall.

✻ J. E. Miller Nurseries, Inc., Canandaigua, N. Y. 14424.

While the majority of mail-order nurseries listed here offer a large selection of seeds and just a scattering of plants, trees, and shrubs, just the opposite is true here. Miller's leaves the seed sales to someone else, concentrating on offering attractive ornamentals (like their new Royal Red Maple, Sunburst Locust, and Flowering Cherry Kwanzan), fruit trees (ala 3-in-1 Dwarf Pear, producing Bartlett, Clapp's Favorite, and Duchess all from one tree), and shrubs (including a wide variety of blueberries and raspberries, for which they're rather well known). Nice grapes and several strains of strawberries, too.

✻ Stark Bro's Nurseries, Louisiana, Mo. 63353.

"Six generations of the Stark family," says the current president of this company, "have served the world for over 157 years of achievement in developing

ideal for even the smallest yard. A really exciting development, though I won't know much more about growing it until next year, when I hope to devote some amount of time to it.

Stark Bro's, too, is known for their gorgeous roses, many award winners, both standard and tea varieties. Some climbers, also. One plant I find particularly attractive is a Stark Bro's exclusive, the Stark Whitecap . . . certainly not the cheapest around (at \$3.75 each); but if you fancy the novel and unique in roses, as I do, you'll want to check this one out in their '74 catalog.

## Obituaries



**PAST DISTRICT DEPUTY** Joseph L. Mang, a member of Havre, Mont., Lodge, died January 25, 1974.

Brother Mang served as Exalted Ruler and Trustee of his lodge

and became State President. He was appointed District Deputy Grand Exalted Ruler for the North District in 1951-1952.

**PAST GRAND LODGE COMMITTEEMAN** James W. Vann, who was a member of Pahokee, Fla., Lodge, died recently.

Brother Vann served as Vice President and State President and held the

office of District Deputy Grand Exalted Ruler for the South Central District in 1959-1960. He served on the Grand Lodge State Associations Committee in 1973-1974.

**PAST DISTRICT DEPUTY** Robert F. Weidman, who was a member of Huntsville, Ala., Lodge, died March 10, 1974.

He served as Exalted Ruler of his lodge for 1962-1963 and was appointed District Deputy Grand Exalted Ruler for the North District in 1964-1965.

**PAST DISTRICT DEPUTY** John P. Kunz, who was a life member of Mobile, Ala., Lodge, died recently.

He held the office of District Deputy Grand Exalted Ruler for the South District in 1951-1952.

# NEWS OF THE LODGES

(Continued from page 21)



**PAST EXALTED RULERS** of Norfolk, Va., Lodge conducted an initiation of ten new members. Visiting DDGER Bernard Kofira (second from right) presented membership cards to new members Stanley Flavin (center) and Michael Flavin (right), sons of In. Gd. Stanley Flavin (second from left). ER Dewey Twiford (left) watched the proceedings.



**EAGLE SCOUTS** Richard Hunt and Robert Emolo received their awards recently at Passaic Valley, N. J., Lodge. At the ceremony were (standing, from left) Mrs. Hunt, Mrs. Emolo, Mr. Hunt, Mr. Emolo, Mayor Samuel Cherba, ER John Kovalicky, Americanism Chm. Silvio Petito, and Scoutmaster James Perrone.



**FIRST**, second and third place winners in the free throw contest sponsored by Webster, Mass., Lodge received their trophies. Committeemen with the winners were Chm. Ralph Malbouef, David Howland, Charles Mackowiak, PER Don Morin, Ed Kus, Secy. Richard Parslow, and ER Russell Landry.



**IN A RECENT CLASS** initiated at Hagerstown, Md., Lodge were a father and son. (From left) ER William Hebb welcomed John Stouffer and his son John Jr.



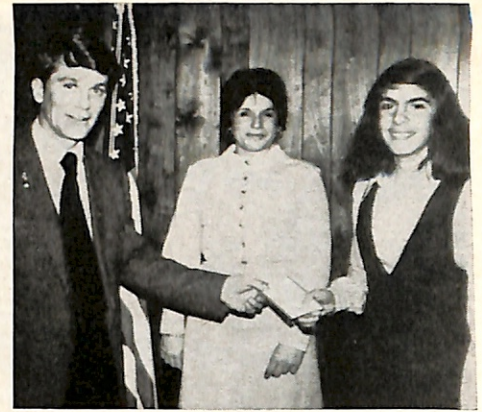
**DISTRICT DEPUTY** James Gibbs (left) presented an Americanism trophy to ER Leon Hilburn for Macon, Ga., Lodge. The Avenue of Flags in downtown Macon displaying flags of the states and of nations of the world is maintained by the lodge.



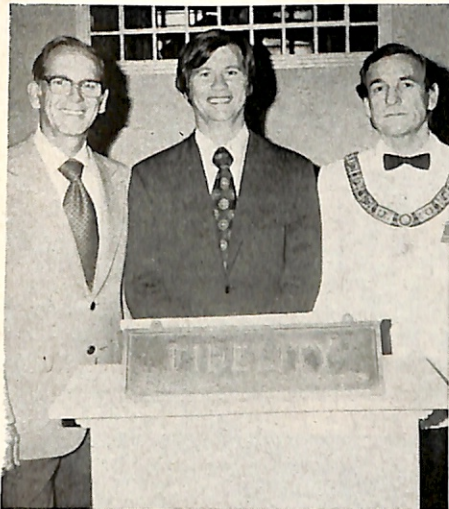
**LOCAL WINNERS** of the Hoop Shoot sponsored by Greenville, Pa., Lodge were (from left) Shawn Fitzsimmons, Chris Garrett, and Pete Doeberiner. Youth Chm. Fred Shoemaker presented the trophies.



**SOME RELATIVES** of lodge members joined Crisfield, Md., Lodge recently. The new members included Berry Reese (standing, fifth from left), son of ER Bernard Reese, James Newcomb (sixth), brother-in-law of In. Gd. Marvin Green, Phillip Robinson (seventh), stepfather of Brother Green, and Robert Somers (eighth), father of Chap. Bobby Somers. Two sons of ER Reese, Dickie and Pat, are already members of the lodge.



**TEENAGER OF THE MONTH** was the honor Donna Vallas (right) received from Falmouth, Mass., Lodge. Youth Chm. William James presented a \$25 bond to Donna during a banquet held in her honor at the lodge as Mrs. Richard Rohe, Falmouth High School student council adviser, observed the event.



**IN THE CLASS OF 13** initiated at Leesburg, Fla., Lodge was Ted Ostrander (center), son of PER Ted Ostrander (left). ER Gerald Gaffney congratulated both members after the ceremony.



**A CLASS** was initiated at Havre de Grace, Md., Lodge in honor of DDGER H. Ralph Sheets (seated, fourth from left). Officers conducting the ceremony were (seated, from left) Chap. John Gray, Est. Loyal Kt. Reese Gilbert, ER James Pollitt, Est. Lead. Timothy Pollitt, and Treas. Ernest Gibson (standing, left), Tiler Joseph Rochet (second from left), and Secy. Thomas Farrell (right).



**THE LEADER** Editor Ernest Rusch (right) received the first community service award granted by Point Pleasant, N.J., Lodge. The award, which is in memory of the late Brother Frank Dias, was presented by Mrs. Dias and ER William Scheyer.



**MIDDLETOWN, Pennsylvania,** Elks hosted the annual award dinner which included the posthumous presentation of the Fireman of the Year award to Charles Waple. Kenneth Waple (third from left) accepted on behalf of his brother who was killed on duty. At the presentation were (from left) Mayor Harry Judy, George Mansberger, Charles Myers, whose family established the award in memory of his late father Ralph Myers, Chm. Richard Eagle, and Secy. James Harold.



**A STYLE SHOW** conducted by the Elks' ladies of Binghamton, N. Y., Lodge benefited the state major project. A check was presented for the cerebral palsy fund by ER Thomas Joseph (right) and Youth Chm. Stu Sullivan (left) to the regional director.



**HONORARY LIFE MEMBERSHIP** was bestowed on PDD Glenwood Reel by Cumberland, Md., Lodge in recognition of his outstanding service to Elklodm. ER Benjamin Shaffer extended his congratulations.



**FIRST PLACE WINNERS** in the district Hoop Shoot Contest were sponsored by East Brunswick, N. J., Lodge. ER Dominick Romeo presented trophies to (from left) Debbie Hanna, David Bendel, and Pat Blandino.



**A STOCK TRANSFER** arranged by PER Maurice Pierce of Sanford, Fla., Lodge benefited the new building fund of Florida Elks Harry-Anna Crippled Children's Hospital. Brother Pierce (right) presented the stocks to Jim Oliver, hospital administrator.



**AN AMERICAN FLAG** was given to Cub Pack No. 190 by Hillside, N. J., Lodge. Making the presentation were ER Henry Goldhor (left) and Americanism Chm. Walter Reutter (second from left) while Scoutmaster Richard O'Brien (right) observed.



**A BASKETBALL TOURNAMENT** for eighth grade students from eight area schools was sponsored by Greenwich, N. Y., Lodge. Over 100 youths participated in the event, and Youth Chm. Edward Roach presented team trophies to (from left) Dennis Plude, John Violette, and Jim Murphy.





**THE BIRTHDAY** of GER Robert Yothers was celebrated at North Attleboro, Mass., Lodge with an Old Timers Day and an initiation. Among those welcoming the new Brothers were Esq. Paul Laramée, SP Alfred Fitzpatrick, Est. Loyal Kt. Bob Mayer, In. Gd. Martin Lustig, ER Guistino Marsella, Tiler Joe Devine, Secy. John Wills, and Treas. Ray Castro.



**A NIGHT OF ENTERTAINMENT** was sponsored for the vets at Rockyhill Veterans Hospital by Manchester, Conn., Lodge. On hand to present gifts to one vet were ER Darrell Hovey (right) and Vets Chm. Eddie Edwards.



**FOR 18 YEARS SERVICE** to the cerebral palsy home fund, Stanley Penkala (center) was honored at Freeland, Pa., Lodge. Presenting him with a plaque were DDGER Henry Rokosz (left) and District Chm. Clifford Fanseen.

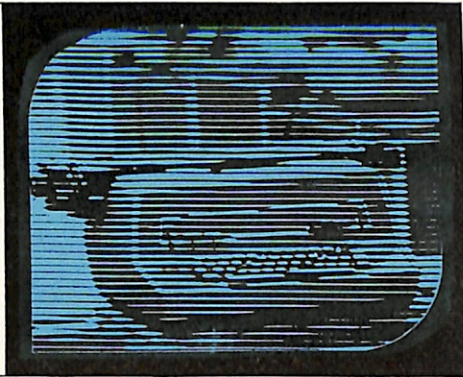
**THE BOWLING TEAM** of Wakefield, Mass., Lodge including Chm. Vincent Sampson gathered together to play recently.

**A CLASS OF 45** was initiated into Asbury Park, N. J., Lodge in honor of PER Charles Dukiet (center), honorary life member. Dignitaries attending the ceremony were (from left) Treas. John Walling, DDGER George Alzin, PGER William Jernick, Grand Trustee Edmund Hanlon, State Secy. Obert Stetter, and Vice President Stephen Holowack.

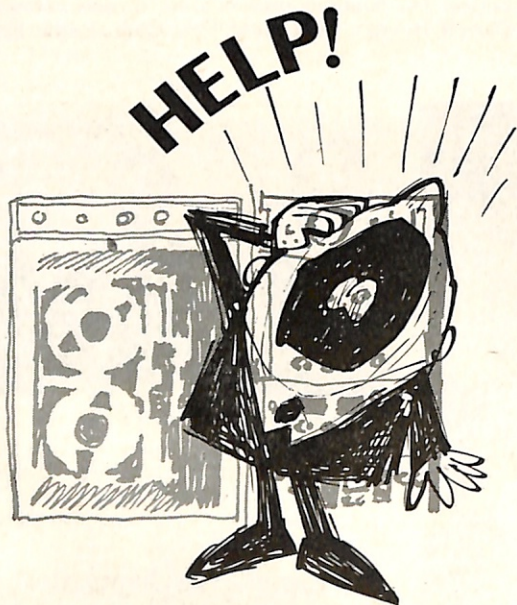


**A CLASS OF 34** was recently initiated into Attleboro, Mass., Lodge. Esq. Ron Porier, ER William Leddy, and SP Alfred Fitzpatrick joined in welcoming the new members to the lodge.





## We need your help!



For several years, your ELKS MAGAZINE has been faced with a very serious problem. For various reasons (including a steady increase in the Order's membership rolls) our address labeling system has found it increasingly difficult to meet the needs of our monthly production schedule. As a result, an intensive investigation was launched some 18 months ago and we have now reached a decision to replace our old equipment with a new IBM System Three Computer.

We're now installing the new system and we hope it will become at least partially operational with this (June) issue. We feel that it will be 100-percent operational with

## National convention time coming

It will soon be time for Elks from all over the nation to gather in our national convention. This year we'll be in Miami Beach from July 7 through 11, with headquarters at the Fontainebleu Hotel.

If you are a member of the Grand Lodge, we urge you to attend and take part in our business affairs. Even if you're not eligible to vote on the issues, come and see what happens at the most important meeting of the year. You'll get a great deal out of the experience and you'll find out how great an organization we are and can be with your help.

You'll see and hear most of the key figures of our Order as they give their reports and make recommendations.

the July issue. . . . and here's where YOU can be a tremendous help to us.

It's especially important for ALL LODGE SECRETARIES to read this carefully . . . but it's also very important for individual members to understand why we need their help, too.

No computer is any better than its programming. It can't perform miracles so we have to feed it the necessary information to do its work correctly and accurately. Whenever you contact THE ELKS MAGAZINE about new members or changes of address, here's what we badly need: the *lodge number, membership number, the Zip Code number and the member's complete name.* If the member doesn't use his first name, the *first initial is necessary.* Example:

SMITHVILLE LODGE NO. 4321  
J. THOMAS SMITH (#9876)  
1234 MAIN STREET  
SMITHVILLE, IL. 12345

Whenever there's any change in the address now used by the Magazine, we need not only the new address, but the *old Zip Code* so the computer can find it in its memory bank.

If a member transfers to another lodge, either by certificate of release or transfer dimit, we need all of the information above from the new lodge as well as the member's *old lodge number, his membership number from his old lodge* and, if he has changed his mailing address, *his old Zip Code number.* The new lodge should, of course, send us his *new membership number.*

If you'll please follow these simple requests, the folks at your ELKS MAGAZINE will be most grateful for this important help.

Thanks for your cooperation!

You'll see and hear several young people who won top honors in our scholarship programs, you'll see exhibits of what local lodges and state associations are doing in their major projects . . . and you'll come away more than ever convinced that there's a good reason why many folks say that B.P.O.E. stands for "Best People On Earth!"

Yes, most of the folks who come will also have some fun . . . there's nothing wrong with enjoying yourself in a good, clean way.

We think you'll find that 99 percent of the Elks and their families who attend will demonstrate that we are composed of outstanding American ladies and gentlemen.

See you in Miami Beach!



# Compare our prices on

## NATURAL-ORGANIC

# VITAMINS

AND SUPPLEMENTS FROM

# NUTRITION HEADQUARTERS



All prices **POSTPAID!** Satisfaction guaranteed or money back.

- Tiny Capsules VITAMIN E—100 INT. UNIT CAPSULES**  
 100 for 1.39     500 for 6.35     1,000 for 11.95
- Double Potency VITAMIN E—200 INT. UNIT CAPSULES**  
 100 for 2.29     500 for 11.49     1,000 for 19.95
- High Potency VITAMIN E—400 INT. UNIT CAPSULES**  
 100 for 3.98     500 for 18.95     1,000 for 36.50
- Super Potency VITAMIN E—600 INT. UNIT CAPSULES**  
 100 for 5.75     500 for 26.95     1,000 for 52.50
- Highest Potency VITAMIN E—1,000 INT. UNIT CAPSULES**  
 100 for 9.98     500 for 47.50     1,000 for 89.00
- Natural VITAMIN A TABLETS 10,000 USP Units each**  
 100 for .75     500 for 3.30     1,000 for 5.95
- IODINE RATION—Natural KELP TABLETS**  
 100 for .59     500 for 1.95     1,000 for 2.95
- Cold Pressed WHEAT GERM OIL CAPSULES 3 minim.**  
 100 for .65     500 for 3.20     1,000 for 5.95
- 7½ grain Desiccated LIVER TABLETS low heat dried**  
 100 for .85     500 for 3.49     1,000 for 6.50
- Red "Wonder" VITAMIN B-12 25 MCG TABLETS**  
 100 for .65     500 for 2.50     1,000 for 4.35
- Super High Potency VITAMIN B-12 500 MCG TABLETS**  
 100 for 2.89     500 for 13.50     1,000 for 24.50
- Natural VITAMIN A and D Tablets 5,000 units A; 400 D**  
 100 for .60     500 for 2.45     1,000 for 4.50
- Natural BONE MEAL TABLETS—Regular 7½ grain**  
 100 for .69     500 for 2.75     1,000 for 4.95
- Natural Soy LECITHIN—Compare this low price**  
 100 for .95     500 for 3.98     1,000 for 7.85
- Pure GELATIN CAPSULES—Easy to take**  
 54 for 1.25     250 for 4.75     500 for 8.85
- 100 mg. CALCIUM TANTOTHENATE (Pantothenic Acid)**  
 100 for 1.69     500 for 5.75     1,000 for 9.75
- Highest Potency Food YEAST TABLETS. One tablet a day**  
 100 for .85     500 for 3.25     1,000 for 5.95
- DOLOMITE Tablets—Rich in Calcium, Magnesium**  
 100 for .65     500 for 2.50     1,000 for 4.50
- GARLIC and Parsley. TABLETS. Order now and SAVE**  
 100 for .79     500 for 3.85     1,000 for 6.95
- "Arecibo-C"—Tropical ACEROLA—100 mg. Vitamin C**  
 100 for .89     500 for 3.89     1,000 for 6.95
- COD LIVER OIL CAPSULES—Easy to take**  
 100 for .98     500 for 4.25     1,000 for 7.89
- HIGH PROTEIN TABLETS—300 mg. Protein per tablet**  
 100 for .55     500 for 2.45     1,000 for 4.50
- PAPAYA PAPAIN—Natural Digestant Tablet**  
 100 for .75     500 for 3.25     1,000 for 5.85
- ORGANIC IRON SUPREME with related nutrients**  
 100 for 1.49     500 for 4.95     1,000 for 8.75

- 100 mg. Rose Hips 100% Natural VITAMIN C TABLETS**  
 100 for .89     500 for 3.98     1,000 for 6.98
- 250 mg. Rose Hips 100% Natural VITAMIN C TABLETS**  
 100 for 1.89     500 for 7.98     1,000 for 12.95
- 500 mg. Rose Hips 100% Natural VITAMIN C TABLETS**  
 100 for 3.49     500 for 14.95     1,000 for 24.50
- 1,000 mg. Rose Hips 100% Natural VITAMIN C TABLETS**  
 100 for 5.95     500 for 24.50     1,000 for 39.95
- ALFALFA TABLETS—Rich in natural factors**  
 100 for .55     500 for 1.95     1,000 for 3.49
- New MULTI-MINERAL TABLETS (9 Vital Minerals)**  
 100 for .98     500 for 4.50     1,000 for 8.50
- VITAMIN B6—10 MG TABLETS**  
 100 for .79     500 for 2.85     1,000 for 4.75
- VITAMIN B6—25 MG TABLETS**  
 100 for 1.39     500 for 5.50     1,000 for 9.85
- CUCUMBER—Natural BEAUTY AIDS**  
 2 oz. Cream 1.00     4 oz. Lotion 1.00
- 10 MG. ZINC TABLETS—An Essential Mineral**  
 100 for 1.25     500 for 4.75     1,000 for 7.49
- BONE MEAL, YEAST and LIVER TABLETS (3 in 1)**  
 100 for .85     500 for 3.49     1,000 for 6.50
- Natural VITAMIN B COMPLEX with Vitamin C**  
 100 for .85     500 for 3.25     1,000 for 5.85

**\$1.00 Each** **VITAMIN E BEAUTY AIDS** **All 5 for \$3.75**

Vitamin E Cream     Vitamin E Lotion  
 Vitamin E Shampoo     Vitamin E Bath Oil  
 Vitamin E Deodorant Stick

**Money Saving MAIL ORDER BLANK** **RUSH Your Order Now to:** **NUTRITION HEADQUARTERS**  
 104 West Jackson St.—Dept. N-810  
 Carbondale, Ill. 62901

These sale prices good for limited time. **THE BEST TIME TO SAVE IS NOW!** **We Pay ALL Postage**

List items you wish here:

QUANTITY	SIZE	NAME OF PRODUCT	TOTAL PRICE

**SATISFACTION GUARANTEED** **WE PAY ALL POSTAGE** **TOTAL—amount enclosed**

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

**HIGHEST QUALITY**  
 Located in the Heart of America to Give You Faster Service and Fresher Vitamins

**NUTRITION HEADQUARTERS**  
**Carbondale, Ill. 62901**

Haband's Incredible man-made polymeric

# IMPOSSIBLE PRICE SHOES

2 Pairs for **18<sup>95</sup>**

with Haband's **TRIPLE PLUS**

for **LONG LIFE**

— Longer than we dare promise out loud.

**EXACT FIT**

No running around.

And the 1974

**EASY CARE FACTOR\***

Never Need a Shine!

WHITE LOAFER

MONK STRAP

OXFORD (with laces)

BRAID LOAFER

BURGUNDY LOAFER

**WHY PAY \$15 to \$30 per pair**

**EVEN for WHITES!**

This year, **WHITE SHOES** are **IMPERATIVE** and a **GOOD-LOOKS NATURAL TOO**, for office wear as well as your weekend and vacation dress-up occasions. Only the prevailing high prices can spoil the fun!

**And NOW COMES HABAND**, not only with whites but with all the beautiful shoes shown here, priced at 2 pair for \$18.95! **Oxfords, Loafers, Monk Straps, you name it — even the WHITES!** Any 2 pairs for only \$18.95!

Your latest experience will probably tell you such prices cannot be. Yet year after year millions of men from all over America send to Haband in Paterson NJ for our extraordinary shoes.

**\*Just Wipe Them Clean With a Damp Cloth!**

They look and feel like full grain leather but perform even better. They are fully lined, with full cushion insole and arch support, life-of-the-shoe PVC sole and heel, heavy metal buckles and trim, wheeled sole edges, heavy elastic gores, luxury lifetime laces — **THE WORKS!** Even exact sizes & widths!

**WAIT NO MORE!** The day of the over-priced executive shoe is over! If you, like thousands of others, are sick and tired of all the higher prices, yet require good quality, **TRY OUR SHOES!** We will be proud to send you any two pairs shown here, in your exact size, for your **ON-APPROVAL AT-HOME INSPECTION**. Just fill in your size on this coupon below:

## IMPOSSIBLE PRICE SHOES

2 pairs for **18<sup>95</sup>**

And Haband Pays the Postage  
3 for 27.70  
4 for 36.20

HABAND COMPANY, Direct Service Dept.  
265 N. 9th Street, Paterson, NJ 07508

Gentlemen: Please send me the ..... pairs of Haband's new Executive Shoes specified below for which I enclose \$.....

**GUARANTEE:** If on receipt you do not wish to wear the shoes, return them to Haband for full refund of every penny you paid us.

740-42

IS YOUR SIZE ON THIS CHART?

SIZES AVAILABLE — Is Your Size Here?

	5 1/2	6	6 1/2	7	7 1/2	8	8 1/2	9	9 1/2	10	10 1/2	11	12	13
A														
B														
C														
D														
E														
EEE														

COLOR	How Many	What Size	What Width
WHITE Loafer			
BLACK Braid Loafer			
BROWN Monk Strap			
WHITE Monk Strap			
BURGUNDY Loafer			
BLACK Oxford			
BROWN Oxford			



let us send them

# HABAND

265 N. 9th St., Paterson, NJ  
established 1925

Order by mail or visit one of our many New Jersey stores.

Name .....

Street..... Apt. #.....

City .....

State .....

ZIP CODE