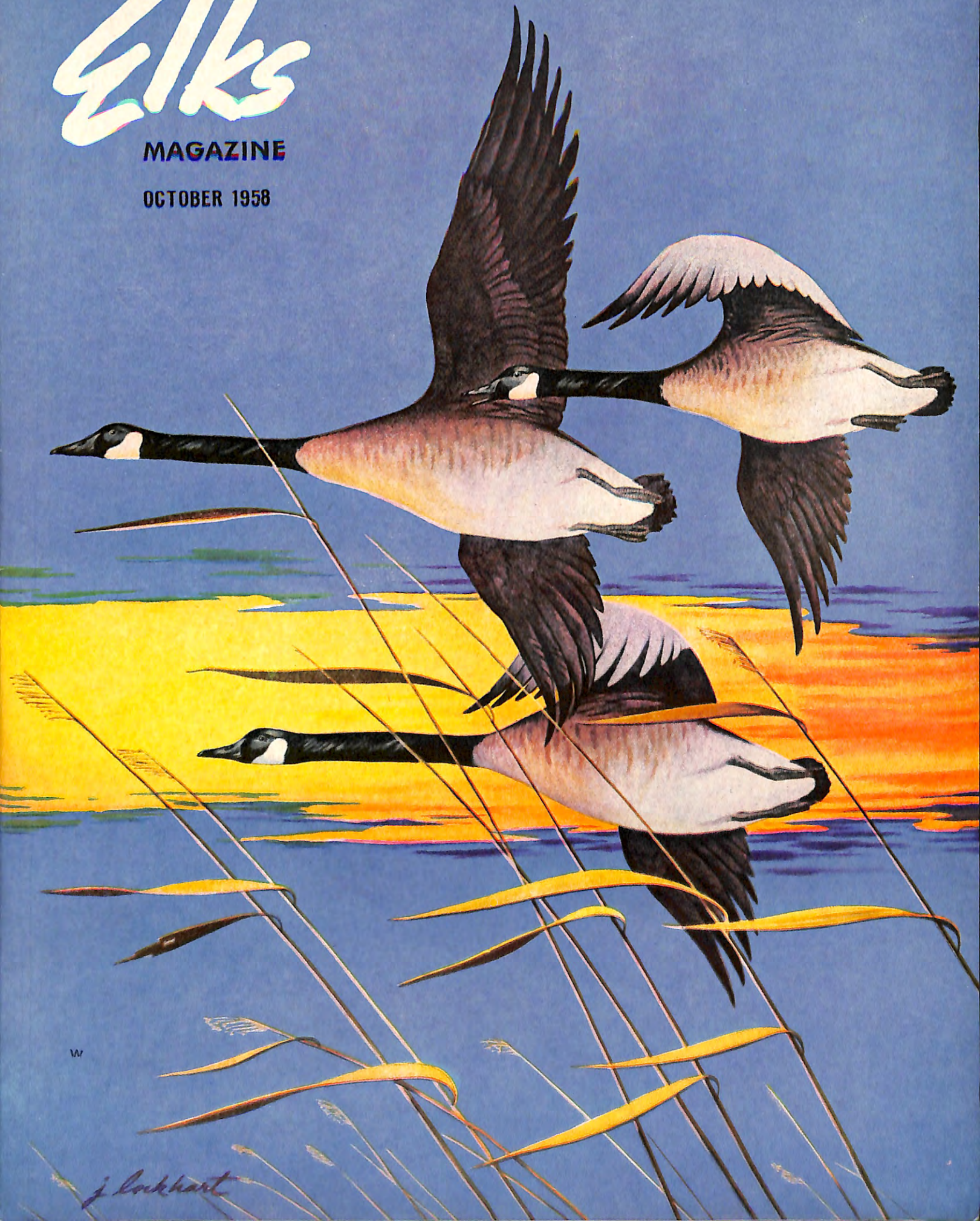


THE Elks

MAGAZINE

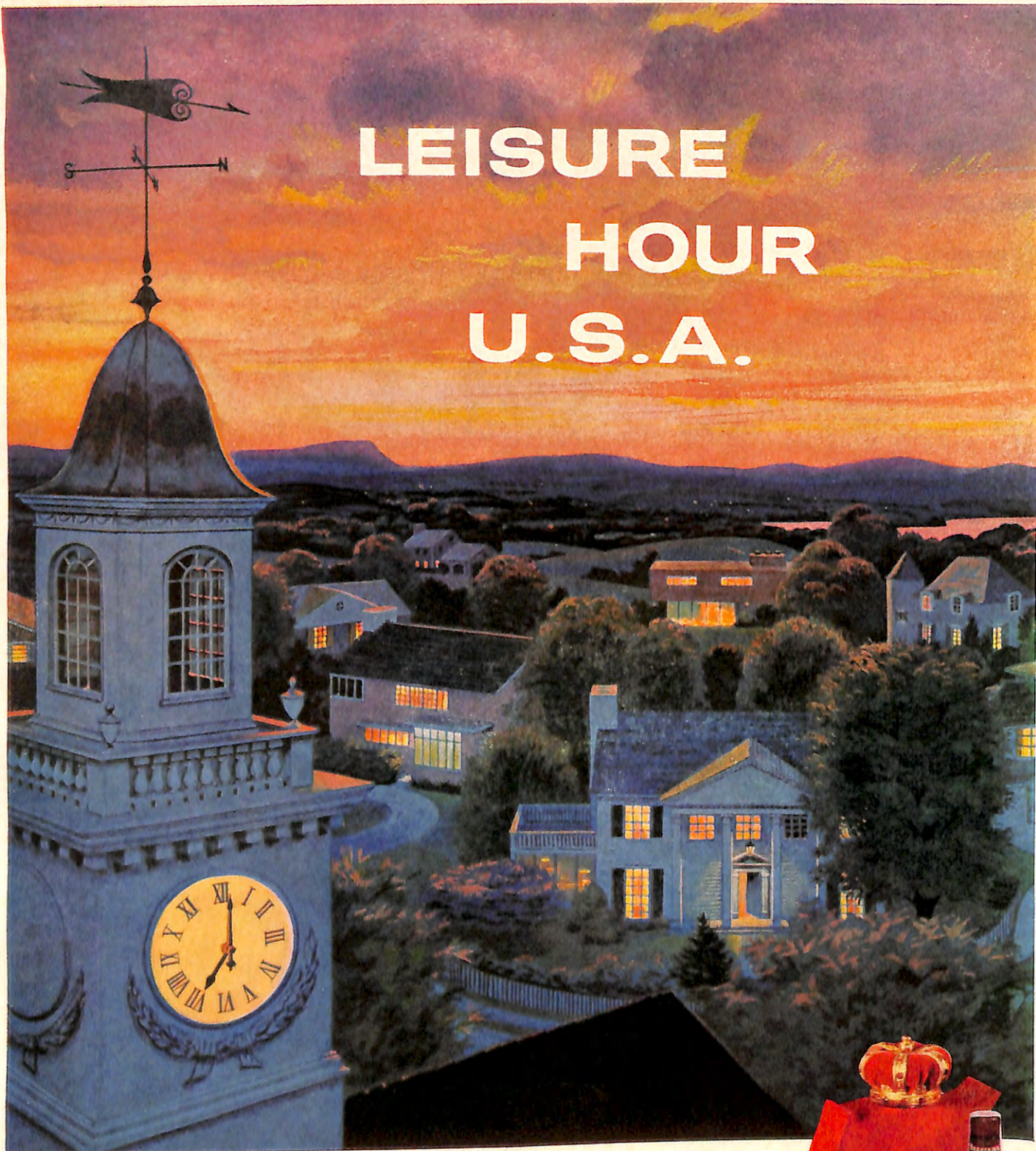
OCTOBER 1958



W

J. Lockhart

LEISURE HOUR U.S.A.



DAY'S END...A NATION RELAXES AND ENJOYS ITS FAVORITE—7 CROWN

This is the hour that soothes a day of hasty words, hurried steps, urgent afterthoughts. It is time for the sociable drink or two that so *sensibly* introduces the evening's earned and longed-for leisure. It is a special hour, and across a dusk-lit land, 7 Crown is its universal spirit.

Say **Seagram's** and be **Sure**
OF THE FIRST AND FINEST AMERICAN WHISKEY



BLENDED WHISKEY. 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY.



For Older Folks who want a youthful body!

THERE'S NO EASIER WAY TO KEEP FIT, TRIM AND STRONG!



TERRIFIC FOR HEAVYWEIGHTS!

There's no form of ordinary exercise that can "burn up" calories faster than an EXERCYCLE. This remarkable instrument handles a 300-pounder as easily and gently as if he were a baby. EXERCYCLE is a favorite among overweight people all over the world.

There's a world of difference between exercising *yourself*, and letting EXERCYCLE do it. That's why tens of thousands of men and women have chosen this easier, simpler and more convenient way of keeping themselves fit, trim and strong. For EXERCYCLE is the *only fully-automatic, motor-driven* exercising instrument that can give you a complete physiological workout from head to foot *while you just sit and relax*.

There's no form of indoor or outdoor activity designed to keep you slender, young and active that can compare with an EXERCYCLE ride. You can do yourself more good in a few minutes with this amazing EXERCYCLE than you can with hours of ordinary exercising.

EXERCYCLE is a complete home gymnasium in itself. No form of artificial stimulation such as massages, baths, vibrations, slenderizing or reducing techniques can match its overall efficiency. Once you own an EXERCYCLE, you have solved your exercising problems for a lifetime. Start now to turn back the clock and add many happy years to *your* life.

A MODEL FOR EVERY PURPOSE

EXERCYCLES are made for both normal and handicapped adults in need of exercise, regardless of age, weight, size or sedentary condition, and at a price you can afford to pay. Easy terms to suit your budget.

Also distributed in Canada.

WRITE TODAY!

EXERCYCLE CORPORATION
597 FIFTH AVENUE
NEW YORK 17, N. Y.

- ☐ Send me FREE literature and prices.
☐ I want a FREE home demonstration.

Mr. _____
Mrs. _____
Miss _____ (PLEASE PRINT)

Address _____

City _____

Zone _____ State _____

Telephone No. _____



IDEAL FOR THE HANDICAPPED!

EXERCYCLES are also made for handicapped adults who require exercise, regardless of age, weight, size or sedentary condition. There's a model to suit every purpose, from fast to very slow.



SIZE OF A TRAVEL CASE!

EXERCYCLE fits into any small nook or corner. It's only 14 inches wide at the base, 43 inches long, and 30 inches high to the seat. Plugs into *any* wall socket.



SILENT AS YOUR REFRIGERATOR

EXERCYCLE is so unbelievably silent and smooth-running that you can ride it while others sleep. This is why many users keep it in their bedrooms where they can ride it upon arising, or just before retiring.

NOW... MAJOR MEDICAL INSURANCE

is included in

NEW YORK LIFE'S EMPLOYEE PROTECTION PLAN

Designed for firms
with 5 or more
employees



MEDICAL CARE BENEFITS in New York Life's Employee Protection Plan can now, in most states, include *Major Medical Insurance* to help provide financial aid when very serious illness or injury strikes. Supplements basic benefits that help meet hospital, medical and surgical expenses due to non-occupational accidents or sickness. Several benefit schedules available for insured employer, employees and their dependents.

Plan also provides employer and employees with these modern benefits . . .

LIFE INSURANCE payable at death to beneficiary. Accidental death benefit optional.

WEEKLY INDEMNITY BENEFIT payable for total disability due to non-occupational accident or sickness. Different amounts and benefit periods available.

NEW YORK LIFE can design an Employee Protection Plan based on all or a combination of these benefits to fit your company's needs. Ask your New York Life agent for facts *now* or write to address below.

Individual policies or a group contract may be available, depending upon number of employees and applicable state law.

NEW YORK LIFE INSURANCE COMPANY

51 Madison Avenue, New York 10, N. Y.
(In Canada: 320 Bay Street, Toronto, Ontario)

A Mutual Company  Founded in 1845

The New York Life Agent in
Your Community is a Good Man to Know

THE ELKS MAGAZINE

VOL. 37 NO. 5

OCTOBER 1958

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

JOHN S. McCLELLAND Chairman
JAMES T. HALLINAN Treasurer
WADE H. KEPNER Secretary
EMMETT T. ANDERSON Vice-Chairman
EARL E. JAMES Asst. Secy. and Asst. Treas.

JAMES R. NICHOLSON General Manager
LEE C. HICKEY Editor
REGINA M. FISHER Associate Editor
WILLIAM O. CHESSMAN Art Director
ROBERT ELMAN Assistant Editor
GENEVIEVE G. CONOVER Advertising Production
W. H. MAGRATH Controller
JOHN SCHMITT Circulation Manager
ARTHUR J. GROSSBARD Promotion Manager
EDITORIAL OFFICES, 386 Fourth Avenue, New York 16, N. Y.

Cover Painting.....	JAMES LOCKHART	
Elks National Foundation—"The Joy of Giving".....		4
When Honkers Call.....	DAN HOLLAND	6
\$156,000,000 Is Not Enough.....	STANLEY FRANK	8
Spell of the High Country.....	TED TRUEBLOOD	10
Tom Wrigley Writes from Washington.....		12
Let's Talk Sales—A Message from the Grand Exalted Ruler.....		13
For Elks Who Travel.....	HORACE SUTTON	14
News of the Lodges.....		16
Accent on Variety—Elks National Service Commission.....		21
News of the State Associations.....		22
Elks Family Shopper.....		24
District Deputies 1958-1959.....		35
District Deputy Conferences.....		36
It's All Right to Aim for the Sky.....		39
Elks Home Workshop.....	HARRY WALTON	48
Travelguide		50
The Elks Magazine Editorials.....		51

CHICAGO 1
360 North Michigan Avenue
STATE 2-6662



ADVERTISING OFFICES
NEW YORK 16
386 Fourth Avenue
MURRAY HILL 4-5495



LOS ANGELES 17
1709 West 8th Street
HUBBARD 3-0633

SAN FRANCISCO 4
511 Merchants Exchange Building
465 California Street

PORTLAND 4, ORE.
217 Times Building
CAPITOL 7-3718

POSTMASTER: Send notices concerning addresses to:
THE ELKS MAGAZINE, 386 Fourth Avenue, New York 16, N. Y.

Members are asked, in changing address, to send this information (1) Name; (2) Lodge number; (3) Membership number; (4) New address; (5) Old address. Please allow 30 days for a change of address to be effected.
THE ELKS MAGAZINE, Volume 37, No. 5, October, 1958. Published monthly at McCall Street, Dayton, Ohio by the Benevolent and Protective Order of Elks of the United States of America. Entered as second class matter November 2, 1940, at the Post Office at Dayton, Ohio, under the Act of August 24, 1912. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1922. Printed in Dayton, Ohio, U.S.A. Single copy price, 20 cents. Subscription price in the United States and its Possessions, for Elks \$1.00 a year; for non-Elks, \$2.00 a year; for Canadian postage, add 50 cents a year; for foreign postage, add \$1.00 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this Magazine assumes no responsibility for their safety.
Copyright, 1958, by the Benevolent and Protective Order of Elks of the United States of America





Sportsman Sam Snead says:

"ENJOY FISHING, HUNTING, OUTDOOR LIVING ALL YEAR AT

FLORIDA SHORES

CHOICE PROPERTY IN DAYTONA BEACH AREA!

THIS is the place where all your dreams can come true! Beautiful Florida Shores is on the Atlantic Coastline, the *most desirable* location of all. Winters are warm and sunny and cool ocean breezes make summers delightful. Average temperature 70 degrees! Famed golfer and champion bonefisherman SAM SNEAD says, "Sunshine, mild climate, outdoor living and ideal location assure greater health and enjoyment for all ages at Florida Shores all year round. *It's a great buy!*"

FISHING & HUNTING "HEAVEN"
World-famous fishing at your front door all year. Big sea trout, snappers, sheepshead, bass, snook, others abound in Indian River, nearby waters. Plus exciting deep-sea fishing! Leading sportsmen come great distances to this locale! HUNTING'S great. Deer, duck, quail, wild pig are favorite game.

CITY LOTS, CITY CONVENIENCES
Florida Shores is right in the City of Edgewater on U.S. Highway #1 just 2.6 miles south of New Smyrna Beach, only 18 miles south of Daytona Beach. Residents enjoy spacious suburban living and municipal services of Edgewater.

- Lovely Lakes on Property
- Over 70 miles of streets built
- Many Homes Built & Occupied
- Police and Fire Protection

ELKS MAGAZINE May Travel guide says—"Particularly pleased with Florida Shores. The most impressive features, police & fire protection, are on hand and insurance rates are reasonable. An additional advantage is a location near all city conveniences. Land prices are still low in comparison with other property in the immediate area."

- Schools, Churches, Shopping right in City
- Model Homes and Builders
- Sensible Building Restrictions
- Park and Pier on Indian River
- Free Shuffleboard Courts
- \$5,000 Homestead Exemption
- Free TITLE INSURANCE
- NO STATE INCOME TAX
- NO CLOSING COSTS

RETIREMENT OR RELOCATION...
When you choose a homesite, location is vital. Here, you ARE IN A CITY ON FLORIDA'S EAST COAST, close to churches, shopping, schools, hospitals. Two wonderful ocean beaches are nearby. The Florida Shores boating pier is on the Indian River, considered the state's best fishing area. The soil is fertile—grow anything.

SOUND INVESTMENT... The population and new industry increase is amazing. New Smyrna Beach has tripled since 1940. Values are rising steadily & this is a SOUND INVESTMENT with excellent chances of future gains.

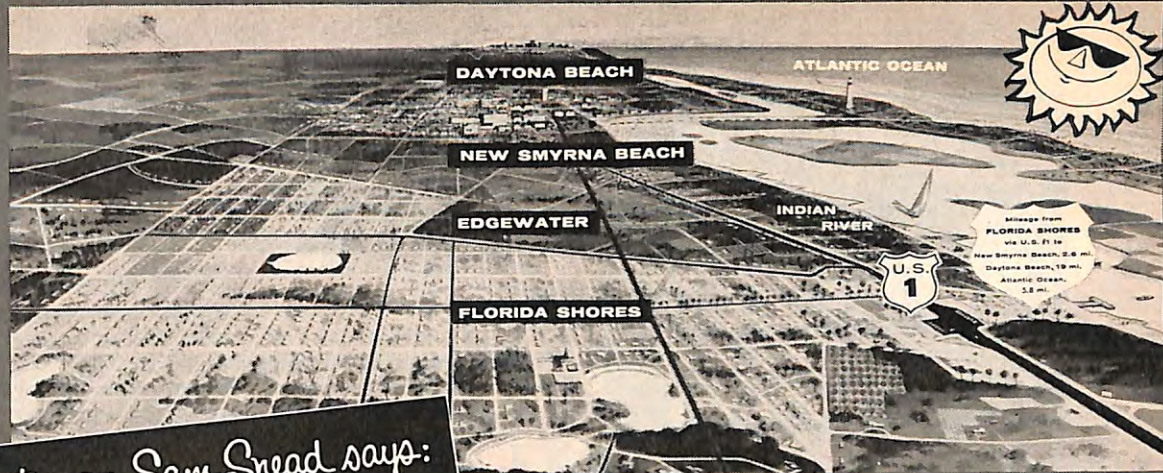
LOCAL ELKS EXTEND WELCOME
J.E. Tumblin, Grand Exalted Ruler of Elks Lodge #1557, New Smyrna Beach, extends a cordial welcome to all Elks who plan to make Florida Shores their home.



"Good neighbors and relaxed living in a wonderful climate, with city conveniences and expanding opportunities make a Florida Shores homesite a wise investment which offers a happy future for your family."

FLORIDA SHORES REFERENCES

- New Smyrna Beach Chamber of Commerce
- Bank of New Smyrna Beach
- Better Business Division, Miami-Dade Chamber of Commerce



Measure from
FLORIDA SHORES
via U.S. #1 to
New Smyrna Beach, 2.6 mi.
Daytona Beach, 18 mi.
Atlantic Ocean,
5.8 mi.

\$1 DOWN per lot for CHOICE CITY LOTS
Min. 2 lots—Max. 4 lots
SPECIAL LIMITED OFFER!

BUSINESS & JOB OPPORTUNITIES abound and are increasing. Florida Shores is in Florida's Golden Triangle, where new industry is moving in fast. Many persons commute to expanding defense centers nearby. Also, this thriving community requires many new businesses—services.

MANY ELKS AMONG 6,000 OWNERS—more buying every week! Typical enthusiastic comments: "Been looking 5 years, this is the best in Florida!"—Norman W. Schalk, Orlando. "We purchased 3 lots by mail, find them to be just what we would have chosen in person."—Mr. and Mrs. Thomas Peterson, Plainfield, N.Y.

LOVELY LOTS, STILL LOW-PRICED! . . . All lots are the same size, 40 x 125 feet. The minimum homesite sold is two lots (a quarter acre!), but you can buy 3 or even 4 for more spacious living. All lots are the same low, low price, just \$595 each. Most important, **FOR A LIMITED TIME YOUR DOWN PAYMENT IS ONLY \$1 PER LOT.** Then you pay just \$10 a month per lot!

60-DAY UNCONDITIONAL MONEY-BACK GUARANTEE — SIX MONTHS MONEY-BACK INSPECTION GUARANTEE! If you are not 100% satisfied in every way, *every penny of your money will be refunded at once without question*, anytime within 60 days after mailing coupon. You also have *six months* to inspect the property *personally*, and if you aren't satisfied we'll refund every cent you've paid! *Nowhere* can you match these guarantees that protect you so completely!

LIMITED OFFER—ACT TODAY! If you *ever* want to own Florida property, it will pay you to act now. Our lots are selling out fast and you may *never* have the chance to get so much for so little.



Enjoy the world's safest ocean beach!

Many attractive homes are being built, at surprisingly low costs.

FLORIDA SHORES, New Smyrna Beach 86, Florida

Please find enclosed my down payment of \$1 per lot for a total of . . . city lots at Florida Shores. Please send me a street map showing clearly the location of my lots. I understand that if I am not completely satisfied my down payment and any monthly payments will be refunded without question anytime within 60 days. Also, that if I inspect the property personally within six months and am not satisfied that you'll refund every cent I've paid.

Minimum	80'	120'	Maximum
2 lots at \$595	40' 40'	40' 40' 40'	4 lots at \$595
Down payment \$2		Down payment \$3	Down payment \$4
Full price \$1190		Full price \$1785	Full price \$2380

NAME
(Please print name (or names) exactly as it should appear on contract)

ADDRESS

CITY STATE

All lots same price, \$595—Payments are just \$10 a month per lot

40% RETURN ON INVESTMENT ANNUALLY

with Coin Operated

SPEED WASH

The self service
Commercial Laundry



You may not believe it—but it's true! *Housewives prefer these multi machine, coin operated laundries—because a week's washing can be done at one time, and save up to 50% on*

their laundry bill. New Speed Queen specially designed washer with short 20 minute complete cycle—nearly doubles coin store income in comparison to other manufacturers' washers.

Speed Wash installations are open 24 hours a day, 7 days a week.

It is America's fastest growing business with single installations rapidly expanding into chain operations encompassing entire cities and territories.

20 Washers, 6 to 10 drying tumblers equipped with coin meters are required for a typical Speed Wash installation. An investment of from \$11,000.00 to \$14,000.00. Business then runs itself. No attendants required. Maintenance, coin collection, janitorial services can all be handled by contract services.

As a professional man or a successful businessman, Speed Wash offers the opportunity to add 4 to 8 thousand dollars to your income yearly with little or no supervision. No expert training, no special knowledge necessary. You continue your occupation without interference.

Speed Wash stores now in operation are returning 40% to 60% annually on investments. An unprecedented business opportunity for growth and income. We supply store planning. A financing plan is available to get you started. For complete information, call or write



SPEED QUEEN
A Division of
McGraw-Edison Company,
Commercial Dept. O
RIPON, WISCONSIN

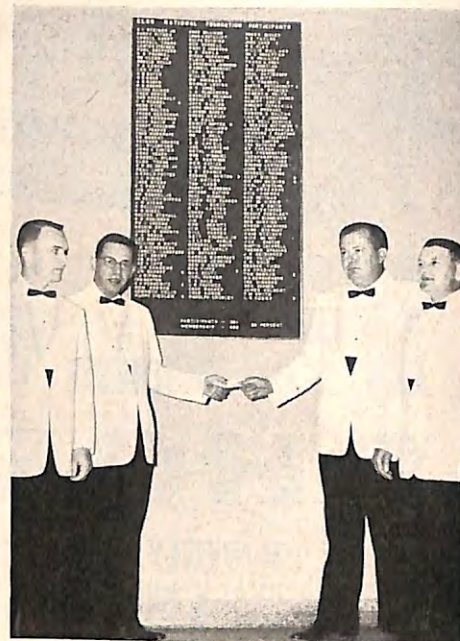


ELKS NATIONAL FOUNDATION "The Joy of Giving"

WHEN a small gesture of honest conviction becomes mass enthusiasm, it deserves notice. We refer to the story of Fairfield, Ill., Lodge and the Foundation.

In 1952 their Exalted Ruler, A. I. Steiner, Jr., donated \$10 to purchase the first installment on a \$100 Foundation Participating Certificate—the first in the lodge. Brother Steiner's primary enthusiastic awareness of the Foundation started the ball rolling and laid the groundwork of a real drive. In his year as Exalted Ruler and during the ensuing years as Chairman of the National Foundation in his lodge, his zeal and active interest sold the worth of the Foundation through announcements at the lodge, talking to members at the club, etc.; and in 1956 their goal of 100 individual participants was reached. Their next goal, of course, was 200, and to advance their drive, a letter was sent along with the dues notices, telling the story of the Foundation.

Their record to date is a matter of pride to all officers and members of Fairfield, being able to boast 202 members out of 668 membership purchasing, or having purchased, \$100 individual certificates in the Elks National Foundation.



Fairfield, Illinois's illuminated board of Elks National Foundation Participants. Left to right: J. C. Dining, Secretary; A. I. Steiner, Jr., Lodge Chairman of the Elks National Foundation; Rudolph Crowley and Exalted Ruler Elmo Young. The lodge attained a 30 per cent participation.



Two Arizona prize students receive their "Most Valuable Student" Scholarship awards from Phoenix Past Exalted Ruler Wayne Adams, Jr. Sheila Ann Wiese ranked second place in the national competition, winning \$1,100; Gerald L. Wick was one of the \$600 winners of the Boys' Division. Both of these students were also beneficiaries of \$500 National Foundation Scholarships allocated to Arizona.



The Elks National Foundation "Most Valuable Student" Scholarship Certificate of \$600 is presented to Maria T. Migliorini of Somerville, Mass., by Past Grand Exalted Ruler John F. Malley, Chairman of the Foundation. With them are James L. Colbert (left), District Chairman of Youth Activities Committee and Miss Migliorini's mother.

the "Modern Medical Miracle" every arthritic has prayed for!

ARTHRITIS CAN BE CURED!

BY BERNARD ASCHNER, M.D.

In this startling new book, an illustrious, internationally recognized medical pioneer declares that the vast majority of arthritic and rheumatic victims needlessly suffer pain and incapacity! DESCRIBES CURES IN WEEKS! — EVEN DAYS! In this *Guide To The Effective Medical Treatment And Cure Of Arthritis*, Dr. Aschner reveals in layman's language, for the first time, his astonishing discoveries and curative techniques with which sufferers are restored to new, lasting health in weeks, often days.

Here in this famous Doctor's own words, is described much more than just another method for lessening pain, achieving temporary relief, or teaching the arthritic to suffer more comfortably. Instead, based on his vast, successful practice and experience with more than 10,000 sufferers, Dr. Aschner talks confidently and reassuringly in positive terms of rapid improvement and safe, lasting cures for those stricken with arthritis and its related diseases — rheumatism, neuralgia, neuritis, sciatica, lumbago, bursitis and gout!

CURED THE "INCURABLE"

ARTHRITIS CAN BE CURED tells how patients who came on crutches threw them away! Those who came in plaster splints and steel corsets cast off their garments of torture! The young who couldn't work returned to their jobs! The aged, sick in heart as in body enjoyed life again!

Dr. Aschner, in case after case, describes the tortured procession of the "hopeless" — men and women dismissed from clinics as incurable — whom he cured. To him came actors unable to walk across a stage, young men with families, terrified of approaching crippledom, musicians who couldn't move their arms, top government officials, royalty, laborers, and even doctors themselves—all reduced by pain and suffering to a common state of despair. And he tells how he cured them, as he is curing the "hopeless" today.

REVEALS METHODS AND TREATMENTS

And now, in **ARTHRITIS CAN BE CURED**, Dr. Aschner tells in plain, non-technical language what his treatments are, how and why they work.

Each page of his fascinating eye-opening book is crammed with priceless information. And in real-life case after case he reveals how he achieves his "medical miracles" quickly, safely, lastingly, often with patients certified as "incurable" by medical institutions so famous their names are known to all.

SCORES OF ACTUAL CASE HISTORIES

To the medical practitioner and public, Dr. Aschner says: when all else has failed your patients, including aspirin and cortisone, heat therapy, diets and exercise, vitamins and gold salts—here is an effective system of treatment and cure. His records are open to any qualified doctor. The living proof is here before your very eyes in the cured men and women, young and old, who walk again, work again, live normal lives again.

PARTIAL CONTENTS

The Causes of Arthritis • Methods of Treatment Old and New Why "Modern" Methods Fail • Sex and Arthritis • Special Problems of Men • Special Problems of Women • Change of Life • Overweight & Arthritis • Smoking & Arthritis • Effective Methods of Cure other curable conditions: rheumatism • lumbago • neuralgia • neuritis • sciatica • gout • bursitis • Role of Foods • Effective Foods Dangers of "Diet Cures" • Drugs And Their Use • Heat Therapy Arthritis of the Shoulder Mostly Curable in 1-3 Weeks • Arthritis of the Knee Joint Mostly Curable in a Few Weeks • Arthritis of the Spine Quickly Curable • Arthritis of the Wrist Quickly Curable Arthritis of Fingers, Hip, etc. • 82 Typical Cases.

SOME FACTS ABOUT DR. BERNARD ASCHNER

Dr. Aschner is an internationally recognized pioneer in the field of Endocrinology. He is the discoverer of the Oculo-Cardiac Reflex, known as *Aschner's Phenomenon*. He won world-wide acclaim for his work with the pituitary gland, demonstrating for the first time in medical history its role in growth, sexual development and metabolism. His work appears in every medical textbook on physiology.

His reputation as scholar and physician has brought him invitations to lecture before learned societies in every major medical center in Europe, and he has been called in as consulting specialist by other internationally outstanding physicians, including such men as the Nobel Prize winner, Wagner-Jauregg.

Since 1938 Dr. Aschner has practiced in this country, where he became Head of the Outpatient Department for Arthritis at Stuyvesant Polyclinic and Lebanon Hospital in New York.

He is a member of the New York Rheumatism Association, The Medical Society of the County of New York, The American Medical Association, and The American Society for the History of Medicine. He is the author of a large number of medical books famous thruout the world.

"Aschner had great success . . . Patients who had been declared 'hopeless' became well again . . . It must be a great satisfaction to him to know that he has helped innumerable human beings and that he has considerably enriched medical science."

Prof. Dr. H. Sigerist, Formerly Professor of the History of Medicine, Johns Hopkins University.



typical cases from

ARTHRITIS CAN BE CURED

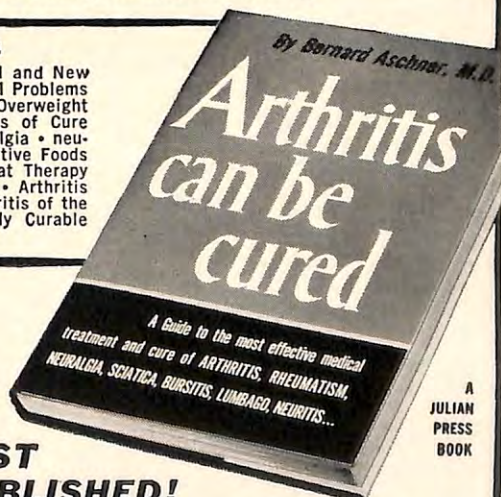
Case of a New York Physician—ARTHRITIS OF SHOULDER. A 58 year-old physician practising in New York had been suffering for 5 weeks from a very painful arthritis of his shoulder. The pain radiated into the fingers and upward into the neck, so that the suspicion of complicating radiculitis (inflammation of the roots of the nerves near the spine) was justified. (Treatment described). Complete cure within a week.

Case of a Catholic Priest—ARTHRITIS OF THE KNEES. A 68 year-old Catholic mission priest had been suffering for three years from increasing swelling, pain, and stiffening of both knees. He could walk only short distances with great effort and, though supported by a cane, he limped severely. All the usual treatments had not helped . . . (Treatment described). In two months the patient was completely restored to health and was able to make his taxing journeys across the American continent, and even accept arduous assignments in Europe. Despite his advancing age, he remained consistently well.

Case of a 60 Year-Old Woman—ARTHRITIS OF HIP. A 60 year-old woman suffered a fracture of the hip joint. An operation was performed by one of the best surgeons, of Johns Hopkins University. The fracture healed perfectly in the correct position, but a so-called traumatic arthritis of the hip joint developed. The patient could walk only with the help of two crutches

and even then with great pain. Even this outstanding surgical clinic knew of no procedure which could relieve the pain and stiffness of the hip joint. In this condition, 8 years ago, the patient came to New York and consulted me. (Treatment described). The condition improved rapidly. In 3 weeks she gave up the crutches.

Case of a Certified "Incurable"—ARTHRITIS OF SPINE. A 38 year-old woman doing the very strenuous work as superintendent in a large apartment house in addition to managing her own home, had been suffering for 2½ years from arthritis of the entire spine (the neck down to the sacral bone) with pains radiating into the arms and shoulders. She had been treated in one of the best hospitals in New York with a special reputation for the cure of chronic diseases . . . Her tonsils were removed, physical therapy and various injections were prescribed. All of these methods failed. Finally she was put into a harness-like corset of steel and leather reaching from the shoulders down to the thighs. She was told to give up her work and to take a complete rest. The medical certificate stated that she was completely incapable of working and that she would "never be able to support herself." The disease was diagnosed as "an irresistibly progressive and incurable condition." (Treatment described). The corset was dropped after one week. Cure achieved within 6 weeks. As of this date, 9 years later, no relapse has occurred.



JUST PUBLISHED!

FREE 10 DAY EXAMINATION

*****READ IT—EVEN IF YOU RETURN IT!*****

MEDICAL FACTS, Inc., Dept. 305
136 West 52nd St., New York 19, N. Y.

Please rush _____ copies of Dr. Aschner's new book, **ARTHRITIS CAN BE CURED**, for Free 10 Day Examination. I must be convinced that it is the most inspiring, informative and helpful book I have ever read, or I may return it within 10 days and it costs me absolutely nothing. When I decide to keep it I will remit only \$3.95 plus a small postage and handling charge.

name _____

address _____

city _____ zone _____ state _____

☐ SAVE! I enclose \$3.95 by check, cash or money order and save all postage and handling charges. Same Free 10 Day Examination and prompt money-back guarantee if not satisfied for any reason.

when honkers call

by dan holland



FROM NOW until the northern lakes are ice from shore to shore, a great many Americans, wherever they may be or whatever they may be doing, will stop in their tracks and gaze skyward. A sound has stopped them, a sound both strange and familiar, the sound of a flock of Canada geese winging its way south. The call of wild geese is magnetic. Man's business or pleasure is forgotten from the moment the first distant notes of their resonant voices are heard to the north until they have passed from hearing at the other end of the sky.

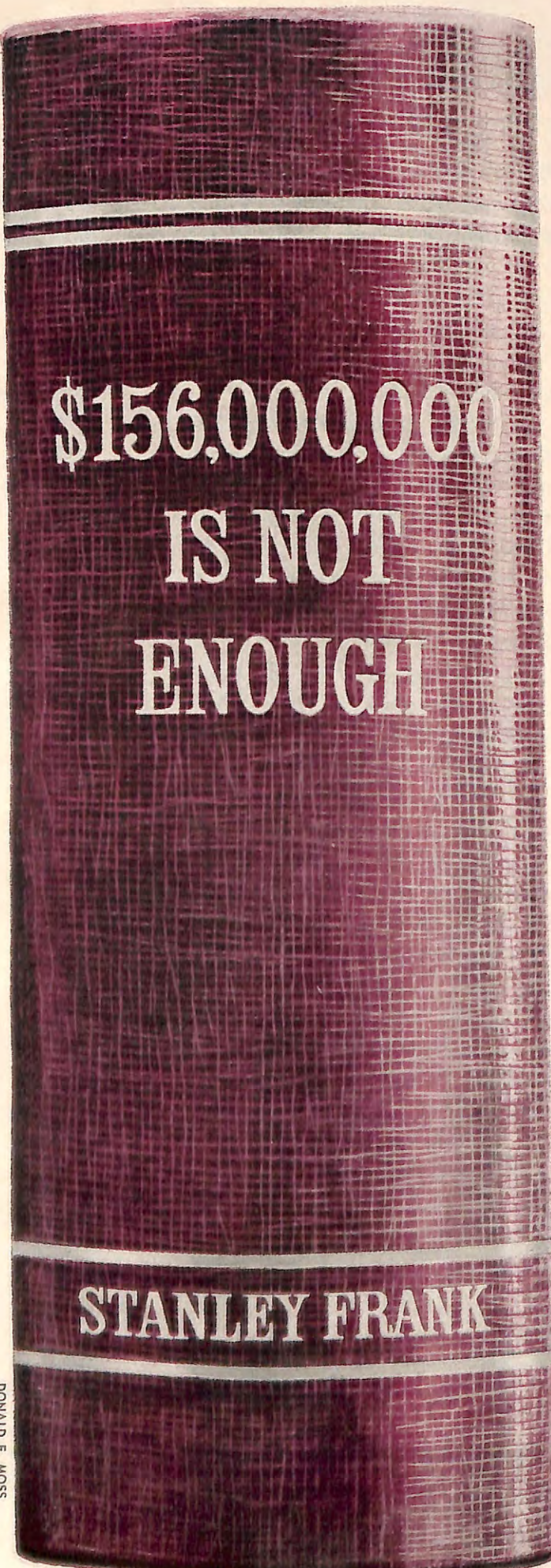
The human instinct to hunt is basic, firmly imbedded through the thousands of years of man's struggle for food during his early existence. It is still a predominant instinct with many of us, and it exists to a degree in all of us—to the degree, at least, that the wild babble of geese overhead is irresistible. There is no sound comparable. To the hunter it is music; to the non-hunter it is mysterious—wild and enchanting—stirring something out of the past deep within him.

The Canada goose is the foremost bird of America. Not only is his bugle-like voice recognized immediately by everyone, but his range covers the continent like a blanket: from coast to coast and from Labrador and Alaska down to Florida and Mexico. This is a bird known to every American—known from birth, it seems.

Being such a traditional part of the American scene, this bird has given rise to many conjectures. Some are theories based on fact; others are strictly fantasy. For instance, some people still believe that the goose is a generous host to the hummingbird on its migration journey. The hummingbird, they say, nestles comfortably among his host's downy feathers and, without lifting a wing, is transported unselfishly to the honey-laden flowers of the sunny South.

This notion, of course, is in the same class with the ostrich which buries its head in the sand in order not to be seen; or with the remarkable hoop snake, which is said to take its tail in its mouth and roll away like a barrel hoop to escape pursuit (so successfully that none has yet been caught); or to the hibernating bear, which some folks insist sucks its own paws for nourishment during the long winter months. A goose airliner for little hummingbirds would be a commendable big-brother act, but, practically, it is out of the question. Geese start south after frosts have killed the hummingbirds' source of food, and, being the first migrants to return north, (*Continued on page 45*)

PHOTOGRAPH BY THE AUTHOR



\$156,000,000
IS NOT
ENOUGH

STANLEY FRANK

Latest statistics show that in this country of unlimited educational opportunities, our local public libraries are struggling along with one third of the funds required for minimum standards of community service.

IF YOU EVER HAVE WONDERED whether your community is making a reasonably good effort to cultivate its material and cultural resources, you can satisfy your curiosity with a half-minute test. Drop into your local public library and casually look around from the doorway. Assuming you are a typical adult, it probably will be your first visit since you had a research assignment for a term paper in high school. In that event you are due for a profound shock or surprise.

Is the library the same dreary mausoleum you remembered, with forbidding "Silence" signs and austere furniture that made the acquisition of knowledge a physical chore? It is an indication that most of the other public services available to your family are as outdated as the quill pen. Is the place jumping with unexpected activities—movies, records, visual displays? You can be assured you live in a progressive town, for nothing reflects the intellectual climate of a community more accurately than its libraries. They are indispensable adjuncts of the school system and are—or should be—the major sources of continuing education for adults.

In recent years the old, musty concept of a library has been swept away by refreshing gusts of new ideas, but few people are aware of them. The modern library is something more than a repository for books in faded brown and green bindings like so many tombstones to dead issues. It offers and exploits every medium of communications—words, pictures, music and scientific displays inspired by headlines in yesterday's newspapers. In Louisville, Kentucky, the central branch pipes recordings into schools from its own FM radio station and it shortly will transmit TV programs from a special studio in the building.

A library can be as lively as a supermarket on Friday night and its shelves can be as well stocked, with a wide variety of attractive mental stimulants, if it is supported properly. Good libraries are like good roads, parks and police forces. Everyone is in favor of them, but few people are willing to face up to the hard fact that public services cost money.

A total of \$156,000,000 was spent on the nation's 12,000 public libraries for materials, salaries and maintenance in 1956, the last year for which statistics are available. Seems like a lot of money—but it was less than *one-third* the expenditure necessary to achieve *minimum* standards of service and materials. According to the American Library Association, a library system should have an annual appropriation of \$3 per capita in the area it serves to do a competent job. In other words, the United States should be spending half a billion dollars a year to provide adequate library facilities for its 170,000,000 people.

Only four cities in the country exceed the ALA's minimum requirements. Cleveland, with an expendi-



Cleveland, Ohio, with the highest per capita expenditure, offers graphic proof of what a library can do for a city. In the photograph at left, Mrs. Loraine Bennett collates phonograph records to be mailed, without charge, to the blind. At right is the general view of the Business Information Division on a typical morning.

ture of \$4.75 per capita, leads the list, followed by Boston with \$4.20 and Pasadena, Cal., and Springfield, Mass., around \$4. Only seven other cities measure up to the \$3 per capita figure—Peoria, Ill., Mt. Vernon, N. Y., Quincy, Mass., Newark, N. J., and California's Glendale, Long Beach and Santa Monica. Scores of important cities don't even spend one dollar a year per capita—notably Houston, Memphis, New Orleans, Little Rock, Scranton, Richmond and Kansas City, Kan.

We like to think of ourselves as the richest, most progressive country on the face of the earth, but 27,000,000 Americans have no access to free libraries. In five states—North and South Dakota, West Virginia, Mississippi and Idaho—more than half the resident population has no local public library service.

When confronted with such depressing statistics, harassed municipal and state authorities throw up their hands and cry that there simply isn't enough tax money to satisfy all the demands for public services, and they are right, of course. It also is true, however, that libraries traditionally have been shunted into the background like poor relations, forced to take the scraps granted them by budget committees.

In 1953 the U. S. Census Bureau made a comparative survey of state appropriations for various functions. It found libraries were given an average per capita allotment of six cents, against \$28.22 for education, \$23.12 for highways, \$16.22 for public welfare, \$8.47 for health and hospitals, \$3.50 for natural resources, \$2.67 for public safety, \$2.62 for government establishments, \$1.20 for employee security and \$.37 for airports and water installations.

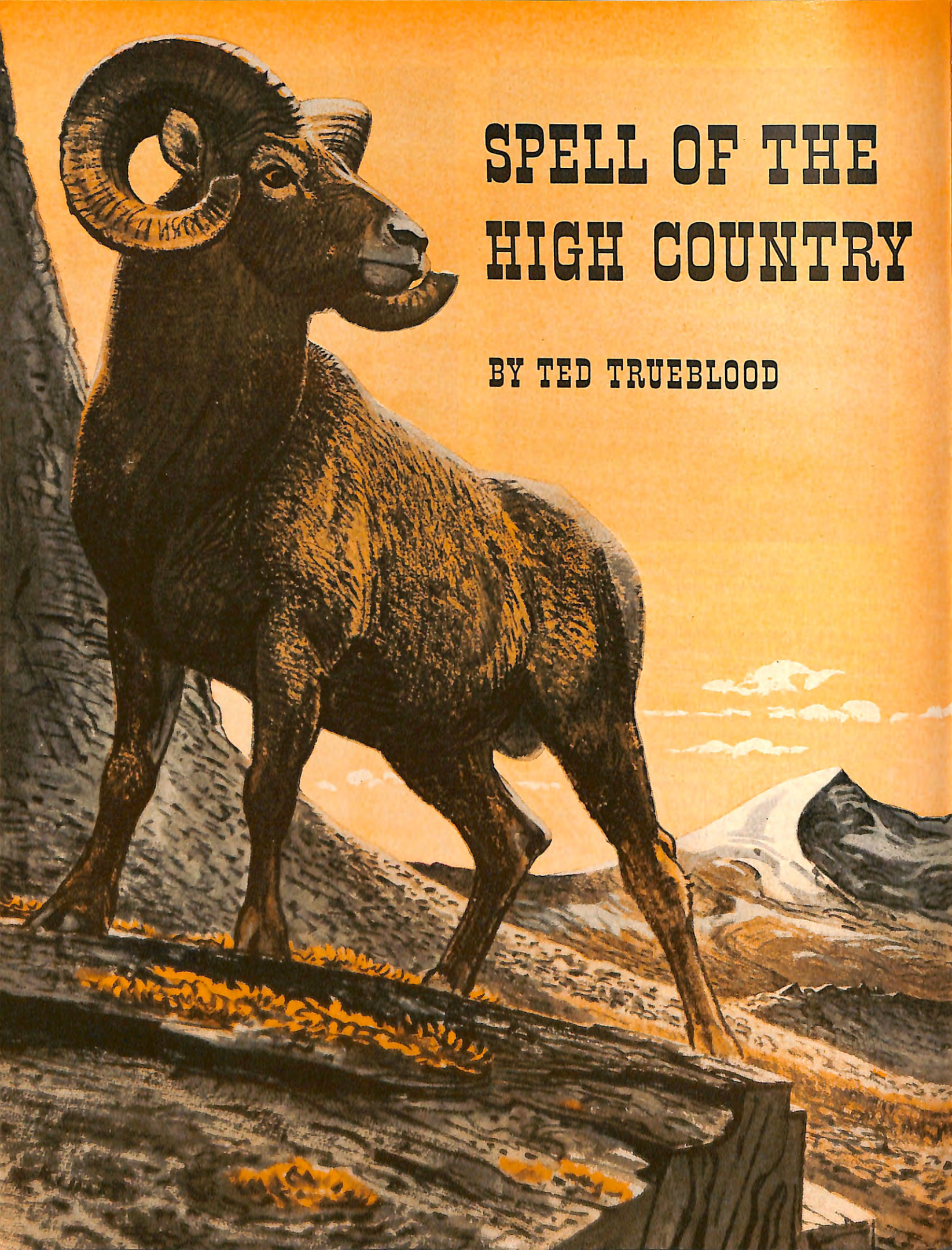
Budget-makers should be aware that a library can bring more business into a town. As you probably

know, it is standard operating procedure by major corporations looking for sites of new plants and office installations to assign industrial experts to investigate a number of factors in localities under consideration. These scouts study tax rates, pools of skilled labor, housing accommodations for employees, transportation facilities and, among other things, the caliber of a community's library. In this technological age, no manufacturing or selling organization can keep abreast of new scientific developments in its own and related fields without a convenient and complete source of the latest reference books.

Cleveland businessmen recognized that fact a generation ago and successfully fought a proposed cut in the library budget during the depression of the 1930s. The same principle was reaffirmed by the International Junior Chamber of Commerce at its world conference in Tokyo last fall, when Operation Library was adopted as one of the organization's major projects.

It is not sheer coincidence, for example, that the huge automotive industry is concentrated in Detroit. The city began to cultivate its meal-ticket long ago by amassing in the main branch of the public library extensive collections of printed materials pertaining to mechanical engineering and labor-management relations. Seattle hardly has the climate or the geographical location for an aircraft building center, but it has given the Boeing Company a strong inducement to remain by building up an excellent aerodynamics library. Similarly, Newark, New Jersey, caters to the needs of customers in the nation's most heavily industrialized area.

In Dallas, the main library has a permanent display featuring the latest creations (*Continued on page 38*)



SPELL OF THE HIGH COUNTRY

BY TED TRUEBLOOD

To a true sheep hunter, it is not the trophy that counts most, but the grandeur of rugged mountains, and the hope of seeing that ram of all rams

YOU ARE SITTING on a ridge when it hits you. You have been studying the grass patches and the shale slides of the mountain across the canyon, and after a while you lower your binocular and just look, and then it hits you. And you will never forget.

You came 1500 miles by plane and you were tired when you started because you had done a month's work in advance. When you finally got off it, you stowed your duffel bag and bed-roll and your precious rifle in the back of a pickup truck and then rode for endless, jolting miles. You stopped long after dark, and you were barely conscious of the odors of lodgepole pine and horses and the outline of the ranch buildings against the blue-black sky and snapping stars. You ate a bite, maybe, and hung your suit over the back of a chair and laid out your hunting clothes with a great feeling of relief and fell into bed.

You were up next morning while the frost still lay white on the grass. You watched the golden sunlight slide down the westerly peaks as the horses were loaded, and at last you were on one of them. Your guide made a final adjustment of the stirrups and hung your rifle on the saddle by some mysterious arrangement of straps and thongs and handed you the reins, and the procession started. There was a flurry of excitement as a pack horse bit the one ahead and pulled back in mute protest of his lot, but at last guide and wrangler got the string lined out across the frosty meadow and you fell in behind.

The Western saddle felt wonderful. It fit comfortably and the low cantle gave just the right support. You rode through the pasture bars with scarcely a backward glance at the ranch buildings clustered in their little basin among the peaks, a thin, white wisp of smoke curling slowly up into the sunlight above the trees. You rode through slender lodgepole and past white-barked aspens with their trembling leaves and saw, when the early sun sent its first slanting rays among them, that wildflowers were still blooming on the forest floor.

On and on you rode, through the trees and across wild meadows of knee-high grass, and around boggy spots grown thick with scrub alders and willows. You forded streams and trailed around steep slopes, wondering at the ease with which your horse kept his footing among the rolling stones. Through swales and along ridges you

rode, and always your course was up. And finally your saddle, which had been so comfortable as you left the meadow, became a rack of pain.

Under the churning hoofs of the horses, the dust rolled up to clog your nostrils and coat your face. You pulled your jacket off and tied it behind because the same sun that you had welcomed so eagerly a few hours before now beat down mercilessly upon your back. Your horse, whose gait had been like a rocking chair at sunrise, now seemed, with diabolical cunning, to jar and jolt you deliberately at every step. And always the miserable saddle, bruising and rubbing at every movement of the plodding horse! Your legs ached from their unaccustomed position, but when you tried to rest them by taking your feet out of the stirrups, the pounding of your hip joints against the leather was even more unbearable.

You had an all-too-brief pause for lunch. Then you were mounted again, and the long afternoon wore on in an endless monotony of creaking leather and rolling dust and the constant agony of the saddle. At last, at long last, hours after you had ceased to count the weary miles or even to wonder whether you would ever walk again, your guide stopped the horses and swung down.

You were vaguely conscious of a different kind of country. You were at the edge of a high meadow with great, rolling, grass-streaked ridges sweeping back, and towering peaks above. There was a clean, sharp freshness in the air, different, even, from the dawn freshness you had noticed at the ranch. There was no more lodgepole or aspen, but a thick clump of alpine fir near which you would camp. A clear rivulet bubbled from the base of the granite slide nearby to wander down and join the brook meandering through the meadow.

By sheer willpower, you managed to lift yourself from the saddle and half fall off your horse. You untied your rifle and leaned it, still cased, against a tree. Then, stumbling and sore, you tried to help guide and wrangler as they unpacked and set up camp and cooked. But you discovered that you were hopelessly inept compared to their swift efficiency. You finally compromised by rolling out your bed and inflating your air-mattress and bringing in a few sticks of wood.

Then they fed you and you crawled away into your bed and died. You (*Continued on page 43*)

Tom Wrigley

WRITES FROM WASHINGTON

SATELLITE RIVALRY in the armed services and the race to hit the moon with a hunk of "made-in-U. S. A." metal has again brought into focus demands for an honest-to-goodness unification of our military forces. The Pentagon reorganization bill passed by Congress was a big step in this direction but it has reservations. General Carl A. Spaatz, retired, former head of the U. S. Air Force, says this: "The quicker all of America's military men are in one uniform the better. There are at least three air forces and not less than two armies, and they're all in the missile field and three of them are trying to shoot satellites." Opponents to closer unification of our defense forces concede the programs of the three branches overlap, especially in the field of rockets, intercontinental missiles and nuclear weapons. Cost of this duplication is not the chief consideration. Modern warfare for national defense requires not only coordination but perfect unification. The day when the Army, Navy and Air Force each had its own job to do, has long since passed. General "Tooey" Spaatz, a familiar figure in the National Press Club, championed many a cause in developing American air power to lead the world. His stand for unification does not mean the various services will lose their identities or give up their friendly rivalries. It does mean they will work as one service.

CAPITAL STADIUM BLUES. Congress passed a law creating a \$9 million stadium here, but the Washington baseball team won't sign a 30-year lease to use it. Without a long lease the Treasury refuses to issue tax-free, interest-bearing bonds. The stadium would seat 45,000, but without baseball there is doubt it could be operated in the black.

SENATE PREDICTIONS. With election little more than a month away, Democrats predict they will have a 12 to 16 Senate majority next session. Republicans call that wishful thinking. The Senate will have 98 seats with Alaska, which will elect two Senators.

FREE PRESS VICTORY. Secrecy in government received a good punch in the nose in a bill passed during the closing days of Congress. It stops government officials from using a 1789 law to withhold information from the public. That old law authorized department heads to write their own rules for custody, use and preservation of records. The new law may not end cover-up tactics in bureaucracy but it's a good start. The American Society of Newspaper Editors, Inter-American Press Association, American Bar Association and the American Civil Liberties Union were among those who sponsored it.

HOW TO CUT SPENDING. As the nation faces a staggering deficit this fiscal year, Chairman Wilbur Mills, Ark., of the House Ways and Means Committee which handles taxation, comes up with a new plan to slash government spending. Instead of relying on budget making, he advocates a revaluation of all spending programs already on the books. He believes that outside of interest on the public debt and veterans' pensions, most government programs could be cut 20 per cent without hurting efficiency. Some of them, he says, haven't been overhauled in years.

LEGAL WIRE TAPPING. U. S. Court of Appeals has ruled it is not illegal for police to listen in on an extension phone when an informer calls the suspect from a police station. The evidence can be used in court.

1960 CONVENTION DEAL. Both Republicans and Democrats have agreed to hold their 1960 Presidential conventions in the same city. The deal was made to help TV, radio and press handle convention setups. In 1956 there

was a lot of confusion in moving from Chicago to San Francisco, not to speak of the terrific cost. The city chosen will be the one with ample facilities to handle the big shows, and, incidentally, the one putting up the most cash.

POSTAGE PENALTY OFF. Post Office Department took off the 5-cent penalty for insufficient postage on mail sooner than most people, including this reporter, expected. It went off Aug. 1, but after Oct. 31 it will be back on.

CAPITOL CHAFF. In an economy move, police guarding the Russian Embassy have been cut from six to three . . . New sign on the "Treasury Department Bureau of Engraving" is painted in red . . . Atomic Energy Commission, in one of its studies, has some evidence that children born of first-cousin marriages appear to have more serious illnesses than other children . . . Washington's air-conditioned transit buses have been so comfortable this summer that riders dread the approach of cold weather . . . "Freedom of the Press" postage stamps, which went on sale Sept. 22 in honor of the golden anniversary of U. of Missouri journalism school, were sold out at the National Press Club . . . The Lincoln Memorial is getting a new roof to keep Abraham Lincoln's statue dry . . . The Alexandria, Va., "Gazette," founded in 1784, is the oldest daily in the country and it's tops . . . The new console of the great organ of the Washington Cathedral weighs one ton and is one of the largest ever made by the Aeolian-Skinner Co. of Boston . . . Despite government appeals to hold the line against rising prices, GSI, which operates cafeterias in Federal Buildings, upped the prices on 84 of 165 luncheon entrees.



TOMMY WEBER PHOTO

Let's Talk Sales...



Yes, sales. In business parlance, securing new members in our Order corresponds to sales and many of the principles of good selling should be applied to membership work in our subordinate lodges. Does this shock you a little, that we should "sell" membership in the Order of Elks? Well, don't let it disturb you for I am not recommending any "high pressure" selling nor membership campaign or "drives". But I do heartily and urgently recommend that each lodge follow a membership or "sales" program organized and planned like the sales program of any good business!

Naturally, every member of the Order owes the duty to himself and his lodge to share the privileges of membership with his qualified friends and neighbors. Usually, the subordinate lodge membership committee chairman urges each member of the lodge to "bring in a new member". This method of securing new members is important and it certainly should be encouraged. However, such a haphazard, hit-and-miss membership program will never secure new members in the numbers to which our Order is entitled. Our subordinate lodges, in accordance with good business and administrative principles, must use a definite membership program planned in advance with intelligence and foresight. Our lodges must practice selective selling.

The first step is to prepare and screen lists of prospective members. In doing so, consider group classifications such as doctors, lawyers, city and county employees, officers and employees of a particular in-

dustry or business, or a group from some nearby town in the jurisdiction of the lodge. Screen the prospects carefully to ascertain that they can afford to assume the obligations of membership, that they are men of integrity and reputation, and that they have social and moral qualifications desirable for membership in the lodge. Concentrate membership procurement efforts, then, on one particular group with the idea of interesting a class solicited from it and designated by that group name. When this group has been initiated, start on another group on the prospect list. This is one plan of selective selling that has proved successful in many lodges. There are other plans and any such organized, businesslike membership program will produce the results we want.

When the membership plans have been made, the cooperation of every member of the lodge is needed to make the program succeed. This is where YOU come in! The membership committee will need you to solicit the membership of some prospect on the list with whom YOU can do the best job of selling. Tell him of the wonderful benevolent programs of the lodge, State Association, and Grand Lodge. Tell him of the social and fraternal activities of your lodge. Sell him on membership in the Order of Elks. And when he joins, be sure that it is because HE wants to become a member and not because YOU want him to. Yes, our Order needs SALES. In this, you can do your part—AND THEN SOME!

Horace R. Wisely
HORACE R. WISELY, *Grand Exalted Ruler*

MEXICO

BY HORACE SUTTON

**FOR ELKS
WHO TRAVEL**

Warm weather, leisurely living, out-of-the-way places



The Paseo de la Reforma, one of Mexico City's typically modern boulevards.

BLACK STAR



Street-market wares, from bric-a-brac to antiques.

EWING GALLOWAY



Fishing boats at Acapulco, most popular ocean resort.

GOLDEN LEAVES are flipping, the mercury is plummeting and the days getting shorter, and I fear we must face the fact that the overcoat season is upon us. As much as I abhor the notion that the days of sun, shorts, and sailboating are about over, one can of course take heart from the realization that the warm weather is available in other climes. One clime to which I seem to return like a homing swallow is Mexico, discovering new nooks with each excursion while never quite feeling that I

have used the whole place up. Heavens to Hermano! I haven't even been to such haunts yet as Oaxaca, Guadalajara and that sybaritic nest, Fortin, where gardenias float in the pool.

Mexico City, at 7,400 feet, is a little high for my blood. At that altitude, as I once wrote, much to the displeasure of some of my Mexican friends, one really ought not to drink strong stuff. One cherry soda, as I indicated, followed by three deep breaths, will keep the average person fairly well inebriated into the night. Anyway, if you move about the capital slowly, the city can be visited with a minimum of discomfort, although I wouldn't bound up the stairs.

The hours, south of the Rio Grande, have, like the language, been inherited from the Spaniards, and it is nothing to rise from lunch at a fine restaurant deep in the afternoon and collapse in a coma until the daylight blows over. Dinner itself doesn't really begin until half past nine or ten, in the manner perfected in Madrid. I must say there are dozens of places in the capital, a city referred to simply as "Mexico", where one can dine as if one were the keeper of a 50-room hacienda and a string of polo ponies. For anyone who would like to paste a list in the hat for future reference, I would certainly include Focolare, a place that gives you the notion you are dining in the courtyard of a large country estate, the 123, the Jena and the Quid, a leathery corner of great luxury—as well as the glassed-in eagle's nest atop the Hilton.

One can, should the weather prove a bit chilly at this altitude, warm up pleasantly with the food. There are such warming tidbits to be had as *enchiladas*, which are stuffed with chicken and covered with red *molé* sauce made of six different kinds of peppers and chocolate. There are *tamales*, which are corn meal and peppers inside corn husks covered with a green glacier made of tomatoes and more peppers. *Frijoles* are mashed beans and are not so dangerous, but near at hand always is a quiet looking explosive called *guacamole*.

A great tourist concern, probably the greatest after eating, is what to buy, and in that regard Mexico has an immense assortment of attractions. One can of course probe all the by-ways of the interior and the sea coast and come back with some rare finds; but handily enough an establishment known as the Museo Nacional de Artes e Industrias Populares has already done it for you. The store is on the Avenida Juarez, near the del Prado, and has silver, tin, ceramics, glassware, lanterns, weavings, woolsens, leather chairs and who knows what all—much of it piled in a sort of storeroom arrangement in the back of the establishment. If the jewelry and silver assortment is somewhat limited, there is a sprinkling of shops specializing in Mexican silver.

Although Indians still come at night

and squat on the sidewalks of the capital, the city is spawning skyscrapers with the alacrity of New York. New towers of chrome and glass have sprouted everywhere and many of them are hotels. The Continental Hilton, which opened two years ago amid the usual Hiltonian fanfare, has 400 rooms packed into sixteen stories. It stands in the Reforma section of the city, not far from Pan American's Hotel Reforma Intercontinental. The del Prado is older and more commercial, the Alffer relatively new and commercial. But perhaps the handsomest of all is the snug Bamer, now five years old, located on the Juarez at No. 52. It has a roof garden, air conditioning, and—in deference to tourists from the North—purifies its water, ice, fruit and vegetables by a process it calls "electro-oligodynamic."

But Mexico City to me is more a center than a resort. It is, for example, the shortest and pleasantest of drives down to Cuernavaca, where the square seems to burst with "types"—Indians, tourists, white-shirted, straw-hatted workers from the farms, all mixed together in a hopeless tangle. Tucked away in the back streets are shops where you can buy paintings or sandals or tinware, most of it cheaper than in Mexico City. Tucked away in the least assuming places, too, are some pleasant inns. A prime example is Las Mañanitas, which faces the street with a plain door and a plain wall. But open the door and inside there is a swimming pool, a beautiful lawn, hanging pots filled with orchids, and parrots chattering away in tree hoops.

No one would deny that Mexico's most important resort is Acapulco, which has an abandon that is reminiscent of the salad days of the French Riviera. It is also a good deal more friendly than Mexico City, and cheaper too. Its little port town is an absolute maelstrom of activity, with cars whipping around the square, birds chirping by the thousands from the trees and telephone wires at every twilight, Mexicans lounging on the park benches, and tourists bustling in and out of the shops that make trousers, shirts, shorts or blouses virtually overnight.

All the goods are displayed the next day on the Acapulco beaches, of which there is a good assortment. First of all, there is Morning Beach, where everybody goes in the morning. It is divided into Caleta Beach and Caletilla (the little Caleta). The Americans seem to gather on Caleta where they are pestered by a never-ending line of boys selling things, whereas the Mexicans themselves prefer the relative quiet of Caletilla. At either one you can buy a ride out to La Roqueta, an island with a beach that has the further attraction of a beachcombing donkey that drinks beer.

Hotels seem to be sprouting at every available corner in Acapulco—not ex-

(Continued on page 50)



BLACK STAR

H. ARMSTRONG ROBERTS



Brilliantly decorated library at National University.

Building Added to Laradon Hall



Photographed when Skokie Valley, Ill., Lodge, No. 2087, was instituted with 125 Charter Members were, left to right, foreground, the new lodge's first E.R., C. R. McCray, Grand Esquire George T. Hickey, Past Grand Exalted Ruler Floyd E. Thompson and 1957-58 D.D. Frank A. Farrell; second row: P.E.R.'s F. A. Schollian of Evanston and R. J. Herkert of Chicago No. 4 Lodge, State Pres. Stewart Strain, P.D.D.'s Frank Wohlleber and Raymond J. Sheahen and State Vice-Pres. R. B. Nemec; third row: State Trustee Kent Bosworth, P.D.D. O. E. Andres and P.E.R. Alex C. Birren, Jr., of Chicago (North) Lodge.



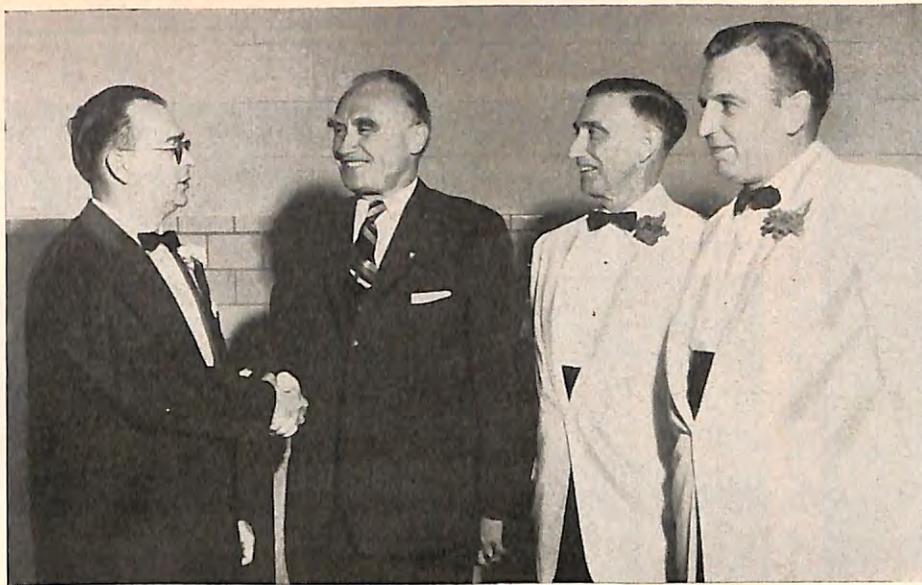
Taking part in the ceremony when ground was broken for the John R. Coen Vocational Trades Building at Elks Laradon Hall in Denver were, left to right, Grand Trustee Jacob L. Sherman, Mrs. John R. Coen, Mayor W. F. Nicholson, a member of Denver Lodge, State Pres. B. A. Anderson and Joseph V. Calabrese, President of Laradon Hall.

Ground was broken recently for the \$50,000 Vocational Trades Building at Elks Laradon Hall in Denver, Colo. The building, which will be used to train mentally retarded children to become useful citizens and to perform worthwhile jobs, will serve as a living memorial to Past Grand Exalted Ruler John R. Coen. Mr. Coen, a member of Sterling Lodge, was actively interested in the splendid work being accomplished at the Hall through the Elks of his State. Mrs. Coen was present when ground was broken for the two-story brick structure. Grand Trustee Jacob L. Sherman, a Director of Laradon Hall, is Chairman of the building program.

This school was started ten years ago through the efforts of Joseph V. Calabrese, President of Elks Laradon Hall where about 70 children are now enrolled. It is a non-profit, non-sectarian school where mentally retarded children are given specialized medical care and training. To prepare these children for successful living within range of their limitations, the school's trained medical staff offers the following program—socialization, occupational therapy, character training, speech therapy, health habits, academic work and recreation.

NEW LODGE FOR NEW JERSEY. With a roster of 95 members, Bordentown Lodge No. 2085 became part of New Jersey Elksdom. Under the direction of retiring District Deputy Frank C. Gibson, this lodge was instituted with the assistance of all former Deputies of the South Central District. Exalted Ruler Woodrow W. Behn of Trenton Lodge and his officers handled the initiation ceremony, with 1957-58 State Pres. Vernet N. Hicks and a suite of Past Presidents of the State Association installing Exalted Ruler Joseph A. Silvasi and his fellow officers. Past Grand Exalted Ruler William J. Jernick delivered an inspiring address on this occasion, which marked the institution of the third lodge of his State through the efforts of Past State President Wm. R. Thorne, former Grand Lodge Committeeman.

IOWA'S GOVERNOR Herschel C. Loveless led a long and spirited parade through the main streets of the city when Shenandoah Lodge No. 1122 celebrated its 50th Anniversary. Ten Charter Members of the lodge were on hand for the gala occasion. The Governor, a member of Ottumwa Lodge, delivered a 30-minute talk which followed a brief patriotic address by Exalted Ruler Rob-



At the institution ceremony, Past Grand Exalted Ruler William J. Jernick, second from left, congratulated Joseph Silvasi, the first E.R. of Bordentown, N. J., Lodge. Looking on are P.D.D. Frank C. Gibson and retiring State Pres. Vernet N. Hicks.

ert Higgins, both talks being broadcast over radio station KFNF.

In addition to the parade, the lodge's original affiliates were guests of honor at a banquet attended by 400 Elks and their ladies. During the one-day celebration, over 500 visitors signed the lodge's special guest book, and there were 300 guests at the dance which climaxed the day's activities.

Every veteran and fraternal organization in Shenandoah participated in the parade with marching units, bands and gaily decorated floats. The local newspaper also issued a special edition to commemorate the 50 busy years in which the Elks have been a driving force in the community.

SPEECH CLASSES POPULAR. During the colder months of 1957 and 1958, Trenton, N. J., Lodge, No. 105, offered a novel and interesting program to its membership. Sparked by Frank I. Robbins, a movement to form a public speaking class quickly gained momentum, resulting in plans to hold a specialized class each week for 14 weeks.

Pictured with the station wagon presented to the United Cerebral Palsy Assn. of Western Massachusetts by the Hampden-Hampshire lodges and the Mass. Elks Assn. are, left to right, foreground: Past Grand Exalted Ruler John F. Malley; Past State Pres. Dr. W. F. Maguire; Exec. Director P. R. Schneiderman of the C/P Assn., and Springfield E.R. E. J. O'Brien and Secy. R. L. Atkins; background: R. E. Kendall, Springfield; Chicopee Secy. R. O. Fleury; Springfield Est. Loyal Knight F. P. Turnbull; Holyoke Treas. S. A. Brunelle; Northampton E.R. J. F. Murphy; Chicopee E.R. H. C. Gingras, Jr.; Holyoke Secy. E. J. Cauley, and Esq. J. B. Godfrey, Chaplain P. W. Harrigan, P.E.R. T. F. Barry and Est. Leading Knight J. E. Mitchell, all of Springfield Lodge.

Two members of the lodge had had prior training in public speaking and offered their time and talents in the endeavor. Named as co-instructors they are P.E.R. Hugh A. R. Mooney and William J. J. Beitel. Their class consisted of 21 members, and when the 14-week course was completed, a dinner was held when Police Capt. Joseph E. Welsh, selected by the entire membership as the most improved speaker, was suitably honored.

A CHARTER MEMBER PASSES. Since 1939 Charles A. Armstrong has been the sole surviving Charter Member of Racine, Wis., Lodge, No. 252. His many friends will be saddened to learn that he passed away August 10th, just four days after his 92nd birthday. He is survived by his daughter and a grandchild.

One of the 47 men who organized

Racine Lodge in 1893, Mr. Armstrong was its Exalted Ruler five years later. In 1940, his lodge made him an Honorary Life Member at a dinner in his honor, and he was given special recognition on its 50th Anniversary.

Well known for his work for the betterment of the community, Mr. Armstrong was paid tribute by employees of S. C. Johnson & Son, Inc., when they named their new 35-acre recreation center in his name last year. Mr. Armstrong was a retired director and sales Vice-President of the wax manufacturing firm he'd joined in 1913.

TEXAS ELKDOM GROWS. With the institution of Bryan Lodge No. 2096, the Order in Texas gained 62 new members, with 20 more candidates initiated a short time later. Retiring District Deputy H. S. Rubenstein conducted the ceremony, assisted by District Deputy-elect Shirley McDonald, Past District Deputy Forest Gathright, Past State Presidents Raymond L. Wright, Victor Ferchill and Carl R. Mann, a Grand Lodge Committeeman, and former State Vice-Pres. Ras Landry.

Exalted Ruler E. L. McMullen and officers and Past Exalted Rulers of Houston Lodge initiated the Charter Member Class, while Mr. Rubenstein, aided by Exalted Ruler L. B. Prino, Jr., and other officials of Galveston Lodge, installed No. 2096's first officers, led by Van McClelland. State Pres. Alex McKnight was the speaker. Others present included Past State Presidents Floyd B. Ford and F. W. Beckstead, Co-Chairman of TECCI; Vice-Presidents P. N. Cleator and J. L. Norris, Secretary C. C. Kirby, Trustee J. L. Armstrong, Sgt.-at-Arms H. S. Bryson and Ritualistic Committee Chairman Tom Brooks, all of the Texas Elks Association; Chairman W. P. Howle of the TECCI Trustees, retiring District Deputy J. H. Leaverton and District Deputy-elect Bobby Horn.





TRENTON, New Jersey, E.R. Woodrow Behn, third from left, presents the trophy, signifying his selection as the most improved public speaker, to Capt. Joseph E. Welsh of the local Police Dept. At left is Chairman Frank Robbins who promoted the lodge's Public Speaking Classes which this event climaxed, and at right is W. J. Beitel.

FORT WAYNE, Indiana, Lodge's Youth Activities Committee has sponsored a Little League Team of 16 boys for six years at an expense of \$7,000. This year's group won 17 games out of 18 to take the championship of the Fraternal Little League. They're pictured with Elk Robert Biggs, center, background, and coaches Bob Stillhorn and Marc Junk, left and right, background. The lodge also has a junior league from which it secures material and replacements.



KISSIMMEE, Florida. Looking on as State Pres. Willis V. McCall broke ground for this lodge's new home were, left to right, Vice-Mayor Dan Autrey, D.D. R. L. Saxon, P.D.D. Jack Morgan, E.R. Jim Flanagan, P.E.R. and Building Chairman George Mansfield, County Sheriff R. M. Buckels, State Vice-Pres. W. M. Herbert and former State Secy. William Lieberman.



OGDENSBURG, New York, Lodge was honored recently with a visit from former Postmaster General James A. Farley, Past Pres. of the N. Y. State Elks Assn., who was on a tour of northern New York. Photographed at that time were, left to right, Judge Advocate J. B. Leonard, P.D.D. G. F. Lavigne, Mr. Farley, E.R. A. J. Carney, P.E.R. F. B. Burns and Secy. C. H. Belgard.



CARMI, Illinois, Elksdom's first annual \$2,000 scholarship is presented to Donald R. Spencer, right, by Exalted Ruler Gerald E. Henson, center, in the presence of Scholarship Committee Chairman J. N. Edwards, left. The award, which is aimed at furthering the young man's education in either science, mathematics or engineering, was given on the basis of tests administered by the University of Illinois. It is payable at \$500 a year for a four-year course.



PAWTUCKET, Rhode Island. Photographed at the dinner held by the Elks of Pawtucket in honor of Tolman High School's State Championship baseball team were, left to right, Youth Activities Chairman George H. Locklin; City Recreation Director J. F. Pullen, a member of the lodge; Raymond Noonan, Brown club representative who presented the championship plaque; the team's coach, Elk Alex Nahigian; team Capt. Bruce Cole; Mayor L. A. McCarthy, an Honorary Life Member, and E.R. J. H. McAlevy.

TEXARKANA, Arkansas, Lodge's \$155 check, the proceeds of a dance sponsored by the Elks to raise funds for the resuscitator shown, is presented to Fire Chief Frank Matthews, second from left, by three Elks who handled the affair. They are, left to right, George W. Pollock, Ray Harkness and Frank M. Stone.

LODGE NOTES

During the month of July, Bayonne, N. J., Lodge suffered the loss of two of its most prominent members. John F. McCarthy, who passed away on July 7th, was a Life Member and had served his lodge as Secretary for 36 years. Past Exalted Ruler Jules Menell, also a Life Member and founder of the lodge's Crippled Children's Committee, died on July 20th.

Mother's Day is always given special attention by the Elks of Beverly, Mass. This year's program paid tribute to a group of Gold Star Mothers, led by their President, Mrs. Thomas Stewart. Mayor Thomas J. Wickers, Jr., was the guest speaker at this event.

Watertown, Wis., Lodge held its 7th Annual Post Prom Party, following the dance for local high school students, and reports that every young couple who attended the dance was on hand. The Elks' party began at midnight and ended at 3:30 a.m. in the lodge ballroom which had been converted into a night club. A "live" orchestra furnished dance music, a professional floor show followed, valuable door prizes were offered and, of course, the refreshments were plentiful. This event takes the time and talents given willingly by about 40 members of the lodge, making it one of Watertown Elksdom's most successful projects.

A while back this column included a note concerning U. S. Congressman John P. Saylor who carried with him on a flight over the South Pole the Flag given him when he was initiated into Johnstown, Pa., Lodge. We have just been reminded by Thomas E. Steptoe that in our June, 1935, issue we carried a picture story on the travels of the Flag he received on initiation into Mamaroneck, N. Y., Lodge. This Flag, which he presented to his lodge on Flag Day in 1935, was carried on the first transatlantic round trip of the Graf Zeppelin in 1928; the following year it circled the globe by airship; Sir Hubert Wilkins had it with him on his 1931 submarine expedition to the North Pole and in 1934, Admiral Byrd carried it to the South Pole. Not only that, but Past Exalted Ruler Steptoe tells us he believes he is the first Elk to fly a plane and knows he was the first to fly U. S. mail, since he did just that in September, 1911, at Mineola, N. Y. Mr. Steptoe, now a resident of Inglewood, Calif., helped commemorate the 40th anniversary of regular air mail service in May of this year.

A class of 68 candidates was initiated into Portsmouth, Ohio, Lodge in honor of State President Arthur E. Socin. The ceremony was conducted by the leaders of Jackson Lodge who hold the South Central Ritualistic

Championship. In addition to Mr. Socin, other dignitaries on hand for the event included State Vice-President Dr. D. S. Goldschmidt and 1957-58 District Deputy G. R. Gast.

We wish to correct an error which appeared on page 44 of our July issue. In reporting on the visit made by last year's Grand Exalted Ruler Blackledge to Las Vegas, Nev., Lodge, the name of the Exalted Ruler who welcomed him there should have been given as Robert J. Harris.

Al Shaw, sightless member of West Palm Beach, Fla., Lodge, whose Seeing Eye Dog died several months ago, was given a new one by his fellow Elks. While he was in Morristown, N. J., being trained to work with his new guide dog, Mr. Shaw was riding in a bus when it hit a pole and overturned. Fortunately, he sustained only minor injuries.

The Elks of Fredericksburg, Va., are understandably proud of the fact that three of the five awards for Virginia in the Elks National Foundation's Most Valuable Student Contest went to young people they sponsored. Miss Joyce Ann Arritt was the recipient of a \$500 scholarship, and Miss Rebecca Young and Miss Lynne Warren received honorable mention.



LOS ANGELES, California

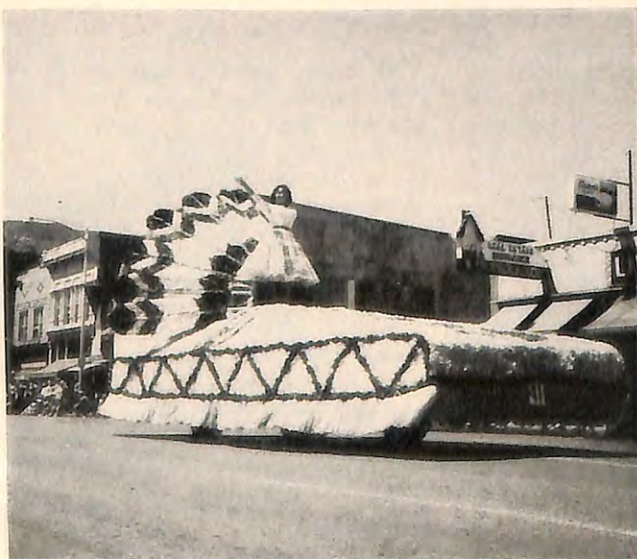


MOJAVE, California

RED BLUFF, California



PHOENIX, Arizona



DURANGO, Colorado

ELKDOM IN PICTURES

... Prominent California Elks who attended LOS ANGELES Lodge's tribute to the County's Sheriff-elect Peter J. Pitchess included, left to right, P.E.R. Judge Marshall F. McComb of the Calif. Supreme Court, Mr. Pitchess who is a member of the lodge, E.R. Geo. W. Campbell, M.D., and City Councilman Elk Ransom M. Callicott. Mr. Pitchess succeeds the County's well-known Sheriff Eugene W. Biscailuz, P.E.R. of Santa Monica Lodge, who is retiring after many years of devoted service as Southern California's chief law-enforcement officer.

... In spite of its youth, MOJAVE, CALIF., Lodge is very actively participating in civic welfare in its area. A recent gesture of this lodge was its gift of a much-needed oxygen tent to the Mojave Hospital. Dr. Paul Hwang of the Hospital's staff, at left in this photograph, accepted the equipment from, left to right, E.R. Wm. O. Young, Est. Lead. Knight J. T. Keffer and Rev. J. C. Thompson, Chairman of the lodge's Civic Welfare Committee. The Mojave Elks have also initiated a "Juvenile Decency" program to provide supervised recreation for the youth of their community.

... Shortly after he assumed the leadership of RED BLUFF, CALIF., Lodge, Laurel L. Hunt, right, initiated his 21-year-old son James into the Order.

... When Howard W. Wylie, who appears in the center of the second row, retired after many years of United States Civil Service employment, the last 16 as Purchasing Agent for the U. S. Air Corps at Williams Air Force Base, his fellow Elks of PHOENIX, ARIZ., for which he is Tiler, paid tribute to him with the initiation of a class of 16 candidates. In the background is Phoenix Lodge's National Championship Ritualistic Team. Mr. Wylie has been a member of the Order for 42 years.

... When the Annual "Spanish Trails Fiesta" was held in DURANGO, COLO., the Elks of that city not only entered this beautiful float in the parades held during the celebration, but opened their doors to all visiting Elks, their wives and families. For the teenagers, Durango Lodge sponsored several dances, with music provided by the famous Huntington Park, Calif., Youth's Band. As an added attraction, the Durango Elks' teen-age guests also included the Grand Junction, Colo., Sabres, another outstanding musical organization of young people.



Accent on Variety

—in which we touch on
a few of the many activities
through which we
“serve those who served”

Something unusual for servicemen at the VA Hospital in Brockton, Mass., occurred when local Elk officials, pictured with State officers, conducted a regular lodge session there.



An exact count of this collection of hides, ready for shipment to a tannery from Silver City, N. M., is 288 deer hides, 16 cow hides and one bearskin. With the shipment are the Elks who collected it, left to right, Veterans Service Committee Chairman Clyde Lock, Est. Lead, Knight C. R. Livermore, Ward Shoemaker, P.E.R.'s R. R. Gillespie and J. V. Burk, Doyle Jackson, E.R. Merril Maudlin and Loyal Knight W. W. Helm.



San Francisco, Calif., Lodge makes frequent gifts on its own to Fort Miley VA Hospital. Photographed with three TV sets given recently were, left to right, E.R. Harry S. Lawler, Frank J. Courtney of the Elks Veterans Service Committee, Miss Margaret L. Dooley, the Hospital's Recreation Chief, and Committeeman Herbert D. Price. The sets, with their special carts, are to be enjoyed by long-term bed patients.



A pocket billiard match between 15 members of Martinsburg, W. Va., Lodge and an equal number of residents of the Newton D. Baker Veterans Administration Center took place when the Martinsburg Elks Veterans Service Committee paid a visit to the Center. Elks appearing in this photograph include Committee Chairman Garnett W. Shipley, right, foreground; Claude Caskey, fifth from left, and S. M. Roberts, eighth from left.

Seven-State Round-Up

NEW HAMPSHIRE ELKS MEET. Littleton Lodge was host to the 14 lodges of New Hampshire at the annual three-day Convention of the State Association. At the banquet preceding the President's Ball, Chairman John E. Fenton of the Grand Lodge Judiciary Committee was introduced by Toastmaster Joseph L. Collette, Past President of the organization. Judge Fenton, who delivered an eloquent address before approximately 200 Elks and their ladies, was also the principal speaker at the business session.

Other distinguished Convention guests included former Grand Lodge Committeeman John J. Horan, retiring District Deputy Maurice Jacques, former Grand Inner Guard Charles T. Durell and all former Presidents of the organization. At the annual meeting it was voted to continue the sponsorship of a State Spelling Bee as part of the Association's Youth Program. At that time awards were presented to State Youth Leaders Miss Virginia Wuesthoff, who was also the National winner, and to Sidney Leavitt, both of Rochester. State Youth Chairman John A. Hughes handled this duty, while Scholarship Committee Chairman Ralph R. Rosa presented the awards to Miss Monique Morin of Berlin and Anthony Viola of Dover, winners in the State Scholarship Contest.

Following impressive Memorial Services conducted by John J. Horan and Maurice Daniels, the following officers were installed: President John Goggin of Claremont where the May, 1959, Convention will take place; Vice-Presidents Ralph Rosa, Portsmouth, John A. Hughes, Concord, and Richard L. Poirier, Berlin; Tiler Norman Murtaugh, Franklin; Sgt.-at-Arms Albert Savage, Nashua; Chaplain John Babb, Rochester; Secretary Francis Hart, Claremont; five-year Trustee Guy A. Rich, Littleton, and Inner Guard Arthur Strathern, Laconia.

LEADERS SPEAK AT ST. LOUIS. Past Grand Exalted Ruler Joseph B. Kyle and Past Grand Esteemed Leading Knight Dr. N. H. Feder were outstanding speakers at the final business session of the three-day Convention of the Missouri Elks Association in St. Louis. Guy D. Moore, a member of the Grand Lodge State Associations Committee, delivered the principal address at the banquet which was the outstanding social event for the 419 Convention guests.

This Association's top projects, the sponsorship of an annual two-week camp period for approximately 125 less-chance boys, and the furnishing of eye-glasses for needy children, were discussed at length during this meeting at which Joplin Lodge captured the Ritualistic title; the May 1st, 2nd and 3rd, 1959, Convention of the Association was awarded to Kansas City Elksdom, and Columbia was named as the site of the Fall Meeting on the 17th, 18th and 19th of this month.

The new State officers are Clyde J. Ellis, Kansas City, President; Robert S. Johnson, Sedalia, Vice-President-at-Large; Robert McIlrath, Farmington, Robert Glenn, St. Joseph, and J. Lyndon Sturgis, Springfield, Vice-Presidents; Eldon R. Welton, Nevada, W. B. Fitzpatrick, Excelsior Springs, and Ralph Mattock, Chaffee, Trustees; R. Max Frye, St. Joseph, Treasurer; Robert W. Boyle, Kansas City,



Grand Exalted Ruler Horace R. Wisely, center, was photographed with Mrs. Wisely and E.R. Elmer Bokesch of Frederick, Md., Lodge during the Maryland, Delaware and District of Columbia Meeting.



Pictured at the New Hampshire Convention were, left to right, Chairman John E. Fenton of the Grand Lodge Judiciary Committee, incoming President John Goggin and retiring President Guy A. Rich.



Officers of the Wisconsin Elks Association who posed for a photograph at the Appleton Convention included, left to right, seated, President-elect J. R. Froom, incoming President J. M. Van Rooy and retiring President Arthur Chadek. Standing are Inner Guard C. C. Hervey,

Trustee-at-Large Frank W. Fisher, Trustee L. W. Webster, Tiler Fred Theilacker, Chaplain A. T. Devine, Vice-Pres. Dr. Austin Sipple, Secy. Leo H. Schmalz, Treas. Wm. C. Herrmann, Sgt.-at-Arms J. G. Franey and Trustees Wm. J. Eulberg and R. J. Fink.

Secretary; W. R. Jackson, Maryville, Marshal; Ed. Weber, Joplin, Chaplain; W. R. Knoblauch, St. Charles, Inner Guard, and Don Gulnac, Hannibal, Tiler.

AN OUTSTANDING EVENT of the Massachusetts Elks Association's 44th Annual Convention was the initiation of 30 candidates for various lodges of the State by the Championship Ritualistic Team from Worcester. Over 400 delegates, their ladies and guests attended the three-day meeting in Plymouth, together with all State Association officers and such dignitaries as Past Grand Exalted Rulers John F. Malley and George I. Hall, Chairman John E. Fenton of the Grand Lodge Judiciary Committee, Grand Trustee Edward A. Spry and former Grand Lodge Committeeman Wm. F. Hogan. Mr. Hall was the principal speaker at the main business session at which retiring Pres. Dr. Wm. F. Maguire reported that various gifts made by the Association during the year totaled \$20,500. The organization's six Vice-Presidents made their reports, followed by that of Secretary Thomas F. Coppinger who stated that the amount spent individually by the 67 lodges for charity and general welfare had amounted to nearly \$295,000.

Past Grand Exalted Ruler Malley, President of Massachusetts Elks Scholarship, Inc., whose function it is to carry on the Association's extensive scholarship program, said that during the past year 14 eligible applications for scholarship assistance had been acted upon, to bring to 375 the number of awards the corporation has made.

Many other outstanding reports were well received, prior

to Mr. Hall's inspiring address. Later, Safety Committee Chairman Deputy Sheriff Francis Dacey of Waltham spoke on the fine work being done by the lodges in making the State Elks Safety Program a success.

Youth Activities Chairman Bernard D. Ward presented a \$300 Bond to Miss Ann Rahnasto, and a \$200 Bond to Joseph Smith as Massachusetts' Youth Leaders, and James Fitzgerald was the recipient of a \$500 certificate as the winner of the Elks National Foundation's Babe Ruth Scholarship.

Following these ceremonies various other reports were presented, at the conclusion of which Judge Fenton addressed the delegates and each of the six District Deputies spoke briefly. Brockton Past Exalted Ruler H. W. Weatherill headed the committee which conducted the Memorial Service.

At a special session the following morning, Past President William F. Hogan installed (*Continued on page 37*)



As guest of honor of the Montana Elks Association during its Convention in Bozeman, the Order's leader had the pleasure of presenting the Youth Leadership Award for the State to Miss Terri DeLatour. Pictured on that occasion were, left to right, Grand Lodge Youth Activities Committeeman W. L. Hill, Mr. Wisely, Miss DeLatour, State Youth Activities Chairman Earnest R. Heeb and State Association President Richard Gilder.

"Sweetie-kins"

THE MOST BEAUTIFUL, MOST LIFELIKE DOLL EVER MADE



BIG
21"
TALL

© 1958 P. J. Hill Co.

ALL THIS INCLUDED

- Party Dress • Earrings • Belt • Nylon Stockings • Panties • High Heel Shoes • Manicure Scissors • Vanity Mirror • Soap Dish • 6 Hangers • Hair Brush • Barrette • Lip-stick Case • Manicurist's Bowl • Compact • Rouge Container • Perfume Bottle • Comb • Eyebrow Pencil.

WITH Bracelet & FULL SIZE GENUINE 10 KARAT SOLID GOLD HEART CHARM plus BREATH O' SPRING "MINK" STOLE plus 24-Pc. FASHION & MAKE-UP SET plus TRAVEL CASE

Retail value \$19.95

\$4.95 plus 50¢ shipping or C.O.D. plus postage

SWEETIE-KINS DOES EVERYTHING AND MORE BECAUSE SHE IS JOINED AT THE NECK, WAIST, SHOULDERS, ELBOWS, KNEES, ANKLES

• She sits, stands, sleeps, dances • Assumes all authentic ballet & dance poses plus thousands of lifelike positions • Luxuriant shoulder length pony tail rooted Saran hair • New type 100% firm lifelike vinyl & plastic body, nearest thing to natural skin ever achieved • Washable, guaranteed unbreakable • Wears high heels, ballet shoes & wedgies. Sweetie-kins, truly, beautifully alive, simulates and holds virtually every possible position of the real child, thanks to the 12 joints in her body. Despite her demure sweetness, she is unbreakable. Completely washable, from her rooted Saran hair to her gorgeous big blue eyes (with thick real lashes) that close when she is sleepy, to her manicured toes, she may be completely immersed in water without harm. Sweetie-kins is dressed in a party frock with lace-trimmed blouse and all-textured cotton skirt, guaranteed washable, crease- and soil-resistant. Her solid gold heart charm reflects her genuine value. . . gives her proud little owner something precious to cherish as her very own. Sweetie-kins is truly one of those unique, favored dolls that every child will love and treasure for a lifetime.

100% MONEY BACK GUARANTEE!

P. J. Hill Co., Dept. W-812, 884 Broad St., Newark N.J.



Set Of President Coins—\$1

Beautifully sculptured likenesses of each President of the United States—from Washington to Eisenhower—appear on each of these 33 different Coins. Gleamingly gold plated, they're a great collection souvenir. Makes history a snap to learn! You get a separate coin for each of the Presidents. In clear plastic box. You must be pleased or your money back! Only \$1, postage paid. Order PRESIDENT COINS SET from Sunset House, 2610 Sunset Building, Beverly Hills, California.

DON'T BE FAT!

If you just can't reduce and have tried dieting, pills and tablets—try relaxing, soothing SPOT-REDUCER, a massager that's tested, and has U.L. approval. Lose weight where it shows most! The relaxing soothing massage helps break down FATTY TISSUES, helps tone the muscles and flesh, and the increased awakened blood circulation helps carry away waste fat — helps you regain and keep a firmer and more graceful figure. When you use the SPOT-REDUCER, it's almost like having your own private masseur at home. It's fun reducing this way! Lose pounds and inches quickly, easily, safely without risking health. For aches and pains due to over-exercise. Also used as an aid in the relief of pains for which massage is indicated. Sold on MONEY BACK GUARANTEE! Reduce or NO CHARGE!

(FIRMS FLABBY TISSUE!)

Restores elasticity to sagging skin.

STANDARD MODEL only \$9.98 . . .

AMAZING DELUXE MODEL only \$12.98.

(Save 90¢ postage. Send payment with order)

Send to BODY MASSAGER COMPANY

401 Market Street Dept. B-213 Newark, New Jersey



IN THE MONEY!

With thanks to the U.S. Mint, a Sterling Silver or Silvery Rhodium Plate keychain and money clip you'll be proud to wear. Both are mounted with real silver dollars, so you'll never be broke! Beautifully engraved with your initials. A handsome gift, too!

Rhodium Plated Keychain or Money Clip \$2.95

Sterling Silver Keychain or Money Clip \$4.95

Prices include engraving, tax, postage.

Sold by mail order only at these special prices.

WRITE FOR FREE GIFT CATALOG

NANCY NORMAN 1080 P.O. Bldg., Brighton 35, Mass.



ELKS



DIAMOND-WHITE AND DAZZLING, the new Kenya Gem is a laboratory creation so like a diamond in whiteness and brilliance, we doubt any layman can tell the difference. It really sparkles with a fire usually seen only in the mined stone. The Duchess Ring shown is only \$54 for ½ carat. Write for free booklet on other settings to Kenya Gem Corp., Dept. E, Philadelphia 44, Pa.



3-DIMENSIONAL MONOGRAM gives a strong masculine look to this new jewelry design. Initials are cut from a solid block of metal, finished in gold or silvery rhodium plate. Choice of 2 or 3 initials. Cuff Links, \$3.50; Tie Bar, \$2.00; Tie Tac, \$2.00; Links and Tie Bar, \$5.00; Links and Tie Tac, \$5.00; all ppd. Zenith Gifts, 1001 P.O. Bldg., Brighton 35, Mass.

Merchandise shown on these pages can be ordered direct from the companies listed. Enclose a check or money order.



BAMBOO AND BUTTERFLIES form this fascinating Coaster Set from the exotic Orient. Holder and 6 coasters are handmade of select pieces of polished genuine bamboo. In the base of each coaster is a richly hued "live" butterfly, perfectly laminated between 2 pieces of glass. Complete set, \$5.95 ppd. Scott-Mitchell House, 415 So. B'way, Dept. B-9, Yonkers, N.Y.



HOT-SEE HOTROD answers your junior mechanic's questions on how a car works. He can watch the parts of this educational toy function through its clear plastic body or remove the chassis for a closer look at the sturdy friction motor. Easy to assemble, gaily decorated. 10 x 5 x 3½ in. \$2.98 ppd. Bell Distributors, Box 293, Dept. E, Appleton, Wis.

INSTANT GLAMOUR WITH A HUMAN HAIR PIECE



Pony Tail \$7.50

Ten Style Braid \$10.50

Chignon \$7.50

Figure Eight \$7.95

Eyelashes \$2.98

per pair

Mixed Grey, Plat. and Aub. \$3.25 extra

Fine quality human hair, sample color match guaranteed.

Send generous sample, check or M.O., no COD's

COMPLETE LINE OF WIGS & HAIR GOODS

FASHION HAIR PRODUCTS

DEPT. M-E-10, 175 FIFTH AVE., NEW YORK 10, N. Y.

FAMILY SHOPPER

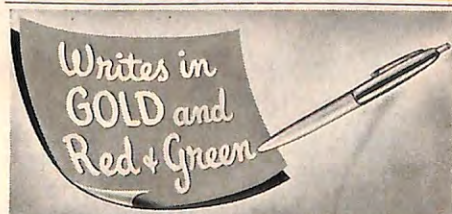


BIG GAME TROPHY HEADS are expertly sealed 3-dimensional plastic reproductions of real animal heads. Their gleaming teeth and bristling whiskers will bring adventure to den, bar, child's room. Mounted on mahogany wood plaque, 7 x 9 in. Royal Bengal Tiger, African Leopard or Black Panther, \$2.98 each ppd. Lord George Ltd., 1270 B'way., Dept. E, New York 1, N.Y.



MOTHER AND DAUGHTER BRACELET SET. Remember the solid gold tubular bracelets worn years ago? These reproductions are fashioned in gleaming 24K gold plate and personalized to make a lovely set for mother and daughter. Only \$3.50 for set. Mother's Bracelet, \$2.25; Daughter's, \$1.75; all ppd. Mother Hubbard's, 10 Melcher St., Dept. E-43, Boston 10, Mass.

Except for personalized items, there is a guaranteed refund on all merchandise returned in good condition within 7 days.

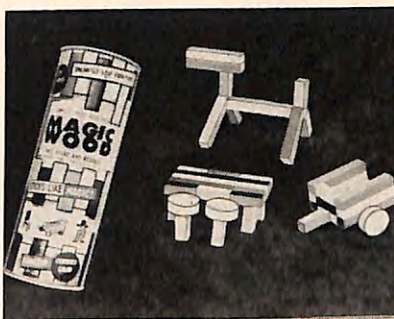


New Pen Writes In Glamorous Ink \$1

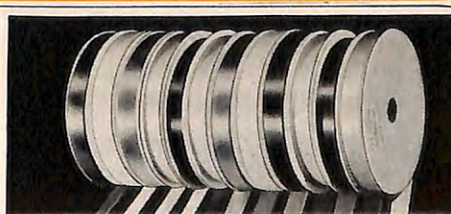
Sign your name in GOLD with this new ball-point pen! Actually writes with gold ink. Your signature will have a rich metallic look to give an original and different appearance to your correspondence. Wonderful for greeting cards, thank-you notes, gift checks, Christmas cards. **Guaranteed or your money back!** GOLD PEN with quick-change Red and Green cartridges for only \$1, postage paid. 3 extra Gold refills, \$1 a set. Order from Carol Beatty, 2611 Beatty Building, Culver City, California.



CHRISTMAS LABELS carry your yuletide message on packages or cards. What a jolly way to say Merry Christmas! Any message the space allows can be printed on the 1½-in. long labels. The tree decoration is green; the printing, red. 500 are packaged in plastic box for \$2.00 ppd. Add 14¢ for air mail. Bruce Bolind, Bolind Bldg., Dept. E, Montrose 47, Calif.



MAGIC WOOD CONSTRUCTION TOY. Just press these magic blocks together to build any shape or form. Magic Wood has a secret adhesive coating that's dry to the touch, yet sticks at any angle, can be used over and over. Little blocks are assorted shapes, sizes and colors. 46-piece set, \$1.00 ppd. Walter Drake, EL-50 Drake Building, Colorado Springs, Colo.



SATIN RIBBON 1¢ A YARD!

Fantastic but true—50 yards (that's 150 feet) of finest quality satin ribbon for only 50¢. Far less than you'd pay in stores. ½ inch wide, with fused edges. Wonderful for gift packages, hair ribbons. Choice of colors in 50-yd. bolts. Get one or more of each at this price! Handy to have in the house. **You must be pleased or your money back!** Order RIBBON ROLL in red, white, blue, green, gold or pink. Only 50¢ each, postage paid from Sunset House, 2609 Sunset Building, Beverly Hills, California.

the **ONE GIFT** they **DON'T** have...



MOPPER® the original terry "dry-off" AFTER-BATH ROBE

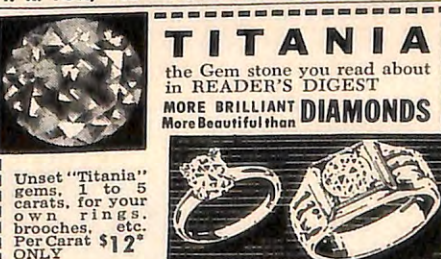
Here's the great big, wonderful "terry bear" of a robe that towels you dry instantly, cozily after tub, shower or swim. Made of thick, thirsty snow-white Cannon terry, with yards of comfortable fullness, raglan sleeves, draft-screen collar... it's a whopper of a Mopper! Two big "carry-all" pockets, wrap-around belt, tassel tie, press-on initial for personalizing. Fits men, women perfectly. For 6-footers, order king-size... only \$1.00 more. A great buy! Get several... for yourself, for gifts, for guests. Sorry, no C.O.D.'s.

Gift-ready in clear plastic bag. Free 3" initial (specify) **\$6.95 ea.**
Add 35¢ postage ea. Mopper (Save! 3 for \$20)

WOODMERE MILLS, INC.
DEPT. 257 BENNINGTON, VERMONT



Send for Free Style Book!
YOUR OLD FUR COAT \$22.95 INTO NEW CAPE, STOLE. Tax Free
I. R. Fox, fur specialist, restyles your old, worn fur coat regardless of condition, into a glamorous new cape or stole. Remodeling service includes cleaning, glazing, repairing, new lining, interlining, monogramming. Allow two to three weeks for delivery. \$22.95 complete. Send no money! Just wrap up your old fur coat, mail it to us now. Send your dress size and height on postcard. Pay postman \$22.95 plus postage when new cape arrives. Or write for free style book
I. R. FOX, 146 W. 29th St., Dept. C-30, N. Y. 1



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

Unset "Titania" gems, 1 to 5 carats, for your own rings, brooches, etc.
Per Carat \$12⁰⁰ ONLY



1 carat "Titania" Solitaire set in a beautiful 14 kt. gold mounting. Complete \$2500⁰⁰ ONLY
1 carat "Titania" set in a Masculine box style 14 kt. mounting. Complete \$3200⁰⁰ ONLY

Regent (Synth.) Star Rubies and Sapphires at proportionately low prices
FREE booklet and handy Ring-Size Chart
*Plus 10% Federal tax

REGENT LAPIDARY CO.
Dept. E-27, 511 East 12 St., New York 9, N.Y.

For Those Who Do Not Want

GREY HAIR

Now Top Secret's amazing scientific formula gives a natural looking color to faded or grey hair... makes you look years younger! Top Secret does not streak or injure hair, does not wash out.

"I noticed results after just a few applications," says Jan Garber, Idol of the Airlines. "Top Secret is easy to use—doesn't stain hands or scalp. Top Secret is the only hair dressing I use."

Time-proven Top Secret has been used by famous personalities for years.

Send \$5 (Fed. Tax incl.) for 6 oz. plastic container, convenient for traveling, too. Ppd. No COD's, please. Money back if not delighted with results of first bottle! Albin of California, Room 104, 1401-91 W. 8th St., Los Angeles 17, Calif.

SEND FOR Free Record

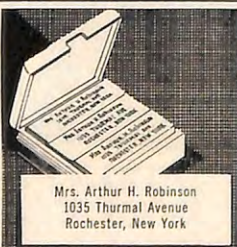
START SPEAKING FRENCH OR SPANISH ALMOST OVERNIGHT!

HERE'S the easiest way to learn FRENCH, SPANISH, Russian, German, Italian, Japanese or Brazilian. Listen to FREE 2-sided non-breakable record. Let your eyes follow words in FREE sample lesson. Almost at once you'll be chatting in a new language with a perfect accent! That's all you hear! No dull, tedious work. Just listen—imitate! It's that easy! Offer may end soon. Rush 25¢ to help cover cost of special packaging shipping. State language you want. We'll also send free information on full Cortina course. No obligation. CORTINA ACADEMY, Dept. 4210, 136 W. 52nd St., New York 19.

ONE MILLION DOLLARS CASH

In Confederate Money Yours only \$298

Be a deep south millionaire! Have money to burn! We'll send you exactly one million bucks in authentically reproduced confederate money and all you need is \$2.98! Light your cigars and cigarettes with \$10.00 bills! You get one million bucks in \$10's, \$20's, \$50's, \$100's etc. denominations—enough to keep your friends laughing and happy for months—This offer is limited. Only \$4 million dollars to a customer. Our supply of this loot is limited—so rush your order... One Million dollars only \$2.98. Four million dollars only \$10.00. If not delighted keep \$100 000 for your trouble and return the rest of the money for a full and prompt refund. Send to—BEST VALUES CO., Dept. M-438, 403 Market St., Newark, N. J.



1000 Name & Address Labels \$1

ANY 3 DIFFERENT ORDERS \$2 ppd. SAVE! SPECIAL OFFER!

Sensational bargain! Your name and address hand-somely printed on 1000 finest quality gummed labels. Padded. Packed with FREE, useful Plastic GIFT BOX. Use them on stationery, checks, books, cards, records, etc. Beautifully printed on finest quality gummed paper—1000 only \$1. SPECIAL—SAVE MONEY! ANY 3 DIFFERENT ORDERS \$2. Makes an ideal gift. If you don't agree this is the buy of the year, we'll refund your money in full. HANDY LABELS, 1006 Jasperon Bldg., Culver City 1, California.

COMBINATION SAFE—BANK

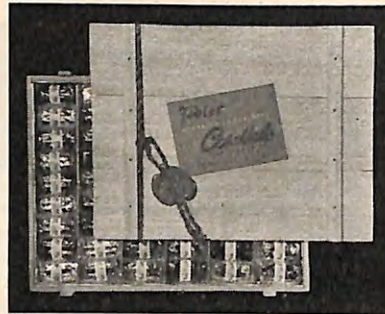
is an exact replica of a Hercules-Melink office safe. Complete with a real combination lock, steel sliding cash drawer, savings slot and shelf. A wonderful secure place for a youngster's treasures. Made of electrically welded, heavy gauge steel. A marvelous way to teach a youngster the saving habit, and could also be used as an adult lock-box. Grey finish, size 8 3/4" x 7" x 6". Ppd. \$4.95



Pa. Residents Add 3% Sales Tax SEND FOR FREE CATALOG TAYLOR GIFTS Wayne 4, Pa.



ELKS



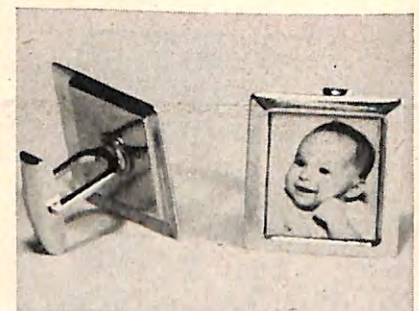
CORDIALS FROM SWITZERLAND. These fine candy cordials are covered with tasty chocolate and flavored with different liqueurs—apricot, pineapple, banana and other delicious flavors. Individually foil-wrapped and packaged in wood complete with seal. Regular 10 1/2 oz. size, \$2.95; large 15 1/2 oz. size, \$4.25 ppd. R&I Machold, 1202 Harrison, Dept. El 28, Syracuse 10, N.Y.



STRAP JAK-PAK on your back to comfortably carry your camping gear. Its adjustable web shoulder straps leave hands free for action. Made of color-fast, water repellent canvas with reinforced stitching. Large inside zipper pocket. 12 in. high x 14 in. wide x 5 in. thick. Hunter's red or safety yellow. \$12.95 ppd. Jak-Pak, 55 Dodge St., Dept. E, Lebanon, Ore.



POCKET ALARM WATCH. Handsome seven-jewel Swiss timepiece has an alarm that can be set to go off at any time and rings with a sharp clear tone. Its back opens to form a stand for desk or night-table use. Second sweep, luminous dial and hands. A welcome gift for businessmen and travelers. \$13.25 ppd. Prince Enterprises, 1308-K Lincoln Bldg., New York 17, N.Y.



PERMANENT PORTRAITS ON JEWELRY are accurately reproduced from any size black and white photo. Gold-toned image will not tarnish or wear off, resists abrasion, heat, salt spray. Photo is returned unharmed. In Hamilton gold-plate, Tie-Bar is \$3.60; Cuff Links, \$6.00; Set, \$8.50; Charm, \$3.60; all ppd. Fineline Co., 303-5th Ave., Dept. E-501, New York 16, N.Y.



"ARCO-SAW" makes your ELECTRIC DRILL a POWER SAW

ZIPS THRU 2" BOARD IN ONE EASY CUT!

Build anything from a bookcase to a bungalow with "Arco-Saw." Rips & crosscuts up to 2" board. Fits any 1/4" drill. Exclusive "Dado-Arbor" adjusts to cut grooves up to 1 1/2" wide x 1" deep in 1 cut! Not even a \$100 portable saw has a dado cutter! Graduated gages for ripping, depth & angle cuts. Safety-yoke permits 1 hand operation. \$12.95 Incl. 5" blade.

At your dealer, or order direct ppd. C.O.D. plus post. Unconditional 20-day Money Back Guarantee. ARROW METAL PRODUCTS CO. Dept. EL-10, 421 West 203rd St., New York 34, N.Y.

giant inflatable toys of pre-historic monsters

7 GIGANTIC DINOSAURS

for \$100 plus 25c postage

15" up to almost 4 feet tall



7 different pre-historic monsters \$1.00 plus 25c postage and handling per set. The most exciting gift a child can receive. In ordering please PRINT name and address. Money back guarantee!

GIANT DINOSAURS, Dept. D-55A 114 EAST 32nd ST. NEW YORK 16, N.Y.

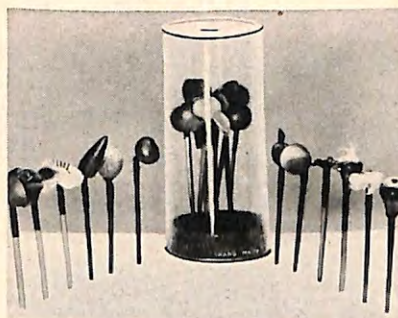
FAMILY SHOPPER



SAUCY SUE . . . 21 inches of typical American girl with these assets: Sue has a jointed body that can assume authentic ballet poses, her rooted Saran hair can be shampooed and set, and she has an unbreakable body of washable vinyl. Complete with 10 outfits plus jewelry and traveling case, \$4.95 plus 50¢ post. P. J. Hill, 884 Broad St., Dept. E, Newark 1, N.J.



FOR YOUR "BALL AND CHAIN" . . . this amusing Ball and Chain Bracelet (for her) and Keychain (for him). Dangling from the silver rhodium chain are a black marbelette ball and disc engraved to fit the occasion—anniversary, birthday or Christmas. Specify occasion and engraving. Bracelet, \$1.25; Keychain, \$1.25 ppd. Sue Allen, 58 Buffum St., Dept. E-25, Lynn, Mass.



PARTY PICKS in plastic are adorned with fancy flowers and fruit for festive serving of hors d'oeuvres and snacks. Each of the set's 10 picks is topped with a different hand-made design in gay colors. 3-inch long picks are reusable. A thoughtful gift for your hostess. Set of 10, \$1.98 ppd. Tecla Evans, 87 Prospect Ave., Dept. E, Mount Vernon, N.Y.



BOOTS FOR WINTER WALKING. Chukka Boots are lined with genuine red shearling to keep feet comfortably warm on the coldest winter day. Made of water-resistant black leather with squeegee non-slip, lite-weight rubber soles. Also in brown leather with natural lining. Sizes 4-13 for men and women. \$14.95 plus 45¢ post. Fellman, Ltd., 49 W. 43 St., Dept. E, New York 36, N.Y.

Relax in Luxury DeerMocs

\$8.95

postpaid
MAIL ORDER ONLY

Give men's or women's regular shoe size.



Send for **FREE 72-page Catalog** featuring leather shirts, exclusive clothing & equipment for sports, country living & gifts

GENUINE SUNTAN DEERSKIN . . . hand cut by Western leather craftsmen into handsome slippers that mold to your feet for perfect fit. Easy to get on and off, yet hug your feet when you walk. Fold for traveling. Washable! Satisfaction guaranteed or your money back.

Norm Thompson

Dept. 8M- 1311 N.W. 21st, PORTLAND 9, ORE.

You will **ENJOY** pleasant, vigorous **VIBRATORY MASSAGE** with the Genuine **Battle Creek HEALTH® BUILDER**

"TOPS" for the Home, for Athletic Clubs, for Reducing Salons—for MEN and WOMEN!

Enjoy the relaxing, stimulating benefits of efficient **vibratory massage!** Health Builder gives you pleasant, scientific deep-tissue manipulation—"at the snap of a switch." Helps weight and figure problems, muscle-toning, blood circulation. **Widely used in Health Institutions.** Built for years of service—fully guaranteed. **WRITE today for literature and new booklet, "BE GOOD TO YOURSELF!"**

Battle Creek EQUIPMENT CO.
Battle Creek 37, Mich.

GET YOUR COPY



YOUR OLD FUR INTO NEW JACKET, STOLE, CAPE

Let **MORTON'S** remodel your old coat, jacket or cape, no matter how old or worn it maybe, into a glamorous new fur fashion.

\$22.95 ALL 1 PRICE

Includes restyling, new lining, interlining, monogram, cleaning, glazing. All only \$22.95. **MORTON'S**, world's first and largest one-price fur service, gives you greater value, top flight designing, finer work. In fact, Morton's styling and work praised by Harper's Bazaar, Glamour, Other Fashion Leaders.



Send No Money! Just mail old fur, state dress size, height. Pay when new style arrives. Or Write for 1959 Style Book.

Write For **NEW FREE STYLE BOOK** **WORLD'S LARGEST SELECTION** at any price

MORTON'S, Dept. 45-J, Washington 4, D. C.



WEDDING RING ASHTRAY...\$2.95

WITH THIS RING they will have a lasting memento of the most wonderful day of their lives. In golden brass or rhodium silver engraved with the first names and wedding date . . . 4 1/2" diam. A thoughtful wedding or anniversary remembrance . . . \$2.95 each, order both for \$5.50. By mail only—send check or m.o. to

OLD PUEBLO TRADERS, 618-Z-S. Country Club Rd. Tucson, Arizona



BINOCULAR FLASK

No hip-pocket hiding for this handsome flask. Hang it over your shoulder . . . it looks exactly like a pair of binoculars. But it actually holds 2 half-pints of liquid refreshment. Makes a terrific hit with spectator sports fans and travelers. **\$4.00 ppd.**

Trebe Sales, 144 W. Ellsworth Lane, Milwaukee 17, Wis.



INDIAN MAKE-UP KIT \$1.95 Ppd.

Wonderful for halloween! There's a rubber head piece that fits down over his hair, a feather to insert in it, a rubber nose and lots of war paint to make him look as gaudy as an Indian Chief. Paint is easily removed with cold cream or soap.

Pa. Residents Add 3% Sales Tax. Free Gift Catalog
PAGE & BIDDLE 21 Station Rd. Haverford E 10, Pa.

STOP FREEZING 'N SHIVERING!

Magical **HOT SEAT** radiates heat on body contact! Uses no electricity, chemicals or fuel. Comfortable cushion comes ready to use; its action is permanent. Perfect for chilly weather spectator games, hunting, fishing, winter sports. Keeps you comfortable even in bitter cold. Fine for car and truck seats, tractors. **HOT MITT** keeps hand warm. Eliminates need for fuel-heated warmer.

HOT SEAT, each \$1.98 HOT MITT, each \$1.49

ELRON, INC.

352 W. Ontario St. Dept. B-265 Chicago 10, Ill.



Feel fit as a Queen in hand-laced moccasins that are narrow as an arrow. Over 223 sizes of comfortable mocs for gals of all ages. Light bouncy foam crepe soles. in Smoke, White, Red or Taffy-tan leather. Women's full and half sizes 3 to 13, AAAA to EEE. Naturally, purchases can be exchanged. No extra charges for the hard to fit. Smartly styled for work or play. Guaranteed. Factory to you \$5.95 plus 50¢ post. COD's accepted. MOCCASIN-CRAFT, 65-EL Mulberry St., Lynn, Mass.

DISTINCTIVE GIFTS FOR CHRISTMAS, BIRTHDAYS, AND ANNIVERSARIES

Men's & Ladies' Neckties of woven silver and gold, non-tarnishing chain, using beautiful agates in all colors: (a) \$5.00; (b) \$2.50.

Something new—Ladies' lovely necklaces (c). Large gold chain, safety clasp, single agate drop, \$3.50; 3 drops, \$5.00.

Bracelets (d). Gold chain, highly polished agates, assorted colors. 1 to 6 drops, \$3.50; 8 to 10 drops, \$5.00.

Ppd. inc. tax. Send check or M.O.

CRAWFORD'S LAPIDARY FASHIONS

585 Camino Real

Palm Springs, Calif.

LIGHT-UP MAGNIFIER



Makes everything bigger and brighter. 5-power magnification with built-in light gives you powerful method of inspecting specimens, stamps, coins, fabrics, insects. Small enough to fit in your pocket. Uses standard flashlight battery available everywhere. Every detail is sharp and clear.

\$1 ppd., Sorry No C.O.D.

E. H. SNYDER & CO., Dept. E-10
Box 2, Oakland Gdns. Sta., Flushing 64, N.Y.

FOR MEMBERS ONLY

Nothing except a paid-up member's Card Key will unlock this door. More than 1/3 of Elk Lodges are

now using Card Keys. Be sure your Lodge is getting the benefits of Card Key System. Write for free descriptive brochure:

CARD KEY SYSTEM, INC.
Burbank, California

12 Rare Jungle BUTTERFLIES \$1.00

A dozen vivid butterflies from tropical jungles, ready to mount or to decorate lamps, curtains, trays, table-tops, etc. Fascinating beauty for nature-lovers and students. Beautiful specimens up to 3" across. Processed to lie flat.



12 all different, only \$1.00

We ship within 24 hours.

Satisfaction guaranteed or money back.

Walter Drake & Sons

2310 Drake Bldg., Colorado Springs 5, Colo.

Send for Free Catalogue

HOW ABOUT THAT! 5-for-1 sale of slam-bang sports movies!



1. AFRICAN BIG GAME
2. COBRA-MONGOOSE FIGHT
3. MAN-EATER: SHARK FISHING
4. CROCODILE-TIGER BATTLE
5. HUNTING WHALES

Order now! Special limited introductory offer for new fans only. Money back guarantee.

TREASURE FILMS
P. O. Box 1215
Sherman Oaks 11, Calif.

5 Sports MOVIE SUBJECTS

all 5 \$2.00 only 8mm

\$4 for 16mm.

It's the greatest sports movie bargain ever! Your choice of a lifetime to get five no-holds-barred sports action subjects for less than the price of one.



NEW... FOR SPORTSMEN! THE JOHNNY-HOOK!

Here's a paddle that fulfills every need of the active sportsman! The exclusive JOHNNY-HOOK makes every paddle the most useful accessory a modern boatman can have! This paddle with special hook and pike tip made of aluminum takes the place of a pike pole and makes docking easier, especially in a tight place. And, it floats! 5 1/2 foot paddles retail for \$7.65 each. Write

John W. Johnson,

St. Maries, Idaho



\$4 POST PAID

For N.Y. City purchases add 11 cents city sales tax

Identify Yourself as an Elk

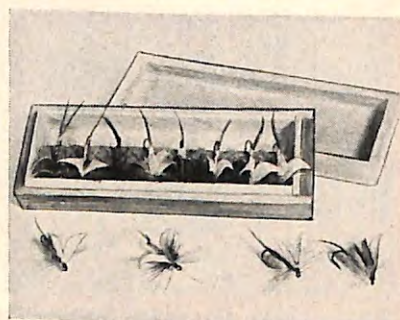
When you wear an Elks lapel pin you are identified as a member of one of America's great fraternal Orders and a man who has been selected worthy of the honor of wearing it. Here is a pin —7-E—a beautiful jewel brilliantly enameled red, white and blue. It is 10-kt gold plated and one of a line of Elk insignia pins of varied designations ranging from this, the standard membership pin to Past District Deputy. All are reasonably priced—some are set with either sapphires or diamonds. Send TODAY for illustrated folder containing prices. Above pin—7-E sells for \$4.00, sent post paid. Write to—

THE ELKS MAGAZINE
386 Fourth Ave., New York 16, N.Y.

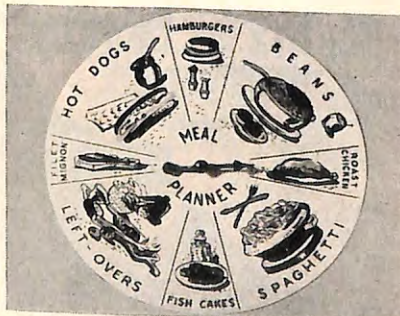
ELKS



GIFT FOR GRANDMA. Heirloom Book Locket, authentically reproduced from an antique jewelry piece, opens to reveal 4 tiny photos of Grandma's favorite people. 24K gold-plated locket, almost 2 in. tall, dangles from a bow-tie pin. Engraved with 2 or 3 initials. Instructions for inserting photos incl. \$2.98 ppd. Mulberry House, 65 Mulberry St., Dept. E-9, Lynn, Mass.

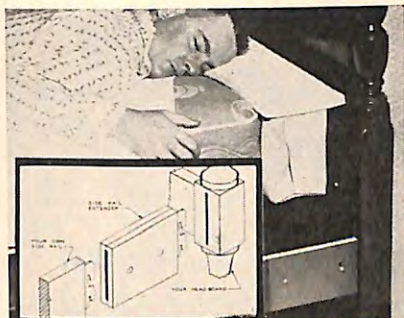


ONE DOZEN TROUT FLIES FOR 88¢. Few fishermen can resist this bait—12 hand-tied trout flies in beautiful life-like colors from one of the country's best fly makers, at an unusually low price. Set of 12 in floating balsa wood box with cork runner to keep flies in position, 88¢ ppd. Spencer Gifts, 505 Spencer Bldg., Atlantic City, N.J.

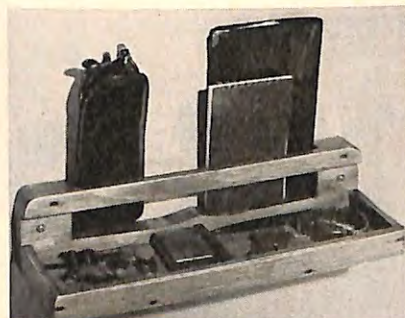


"MEAL PLANNER". Spin the brass pointer and let it choose the tasty main dish for your menu from the eight choices listed. Just the gag gift for a husband to give his wife—and it's a fun decoration for the kitchen too. Made of solid hardwood, 8 in. in diameter, 1 in. thick, finished in 3 colors. \$1.95 ppd. Taylor Gifts, Dept. E, Wayne, Pa.

FAMILY SHOPPER



BEDS CAN GROW to fit the tall man. New Side-Rail Extenders hook on to any wood bed side rail and give 6 extra inches of comfortable sleeping room. Strong steel hooks are clamped between attractive plywood with choice of light or dark finish. \$4.75 plus 40¢ post. Mattress Extender also available. Better Sleep, Dept. E-10, New Providence, N.J.



GENTLEMAN'S TIDY SHELF neatly holds keys, watch, wallet, glasses—all the items a man empties out of his pocket and normally heaps on the dresser top. It's nicely hand-crafted of hand-rubbed knotty pine. Attach it to the inside of a closet door, with screws included. 13 in. wide x 4 1/2 in. deep. \$2.95 ppd. Medford Prod., Box 39, Dept. E, Bethpage, N.Y.



GRAND PRIX RACERS. Sleek, imported scale models of Mercedes-Benz (top) and Ferrari racers are only 4 in. long, yet go 20 mph on a straightaway. Beautifully detailed cars have micro-sensitive adjustment and differential for precision steering, brake, free-wheeling, crash absorber, etc. Only \$2.95 ea. ppd. Lincoln Prod., 411-B Lincoln Bldg., New York 17, N.Y.

Electric HOT-POT

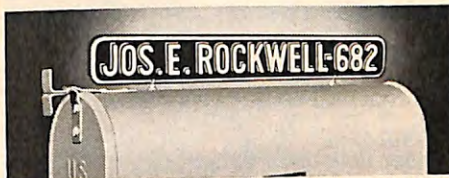
\$2.88 COMPLETE

FOR
**INSTANT COFFEE,
SOUPS...TEA...WARMING...SERVING**

Value discovery from abroad! Handsome pure white porcelain warmer-server, 4-cup size, boils in 2 1/2 minutes. Saves time and steps. Makes instant coffee, heats soups, makes tea, cocoa, etc. Keeps 'em piping hot to the last drop! Insulated base protects tables. Turns off or on at a touch. Locking lid. An amazing buy at just \$2.88 each, plus 22¢ postage anywhere in U. S. Fully Guaranteed. Order by mail, TODAY!

**BRECK'S
OF BOSTON**
ESTABLISHED SINCE 1918

561 Breck Bldg. • BOSTON 10, MASS.



Day-N-Night Mailbox Marker . . \$1.95

Your name (or any other wording you want, up to 17 letters & numbers) appears on both sides of your Day-N-Night Mailbox Marker—in permanent raised letters that shine bright at night! Fits any mailbox—easy to install in a minute. Rustproof—made of aluminum; baked enamel finish, black background, white letters. Your marker shipped within 48 hours. Satisfaction guaranteed or money back. Only \$1.95 postpaid from

SPEAR ENGINEERING COMPANY
967 Spear Bldg. Colorado Springs, Colo.

Now! Shut Out Cold, Wind, Water, Snow
... Keep Garage Warm and Dry ALL WINTER with
... FLEXIBLE RUBBER GARAGE DOOR BOTTOM



Don't waste precious heating dollars! Keep winter cold, snow, rain, dust and drafts out—keep heat in with this amazing heavy-duty, live rubber weather-stripping. Ingenious front and back lip contour design makes it an automatically perfect closure regardless of shape of floor. Guaranteed never to harden, rot or deteriorate in any fashion. Eliminates forever ear-shattering noises no matter how hard you slam down your overhead garage door. Ideal also for sides of double hung garage doors, barn doors, etc. Can be permanently applied in only 10 minutes—requiring just a hammer—we supply the nails. Complete, simple instructions in pictorial pack.
9 foot strip . . . \$2.89 ppd. 16 foot strip . . . \$4.98 ppd.
DEPT. 5110 SCOTT-MITCHELL HOUSE, INC.
415 SOUTH BROADWAY YONKERS, N. Y.

BELT with PLASTIC GAME BAGS



for birds
• small game

No mess—keeps clothes clean . . . no hunting coat, shell vest or jacket necessary . . . just buckle on and you are ready for the field. 4 gun metal spring steel snaps for separate reusable bags, holds 10 shot gun shells 12-16-20—extra grommets for carrying misc. gear.

Sutherland Company
741 Beaubien, Detroit, Mich.

Postpaid U. S. \$2.95 Canada \$3.95

Name.....
Address.....
City.....State.....
Waistline.....inches

FlexPort PET DOOR



"I don't see how we ever got along without FlexPort before. We are more than pleased . . . we think FlexPort is terrific."

Puli Breeder,
Connecticut

"The device is the greatest peace-of-mind restorer my wife and I have seen in a dog's age."

Editor,
New York

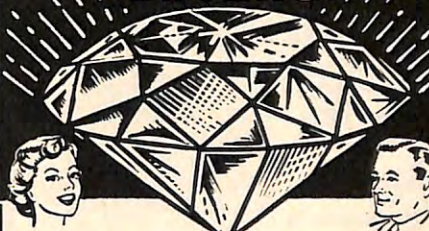
Keeps Out Flies, Wind, Rain

Dogs and cats are easily trained to use FlexPort. Ends scratched doors and whining. Gives you and pet complete freedom. Soft plastic triangles close gently and tightly. Easily installed in homes, kennels, garages, dog houses. Small, medium and large sizes available. Prices start at \$16.50. Write for free folder.



TUREN, Inc., Dept. L-10
Beaver Park Danvers, Mass.

FREE FOR DIAMOND LOVERS



YOUR CREDIT IS GOOD

With America's Oldest Diamond Discount House

SAVE UP TO 50% AND MORE

TAKE 12 MONTHS TO PAY—JUST 10% DOWN

New Big Catalog FREE



Big savings on diamonds from unredeemed loans, bankruptcy sales and other below market sources. Select from new big catalog containing hundreds of dollars worth of genuine diamonds. All set in newest, modern settings. Values from \$25. to \$5,000. All fully protected with Kaskel's unconditional 10 day money back guarantee. Your choice of the most stylish and attractive fascinating gold and platinum genuine diamond jewelry in rings, watches, brooches, earrings, bracelets, etc. Exceptional values now available. Write for free, illustrated catalog today. You'll see this array of unusual diamond bargains in full picture and detail. You'll get diamond advice. You'll learn about our protective grading. No salesman will call. Yet, all this is free without obligation. Write for your free catalog today . . . you'll be glad you did.

New Big Catalog FREE

KASKEL'S Dept. 867-K (Diamond Specialists Since 1882)
41 West 57th St., New York 19, N. Y.

Send free catalog and advice about diamonds, grading system, bonded guarantee. Also details about your easy payment plan.

NAME.....
ADDRESS.....
CITY.....STATE.....

A penny makes it
Light-Up and Go!



NEW! "Pay As You Go" Yellow Cab.

A penny in the slot of this battery operated "Taxi-Cab-Bank" makes it Light up and Zoom away. Teaches children to save money and it is loads of fun. Coins are retrieved from its bottom. Makes a delightful and fascinating Xmas Gift. Satisfaction Guaranteed: Only \$2.98 postpaid.

MEDFORD PRODUCTS INC. Dept. E242, P.O. Box 39
Bethpage, L. I., N. Y.

INTRIGUING ORIENTAL LAMP



Add a smart black & white accent to your home with this unusual lamp. Very decorative for your hall, living or family room. Wonderful for bed-side stands. 21 1/2" tall, 16" dia. Japanese Lantern type shade. Complete with on-off switch and 6' cord. \$5.95 ppd., or \$11.00 per pr., ppd.

Send CK or M.O. to:

KAY ENTERPRISES
Box 36632-EI

Los Angeles 36, Calif.

Abraham Lincoln's TAVERN LICENSE and Historical Documents



Abraham Lincoln once was a "Tavern-Keeper." Here is a copy of the original tavern license issued in 1833. Also available is Lincoln's famous 1864 "Letter to Mrs. Bixby" who lost 5 sons in the Civil War, plus an authentic copy of a "Slave Deed of Sale" dated 1793. This is real, deep-rooted Americana, reproduced from the originals on antique aged parchment. Wonderfully educational, a grand gift, ready for framing in every home or school. Send for FREE gift catalogue. \$1 each ppd., all 3 for \$2.75. Sorry No C.O.D.

GAYLE'S, Dept. E-10
440 West 24 Street New York City 11

FREE 64-PAGE CATALOG



Original & Genuine
Down insulated
clothing, underwear,
sleeping bags.

100% Down

TWICE AS WARM as any other insulation known to science & far more durable.

BEFORE YOU BUY any outdoor clothing, insulated underwear or sleeping bags GET THE FACTS about insulations. Read what authorities say. **Sold Factory to You Only**... never through dealers, never under any other brand name.

Edie BAUER DEPT. E
SEATTLE 4, WASH

AWARD-WINNING
DESIGN
CHESS SET
32 pc. Set
Only \$7.95
ppd.
Guaranteed
To
Please



This award-winning design is on permanent display at the Chicago Museum. A truly rare and black, highly polished, heavily weighted, felted and hand-sculpted gift packaged the popular 3 1/2" king size set shown is produced in limited quantities. A gift that will be treasured for a lifetime. Special price \$7.95 32 pc. set (ppd.)

THE MART, Box 41-EK, Woodland Hills, Calif.

SALT & PEPPER

GRACE BEFORE
AND AFTER
MEALS



Hand Polished
PERMANENTLY
ENGRAVED
\$4.00 SET P.P.D.

VULCAN

P. O. BOX 925, ATTLEBORO, MASS.

MESSY PATIOS NO MORE!

with this practical, portable

"BUTTS BUCKET"

(or patio planter)

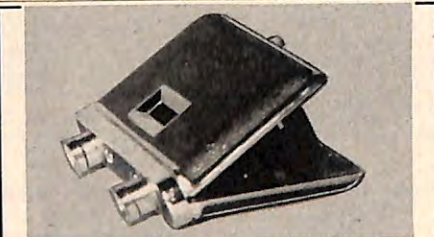
A Gift They Don't Already Have!

Attractive black metal pail 6" high and 5" wide with black metal rod 33" long. Fill bucket partly with sand. Place rod in ground. A perfect ash tray around the yard, patio or barbecue. An ideal gift for Xmas giving.

ORDER NOW—ONLY \$2.25

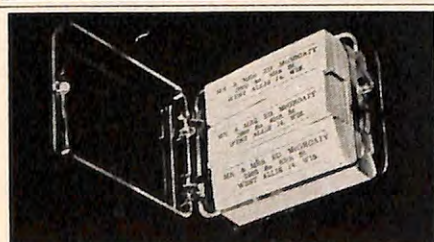
All Orders Postpaid SAVE! 3 for \$6.25
BASE FOR HARD PATIO 50¢ EXTRA

The L. J. D. Mfg. Co.
1712 S. 6th AVE., SIOUX FALLS, S. D.



Small... yet Powerful! Combination pocket binoculars and opera glasses for sportsmen and theatre goers. Adjustable, precision-ground lenses, permanently fitted into click-open case slim enough for shirt pocket or evening bag. 4 1/2 x 2 1/2. \$4.95 ppd.

THE COLLINS HOUSE, 2121 Park Ave., Bedford, Indiana



Printed Name & Address Labels—\$1

1,000 sparkling gummed name and address labels nicely printed with your full name and address with a lovely plastic box for just \$1, postpaid! 5 orders or more at 75¢ per order. **Worth much, much more!** Stick 'em on letters, checks, pkgs., etc. 300 name and address labels 50¢. Same fine quality labels but no plastic box. Just 50¢. Money-back guarantee. **Free Wholesale Selling Plan!**

Tower Press, Inc., Box 591-XB, Lynn, Mass.

SHAVE CLOSER

TWICE AS FAST
with any
Electric Shaver

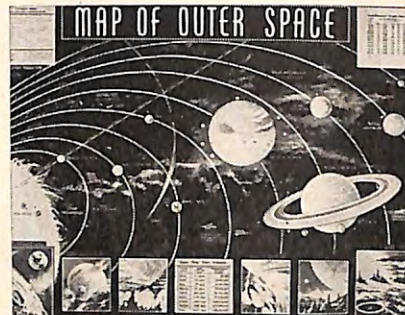
Gives old shavers new life. New shavers outperform themselves. Guarantees smoother, more comfortable shaves twice as fast with any ac/dc electric shaver. Electronically changes household ac electricity into jet powered dc. Gives shaver up to 88% more cutting power. Lengthens shaver life. Just plug into outlet, attach shaver cord. Like ethyl gas in a fine car. Satisfaction guaranteed. At your dealer's or send check or M.O. for \$5.95 to:

PARKS
PRODUCTS

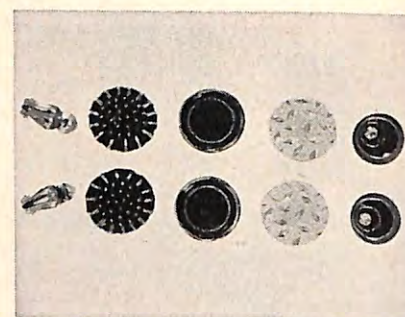
7421 Woodrow Wilson Dr.
Hollywood 46, Calif., Dept. A8



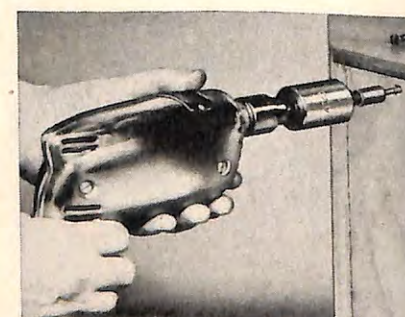
ELKS



SPACE MAP pictures the planets and wonders of outer space in 8 brilliant colors. This Rand McNally Map, approx. 10 sq. ft. in size, also gives such novel facts as your weight on Mercury or Mars, the length of a day or year on other planets. An educational and inexpensive way to dress up a child's room or den. \$1.00 ppd. Concord Co., Box 666, Dept. E, Port Chester, N.Y.

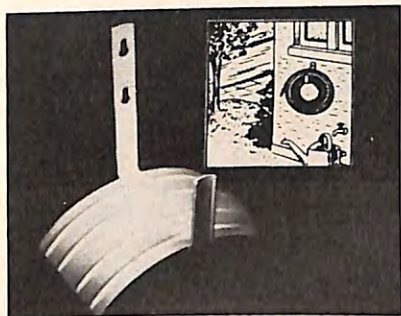


BUTTONS BECOME EARRINGS. Interchangeable Ear Clips make earrings out of any shank button—so raid the button box or buy buttons to have a change of earrings for every costume. Each card with one set of clips and 4 sets of attractive buttons, \$1.00 ppd. Every card has a different set of buttons. Gayle's, 440 West 24th St., Dept. E, New York 11, N.Y.

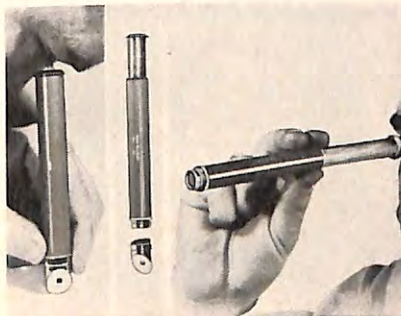


"ARCO SCREW-MATIC"—a Power Screw Driver attachment that fits any electric drill or drill press. Its powerful industrial-type clutch can't slip when driving large screws, disengages automatically when screw is driven home. Only \$5.95 ppd. incl. 1 each Phillips Head Bit and Bit for slotted screws. Arrow Metal Prod., 421 W. 203 St., Dept. ELP-10, New York 34, N.Y.

FAMILY SHOPPER



ALUMINUM HOSE HANGER. To keep hose untangled and out from under foot, wind it 'round this handy hose hanger. Lifetime aluminum hanger securely holds up to 100 ft. without kinks. Attaches easily to any wall or post; threading screws are included. Use it for storing hose during winter months. \$1.00 ppd. Elron Prod., 352 W. Ontario St., Chicago 10, Ill.



MIDGET MICROSCOPE-TELESCOPE . . . pocket-size but powerful. Its telescope magnifies 8-power with a wide, brilliant field; the microscope is 60-power. No bigger than a fountain pen, this precision-made instrument is handy for sports, sightseeing, looking at rare objects. Sharp focus at any range. \$4.95 ppd. Madison House, 305 Madison Ave., Dept. R, New York 17, N.Y.



MINK TRIMMED STRETCH GLOVES are made of the finest Helene Stretch yarn that molds to the hand and fits any size. Each glove has a front cuff of mink and your initial in gold nestles in the cuff. Mink and initial are removable for washing. In black, white or beige, \$1.95 a pr.; 3 pr., \$5.50 ppd. Western Classics, Box 4035, Dept. El-10, Tucson, Ariz.

FREE FANTASTIC GIVE-AWAYS!

OUR WAY OF GETTING NEW CUSTOMERS!

WE ONLY SELL BY MAIL

Choose Any 1 of These 3 Gifts FREE with any order from this page*



SPENCER GIFTS

America's Old Reliable Mail Order Company

NOW! HAVE A VIBRATING CHAIR FOR ONLY \$5.98

Why pay \$200 for an electric vibrating chair? Ingenious new 5' x 6 1/2' portable vibrator attachment, secures to the frame of any ordinary chair in seconds—converts it into a healthful, body-relaxing vibrating machine! Provides the gentle massaging action that reduces nervous tension, soothes sore tired muscles, helps firm excess flesh and sagging skin. Can also be attached to the frame of an invalid's bed, to help stimulate blood circulation. Equipped with 2-speed UL approved regulator and cord. \$5.98 ppd.

BOILS FULL POT OF WATER INSTANTLY!

Now you can prepare a whole pot of instant coffee, tea or cocoa in a jiffy—right at the table. Attractive, creamy white ceramic Brew-master boils a full pot (4 cups) of water in 2 1/2 minutes! Has "stay cool" handle, insulated base. Absolutely safe on your finest tabletop. Turns on and off at a finger touch. Fully guaranteed. \$1.98 ppd.

MAKES COFFEE IN 2 1/2 MINUTES



Special! ONE DOZEN TROUT FLIES

—Only 88¢

Sensational buy! Set of a full dozen handtied trout flies, in beautiful colors so lifelike no trout can resist 'em—at a price no fisherman can pass by! This rare bargain made possible only by a special arrangement with one of the world's best fly makers. Set of 12, in floating balsawood box with cork runner for keeping flies in position. 88¢ ppd.

WRITES IN...

GOLD GREEN RED



Christmas Pens Write Your Holiday Messages In Gold, Red, Green

Here's a gay, festive touch for your cards, packages, invitations, thank you's, etc. Write your messages and signature in sparkling, metallic gold, bright red or rich green! It's easy with these smooth-writing spring action ballpoint Christmas pens. They make wonderful stocking stuffers, too. Attractive sturdy plastic case, 5" long, with long-lasting cartridges.

Gold, red or green pens. each 39¢ ppd.
Any 3 pens. \$1.00 ppd.
3 refills of any 1 color. 50¢ ppd.



1,680" OF CURLING RIBBON . . . Enough to tie all your gifts with BIG professional bows! Run ribbon over scissor's blade and it curls automatically. 3/16" wide. State red or green.



PRETTY PERSONALIZED APRON—pastel pink, with any first name you state in black across the front. Sturdy plastic, nicely sized to protect the finest frocks.



PERSONALIZED BOOK MARK—12" long, of finest quality black silk gros-grain ribbon, with 24K gold-plated cut-out initial of your choice. Exquisite.

*You must be completely satisfied with your purchase or return your order for refund. And keep the free gift anyway! Only 1 free gift per family.

GIANT CRAZY CLOCK RUNS BACKWARD YET KEEPS PERFECT TIME!

Electric wall clock, 7 1/2" x 9 1/2", looks like an enlarged gay 90's type pocket watch—and keeps accurate time, counter-clockwise! Great fun in the home bar, den, or anywhere. Wonderfully wacky gift! Unique dial and cleverly designed precision movement let you literally turn time backward! Case is high impact plastic with beautifully engraved gold-tone finish. UL approved synchronous motor 110-120 volt, 60 cycle, \$7.98 incl. AC only ppd.



RAINCAPE FITS EASILY IN YOUR PURSE COVERS YOU FROM HAT TO HEM!

Now carry protection from the weather, right in your purse. Have a silver lining ready for any cloud that comes along! Sparkling transparent plastic Raincape folds and fits into a neat little case only 4" x 5 1/2". Open it covers everything from your hairdo to your hem—keeps you pretty, cozy and dry! Featherweight. One size fits every one. 69¢ ppd.



Whole Family Appears on Personalized Serving Tray!

Unique serving tray personalized with silhouettes of mom, pop, the kiddies, even the pet! Each first name artistically painted on—with family name beneath. Metal, in a smart neutral color with silhouettes in black, names in contrasting color. 9" x 15". Colorfast. On receipt of order we mail you a form which gives a choice of 60 different silhouettes. (Max. 6 per tray). Return postage-free form and we make tray to order. Complete. . . . \$2.95 ppd.

WORLD'S BIGGEST BLOOMERS For the Year's Biggest Laughs!

Our jumbo bloomer panties have a 64" waist, and billow out below like a tent! Enormously full cut. Fit an entire family . . . all at the same time! Just the thing for any 600 lb. lady on your gift list. A gentle hint for your overweight friends. Also make a unique boat flag, or wall hanging for bar or den. Or give them to a mother-to-be (with a sense of humor). Of "dainty" pink rayon. Only \$1.98 ppd.



Send Check or Money Order. Satisfaction Guaranteed or Money Refunded.

FREE! With each order a year's subscription (6 issues) to our famous Gift Magazine! FREE on request a single copy of our unusual gift magazine.

SPENCER GIFTS

906 Spencer Building, Atlantic City, N. J.



See The Miracle Of Birth!

New mystery aquarium contains living tropical fish. See the MIRACLE OF BIRTH before your eyes as the mother actually bears living, swimming baby fish! Mystery crystal ball has no visible opening, yet the fish live and breathe. Watch them eat, play, flirt. An educational gift for children. A handsome ornament. Pets live and thrive with minimum care. Male and female are guaranteed to arrive alive - and to give birth - or your money back! Only \$2.98, postage paid. Order MIRACLE OF BIRTH from Sunset House, 2612 Sunset Building, Beverly Hills, California.



CLOGGED SEWER REMEMBER THE COSTLY PLUMBING BILL—

CHICAGO — October 1st. Just introduced is a Free Booklet on a New Discovery which enables the Home Owner, Housewife, Janitor, or Factory Maintenance to clean any Clogged Sewer Drain. Yet anyone can operate this new Plumbers Flushing Gun which releases air pressure on a solid shaft of water cleaning the most stubborn stoppages up to 200 feet. TOILETS, SINKS, URINALS, BATHTUBS, FLOOR DRAINS, and HOUSE-TO-STREET SEWERS clogged with Grease, Raggs, Sand, roots, and paper melt away instantly when struck by the Hammer-like blow of this new unit. There is no need to remove wall or pipe, or Grease Trap. A special attachment allows water to flow from the faucet through the Gun while air is released on the pipe. Vents or stacks are no obstacle, as force tends to strike wherever the water lays. But now, what is this Plumbers Flushing Gun worth in COSTLY PLUMBING BILLS SAVED? Tear this Ad out— and write your name and address beside it for FREE BOOKLET. Obey that urge. No agent will call. A postcard will do (Chicago Phone Kildare 5-1702) MILLER SEWER ROD CO., DEPT. EL-10, 4640 N. Central Ave., Chicago 30, Illinois.

"Cleans Instantly"



PYROILO FLEX-O-FIX Amazing liquid rubber spreads like paste, dries waterproof, tough and elastic. Repairs leaks, tears in boots and waders. Mends, Patches, Waterproofs canvas boats, tents, etc. Black or Tan. Jumbo tube 89c

FIX

PYROILO MET-L-FIX Wonder working plastic aluminum. Spreads like paste, dries into tough, durable metal. Seals, Solders, Repairs, no heat necessary. Mends metal, wood, plastic, etc., can be filed, sanded, drilled, and threaded. Jumbo tube 89c

If your dealer cannot supply, send \$1.00 each per tube to Pyroil Company, Inc., Dept. EL-10, La Crosse, Wis.



'SPOOK' HAND GETS LAUGHS \$1

A sensational new gag! Realistic, skin colored Spook Hand has red fingernails, bony knuckles. Picture this fantastically real fake hand poking out from your auto trunk, "opening" a door, or clapping your shoulder. Sticks anywhere with adhesive tape included. Use over and over. Weird! Astonishing! Great fun gag! You must be pleased or your money back! Only \$1, postage paid. Order 'SPOOK' HAND from Carol Beatty, 2608 Beatty Bldg., Culver City, Calif.



PINE MEMO PAD

★ ★ ★ ★
KITCHEN FLATTERY
IN
EARLY AMERICAN
DESIGN

Hang it proudly on the kitchen wall or over a telephone by its brilliant brass ring. Early American in design and hand-rubbed to a warm mellow hue to recapture that livable, homelike quality possessed by our ancestors' furniture. Comes complete with two 3,000 inch rolls of adding machine tape (total 6,000 inches) for endless grocery lists, family notes, etc. (Replace rolls at any stationers.) Tear-off strip at bottom tears paper neatly. 13" high, 3 1/2" wide. Only \$3.50 postpaid.

No C.O.D.'s, please. Money Refunded If Not Delighted.

• WRITE FOR FREE GIFT CATALOGUE
Tecla Evans, Dept. E-10, 87 Prospect Ave., Mount Vernon, N.Y.

If Your Child Is a Poor Reader

See how The Sound Way To Easy Reading can help him to read and spell better in a few weeks. New home-tutoring course *drills* your child in phonics with records and cards. Easy to use. University tests and parents' reports show children gain up to *full year's grade* in reading skill in 6 weeks. Write for free illustrated folder and low price. Bremner-Davis Phonics, Dept. A-19, Wilmette, Ill.



WHAT A CHEERY WAY TO TELL TIME!

Charmingly handpainted, this accurate clock is a cheery gift for young and old. This Italian import, created from wood by fine native craftsmen, has a green base, white and natural wood walls, brown roof, red shutters. 5 1/2" high, 8 1/4" long. Patented clock movement is regulated by the 60-swing dolls. Can stand or hang on the wall. \$6.95 ppd. Money back if you're not delighted.

Box 214, Dept. A, Littleton Common, Mass.
Jerome Gerace, Imports,



MUSICAL CHALET COIN-BANK

Imported replica of Swiss Chalet. Music automatically starts when coin is dropped into slotted roof. Lock and key guards contents. An intriguing gift to encourage saving. Drop-shipped direct from Europe to you. \$4.95 ea. Pay postman approx. 37c duty. (Non-musical bank is \$1.95.) Send cash, check or M.O. to

P. O. Box 73, Fountain City, Indiana
MAKAY IMPORTS

MEN! WE FIT W-I-D-E FEET!

E to EEEEE Only
Sizes 5 to 13

Real comfort at last for wide feet! We specialize in men's w-i-d-e sizes. The smart styles you like to wear but can't find in your w-i-d-e width. Top quality dress shoes, work shoes, sport and casual shoes, rubbers, slippers. Popular prices.

Money Back Guarantee Not sold in stores. Write for FREE Catalog today. No obligation! No agent will call.

HITCHCOCK SHOES
HINGHAM 11-J, MASS.



FREE
CATALOG
Write Today



ELKS



POCKET KNIFE WITH SCISSORS. Here's a chance to be clever and practical at the same time. Put this handy accessory into "his" Christmas stocking. The handle looks like mother-of-pearl and holds a 2-in. blade, nail file and scissors. Italian craftsmen made it with their noted care and precision. \$2.00 ppd. Hollis Company, 1133 Broadway, Dept. E, New York 10, N.Y.



"LIVING TURTLE GARDEN" has toy dinosaurs roaming through the growing grass and a live baby turtle who lives in the crater. Children plant and grow this prehistoric garden themselves from the seeds provided. Complete with seeds and toy animals plus instructions on sending for turtle. \$4.00 ppd. Instant Sales Co., 175-5th Ave., Dept. EM-1, New York 10, N.Y.

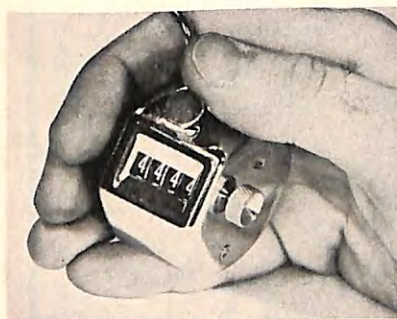


PROTECT VALUABLES in this Secret Safety Vault of solid steel construction. With a secret combination lock (each one is different) and a bank-type throw bolt, this secure safe protects cash, keys, jewelry, documents. It's mounted to stand alone or can be installed in wall, floor, desk drawer. \$2.49 ppd. Carol Beatty, 18 Beatty Building, Culver City, Calif.

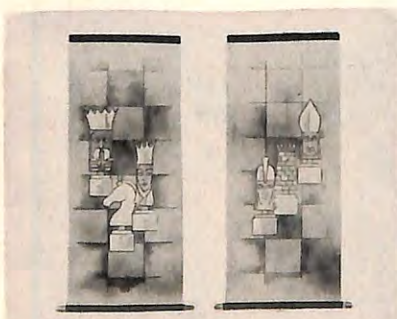
FAMILY SHOPPER



DEERSKIN MOCCASINS FOR MEN. Lined with genuine shearling lamb's wool, these comfortable moccasins are sure to keep feet luxuriously warm. Of one piece, natural tan deerskin with brown trim, adjustable buckle. Model #88, sizes 8-12, \$11.95 ppd. Write for catalog #900 featuring leather apparel. Wickman Glove Co., 1824 San Pablo Ave., Dept. E, Berkeley, Calif.



HAND COUNTER. Got something you want to count . . . laps in an auto race, people (or chickens) crossing the street, inventory, number of beers consumed? This precision counter that fits in your hand keeps an accurate total up to 9,999 and repeats. Side knob sets figures. Imported, chrome finish. \$4.95 ppd. K. D. McLean, Box 991-A Grand Central Sta., New York 17, N.Y.



CHESSMEN SCROLLS. Here's a really new idea in wall decoration. Highly styled chessmen are the novel subject of these artistically screened parchment scrolls—in hues of brown and beige on an egg-shell background. 9 in. wide x 2 ft. long with walnut wood bars capped in gold ferrules. \$3.95 a pr., ppd. Contempo House, Box 97, Dept. E, Calabasas, Calif.



try
IMAS
EAR!



PHOTO Christmas Cards

made from your own snapshot

10 for only 25¢

INCLUDING ENVELOPES
No other charges—We pay postage

Say "Merry Christmas" with personalized Photographic Christmas Cards, made from your favorite snapshot negative. Beautiful, colorful folders express season's greetings. Mail your negative and 25c coin today for this special offer—satisfaction guaranteed!

Penny.pix P.O. Box 57, DELAIR, N. J.



25 IMP. TULIP BULBS \$1

FINAL OFFER! Hardy Tulip bulbs. Ass't. colors, all over 3 1/2" circumference. Includes Darwin, Early varieties and Double Tulips, all imported from Denmark. Usually selling in separate var., for 10c each, but now this mixed collection is yours at the amazing low price of 25 for \$1. (Only 4c each). Guaranteed blooming size bulbs will produce many rainbow colored blooms. Any bulb failing to bloom to your satisfaction replaced free. Order now! 25 Bulbs only \$1 (Special: 50 for \$1.98 and 100 for \$3.50.) FREE of extra cost. . . 12 Imported Dutch Muscari Bulbs if you mail order now. If C.O.D. postage extra. Enclose cash, check or money order. (Add 50c and we ship postpaid.)

MICHIGAN BULB CO., Dept. MA-1444, Grand Rapids 2, Mich.

IMPORT PAYS BIG



New World Trade Boom Offers

Big Profit Opportunity to Ambitious Men and Women. Learn how to import thousands of products at low foreign prices for buyers in your locality at high U.S. prices—operate a worldwide mail-order Import-Export business from your home. **START WITHOUT CAPITAL** or previous experience. Training includes shipment to you of many sample imports from 'round the world. Opportunity world travel. Save on personal purchases of Clothes, Tools, Gems, Watches, Cameras, etc. **HERE'S PROOF** . . . an import from overseas **SENT AT OUR COST**. Mail this ad with 25¢ (coin) and we'll rush you this \$2 Melson Automatic cigarette lighter to convince you of tremendous profits. Send for your lighter and full details showing how to learn World Trade secrets to put you on road to your own Profitable Home Business. (No lighter without this ad—only one to a person.) You can get details alone FREE, but the lighter is actual proof of import values. Either way, **WRITE TODAY!** MELLINGER COMPANY, Dept. P39A 1717 Westwood, Los Angeles 24, Calif.



LOOK GOV'T SURPLUS

BUY DIRECT from U. S. Government, Jeeps, trucks, fork-lifts, tents, tools, machinery, compressors, gear reducers, motors, typewriters, hydraulics, tires, camping equipment and 1000's of other high-quality useful items that sell as low as 1, 2 or 3% of the original low Gov't cost! Send \$1.00 today for complete instructions and list of depots to: **AVIATION SURPLUS CENTER** Dept. W-4, Box 789, York, Pa.

YOUR OWN PHOTO and FREE! YOUR NAME PRINTED FREE! on PHOTO Xmas CARDS



Biggest offer of its kind! Beautiful Photo Xmas Cards made from your favorite snapshot, picture, print or negative, with YOUR name or ANY name printed FREE on EACH! Also,

25 FOR \$1.00

FREE negative, if you don't have one. Others charge 50c for making negative! Send your favorite snapshot or negative TODAY! Our prices now only \$1.00 for 25 rich-looking, beautiful cards instead of \$2.00 or more others charge. **NO LIMIT AT THIS LOW PRICE** but please include 25c for pstg. & hdlg. for each set of 25 pictures. Free envelope with each card ordered. Satisfaction guaranteed. Dept. X-11 AMERICAN STUDIOS, 114 E. 32 St., N. Y. 16, N. Y.

IT SMOKES! GIANT TOY TRAIN



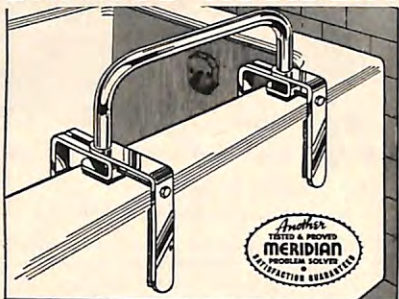
3 1/2 ft. long

\$1.98

Yes, over three feet of smoking train will puff its way into the heart of your favorite youngster. Loaded with play-cars take-apart—engine really smokes—cars connect, disconnect—can carry loads. The engine, tender and three cars are painted in gay colors—can serve as a decorative Christmas Card holder or candy "express", too. Complete five piece train with real smoke device and train whistle . . . ready to set up and play . . . only \$1.98 in attractive presentation package. Made of heavy durable Texas Bristol board . . . it will be shipped postpaid and guaranteed or your money back.

BELL DISTRIBUTORS Box 293, Dept. A Appleton, Wisconsin

DON'T RISK A BATHTUB ACCIDENT



EVERY YEAR THOUSANDS ARE SERIOUSLY INJURED by slipping in the bathtub. Don't let this happen to you or yours! Here's new accident insurance against serious bone fractures and painful bruises. It's the "SECURITY BATHTUB RAIL" . . . the *safest* way to get in and out of the bathtub. Comes completely assembled and ready for use. Made of heavy duty steel. 100% chrome plated for lifetime service. All contact points are rubber protected. Adjustable to all sizes of modern recessed or flush tubs.

When adjusted to fit your tub, it can be removed and put back without further adjustment, yet provides firm, rigid grasp rail for safe support.

\$9.95
ppd.

Recommended by Doctors for elderly people, expectant mothers, the overweight and physically handicapped.

Makes a thoughtful "Guardian" gift for dear ones. Order "SECURITY RAIL" now. Send money order or check and we pay postage. Satisfaction guaranteed or money back.

MERIDIAN PRODUCTS CO.

366 Madison Ave. Dept. AC-31 New York 17

IT TAKES A COIN TO CHANGE THE DATE!



Save \$94.25 Extra Every Year!

Automatic money-saver! Quarter, dime or nickel in right-hand slot changes the day — quarter in left-hand slot changes the month. Keep your calendar up to date with quarters — and you've automatically and painlessly turned small change into \$94.25 extra cash each year! Beautifully made Calendar Bank in chrome-plated metal, 4" x 3 3/4". With metal key. Front of handsome high-impact Styrene. "Conscience slot" in back takes coins or currency — helps build big cash reserve. Tamper-proof — built like a little vault! Makes thrift an exciting game for children — helps grownups put aside important extra savings! Protected by exclusive 25-year written Guarantee! Order by mail, TODAY! Just \$2.50 each, Postpaid, or three for \$6.75.

**Exclusive
25 YEAR
GUARANTEE**

M. A. GERETT CORP.

722 W. WINNEBAGO • MILWAUKEE 5, WIS.

expecting an order?

You'll get it quicker if your postal zone number is on the order blanks, return envelopes, letterheads.

The Post Office has divided 106 cities into postal delivery zones to speed mail delivery. Be sure to include zone number when writing to these cities; be sure to include *your* zone number in *your* return address—after the city, before the state.

SEPTIC TANK TROUBLE?



NORTHEL Reactivator keeps septic tank and cesspool clean. A bacteria concentrate breaks up solids and grease—prevents overflow, back-up, odors. Regular use saves costly pumping or digging. Simply mix dry powder in water, flush down toilet. Non-poisonous, non-caustic. Guaranteed to reactivate septic tank, cesspool. Six months supply (23 oz.) only \$2.95 postpaid.

NORTHEL DISTRIBUTORS, EM-10
P.O. Box 1103 Minneapolis 40, Minnesota

PAST DISTRICT DEPUTIES



No. 13A

The Distinctive Pin For You

This striking emblem symbolizes more than pride in your Order—it is the unique mark designating your service to one of the highest offices in Elkdom. This beautiful pin is one you will treasure always. The brilliantly enameled red, white, and blue insignia is highlighted on a 10 kt gold base. Please order by number. No. 13—\$13.00. No. 13A (above)—set with a 5 pt blue sapphire—\$17.00. No. 13B—set with one 5 pt diamond—\$46.00.

Order from:

THE ELKS MAGAZINE

386 Fourth Ave. New York 16, N. Y.

SEWS LEATHER AND TOUGH TEXTILES LIKE A MACHINE

With **SPEEDY STITCHER** Automatic Sewing Awl, anyone can quickly and skillfully sew or repair anything made of LEATHER, CANVAS, NYLON, PLASTIC, or other heavy materials. Sews GUN, even lock-stitches like a machine. Gets into hard-to-reach places. Specially made for heavy duty sewing on LUGGAGE, FOOTWEAR, RUGS, AWNINGS, SAILS, SADDLERY, UPHOLSTERY, OVERALLS, AUTO-TOPS, SPORTS GEAR, and other tough sewing jobs. Here's the handiest tool you'll ever own. Will save you many times its small cost. Comes ready for instant use . . . complete with bobbin of waxed thread and 3 different types of diamond-pointed needles. Easy-to-follow directions will make you an expert in minutes. Extra needles and waxed-thread always available. Save money, send \$1.98 for postpaid delivery. If C.O.D., \$1.98 plus postage. **MONEY BACK GUARANTEE.**

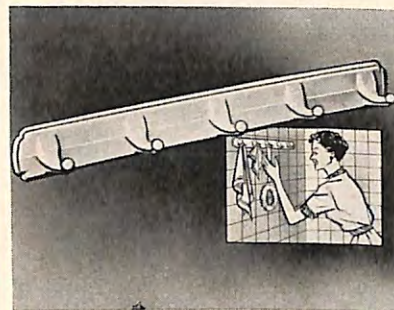


ONLY 198

SPORTSMAN'S POST, 366 Madison Ave., Dept. A-395. New York 17



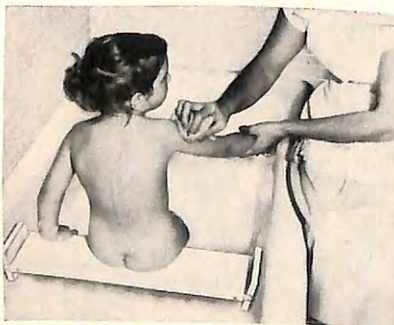
ELKS FAMILY SHOPPER



5-HOOK PANEL gives you hooks where you need them for towels, brushes, pot holders, any utensils. Just moisten the back of this Panel and it'll stick to any surface—tile, wood, plaster, wallpaper, metal—with no nails or screws needed. Molded plastic, 8 1/2 in. long, easily removed. Two 5-Hook Panels, \$1.00 ppd. Sunset House, 75 Sunset Bldg., Beverly Hills, Calif.



SUPER T-SHIRT keeps the outdoor man extra warm. TeePJs are over a foot longer than regular T-Shirts—with long sleeves and knit wristlets—to provide extra warmth for arms and upper legs. Rib-knit, soft combed cotton. Sizes: S(34), M(36-38), L(40-42), XL(44-46). \$3.00 ea.; 2 for \$5.00 ppd. Wittmann Textiles, 6505 S. Dixie, Dept. E, West Palm Beach, Fla.



SURE-GRIP BATHTUB SEAT gives solid comfort. Rubber-end flaps hold this wedge-type seat firmly against the walls of the tub. Adjusts for various tub shapes and sizes. White enameled steel. Ideal for the elderly or physically handicapped and a back-saver when bathing children. \$5.45 ppd. Meridian Products, 366 Madison Ave., Dept. E, New York 17, N.Y.

DEPUTIES

Barre No. 1535
 Fredericksburg No. 875
 Portsmouth No. 82
 Pulaski No. 1067
 Moses Lake No. 1930
 Everett No. 479
 Ellensburg No. 1102
 Raymond No. 1292
 Port Townsend No. 317
 Elkins No. 1135
 Parkersburg No. 198
 Williamson No. 1408
 Sheboygan No. 209
 Eau Claire No. 402
 Baraboo No. 688
 Casper No. 1353
 Jackson No. 1713



AT SALT LAKE CITY, UTAH, LODGE NO. 85



AT THE ELKS NATIONAL HOME, BEDFORD, VIRGINIA



AT THE ELKS NATIONAL MEMORIAL BUILDING, CHICAGO

DISTRICT DEPUTY CONFERENCES

To implement his program for the year, Grand Exalted Ruler Horace R. Wisely scheduled three regional meetings with his District Deputies following his election to office at the Grand Lodge Convention in New York.

The first Conference was held at Salt Lake City, Utah, Lodge No. 85, on August 9th, and this was followed by meetings at the Elks National Home, Bedford, Va., on August 16th, and at the Elks National Memorial Building in Chicago on August 31st. Present at the meetings in addition to the Grand Exalted Ruler and his Deputies were representatives of the Elks National Memorial and Publication Commission, the Elks National Foundation, Elks National Service Commission, Board of Grand Trustees and members of the Grand Lodge Committees.

News of the State Associations

(Continued from page 23)

these officers: President William H. Shaw, Adams; Vice-Presidents Louis Dubin, Waltham, Ignatius J. O'Connor, Boston, Walter E. Quinlan, Fall River, William P. Burke, Hudson, Thomas J. Dowd, Lowell, and Thomas E. Gibbons, Westfield; Secretary Thomas F. Copping, Newton; Treasurer T. Joseph Whalen, Springfield, and Trustees G. J. Slamin, Natick, Bernard D. Ward, Fitchburg, Wilfred Benjamin, New Bedford, A. D. Kochakian, Haverhill, A. R. Sandri, Greenfield, and Charles M. Zellen, Everett.

FLORIDA ENJOYS FINE YEAR. In addition to 1,500 Elks and their wives, eight former Presidents, and 21 Past District Deputies, a number of distinguished visitors were on hand for the 54th Annual Convention of the Florida State Elks Association at Lake Worth. At the first session of the three-day meeting, Chairman Wm. A. Wall of the Board of Grand Trustees escorted to the rostrum Past Grand Exalted Ruler John S. McClelland and Grand Secretary Lee A. Donaldson. Judge McClelland gave one of his always inspiring talks which was received by a spontaneous standing ovation by the members present. Other dignitaries at this meeting included Past Grand Esteemed Lect. Knight Chelsie J. Senerchia, and former Grand Lodge Committeeman J. Alex Arnette.

Grand Secretary Donaldson was the outstanding orator for the Memorial Services, during which Past President Harold Colee delivered the eulogies for two other former Presidents, Robert L. Bohon and J. Frank Umstot, and for the 468 other Florida Elks who had passed away during the year.

Florida's 68 lodges expended \$150,197.89 on direct charities, with an additional \$77,278.49 in general welfare work during 1957-58. Donations by the lodges to the Harry-Anna Crippled Children's Home which is maintained by the Association, and to its Trust Fund, amounted to \$103,768.72.

Twenty-nine lodges competed in the ritualistic elimination contest which found West Palm Beach Elksdom in first place. The next annual meeting of this organization will be held at Pensacola May 21st, 22nd and 23rd.

Officers of this Association are President Willis V. McCall, Eustis; Vice-Presidents R. H. Booth, Perry, J. D. Doyle, Starke, W. M. Herbert, Leesburg, W. H. Mather, Sebring, J. W. Vann, Pahokee, and Ralph Matousek, Homestead; James J. Fernandez of Tampa is Secretary; George C. Russ, Tallahassee, Treasurer; O. E. Saunders, Lake Worth, Tiler; H. J. McLean, Fort Lauderdale, Sgt.-at-Arms; Wm. A. Partain, Jr., Palatka, Historian; F. X. Carroll, Pensacola, Chaplain, and C. H.

Doolittle, Daytona Beach, Organist.

Past President Chelsie J. Senerchia of Miami was reelected for a seven-year term as Trustee of the Harry-Anna Trust Fund, and Past President George Carver of Live Oak became Managing Director of the Home. Reelected for another five-year term on the Board of Directors was Past President Victor O. Wehle of St. Petersburg. Serving with him for the next year are J. L. Cole, Lake City, J. T. Lowe, Jacksonville, Wm. P. Buning, Orlando, Victor W. Kuhl, St. Petersburg, W. E. Poland, West Palm Beach, and George Nichols, Fort Lauderdale.

MEETING FOR THE 56th Annual Convention of the Wisconsin State Elks Assn., 519 delegates, visitors and ladies were registered. The three-day meeting which took place in Appleton, was honored by the presence of Past Grand Exalted Ruler Floyd E. Thompson, who was the principal speaker at the Past State President's Banquet held in conjunction with the session.

At the Memorial Service, Past State President Andrew W. Parnell delivered a eulogy in memory of another former leader of the Assn., Arthur J. Geniesse,

who passed away during his 1957-58 term as Chairman of the Grand Lodge Committee on Credentials.

The Veterans Service Committee of the State conducted a very successful deer-hide collection program which yielded 226 fine hides which have been processed and are ready for distribution to the State's five VA Hospitals. It was decided at the Appleton Convention to hold a Midwinter Conference in Milwaukee on Feb. 14th and 15th, with the 1959 Convention awarded to Superior Lodge. Heading the organization until that time are President J. M. Van Rooy, Appleton; President-elect Jack R. Froom, Wausau; Vice-Presidents Paul A. Fischl, Manitowoc, Robert F. Schill, Wisconsin Rapids, and Dr. Austin F. Sipple, Beloit; Secretary Leo H. Schmalz, Kaukauna; Treasurer Wm. C. Herrmann, Manitowoc; Trustees Wm. J. Eulberg, Portage, Ray J. Fink, Neenah-Menasha, Lyle W. Webster, Rice Lake, and Arthur J. Chadak, Milwaukee, Trustee-at-Large; Tiler Fred Theilacker, Milwaukee; Inner Guard Charles Hervey, Appleton; Chaplain A. T. Devine, Oshkosh, and Sgt.-at-Arms James G. Franey, Eau Claire. Frank W. Fisher of Janesville, former Grand Lodge Com-

Since 1926! The Halvorfold

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

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

Billfold Card Pocket

Card Pocket

Exclusive Loose-leaf Device

8-pass capacity replaceable

\$6.00 Black or brown Morocco \$8.50 Smooth black or brown Calfskin

Now with or without emboss. ELK emblem outside front

Gold Filled Snap and Corners \$1.50 extra

"Made to Order" for ELKS

Free Examination! Send No Money—Pay No C.O.D.

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

FREE in 23K Gold, Name, Address and any Emblem. Would ordinarily cost \$2.50 extra. Ideal Gift with friend's name and any fraternal emblem.

NOW in its 32nd year—The HALVORFOLD bill-fold, pass-case, card-case. Just what every Elk needs. No fumbling for your passes. Unsnap Halvorfold, and each pass shows under separate, transparent face, protected from dirt and wear. Ingenious loose-leaf device shows 8, 12 or 16 membership cards, photos, etc. Also has three card pockets and extra size bill compartment at back. Made of the Finest, Genuine Leathers (see above) specially tanned for Halvorfold. Tough, durable and has that beautiful, soft texture that shows real quality. All nylon stitched, extra heavy. Just the right size for hip pocket. Backbone of loose-leaf device prevents breaking down. You can't wear out the leather body of Halvorfold.

HALVORSEN, P.C.M.—700 E. Union Street
Jacksonville, Florida—Dept. 93

Send HALVORFOLDS as per instructions below. If I decide to keep them, I will send check at once. If not, I will return merchandise in three (3) days. (HALVORFOLD comes regularly for 8 passes. For 12-pass add .25c. 16-pass .50c. etc. Please check squares at right.)

Name: Please Print

Address: 5% off to save bookkeeping, if you prefer to send cash with order. Money back if not satisfied.

PLEASE CHECK HERE:

☐ Black Calfskin \$8.50 ☐ Brown Calf. \$8.50

☐ Black Morocco \$6.00 ☐ Brown Mor. \$6.00

☐ Gold filled Snap & Corners \$1.50 extra

☐ 8-pass ☐ 12-pass ☐ 16-pass

Elks Emblem Embossed Outside ☐ Yes ☐ No

GAVEL GIVEN

to your organization



A wonderful Gift for your Presiding Officer!

Why pay \$8 to \$10 for a gavel—the symbol of order and leadership—when you can have this beautiful, standard size, hardwood gavel as a gift from Marion-Kay? Attractive blonde finish, quality construction throughout, with removable, solid metal, matching band suitable for engraving.

Why we make this offer

This offer is made only to reliable and worthy, organized religious, civic, charitable and fraternal groups to highlight the fact that Marion-Kay has been for 36 years, and still is, dedicated to serving organizations exclusively.

How to get your

"MISTER CHAIRMAN" Gavel

SEND US . . .

The full name of your organization.
Names and addresses of your President and two other Officers.

Month of your annual election.
Enclose just \$1.00 to cover cost of boxing, packing, handling and postage.

That's all you do and you are under no further obligation.

We will mail this fine "MISTER CHAIRMAN" Gavel, prepaid to your group anywhere in the United States, its possessions and Canada.

Also Available . . .

"MADAM PRESIDENT" GAVEL

for LADIES' Groups.

IMPORTANT: Only one gavel to each organization. When ordering specify whether Ladies' or Men's gavel is desired and to whom we should send it.

Offer for a limited time only — HURRY!

Address: GAVEL, Dept. 28-A

MARION-KAY

Brownstown, Indiana



BOWLING SHIRT EMBLEMS

Official Emblems embroidered in full color.
3" diameter, per doz. \$ 4.00
6" diameter, per doz. 15.00

RUSSELL-HAMPTON CO.

303 W. Monroe St.

Chicago 6, Illinois

MAKE \$50 A DAY

SELL MASTER Advertising Uniforms To Business Men

• FULL OR PART TIME • SAMPLE FURNISHED

- Not House-To-House
- You Invest Nothing
- Full or Part Time

Sell 10, 20, 100 uniforms at a time. Big reorders. No experience needed. Free powerful sample outfit. Tested selling methods. A few calls can bring you \$50 and more per day. We show you how. Write today. No obligation.



GEORGE MASTER GARMENT CO.

Dept. G-48
Ligonier, Ind.

mitteeman, is Chairman of the Trustees.

Following the installation of these officials, the Elks Plugs, the famous Milwaukee Drill Team directed by Capt. F. C. Hoffmann and Lt. Robert Nemetz, performed outside the home of the host lodge.

WITH SOUTH KINGSTOWN ELKS as their hosts, 200 delegates to the 1958 Convention of the Rhode Island Elks Association, welcomed such distinguished guests as Grand Lodge Youth Activities Committeeman Leo B. Carey, Dr. George A. Caillouette, President of the Connecticut State Elks Assn., retiring District Deputy Arthur Roberts, and former Chief Justice John E. Mullen of the Grand Forum who was the principal Convention speaker.

Ceremonies rewarded scholarship and Youth Leadership winners, and West Warwick Lodge received the State Ritualistic Award. Honors were also bestowed on Rhode Island's P.E.R.'s Team which won the New England Contest.

Bristol County Lodge will be host to the 1959 Meeting of the Association which is now headed by Edouard Decelles of Woonsocket as President. Gerald P. Leduc of the same lodge is the new Secretary. E. L. McWilliams of Bristol County is Vice-President-at-Large; other Vice-Presidents include M. S. Yemma, South Kingstown, Albert Hallock, Newport, M. B. Lewis, Jr., Westerly, C. W. Higham, Providence, P. J. Keane, Pawtucket, and R. P. Cinquegrana, West Warwick. Dr. Edward

C. Morin of Pawtucket is again Treasurer, and Trustees are John Boumenot, Westerly, J. E. Cournoyer, Jr., West Warwick, F. E. McKenna, Woonsocket, C. M. Turcotte, Pawtucket, J. F. Leavens, Providence, T. R. Doherty, South Kingstown, Frank Peabody, Newport, and Alfred Shaw, Bristol County. Chaplain Matthew McDermott, Tiler G. E. Voelker and Sgt.-at-Arms G. E. Fortier are all Woonsocket Elks.

A BUSY MEETING of the Utah Elks State Association in Ogden was honored by the presence of Past Grand Exalted Ruler Floyd E. Thompson who spoke at the first business session and again at the State banquet. At this dinner Mr. Thompson introduced Ronald Inouya who won the State's \$500 Elks National Foundation Scholarship.

D. E. Lambourne, former Chairman of the Board of Grand Trustees, was among the Past Presidents on hand for this meeting at which former Grand Tiler Seth Billings installed President Jack B. Parson, Logan; Vice-Presidents J. C. Green, Park City, Alexander Blight, Eureka, and Klar Ogden, Tooele; Secretary K. H. Roth, Salt Lake City; Treasurer F. J. Nelson, Salt Lake City; Sgt.-at-Arms Louis Willmore, Provo; Inner Guard Wayne Garrett, Logan; Chaplain P. C. Steinke, Moab, and Organist J. V. Barrus, Ogden.

Following a vigorous appeal made by retiring President W. E. Blaylock, it was decided that a special fund be raised for the support of a Major Project, possibly a program aiding children who are hard of hearing.

Among the visiting Elks on hand were President B. A. Anderson and Secretary F. H. Buskirk of the Colorado Elks Assn., together with several former Presidents of that group who served as judges in the Ritualistic Contest won by Price Lodge. Salt Lake City Lodge received the trophy for making the most interlodge visits within the State.

Rev. C. S. Logan delivered the address at the Memorial Service.

STATE ASSOCIATION CONVENTIONS

STATE	PLACE	DATE
California	Fresno	Oct. 8-9-10-11
Alaska	Ketchikan	Oct. 8-9-10-11
*Michigan	Kalamazoo	Oct. 11-12
*Missouri	Columbia	Oct. 17-18-19
*Md., Del. and D.C.	Towson, Md.	Oct. 18-19

*Fall Meetings

\$156,000,000 Is Not Enough

(Continued from page 9)

of Parisian dress designers to stimulate the city's fast-growing industry. Elsewhere, however, Texas has missed the boat by failing to provide oil companies with the technical libraries they need. That is why Tulsa, Oklahoma, still is the administrative headquarters of the oil industry.

The situation in Texas mirrors the sweeping changes in attitudes and habits the last decade has brought to several sections of the country that were essentially agricultural in character. The booming oil industry has been accompanied by an influx of literate, sophisticated people whose intellectual tastes differ radically from

the farmers and ranchers who comprise the bulk of the population. Fortunately, there are people who are aware of the state's serious cultural lag.

A remarkable confession was made by M. M. Harris, vocations editor of the San Antonio Express, in his testimony before the House Committee on Education and Labor on May 26, 1955. "It is an awfully embarrassing situation," Harris said, "when a man gets up and tries to deliver a Chamber of Commerce talk, and you know what that means, and he talks about Texas being first in cotton, first in cattle, first in oil, first in wool, first in mohair and so on, and then forty-seventh in per

capita support of its library services."

Although skimpy budgets are the libraries' overriding headaches, that is only one aspect of the problem. The ALA freely admits that too many old-fashioned, fuddy-duddy librarians are more concerned with preserving a dignified silence for a few bookworms than they are with putting their facilities to the widest possible use. On the average, only fifteen per cent of the population are active members of their local libraries, and half of them are students.

"If more adults knew the cultural and recreational benefits their libraries could offer, they would demand financial support for such services," says Donald H. Clift, Executive Secretary of the ALA. "The trouble is that not enough librarians explore all the angles for making their installations integral parts of the community."

A little imagination and initiative often can be provocative substitutes for money in merchandising ideas. Jerry Cushman, the librarian in Salina, Kan., increased his membership by holding open discussions of movies adapted from classics and recent best-sellers the night after the pictures were shown at a local theater. The enterprising staff in Rutland, Vt., whipped up a visual display that helped to clarify the mysteries of outer space last October, a few days after the Russians launched their first Sputnik.

In Cincinnati, young people were lured back to the library with lectures on modern jazz, featuring recordings and live performances by visiting musicians. The Enoch Pratt Library in Baltimore cut heavily into the ratings of big, noisy commercial TV shows by putting on a series of programs explaining the historical backgrounds of notable books, illustrated by art exhibits from the famous Walters Gallery. The main branch in Louisville operates on the sound premise that no stunt is too offbeat as long as it promotes the library as a public institution. It lends umbrellas on rainy days, just to get people through the doors and, perhaps, to browse through the books.

Actually, more people than ever before are using libraries—and for more serious purposes. The most significant statistic we found in this survey shows that non-fictional books borrowed from public libraries outnumber fiction by better than a three-to-one ratio through the country. Total circulation has increased 25 per cent since 1950, and books relating to the arts and sciences largely account for this healthy upswing. Twenty years ago, 175,000,000 fiction books were borrowed. Today, 100,000,000 pieces of fiction are taken out against 325,000,000 non-fictional books.

"Television is a substitute for light, escapist reading for millions of people," observes Mrs. Grace T. Stevenson, Deputy Executive Secretary of the ALA. "Then, the tremendous growth

It's All Right to Aim for The Sky—if Everything's Under Control!

When the man pushes a button to launch a satellite into space, he has another close by to keep the soaring vehicle under control. One noticeable deviation from true flight. . . . it's an exploded pigeon.

And when a publication's representative looks to the stratosphere in presenting the story of readership, his fancy, too, is checked by a control button—a button marked ABC. One deviation, and an audited circulation report is at hand to explode the myth.

This control over the true presentation of circulation figures has made A.B.C.* an invaluable partner of Advertisers and Publishers since A.B.C. was established in 1914. It has opened broad and profitable avenues for Advertisers; it has insured important business for Publishers; it has saved the time and tempers of advertising Salesmen.

To our minds, there is only one kind of circulation endorsement—A.B.C. That is why THE ELKS MAGAZINE is proud of its membership in A.B.C. A publisher could announce a circulation figure and try to establish its validity with the phrase "No Kidding", or "Cross our Hearts". But we lean to the hallmark of circulation endorsement. When "ELKS" receives an inquiry for its latest circulation figure, we are always glad to give the full reply—

1,230,998

PUBLISHER'S STATEMENT, JUNE, 1958.



*The Audit Bureau of Circulation is a non-profit circulation auditing association whose representatives regularly visit member publishers' offices and whose reports provide facts on each publication's circulation. Copies of our latest A.B.C. report are available to advertisers without obligation.

monroe

FOLDING BANQUET TABLES



Direct Factory Prices & Discounts To Churches, Clubs, Lodges, Schools and All Organizations.

Over 50,000 institutions own and use modern Monroe Folding Banquet Tables.

Write for the new MONROE 51ST ANNIVERSARY CATALOG of Folding Tables, Folding Chairs, Trucks, Movable Partitions, Folding Risers, etc. Get our special prices, quantity discounts, also terms.

Monroe Co., 90 Church St., Colfax, Iowa

MUSIC

LEARN AT HOME!

Be your own music teacher. Learn quickly, right at home, to play piano, guitar, accordion, any instrument. Our famous pictured lessons make it easy. No boring exercises. Start playing simple pieces right away. Low cost. 1,000,000 Free students including Lawrence Welk. Write for FREE book. No obligation. No salesman will call. U. S. School of Music, Studio 10510, Port Washington, N. Y.

ART

LEARN AT HOME!

Enjoy glamorous high-pay career or profitable hobby. Learn Commercial Illustrating, Cartooning, Fashion Art, Lettering, TV, etc. We train you at home, in spare time. Low cost. 22-pc. art outfit free of extra cost. Write for FREE Book describing easy method. No obligation. No salesman will call. Washington School of Art, Studio 14210, Port Washington, N. Y. (Estab. 1914)

ACCTS. INSURED 90%

COMMERCIALLY Also 50 Highest Rate Fed. Agency Insured Assns.

Mail Ad Last Notice Investor Service

EM 11 W. 42 St., N.Y.C. LA 4-7665

RUPTURED?

NEW LASTING RELIEF

ENJOY NEW FREEDOM of action, peace of mind and comfort at work or play. Proven, patented MILLER holds your rupture back Day and Night—will bring you lasting relief, has helped thousands. For Free facts in plain wrapper. Send Name and Address to:

FRED B. MILLER, Dept. 44-P
Exclusive Manufacturer Hagerstown, Maryland

Elks!

FOR ALL MEMORABLE OCCASIONS BRONZE & ALUMINUM PLAQUES

Say it better... Say it forever... Say it for less

Our quality, artistry, and low prices keep our customers pleased. Write for new complete FREE color catalog and information — helpful suggestions for honor rolls, awards, memorials, testimonials, for everything.

• TROPHIES •

Also ask for complete trophy catalog with our wide offering of the finest values in TROPHIES and prize awards.

UNITED STATES BRONZE SIGN CO., Inc.
101 W. 31st St., Dept. E, N.Y. 1, N.Y.



NEW ELK FILM

A new film, entitled "HOME AGAIN", which depicts life at The Elks National Home in Bedford, Va., has just been released for showing at Elks Lodges. Shown for the first time at the Grand Lodge Convention in New York City in July, the film was produced professionally under auspices of the Board of Grand Trustees. Lodges may obtain prints of the film without charge, except for return transportation costs, from the office of the Grand Secretary. "HOME AGAIN" was filmed in 16 mm with full, beautiful color and sound. Running time is 28 minutes.

A warm-hearted story, spiced with drama and humor, "HOME AGAIN" tells of an Elk who, his family gone, decides to see what the Home has to offer. You're in for a surprise if, like the leading character in the film, you've never seen the Home. You'll look with him at scenes of breath-taking beauty as the camera scans the magnificent mountains, rolling farmland and the beautiful gardens which combine to give the Home a picture-book setting.

On stepping inside the Home, via the film, you'll be delighted to see the attractively appointed private rooms

enjoyed by each guest, and by the sumptuous meals—fit for the most discerning gourmet—served in the handsome dining room. You'll take pleasure in watching these retired Elks at billiards, cards, golf and the many other excellent facilities provided for their recreation and entertainment. Above all, you'll experience a deep sense of pride in the knowledge that The Elks National Home is a home in deed and not just in name. Every Elk should, of course, make it his business to visit the Home. The next best thing to an on-the-spot inspection tour though, would be to see "HOME AGAIN".

Many Lodges have already taken advantage of this opportunity to book "HOME AGAIN" as a special feature at Lodge meetings. You can obtain a print for your Lodge by writing Grand Secretary Lee A. Donaldson, 2750 Lake View Avenue, Chicago 14, Ill., advising when you would like to show the film. Remember, in view of the demand for this film, orders should be placed early—at least a month in advance of the desired showing date. It would also be well to suggest an alternate date, in the event that no print is available for the first date.

of paperback books and rental libraries also have been factors in the decline of fiction borrowed from public libraries. All things considered, though, it is safe to say that public libraries are drawing people with more mature reading tastes than they did a generation ago."

The most important function of the public library, research facilities for students, is so obvious it hardly has to be stressed. The furor touched off by the Russians' Sputniks over America's urgent need for more and better scientific instruction does point up, however, the vital role of the public library in our educational system. A few months ago, Nobel Prize-winners Edward M. Purcell and Isidor I. Rabi declared that most high-school physics textbooks are a half-century behind the times, and similar accusations have been made by authorities in other physical sciences. Replacing outdated textbooks for an entire student body imposes a severe strain which few school budgets can absorb quickly. The only place students in advanced courses can get the information they need on new developments and techniques is the public library. Their own school libraries generally are so strapped for funds they must turn to outside sources.

Now it is not the function or the responsibility of public libraries to provide curriculum materials used in the classroom, but they are stepping into

the breach throughout the country. That is true in all branches of learning, not only the sciences. If you have had a child in primary or secondary school in the last decade, you don't have to be told there has been a sweeping change in the theory of education since your own formal schooling was completed.

You and I acquired information and familiarity with the tools of knowledge largely from textbooks. Since World War II, there has been mounting emphasis on the learning-through-doing principle of progressive education. Children today are given all sorts of projects, especially in the social sciences, which oblige them to go to the library for material to supplement their textbooks. Such assignments are made for the purpose of giving kids experience in gathering and evaluating information.

In effect, librarians are auxiliary teachers—without comparable advantages or prestige. If the truth must be known, librarians in large cities usually have more professional training than elementary school teachers. They are required to have five years of college work, including a Master's Degree, but their salaries are below the scale for teachers, their hours are longer and in many cases they do not have the pension or retirement programs provided for teachers. One objective of the ALA, which was founded in 1876, is to raise

the professional status of librarians, but the closest the Association has come to affluence is its national headquarters at 50 East Huron Street in Chicago, once the mansion of Cyrus H. McCormick II, son of the inventor of the harvesting machine.

One result of our short-sighted, penny-pinching policy is that we seem to have lost the world leadership in the library field to Russia. There are approximately 25,000 public, school, university and special libraries in the United States. John Gunther, in "Inside Russia Today", cites the official government figure of 392,000 libraries in the Soviet Union (but, he points out, many are just a shelf or two in a school, factory or a collective farm). There is no question, however, that the Russians circulate far more free books than we. In 1956, they distributed 1,100,000,000 copies of 54,732 new titles, compared to 12,589 titles printed in the United States that year. It is significant, too, that 59 per cent of the books in Russian libraries are in the exact, natural and applied sciences.

The most "terrifying" aspect of Russia's vast network of book collections, according to Gunther, is that they are not true libraries in our sense. "They do not give free range to a researcher, scholar or simple reader because there is nothing in them except books that the government wants to be there."

Despite the shortcomings of the American library system, it still offers more people unrestricted sources of learning than any other country. In fact, the libraries established early in our national history were one of the first tangible evidences of democracy in action. Although the old world had been nurturing all branches of knowledge for many centuries before the United States was founded, our libraries quickly exemplified the deep-seated difference between the class distinctions that governed society in Europe and Asia and the American principle of equal opportunity for all people.

Libraries are as old as the records of man's achievements preserved through four millennia on stone, clay and papyrus. Egyptian aristocrats and priests began collecting such accounts in 2000 B.C., and the Babylonians and Assyrians also respected the past as a guide to the present. The greatest library of antiquity, founded by Ptolemy I, a Greek, at Alexandria in about 400 B.C., was a remarkable treasure house with 700,000 manuscripts. It is noteworthy that the long, bleak period known as the Dark Ages, dates from 391 A.D., when Theodosius destroyed the library at Alexandria.

For a thousand years, faint vestiges of education and culture were sustained chiefly by libraries supported by royalty and churchmen, but few literate commoners were permitted access to them.

The snobbish notion that books were

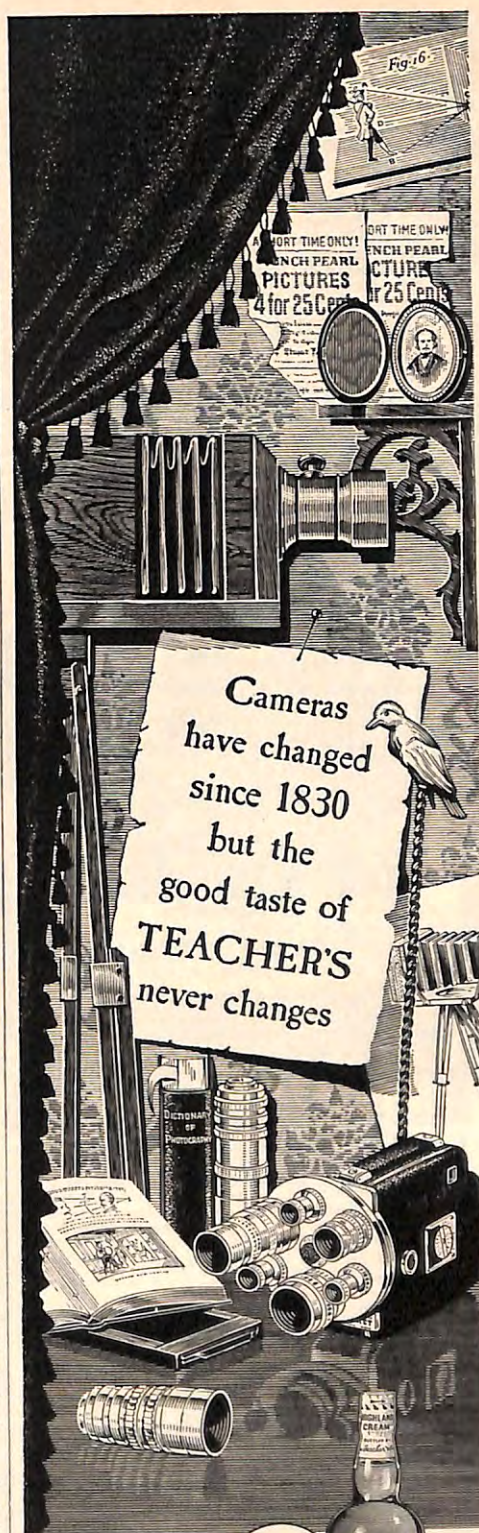
primarily for scholars was consigned to the rubbish heap with a good many other stuffy ideas in America. By 1850, less than seventy-five years after the young republic had gained its independence, it had 694 public libraries, more than all the countries of Europe combined. The first institution to lend books to all comers was founded at Salisbury, Conn., in 1810; but Peterborough, N.H., which approved a municipal tax for a book collection in 1833, holds the distinction of giving continuous support to a free library longer than any town in the United States.

The biggest impetus to the public library movement came from Andrew Carnegie, the Scotch immigrant who accumulated the greatest fortune of his era in the steel industry. Between 1881 and 1917, Carnegie donated \$41,000,000 for the construction of 1,681 library buildings in his adopted country. Other philanthropists made important contributions to libraries in the early 1900s, but the last forty years the trend among wealthy donors has been to concentrate their gifts on university libraries, which also need all the financial support they can get. Besides, no public service should have to depend on private donations to fulfill a necessary function. In the final analysis, good public libraries are strictly the responsibility of state and municipal governments, and there is no question that citizens throughout the country have been apathetic in meeting this obligation.

The urgency of the problem impelled Congress to pass the Library Services Act in June, 1956, authorizing the federal government to spend \$7,500,000 a year for the next five years for bookmobiles in rural areas with populations of less than 10,000. The bill posed a serious dilemma for many Congressmen who opposed, as a matter of sincere principle, federal subsidies for public welfare services that are properly state functions. After considering the 27,000,000 Americans deprived of free books, however, the most ardent champions of state's rights reversed their position on federal aid and voted for the bill.

A few days before the measure was submitted to the House of Representatives, President Eisenhower declared at Miami Beach: "The public library symbolizes educational opportunity in America, but the degree to which library services are supported by a local community is highly indicative of the aspirations of the citizens who live there. Increasingly, Americans are becoming aware that support for their public libraries falls far short of fulfilling these aspirations."

For the first fiscal year of the federal program, Congress appropriated only \$2,050,000 of the authorized \$7,500,000. The basic purpose of this "seed" money was to stimulate action on the local and state levels where the federal



In a class
by itself
since 1830

TEACHER'S
HIGHLAND CREAM
Scotch Whisky

86 PROOF • Blended Scotch Whisky
Schieffelin & Co., New York



Keep wraps in an orderly manner—aired, dry and “in press”. No. 3 wall racks come in any length to fit; 4 spaced coat hangers and hat spaces per running foot. Mount on wall at the desired height for each age group. The 5 ft. Portable No. DF-5-50 Checker accommodates 50 people, goes wherever needed on large ball-bearing-swivel casters. Answers the wraps problem, in vestibules or for meetings, dinners, etc. Efficient, sanitary, fireproof and quality built for lifetime service of welded, heavy gauge steel with square tubular columns.

Write for Bulletin CK-3



Wardrobe units for every church need including portable umbrella and overshoe racks for entrances, and storage racks for robes.

VOGEL-PETERSON CO.

The Check Room People

1127 West 37th St., Chicago 9, Illinois

WILL YOU SMOKE MY NEW KIND OF PIPE 30 Days at My Risk?

New principle that contradicts every idea you've ever had about pipe smoking. I guarantee it to smoke cool and mild hour after hour, day after day, without rest, without bite, bitterness or sludge. Prove it to yourself. Smoke a new CAREY PIPE without a cent of risk on your part. Send name now for free facts. No obligation. Write: **E. A. CAREY**, 1920 Sunnyside Ave., Dept. 10-L, Chicago 40, Illinois



BOOK MANUSCRIPTS CONSIDERED

by cooperative publisher who offers authors early publication, higher royalty, national distribution, and beautifully designed books. All subjects welcomed. Write, or send your manuscript directly.

GREENWICH BOOK PUBLISHERS
Attn. Mr. Essex 489 Fifth Avenue
New York 17, N. Y.

INVENTORS NEEDED AT ONCE

If you have an invention you wish to sell outright or license on royalty, write us at once. We are seeking inventions of household items, games, toys, sports items, tools, and mechanical and technical devices. Patented or unpatented. For further information and free brochure outlining manufacturers' requirements, royalty rates, send name (no drawings, please) on letter or postcard at once. **KESSLER CORPORATION**, Dept. D-3810 Fremont, Ohio

Now Many Wear FALSE TEETH With Little Worry

Eat, talk, laugh or sneeze without fear of insecure false teeth dropping, slipping or wobbling. **FASTEETH** holds plates firmer and more comfortably. This pleasant powder has no gummy, gooey, pasty taste or feeling. Doesn't cause nausea. It's alkaline (non-acid). Checks “plate odor” (denture breath). Get **FASTEETH** at drug counters everywhere.

HUNDREDS OF IDEAS

for BRONZE PLAQUES

FREE illustrated brochure shows hundreds of original ideas for reasonably priced solid bronze plaques—nameplates, awards, testimonials, honor rolls, memorials, markers.

Write for FREE BROCHURE A For trophy, medal, cup ideas ask for Brochure B.

INTERNATIONAL BRONZE TABLET CO., INC.

Dept. 40—150 West 22 St., New York 11

funds were spent—and it succeeded beyond the wildest expectations of people who fought for the bill. Utah, Arizona, New Mexico, North Dakota and Oklahoma voted emergency funds for state extension library service. Idaho, Arkansas, North Carolina and West Virginia gave their library agencies substantial budget increases—in the case of Idaho more than 150 per cent. Thirty-six states, required to put up \$1,282,861 to qualify for federal library grants, contributed \$4,224,120.

The money was appropriated to appease the great hunger for books aroused by 1,000 traveling libraries sent into the field under the government program. One bookmobile servicing Indians in an area of 30,000 square miles in New Mexico regularly was cleaned out of its entire stock of 1,000 volumes every day. Books placed in crossroads grocery stores were snapped up as fast as they were put on the shelves.

People who hesitantly took one book were so overwhelmed to discover there was no charge for the service that they borrowed as many as ten at a time—and swapped with neighbors until the bookmobile came around again two or three weeks later. The Richard B. Harrison bookmobile operating out of

Raleigh, N.C., created such a demand among Negroes for courses in business, elementary law and home economics that Negro colleges in the vicinity inaugurated night classes for them.

With the possible exception of a park, no public facility confers as many benefits on all age groups as a library. It introduces pre-school children to the world of ideas with readings by trained specialists, supplements the education of students, offers self-advancement to working adults and provides relaxation for housewives and retired people.

Well-defined trends that are shaping our society make the library more necessary than ever to more members of a community. The rising level of education is creating a demand for more and better reading. Deserving youngsters whose parents cannot afford to send them to college must be given an intellectual gymnasium for developing their talents in an era when the unskilled worker rapidly is becoming obsolete. Everyone mature enough to be reading this has seen the workweek reduced from six to five days, and now industrial engineers are predicting a 32-hour week. Your library can be a major factor in determining whether added leisure will bring you worth-while pleasure or empty boredom.

FROM OUR READERS

Once again I am taking the opportunity to congratulate The Elks Magazine, this time with reference to the fine September issue.

It is a mystery to me how you change the contents of the Magazine, so that no reader can say that it is a repetition of what he has discovered before.

It is not only novel, but answers that question which every Elk asks, namely, “What will there be in the Magazine for the next issue that we have not seen?”

WILLIAM HAWLEY ATWELL
Past Grand Exalted Ruler

DALLAS, TEX.

mit postal patrons to become accustomed to the new rates.

J. M. GOOD
Postmaster
WILLIAMSPORT, PA.

This point has been called to our attention frequently, by our readers, and the explanation is that on June 26th, the Post Office Department invoked the ruling to that effect, and then rescinded it after Mr. Wrigley's item was written.

One of your advertisers may be interested to know that I am typing my letters now on the best typewriter I have ever been privileged to use—a new Smith-Corona Pacemaker.

My compliments to you for advertising this machine in the magazine. We bought ours on the strength of your advertisement and are more than happy with both the price and performance.
BRUNSWICK, ME. HARLAN D. JOHNSON

Spell of the High Country

(Continued from page 11)

awoke to the odors of bacon and steaming coffee and the sound of hotcakes sizzling as they hit the pan, and things were better.

You started out, and it was good to be walking again—after the first few tentative yards proved that you could walk. You pumped the frost-charged air into your lungs and your blood began to circulate and you felt almost like a boy once more. You were tempted to stretch out and show this quiet fellow beside you that you could *really* walk; but, on second thought, you decided merely to hold the easy pace he'd set. At the head of the meadow, scarcely half a mile from camp, you were glad of this decision.

Your guide turned up a ridge, still holding the same easy pace, but after a few hundred yards it seemed much faster. After an hour, it was racing. No longer were you conscious of towering peaks and rolling ridges and snow-white clouds against a velvet sky. The air, which had charged you with fresh vigor when you left the camp, now was thin and unsatisfying. You couldn't possibly get enough of it.

Another hour. The sun was full on you. You could feel the sweat roll inside your hatband when you tipped your head. It trickled down across your face and got into your eyes. Your mouth was dry. Your rifle sling ate into your shoulder. The gun weighed twenty pounds. All of the saddle weariness of the day before possessed you, and your legs were rubber. You could see nothing but your guide's back, ten feet ahead, al-

ways swinging upward in that tireless pace of his.

Occasionally, he stopped, and when he did you stopped, too, instantly, gasping for breath. But the pauses were always too short and the course was always up. You wondered dumbly why you had ever talked yourself into such a venture. You wished, with the hopeless feeling of wishing too late, that you had done some hiking to get into better condition before you started.

Finally, your guide sat down. He actually sat down! You managed to raise your head enough to look around and see that you were on the crest of a high ridge, with a great canyon immediately before you and another, higher, ridge beyond. Your guide had hooked his elbows around his knees and was looking through his binocular. You managed to lay your rifle to one side and then, unashamed, fell to the earth and attempted to press yourself into it. No spring-filled mattress ever felt so good to you.

Maybe you slept a little—or came awfully close to it—because you were by now utterly relaxed as well as utterly exhausted. You were here. You were in sheep country. The long journey by plane and car and horse and, finally, on foot was over.

After a while, you managed to sit up and, lo! you had miraculously recovered. Your guide was still looking, still silent. You raised your binocular and began to glass the opposite slope, too. But you saw nothing and if your guide saw anything he didn't say, and presently you

NEW!

\$198.50

PLUS APPLICABLE TAXES



FAMOUS QUALITY BURROUGHS ELECTRIC TEN KEY ADDING MACHINE

Long on styling, accuracy and durability, this new, famous quality Burroughs Adding Machine is especially designed for the man who wants the best and wants it on a low budget. Demonstration? Sure thing. Just call our nearby branch or dealer. Burroughs Corporation, Burroughs Division, Detroit 32, Michigan.



**Burroughs
Corporation**



The way into the sheep country is always up. Here, Ted Trueblood's guide, Alvin Guinn of Seebe, Alberta, leads the pack string.

WHY PAY MORE for Sunny FLORIDA

Here's your Best Homesite Buy on Florida's friendly West Coast! Beautiful 80 x 125 ft. lots at FORT MYERS GARDENS. Just \$10 down . . . \$20 a month. Total price—\$745! This premium property is located just 4 miles from Fort Myers, right on US Highway 41.

ASPHALT STREETS...GOOD DRAINAGE AND ELEVATION Convenient to churches, hospital, shopping, schools, yacht club marina and golf course. No need to pay for these established facilities in the price of your lot! Before you buy . . . learn about beautiful FORT MYERS GARDENS—"Homesites in the Garden Showplace of Florida." Write today to FORT MYERS GARDENS, BOX 2076C, Fort Myers, Florida.

SAFEGUARD YOUR FROZEN FOODS WITH B-SHUR FREEZER SAFETY ALARM

End costly danger of spoiled frozen foods and meats. Control box sets off alarm BEFORE freezer temp. rises to danger point. B-SHUR guards against defective freezer parts. For every home, farm & bus. Used by hospitals & blood banks. Unconditionally guaranteed. Only \$24.95 (ppd.).

HARMAN DIST., Dept. E
5565 Atlantic Blvd., Long Beach 5, Calif.



BOOK OF MEMORY

in everlasting bronze
For listing 100 to 3000 names economically. Write for free catalog including photos of hand-chased cast bronze plaques.

NEWMAN BROTHERS, Inc.
Dept. 722, Cincinnati 3, Ohio

BIG \$\$\$ CAKE DECORATING CANDY MAKING

HOUSEWIVES WANTED! No Experience Necessary. \$5 hour easy in spare time. Endless demand for lovely original Cake Decorations and luscious Professional Candy for Xmas, Easter, Weddings, Parties, all holidays and occasions. WE SHOW YOU HOW to turn your kitchen into a gold mine, start your own business, grow big! No capital required, no nest small, grow big! Big Money from clubs, churches, business firms, parties, weddings, birthdays. WRITE FOR FREE FACTS on complete home instruction, Candy & Cake, Dept. 1422, 3209 W. Olympic, Los Angeles 6, California.



ACCOUNTANT BECOME AN EXPERT

SEND FOR FREE SAMPLE LESSON

Executive Accountants and CPAs earn \$5,000 to \$10,000 a year and up. Thousands needed. We train you thoroughly at home in spare time for CPA examinations or executive accounting positions. Previous experience unnecessary. Personal training under supervision of staff of CPAs and Expert Accountants. Write for free book, "Opportunities in Accounting" and sample lesson.
LASALLE Extension University, 417 So. Dearborn St.
A Correspondence Institution, Dept. 10328H Chicago 5, Ill.

I'll Set You Up For Life In Your Own BIG PAY SHOE BUSINESS

With the ONE Shoe Line That Serves Everyone From Baby to "Pop" & "Mom!"

Only 8 orders a day can make you up to \$32.00 a day, \$180.00 a week, \$600.00 a month. It's no trick at all to make big money full or spare time with America's most comfortable shoes. Amazing new "Spring-Step" cushion design proves it by amazing 2-minute demonstration. Over 200 styles for men, women, boys, girls and infants! Profits are BIG—repeat orders sure. No experience needed. Everything furnished. Send for Free "Portable Shoe Store" today.



Amazing 2-Minute DEMONSTRATION Does Your Selling Job for You FAST!
I Give Producers Their Own Shoes AS A BONUS!

ORTHO-VENT SHOE CO. 25810 Brand Road
Salem, Virginia

lowered the glasses again and just looked. And then it hit you.

Like the blast of fresh air when you leave a stuffy, smoke-filled room and step out into the winter street; like the clean, cold, invigorating water when you plunge into a pool, this new feeling swept over you.

Suddenly you were as wild and free as the eagle circling above a distant peak. You were as different from the harassed creature that stepped off the plane twenty-four hours earlier as was the eagle from the marmot he watched.

SLOWLY you turn your head in all directions, looking. For the first time, you are fully conscious of your surroundings. They are breath taking. Slope upon slope, ridge upon ridge, peak upon peak, mile after mile, they stretch away into the haze of distance. Could there be another man but you and your companion in these wild mountains? If so, he certainly left no sign. There is no house, no road, not even a wisp of smoke.

As you look, exultant but also awed, you gradually become conscious of something else. At first you can't define it. You sense it, but it is so strange, so new, so different, that your brain refuses to recognize it. Then, suddenly, you know. It is silence! It is the perfect, utter, absolute quiet of the far, wild places above the trees when the wind is still and there is no sound whatever. How long has it been since your nerves were not assailed by the jarring of some man-made noise? Years, probably—you can't remember.

So in the solitude of this vast country you sit flat on the earth and its soothing strength flows into you, and you are warm in the sun and yet cool in the dry air. And though you feel strong and very good, you somehow feel very tiny, too. You are a minute speck of life in a great, silent wilderness of rock and sky.

You know now that the long hours of extra work, the planning and preparing, the exhausting journey, were all worth while. Even if you don't find the ram you want so badly, they were worth while. You have fallen under the spell of the high, wild country. You are a sheep hunter.

Each morning you will leave camp before the sun melts the frost from the meadow and you will climb until you think that you can climb no farther. Then you will stop and look, searching every slide and bench and tiny pocket with your glasses—because sheep hunting is two-thirds looking—and after that you will go on to a new vantage point and look some more. And each evening you will return to camp utterly weary, your legs shaking, the soles of your feet on fire from walking rapidly downhill. But each day you will go a little farther, because you'll be getting tougher.

You will see ewes and lambs and

KINGS ROAD ESTATES

In our August issue, on Page Three, we carried an advertisement for the above development. A letter from Mr. Herbert J. Lewis, President of Kings Road Estates, advises us as follows:

"All mail from your magazine arriving in St. Augustine from August 1st to August 7th, although forwarded to our Miami Office, has been lost. We have worked closely with all Postal Authorities, who as yet have not located this mail.

"Incidentally, there were some 25 or 30 checks from the readers of your Magazine, and we have no record of their identity. Could you make some announcement in a coming issue, explaining that we have no way of contacting all those readers who sent \$10. as a deposit on a lot at Kings Road Estates."

If you made a subscription and have received no acknowledgment, we suggest that you stop payment on your check and send a new one to:

MR. HERBERT J. LEWIS, President
Kings Road Estates
P. O. Box 1497
St. Augustine 1, Florida

yearling rams and occasionally a goat or elk or bear, if you're in the right kind of country. You'll see blue grouse and ptarmigan, because they are at home on the high ridges, and you'll listen to the "e-e-e-e" of the coney and watch them storing hay for winter in the rock slides.

At last, you'll see a ram, or several rams. You'll study them intently and say softly to your guide, "What do you think?"

He'll study them some more and say sadly, "Well, they're rams."

Then you'll be faced with that same, awful decision that all sheep hunters from the beginning have had to make. Should you kill one and be sure? Or should you wait? Your time is getting short. There are only a few more days. Would it be better to take one of them or to continue hunting for the trophy of your dreams?

Ram hunter, I hope you answer right. If you do, and the gods smile and the weather holds and your time does not run out too soon, there will come a morning when you go farther and faster than you have ever gone before. And you will top a new ridge and look into a new basin and there, magnificent in his solitude, will be the ram of all rams.

You will test the wind and pray for it to hold. Then you will withdraw carefully and plan the stalk, and once committed to it you will move with stealth and endurance that you never knew you had. You will walk, on legs like steel

springs, as far as you can walk. Then you will crawl, and the cuts that you'll find on your hands later will always be a mystery because you'll never feel them now.

At last, you'll be as close as you can get and the ram will still be there, undisturbed. You'll ease a cartridge into the chamber of your rifle quietly, loading it for the first time in all these many days. Then, if you are normal, you'll make a terrible discovery.

You will suddenly be a quivering, spineless mass of blubber! Your legs, so strong only a few minutes before, will now be putty. Your hands will shake uncontrollably. Your lungs will labor. Your heart will pound until you wonder if the ram won't hear it. You will only be able to half see.

Lie down, hunter, and put your head on your forearm and breathe deeply. Let the shakes run their course. The ram has not left yet; he'll stay a few minutes longer. Now, wrap the sling beneath your arm and squirm around until the crosshairs hang low behind his shoulder. Then take a deep breath and exhale most of it and then gently, oh so gently, squeeze the trigger.

Your guide will shake your hand. He will be jubilant because he, too, will be tired, and for all those weary miles he was haunted by the fear that maybe you couldn't shoot. The two of you will hurry to your ram, sprinting across the grass, scrambling over the slides, and you will pause beside it.

When Honkers Call

(Continued from page 7)

they often arrive while the lakes are still frozen, weeks before the flowers bloom again.

A very popular belief is that a flock of geese is led by a lone bird, the oldest and wisest gander. Everyone is familiar with the typical V-formation, or wedge, of migrating geese. Man had been flying some years before he "discovered" the aerodynamic advantage of this type of flight formation. The plane, or bird, off and behind the wing of another receives a significant benefit. The lead bird in such a formation must buck his own way, passing on a little help to the two behind him on either side, and so on down each leg of the V. This chore is commonly assumed to be the sole duty of one bird, the leader of the flock. This in part is true. This heavy work is undoubtedly undertaken by one of the older and stronger birds while the young bring up the rear, but it is not true to the extent that one bird assumes the constant duty of leading the flight. Any hunter who has spent hours in a blind watching flock after flock pass overhead has seen formations change their arrangement many times. The extra work involved in taking the lead is shared by several birds, which

In silent admiration your eyes will run over the great curled horns, the deep chest, the short, strong legs, the sure hoofs. You will be elated, but you will also feel regret. You played it fair and you worked hard and there is the trophy you have always wanted—one of the greatest of them all. But you have also taken the life of one of God's most magnificent creatures. This ram, now still and lifeless, was, only minutes before, the very embodiment of all that is free and wild in his magnificent, high country.

As you kneel beside him to measure the outside curl and basal circumference of his massive horns, you will realize that he was getting old. Some winter before too long he would have perished in a snow slide, or fallen to his death as he threaded his way across the ice-shrouded face of a cliff, or become food for cougar or coyote. You know there is no gentle death in nature, and your bullet was more merciful than any of these.

But logic does not help. You have come to love this grand country. In it, the hardest hunt you ever made was by far the greatest. You can think of no place where you would rather spend the golden days of autumn, every year. And you are proud, of course. But even as you measure you know, deep in your heart, that you will never kill another ram.

The spell of the high, wild, silent places will always be your master. • •

is more reasonable and commendable.

Geese maintain this wedge formation when at altitude—often a mile or more high—as on migration. When they descend to earth, however, they are knowing enough to break ranks well above gunshot. If the safe confines of a lake or river are narrow, they sometimes tumble directly down like autumn leaves, catching themselves in time to land gracefully. After they have had a drink and a rest, their sharp eyes and ears have told them if it is safe to proceed toward shore for food. Even if they have dropped out of the sky in response to a call and set of decoys on a river bar, for instance, they will normally land in the water at a distance first, then join the decoys in good time. Any false move by an eager hunter will send them on their way again.

A number of years ago my Dad had a pair of Canadas which he had nursed back to health after they had been shot down with broken wings. They never flew again, but they had the run of the place, and no one ever had better watchdogs. Normal traffic was all right, but if anyone hesitated suspiciously or so much as looked at the house out of the corner of his eye, day or night, old

now you can TAPE RECORD anywhere!

Home - Office - In the Air

FIRST
to Record in
Outer Space
(Life's Cover
September 2,
1957).

The new Mohawk Midgetape is the world's smallest completely portable tape recorder ... proved incredibly rugged. Performed brilliantly when used during an ATOMIC BLAST at Nevada Proving Grounds. Is serving with North & South Pole Exploration Groups. A Precision Masterpiece. Indispensable for research, reports, travel, business, phone recording, etc. Record important data immediately before it can be forgotten, lost, misunderstood.

All transistorized, only 3 pounds complete with battery, 1 hour tape cartridge, microphone/speaker. Ready for Action, \$249.50. Powerful internal loudspeaker available.



AMPEX

A 900 Series 4 Track Stereo

STEROPHONIC SOUND Here's High Fidelity as you have never heard it before, and at a surprisingly low price. The Ampex A 900 series is a superb two speed tape recorder that also provides the magnificent depth and clarity of three dimensional sound.



You are invited ... to come in and see the West's largest stocks of tape recorders — Ampex, Ekotape, Norelco, Revere, Sony Superscope, Tandberg, Wollensak, etc.



TRADE-IN
SATISFACTION GUARANTEED

Come in, Call or Write

Dept. E-10

For Free Booklet



Magnetic Recorders Co.

7120 MELROSE AVE., HOLLYWOOD

570 MARKET ST., SAN FRANCISCO 4

West's Largest Displays of
Tape Recorders

HEAR WHISPERS



TONEMASTER TEMPLETTE

These flattering glasses conceal the most efficient hearing aid ever developed! Enjoy all-directional ear-level hearing—no button in your ear... no dangling cord! Twenty attractive styles and colors for men and women. Wear with your own fronts and lenses. Don't buy any hearing aid until you see and test-hear the revolutionary Tonemaster Templette. Write today for free illustrated booklet which will be mailed to you immediately without obligation. Tonemaster, Dept. 5008, 128 So. Monroe, Peoria, Ill.

SAVE \$11.50



NORELCO "Speedshaver" Men's Electric Shaver. Latest model, brand new and fully guaranteed. Complete with case, cord and cleaning brush. Regularly retails at \$24.95. Now on sale for \$13.45 plus 90 cents mailing costs or \$14.35 total. All orders filled within 24 hrs. Your money back if you are not fully satisfied. Send check or Money Order for \$14.35 to:

BROOKS, Dept. 329, Box 212, St. Louis 3, Mo.

People 60 to 80

APPLY FOR OLD LINE LEGAL RESERVE LIFE INSURANCE

If you are under 80, you can still apply for a \$1,000 life insurance policy to help take care of final expenses without burdening your family.

You handle the entire transaction by mail with OLD AMERICAN of KANSAS CITY. No obligation. No one will call on you!

Tear out this ad and mail it today with your name, address and year of birth to Old American Insurance Co., 1 West 9th, Dept. L1055M, Kansas City, Missouri.

EAT ANYTHING WITH FALSE TEETH



Trouble with loose plates that slip, rock or cause sore gums? Try Brimms Plasti-Liner. One application makes plates fit snugly without powder, paste or cushions. Brimms Plasti-Liner adheres permanently to your plate; ends the bother of temporary applications. With plates held firmly to Plasti-Liner, YOU CAN EAT ANYTHING! Simply lay soft strip of Plasti-Liner on troublesome upper or lower. Bite and it molds perfectly. Easy to use, tasteless, odorless, harmless to you and your plates. Removable as directed. Money-back guarantee. At your drug counter. \$1.50 reliner for one plate; \$2.50, two plates. Plasti-Liner, Inc., Dept. EL-81, 1075 Main St., Buffalo 9, N.Y.

BRIMMS PLASTI-LINER
THE PERMANENT DENTURE RELINER

Jock and Nina announced his presence excitedly.

Whoever originated the phrase "as silly as a goose" never had any experience with Canadas—or his mind was in neutral.

Geese are commonly believed to live to a very old age, as much as 100 years, if we can believe what we hear. Domesticated mute swans, close kin to geese, have been known to reach a ripe age, as old as 70 years according to one source. Another source records that one died near Amsterdam, Holland, in the year 1675, which wore a collar marked 1573. This was interpreted to mean the swan was 102 years old. Maybe. As to geese, I don't have a clue—except for one I tried to eat in the Hudson Bay country. The first bite convinced me he was well over a hundred, although it is just possible that our Swampy Cree chef, using a campfire and an old oil drum for a pot, hadn't brushed up on his Ritz recipes.

The banding of wildfowl, started by the late Jack Miner in Kingston, Ontario, in 1909, may eventually reveal the age attained by wild geese.

Still another conception generally approved but which may be partly romantic is that geese mate for life. Whether this is true, only geese know for sure. However, captive geese do seem to remain faithful; and something else which would tend to bear out this thought is that a flock pairs off upon its arrival at the breeding grounds with little fuss or ado. John James Audubon, one of the great ornithologists, explained this by saying that courtship took place before the northern migration, that they were already paired off when they arrived in the north country. This was necessary, he said, due to the shortness of the northern summer, which permits little more than enough time to nest, raise a sturdy brood, molt and grow flight feathers between thaw and frost.

One of the Canada's most noble attributes is the manner in which a gander stands guard over his nesting mate or his brood. He doesn't deign to help build the nest or take turns on the eggs, as do some birds, but no creature is as faithful a protector or as fierce a challenger to an intruder. He lies near the nest, his long neck outstretched so that his head is unseen but seeing through the grassstops. He will not only attack a predator, such as an eagle, coon or fox—and run a snooping dog out of the country with his tail tucked, his ears flat and his feet digging as though the devil himself were prodding him—but he will fly in the face of any other creature which meanders too near. Even men have suffered the startling experience of walking too close to a nesting goose in a sanctuary. The gander's method of attack is to ambush the trespasser with a sudden, hissing charge, grab something in his bill if he can,

such as the seat of a man's pants—then lash the aggressor black and blue with his powerful wings. A gander protecting his mate or his brood will drive off an enemy or die in the attempt.

Some such things about geese are known; others must remain a mystery, for the time being at least. With a wild creature which normally keeps his distance as successfully as does a Canada goose, it is not easy to sift the fact from the fancy.

Even on such a seemingly obvious subject as classification, the scientists can't all agree. There are at least nine varieties of geese in America other than the Canada, each distinct in range and voice. There are two snow geese, Ross's goose, the blue goose, white-fronted goose and emperor goose; and, generally accepted, three sub-species of the Canada, all of which wear similar plumage but are each in turn smaller: the white-cheeked goose, the lesser Canada and the cackling goose. The Canada, of course, is gray, white and black, but the smaller these sub-species, the more buff tinge they have. Also, the smaller they are, the higher pitched and more constant their chatter. The cackling goose, which is little larger than a well-fed mallard duck, is aptly named.

The Canada—the honker, as he is often called—heads the tribe. He is the largest, the most widely distributed and has the voice we all know. However, there once was still another species even more majestic, the greater Canada. Never numerous, he flew in small flocks of 6 or 8 and was conspicuous not only because of his enormous size but because of his deep, trumpet voice, which he used sparingly compared to other

Judiciary Committee Assignments

Division of the work of the Grand Lodge Committee on Judiciary for 1958-1959 is as follows:

Opinions and Decisions: John E. Fenton, Chairman, Land Court, Pemberton Square, Boston 8, Mass.

By-Laws, Amendments, General Revisions and House Rules: Benjamin F. Watson, 311 American State Bank Building, Lansing 68, Mich.

Articles of Incorporation and Corporation By-Laws Including By-Law Amendments for Incorporated Lodges: Sidney W. Robinson, P. O. Box 11, Reno, Nevada.

Bulletins and Publications and Special Assignments by Judiciary Committee Chairman: John T. Raftis, Dorman Bldg., Colville, Washington

State Associations' Constitutions and By-Laws and Amendments: Also Special Assignments by Judiciary Committee Chairman: Thad Eure, State Capitol, Raleigh, N. C.

NEWSPAPER WEEK CONTEST

This is to remind subordinate lodges of the request made by the Grand Lodge Committee on Lodge Activities that reports on observances of Newspaper Week, Oct. 1-8, are to be sent to Committeeman Loris A. Winn, P.O. Box 31, Pullman, Wash., by Nov. 1st. Three awards will be made in two categories—lodges of over 750 members and those of less than 750.

geese. A mature Canada will weigh 8 or 10 pounds. A large one will go 12 pounds. The greater Canada, on the other hand, weighed as much as 18 pounds. My Dad saw a number of them along the Missouri River 50 years ago, as did other hunters of the area, and quite a few of these king-size geese were reported from the Northwest; so their range extended to the Pacific.

Whether or not any of these greater Canadas still exist or not, I can't say. Tip Young of Atchison, Kansas, has seen as many of them as anyone. Tip Young has long been a loyal Brother Elk and an ardent sportsman. He is 94 years old. He saw the great Midwest waterfowl country when it was new—years before the marshes were drained and the rivers dammed and diked. Tip had a 30-year jump on men who are retiring today at 65, and those were important years as far as being a witness to the American wildlife scene is concerned. He likely saw more geese in a season than some of us will see in a lifetime. Being a good hunter with a deep appreciation of wildfowl, and as a result of many hunting seasons—both spring and fall in the old days—he knows ducks and geese. He knew a greater Canada from a Canada on sight as certainly as an upland hunter knows a ruffed grouse from a woodcock. But the present-day hunter may never see one. Their former breeding area is likely completely "developed" by now.

Successful hunters, such as Tip, have a bit of the naturalist in them, and the most competent naturalists—those who don't resort to fancy tales about birds and animals—have usually been hunters. The hunter-naturalist is to be taken seriously. Through the hunter's intense drive and urge to outwit game—not by idle "bird-watching"—he has been rewarded not only with knowledge but with a profound respect for birds and animals he could not otherwise attain. This, coupled with the inquisitiveness and detailed approach of the naturalist, makes an unbeatable combination. This has been the case with many of our best ornithologists, men such as Wilson, Grinnell and Phillips; and, of course, such a man was Audubon.

In describing one of his many hunt-

ing excursions on which he and his partner saddled their horses at midnight for a 20-mile ride through a cold, wintry night in order to arrive at a series of ponds by daybreak, Audubon concludes by saying: "When they (Canada geese) approach I spring to my feet, the Geese shuffle, and instantaneously rise upright; I touch my triggers singly, and broken-winged and dead two birds come heavily to the ground. Oh that we had more guns! But the business at this pond has been transacted. We collect our game, return to our horses, fasten the necks of the Geese and Ducks together, and throwing them across our saddles, proceed to another pond. In this manner we continue to shoot until the number of Geese obtained would seem to you so very large that I shall not specify it."

Today a goose hunter doesn't have any trouble counting his kill. He's fortunate to bring down one. Merely coming close is an exciting moment for any hunter—and an exalting one as far as his regard for a goose is concerned. This is big game. The Canada goose and the wild turkey are trophy birds for today's hunter.

Not only are geese big game in size, but in my mind they are more alert than such as deer or mountain sheep. It is virtually impossible to approach them on land or water, and almost as difficult to decoy them from the air. Even when a flock is at rest or asleep, there always seem to be one or more "sentinel" geese, awake and heads up.

Surprisingly, not all geese today are as wary as they were well over a hundred years ago when Audubon hunted. There are quite a few innocent ones which have grown pitifully tame in refuges. But other than in the immediate vicinity of such a refuge—where occasionally the slaughter of these trusting birds is a disgrace—Canada geese are hard to come by these days. They don't exist in nearly their former numbers. At one time they nested throughout the northern states as far south as Kentucky, but there is no longer room for them in the States. Now they are aptly named. Other than the few bred in such spots as Yellowstone Park, they are strictly Canada geese.

Geese are talkative, sociable creatures. Their musical chatter is as incessant as a babbling brook. And they are hardy, coming out of the north one jump ahead of winter and returning again long before the first robin proclaims the coming of spring. But it is the magic of their call which is their outstanding characteristic. There are several wild sounds which move me deeply—the yap of coyotes on a still, starry night; the shrill, challenging bugle of a bull elk in the rut; the lonely howl of an arctic wolf—but no sound is at the same time quite so primitive, musical and captivating as the talk of wild geese.

TRY THE WALL STREET JOURNAL GET-AHEAD PLAN \$7 STARTS YOU

You are living in a period of far-reaching changes. New inventions, new industries and new ways of doing business are creating opportunities for men who want to get ahead.

It will pay you to find out about these things. One place to find out is in the pages of The Wall Street Journal. You probably think The Journal is just for millionaires. That is WRONG. The Journal is a wonderful aid to salaried men making \$7,500 to \$25,000 a year. It is valuable to owners of small businesses. It can be of priceless benefit to ambitious young men who want to earn more money. Said one subscriber, "I read The Journal every morning and apply its lessons to my own business. I call this my 'get-ahead' plan."

To assure speedy delivery to you anywhere in the U.S., The Journal is printed daily in five cities—New York, Washington, Chicago, Dallas and San Francisco. It costs \$24 a year, but you can get a Trial Subscription for 3 months for \$7. Just tear out this ad and attach check for \$7 and mail. Or tell us to bill you. Address: The Wall Street Journal, 44 Broad St., New York 4, N. Y. EM-10

LEARN AT HOME — MAKE JEWELRY

PROFESSIONAL "KNOW-HOW" FREE ON FASCINATING PROFITABLE HOBBY

CUT GEMS... MAKE JEWELRY PIECES FOR FUN — FOR PROFIT! Start today... get acquainted with the most thrilling hobby ever devised — LAPIDARY. Learn to make expert, professional-type rings, bracelets, jewelry in your own home. SEND for our FREE 16-page booklet — detail data from the nation's leading suppliers to the trade. NO OBLIGATION

Write today to: GRIEGER'S, Dept. A-12, Pasadena 4, Calif.

FOR BIG MEN ONLY!



Sizes 10-16 Widths AAA-EEE

We specialize in LARGE SIZES ONLY—sizes 10 to 16; widths AAA to EEE. Dress, sport, casual and work shoes; golf shoes; insulated boots; socks; slippers; rubbers; overshoes; shoe trees. Also... sport shirts in your exact, extra-long sleeve length. Enjoy perfect fit in your hard-to-find size at amazingly low cost. Satisfaction Guaranteed. Sold by mail only. Write for FREE Style Book TODAY!

SEND FOR FREE CATALOG

KING-SIZE, INC. 824 Brockton, Mass.

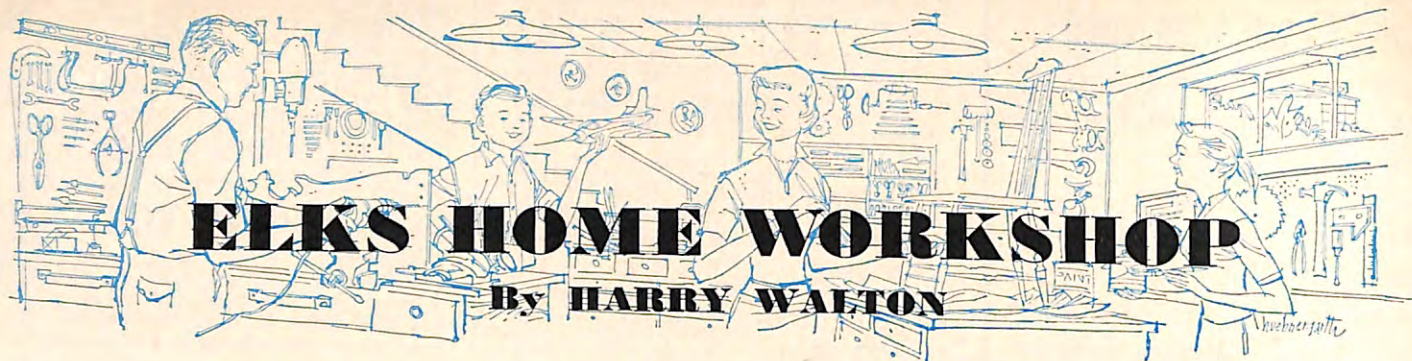
ADVERTISING OPPORTUNITY in a Depression Free Business!

Build a prosperous constantly increasing business of your own selling our line of quality business-building advertising specialties and calendars. Many exclusive numbers. 85 per cent of customers repeat because our direct appeal advertising brings increased sales. Sales experience helpful but many of our successful men never sold before. Highest commissions paid weekly, bonus, free group insurance. Full time make \$150 to \$250 per week. You represent a well known, highly rated firm established in 1922. Territory and accounts protected.

SALES LADIES ALSO

Many of our successful representatives are housewives with spare time to sell. If you have the personality to meet business executives, you can earn extra money.

Write C. N. Montanye, Jr., Vice Pres., GETTIER-MONTANYE, INC., GLYNDON 7, MARYLAND



How to Keep Your Auto Battery Alive

WITHOUT a good battery to spark it into action, the engine under an auto hood is so much dead metal. That heavy little black box the wires come from is as important as gasoline. Its failure, rarely foreseen, can cause you inconvenience or worse.

A battery stores chemical energy, not electricity. But close a switch and the acid solution (electrolyte) in it reacts with chemicals in the lead plates to generate an excess of electrons on some plates, a deficiency on others. The flow of electrons as they seek equilibrium is the current that cranks your engine, runs the radio, lights cigarettes.

YOU CAN FAVOR your battery by certain driving habits. The following will stretch battery life and help provide that extra bit of energy you may need in a pinch:

- In manual-shift cars, always hold down the clutch when using the starter. This spares the starter the useless work of turning the transmission gears—and saves electricity.

- Use the starter only briefly; if the engine doesn't catch, pause a minute or so before trying again. This lets the battery recover and may give you several more chances, whereas a steady pull may knock out a poorly charged battery beyond recovery.

- Switch to parking lights during long traffic waits. Keep the radio off in city driving, when the generator doesn't charge enough to make up the drain on the battery.

- Watch your ammeter. Overcharging causes almost two thirds of all battery failures, some engineers say. It robs the electrolyte of water, overheats the plates, knocks active elements out of them and may warp them so much as to ruin the battery. If the ammeter shows a high charging rate and doesn't ease back to normal after half an hour of highway driving, have both battery and voltage regulator checked.

- Check the electrolyte every other week and see that cells are filled to the proper level with distilled water (in most batteries, that's $\frac{3}{4}$ " above the top of the plates). On long trips, check battery water every thousand miles.

DISTILLED WATER IS BEST, but if it cannot be had, clear and odor-free drinking water will do. However, don't add water in freezing weather unless you will be driving immediately. Otherwise it won't mix and may freeze on top.

If your car has only a generator signal light instead of an ammeter, overcharging may long go unsuspected. Furious bubbling inside the cells and a great thirst for water are signs of it, and the only ones you may get until damage has occurred.

In some cases a battery is chronically undercharged. This is common when a car is used only for city driving or short trips, and is most likely to be evident in cold weather. If cranking is slow, or starts briskly but quickly tires, have your service station check the battery's state of charge. If you cannot make occasional long trips to restore it, have it charged once a month, or buy a trickle charger and use it regularly.

As its name suggests, a trickle charger is a device that supplies only a small charging current. But connected overnight between any household or garage electric socket and the car battery, it will provide the latter a useful boost. It should not, however, be expected to resuscitate a dead battery.

SERVICING A BATTERY is fairly simple. Aside from adding water when necessary, here are the steps to take.

See that the battery is secure in its cradle or hold-downs. One that is loose can shake itself apart inside and die young. If clamps are missing, replace them. Tighten wing nuts on battery holders firmly with the fingers—not with pliers, which may crack the case.

Clean the top of the battery occasionally. Fumes and sprayed acid from the cap vents build up a corrosive fungus on metal parts. Acid and dirt on the top conduct electricity between the terminals, and this leakage is a total loss (it's even worse with the newer 12-volt batteries).

Brush off the corrosion, being careful not to get any into your face. Wash the battery top with a cloth moistened

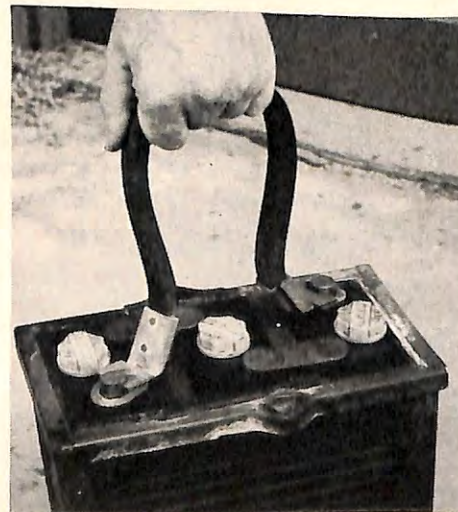
in ammonia or soda solution. Then rinse it with clean water, and finally dry it.

If there is much corrosion on the cable terminals, it may be necessary to remove them for cleaning. Use a wrench that fits the clamp nut closely, being careful not to swing it into contact with other metal parts on the battery, hold-down clamps or car body. (This may cause a momentary short circuit, making sparks fly.)

Twist the terminal back and forth to free it from the post. If it sticks, insert a screwdriver in the split, crosswise of the clamping bolt, and twist it gently.

After lifting off the terminal, brush corrosion from it and the battery post, wipe both clean, and coat them generously with petroleum jelly. Replace terminals and tighten securely.

REPLACE CABLES that are frayed, chafed or corroded. Corrosion can literally eat away terminals and wire. If the



To carry a battery, use a strap carrier like this, or another type made expressly for twelve-bolt batteries. CAUTION: if you do remove your battery from the car, first mark one post and the cable terminal you take off it. Battery connections must *not* be reversed when you replace it. If the ammeter swings to *charge* when you switch on lights, battery is backwards. If the ammeter swings to *discharge*, it's in right.

cable is all right but the terminal corroded away, you can hacksaw off the end and clamp on a replacement terminal.

A new cable is, of course, a better repair. If insulation has frayed from contact with metal, the cable should by all means be replaced. Check the terminals at the far end of both cables too (one usually goes to the starter solenoid, the other to the engine block). Both must be tight, for one poor connection can so reduce your power that the battery may not be able to turn over the engine.

WARNING—HIGH AMPERAGE. The voltage of a car battery is too low to be dangerous; you may freely touch both terminals with no danger of shock. But beware of doing so with metal—a tool or finger ring can cause fireworks. Sparks alone are harmless, but the current is heavy enough to melt metal. A metal watch strap or a finger ring, if it bridges live contacts, can get hot enough to cause a bad burn.

IS YOUR BATTERY GOOD? If cranking is sluggish, lights brighten sharply when you rev up the engine, or the charging rate is always very high when you first drive off, your battery may be only partly charged or going bad.

You or your service man can check it with a hydrometer. This is a glass tube with a rubber syringe that enables you to draw in a little electrolyte from a battery cell. Inside is a weighted float, graduated to read the specific gravity of the fluid. Draw in enough to lift the float; then read the figure at the level of the fluid.

If it is 1.260, the cell is fully charged; 1.200 indicates half charge and 1.170 calls for immediate recharging. If all the cells show about the same low reading and the highest is under 1.190, have the battery recharged and then test it once again.

But if one cell fails to "come up" and persistently reads lower than the others, the battery is near the end of its life. Like a weak link in a chain, a single bad cell condemns it. If one reads 1.175, for example, while others stand at 1.230, a new battery is indicated.

Your service station may check with a special voltmeter. A fully charged cell should read 2.10 volts. A cell reading 2.03 is only half charged, and one showing only 2.00 volts is in bad shape. But if the highest cell reads only 2.02 volts, try recharging and check again. When one cell reads .05 volts or more below the highest, the battery is worn out.

Don't make tests with a hydrometer right after water has been added to the cells, nor with a voltmeter when the battery has just been charged. In both cases, the results you obtain will be misleading.

BUYING A NEW BATTERY. Its electrical capacity, measured in ampere-hours, determines how much energy a battery can store and deliver. If it is too small, even long drives cannot put in sufficient charge to supply current at all times. The modern car has many extra accessories that can kill off too small a battery quickly.

Cold is a big factor too; not only does a stiff engine make the starter gulp almost twice as much current as it does in mild weather, but the battery is handicapped by low temperature. At zero, its delivery capacity is halved. This is why extra battery capacity is desirable; it may spare you being stalled some bitter morning.

Prices go up, of course, with battery capacity. But so does length of guarantee, and though the first outlay is greater, a top-quality battery costs less per month of use than a cheap one.

Six-volt batteries come in 70, 90, 100 and higher ampere-hour ratings. Twelve-volt batteries are commonly rated at from 45 to 72 ampere-hours (electrical power is the product of volts and amperes, so they can do as much work). If the battery you are offered is not plainly marked as to capacity, the dealer should be able to identify it in the manufacturer's catalog and show you the listed capacity.

The capacity of the battery supplied as original equipment with your car when new should be regarded as a minimum for replacement (your driver's manual will tell what its rating is). If reliability is important to you, or you have added electrical accessories, or use the car chiefly for short trips, the next size larger may be advisable.

GET YOUR GUARANTEE in writing and be sure it is correctly dated. A battery that fails before its guarantee period is usually replaced on a pro-rata basis; you pay for the use you've had and are given a new one. You should also get an allowance off the list price for your old battery.

BUY A FULL CHARGE. You are entitled to it. Putting a new but only partly charged battery in the car starts it under a handicap that may cut weeks off its life and cheat you of the reserve power you're paying for.

Some dealers sell new "dry-charged" batteries. These remain new indefinitely on the shelf, whereas fluid-filled ones deteriorate unless the dealer keeps them charged. When you buy a dry-charged battery, the dealer fills it with electrolyte. He should also boost it with a refresher charge; if he does not, go back in a day or two and insist on a test; if it doesn't read 1.260 on all cells, have it charged.

Insist on the right case size; don't settle for a battery that has to be held in the car by makeshift means. Any modern car can be fitted properly.

Not everyone does as well, but T. N. CODY, who started a business of his own, reports...

For 12 months I've averaged

\$800
per month income



—most of it clear profit for me!

• Many men have discovered how to be independent, to be free of layoffs and bosses. C. G. Naples grossed more than \$200 his first week. Others report gross up to \$44,000 per year. How much you make depends largely on you. You need no special skill, no large investment and you can start part time if you wish.

NO SHOP NECESSARY - Our ELECTRIC DETERGER shampoos rugs, carpets right on floor... helps to show their natural color, beauty. So efficient and safe, used by largest hotels and railroads.

This is not a lease proposition. You own the machine, you work when and where you please and all the money you take in is your own. You take no risk. Machines fully guaranteed.

Mail
Coupon
Today
for
FREE
Book

VON SCHRADER MFG. CO.,
N24 "R" Pl., Racine, Wis.

Without obligation send me FREE booklet about your RUG DETERGER and tell me how I can start my own permanent, profitable business.

Name _____
Address _____
City _____ Zone _____ State _____

SAVE TIME, MONEY, MILES

OPERATING YOUR CAR

HULL AUTO COMPASS cuts time on the road to a minimum, saves wrong turns, wasted gas, car and tire maintenance. Economical, smart, \$5.50 to \$7.95. At your dealer's or write for literature.

World's most widely used auto compass and small boat accessory.

HULL MFG. CO., P.O. Box 246-EE-9, Warren, Ohio



POKER CHIPS

REGISTERED, non-duplicate. Monogrammed for your protection. Extra Heavy, Square Edge. Available in 10 Colors. Also Monogrammed "HI-TEST" Precision Dice. KEM Plastic Playing Cards.

Write for free catalog "E" **'BIG 8' POKER TABLES**

GEORGE & CO., 9 E. Swan St., Buffalo 3, N. Y.

BUY WHOLESALE

CHECK — THESE — FANTASTIC — SAVINGS!
Remington Electric List 32.50—Our Price 20.15
Shick Power Shave List 32.50—Our Price 20.15
Norico List 24.50—Our Price 14.97
Sunbeam List 32.50—Our Price 20.15

Postage Prepaid
Send Check or Money Order NOW and receive FREE With your first order our wholesale GIANT \$1 CATALOG chock full of 1001 money saving items as Kodak, Toastmaster, Black & Decker, Proctor & Westinghouse.
LAMAR DISTRIBUTORS, Dept. E, 2221 Ave. X, Brooklyn, N. Y.

New HIGH PROFIT Business

MAKES MONEY FOR YOU
while you're taking life easy!

It ain't sellin'—just servicing;

and it's the chance of a lifetime to establish a business of your own—a year 'round Wholesale SERVICE Business that pays continuous profits, even while you're at home taking it easy! Open to reliable men (and women) who can take over as our distributors in their localities and make regular weekly service calls supplying and re-filling retail stores' stocks. Stores do the work and all of your selling. No experience necessary; we show you how and furnish everything you need to get started. Operate from home or office, full or part time. • If interested in a tremendously successful business that can bring you a lifetime income on a minimum of time and effort, then act now! Send Coupon for...

• Samples & Free 32-Page Book. Mail Today!!
• B. A. Harris, NOVO, INC.
• 1166 Milwaukee Ave., Chicago 22, Ill.

Name _____
Address _____
City _____ Zone _____ State _____

If Ruptured Try This Out

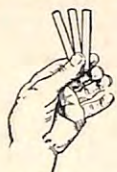
Modern Protection Provides Great
Comfort and Holding Security

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

Smoke for Relief—

ASTHMA-HAYFEVER

try them FREE



Sufferers from Asthma and the discomforts of excessive secretions in the nasal passages associated with Hay Fever have, for over 60 years, found quick, temporary relief by smoking PAGE'S INHALERS. Pleasant, inexpensive.

For free samples, write
Consolidated Chemical Co.,
835C Cherry St., Grand Rapids 6, Michigan

SEND FOR FREE SAMPLES

SOLD
AT LEADING
DRUG
STORES



The BALL CLINIC

Dept. 759, EXCELSIOR SPRINGS, MISSOURI
Specializing since 1919 in the treatment of Rheumatism, Arthritis and associated chronic conditions.

WRITE
FOR
FREE
BOOK
TODAY!

WHEN FALSE TEETH CAUSE SORE GUMS

You get undreamed of relief in seconds! Medically-formulated NUM-ZIT Adult Strength has already brought blessed relief to thousands. Recommended by dentists everywhere. Pleasant-tasting... eases discomfort while you break in new false teeth. Works wonders, too, for relief of toothache, neuralgic pains. Keep it handy for quick first aid. At all drug counters.



NUM-ZIT Adult Strength

Another fine Purepac product

DON'T PULL HAIR FROM NOSE

May Cause Fatal Infection

Use the
Hollis KLIPETTE Rotating
Scissors

You can cause serious infection by pulling hair from nose. Ordinary scissors are also dangerous and impracticable. No better way to remove hair from nose and ears than with KLIPETTE. Smooth, gentle, safe, efficient. Rounded points can't cut or prick skin.



So Simple
Just turn end. Surplus hair
comes out easily, gently.
\$1 made from fine
surgical steel
chromium plated
Guaranteed to Satisfy or Money Back

HOLLIS CO. • 1133 Broadway, New York 10, N. Y. • Dept. N-80
Enclosed is \$1.00 for KLIPETTE. If I am not entirely satisfied, I may return it within 10 days for refund.

Name _____ Address _____

For Elks Who Travel

(Continued from page 15)

cluding the jungle. There is the Spanish-owned Elcano, the new Presidente, the handsome Pierre Marques way out of town on its own lonesome stretch of beach. Most remarkable of all, however, is the new Las Brisas, which is a collection of seventy-one small villas that have been sprinkled on a mountainside looking across to Acapulco and its harbor. Every one has a terrace, a marble bath, and a stocked bar, and thirty-six of them have private swimming pools. Steaks cost \$1.25 and Cokes are four cents. There is really no rub to all this if you are willing to pay from \$12 to \$24 for a room from now until January, and from \$20 to \$32 a day for the room thereafter. The whole place is pink, including its own watering place, called La Concha, where lunch is served daily under the green palms, just alongside

the pink mattresses, the pink gowned hostesses and the pink bus that comes down from the mountain with the tanned guests.

If you're coming from the east coast, once a long and wearisome trip, three airlines now fly directly from New York to Mexico City—Aeronaes, Air France and Eastern. Air France leaves at noon and gets in before dinner, Eastern leaves in mid-morning and arrives for cocktails, and Aeronaes, flying Britannias, fastest of all, leaves at 7:30 each jet-propelled night, arriving a minute before midnight. All are vying for recognition as the best host, and the cuisine is extraordinary. If you live on the West Coast, CMA flies out of Los Angeles every afternoon. First class goes nonstop and costs \$98. It all seems cheaper than fixing the furnace. • •



THIRD class air service (economy class) introduced this year by air lines, has proved the most popular and leads all air services by a wide margin in trans-Atlantic flights. During April, May and June of this year over 200,000, or 59.6 per cent of the total passengers, took advantage of the savings possible in economy flights. First class accommodations accounted for 21 per cent and tourist class 19.4 per cent.

The European Travel Service reports that the Middle East situation has had no effect on trans-Atlantic travel this summer. By mid-summer, departures were from 10 to 24 per cent higher than the comparable period last year. It is estimated that more than 650,000 American citizens will have crossed the Atlantic by the end of 1958.

The Moore-McCormack "charge-a-cruise" plan went into effect last month on the maiden voyage of the "Brazil"—the first of twin luxury liners being built for the run between New York and the east coast of South America. This plan is the first made available to the public by an American steamship line and is a new idea in "Travel Now—

Pay Later". This plan is in addition to their credit travel plan introduced last year on the South American run through arrangements with the Travelers Credit Service, Inc. of New York. Under the "charge-a-cruise" plan the traveler may take a cruise after making a down payment of 10 per cent of the fare. The balance may be paid off over the following 20 months.

The Manger Hotel chain has announced it will enter the motel field this year and build a \$1,500,000 motel at Charlotte, North Carolina, this Fall. The Corporation hopes to complete the building sometime in October.

Portugal, the most widely known playground for Europe's royal families in exile, is planning to make a bid for more tourists. Under a recent government decree, Estoril and Cascais, two seaports near Lisbon, are to be made more attractive to tourists. Plans are for a new luxury casino to cost not less than \$875,000 at Estoril and a new hotel costing not less than \$1,400,000 at Cascais. In addition, the existing bathing, tennis, etc., facilities are to be expanded.

The cruise list this year is extensive and offers cruises of every sort and to suit any taste and every pocketbook. Cunard's "Mauretania" will begin a series of five cruises to the West Indies and South America on December 23rd. This is the 12-day Christmas-New Year cruise to St. Thomas, Martinique, Grenada, Curaçao and Havana. Rates start at \$365. Other cruises are scheduled between February 7th and April 7th. The Swedish American's "Bergensfjord" sails from New York on January 19th and will visit many ports around the world including Naples, Hong Kong, and Honolulu. Rates begin at \$2,250.

THE MAGAZINE EDITORIALS

The Vital Spot

Many years ago there were occasional financial contributions made by the Elks, some quite substantial, to assist cerebral palsy clinics but it was not until 1950 that there was started within the Order a continuing program of its own.

Chairman Malley and his associate Trustees were very much impressed by what they learned about the cerebral palsy situation and the vital needs of making a fight against it.

Upon consultation with the best informed professional men, they learned that the vital need in this fight was the training of doctors, therapists and nurses for this special work.

At that time only 1 in 100 cerebral palsy victims could receive treatment in the facilities then existing.

In May, 1950, the Foundation Trustees appropriated \$25,000 to pay the expenses of the tuition and training of doctors, nurses and therapists in this special work.

Following this modest beginning the Elks National Foundation had, up to April 1958, spent \$278,000 in this work and had sent 585 qualified persons through courses of specialized training at leading universities and accredited medical institutions.

Substantially all who have received these grants and completed their course of study are now on assignments in the field of cerebral palsy.

We are not treating at this time of the many contributions that have been made by lodges and State Associations all over the country for the treatment of cerebral palsy but simply desire here to emphasize the part that the Order of Elks has played in correcting the situation in this bottleneck.

Immediately following the first step by the Foundation the California Elks Association adopted as its major project a program of "Aid to Children Suffering With Cerebral Palsy".

The major project Committee was created with our Grand Exalted Ruler, Horace Wisely, as Chairman. He retained that Chairmanship for four years.

Since its inception the major project has raised and expended funds in a volume that rose from \$22,000 in 1950-51 to nearly \$400,000 last year.

At the institution of this project by the California Elks a contribution was made to its fund by the Foundation of \$2,000, and Dr. Robert S. Barrett, Past Grand Exalted Ruler, contributed \$1,000.

At the present time the major project of the California Elks which started

with two therapists in 1951 and with eight cerebral palsied children on their list, has developed into an organization with 27 therapists in the field, each with a fully equipped station wagon and hundreds of cerebral palsied victims on their calling list.

During the past year these therapists have traveled over 400,000 miles to the homes of children, treating them and teaching their parents to continue the treatments between their visits.

In addition to this magnificent work the major project Committee of the California Elks has supported since its inception by a grant of \$5,000 annually a medical research project conducted at the medical school of the University of California at Los Angeles.

Its research has produced much information to add to the medical knowledge of cerebral palsy regarding the parts of the brain which are afflicted and co-relating this data with the amount and kinds of involvement.

Several other State Elks Associations, including Washington, Alaska, Montana, Ohio and New Mexico, are now engaged in this work of direct relief to cerebral palsy victims and are continuing to expend their efforts in this work.

The Washington Association already has eight units in the field and Alaska has three units while the other State Associations mentioned have adopted the same important program of traveling therapists.

This movement must be recognized as one of the soundest, most intelligent and important activities in which the Order has ever been engaged, and while this direct work is going forward the donation of individual lodges and State Associations to existing clinics is constantly broadening.

The result of these activities is the normalizing of the activities of thousands of children who had been practically without hope.

The Best Emissaries

The greatest problem of our day arises from the conflicting ideologies of the Soviet Union and the United States and lack of understanding and of sympathy between our people.

Summit meetings have been held. Secretaries of State and foreign ministers have conferred. Ambassadors have exchanged views. Evidence is lacking that such contacts have brought any better feeling or approved understanding between the representatives of our respective countries.

In contrast there is constantly growing evidence of better understanding, better goodwill developing between the

people of the Soviet Union and the people of the United States as results of visits of unofficial emissaries, representatives of the arts and sciences, professions, industries and sports.

The unrestrained enthusiasm with which huge audiences in Russian cities received the Philadelphia Orchestra and the Boston Symphony Orchestra and expressed their approval of their performances could not be exceeded in any city in any land.

Van Cliburn, the young man who won the Tchaikowsky International Piano Competition, surely did more as the result of his musical talent and pleasant manner to bring about better relationship between our people and the Russian people than could the most polished and experienced diplomat.

While he received a great spontaneous reception in Russia our people certainly reciprocated when the remarkable Moiseyev Dancers were with us.

Our athletes, both male and female, not only because of their athletic attainments but even more because of their aptitude for friendly association were appreciated and their goodwill reciprocated by their Russian counterparts.

An interesting development, which appears quite capable of expanding into a movement of considerable importance, was the arrival in the latter part of August of the group of 14 Russians, properly referred to by the press as the first group of private tourists from Russia to visit the United States.

It consisted of professional people, 13 men and one woman, but it had no official or political aspects. This group covered in its visit New York, Washington, Chicago and Niagara Falls.

The second group of similar character followed the first and a third is due this month.

Our government has repeatedly offered to remove our limitations on space to be covered by tourists if Russia would do likewise, but as yet it has not been found possible to bring about such an agreement.

With the full realization that the Union of Soviet Socialist Republics is purely and wholly under the arbitrary, tyrannical control of the Communist Party without regard to the rights or the opinions of the people generally, we still feel that a better understanding between the people of Russia and the people of this country and a better knowledge of the people of one country of those of the other cannot fail to have good results.

Instead of starting at the summit and working down may we not accomplish more by starting at the bottom and working up?

DIRECT FROM MANUFACTURER—SAVES YOU OVER 50%

**ROOTED
HAIR...**
you can
wash,
comb,
curl,
set!

**FULLY
JOINTED
TURNS AT
NECK, ARMS,
LEGS!**

Big 20 INCH LIVING BABY DOLL

(UNBREAKABLE LIFETIME MAGIC-TOUCH VINYL)

AS BIG AS A NEW-BORN BABY

She can wear baby's old clothes!

**YOU SAVE OVER 50% BECAUSE
WE ACTUALLY MAKE, SELL, & SHIP
FROM OUR FACTORY DIRECT TO YOU!**

DIRECT \$4.95
FACTORY PRICE! plus 50c
handling

regular \$9.95 value

Includes A Gorgeous
**16 PC. BABY
LAYETTE**

**MAGNIFICENT WASHABLE
NYLON DRESS & BONNET**

(In Dotted
Swiss with
Satin & Lace
Trim with Snaps)



ROMPER SUIT



**BOTTLE &
NIPPLE**



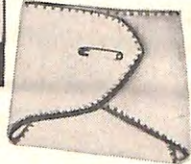
**POWDER
PUFFS**



**COMB, MIRROR
& BRUSH SET**



TISSUES



DIAPER



SOAP



SPONGE



TOWEL



BOOTIES

EVERY LITTLE MOTHER WILL LOVE HER!

Truly beautiful, the talented LIVING BABY DOLL is so cuddly, she'll melt the heart of every little girl. Made of MAGIC-TOUCH vinyl, her dainty peaches and cream complexion makes her the most realistic doll in the world. Guaranteed unbreakable, she has gorgeous blue eyes, real eyelashes. She cries real tears, drinks, wets, sleeps, and bathes. Her rooted hair can be washed, combed, curled, set.

The dream-come-true of every little mother, our LIVING BABY DOLL is fully-jointed, and turns at the neck, arms, and legs. She comes complete with a 16 pc. layette, and a washable NYLON PARTY DRESS & HAT.

A magnificent picture of joy and health, the LIVING BABY DOLL is a GREAT VALUE! Remember, YOU BUY DIRECT FROM THE MANUFACTURER AND SAVE OVER 50%! ORDER NOW!

AS LIFELIKE AS A NEW BORN BABY!

FACTORY DOLL CO., INC., 149 Degraw Street, Brooklyn 31, N. Y.

MONEY BACK GUARANTEE

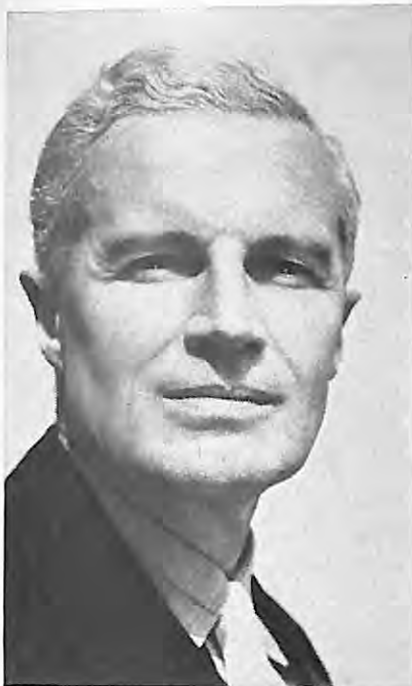
**FACTORY DOLL CO., INC., Dept. EM-1
149 Degraw Street, Brooklyn 31, N. Y.**

Please rush LIVING BABY "TEARS" DOLL, and 16 pc. layette at \$4.95 plus 50¢ for handling plus C.O.D. postage. Full purchase price refunded if not 100% satisfied.

☐ To save postage, I enclosed \$5.45. Please ship prepaid.

☐ I enclosed \$1.00 deposit, balance C.O.D. plus postage and charges.

NAME _____ (please print)
ADDRESS _____
CITY _____ ZONE _____ STATE _____



I'd like to give this to my fellow men... while I am still able to help!

I was young once, as you may be—today I am older. Not too old to enjoy the fruits of my work, but older in the sense of being wiser. And once I was poor, desperately poor. Today almost any man can stretch his income to make ends meet. Today, there are few who hunger for bread and shelter. But in my youth I knew the pinch of poverty; the emptiness of hunger; the cold stare of the creditor who would not take excuses for money. Today, all that is past. And behind my city house, my

summer home, my Cadillacs, my Winter-long vacations and my sense of independence—behind all the wealth of cash and deep inner satisfaction that I enjoy—there is one simple secret. It is this secret that I would like to impart to you. If you are satisfied with a humdrum life of service to another master, turn this page now—read no more. If you are interested in a fuller life, free from bosses, free from worries, free from fears, read further. This message may be meant for you.

By Victor B. Mason

I am printing my message in a magazine. It may come to the attention of thousands of eyes. But of all those thousands, only a few will have the vision to understand. Many may read; but of a thousand only you may have the intuition, the sensitivity, to understand that what I am writing may be intended for you—may be the tide that shapes your destiny, which, taken at the crest, carries you to levels of independence beyond the dreams of avarice.

Don't misunderstand me. There is no mysticism in this. I am not speaking of occult things; of innumerable laws of nature that will sweep you to success without effort on your part. That sort of talk is *rubbish!* And anyone who tries to tell you that you can *think* your way to riches without effort is a false friend. I am too much of a realist for that. And I hope you are.

I hope you are the kind of man—if you have read this far—who knows that anything worthwhile has to be *earned!* I hope you have learned that there is no reward without effort. If you have learned this, then you may be ready to take the next step in the development of your karma—you may be ready to learn and use the secret I have to impart.

I Have All The Money I Need

In my own life I have gone beyond the need of money. I have it. I have gone beyond the need of gain. I have two businesses that pay me an income well above any amount I have need for. And, in addition, I have the satisfaction—the deep satisfaction—of knowing that I have put more than three hundred other men in businesses of their own. Since I have no need for money, the greatest satisfaction I get from life, is sharing my secret of personal independence with others—seeing them achieve the same heights of happiness that have come into my own life.

Please don't misunderstand this statement. I am not a philanthropist. I believe that charity is something that no proud man will accept. I have never seen a man who was worth his salt who would accept

something for nothing. I have never met a highly successful man whom the world respected who did not sacrifice something to gain his position. And, unless you are willing to make at least half the effort, I'm not interested in giving you a "leg up" to the achievement of your goal. Frankly, I'm going to charge you something for the secret I give you. Not a lot—but enough to make me believe that you are a little above the fellows who merely "wish" for success and are not willing to sacrifice something to get it.

A Fascinating and Peculiar Business

I have a business that is peculiar—one of my businesses. The unusual thing about it is that it is needed in every little community throughout this country. But it is a business that will never be invaded by the "big fellows". It has to be handled on a local basis. No giant octopus can ever gobble up the whole thing. No big combine is ever going to destroy it. It is essentially a "one man" business that can be operated without outside help. It is a business that is good summer and winter. It is a business that is growing each year. And, it is a business that can be started on an investment so small that it is within the reach of anyone who has a television set. But it has nothing to do with television.

This business has another peculiarity. It can be started at home in spare time. No risk to present job. No risk to present income. And no need to let anyone else know you are "on your own". It can be run as a spare time business for extra money. Or, as it grows to the point where it is paying more than your present salary, it can be expanded into a full time business—overnight. It can give you a sense of personal independence that will free you forever from the fear of lay-off, loss of job, depressions, or economic reverses.

Are You Mechanically Inclined?

While the operation of this business is partly automatic, it won't run itself. If you are to use it as a stepping stone to independence, you must be able to work with your hands, use such tools as hammer and screw driver, and enjoy getting into a pair of blue jeans and rolling up your sleeves. But two hours a day of manual work will keep your "factory" running 24 hours turn-

ing out a product that has a steady and ready sale in every community. A half dollar spent for raw materials can bring you six dollars in cash—six times a day.

In this message I'm not going to try to tell you the entire story. There is not enough space on this page. And, I am not going to ask you to spend a penny now to learn the secret. I'll send you all the information, free. If you are interested in becoming independent, in becoming your own boss, in knowing the sweet fruits of success as I know them, send me your name. That's all. Just your name. I won't ask you for a penny. I'll send you all the information about one of the most fascinating businesses you can imagine. With these facts, you will make your own investigation. You will check up on conditions in your neighborhood. You will weigh and analyze the whole proposition. Then, and then only, if you decide to take the next step, I'll allow you to invest \$15.00. And even then, if you decide that your fifteen dollars has been badly invested I'll return it to you. Don't hesitate to send your name. I have no salesmen. I will merely write you a long letter and send you complete facts about the business I have found to be so successful. After that, you make the decisions.

Does Happiness Hang on Your Decision?

Don't put this off. It may be a coincidence that you are reading these words right now. Or, it may be a matter that is more deeply connected with your destiny than either of us can say. There is only one thing certain: If you have read this far you are interested in the kind of independence I enjoy. And if that is true, then you must take the next step. No coupon on this advertisement. If you don't think enough of your future happiness and prosperity to write your name on a postcard and mail it to me, forget the whole thing. But if you think there is a destiny that shapes men's lives, send your name now. What I send you may convince you of the truth of this proverb. And what I send you will not cost a penny, now or at any other time.

VICTOR B. MASON

1512 Jarvis Ave., Suite M-24-L
CHICAGO 26, ILLINOIS

In judging a modern filter cigarette...

IT'S WHAT'S UP FRONT THAT COUNTS



R. J. REYNOLDS TOBACCO CO., WINSTON-SALEM, N. C.

"Winston has got it," says Garry Moore, "because Winston's got a secret! It's **Filter-Blend**—fine, mild tobaccos specially processed for filter smoking!"

"A cigarette without flavor is like a world without women. Who wants it?" says the star of Winston's television hit, "I've Got a Secret!". "After all, if you don't get flavor . . . you're missing the whole idea of smoking!"

"Winston has got flavor! Because up ahead of Winston's pure modern filter is **Filter-Blend**—a Winston exclusive! This secret—**Filter-Blend**—is what makes Winston America's best-tasting filter cigarette. Try Winston!"



America's best-selling filter cigarette!

WINSTON TASTES GOOD

LIKE A CIGARETTE SHOULD!