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MAGAZINE NOVEMBER 1959



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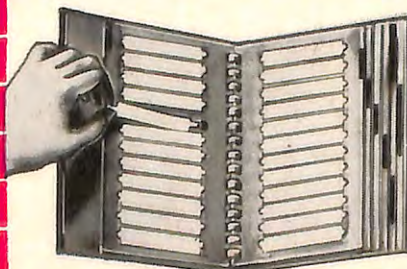
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THE HERBERT O. YARDLEY book started selling like wildfire when a small fraction of it appeared in *The Saturday Evening Post*.

Your best friends won't tell you what's in it — and when you've read it you won't tell them.

It's called **THE EDUCATION OF A POKER PLAYER**. And it's a priceless education. In it Yardley tells the secrets of his systems for winning at all the usual (and many of the rare) kinds of Draw and Stud Poker.

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"Fold them," Yardley says. He's talking about Straight Draw, nothing wild, 7 players. "It's twelve to one you won't make a Full House. If somebody else opens, don't stay. Anyone who stays on two small pair should have his head examined. You fold — or you bluff by raising before the draw, standing pat, then betting."

In the same specific way Yardley looks over your shoulder at every hand and tells you exactly when to *open*, and when to pass (even though you have openers), when to *call* or *stay*, when to *bluff*, when to *raise*, when to be *cautious*, when to be brazenly *bold*. And when to meekly fold.

He shows you all this by means of actual sample hands which he plays out for you and analyzes. And you learn how to play *with* the odds instead of against them.

How to develop not only a poker-face but a poker head

Yardley tells you how to study and "read" the other players — watching and analyzing their mannerisms, learning their weaknesses and their strengths. He makes you a master strategist at poker's psychological war.

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HOW WOULD YOU PLAY THESE DRAW POKER HANDS?

The game is Straight Draw — nothing wild, Jacks or better to open. There are 7 players



← **ONE BIG PAIR**

FOUR CARD FLUSH →



← **THREE OF A KIND**

The illustrations are from the SATURDAY EVENING POST'S brilliant excerpt from Yardley's book. © C.P.C.

You watch Jake Moses lose ten trunks full of sample shoes—and you profit from his mistake. You see how good and bad poker players from the old west to China played their hands—and how they should've played them.

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Yardley's book could easily turn a steady loser into a steady winner. With its specific advice and its great stories out of Yardley's own experience, it amounts to a professional education in the theory and practice of winning — and a post-graduate course in the art of the bluff.

Send for your copy today. Get hold of it before the others in your crowd. Send no money. When the mailman brings your copy, read it, enjoy it, study it for three full weeks on the house. If you don't actually win several times the small cost of the book in your next few poker sessions, simply return the book within three weeks and pay nothing. Otherwise we'll bill you \$3.95 plus postage as payment in full. Simon and Schuster, Publishers, Dept. 30, 630 Fifth Avenue, New York City.

THIS IS HOW YARDLEY WOULD PLAY HANDS IN PANEL ABOVE

One Big Pair: Yardley says, "Never stay on less. If you are sitting to the left of the opener, raise on a pair or kings or aces. If you drive out other players and the opener draws three cards, draw three with him. If he draws two cards, or one, draw two. If he checks, bet regardless of your hand, but draw to it? The odds are twelve-to-one you don't make it." **Four-Card Flush:** Yardley says, "A four-card flush should never be played unless there is over five times as much in the pot as the bet itself. That goes, too, for a four-card straight, open at both ends. As for an inside straight, bet it. If you draw three cards, draw three with him. If he draws two cards, or one, draw two. If he checks, bet regardless of your hand, but draw to it? The odds are twelve-to-one you don't make it." **Three-of-a-Kind:** "My rule is might draw against you." **Four-Card Flush:** Yardley says, "A four-card flush should never be played unless there is over five times as much in the pot as the bet itself. That goes, too, for a four-card straight, open at both ends. As for an inside straight, bet it. If you draw three cards, draw three with him. If he draws two cards, or one, draw two. If he checks, bet regardless of your hand, but draw to it? The odds are twelve-to-one you don't make it." **Three-of-a-Kind:** "My rule is might draw against you." **Four-Card Flush:** Yardley says, "A four-card flush should never be played unless there is over five times as much in the pot as the bet itself. That goes, too, for a four-card straight, open at both ends. As for an inside straight, bet it. If you draw three cards, draw three with him. If he draws two cards, or one, draw two. If he checks, bet regardless of your hand, but draw to it? The odds are twelve-to-one you don't make it." **Three-of-a-Kind:** "My rule is might draw against you."



Photograph by OLLIE ATKINS

About HERBERT O. YARDLEY

Yardley's mastery of the infinite subtleties of poker made him just the kind of agile thinker whom you would expect to crack a wartime Japanese code (he did) and to write the classic book on codes, ciphers and spies (he did: *The American Black Chamber*).

"Because he plays such a tight game of poker," says *The Saturday Evening Post*, "Yardley has been dubbed 'Old Adhesive' by his friends. After his retirement (as a cryptanalyst) Yardley made a scientific study of poker in all its variations, thus reinforcing his fifty years of experience as a player. Now he has told all in **THE EDUCATION OF A POKER PLAYER.**"

Here's how good it is (the first tribute to Yardley's book)

The New York Herald Tribune Book Review says, "It should be part of every father's investment portfolio for his son — or for himself. What Goren and Vanderbilt have done for the bridge player, Yardley has now done for that submerged four-fifths of American manhood that plays poker. He has given us dignity, wisdom and philosophy."

—THEODORE H. WHITE.



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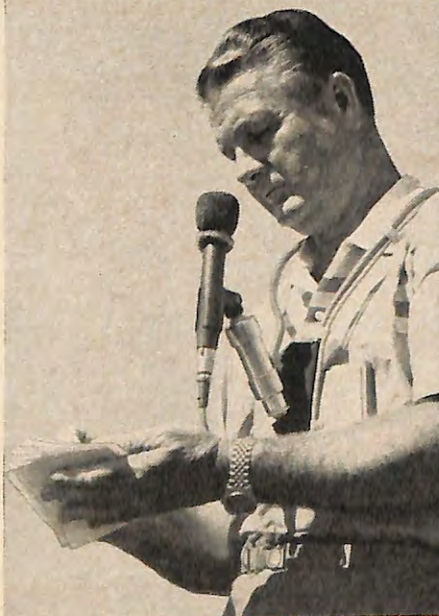
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THE ELKS MAGAZINE

VOL. 38 NO. 6

NOVEMBER 1959

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.

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MEMO

TO: PROGRAM CHAIRMEN, ENTERTAINMENT COMMITTEES

SUBJECT: "THE TWENTIETH CENTURY" Programs Available on 16mm Film

Here's the perfect answer to a Program Chairman's problem of how to make any meeting exciting and inviting. You can obtain, on a free-loan basis, 16mm prints of The Prudential Insurance Company's award-winning television series—"THE TWENTIETH CENTURY." These are the fascinating and dramatic shows about the people and events that made history during "THE TWENTIETH CENTURY"—exactly as broadcast each Sunday on the CBS Television Network.

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To obtain a print of any of this season's shows or any of the past "THE TWENTIETH CENTURY" programs, contact your local Prudential Agent or office.

HERE ARE SOME OF "THE TWENTIETH CENTURY" PROGRAMS CURRENTLY AVAILABLE ON 16MM FILM

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"WOODROW WILSON—THE FIGHT FOR PEACE"—His battle for "The League of Nations."

"JET CARRIER"—Our mobile attack force.

"THE TIMES OF TEDDY ROOSEVELT"—The color, excitement and charm of the Rough Rider.

"PERON AND EVITA"—The Argentine "strong man"—and the woman who shared his power.

"ROCKNE OF NOTRE DAME"—The most colorful football coach of all.

*"MAN OF THE CENTURY"—The life of Winston Churchill.

"F. B. I."—J. Edgar Hoover and his organization.

"HIROSHIMA"—The events that led to dropping the first atom bomb.

"WAR IN SPAIN"—The Spanish Civil War.

*"FACE OF CRIME"—Its causes and cures.

"D-DAY I"—The buildup for invasion.

"D-DAY II"—The attack.

*"THE RED SELL"—Russian Propaganda at work—2 parts.

*"ENTER WITH CAUTION—THE ATOMIC AGE"—Atomic radiation and its perils.

"THE NUREMBERG TRIALS"—Nazi war criminals brought to justice.

*"BRAINWASHING"—Communist psychological techniques.

"MUSSOLINI"—The rise and fall of a dictator.

"GANDHI"—The life and work of the great spiritual and political leader.

"RIOT IN EAST BERLIN"—Anti-Communist demonstrations in the Soviet Zone.

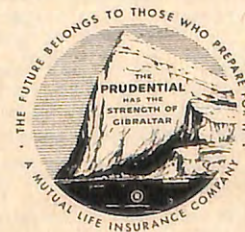
"VICTORY OVER POLIO"—The Jonas Salk story.

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ELKS NATIONAL FOUNDATION



"The Joy of Giving"



Vermont State Pres., Raymond Quesnel, awards Elks National Foundation Scholarships to Rita Garant of Bennington (left), and Pauline Page of East Montpelier.

VERMONT ELKS AT SILVER TOWERS

Some 300 Vermont Elks and their families gathered at Silver Towers Camp in Brookfield on a recent Sunday to observe the annual Elks family pilgrimage.

A highlight of the day's activities was the presentation of two Elks National Foundation Awards to Vermont students. Scholarships of \$600 were awarded to Miss Rita Garant of Bennington and to Miss Pauline Page of East Montpelier.

Elks and their families enjoyed a tour of inspection of the camp buildings, and those who had never visited Silver Towers were greatly impressed by the work which had been done at the camp. Of special interest were the newly constructed chapel for worship; the remodeled barn which now serves as camp store, craft shop and sleeping quarters; the freshly decorated infirmary, and a large wading pool.

Members of the Vermont Elks Board

of Trustees met at the "Little House" at camp during the morning to consider plans for expanding Silver Towers to accommodate more of Vermont's many handicapped youngsters and to make plans for conducting a building program for the camp. Two of the recommendations for development in the near future include the construction of at least two double cabins to be used as housing facilities for campers and counselors, and the building of a swimming pool.

The committee appointed to investigate and work out the building program includes Americo Colombo of Barre, Chairman; Henry Ryan of Bennington; John Brown of Bellows Falls; Stanley Nelson of Montpelier, and Dennis Brooks of Springfield. A four-man fundraising committee was also named, and it is composed of Archie Buttura, Barre, Chairman; Mahlon Corker, Montpelier; Clarence Akley, Lyndonville, and Richard Sheridan of Springfield.

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with extravagant nylon,
lace and net accents . . .
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TOMMY WEBER PHOTO

Tom Wrigley ☆ ☆

WRITES FROM WASHINGTON ☆

PROPAGANDA MILLS grind in government agencies now that Congress is out of the way and the cleanup flow of "point with pride" and "view with alarm" handouts from the "Hill" has dried to a trickle. Ever since Russia hit the moon with a rocket in mid-September, for instance, the National Aeronautics and Space Administration has been giving the newsmen press kits. Moscow says nothing about space missiles unless they click, but NASA has mimeo machines running at top speed putting out what might be called fact sheets. NASA has 25 publicity people spread over three floors at its new headquarters, producing information for the press. The heck of it is that a lot of the stuff backfires when the rockets fizzle. NASA, undaunted, on one occasion put out a press booklet explaining why eight Vanguard rockets failed.

THREE OLD CRYPTOGRAMS still hide the location of the fabulous Beale fortune in the Southwest. Windsor B. W. Stroup, a retired Naval gun factory supervisor, told the American Cryptogram Association Convention here that he has found new leads to the solution of the codes. The three cryptograms-coded sheets of numbers—were left with a Virginia innkeeper in 1822 by William Beale, who buried his tons of gold and silver in the Southwest in 1820. No one as yet has broken the codes.

SITE OF THE WORLD'S FAIR of 1963-64 will cause a big hassle in Congress next session. There is strong pressure to hold it in Washington, but New York is also a front-line contender.

THAT MILLION DOLLAR fountain in memory of General John J. Pershing may not be ready in time for the Pershing Centennial Celebration here next year. It's on paper at present.

JUVENILE DELINQUENCY is nothing new. We simply have gone soft in this age of coddling. Alexandria, Va., Courts nearby have an 1820 copy of the 1650 Code of Connecticut General Court, which said: "If any man have a stubborn and rebellious sonne of sufficient yeares and understanding, viz sixteene yeares of age, which will not obey the voice of his father or the voice of his mother and that when they have chastened him will not harken . . . such sonne shall bee put to death."

BEHIND the Latin American curtain there is seething unrest. We are not making friends. We have Dominican Republic trouble, the Castro Cuban muddle and now a Venezuelan row. We gave asylum to former Venezuelan dictator, Marcos Perez Jimenez, who was thrown out of his country in 1958. He has been living with his family in a plush Miami Beach home. He is wanted

in Venezuela. We have ordered him deported, but proceedings, even if successful, might take years. Some Venezuelans, it is recalled, insulted Vice-President Nixon when he visited there.

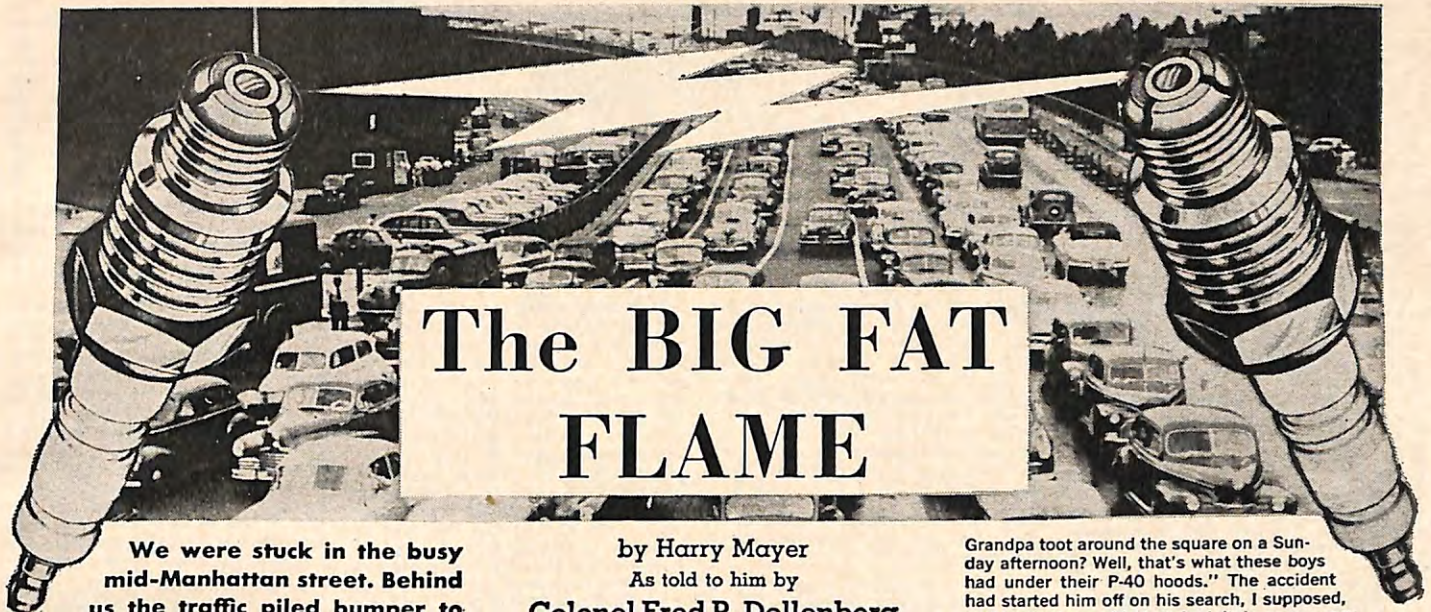
A SOAPY IDEA to give away the 24 historic columns of the old east entrance of the Capitol has been turned down by Capitol Architect J. George Stewart. A manufacturer of a soap powder offered to buy the stone pillars, then cut them into little pieces and give them away as premiums. There would be a coupon good for a hunk of the Capitol in every box. Decision on what to do with the columns will be made next year.

VODKA DRINKING shows no increase following the visit of Nikita Khrushchev to this country, according to talk around the National Press Club bar. Vodka signs in liquor stores have now disappeared. Yogurt sales have increased.

WASHINGTON'S POLICE are going modern in a big way. The Department plans to equip many foot patrolmen with two-way radios for use in "busy" nighttime areas. It also will have 26 civilian parking attendants, most of them women, to tag cars for meter violations, thus releasing 16 motorcycle officers for more serious business.

ZOOS ARE DANGEROUS unless provided with proper safeguards, and the famous one in the Nation's Capital seeks \$240,000 for additional safety installations. Last year 65 children and 11 adults got behind guard rails and took their lives in their hands. A little girl slipped through the bars of a lion cage and was killed.

POTOMAC PICKINGS.—Sticker on the bumper of the smallest small car in Washington reads "not Sanforized" . . . Washington leads all cities in consumption of liquor, over 58 fifths a year for every inhabitant . . . Four old World War I French artillery 75's fire the salutes when foreign dignitaries come to Washington; they make more boom . . . One-seventh of the U. S. National debt is in savings bonds with a cash value of \$42 billion . . . Pure Food and Drug Administration is cracking down on roadside diners which sell amphetamine sulfate tablets, without a prescription, to truck drivers . . . A real estate development firm wants to build a \$150 million bus terminal, heliport, garage and office building here . . . Atomic Energy Commission has found a way to remove 94 per cent of radioactive strontium-90 from skimmed milk without changing its content; how about beer? . . . Army wants to buy 1,000 German shepherd dogs for sentry duty at missile sites . . . In 139 big mail fraud cases last year Americans were duped out of more than \$43 million, Postmaster Summerfield says. ● ●



The BIG FAT FLAME

We were stuck in the busy mid-Manhattan street. Behind us the traffic piled bumper to bumper, horns screeching indignantly. The Colonel leaned over to our cab driver. "What's wrong?" he asked.

by Harry Mayer

As told to him by

Colonel Fred P. Dollenberg

The cabbie pointed with his cigarette to the car in front, "Look."

We did. The car ahead of us—a shiny 1959 model—had stalled and the starter clattered endlessly with that empty metallic sound that you know in advance is not going to make the motor catch. Twisting the ignition key in helpless fury, the unfortunate motorist at the same time was exchanging uncomplimentary opinions with the drivers of the vehicles snarled behind him. At length he piled out of the car, wrenched at the hood, and looked fiercely at the inert engine. To no one in particular, but as though to vindicate himself to his tormenters, he shouted: "I just know it's those damned spark plugs. Only two thousand miles and already they're shot!"

Startled, I turned to my companion. "Colonel," I demanded, "is this a plant?" He stared back at me, then he got it and he began to laugh. So did I, in a moment, and there we were in this taxicab, stalled between skyscrapers and going no place, roaring as though we'd never stop.

Spark plugs! That was the joke. The Colonel and I were on our way to his downtown office where I was scheduled to interview him for a magazine story. The subject—spark plugs.

You see, Col. Fred Dollenberg is the inventor and manufacturer of a device which is designed to allow automobiles to run without spark plugs!

Later, sitting in his top floor office, with the drapes parted to reveal the exciting lower Manhattan skyline, I got a more leisurely look at the Colonel. I wondered and asked about his smashed nose,—the war maybe?—and he smiled and said no, just an opposing tackle with a very hard head. Dollenberg was a star fullback at St. Joseph's in Philadelphia before he joined the Army Air Force as a pilot immediately after he got his degree as an engineer. After war was declared against Japan and Germany, he saw enough action to later receive the Inquirer Hero Award as Philadelphia's most decorated flyer, succeeding a similar award to Marine hero Al (Pride of the Marines) Schmid. He was one of the first to personally pilot Gen. Douglas MacArthur. Evidently there was considerable brilliance to this young fighter; he started the climb up to the brain brass, and some of the military manuals he was charged with preparing are still used by the Air Force. (Only part of this did I drag out of Dollenberg. Indeed it was only through reading a newspaper file that I learned of the Colonel's outstanding combat record!)

It was while Dollenberg was in command of a task force of seasoned P-40 pilots that a grim incident took place which set the then Capt. Dollenberg off on his restless search for perfection. A young ace, coming in safe and sound from a mission where he had gone through murderous enemy fire, never made it to his safe hut a few hundred yards away. He nosed a bit too low—no engine power to get the plane up quickly—and the trees that lay just short of the runway

caught the plane and pilot and crashed both. Dollenberg was horrified at the accident and at the paralysis of fatalism that seemed to settle on the shoulders of officers and enlisted men alike in the face of a tragedy so senseless. . . . After all, it seemed to say, it is true, isn't it, that more planes are lost through engine failure and other non-combat accidents than are brought down by the Japs? You had to expect such things—and accept them. . . . But Dollenberg couldn't accept them. Not when the cause of this type of accident could be ripped out of the engine.

"Plug failure?," I asked. He nodded, shortly. "This tragedy and others, too. Too many others. Did you know that spark plugs were invented more than 40 years ago for engines whose limit was 20 miles an hour? These very same spark plugs? And that in principle they haven't changed an iota since? Can you imagine a 2000 horsepower motor depending for ignition on a skinny little spark that had been intended to help

Grandpa toot around the square on a Sunday afternoon? Well, that's what these boys had under their P-40 hoods." The accident had started him off on his search, I supposed, and again he nodded. It hadn't been an easy journey. Apathy, defeatism—a young enthusiasm will always encounter these. I've done many success interviews, and it's a rare success that has been a joy ride. Dollenberg spent long hours off duty working on the problem of the antiquated spark plug, but when the war ended he still hadn't cracked it. Returning to a young wife and family the Colonel organized a non-scheduled commercial airline and operated it for 3 million miles, even introducing gliders for the first time in commercial aviation.

If it hadn't been for some weight-throwing on the part of one of the larger airlines which had begun to smart under the irritating competition it was getting from the Dollenberg outfit, the young man would undoubtedly have succeeded in commercial aviation and this particular story wouldn't have been written. But as it was, Dollenberg was forced out of business on the sort of technicality that somehow seems always to crop out against the small business, not the big. He had to sell.

Well, there he was—with a little money left from the debacle, a family, and a living to make for them. He turned his attention once more to the anachronism of modern engines—the spark plug. Starting again from scratch, he reviewed the problem.

"It's really quite simple," said Col. Dollenberg. An engine provides power for a vehicle because gasoline, sprayed into the cylinder, is ignited by a spark. When ignited the gasoline burns pushing the piston down into the cylinder. The more complete the burning of the gas the more force in the cylinder. The more force, the more power. Obviously, therefore, the larger the spark the more gas ignited and burned. What we were after was a much larger spark, a big, fat flame!"

"And the conventional spark plug can't provide it?"

"No, it cannot. Every mechanic knows that."

"And the kid in the plane?"

"The P-40? What killed him was insufficient fire—a spark too skinny to ignite sufficient gas to give the engine instant power to climb up and over those trees."

"Why can't the spark plug give a fat spark?" I persisted.

The colonel spoke simply. "Because of its basic design. Every spark plug has an air gap—.025 to .035 of an inch—and the spark is no larger than the gap. No larger did I say? Only when the plugs are brand new is the spark even as large! Carbon forming immediately as the plug is put into use begins fouling, then ruining, the tip. The thin wire electrodes begin to wear away. The danger—and enormous expense—of this obsolete mechanism lies in these factors."

The answer to the spark plug was an igniter which had no airgap—which contained no wire electrodes—whose tip would not foul—which would not blow out even at the highest compressions. . . . which would never need a replacement for the life of the engine.

Colonel Dollenberg went to Washington.

The Navy didn't accept him with open arms. The principle—fine! Let's see it work. And Dollenberg made it work. After the most exhaustive tests, he knew he was in. His LS-702 proto- (Continued on next page)



"The spark plug was invented more than 40 years ago. For the last 20 years it has not been doing an adequate job. The U. S. Navy and Air Force knew this only too well. The Naval Bureau of Aeronautics cooperated with me by undertaking extensive, expensive testing to replace obsolete spark plugs with this new efficient type of fuel ignition. We were successful with the LS-702—the aircraft predecessor of the present Lectra Fuel Igniter for automobiles. Today this extraordinary invention is replacing spark plugs in tens of thousands of automobiles throughout the country. By 1961 every car made will carry fuel igniters not spark plugs" . . . Col. Fred P. Dollenberg, U. S. Air Force, from a speech at the Conrad Hilton Hotel, Chicago, January 8, 1958.

HOW MOTORISTS ARE SAVING \$100 A YEAR

	SPARK PLUGS	LECTRA FUEL IGNITERS	SAVINGS
Cleaning Gapping Replacing	several times a year	never	\$10 per year
Gas Consumption	600 gallons	465 gallons not a cent	\$40 per year
Additional cost of premium gas	\$50 a year		\$50 per year
		TOTAL SAVINGS	= \$100 per year

type was approved for U. S. Navy high-compression engine use.

If that had been it, it still would have made a good story—the revolutionary change that a former fighter pilot had effected in military aircraft. But that wasn't all. Dollenberg turned to the field of automobiles.

For more than 40 years the old-fashioned spark plug had been the standard gas igniter for every car made. During that time engine power had soared from less than 20 horse to more than 300. Every year the puny spark plug with its skinny little flame became less able to do its job. The new high compression engines were now burning out spark plugs in a few thousand miles of driving. In 1958 Americans paid more than 500 million dollars merely to replace worn-out spark plugs. To provide what spark plugs could not do, the big oil companies began to produce super and than super-super gas—at super prices! Not only were car owners spending a huge sum for plugs each year—they were also spending a fortune in premium gas for the privilege of keeping spark plugs in their engines. And even at that they were not getting their money's worth, as the new cars they bought very soon became sluggish ones.

If ever there was a call for a modern, efficient ignition mechanism to go with the modern automobile, this was it. Dollenberg heard the call. He marketed the LECTRA FUEL IGNITER!

There were problems. Little ones like designing the aircraft igniter to the same size and shape as the conventional automobile spark plug it was to replace. And big ones such as getting a small voice heard in the towering wilderness of the Detroit automobile kingdom. Dollenberg was helped by the shrewdness of fleet operators whose business depended upon efficiency and economy. Taxicabs running triple-shift around the clock installed the Fuel Igniter and reported a 10-20% increased gas mileage per car! Truck owners followed suit—and then the motorist. In less than 12 months, sales of the Lectra Fuel Igniter zoomed into the million dollar stratosphere!

I asked Dollenberg about the Lectra advertising claim that had jolted motorists all over the country. "Colonel, you've made the guarantee that LECTRA FUEL IGNITER will save a car owner \$100 a year or that you will take back the igniters and refund their money. How do you arrive at that one hundred dollars figure?"

"It's based on the average of 10,000 miles of driving in one year. First there will be a saving of from \$10 to \$12 a year in eliminating spark-plug cleaning, gapping, and adjusting at 5,000 miles, replacement at 10,000 miles."

"Does that mean that the Fuel Igniter will need no cleaning or replacing for a whole year?"

"It means that the Fuel Igniter will never have to be cleaned or replaced! I

mean that we guarantee that it will outlast the life of any car! Not only that: we are also guaranteeing that the Fuel Igniter will squeeze up to 6—maybe 8—more miles out of every gallon of gas purchased the first year and every year—or we will replace them free until they do. That's a saving of \$40 per year. And it will do this using regular gas—economy gas—not the super gas bought at such walloping prices. That means a saving of \$50 each year. And the Igniters will do this every year of the car's life—they improve with age. They never wear out!"

As Dollenberg talked I drew up a chart. You can see it at the top of this page.

I said to Dollenberg, "Colonel, to a person like myself—a guy who drives a car well but knows next to nothing about its mechanism—who's always felt the car runs better after it's had a wash—how will I know right away I've really got something after I've switched from spark plugs to Fuel Igniters?"

The Colonel twinkled at me in sympathy. "I've always felt it a pity they don't teach mechanics to all school children. I think I know just how you feel. Anyway—very seriously—please listen to this: The first time you press the starter after you've installed the Igniters (very simple—by the way), you'll hear and feel an instant clean throb and an immediate even roar of the engine. I tell you, you'll be astonished. Even on the coldest morning you'll get a thrill, listening to your engine kicking over instantly and then settling quickly into a smooth purr. As for stalling in traffic, like that fellow did this afternoon, that won't happen to you. Stalling is almost always traceable to a faulty spark—and the Igniter will not fault. Climbing and passing? Even a big 325 horsepower car can and does falter on a hill or when it tries to pass if suddenly the spark plugs aren't burning sufficient gas. That won't happen to you. Instead you'll climb and pass more swiftly than you've ever known because you'll be burning gas, not wasting it. You've heard about the simple exhaust test? Try it. First, with the spark plugs in place, let the engine idle and stuff a ball of white absorbent cotton into the mouth of the exhaust. It will come out soaking with unused gasoline. Then try it with Igniters replacing the plugs. The cotton ball will be almost dry. The gas burned instead of escaping through the exhaust. Or here's something else. Again with spark plugs in the car go into gear—or in drive if you have an automatic transmission. Don't touch the accelerator. Now note how much the car moves forward—if at all. Then unscrew the plugs and put back the Igniters. If you stood still with spark plugs you'll move forward from 4 to 6 miles an hour with the Igniters while not touching the gas pedal! The gas that was required with spark plugs in your car merely to idle your motor without being able to move it forward, carries you forward up to six miles an hour with Igniters in the engine! One more final thing—with spark plugs a car must be looked over and adjusted several times a year. You know that from your own experience. But can you appreciate the concept of never, never having to remove or change spark plugs because you don't carry any? The concept of Fuel Igniters becoming permanent installations in your engine—for the life of your engine?

"Yet, with all this—believe it or not—

I still haven't fully answered your question. . . . How you'll use more air and less gas . . . the savings on your battery . . . increased RPM . . . how carbon—the enemy of spark plugs—actually increases the efficiency of Fuel Igniters. But what I've tried to say is that the spark plug is as inferior to the Fuel Igniter as the wagon is to the modern automobile. And just as out-dated. Auto mechanics know this now. The ordinary motorist is learning about it fast."

"One last question: What about Detroit, Col. Dollenberg? Do you feel you're fighting a crusade?"

Dollenberg looked out of the window, out into the dusk of the city. There was a reflective quietness about him as he thought of his reply. Then he said: "No, we don't believe we're fighting the big spark plug manufacturers. Oh, there's bound to be a competitive fight soon because it's a matter of only a short time before these giants will all scrap their investments in the obsolete spark plug and turn to the manufacture of fuel igniters. Meanwhile—to put it quite candidly—there is, of course, that huge investment in stocks of spark plugs to liquidate and while the big fellows are attempting to unload, LECTRA will be booming along." The grin came out again as he said: "I hope they take their time about it. At the rate we're going we'll be big enough to take care of ourselves shortly."

I got up to go, convinced that Dollenberg's quiet confidence was well-founded. The product and the man were right for each other. Here's an incident which impressed me. A short time ago, LECTRA ran a mail order advertisement in the sober New York Times. One of the replies they got was from a gentleman in Pennsylvania who put it to LECTRA right on the line. Said the Pennsylvania man:

"I've read your ad in the New York Times. What I want you to do before I order a set is for you to send me a copy of that ad through the United States mails. Then if your Fuel Igniters won't come through with all those fancy promises—and if you don't send my money back if they don't perform as you say—I'll have Uncle Sam on my side while I go after you." The hard-bitten Pennsylvania man was sent the ad through the mails, all right. And he ordered a set of Fuel Igniters. LECTRA wasn't fearful that Uncle Sam would be after them. Because—and here was the kicker—Uncle is a LECTRA customer! Many military installations have field-tested the Fuel Igniter. As a result of these field tests, many thousand Fuel Igniters have been purchased by these government units.

So that's the story of The Big Fat Flame. I'm leaving a little space for a message from Col. Dollenberg. Meanwhile I'm on my way outside to the garage with my set of Fuel Igniters. I can't wait to get rid of those spark plugs!

This article has been presented both as an advertisement for the Lectra Fuel Igniter and as a public service. Especially do I wish to emphasize the words public service. It is flattering to be imitated, it is said, but since the invention of the Lectra Fuel Igniter, there have appeared so-called "imitations" which have failed to perform as promised. We state, flatly and sincerely, that we can back every claim that appears in Mr. Mayer's story. Please look very carefully at the table which follows: The fuel consumption figures in this chart are compiled from extensive field tests by industrial and private users.

RECORD OF PERFORMANCE — LECTRA FUEL IGNITERS
NOTE—All Lectra-equipped cars in these tests used REGULAR GAS

(compiled from survey reports and field tests)

YEAR	Make of Car	Spark Plug Miles Per Gallon	Lectra Fuel Igniters Miles Per Gallon	Miles Increase	(Gain) Extra Miles Per Gallon
1956	Chevrolet V8	17.7	22.2	24%	4.5
1959	Oldsmobile	17.1	20.3	18.7%	3.2
1955	Nash Rambler	20.0	27.6	38%	7.6
1954	Plymouth 6	22.2	26.0	17%	3.8
1955	Ford Fairlane	14.0	21.2	50%	7.2
1957	Chrysler Windsor	16.5	21.0	20%	3.5
1954	Oldsmobile 98	15.5	18.0	14%	2.5
1958	Pontiac	15.6	19.1	22.4%	3.5
1957	Dodge D-500	16.0	21.5	35%	5.5
1951	Buick Super	13.0	17.0	22%	4.0
1958	Chevrolet	16.9	23.8	40.8%	6.9
1956	Plymouth V-8	16.0	20.0	25%	4.0
1955	Oldsmobile 98 (air-conditioned)	15.0	20.9	40%	6.0

All above figures confirmed by letters and reports available from our files in New York City. Nothing is as exacting—as compromising—as cold statistics. In the final analysis, nothing will prove to you the extraordinary benefits of the Lectra Fuel Igniter as its performance in your own automobile.

Therefore we guarantee (and stake our reputation and our business on this guarantee): That Lectra Fuel Igniters must be everything we say they are, everything we have led you to expect. They must make your car perform as you never get easier starting, faster pick-up, improved economy (to conform to the table above) or you can return them after 10-day trial and get back every cent you paid—without question and without delay. What's more—they must continue to function properly for the life of your car or they will be replaced until they do.

We've taken a lot of your time in presenting our story. Now there's nothing else to say; the rest is up to our Fuel Igniter. If you want to try them (bear in mind our guarantee) they will be rushed to you as soon as we receive your order. For your convenience we are adding a coupon to the bottom of this page. If you'll fill it out and mail it I can promise you the most exciting automobile experience you've ever known.

Sincerely, *Jed P. Dollenberg*
Lectra Fuel Igniter Co.



Lectra Fuel Igniter Co., Dept. K-14
11 East 47 Street, New York 17, N. Y.

Rush my Lectra Fuel Igniters by return mail on your money-back guarantee.

I enclose \$12.60 for 6 Igniters

I enclose \$16.80 for 8 Igniters

I enclose \$..... for Igniters at \$2.10 each

Send Igniters C.O.D. I enclose \$1 deposit and will pay postman balance on delivery plus shipping charges.

My car is year make model no. of cylinders

Name

Address

City Zone State



FROM OUR READERS

I wish to express my sincere appreciation for "The Soviet Challenge"—the splendid article by Bruno Shaw in the September issue—containing the strong and forthright remarks of Admiral Arleigh A. Burke.

We take great pride in the many Alaska Elks serving in our Armed Forces. Outstanding among these is Rear Admiral Ken Craig, who served on Admiral Burke's staff in the Bureau of Personnel, and is a member of Kodiak Lodge. May I add that Mr. Shaw's article is most timely.

JOHN A. GIBBONS
Past President
Alaska Elks Assn.

KODIAK, ALASKA

I wish to commend Bruno Shaw for his excellent article in the September issue of THE ELKS MAGAZINE. It is heartening to have your fine Magazine offer readers the words of Admiral Arleigh A. Burke, and I am placing it in the hands of as many people as I can.

There is nothing as vital during these times as being informed, by a leader who speaks boldly and declares the dangers our country faces.

MONROVIA, CALIF. MRS. JANE SIVERT

I enjoyed reading the excellent article by Eugene Rachlis—"When Credit Goes to Work"—which appeared in the August, 1959, issue.

MARIE H. STANTON
Vice President

Credit Women's Breakfast Club
SAN PEDRO, CALIF.

The article by Eugene Rachlis about the use of credit in small business was very timely. It hit the nail right on the head.

SAN ANTONIO, TEXAS D. J. DOUSMAN

"When Credit Goes to Work"—the small business article by Eugene Rachlis in the August issue—was very worthwhile. We compliment you very highly for this article.

L. S. HIGGINS, Secy.
F. O. Schoedinger, Inc.
COLUMBUS, OHIO

Your Travel Department is certainly efficient and thorough. We had a very enjoyable trip to Cape Hatteras, and your literature and maps were very helpful.

HAROLD HERSHBERGER
WILLIAMSPORT, PA.

Since 1926! The Halvorfold



"Made to Order" for ELKS

NOW in its 33rd 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.

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 \$3.00 extra. Ideal Gift with friend's name and any fraternal emblem.

New! The "MYSTERY" Secret Money Pocket BELT



A BOON TO TRAVELERS

WORLD'S CHEAPEST HOLD-UP INSURANCE

FOR TRAVELERS—COLLECTORS—SALESMEN—BUSINESSMEN—ANYBODY CARRYING LARGE AMOUNTS OF MONEY THIS AMAZING INVENTION IS A BLESSING IN DISGUISE. CAPACITY UNLIMITED—SIMPLY CHOOSE DENOMINATION OF BILLS. SIMPLE TO OPERATE WITHOUT REMOVING BELT. MONEY POCKET CONCEALED EVEN WHEN BELT IS NOT BEING WORN.

HAS THE INNOCENT LOOK OF ANY HIGH GRADE BELT

but—oh so different, although it looks like another fine belt. Front and back both made of beautiful, Brown Pigskin—handfinished and strongly stitched throughout. The "Mystery" will give you a lifetime of service. Sizes 28 to 42. Your name, address and Emblem in 23K Gold FREE \$5.00

New! The "TRIGGERETTE" POCKET SECRETARY



A SPORTSMAN'S DREAM

FOR CURRENCY—LETTERS MEMOS—PASSES—CARDS

The size—4 1/4 x 7 1/4, just right for inside coat pocket. The "Trigger" is a detachable currency fold. Snap it out, fold, go have your Golf Game. Game over, snap the "Trigger" back in and, you didn't have to worry. Card pocket on front and Pass Window on back. Leather lined throughout gives added strength and beauty.

A PRIVATE SECRETARY ALL YOUR OWN

that will take care of all your personal papers and money, even if you do not use a billfold or pass case. Sturdily constructed of handboarded, handsome Black Morocco. Your name, address and any Fraternal Emblem in 23K Gold engraved FREE (You would pay \$3.00 and up for this anywhere else) \$5.00

HALVORSEN, P.C.M.—700 E. Union Street
Jacksonville, Florida—Dept. 104

Send... HALVORFOLDS... BELTS... SECRETARIES as per instructions (for names on gifts for friends—customers—business associates, etc., use separate sheet of paper). If I am satisfied, I will send check at once. If not I will return merchandise in three (3) days (HALVORFOLDS come regularly for 8 passes. For 12-pass add 25c. 16-pass 50c, etc. Please check squares at right—eliminate mistakes).

PLEASE CHECK HERE FOR HALVORFOLDS:
 Black Calfskin \$9.00 Brown Calif. \$9.00
 Black Morocco \$7.00 Brown Mor. \$7.00
 Gold Filled Snap & Corners \$1.50 extra
 8-pass 12-pass 16-pass
 Elks Emblem Outside Yes No
Check here for belts. How many?.....
Sizes:
How many Secretaries?.....

Name: 23K Inside Emblem:
Please "PRINT"—Use separate paper for more names
Address:
5% off to save bookkeeping, if you prefer to send cash with order. Money back if not satisfied.
Offer good for U.S. and possessions only

Create Your Own Advantages

By ROBERT FROMAN

ILLUSTRATED BY JOHN McDERMOTT



To interest their salespeople in the customers as individuals, some store owners keep up a steady but non-malicious gossip. As they become acquainted with the customers, business increases.

A businessman with a small firm actually has certain advantages
(if he knows how to find and use them) over larger competitors

THE ADVANTAGES a big company enjoys over a small one are obvious. The big outfit has more capital, can earn savings on purchases by ordering in big quantities or by owning its source of supply and can vary its operations more. There are many others.

Not so obvious are the advantages a small company can create for itself, advantages simply not available to a larger firm. To big companies in most fields, volume of sales is all important, and the idiosyncrasies of individual customers cannot be taken into account. Everything has to be aimed at the average customer. The not-so-average customer's wishes are ignored.

This leaves a large field wide open to small business, but it is a field that has to be cultivated. To show the small manufacturer and retailer how to cultivate it, the Small Business Administration has enlisted the help of experts in many fields of business. The advice they offer is all directed to one end—helping small business increase sales by taking advantage of its ability to give greater consideration to individual customers.

The advice covers six main points, each of which is of vital concern to today's alert businessman.

BEING DIFFERENT. What do small independent shops offer to justify their continuing existence? Most people will say the answer is service. This sounds reasonable. But when you investigate more carefully you discover that some highly successful small shops offer less service than department stores.

What actually accounts for the success of such shops in meeting the competition of the big stores is not service but uniqueness. Big firms specialize in standardization. Small ones must make a virtue of their differences from the standard.

In few fields of business is standardization more complete than among supermarkets. The layout of the stores and the kinds of foods and other goods offered are likely to be much the same in Seattle, Miami and Indianapolis. There are many excellent reasons for this, all of them together amounting to the fact that this is the most profitable way to do a big volume business in the kinds of goods retailed in such stores.

As supermarkets have spread over the country in the last two decades, they have confronted thousands of owners of small grocery stores with what has seemed to some a desperate problem and to others a great opportunity. It is a problem to the store owner who tries to compete with a supermarket on the latter's terms. It is an opportunity to the man with the imagination to make his own terms.

Consider, for instance, the cases of two grocers in a small Maryland town on the edge of the Washington, D.C., suburban area—call them Smith and Jones. Their stores sold the town nearly all its groceries before the chains moved in. When the first chain grocery opened in the town in the middle 1930's, both Smith

and Jones lost some business to it. But the town was growing steadily, and they were able to make up most of their losses with new business resulting from the growth.

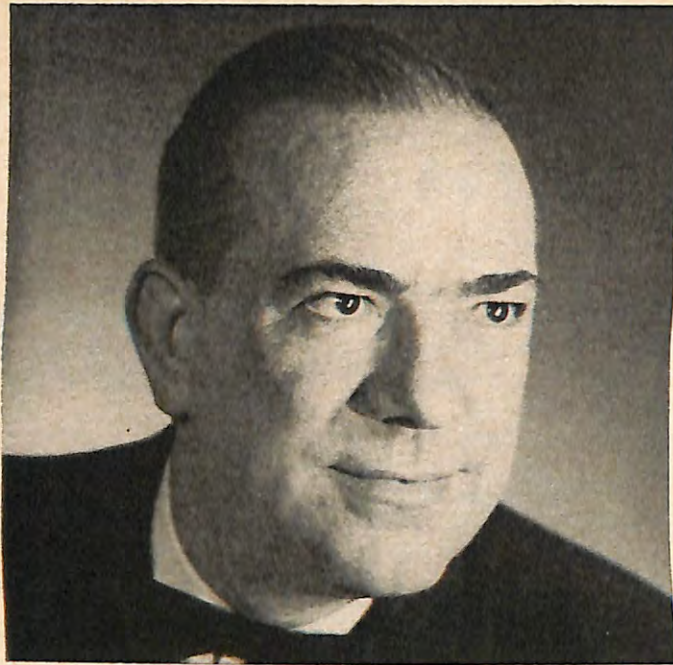
At that time the chain groceries lacked many of the features of today's supermarkets. They differed from the older stores chiefly in offering a greater variety of goods and self-service. Observing the success of these features, Smith concluded, not unreasonably, that they were worth imitating, and he remodeled his store so that he could offer them too.

The town's rapidly increasing growth helped Smith to do fairly well through World War II. After the war the chain closed its downtown store and opened the community's first modern supermarket on the outskirts where it could offer plenty of parking space. Having learned that this was a nationwide trend, Smith decided that he must follow. He opened a somewhat smaller version of the supermarket on the opposite side of the town. A year later another chain opened a big supermarket less than a mile from Smith's. Two years after that he went into bankruptcy.

In the meantime, Jones had followed an entirely different course. He had not only kept the same location and the same store layout but also had refused to install self-service, pre-packaged (*Continued on page 48*)



Many a small firm is wise to hire a local man in his sixties, retired from a previous job. His presence builds customer loyalty—and sales.



WANTED: 1,250,000 PARTICIPANTS

When I accepted the office of Grand Exalted Ruler in Chicago last July, I told the delegates that in my opinion there was nothing more important to Elkdom than the Elks National Foundation; so important, in fact, that I intended to put special emphasis on the Foundation throughout the year. More than any other factor, the Elks National Foundation is responsible for the prestige that the Order of Elks enjoys because of our unselfish benevolences.

The Foundation has achieved this in three ways. Since 1928, it has carried on, in the name of all Elks, benevolent programs nationwide in character that have earned for our Order a public respect and esteem of incalculable value. Second, the Foundation by its example has inspired a tremendous growth and expansion of benevolent programs by our State Associations. Third, in addition to its leadership example, the Foundation has encouraged the establishment of these State Association major projects through the very practical method of making annual grants for their support.

In short, the Foundation not only has shown us how we can help to make a better America through unselfish public service. It also has helped us to finance good works in every state of the Union. It is on this third point that I want to cite some figures which I hope will open the eyes of those Elks who may not yet understand why the Foundation is so important to Elkdom, and why every Elk should participate in the Foundation.

Since 1928, the Elks National Foundation has made grants to our State Associations totalling more than \$1,000,000, which they have used to carry on their programs of aiding the physically handicapped, sending boys to summer camps, helping needy youngsters go to college and scores of other wonderful programs that have helped to make our fraternity the pride of America.

The point I want to emphasize is this: When you make a contribution to the Elks National Foundation, you are making a PERMANENT gift that will help to support Elk benevolences right in your home state for all time to come. This is true because, first, the Elks National Foundation spends none of its principal—only its income; and second, because the Elks National Foundation shares that income with the State Associations to help them finance major projects which they have undertaken.

Last year, for example, the Foundation spent a total of \$218,327 and of that sum it plowed back \$125,481 to State Elk Associations.

Under the leadership of the Elks National Foundation, Elkdom has responded nobly and generously to America's needs, especially since World War II. We have trained hundreds of therapists to meet a shortage that has yet to be overcome. Our programs have helped and are helping thousands of children to overcome the blight of cerebral palsy, speech defects and other physical handicaps. In these times, when it is vital to our country's security that no talent be neglected, we have greatly increased the number and value of the college scholarships that are awarded annually.

The generous Elks who have contributed to the Foundation are participants in these good works. They are participating in the most important activity of the Order of Elks. If you are not one of these Elks, you ought to be, and you can be. All you need to do is go to your lodge secretary and tell him: "I want to be a Participating Member of the Elks National Foundation. Here's my check for \$10.00, and I'll pay the same amount each year for nine years."

Let's all participate in the Great Heart of Elkdom—the Elks National Foundation.

A handwritten signature in cursive script that reads "Wm. S. Hawkins".

WM. S. HAWKINS, *Grand Exalted Ruler*

Rigged for Hunting

By DAN HOLLAND



Plantation carriages for hunters and dogs, drawn by matched mules, are the last word in luxury.

THE SLICKEST quail-hunting rig I've ever seen was owned by the late Ed Inglis of Miami, Florida. It was built—beautifully—by Haywood Montgomery, who also deserves credit for training the dogs. Ed had the finest kennel of pointers I've ever seen. He lived for the pleasure of watching them work.

As to his rig, on the body of a four-wheel-drive pickup truck, he constructed a pair of kennels each capable of carrying four dogs. In hot weather a brace didn't have to run more than an hour; six rode in the kennels while two were down. The rig also boasted a compartment for a folding table, camp chairs and a gasoline stove, four padded compartments for shotguns, a twenty-gallon drinking water tank, a small lunch commissary and an equally small ice

box. Most important, on top of everything, Ed mounted a cushioned car seat with side arms and a foot rest.

One hunter drove, following the dogs; others sat on the lofty perch where they could keep the brace in view at all times. When the pointers made a find, a couple of hunters would dismount, take their guns from the rear compartment, load and walk in on the point. There was no hurry. Ed's dogs were steady.

Much southern bird country is so expansive, and most of the best dogs travel so fast and range so far, that some such rig for the hunters is almost essential. But the rig pays a far larger dividend than transportation as far as I am concerned. A large measure of the enjoyment of hunting quail is in watching the dog work. Much of this is lost when the hunter is thigh deep in broom sedge, but from the altitude of the over-the-cab seat, not one flick of a dog's tail is missed. And there's no more thrilling sight in hunting than seeing a hard-going dog whip into a fast and sure point, his muscles bulging, his eyes intense and his tail high. And it's almost as exciting to see his brace-mate honor the point by coming to just as firm a point behind him, even though he hasn't scented the birds.

The swamp buggy has this same advantage since it can also have a seat mounted over the cab. The usual swamp buggy is not nearly as compact or all-inclusive as Ed Inglis' rig, but it has advantages of its own.

The characteristic feature of a swamp buggy is its undercarriage: its large

wheels and out-size tires. The chassis may have been any manner of automobile from a Model A on up. The fenders are removed from such a passenger car or light truck, then the axles are mounted with large truck wheels. On these wheels are placed the fattest and softest tires the rims will take. Some swamp buggies equipped with airplane tires will actually float. They appear to be all wheels and nothing else. This is their trade mark.

The advantage is obvious. The large, broad tires, usually slightly deflated, will carry the vehicle over marshy or boggy ground. Also, the enormous wheels and tires give a car all the clearance any hunter can want. Having grown accustomed to the frustrations of the modern automobile, which will hardly run over a baseball in the street without hitting high center, I take great delight in a swamp buggy. The first time the driver straddles a pine stump I instinctively brace myself for the crash, but we go merrily on our way. After that I relax, smug in the revelation that the fashion experts in Detroit can't destroy the ingenuity of their fellow man.

The extent of the development of the high-slung swamp buggy depends upon the individual. Most of those used for hunting are equipped with an overhead seat of some variety, and a few I've seen have gun compartments under the seat. Although the terrain in which Ed Inglis hunted didn't require the out-size wheels and tires of the usual swamp buggy, his rig in other respects was the

(Continued on page 58)



Von Oehmig's hunting jeep sports a rear viewing platform and secure gun racks.

Battering RAMS

BILLY WADE, A snub-nosed 28-year-old from Nashville, gathered his teammates around him on the 10-yard line of the Los Angeles Rams one night early this season. High against the Coliseum peristyle, the world's largest electrical scoreboard winked the fourth-period score: Philadelphia Eagles 28, Rams 7.

"Shall we start moving?" asked Wade, in the huddle, with 12 minutes of play left. Soon, the Rams' Ollie Matson crashed into the Eagles end zone, after a 90-yard drive. With time ticking out, Quarterback Wade fired passes until the Rams had another touchdown; then they added a field goal; and, with 63 seconds remaining, Wade fooled the Eagle defenders with a 15-yard end sweep, personally executed, which ended the wild night with the score: Rams 31, Eagles 28.

If pro football ever passes baseball in national favor, the team which began as a nervous pioneering experiment in Los Angeles 13 years ago must be ac-

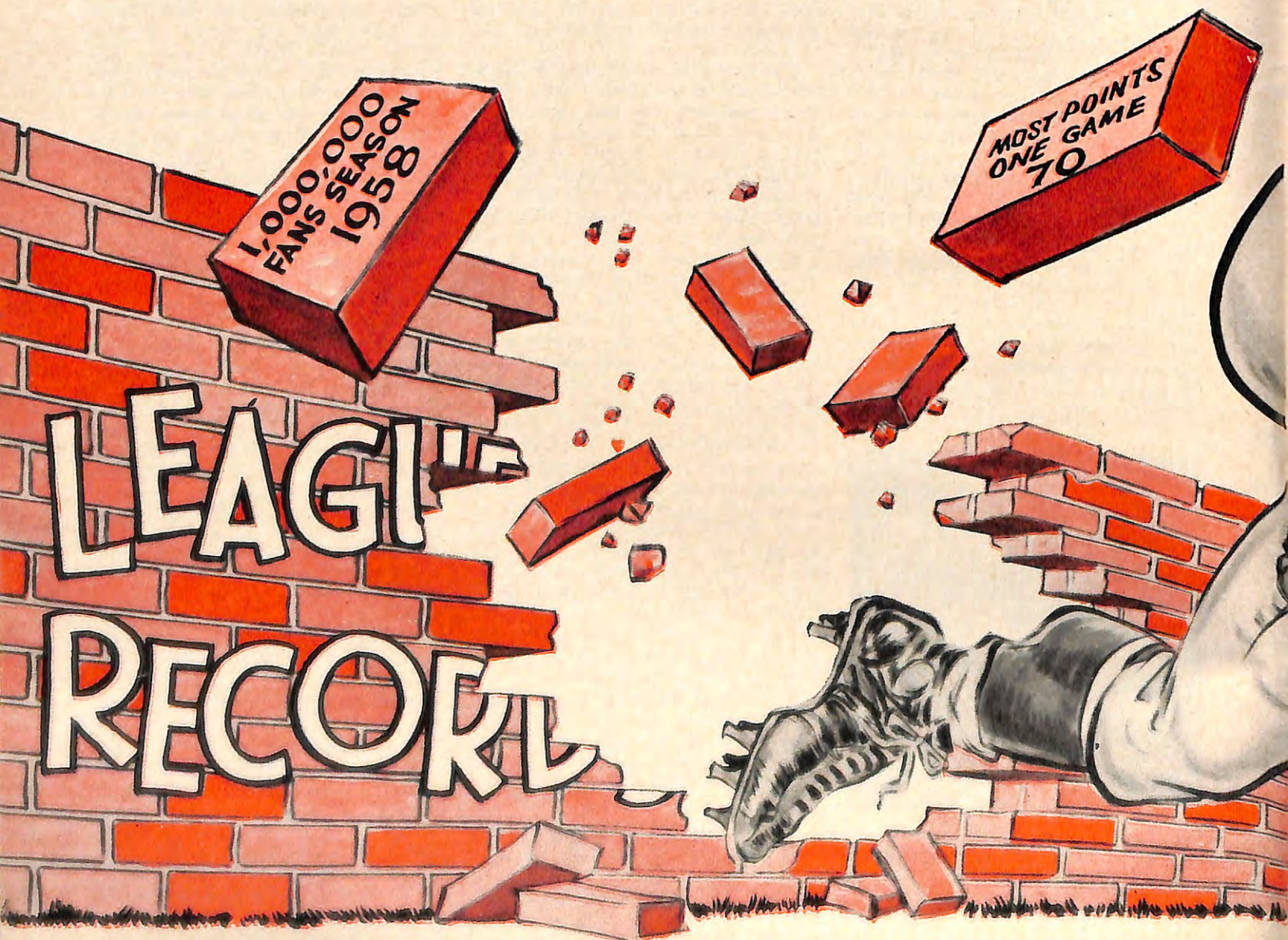
corded the major credit. Until then, the National Football League held the fixed idea that expansion beyond the Mississippi was not only untenable, but a quick way to the poorhouse. Today the Rams are the richest, most colorful venture in game history. In 20 seasons before Ram President Dan Reeves (youngest head man in the league) showed the way to prosperity, a total of 12 NFL franchises had tumbled. The entrenched members—Chicago Bears, Detroit Lions, Eagles and Cleveland Browns—grew more fat of pocket; many of the others showed staggering deficits. These days a balanced circuit rides the crest of a 116 per cent box-office increase in a decade—3 million customers per season. Of these, more than 1 million turn out to see the Rams.

"Never a dull day with L. A." is the watchword, as they leave records strewn like yesterday's confetti. The largest pro crowd ever assembled—more than 102,000—is one Ram boast. They have the

biggest fan club (some 3,000 dues-payers) and the top pro payroll: in the \$500,000 vicinity. On the field, they offer virtually an All-Pro backfield of Halfbacks Jon Arnett and Tom Wilson, Fullbacks Matson and Joe Marconi and pass-flipper Wade, operating with three of the finest ball-catching ends ever gathered in one clubhouse: Del Shofner, Leon Clarke and Red Phillips. Statistically, they comprise a monopoly comparable to the Yankees in baseball. The Rams hold the all-time mark for most yards gained in a season (5,506), most points scored in a season (466), most touchdowns in a season (64), most yards galloped in one game (735) and most yards gained passing over the 12-game league stretch (3,709).

"And wouldn't I like to be working for them," remarked a member of a leading Eastern squad, recently. The Ram regular who doesn't drive a block-long convertible is either an exception,

(continued on page 52)



By AL STUMP



1,000,000
FANS SEASON
1957

MOST TD'S
ONE GAME
10

MOST POINTS
SEASON
466

MOST YARDS
GAINED SEASON
5,506

MOST TD'S
SEASON
64

HIGHEST AVERAGE
ATTENDANCE
83,680

MOST PASSES
COMPLETED
SEASON
255

AL STUMP

Coast Down California

By HORACE SUTTON

WHILE the frost is on the pumpkin almost everywhere else in the nation, the sun will be on any bumpkin wise enough to wander west in winter to Southern California.

This chosen land produces wine, flickers, oil, oranges, oracles, Cinderellas, stars, spangles and the aforementioned sunshine. Any one of them would be an attraction to one who might otherwise be braving the winter in Frozen Flats, Utah, or for that matter, Buffalo, N. Y., but a combination of *all* of them is downright entrancing, which as any quick calculator knows, is one decimal short of irresistible.

It has long been advertised by the practiced tub thumpers of these precincts that when summer is over everywhere else (except in South America and Australia), the second summer is just beginning here. But even after the second summer is over, it never really gets to be autumn—I mean in the New England sense which I knew as a boy. The words are not exactly immortal, but I did once inscribe for posterity in an august journal that in the calendar fall in Southern California, you could see a campus queen on her way to a football game wearing a chrysanthemum and licking an ice cream cone.

There are, of course, other and even more compelling attractions here, although I will admit that it is indeed a continuing fascination with me to find myself at a football game without the necessity of a blanket, galoshes or a jug of antifreeze. Should any untoward temperatures advance on the territory, one can always escape, as most of Hollywood does, to Palm Springs, which has become such a winter mecca that it seems almost to be a suburb of Los Angeles. There are, to be sure, times when I think Los Angeles stretches to the city limits of Nome, but Palm Springs is really a few hours' drive down a fine highway, or else a short jaunt in an airplane.

Palm Springs is about as overstuffed as you can possibly upholster a desert. In the wildest mirages that ever may have appeared to a thirst-parched,

sun-baked brain, nobody has ever imagined any sandy stretch as plushy as this one. For instance, the last time they took a swimming pool census, the number ran to over 2,000. And when I was last in town, main street boasted a nightclub built of lavender bricks. I have no reason to believe that it has vanished. They use the palm trees for lampposts, and they use movie stars for shopkeepers. That's no joke, son. It is truly a sort of homey hobby if you're making a quarter of a million in front of the cameras to own a little hardware store or something which you maintain as security.

In the daytime the sun warms the air to a pleasant mid-winter eighty or so, but at night the mercury schusses steeply downhill to a near frosty forty-five. It makes for good sunning by day, good sleeping at night. There are dozens upon dozens of swank motels around, only *motel* is a forbidden word in this town. It is supposed to impart a flavor of the honky-tonk. Call them what you will, the rookeries have swimming pools, sunning areas, and often very good food. The sleeping quarters are often similar to motels, and built in two decks around a pool. There are bona fide full-fledged hotels too. El Mirador is one, and the Biltmore is another, and they can charge anywhere from \$20 to \$150 a day. The big hotels have immense grounds and big lawns and swimming tanks only slightly smaller than the Caspian Sea. The smaller hotels, or what we would call motels—you'll pardon me out there—are considerably less expensive, in case money is an object. Palm Springs also has about as luxurious and attractive a collection of shops as any this side of the Rue de la Paix, and more interesting too, when you consider that the desert begins just beyond the back yard.

After "small hotels" comes that other unique housing, the "mobile home"—alias trailers. At a place called Sahara Park the mobile home becomes so luxurious that it is almost immobile. The rolling apartments have picture windows, television, and—bless me—planted

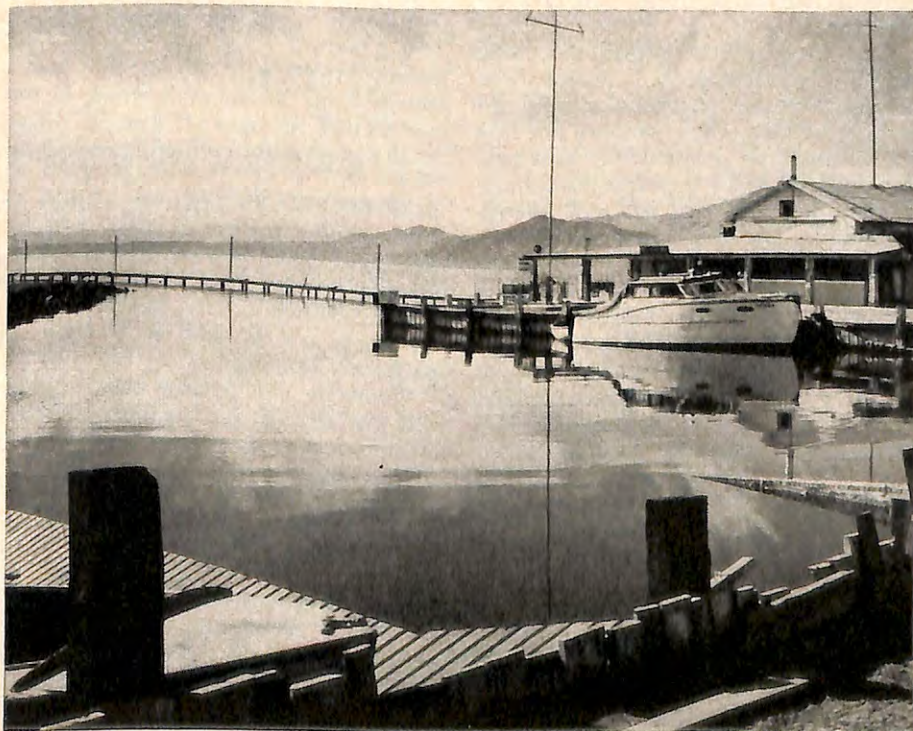
gardens in front. It is not uncommon to see uniformed maids vacuuming the premises. Appended alongside the rolling stock is a *ramada* and a cabana to give you extra room. Soon enough the whole thing gets too permanent to move and you have to buy an electric cart to take you down to the grocery store. Most trailer parks have central clubhouses and swimming pools; monthly parking charges include these facilities and some of them are owned by combines of movie stars.

Along a stretch of fashionable roadway outside Palm Springs, Desi Arnaz and Lucy have built their own hotel and house-colony at the very edge of a golf course. The neighborhood has become known as the Blue Chip Strip. In case anyone comes by air, there is an airplane hotel, too, complete with airstrip and some fancy ideas about houses with one-plane garages.

For anyone who finds all this too futuristic, a sobering side trip is to travel over to Pioneertown, which is really a movie set with people living on it. The place was established right after the last war, when 300 citizens moved in and agreed to run their respective businesses behind a Western façade. Main St., or, as they spell it here, Mane St., became as well known to Western TV and movie actors as the inside of Romanoffs. The Cisco Kid series was filmed here and Gene Autry once was a local resident during the filming of Annie Oakley. Well, not many stout-hearted folks are left in Pioneertown, but Mane St. can still be hired at \$25 a day to anyone who wants to make a film here. The Red Dog Saloon is a going concern, or was when I looked last, and is festooned with the usual memorabilia. There is also a hotel, or rather a motel, called the Town House—well, maybe "Town House" is an exaggeration—and it takes sleeping guests at \$4 for a single, \$8 if four sleep in the same room. It has had some pretty fancy Hollywood names on the register, too. To get here you must get on Twenty-Nine Palms Highway, a roller-coaster road that bumps over the brown



Courthouse in Santa Barbara—a handsome example of mission architecture.



Salton Sea—20 miles long, 244 feet below the level of the Pacific and twice as salty.

desert hills. We also have hereabouts Forty-Nine Palms, Thousand Palms, Seven Palms, Los Palms, and that private place named by its hardworking home owner, Calloused Palms.

Palms of special beauty are the date palms, grown in profusion at the sunny metropolis called Indio, eighty miles from Los Angeles. The town likes to call itself the Arabia of America, mainly because it borrowed some date cuttings from the Arabs not long ago, and when the trees started to give fruit, Indio borrowed some Arab customs as well. At one restaurant the waitresses are all done up like Salome, and at the annual date festival held each February, the big sport is the daily camel races with the jockeys done up in sheets and turbans. Harem dancers gyrate, and a cast of 100 local types performs an Arabian Nights Pageant every evening. Meanwhile, back on the date ranches, the dates date, motels are spread under their slender, delicate, sheltering fronds, and corner-stands dish up date milkshakes, date sugar and even lectures on the love life of the date.

One California resort of quiet charm is the Ojai Valley, a snug harbor tucked among the mountains some 75 miles from Los Angeles and 15 miles from the sea. It is free of frost, free of fog, free of wind, free of smog. What it is not free of is tennis players, theosophists, oranges and lemons and heavenly weather. The range in temperature is 72 in winter and 87 in summer. The Ojai Valley Inn is the principal hospice, and a pleasant place it is, with marvelous service, excellent food, and golf and tennis all over the place. Guests usually take their lunch on the terrace under the curving arm of a great tree hung with flower baskets. Soft music wafts out of some hidden speaker, and the view falls away to glistening olive trees and the Los Padres National Forest. There is good fishing for steelheads in the Ventura River and the rainbows run if you wait until spring. There are less fancy accommodations too, and some motel-like places with heated pools, with the rate running around \$12.

Another valley of some interest, especially from an agricultural standpoint, is California's Imperial Valley, a strange place where farmers get their water from a man-made river because it rarely rains, where there are more miles of canals than roadways, where two rivers flow away from the sea and the farmers bring in the harvest not in the fall but in the winter. Its two largest towns, El Centro and Brawley, are both many feet below sea level and it is a favorite municipal trick in these precincts to paint a heavy line on a high water tank and label it Sea Level. The Alamo and the New Rivers flow into the Salton Sea, which is twenty miles long, has no outlet, is 244 feet below and twice as salty as the nearest piece of Pacific

(Continued on page 47)

The New VA PENSION PICTURE

IN KEEPING WITH THE ORDER'S POLICY of making available to veterans and their families any information which might be of interest or assistance to them, this page is being devoted to what the Veterans Administration calls the "new pension picture". In its release, the Administration emphasizes the fact that the new plan, effective July 1, 1960, has nothing to do with service-connected compensation; it concerns nonservice-connected pensions only.

Veterans, widows and orphans now on the pension rolls, or coming on the rolls before July 1st, will be allowed to choose the pension plan they prefer—either the system now in effect or the new one. The VA will assist them in making their decision by sending them a form to be filled out. This form will be sent automatically; there is no need, nor will it expedite matters, to write to the VA for this form.

FOR VETERANS, the requirements have not changed. You must still have 90 days of wartime service, a discharge other than dishonorable, and be totally and permanently disabled for reasons not related to service.

But, the amount of pension will be based on your financial need.

Under the present system, an annual income limitation was set at \$1,400 for single veterans and \$2,700 for veterans with one or more dependents. But the amount of the pension remains the same for each class—\$66.15 a month until the veteran reaches 65 years of age, or has been on the pension rolls for ten years; then it is raised to \$78.75 a month.

Under the new law, a payment of \$85 a month will go to a veteran without dependents, if his annual income does not exceed \$600. This payment drops to \$70 a month if his annual income is between \$600 and \$1,200. It drops further, to \$40 a month, for single veterans whose incomes lie between \$1,200 and \$1,800, and it ceases entirely if their incomes are over \$1,800.

Veterans with one dependent are sim-

ilarly scaled—one dependent, \$90 a month, with a yearly income not over \$1,000; \$75, with income between \$1,000 and \$2,000, and a lowest payment of \$45 a month, with an income between \$2,000 and \$3,000.

Veterans with two dependents will receive \$95 a month, and those with three or more dependents will receive \$100 a month, if their incomes are under \$1,000 a year, but for incomes above \$1,000, the payments are the same as for the veteran with one dependent.

The present law provides a total monthly payment of \$135.45 for those helpless veterans requiring regular aid and attendance when they are not in a VA hospital or domiciliary. The new law will add \$70 a month to their basic pension payment for aid and attendance under the same circumstances.

FOR WIDOWS, the basic requirements for pension eligibility will be changed as of July 1, 1960. The present law requires that widows of veterans of World War II and the Korean conflict must submit evidence that the veteran had a service-connected disability. After July 1st, the widows merely have to submit proof that the veteran was in active war service for 90 days or more and that he was discharged under other than dishonorable conditions. (World War I widows have always had only this simple active-duty requirement.)

Briefly, a childless widow on the present pension rolls receives \$50.40 a month if her income is not over \$1,400. With a minor child, or children, her

income may be as high as \$2,700 a year. The widow with one child receives \$63, and there is \$7.56 provided for each additional child.

A childless widow coming on the rolls after July 1st will receive \$60 a month if her annual income is not more than \$600; \$45 a month with an annual income between \$600 and \$1,200, and \$25 a month with an annual income between \$1,200 and \$1,800.

Under the new law, a widow with one child will receive \$75 a month if her yearly income is not over \$1,000; \$60 a month when her income is between \$1,000 and \$2,000, and \$40 a month if her income is between \$2,000 and \$3,000. An extra \$15 a month is paid in all instances for each additional child.

FOR ORPHANS (minors—under 18 years of age), the present income limitation is \$1,400 a year and pensions amount to \$27.30 a month for one orphan; \$40.95 for two; \$54.60 a month for three, and an extra \$7.56 for each additional orphan.

Under the new pension plan, orphans will be eligible for pensions if their outside income is not more than \$1,800 a year, not counting their own earnings. Pensions will be \$35 a month for one orphan, and an extra \$15 a month for each additional orphan.

The VA requests that no one write to the agency concerning these plans. All persons now on the rolls will be notified by the VA, and all new cases applying or coming on the rolls will be handled individually.



At Wisconsin Rapids on Sept. 12 (from left) are State Pres. Jack Froom, Past Grand Exalted Ruler Floyd E. Thompson, Mr. Hawkins, Grand Lodge Activities Coordinator Bert A. Thompson, Grand Forum Member A. E. La France, Grand Lodge Credentials Committee Chairman F. T. Lynde, District Deputy Robert Schill and Exalted Ruler Gerald Sweeney.



At Chicago North, Aug. 30: Past Grand Exalted Rulers Sam Stern, Henry C. Warner, John F. Malley, Grand Lodge Judiciary Committee Chairman John E. Fenton, Mr. Hawkins, Grand Secretary L. A. Donaldson, E.R. William Andrews, Past Grand Exalted Ruler Floyd E. Thompson, Past Grand Esquire George T. Hickey, Past Grand Exalted Rulers Earl E. James, Joseph B. Kyle.



Conferring in Oneida, Sept. 20, are (from left) Past Grand Exalted Ruler George I. Hall, Past Grand Trustee Ronald J. Dunn, Mr. Hawkins, Past Grand Esteemed Loyal Knight Stephen McGrath, Grand Lodge Membership Committee Chairman James A. Gunn.



This scene, outside Wheeling, W. Va., Lodge on Aug. 20, shows (from left) Exalted Ruler Timothy Murphy, Past Grand Exalted Ruler Wade H. Kepner, the Grand Exalted Ruler, District Deputy Thomas A. Goodwin and Grand Trustee Dewey E. S. Kuhns.

Lodge Visits of WM. S. HAWKINS

Conferences and Visits

SINCE HIS ELECTION, Grand Exalted Ruler Wm. S. Hawkins has held three District Deputy Conferences (see page 26), attended state and regional meetings and has, in addition, made a number of visits to subordinate lodges.

During the Annual Meeting of the West Virginia Elks Association on Aug. 20th, 21st and 22nd, Mr. Hawkins was the guest of Wheeling Lodge. He and Mrs. Hawkins were met at the County Airport by District Deputy Thomas A. Goodwin and the splendidly uniformed Wheeling Lodge Drill Team. Mayor John J. Gast, a lodge member, presented the Grand Exalted Ruler with the key to the city.

Among distinguished visitors greeted by Exalted Ruler Timothy Murphy were Past Grand Exalted Ruler Wade H. Kepner and Grand Trustee Dewey E. S. Kuhns.

CHICAGO NORTH. An informal dinner party was held for the Grand Exalted Ruler on Aug. 30 by Chicago North Lodge. Elks present on this occasion included Past Grand Exalted Rulers

John F. Malley, Floyd E. Thompson, Henry C. Warner, Joseph B. Kyle, Sam Stern and Earl E. James. Among those attending were also Grand Secretary L. A. Donaldson, Judge John E. Fenton, Chairman of the Grand Lodge Judiciary Committee, and Past Grand Esquire George T. Hickey. Host was Exalted Ruler William Andrews.

WISCONSIN RAPIDS. The Fall Conference of the Wisconsin Elks Association was held on Sept. 12th and 13th, giving Mr. Hawkins an opportunity to visit the host lodge, Wisconsin Rapids.

With Mr. Hawkins were Past Grand Exalted Ruler Floyd E. Thompson, Grand Lodge Activities Coordinator Bert A. Thompson, Grand Forum Member Alfred E. La France, Grand Lodge Credentials Committee Chairman Frank T. Lynde and State Pres. Jack Froom.

NEW YORK, DOWNSTATE. On Sept. 19, at New York City's Hotel Commodore, Mr. Hawkins addressed the annual Downstate Conference, attended by Past Grand Exalted Rulers James T. Halli-

nan, George I. Hall, James R. Nicholson and William J. Jernick, Grand Lodge Membership and New Lodge Committee Chairman James A. Gunn, State Pres. Thomas F. Dougherty, Past State Presidents Frank J. Fitzpatrick, F. D. O'Connor and W. F. Edelmuth, State Chaplain Rev. R. T. Shellenberger, State Secretary W. R. L. Cook and State Scholarship Committee Chairman Martin J. Traugott.

NEW YORK, UPSTATE. The next day, Sept. 20, Mr. Hawkins was present at New York's annual Upstate Conference. Past Grand Exalted Rulers Hallinan and Hall also attended this meeting, as did Brothers Gunn and Fitzpatrick. Conference host was Ronald J. Dunn, former Chairman of the Board of Grand Trustees. Among those present were Past Grand Esteemed Loyal Knight Stephen McGrath and State Youth Activities Committee Chairman James Hanlon. Mr. Hawkins was greeted by Exalted Ruler Thomas J. Brannigan, Lodge Secretary Cramer Adams and a large delegation of Elks.

Youth Comes First



GOLDSBORO, North Carolina, Elks put on a terrific feed for 60 youngsters of the Cub Pack, Explorer Troop and Boy Scout Troop they sponsor. Scouts Jack Gregory and Offie Lee Strickland were pictured sampling the refreshments. Verdict: Delicious!



ENDICOTT, New York, Lodge's Little League ball club has won the city championship for the last three years. They were photographed recently with Manager Charles Springer, left, and Program Chairman Arthur Folmar, right.



ATHENS, Georgia, Lodge sponsors a major league and a minor league team in local Little League activity. Both won their league championships this year under the able coaching of Tommy Williams. This photograph was taken at the hog-dog party the Elks gave for 350 Little, Pony and Prep League players.

AS PART OF ITS YOUTH PROGRAM, Flint, Mich., Lodge, No. 222, financed and supervised the transportation of 432 youngsters, their chaperones and directors to Hamilton, Ontario, for the CANUSA Games there. A convoy of eight buses and 12 private cars was led by Exalted Ruler Orla D. Smithson, assisting the Michigan State Police and Canadian Provincial Police as escorts for the round trip. Committeemen who assisted in the escort problem were Bob Murphy, Sid Schlager, Archie Campbell, Barney Leach and Warren Armstrong. Other Elks who took part were Frank Manley, Robert White, Gene Desautels, Dr. William Lathrop, Steve Urick and Dick Zellers, CANUSA Director.

The Flint sponsors of the annual games are the Mott Foundation, financed by C. S. Mott who is a 50-year member of the Order, and the Flint *Daily Journal*. The Canadians won the \$200 trophy last year, but the Flint contingent was successful this year and the award is now on display in the lobby of the Elks lodge home where it will stay until 1960 when the games will be held in the Michigan city. The AC Spark Plug Division donated the trophy, and the Chevrolet Men's Club was host to the youngsters and their escorts at a picnic dinner in Port Huron on their way home.

JUNIOR ANGLERS FROM ALL OVER THE CITY participated in the first Annual Fishing Contest sponsored by New York, N. Y., Lodge, No. 1. The contest, held over a period of six weeks at a Central Park lake, was conducted under the auspices of the lodge's Youth Activities Committee at a cost of \$1,000. With a record entry of over 600 youngsters it was a distinct success, aided measurably by outstanding cooperation from Mel Daus, Assistant Director of Recreation of the Dept. of Parks.

Rods and reels were presented to the winners by Exalted Ruler Dr. Jules V. Gilman and Mr. Daus at special Park ceremonies. In his address, Youth Chairman Jay E. Mahoney expressed appreciation for the assistance of Mr. Daus, Park Commissioner Robert Moses, Director of Recreation Charles H. Starke, Borough Supervisor of Recreation Lou Dick, Gene Barnes of the WRCA-TV "Hi, Mom" program on which several contestants were interviewed, and radio station WNYC sports announcer Dick Zatorski. Park Department employes, the Police Dept. and parents of the participants also came in for their share of praise.

Among the 25 winners were 15-year-old Norcutt Corby who caught the greatest number of fish—63; John Vavrica, 14, who caught the longest fish—13 inches; Robert Gruburt, 13, who brought in the heaviest fish—one pound, three ounces, and Joan Toma, 14, whose 14-ounce catch was the heaviest taken by a girl.

THE 4th ANNUAL NEW YORK STATE ELKS JUNIOR GOLF Tournament was held at the Troy, N. Y., Country Club with 67 youngsters from all over the State participating.

Dave Cohen of Binghamton won the title for the 15 to 17-year-olds; Billy Snyder of Troy won the honors for the under-15 group. Two Binghamton youngsters won second places; a young fellow named Simkulet for the older group and Barry Bucksbain for the younger.

A banquet followed the tournament at the home of Troy Lodge No. 141. Speakers on this occasion included Past District Deputy Louis Pierro, former professional basketball star Ed Wachter and Chairman James B. Hanlon of the New York Elks Youth Committee. Tournament Chairman Joe Gallagher presented trophies to the winners.



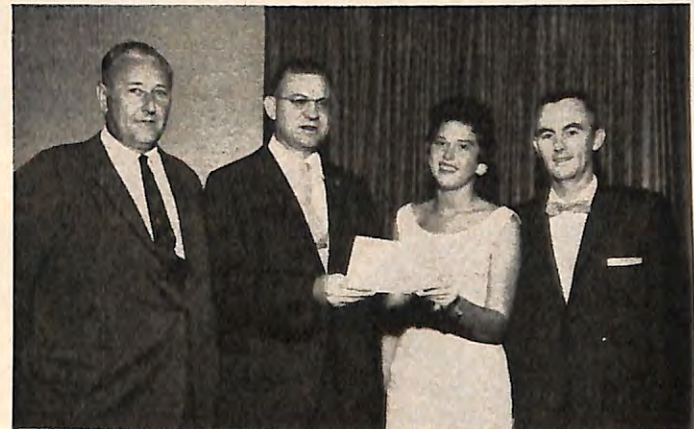
NEW YORK, New York, Lodge's initial Junior Fishing Contest was such a hit it is to be continued. Pictured are some of the young anglers with their prizes and, in the background, left to right, lodge bulletin editor Al Coburn, Est. Lead. Knight Thomas A. Bowen, George Jablonski, Est. Lect. Knight Eugene M. Sullivan, P.E.R. Charles M. Ertz, Youth Activities Committee Chairman Jay E. Mahoney and Exalted Ruler Dr. Jules V. Gilman. The photograph was taken at the presentation ceremony held in Central Park.



ANNAPOLIS, Maryland, Lodge's Baseball Day for youngsters was a huge success. Four Elk-sponsored teams of various ages invited four other teams to play during the afternoon, with hot dogs, hamburgers, ice cream and soft drinks after each game. Over 500 adults attended, and trophies were awarded to the most valuable players in each game. Pictured during one of the day's busy refreshment interludes were, left to right, Mrs. Howard Palmer, P.E.R. Verdine Palmer, E.R. Paul Schneider and two hungry young athletes.



CAMBRIDGE, Massachusetts, Lodge had two winners in the patriotic essay contest conducted by the Mass. Elks Assn. Left to right are Youth Committee Chairman E. S. McCann, Wei-i Chiu who won the first prize of a \$100 U. S. Bond, Miss Brigid Chamberlain who was awarded the second prize of a \$75 Bond, and Est. Lead. Knight F. J. Devaney. In the background are lodge Treas. L. J. Spain, left, and Secy. William M. McLaughlin.



SALISBURY, North Carolina, Elk-sponsored student Loretta Deal received a total of \$1,600 in college scholarships at a dinner held by the lodge. The young lady won the \$1,100 second-place award in the Elks National Foundation Contest and also received a \$500 State Assn. award. Pictured are, left to right, local Youth Chairman William Bost, State Pres. Dr. John R. Kernodle who made the presentation, Miss Deal and E.R. George W. Martin.



LEOMINSTER, Massachusetts, Lodge's baseball team came through with three straight victories in the Babe Ruth League play-offs to take the championship for the second consecutive year. Coaches were Robert Hudson, left, background, Patrolman Henry Surette, right, and John K. Paul, second from right. Again this year, George Cressy treated the boys to a steak barbecue held on the grounds of the home of Lester McDonnell.



TOCCOA, Georgia, Lodge's Little Leaguers captured the pennant again this year and, as a reward, their sponsors took them to Atlanta to see the Southern League "Crackers" play, and then gave them a banquet at the lodge home. Under the Elks' banner for six years, coached by Paul Breuer and Lloyd Rumsey, the boys were third in 1954, second in 1955, first in 1956, second in 1957 and first in 1958 and 1959.



HARTFORD CITY, Indiana



La PORTE, Indiana



MICHIGAN ELKS



HUNTSVILLE, Alabama



SALEM, Illinois



OHIO NORTHWEST

... The Elks National Bowling Champions were honored at a banquet given by their fellow members of HARTFORD CITY, IND. Pictured are the top bowlers with some of the guests. Left to right are bowler William Henley, Dist. Pres. Lane Schultze, bowler Henry Hampton, State Pres. Leonard Imel, bowler Robert Simison, D.D. James St. Myers and bowlers Wilford Oswalt and William Long.

... La PORTE, IND., Lodge had an unusual representation in a recent parade with its 12 golf cars, pictured here. The cars are used at the golf course which La Porte Lodge owns.

... Another handicapped child who has been aided by the MICHIGAN ELKS Major Project Commission is eight-year-old Freddy Doane, III, who lost his left leg and part of his right foot in a train accident last Spring. The child is pictured in the new collapsible wheel chair, complete with hand brakes, given to him by the Commission through the intercession of Owosso Lodge. With him are, left to right, Commission Chairman Hugh L. Hartley, Commission Executive Secy. Richard Marcus and State Pres. Frank Patee, Chairman of Owosso Lodge's Major Project Committee.

... E.R. B. A. Pearsall presents HUNTSVILLE, ALA., Lodge's checks to cover this year's "Joe S. Foster, III, Memorial Nursing Scholarships" to Miss Peggy Richardson and Miss Sue Fowler who are training at St. Vincent's Hospital in Birmingham.

... Photographed when two SALEM, ILL., high school students received Elk awards were, left to right, local E.R. Lee Cantrell, Miss Sara Martin who received a \$400 Illinois Elks Assn. Scholarship, Jerry Stonecipher who received a \$500 Elks National Foundation Award and D.D. David Evers.

... State Pres. D. S. Goldschmidt, fourth from left, was photographed as he arrived by plane in Defiance for the OHIO NORTHWEST District Elks Golf Tournament. Welcoming him were, left to right, host E.R. Roger Schultz, Mayor William Daust, State Golf Chairman Dr. C. W. Kimble, Past State Pres. L. A. Kuenzli and Est. Lead. Knight Milton Fettel.



FLINT, Michigan, E.R. O. D. Smithson drives the lead car in the eight-bus, 12-car convoy which took 432 local girls and boys, their directors and chaperones to the Canada-United States Games in Hamilton, Ontario, where the Flint youngsters placed first. Also pictured are the other Elks who assisted in this program.



WINCHESTER, Massachusetts, Lodge's retiring Secy. Dr. James H. O'Connor is pictured, fifth from left, foreground, with the 28 men initiated in his honor. During his 35-year tenure, Dr. O'Connor missed only two lodge meetings. The initiation followed a dinner attended by 200, including D.D. Joseph Bergin and P.D.D.'s H. E. Steed, Warren Cox, Michael McCarron, Charles Duran and H. A. McGrath, Chairman and Toastmaster.

JOHN F. BURKE, former Grand Treasurer and long-time member of Boston, Mass., Lodge, No. 10, was honored on his 84th birthday by 60 friends and associates. The group, representing 25 lodges, was composed of Elks who have made pilgrimages under Mr. Burke's leadership to New Hampshire, Vermont and New York State in order to pay tribute to some outstanding member of the Order. Music was furnished by Happy Stanley of Providence, R. I., Lodge, the group's official troubador on all their trips.

Past Exalted Ruler J. Frank Kelley of Medford and Past State Pres. Wm. F. Hogan were in charge of arrangements. They joined the guest of honor at the head table with Past Grand Exalted Ruler John F. Malley, Grand Trustee Edward Spry, Chairman John E. Fenton of the Grand Lodge Judiciary Committee and Pres. Louis Dubin and Treas. T. Joseph Whalen of the State Assn. Past Presidents on hand included Dr. Wm. F. Maguire, A. A. Biggio, James Bresnahan, Michael McCarron, J. J. Murray, F. J. O'Neil, Elmer A. E. Richards, Dr. Henry I. Yale and George Steele.

A purse was presented to the former Grand Treasurer who then donated it to the Charles Kelley Fund, set up in the Elks National Foundation in memory of that distinguished Boston Elk.

THE 512 ELKS OF CAIRO, ILL., Lodge, No. 651, welcomed 700 guests to their newly renovated home recently. An entire weekend was devoted to the celebration which climaxed four years of planning and an expenditure of \$40,000. The major improvement and enlarging of the Elks' ten-year-old quarters provide the additional space needed for the lodge's steadily growing membership which, Exalted Ruler Paul Stader reports, has increased by 50 per cent since 1949. It now boasts one of the finest and best equipped lodge homes in the area.

Saturday's activities included an inspection of the new facilities, with a dance in the evening. On Sunday, rep-

resentatives of the 17 lodges of the South District held an organizational meeting. Present were Grand Tiler Omer Macy, Past Grand Est. Lead. Knight Arnold Westermann and State Vice-Pres. Garrett Berry.

THE 16th ANNUAL RODEO and Race Meet held by Santa Maria, Calif., Lodge, No. 1538, realized \$41,837.53. This brings to \$233,155.26 the total distributed to Valley recreation organizations by the Elks in the Rodeo's 16-year history.

Secy. B. R. Griffith of the Elks Recreation Foundation, Inc., together with Past Exalted Ruler Carl Engel as General Chairman, assisted by Exalted Ruler John Murray and Est. Loyal Knight Clarence Minetti, supervised this year's event, which gave \$1,100 for a scholarship fund to Rodeo Queen Nancy Cornelius and \$800 to be shared by the other six candidates.

AMONG THE ELKS who passed away during the summer was Frank H. Buskirk, Secretary of the Colorado Elks Assn. since 1941, who suffered a fatal heart attack in August. He was 59 years old. Initiated into Ouray, Colo., Lodge in 1911, Mr. Buskirk dimitted to Montrose Lodge No. 1053 which he served as Exalted Ruler in 1926. He had also been its Secretary and was an Honorary Life Member. He is survived by two sons, two daughters, a brother and 13 grandchildren.

Warrensburg, Mo., Lodge, No. 673, lost a devoted member and benefactor in Salem Ford Belt. Ninety-five years old at the time of his death, he had outlived a large family, his sole survivor

NORWICH, Connecticut, Elks who served as the Committee supervising the 10th Annual Patients' Carnival at the Norwich State Hospital included, left to right, background, Clyde W. Butz who is the Hospital's Occupational Therapist, Est. Lead. Knight John S. Kapteina, the Hospital's Chief Occupational Therapist Harry Kromer and E.R. John J. Sullivan. In the foreground are Alex Glinski and Edward Contois.

being his grandson and namesake. Mr. Belt had been remarkably well until shortly before his passing. He had visited his lodge daily, and last December he presented a gift of \$2,500 to Warrensburg Elkdom.

Kermit H. Toelke, twice Exalted Ruler of Glen Cove, N. Y., Lodge, No. 1458, lost his life in an automobile accident on August 28th. Initiated in 1947, Mr. Toelke had been Chairman of his lodge Trustees and at the time of his death he was State Trustee for the East District.

Ontario, Calif., Lodge, No. 1419, reports the death of its founder and first Exalted Ruler, 85-year-old William Springer. Affiliated with Winona, Minn., Lodge in 1900, Mr. Springer served there as Esquire for three terms before moving to California and transferring to Pomono Lodge. In 1910, he settled in Upland, a few miles from Ontario where he fostered the formation of an Elks lodge 11 years later.

EUCLID, OHIO, Lodge, No. 1793, honored fellow member Roy Monroe recently at a dinner attended by 100 persons, among them Past District Deputy G. K. Jones. Exalted Ruler Arthur Leach introduced Past Exalted Ruler James A. Ryan who presented a wheel chair to the guest of honor on behalf of the lodge. Always very active both in business and in his lodge, Mr. Monroe suffered a stroke some months ago which deprived him of speech and the use of one arm and leg.



News of the State Associations



Photographed on the steps of Harrisonburg Lodge which was host to the Virginia Convention are, left to right, Grand Exalted Ruler Wm. S. Hawkins, retiring State Pres. Porter R. Graves, Past Grand Exalted Ruler John L. Walker of Roanoke and Convention Chairman Owen D. Simmons, Jr.



Grand Exalted Ruler Hawkins, right, is welcomed to Colorado by Grand Trustee Jacob L. Sherman. In the background are, left to right, Grand Lodge Committeeman Campbell F. Rice, Mrs. Hawkins and Mrs. Rice.

Starting the Wind-Up

DELEGATES AND GUESTS of the Idaho State Elks Association were given a warm welcome when they convened in Caldwell June 4th, 5th and 6th by host Exalted Ruler Merle Hamilton and Mayor Ed Simmerman. Various reports made at this meeting revealed the excellent financial condition of the Association, with the lodges of the three Districts of Idaho reporting a total charitable expenditure of nearly \$90,000 for the past year. Participation in the Elks National Foundation program for the year totaled \$2,840 for the State. The names of six winners in the Assn. scholarship and Elks National Foundation Contests were announced, as were the names of seven young people who placed in the State's Youth Leadership competition. Incidentally, honors for the best Youth program went to Sandpoint Lodge. Idaho Falls was in second place; Lewiston, third; Twin Falls, fourth, and Boise, fifth.

Excellent progress at the Idaho Elks Crippled Children's Rehabilitation Center at Boise was reported by its Administrator, John O'Toole, and the financial report made by the State Elks' Crippled Children's Commission was also very encouraging.

Distinguished guests introduced by President William MacKnight included Idaho's own William S. Hawkins, who later became Grand Exalted Ruler; Secretary Edwin J. Alexander of the Board of Grand Trustees, and former Grand Lodge Committeeman Loris Winn. Mr. Hawkins and Mr. Alexander addressed the 455 delegates, and Mr. Hawkins installed the following officers: President James Gridley, Coeur d'Alene; Vice-Pres.-at-Large J. William Taylor, Blackfoot; Vice-Presidents Robert By-

bee, Idaho Falls, Dean Miller, Caldwell, and Leonard Mitchell, Sandpoint; Secy.-Treas. George Sonnichsen, Coeur d'Alene; Chaplain-Historian E. G. Yates, St. Maries; Sgt.-at-Arms A. L. Keck, Nampa, and Tiler Joseph McArthur, Lewiston. Wm. C. Rullman of Wallace was reelected to a five-year term as Trustee, and Robert Hogg of Boise will fill the unexpired term of Trustee Ed D. Baird who resigned shortly before the Convention. At the Caldwell Meeting, his long and devoted service to Elkdom, particularly to his State Association, was enthusiastically acclaimed by the delegates who paid warm tribute to the man who had served as a State Trustee for 20 years—ten as Chairman. Mr. Baird, a former Grand Lodge Committeeman and a Past Grand Est. Loyal Knight, received major credit for the successful completion of the Idaho Elks' Rehabilitation Center in Boise. He was Chairman of the Building Committee for that project.

Before adjourning, the delegates decided that Lewiston will be the site of the Midwinter Meeting, with the 1960 Annual Convention to take place in Blackfoot.

WILLIAM R. BRENNAN of Longmont was installed as President of the Colorado Elks Assn. at the close of its three-day Convention at Fort Collins on Sept. 12th. Grand Exalted Ruler Wm. S. Hawkins was the guest speaker at the opening session, and also addressed the delegates at the first business meeting. Another honored guest was Past Grand Exalted Ruler H. L. Blackledge who spoke before the Convention at its final session.

Over 1,250 registered for this meet-

ing when various lodges turned over more than \$8,000 to Elks Laradon Hall, the school for exceptional children which has long been the Colorado Elks' Major Project.

Other officials to serve until the 1960 Session in Boulder include John Godec, Jr., Colorado Springs, and Miland Dunivent, Grand Junction, as Vice-Presidents; James L. Sterling, Canon City, Secy.; Donald Platt, Grand Junction, Treas., and W. E. Bozman, Cortez, five-year Trustee. K. E. Epperson of Littleton is Sgt.-at-Arms; Walter Johnson, Longmont, Chaplain; Leonard Gustafson, Creede, Tiler, and R. J. Cordes, Denver, Organist.

Longmont captured first-place honors in the exciting Ritualistic Contest against eight other teams; second place went to Salida, and third, to Pueblo.

THE PENNSYLVANIA ELKS Association's 53rd Annual four-day Convention in Pittsburgh got off to a most auspicious start on August 23rd, with 1,500 delegates from 125 lodges in attendance.

Grand Exalted Ruler and Mrs. Wm. S. Hawkins arrived a day early and were on hand for the formal opening of the Meeting. A special and well-publicized highlight of the Convention took place in the afternoon at Forbes Field when three members of Allegheny Lodge honored the Pittsburgh Pirates' all-time great relief pitcher, Elroy Face, before the opening of a double-header attended by 30,000 fans. The hurler received a gold trophy and a gold, eight-year, living-room clock at this ceremony from Allegheny Exalted Ruler Roy Geiselhart, County District Attorney Edward C. Boyle who is a member

(Continued on page 55)

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AT SALT LAKE CITY, UTAH, LODGE NO. 85



AT THE ELKS NATIONAL HOME, BEDFORD, VIRGINIA



AT THE ELKS NATIONAL MEMORIAL BUILDING, CHICAGO



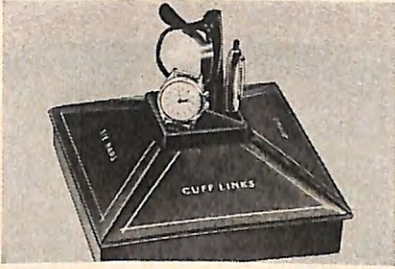
DISTRICT DEPUTY CONFERENCES



THE IMPORTANCE of efficient management and close cooperation on all levels—national, state and local—was noted by Grand Exalted Ruler Wm. S. Hawkins in his Acceptance Speech at the Grand Lodge Convention in Chicago. Following his election to office, Mr. Hawkins implemented these aspects of his administrative program by scheduling three regional meetings with his District Deputies.

On August 8th, the first Conference convened at Salt Lake City, Utah, Lodge No. 85. This was followed on August 14th by a meeting at the Elks National Home in Bedford, Va., and on August 29th by the third Conference, held at the Elks National Memorial Building in Chicago, Ill.

With the Grand Exalted Ruler and his District Deputies at these meetings were State Presidents from the Eastern, Central and Western Regions. Present to confer with these officers were representatives of the Elks National Memorial and Publication Commission, the Elks National Foundation, the Elks National Service Commission, the Board of Grand Trustees, the Grand Secretary and members of Grand Lodge Committees.



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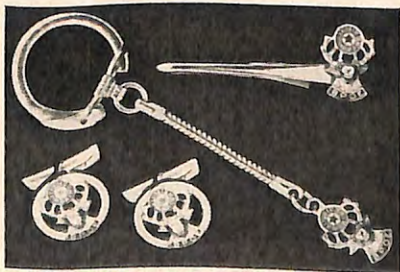
Salute

TO SANTA

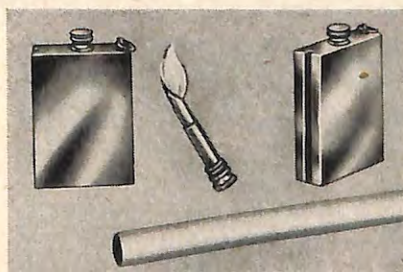
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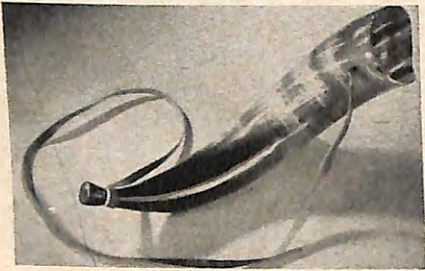
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OLD-TIME HUNTING HORN—This genuine bugle-type hunting horn is crafted from select steer horns, hand-polished, and comes equipped with rawhide shoulder thong. This imported beauty—of a type rarely seen today—measures 18" along the curve. Has a wonderful bell-like tone. Only \$3.95 ppd. Banner Supply, Dept. EK-11, 60 East 42nd St., New York 17, N.Y.



CALLING CARD JEWELRY. Any business card or signature is reproduced in *full color* on this novel Jewelry reduced to $\frac{3}{8}$ " x $1\frac{1}{4}$ " size. Beautifully framed in metal, mounted on handsome cuff links and tie bar. Set is only \$5.95 incl. post. and tax. Send card or signature and specify Gold finish or Silvery rhodium. Sunset House, 251 Sunset Bldg., Beverly Hills, Calif.



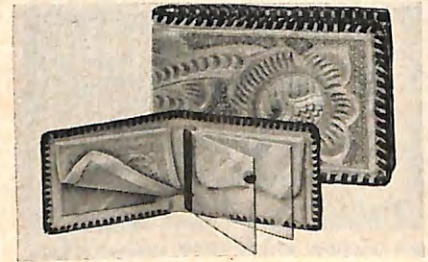
LACE PLEATS FOR MEN. Wear it and you're the center of attraction. Number one shirt of TV Stars, available to you in imported broadcloth. 13½-19 neck. 29-37 sleeve. \$14.95. Continental Tie, \$3.50. Ppd. Send check or m.o. Charge it on Diners' Club, Amer. Exp., Carte Blanche credit cards. Write for fashion catalog. Lew Magram, 830-7th Ave., Dept. S612, N.Y. 19.



INDIAN-MADE MOCCASINS . . . \$5.95. Colorful sunburst bead design on soft suede leather. Made by Indians of world famous Taos Pueblo. Soft foam rubber insole. Your choice of beige, charcoal grey, rust or turquoise in full or half sizes 4 through 10. \$5.95 postage prepaid—send check or money order to Taos Pueblo Traders, Taos, New Mexico.



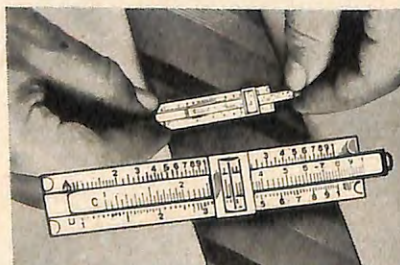
RANCHER'S BEEF CANDY . . . it's made with beef steak! Perfect gift for the man, too. Ground nuts, toasted coconut, dehydrated, top grade lean round steak. Pleasant nutty taste. High beef protein gives quick, lasting energy. Dark or light chocolate. 12 oz., \$1.95; 1 lb., 10 oz., \$4.25 ppd. E. of Rockies, add 25¢. Oregon Beef Candy, Inc., 817 W. 6th, The Dalles, Oregon.



BEAUTIFULLY HAND-TOOLED and hand-laced genuine leather wallets from Mexico contain expandable coin purse that snaps, clear window compartments, 4 transparent card holders sewn in, flap-out window and billfold pocket. Choose rust red or natural leather. Black hand-lacing. \$4.95 ppd. incl. Fed. Tax. Aztec Trading Co., 634 Shoppers Lane, Covina, Calif.



GENUINE GURKHA KNIVES, imported from India! Once a Gurkha draws his knife, he must draw blood or be disgraced. Thus, the two small "face-saving" knives in the sheath. Handle is genuine Buffalo Horn capped with a brass lion's head. Sheath is hand-sewn and brass tipped. A treasure for desk or den. \$6.95 each, ppd. Power Sales Co., Box 113, Willow Grove, Pa.

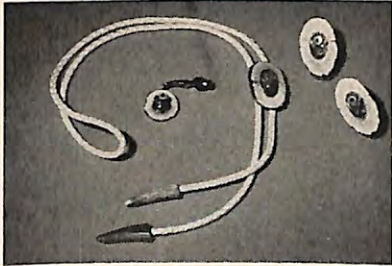


SLIDE-RULE TIE BAR really works! A perfect miniature. Engineers, students, *any male* will go mad over this. Keeps his tie neatly anchored to his shirt. Metal face has clear etched markings and magnifier slide. *Money back guarantee.* In Sterling, \$4.40 ppd. Available in 24K Gold Plate for only \$1.65 Fed. tax incl. Sunset House, 251 Sunset Bldg., Beverly Hills, Calif.

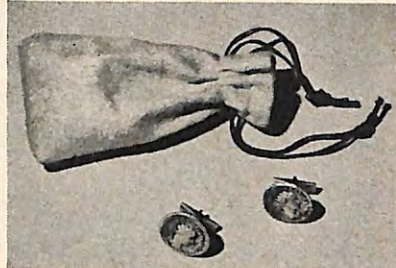


YOU WILL ALWAYS KNOW with this adorable hang-up reminder. Sturdy dog house is 9" high in full decorator colors. Complete with 4 repentant looking dogs and gold leaf personalization. Dogs hang below the dog house until someone misbehaves. A subtle but most effective way to make your darlings behave. \$2.00 ppd. The Camerons, 3004 Haley St., Bakersfield 5, Calif.

CHRISTMAS SHOWCASE



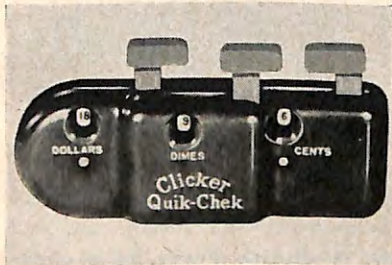
GENUINE ELK HORN, beautifully polished, is emblazoned with 10 kt. Gold Elk Emblem. Bolo Ties, \$4.00; 3 for \$10.50. Choose black, brown or tan leatherette, or cord in all colors. Cuff Links, \$6.00; Tie Bars, \$3.50; Set, \$9.00. Your Elk Teeth made into Pierced or Drop Earrings, or Tie Bars, \$3.00 per tooth, ppd. Kildes Staghorn Jewelry, Hayden Lake, Idaho.



ANCIENT ROMAN SILVER COIN Cuff Links made from coins discovered in Roman ruins. Original, unique! Mounted on sterling silver backs, each matched pair bears portraits of famed Roman Emperors, Empresses, Gods or Goddesses. Comes with written guarantee of authenticity. \$10.95 a pair; 6 prs., \$60. Scott-Mitchell House, 415 So. B'way., Dept. RK-10, Yonkers, N.Y.



HYDRAULIC DUMP TRUCK is an enormously powerful 15" scale model that can be disassembled, teaches basic hydraulic operation. Everything works—steering wheel turns tubeless tires; headlights work; horn toots; 3 gears shift. Lifts 15 lbs., tows 20 lbs. Steel; German-made. \$13.95 ppd. Davis Model, Dept. EK-11, 509 East 80th St., New York 21, N.Y.



TALLY YOUR SUPERMARKET! Spend what you intend as you shop with the Clicker Quik-Chek. This unique device helps keep a running account of purchases and verifies the accuracy of the check-out clerk. Only one hand needed to operate its buttons. An ideal gift ideal \$2.00 ppd. Free Catalog of Unique Gifts! The Lighthouse Inc., Dept. E-11, Plymouth, Mass.



FREE PIANO LESSON. You'll play simple single note melodies with beautiful simple bass chord accompaniments in 15 minutes. No scales, exercises or drills. Secret is patented Automatic Chord Selector. Only 10¢ (post.) for Chord Selector, Note Selector and 5 simple "play at once" Songs. Dean Ross, 45 West 45th St., Studio G-9308, New York 36, N.Y.



EYELET PLIERS punch neatly through fabric, leather, oilcloth, paper, plastic, etc., and set the eyelet at the same time. Ideal for camping equipment, belts, shoes, chairs, shower curtains, luggage straps, office records, etc. Pliers (with 300 free colorful eyelets), only \$1.98 ppd. Park Galleries, Dept. EK-11, 103 Park Avenue, New York 17, New York.



NO MORE MARKS on the wall. Tieto, the measuring clown is a clever way to keep permanent height record of the children. He's 5'5" tall, of heavy paper decorated in bright red, blue, yellow and black. Special tape incl. for attaching to any surface. Can be removed without damage to clown or walls. \$1.98 ppd. Magnolia House, 5880 Hollywood Blvd., Hollywood 28, Calif.



PERSONALIZED DOOR MAT. Your own name, or any name of your choice, is permanently molded in rubber with ivory letters. Choice of red, green, blue or black. Large 18 x 28 inches. 7,000 rubber scraper fingers do a thorough and efficient scraping job. Specify color and name desired. Door Mat, only \$5.95 ppd. Sunset House, 251 Sunset Bldg., Beverly Hills, Calif.



U.S.A. CAMP MACHETE—You don't have to cross the border to get one of these new 18" blade machetes. War surplus (made for use in South Sea Islands), you can bush out a trail, clear a camp site or fell a good-size tree with one. In sturdy canvas shield with belt clip. Mighty useful. \$2.95 ppd. Arms & Weapons, Dept. EK-11, 49 East 41st St., N.Y. 17.

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Save 57% on America's New Doll Sensation!

PRINCESS Playmate

SHE'S 3-FEET TALL

- A Living 3-Yr. Old
- Fully Jointed
- So Light, a Baby Can Handle Her
- Absolutely Indestructible
- Completely Washable



Mfr's list price — \$30
ONLY \$12.98 plus \$1 shipping, or COD plus postage

(E. of Mississippi, send only 50c postage.)

Princess Playmate is so amazingly lifelike you almost expect her to breathe! She is the perfect playmate for any little girl. Her little mommy will dress her in the clothes she wore at her age; wash, comb and set her rooted shoulder-length Saran hair; make her walk, sit, stand, sleep. Princess Playmate is made of 100% indestructible Tra-Skin molded vinyl and wears a darling washable two-color percale dress plus a pinafore and real suede Mary Janes. Order now. These dolls will be in short supply.

Specify hair style preferred: Dutch Girl (as shown) or Curly Bob. \$2 Deposit required on each doll ordered COD. Unconditional Money-Back Guarantee.

Proportioned exactly to U. S. Govt. Bureau of Standards specifications. © 1959, P.J.H.

P. J. HILL CO., Dept. P-54, 884 Broad Street Newark, N. J.

DOG IDENTIFICATION TAG

Pitiful to see a lost dog in frantic search for his home. Provoking to the finder unable to locate owner. ID tag gives dog's and owner's name, address and phone number. In Lifetime Stainless Steel or DeLuxe Gold Plate. PRINT full information. \$1.50



PERSONALIZED "ON-THE-GREEN" GOLF BALL MARKER—\$1
 4 for \$3.75
 12 for \$10.50

Really useful golfer's gadget! Bright silver color marker is inscribed "Here Lies" followed by golfer's name. Eliminates looking for elusive coins to spot your ball. Lies flat on green. Order for his foursome, too. PRINT names.

PARKING KEY RINGS—79¢
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Come-apart key rings keep car keys separate from personal keys. Leave car keys with parking attendant and take personal keys with you. Available without engraving at 79¢ or personalized with 2 or 3 initials at \$1.00 (3 for \$2.85). 18k gold plated. PRINT initials. Appreciated gift for all car owners.

MONEY CLIPS WITH ELKS EMBLEM OR MONOGRAMMED



That's 14K Gold on that thar clip! Holds "folding money" neat and handy in pocket or purse. Smart looking with authentic Elks emblem or initials engraved in block letters. SPECIFY ELKS or PRINT initials. \$1.50 (2 for \$2.85)

ELRON INC. 352 W. Ontario, Dept. C-269, Chicago 10



ELKS



LIGHT THE WAY to your door this Christmas with Illuminated Christmas Canes flanking driveway, walk or lawn. Each set includes 7 canes 20 in. high in white, red and green plastic; 18-ft. UL approved cord set, 7 sockets and 7 bulbs with metal anchoring stakes. Weather resistant. \$5.95 per set plus 35¢ post.; 2 sets, \$11.90 ppd. Elron, 352 W. Ontario St., Chicago 10, Ill.



VIVE LE FRENCH CRADLE TELEPHONE . . . a charming bit of Paris transported to your home and rewired to serve as an actual extension phone or in pairs as an intercom. (Crank rings bell.) They're also attractive as radio or lamp bases. Shiny black with nickel-plate. With hook-up diagram, \$19.95 each; \$37.95 a pair ppd. Paris Imports, 509 E. 80th St., Dept. EK-11, New York 21.



READY-TO-EAT SMOKED TURKEYS for holiday feasting. Hand-picked full-breasted birds are cooked over applewood fires in the famous Forst Catskill Mountain Smokehouse to a succulent golden brown perfection. Turkeys from 8 to 20 lbs., at \$1.75 per lb., ppd. Write for booklet of other Forst delicacies incl. smoked hams, frankfurts. The Forsts, Dept. E, Kingston, N.Y.



SNUG AS A HUG. Figure flatterers of exclusive thermal-knit stretch cotton keep you cozy under bermudas, skirts, slacks. Tights initialed in contrasting velvet, \$4.75. Scoop-neck blouse, \$4.75. Set, \$9 ppd. Petite (to 5'3"); Med. (5'4" to 5'7"); Tall (on up). Fire Red, Royal Blue, Jet Black. Children's sizes, \$3.95 each; set, \$7.50. Woodmere Mills, Dept. ES11, Bennington, Vt.

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

WHAM-O New HOME BATTING TRAINER Used by coaches

Little Leaguers —here at last!
 improve batting average —develop power fast!

Indoors Outdoor
Special \$3.98 post paid

Fun! No ball to chase! Imperfections in swing are indicated by trainer — you'll clout the ball over the fence game time! Wonderful for Little Leaguers. Withstands violent abuse. Tough polyethylene, heavy coil spring, hardwood base. Guaranteed. Ideal gift. \$3.98 complete. Send to:

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 Symbol uniting two people in love. Halves fit only each other. Coins face quotes Genesis, 31:49.

STERLING SILVER OR 12 Kt. GOLD-FILLED
 1" dia. \$2.50 • 1 1/4" \$4 • 1 1/2" \$5
 14 Kt. GOLD
 1" \$25 • 1 1/4" \$35 • 1 1/2" \$50

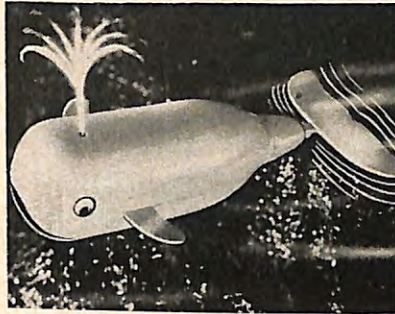
Inscriptions on reverse at 10¢ per letter.
 Write For Catalog Prices incl Tax And Ppd.

Wayne Silversmiths
 546B South Bway, Yonkers 5, N. Y.

FAMILY SHOPPER



PERSONALIZED PIPE HOLDER . . . a handsome and handy gift for your favorite pipe smoker. It's 18 kt. gold-plate in Florentine finish with polished gold initialled front. A soft cushioned bottom prevents scratching of furniture. Specially designed to hold any shape pipe. \$1.00 each or 6 for \$5.00. Add 25¢ post. Old Pueblo Traders, Box 4035, Dept. PHE, Tucson, Ariz.



"THAR SHE BLOWS" . . . swimming, spouting Moby Dick. Just wind up this 10½ in. toy whale and his flexible, flopping tail drives him through the waves as he spouts water through the hole in his head. A perfect bathtub playmate and exciting in pools or lake. Made of white high-impact styrene. \$1.98 ppd. Carol Beatty, 18 Beatty Bldg., Culver City, Calif.

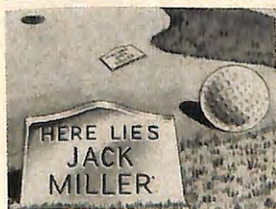


MAGIC BOWS. Why struggle to tie beautiful bows for gifts? Here are 12 fluffy large Sasheen bows, completely tied, ready to use, for just \$1.00. They won't ravel or droop and easily attach by the magic patented back clip-on. 12 Bows (assorted colors) in crush-proof box. \$1.00 plus 25¢ post. Barilen Corp., 11 E. 47th St., Dept. 14-B, New York 17, N.Y.



ACRILAN LOUNGING "SLUFFERS." Treat your feet to the soft, cuddly comfort of "Sluffery" . . . warm, washable slippers of deeply piled acrilan fibre. They're wonderful for housework or just relaxing. Available in gay assorted colors. Small (4-5½); Medium (6-7); Large (7½-9). \$2.98 per pair ppd. Spencer Gifts, 368 Spencer Bldg., Atlantic City, New Jersey.

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



Sterling Silver "On-the-Green" GOLF BALL MARKER

For every golfer . . . personalized, useful and mirthful tombstone-shaped marker, engraved "HERE LIES"—and his name. Clever, easy to see, lies completely flat on the green. Guaranteed to start the conversational ball rolling at the 19th hole! Made of Sterling Silver in a fine jewelry finish. In a smart leather case. A grand gift for every fairway addict! . . . \$1.00

Prices include engraving, tax, postage.
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ZENITH GIFTS 1459 Post Office Bldg. Brighton 35, Mass.



PERSONALIZED GOLF TEE

He'll strike gold while improving his game with this 24K Gold-plated tee, engraved with 2 or 3 initials on the drag tail. Designed for longer, straighter drives, fewer slices! Flexible spring bends it to 90 degree angles in any direction; automatically springs back. Soft brass alloy won't nick clubs. . . . \$1.00



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Order from MORTON'S World's Largest Fur Restyling Service. Get greater value: Selection unmatched at any price (36 styles). Styling praised by Harper's Bazaar, Glamour, other fashion leaders. Send No Money! Just mail old fur, state dress size, height. Pay when new restyled fashion arrives. Or write for Morton's new 1960 Style Book.
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Here's the great big, wonderful "terry bear" of a robe that towels you dry instantly, cozily after tub, shower or swim. Personalized with press-on initial. Made of thick, thirsty snow-white Cannon terry, with yards of comfortable fullness, raglan sleeves, draft-screen collar, tassel tie, wrap-around belt, two big "carry-all" pockets. . . . It's a whopper of a Mopper! 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.

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These full bodied, brand new trees, sparkle like diamonds. They will last for years.

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Write for full information regarding sensational Factory-to-you Fund Raising offer.

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ORDER BY SIZE AND NUMBER OF TREES WANTED

3½ ft. Send _____	Trees _____	\$12.95 ea.
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BRASS
TELEPHONE
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Hers-His & Little Folks Too!**

Feet never had it so good and still took so nice! You'll love these Moccasin-style light weight Buckskins. These smoothie Old Softies feel so good—you think you are walking on cushions. Outside—Inside wear—WASHABLE. Choice of Natural or Bucktan Palomino. Krome Composition or Rubber Ripple Soles. Regular and half sizes, medium and narrow widths. Ladies' sizes 4 to 10 only \$9.75. Men's sizes 6 to 11 1/2 only \$9.75. Little Folks—(Ripple soles only)—sizes—Child's 7 thru size 3 Youths—medium width, only \$7.95. Ladies' also available at same price, with BEADED TOP as shown, Casual Town & Country Walker—(illustrated at left) are real beauties—same quality and size range. Colors—Nurse's White, Dove Grey, Brown, Bucktan or Black, with leather sole, only \$9.75. Order on money back guarantee! State size, color, Ripple or Composition sole, men's, ladies' or child's, Moccasin or Town & Country style. Sent postpaid. No C.O.D.'s, please.

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2 FT. TALL NURSERY WALL DECORATIONS



Now decorate your nursery, den, playroom or bar the way you've wanted to. These giant impish full color circus animals are the cutest ever. They come complete with all the trimmings: yards and yards of candy striped tent poles and canopies, 8 cuddly 2 foot tall circus animals, lots of stars, circles and balls all in exciting full color. Illustrated decorating instructions and paste included. Complete set only \$3.98 plus 32 cents postage. Positively guaranteed to please or your money refunded immediately.

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These are actual photos of models



NOW, with these perfectly scaled models, you can give any child of any age a world of pleasure - all made of unbreakable plastic. 40 in all - in brilliant colors, beautifully finished - no assembling necessary. Each car is clearly marked with its own name, like Jaguar, Cadillac, Mercedes, MG - and all the cars kids dream about. Never before has \$1 bought so much REAL PLAY VALUE! Handsomely gift packaged. ORDER NOW! Send only \$1 for each collection of 40 cars. Add 25c per set for handling. MONEY BACK GUARANTEE.

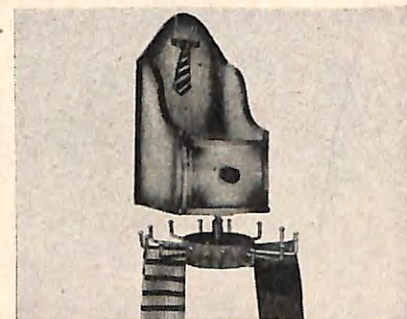
SPORT CARS, Dept. K-73, 11 E. 47 St., N. Y. 17, N. Y.



ELKS



YOU CAN INSPECT this Man's 1-carat Diamond Ring at your leisure thanks to a new way of buying diamonds offered by a well-known firm of diamond cutters. On receipt of credit references, they will send you the ring for 10-day free inspection. Cost is \$395.00 inc. tax and postage. Free catalog. Empire Diamond Corp., Empire State Bldg., Dept. 27, New York 1, N.Y.

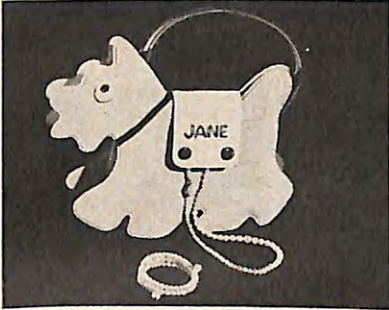


A MAN'S ACCESSORIES stay neatly put in one convenient place . . . the Necktie Rack and Cuff Link Box. Antiqued cherrywood wall rack has 15 metal arms that revolve for easy tie selection. Links and other accessories tuck into the roomy drawer while the shelf holds pocket gear. 7 1/2 x 5 x 5 in. Imported. \$1.98 ppd. Hubbard House, 10 Melcher St., Dept. E-105, Boston 10, Mass.

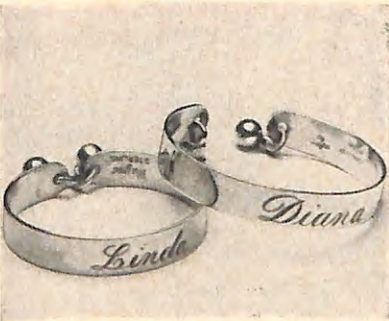


PAIRED TO PLEASE the most discriminating couple are these "Mr. & Mrs." Key Chains. They're handmade of the finest sterling silver, with name deeply engraved on the tab. A particularly attractive gift when you're stumped on what to give a husband and wife. \$3.95 each; \$6.50 for two, ppd. and tax inc. Miller Curio, 4877 E. Speedway, Dept. E, Tucson, Ariz.

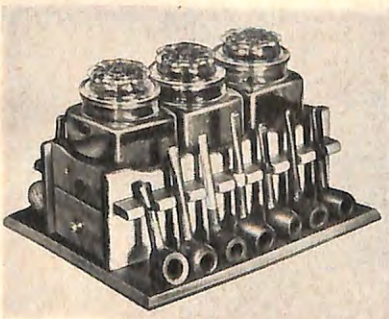
FAMILY SHOPPER



SURPRISE SCOTTY HANDBAG. Who'd guess that inside this lovely patent-leather like plastic bag is a necklace and bracelet of make-believe pearls? Bag comes in black, red, pastel blue, pink or white and is personalized with child's name in gold. Such a "buy", you'll want at least half a dozen! \$1.00 each; 3 for \$2.75 ppd. What's New Shop, Dept. E, Wynnewood, Pa.



STERLING CHARMER for little girls. Tiny silver balls dangle merrily from each end of this adorable Sterling Silver Bracelet. It's 3/8 in. wide and engraved with her first name. Two sizes: Small (1 to 5 yrs.) and Large (6 to 12 yrs.) \$3.50 each ppd. incl. tax and engraving. Send first name. Wayne Silversmiths, 546 So. Broadway, Dept. E, Yonkers, N.Y.



PIPE MATE is a pipe smoker's joy. There's room for 14 pipes and the 3 apothecary tobacco jars store his favorite blends. The large drawer holds cleaner, filters, etc. Knotty pine in maple or honey tone pine finish. 13 in. long x 10 in. wide x 8 in. high. \$12.95, exp. chgs. coll. Ready-to-assemble kit, unfinished, \$8.85 ppd. Yield House, Dept. E, No. Conway, N.H.

RAIN 'N SHINE COAT

for your dog



Protect Fido from the rain with this smart, personalized vinyl plastic coat. When the sun comes out, reverse it to the attractive plaid flannel side trimmed in a contrasting color. 12", 14", 16", 18" lengths, from neck to tail. Specify name and size. \$2.29 ppd.

Sorry, no C.O.D.'s

DECORAMA

Dept. E-11, 240 E. 92nd Street
Brooklyn 12, N. Y.

RELAX IN



PATAKWA MOCCASINS — Ideal Gift from the Indian Reservation Country of soft, washable suede cowhide, with flexible padded soles. **BLISS TO WEAR** indoors or out with cuffs rolled up or down. **HANDCRAFTED** in Natural, Turquoise, Russet Brown, Red and Indian White.
FOR MEN AND WOMEN in sizes 4 to 8.....\$4.95
in sizes 9 thru 12.....\$5.95
FOR CHILDREN too, in natural or brown only
Sizes 6, 7, 8.....\$2.95
Sizes 11, 12, 2.....\$3.95
Add 35¢ post. please. For COD's send \$3 deposit.
Immed. delivery. Satisf. guar. Gift orders carefully handled.
OLD PUEBLO TRADERS 622-EL-11-South Country Club
Tucson, Arizona

FOR MEMBERS ONLY

Nothing except a paid-up member's Card Key will unlock this door. More than 1/3 of ELKS lodges are now using Card Keys.

Be sure your lodge gets the benefit of Card Key System.
Write for free descriptive brochure.
CARD KEY SYSTEM, INC.
P.O. BOX 589, BURBANK, CALIF.



Golfers WHAM-O for practice

NEW! GROOVE YOUR SWING AT HOME!
DEVELOP FORM - CORRECT HOOK AND SLICE!



FOR WOODS AND IRONS - USED BY PROS
No ball to chase! Simply push into ground and hit. Returns to position after club swing. Imperfection in your swing is indicated by action of Wham-O. Practice just 5 minutes a day with our instructions and play 100% better on Sunday! Folds to 8" for golf bag. Use to warm up at starting tee. Tough pliable plastic, ash hardwood stock. 5" steel spikes. Withstands violent abuse. Only \$1.95. complete. Guaranteed. Ideal gift. At dealers or write **WAMO MFG CO.,** Box 62-B, San Gabriel, Calif.

New Way to Sleep

Tee-PJ's resemble a T-shirt, but are over a foot longer. Rib-Knit, soft combed cotton. Gives when you move, eases up when you relax. No bind, no bunch, no chafe, no buttons! If not most comfortable sleeper you've ever worn, return within 7 days for full refund and we send you regular T-shirt FREE!
S (34), M (36-38), L (40-42), XL (44-46, for weight over 180 lbs. and/or over 6 ft.)
\$2.25 ea. 3 for \$6
NOW! Tee-PJ's available in long sleeves for colder weather comfort.
\$3.25 each 2 for \$6
Available only by mail.
WITTMANN TEXTILES
6505 S. Dixie, Dept. 456
WEST PALM BEACH FLORIDA



GRAPEFRUIT SPOONS

Handiest idea a breakfast table ever saw! No need to pre-cut grapefruit, when you have Grapefruit Spoons designed specially to pop out individual segments of fruit. The secret is tiny, sharp serrations at the point of each spoon. Spoons are teaspoon size, in shining stainless steel, with natural genuine bamboo handles. Set of 4 costs only \$1.00.

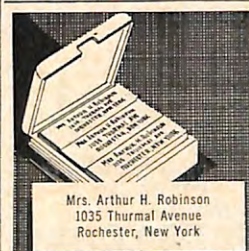


WINKING TREES

On and off they blink — the merriest possible Holiday decorations for table, mantel or window! Each colorfully decorated deep green tree is 6" tall, and the light winks brightly through colored plastic "jewels." Takes standard battery, obtainable everywhere. The pair of trees, only \$1.00 PAIR



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BRECK'S of BOSTON
626 Breck Bldg. • BOSTON 10, Mass.



1000 Name & Address Labels \$1

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

Sensational bargain! Your name and address handsomely 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**, 1106 Jasperson Bldg., Culver City 1, California.



Engraved CUFF LINKS

EXACT REPRODUCTIONS OF ANY BUSINESS CARD, INSIGNIA OR PERSONAL SIGNATURE
The gift that's truly different! Beautifully etched lifetime metal Cuff Links, Tie Bar, Money Clip or Key Chain, each a faithful miniature of any business or calling card, signature, trademark or insignia. Perfect for both personal and business gifts. Gift boxed. Will drop ship if desired. Simply send cards or signatures you wish reproduced; specify items and whether Silver or Gold. Satisfaction guaranteed. No C.O.D.'s please. Prices include tax.
Sterling Silver plated CUFF LINKS...\$8.95 pr.
14k. Gold plated CUFF LINKS.....\$9.95 pr.
Sterling Silver plated Tie Bar, Money Clip or Key Chain \$5.50; 14k. Gold plated, \$6.00.
(Diners' Club accounts honored)
Ber-Tals Dept. N-2, 1253 S. Halsted, Chicago 7

CLOSEOUT! Only 168 Available!
Portable "EIGHT SEATER"



\$49.95 Value
OUR PRICE
\$19.95
 express collect

**GAME and
 CARD TABLES**

Why hasn't someone thought of it before? Here's a folding card and game table that seats 8 grown-ups . . . lets ALL the family join in the fun . . . brings ALL the boys together for that big poker game!

Rugged all wood construction in natural finish, with double locking leg braces to insure absolute rigidity. Overall width 45". Has 8 large compartments for chips, glasses, ashtrays, etc., big 33 1/2" playing surface covered with tough green Durahyde that is scratch, alcohol and heat resistant. Sets up or folds in a jiffy—stores in a closet—turns any odd corner into a "rumpus room!"

FREE! DINING TABLE TOP 48" flat-top of lifetime masonite transforms table into dining table for 8. Wonderful space-saver for the small house—great for parties and family get-togethers!

SCOTT MITCHELL Inc. Dept. A9
 415 South Broadway, Yonkers, New York

**U. S. MEDICAL CORPS
 STETHOSCOPE**



only 2⁹⁵ ppd.

Ever try to buy one of these? Hard to find, and usually expensive, this is a U.S. Medical Corps stethoscope. Brand new surplus, it's ideal for doctors, engineers and mechanics (to check trouble spots in motors, etc.), educational for kids and adults. Lots of fun, too. Handy in the country. An excellent buy for \$2.95 ppd. (half regular price). Moneyback guarantee. **BANNER SUPPLY, Dept. EK, 60 East 42nd St., N. Y. 17**

**NEW MUSICAL NOVELTY
 FOR YOUR BIRD'S CAGE**

**Music LIFTS
 YOUR BIRD'S EGO!**

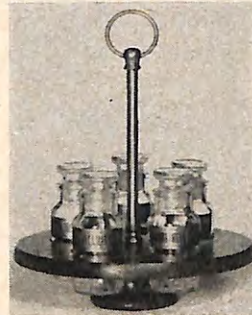
Every time he admires himself in the mirror, **PERCHA-TOON STARTS TO PLAY!**



\$3.95
 postpaid

PERCHA-TOON will make your high-flying fellow an incorrigible showoff. It hangs inside his cage (but can be wound easily from outside it). When your fine feathered friend stands on the perch to admire himself in the mirror, a Swiss musical movement starts to play a tuneful accompaniment. When he flies off, music stops automatically.

MEDFORD PRODUCTS
 Dept. 946-F, Box 39, Bethpage, N. Y.

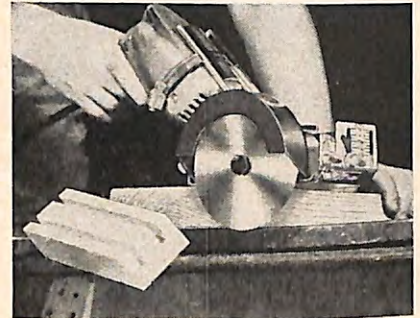


**PILL
 WHEEL**

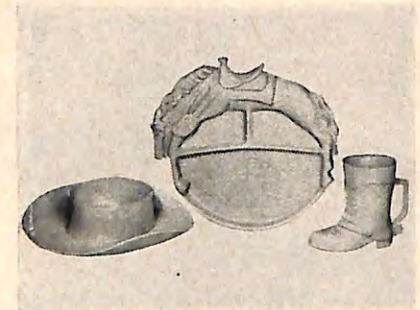
and handle. Satisfaction guaranteed. Only \$6.95 ppd. **GIFTS, 5017 Range Horse Lane, Rolling Hills, Calif.**

NOW a convenient and attractive reminder in which to keep those important pills. For dining table, kitchen or bath. Hand-rubbed 8" solid walnut base, complete with 5 labeled 2 oz. apothecary bottles. 6" satin brass stem

ELKS



HOME CRAFTSMEN—novices or experts—appreciate the "Arco-Saw," a powerful attachment for any 3/4-in. electric drill. It rips and cross-cuts up to 2-in. board in 1 cut; exclusive "Dado-Arbor" swivels sawblade to cut grooves up to 1/2-in. wide x 1-in. deep in 1 cut. Safety-yoke. Incl. 5-in. blade, \$12.95 ppd. Arrow Metal Products Co., 421 W. 203 St., Dept. EL-11P, New York 34.

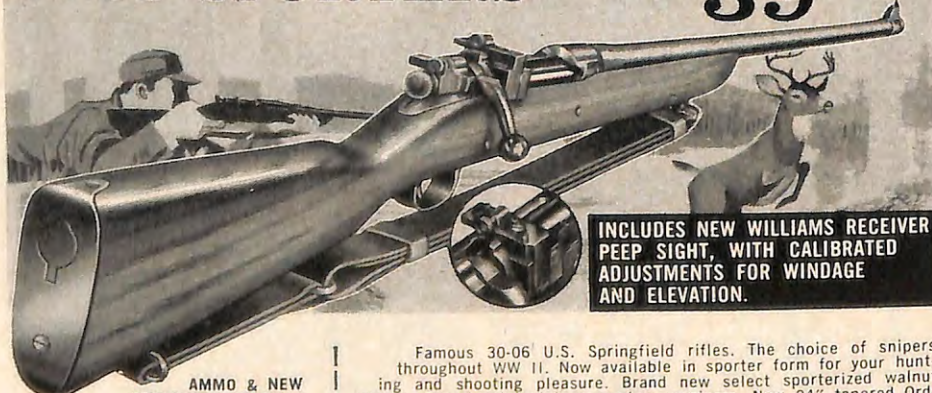


WHEN IT'S CHOW TIME serve your junior cowhand's "vittles" in colorful unbreakable plastic Chuck Wagon Set. He'll love eating cereal or soup from the 10-gallon hat and drinking his milk or cocoa from the spurred boot. Even spinach tastes good in the 3-section plate topped by a bucking bronco. \$1.95 ppd. Zenith Gifts, 1958 P. O. Bldg., Dept. EK, Brighton 35, Mass.



FOLDING BACK REST for solid sitting-up support. It adjusts to 3 comfortable positions for reading, eating, dozing, watching TV, and is anchored securely by non-skid base. Elastic strap holds your pillow where you want it. It's light to handle and folds flat for storage. Wood grain finish. \$3.98 ppd. Better Sleep, Inc., Dept. E-11, New Providence, N.J.

**BRAND NEW SPRINGFIELD
 30-06 SPORTERS \$39.95**



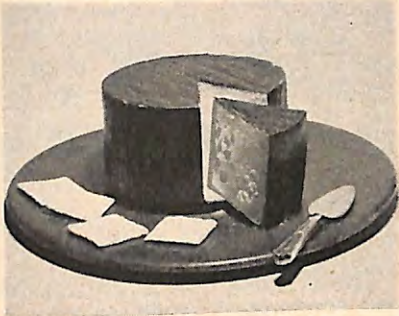
**INCLUDES NEW WILLIAMS RECEIVER
 PEEP SIGHT, WITH CALIBRATED
 ADJUSTMENTS FOR WINDAGE
 AND ELEVATION.**

- AMMO & NEW ACCESSORY SPECIALS** (sold only with rifle)
- 100 rds. Mil. target, \$7.50
 - 40 rds. Softnose hunting, \$5.90
 - Leather sling, \$2.00
 - Cleaning rod, \$1.00
 - Zipper gun case (heavy duty), \$2.00
 - Cleaning Kit (patches, bore cleaner & gun oil), 75c

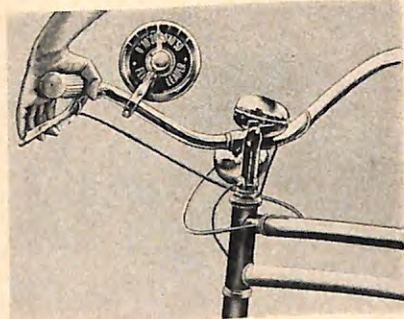
Famous 30-06 U.S. Springfield rifles. The choice of snipers throughout WW II. Now available in sporter form for your hunting and shooting pleasure. Brand new select sporter grade walnut stocks. Select original! Low number receivers. New 24" tapered Ordnance steel barrels manufactured by Remington. Perfect for all big game. Fires standard 30-06 Cal. ammo, most versatile cartridge ever developed. Hunting ammo available everywhere. **SPECIFICATIONS:** Bbl. length, 24"; Muzzle vel. 2800 fps.; Sights, receiver peep, fully adjustable for windage and elevation also with screw-out aperture; 6-shot bolt action; Weight, 7 1/2 lbs. **ORDER ON FREE TRIAL!** Enclose \$10 deposit for C.O.D. Shipped F.O.B. Culver City, Calif. resid. add 4% state tax. **10-DAY MONEY BACK GUARANTEE!**

SPORTING ARMS, INC. 11029 Washington Blvd.
 Culver City 27, Calif.

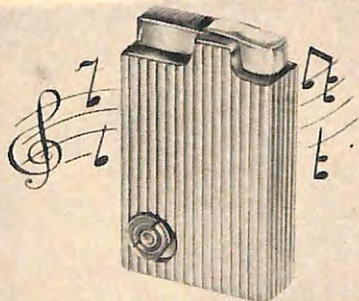
FAMILY SHOPPER



OLD-TIME COUNTRY CHEDDAR. For real cheese lovers, there's nothing in the stores to compare with this rich, whole-milk country cheese. Not processed or colored, country cheddar is just aged for years and until you've tried it, you won't know what a delicious difference aging can make. Sharp, crumbly, 5½-lb. wheel, \$8.95 ppd. Sugarbush Farm, RFD 14, Taftsville, Vt.



BIKE SPEEDOMETER works on the same principle as speedometers in planes. By measuring the speed of air current, it gives the bike rider an exact indication of the bike's speed. Easily clamps on handlebars. Plexiglass body holds gleaming metal indicator disc. A welcome accessory gift for the bike owner. \$1.89 ppd. Sunset House, 75 Sunset Bldg., Beverly Hills, Calif.



TORCH SONG. Actually "Smoke Gets In Your Eyes" is the tune played by this clever beauty of a Cigarette Lighter when you press it for a light. The sleek, fluted gold-plated case never tarnishes. Use it as a pocket or purse lighter or a table lighter to intrigue your guests. Gift-boxed, \$6.95 ppd. Kaskel's, Dept. 67-19, 41 W. 57th St., New York 19, N.Y.

America's most lovable characters from . . .

WALT DISNEY'S MICKEY MOUSE CLUB and DISNEYLAND

10 KING-SIZE LATEX TOYS
\$1.00

PLUS 25c POST NO COD'S
they stand from 15" to ALMOST 3 FEET TALL

MOULDED ONE-PIECE QUALITY LATEX • INFLATABLE ASSORTED BRIGHT COLORS • GENUINE TOSS-UP ACTION

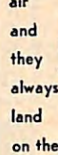


Here's good clean fun for every youngster! They'll be busy for hours with their Mickey Mouse Club balloon-like toy characters. Toss these Disney darlings in the air, they always land on their cardboard feet, swinging and swaying in every direction. The slightest breeze animates them. Terrific fun! Certainly the perfect gift for only \$1.00 plus 25c post. per set. Money back guarantee.

MADE IN AMERICA from the finest, quality latex, by skilled union craftsmen, under the finest, sanitary and most modern conditions.

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toss them in the air and they always land on their feet!



They bounce and hop! They bend, lean, and tilt! They swing and sway in every direction! Even the tiniest breeze animates them!



MOTHER HUBBARD

Dept. MM-320, 10 Melcher St., Boston, Mass.



SANTA IS PARKED AT YOUR HOUSE!

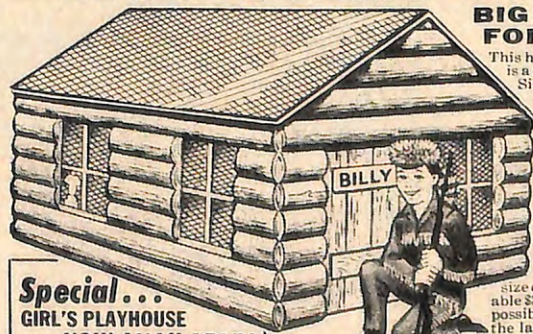
Charming Lawn Ornaments of Santa and his 8 prancing reindeer can also be used for roof, chimney, porch, around tree or mantel. 5 colorful weatherproof plastic pieces with pointed stakes for the ground or snow. Will be 13" high, 5 feet long when arranged. Lasts for many years. **SANTA LAWN SET, \$1.95 complete, postage paid.**

Large Lighted Set of Santa and reindeer makes a spectacular display. 22" high, 8 to 10 feet long when spread out. All 5 pieces have aluminum reflectors lighting this deluxe display. Complete with bulbs and 15-foot cord. **LIGHTED SANTA SET, \$8.95 postage paid. Sunset House, 251 Sunset Building, Beverly Hills, California.**

FRONTIER CABIN

BIG ENOUGH FOR 2-3 KIDS!

\$1.00
5 for \$4.00



Special . . . GIRL'S PLAYHOUSE NOW AVAILABLE! Same size, shape and price as cabin. Imprinted brick walls, French windows, folded wood-slat shutters, flowers, shrubs, sloping roof, large door, etc.

FREE—Large 12" x 8" Name Plate fits on door. House can be personalized with child's name.

This huge, western-style cabin is a child's dream come true. Size Approx. 3 ft. high—9 ft. square, 23 cubic ft. inside. Endless hours of play fun. Big enough for 2-3 kids to "Live" in this cabin of their very own. Constructed of specially treated, safe . . . flame-proof and waterproof DuPont Polyethylene. Use year 'round, indoors or outdoors. No tools needed, nothing to assemble. Sets up in a jiffy. Folds compactly for easy storage. Walls and door are realistically imprinted in authentic brown split-log design. Peaked roof is in contrasting color. In a youngster's imagination it quickly becomes a **RANCH HOUSE . . . FARMHOUSE . . . PLAYHOUSE OR A LIFE-SIZE DOLL HOUSE FOR GIRLS. A Bunkhouse—Jailhouse—Sheriff's Office—Secret Clubhouse for Boys.** This King-size cabin is our greatest bargain in years. A comparable \$3.98 value now only \$1.00. This sale price is made possible by your buying directly from factory. We are the largest mfrs. and Distrs. of playhouses in the U.S. Over 250,000 satisfied customers. They make wonderful gifts. Buy several. **Add 25c each house, postage and handling charges.** Sorry, no C.O.D.'s. **Special Offer:** 5 for \$4.00. **GUARANTEE:** Try without risk or obligation for ten days. Let the kids play in and enjoy it. If they are not delighted return for immediate refund.

Orders Shipped Within 24 Hours!

Novel Mfg. Co. Dept. F-3024, 31 Second Ave., New York 3, N.Y.



Like Walking On Air!

WALK ON AIR MOCCASINS . . . handlaced, exquisitely comfortable . . . with light bouncy foam crepe soles. Choice leather, smartly styled for work or play. Over 223 sizes in stock—purchases can be exchanged. In Red, Smoke, White, Black or Taffetan leather. Guaranteed to delight! Women's full & half sizes 3 to 13, AAAAA to EEE. Factory to you \$5.95 plus 50¢ post. (C.O.D.'s accepted)
MOCCASIN-CRAFT, 65-ES MULBERRY ST., LYNN, MASS.

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FIVE DAY FREE TRIAL
Try Before You Buy

Buy direct from world's largest exclusive accordion dealer. Save 50% off mfr's list prices. Finest imported Italian makes; over 30 models. 5-Day Free Trial. Double guarantee. Trade-ins accepted. Bonus gifts. Easy terms, low as \$10.00 monthly. **FREE CATALOG**—rush coupon.

FREE Color Catalog Rush Coupon

ACCORDION MANUFACTURERS & WHOLESALE OUTLET, Dept. K-119
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 Please rush color catalog and special discount prices.

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 Address _____
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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 C.O.D.'s, please. Money back if not delighted with results of first bottle! **Albin of California, Room 114-91, 3100 Vanowen St., Burbank, Calif.**

Mrs. Douglas J. Baldwin
 1926 Apple Valley Road
 Rockland, Connecticut

500 PRINTED NAME & ADDRESS LABELS - 25¢

500 gummed economy labels printed in black with ANY name and address, 25¢ per set! In two-tone plastic gift box, 35¢ per set. 5-day service.

DE LUXE GOLD-STRIPED LABELS—500 for 50¢
 Superior quality paper with rich-looking gold trim, printed with ANY name and address in black. Thoughtful, personal gift; perfect for your own use. Set of 500, 50¢. In two-tone plastic box, 60¢. 48-hour service.

Walter Drake 2311 Drake Building
 Colorado Springs 10, Colo.

GENUINE PIGSKIN WALLET

For boys and girls of all ages. Complete with change purse, 2 picture compartments, identification card, and 2 make-believe bills. Personalized with first name or initials. In Tan or Red leather. Wonderful wallet buy. 3 for \$2.75 Ppd.

Pa. Residents Add 3 1/2% Sales Tax

THE ADDED TOUCH Wynnewood E 11, Pa.



FULL COLOR WILDFLOWER SCROLLS

The glory of wildflowers in bloom has been exquisitely reproduced in full color on these four ready-to-hang scrolls. Framed with cylindrical walnut wood bars capped with brass ferrules, the scrolls are 24 in. long x 8 in. wide. A pair is \$3.95; set of 4 (each different), \$7.95 ppd.

NANCY JENSEN
 1913 Prosser Avenue-EN, Los Angeles 25, Calif.



A BRACELET FOR MOTHERS AND GRANDMOTHERS

An excellent gift, a tribute to HER! This bracelet in beautiful sterling silver, bears proud record on each sterling silver disc or silhouette, with the first name, month, day and year of birth for each child or grandchild. Beautifully Script engraved. Add a disc or silhouette for each new arrival.

Sterling Silver Bracelet \$1.50
Each engraved Disc or Silhouette \$1.00

BRACELETS AND DISCS AVAILABLE IN GOLD

12 kt. Gold Filled Bracelet \$2.75
Each 12 kt. gold filled disc or silhouette \$1.75

Add 10% for Fed. Exc. Tax. No C.O.D.'s please

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MAN-MADE MIRACLE gemstones—Titania—make ideal gifts for giving and getting all thru the year. For settings of your choice only \$12 per carat; a 1-ct man's box ring in 14K is \$32; 1-ct fishtail for m'lady is only \$25. Prices plus 10% Federal tax. Free, handy ring size chart and brochure—full of Linde Star Sapphires and Rubies; Chatham (Cultured) Emeralds; Etc. on request.

REGENT Lapidary Co. Dept. E-73
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.380 BROWNING PISTOL

\$19.95 complete with six accessories

Stock No. X33AW

OUR FABULOUS OVERSEAS PURCHASE! You receive one .380 Cal. postwar Browning pistol made for Royal Swedish officer corps in perfect unissued condition plus 3 clips brand new tooled buff cowhide belt holster, polished leather lanyard, oil and patch case & cleaning rod (all official accessories), a \$60 value. Fires standard U.S. .380 pistol ammo available everywhere.

TO ORDER: Send check, cash or M.O. \$5 deposit for C.O.D. Shipped Exp. Coll. F. O. B. Pasadena. Enclose signed statement: Am not alien, never convicted crime of violence, not under indictment or fugitive. Am 21 or over. Mass., Mo., Mich., N.Y., N.J., N.C., R.I., Omaha, N. Orleans, require permit. In Calif. order thru local dealer. Dealers inquire, **10 DAY MONEY BACK GUARANTEE.**

GOLDEN STATE ARMS CORP.
 386 W. Green Street, Pasadena 62, Calif.



THE CONFEDERATE STORY is thrillingly depicted in this first and only photo history of the Civil War South . . . "A Pictorial History of the Confederacy." It contains hundreds of rare photos, battle scenes, engravings of Jefferson Davis, Lee and his generals plus documents hidden since the 1860's. \$5.00 ppd. Angus Books, 305 Madison Ave., Dept. EK-11, New York 17.



FUR FASHIONS are big favorites this fall. This real fur Clutch Purse adds a dash of elegance to a simple costume. The frame is polished gold-plate and it comes in delectable shades of honey beige, silver fox grey, raccoon, ermine white, seal black, royal blue, fire-engine red. \$4.38 inc. tax and postage. Accessory House, 11 East 47 St., Dept. 12M, New York 17, N.Y.

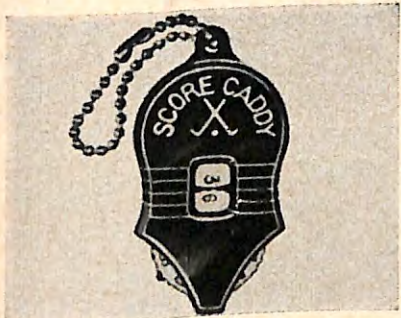


BRASS BOOKEND FIGURES sit back to back, holding the books between. They're actually brass-plated heavy steel, sturdy enough to hold an unlimited number of books, even large volumes. Brass features brighten the ebony faces while rubber tips on the legs and felt bases protect the furniture, \$2.50 ppd. per pair. Jolan Sales, 713 Fostertown Road, Newburgh, N.Y.

FAMILY SHOPPER



CHIC, SLEEK CHIGNON. Hiding problem hair is no problem . . . just pin those straggly ends behind this attractive Chignon. It's made of fine human hair and color-matched to your own hair sample; can be pinned on in minutes. \$7.95 ppd.; \$3.25 extra for light blond, auburn or mixed grey. Send hair sample to Fashion Hair Products, 175 Fifth Ave., Dept. E, New York 10, N.Y.



GOLFERS' SCORE CADDY keeps an accurate running total of scores or putts. It's easy to use and handy to keep with you attached to the belt by a chain or tucked in pocket. Durable, rust-proof styrene, 3 3/4" long x 1 1/2" wide. You can use it as key chain too. A perfect gift for your favorite golfer. \$1.25 ppd. Mother Hubbard, 10 Melcher Street, Dept. E-130, Boston 10, Mass.



WHAT A WRECK! Head Crash-Mobile into a wall and it flies apart . . . only to be put together again in seconds. Plastic car is specially constructed to break apart on impact, yet its pieces easily fit together, and it's ready for another crash. Steel spring motor; 7 1/2 in. long. 98¢ plus 15¢ post. Bancroft's, 2170 So. Canalport, Dept. EL-710, Chicago 8, Ill.

Plaza de Toros de BARCELONA



Now! . . . Show All Your Friends
You, Too, Have Lived Dangerously!
YOUR NAME on a Genuine Bullfight Poster

Impress and puzzle your friends, with this large 17" x 28" bullfight poster, featuring *your name* among those of other famous matadors. This authentic poster, using the original art work and printing plates in full color, makes a dramatic eye-catching decoration for home or office . . . or a truly personalized gift for your bullthrowing friends. Poster imprinted with your full name or any other name you specify—only \$2.98 ppd. 2 posters, with 2 different names—\$5.75 ppd.

Mailed in a round mailing tube, not folded.
Ready to frame or hang on wall.

ORDER BY MAIL ONLY!

Be the first matador in your set. Order now.
Send check or money order • Available by mail only from

SPENCER GIFTS AF-6 Spencer Bldg.
Atlantic City, N. J.

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\$3.00 post-paid
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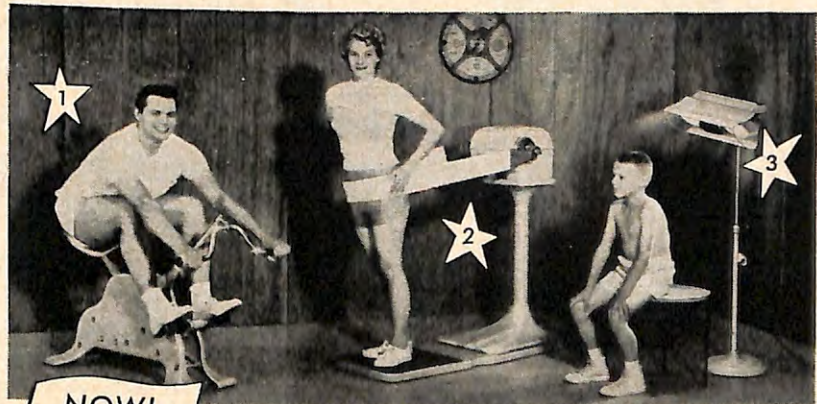
Long Barrel
.12 CALIBER

NEW WESTERN HAIG

USES 4.4 MG. POWDER CHARGE

This small bore gun shoots .12 cal. lead bullets fired by small 4.4 mg. powder charge. Not a CO. gun! You'll like the handsome lines, grip, and balance. Western in style, but patented ball and cap action allows this low price. 9 3/4" steel barrel cased in knurled styrene stock, overall 13 1/2". Develop pistol form, accuracy at a fraction of cost of large caliber pistols. Comes with 50 lead bullets. Satisfaction guaranteed. Send \$3 to:

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Enjoy the *Battle Creek* **Star Trio**

Add **HEALTH** to your family fun room!

With this Battle Creek *Star* TRIO, you'll enjoy more than pleasant, symmetrizing exercise, wonderful, relaxing massage and healthful, "made-to-order" sunshine. You — and your family — will enjoy the *combined* figure-conditioning benefits of *all three working together*. That means a new high in family fun, vigorous health and trim appearance! With the *Star* TRIO—

IT'S 1-2-3 FOR YOUR FIGURE, FUN AND FITNESS!

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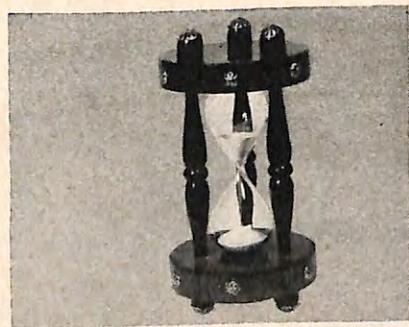
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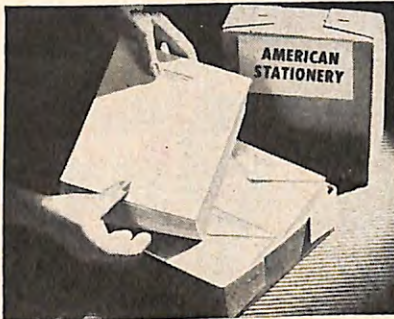


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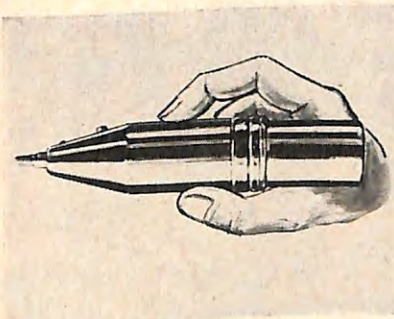


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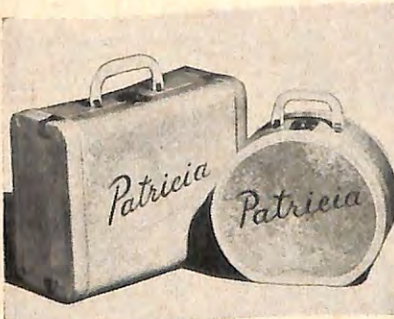
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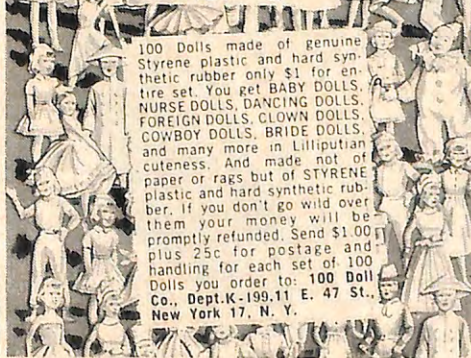
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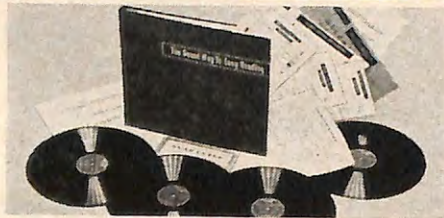
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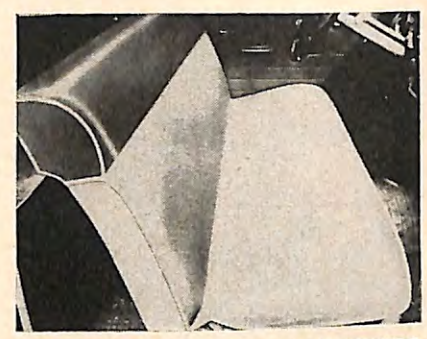
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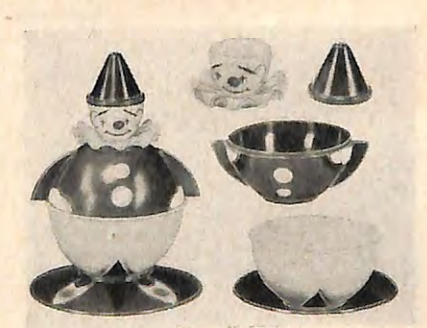
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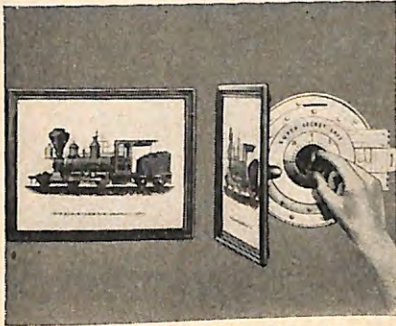
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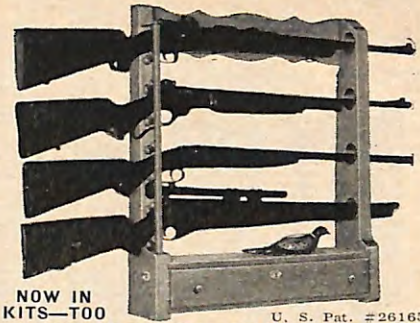


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Christmas gift of year around beauty. Italian polyethylene roses are washable and fade-proof. Individually arranged by decorator-designer in milk glass compote. Includes Manzanita wood from Western mountain slopes. 17" high, 8" wide in Red, White, Yellow, Talisman or Pink. An unequalled value. \$2.95 plus \$.50 postage.

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Now—a bar for the biggest party—or cozy twosome. This charming little plant is the most completely versatile bar ever. Use it 3 ways: locked, as liquor cabinet; open, for self-service; rolled out from the wall, turned around, for bartender service. Hinges open to reveal 20 bottles of liquor, 20 bottles of mix, nearly 4 doz. assorted glasses, and all bar accessories. Adjustable shelves, brass guard rails and fittings. Simple, compact, fits smartly into home, apt., office, cottage. 21" W., 19" D., 36" H.—open 38" W. Finely crafted of knotty pine, in satin smooth honey-tone or lovely maple liquor resistant finishes. \$49.95 Exp. Chgs. Col. **IN EASY KIT**—Lowered doors complete. Pre-fitted, drilled, sanded, ready to finish. Easy directions. \$34.95 Exp. Chgs. Col. **Large New Free Catalog—300 Pieces—Finished and Kits**

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Ammo: 50 rds.
\$8.50, \$3.50

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GERMAN BLACK FOREST

CUCKOO CLOCK



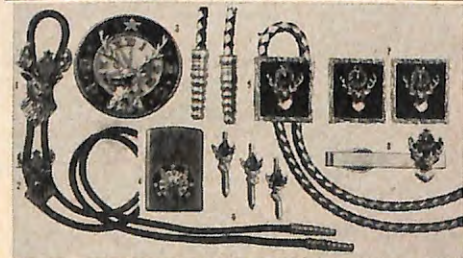
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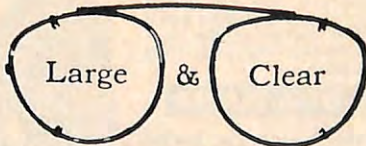
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Genuine Mexican leather wallet with 8-card capacity, including 4 framed window compartments, plus 4-card windows, plus hide-a-way pocket, fold-over hide-a-flap, full-size money pocket with zipper, and double size area for business notes and cards.

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Exterior beautifully hand-tooled in original Mexican design with interior also tooled; hand lacing in black, contrast with natural leather. Is tough, durable, yet beautiful wallet that shows real quality. Also extra machine stitched for extra wear. Guaranteed.
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For the "Handy" Man who has made everything else



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**Mysterious
 Little Black Box**
 S-l-o-w-l-y
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This little black box just sits there—quiet, sinister, waiting for you or your visitor to throw the switch on. Then, suddenly it comes to life, with a whirl of power—twitching and jumping as if a demented genie were locked inside. Slo-o-o-wly the lid rises. From beneath emerges a pale, clutching hand. The hand grabs the switch, pushes it to “off”, quickly disappears back in the box. The lid slams shut. Once again, all is quiet. All, except your shaken friends, many of whom will immediately take the pledge! Be first to own it! Send now. Ideal also for the bar!

Complete with batteries, only **\$4.98**
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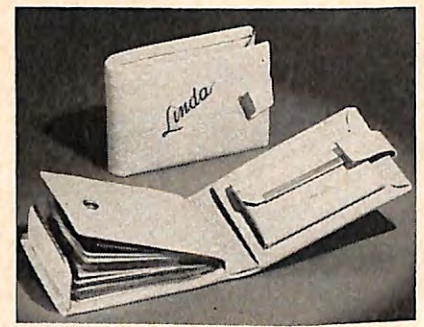
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Family name, house number, can be seen DAY or NIGHT! Hand-lettered "Coach Sign" Glows in Dark on lawn, house, mailbox or tree. Weatherproof methyl-methacrylate with black crinkle finish. 15" long, 5 3/4" high. Give name and house number.
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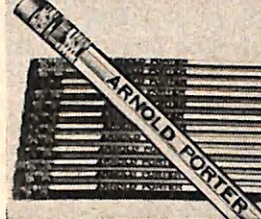
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Little buckeroos ride in safety . . . only 4 1/2" off floor. Their very own Rocking Horse is "branded" with ANY NAME you choose. Red and blue spotted pony won't tip or fall. Silvery bell on nose tinkles merrily as cow-hand rocks. Sturdy hang-on handlebars. Rocking Horse is 10 1/2" x 7" x 19" of splinter-proof pine.
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Any name stamped in brilliant gold. A feather in anyone's cap to give . . . and a sure way to foil pencil snatchers. Fine quality No. 2 black lead PLUS pure rubber erasers. A mark of distinction for any desk. Give Name.
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Make instant coffee really "instantly." Electric brewmaker in Moss Rose design makes it in 2 1/2 minutes . . . reboils water in seconds. Swell for coffee, tea, cocoa, etc. White porcelain finish. Four cup capacity. With cord. ZL 3215.....\$2.98



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Fantastically real! Yellow Canary sounds and moves like it's alive. Sings for hours . . . works on flashlight batteries (not incl.). Similar highly synchronized models cost up to \$80. Golden metal cage is 9 1/2" high.
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Your own personal touch of hospitality. You and your spouse's first names are hand-painted under Gay Nineties couple. Last name inscribed as shown. Color-fast metal tray has flanged sides to prevent spilling. 9" x 15". Specify first and family name.
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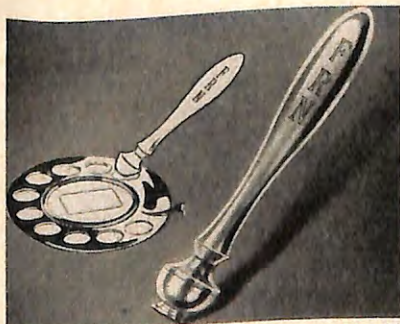


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OLD TIMERS IN ELKDOM

SINCE OUR LAST Old Timers feature, we have several more long-time Elks to bring to your attention. Judge R. A. Young, for instance, who is probably the oldest Old Timer. He is 102 years old, and has been a Springfield, Mo., Elk for much more than half a century. He enjoys good health and visits his lodge two or three times a week to play rummy with his friends.

Last July, William H. Saltz, the only living Charter Member of Findlay, Ohio, Lodge, celebrated his 97th birthday. He is still vitally interested in the affairs of his 71-year-old lodge and is proud that his two sons, Lawrence and Fred, have joined him as members of the Order.

L. R. Andrews, senior Past Exalted Ruler of 69-year-old Ironton, Ohio, Lodge, is another vigorous nonagenarian who keeps tabs on the activities of his lodge. When a six-week membership drive was launched recently—with the goal of one candidate for each of Mr. Andrews' 94 years—he was, as always, a frequent visitor to the lodge, checking on the progress of the campaign; his sage advice and encouragement made for enthusiasm that pushed well past the goal.

Fort Madison, Iowa, Lodge has two devoted members who qualify as Old Timers, both initiated 61 years ago—Dr. J. M. Hobbs who is 82 years of age, and Harry E. Saar.

Abe Aronson is an Elk of long standing, and one of those with a colorful background. Sixty years ago he joined Guthrie, Okla., Lodge which no longer exists, and held a Life Membership in that branch of the Order. Later—he believes it was in 1927—he became affiliated with Peru, Ind., Elkdom. He now resides in New York City and has many fascinating stories to tell about his career as an acrobat, many years ago, with Ringling Brothers Circus. He is 88 years old, and as wiry and quick as ever.

Hornell, N. Y., Lodge is proud of Lawrence C. Baumgarten. Initiated in 1906, he is still active in lodge affairs at the age of 90. Charles B. Tuill is 84 years old and rarely misses a session of Toms River, N. J., Lodge which he joined 54 years ago.

We've been enjoying correspondence with several "young" Old Timers. One is J. T. Mainor who joined Eufaula, Ala., Lodge 53 years ago and served as its Secretary for many years. He was one of the organizers of the Alabama Elks Assn. and also acted as its Secretary. In 1930, after leaving Alabama, he transferred his membership to Macon, Ga., Lodge.

He and his wife were married 55 years ago and on the first of this month Mr. Mainor's 75th birthday will be celebrated by their large family. The couple had 13 children, 11 still living, and one son is a Henderson, Nev., Elk; there are 24 grandchildren and two great-grandchildren.

Another interesting correspondent is Bently W. Sinclair, a Life Member of San Diego, Calif., Lodge and an Elk for 41 years. At 87, Mr. Sinclair is still going strong—not only actively interested in what his fellow Elks are doing, but in national and international politics as

well. Bently Sinclair was a Columbian Guard at the great Chicago World's Fair in 1893. One of his duties was to guard the construction of the giant Ferris Wheel which rose 264 feet and carried 1,440 passengers at one time—40 in each of its 36 cars! This is one of his experiences related in a feature article on the ten and a half months he and his brother spent with the Fair which was published in a recent issue of "San Diego and Point Magazine".

For 16 years, L. W. Yarnall has served Lakeland, Fla., Lodge as Chaplain. A Past Exalted Ruler and Honor-

ary Life Member, he now resides in the home of the lodge he joined in 1914. Last May, this 92-year-old Elk was honored by the entire city in recognition of his many contributions to the community. During that month his lodge initiated a fine class in his name.

When Fresno, Calif., Lodge welcomed a class in which its 6,000th member was initiated, it also welcomed a new old-timer in 77-year-old F. T. Hull who was initiated into Great Falls, Mont., Lodge in 1912, and has transferred his membership to the California branch of the Order.

For Elks Who Travel

(Continued from page 17)

which is 150 miles away. Alfalfa, flax, maize, grapefruit and grapes grow in the flush of winter, and the fruits of the harvest are on view at the California Midwinter Fair held in February. Holtville calls itself Carrot Capital of the world, and in winter its fields are red with carrot heaps waiting to be trucked to market. Ladies wear carrot earrings, carrot juice is joy juice here, and the city's honorary marshal is Bugs Bunny.

Of all the Spanish influence that is left in California, no place is the accent heavier than in Santa Barbara, a lovely town not far from Los Angeles where the houses are white, the roofs are red tile and many of the streets have exotic names like Salsipuedes, Arrellaga and Cacique.

The post-office is guarded by olive and palm trees, and a shopper's alley is called the Street of Spain. Even the courthouse—maybe I should say *especially*—is as Spanish as *paella*. It is a mass of turrets and towers, lighted by iron-grill lanterns, decorated with leather benches embossed with brass studs. Even the fire hose is hidden behind a stained glass window. Down below the courthouse the whole town goes somewhat nuts during the annual Old Spanish Days, when flamenco dancers bang their heels on the stage, guitarists work their fingers to the bone and Spanish-type horsemen cavort.

No matter what season of the year, some people swim in Santa Barbara, because the city is shouldered by huge mountains behind it and protected from winds in front by a string of offshore islands.

Between the two protections the wind and the cold currents are kept at bay. Elsewhere in town the buildings range from adobes that date back to the early 1800's, all the way to motels that date back a month or two. The Santa Barbara Biltmore, finished in the traditional décor, is all awash in bougainvillea and banana trees and can offer anything from a cottage that sleeps a small army to a back room that sleeps one.

Just down the pike, a scant morning's drive, is Los Angeles itself, all

agliter and aglow, a huge overpowering encampment that sometimes seems likely to overrun the whole sprawling country.

You'll see what I mean when you pay your first cab ride. Or when the hotel operator gives you long distance when you want to call a friend who lives on the other side of town. Culture races merrily on in the Hollywood Bowl, a cement dish in the hills. The kids cavort at Disneyland, which is twice as good as all you've heard and read, the teenagers and the middle-agers buy the guides to the stars' homes and drive off star-hunting in the hills. From a table at the Escoffier high above the Beverly Hilton you can survey it all—lights twinkling, stars shining at the elbow and in the sky, and far out in the sunlands, things growing when the land is white and still almost everywhere else. That's what they call winter out there in Southern California. • •

over 10,000 feet high. A survey by the American Automobile Association shows California to be the overwhelming vacation choice among members in more than 40 AAA clubs. Blessed with natural beauty and a unique contrast in climate, plus a wealth of interesting places to visit, the state is a natural tourist mecca with a population—both transient and permanent—growing larger and likely to keep on growing.

Known as Baghdad by the Bay, San Francisco is a hilly, cosmopolitan eminence over the Pacific which offers vacationing Elks a glimpse of the largest Chinatown outside of Asia, the delicacies of Fisherman's Wharf, the atmosphere of the Latin Quarter and a view from the Golden Gate Bridge. Other attractions in Northern California include snow-clad Yosemite and the incredible giant Redwoods.

As you journey south, past cliffs and beaches, you come to Los Angeles, which the Dodgers now call home. Speaking of homes, a guided* tour will take you up fabulous Sunset Boulevard past the dwellings of many movie idols. Be sure to visit the Elks Club, noted for its hospitality. And famous Catalina Island is only a boat ride away.

At Anaheim, 22 miles southwest, is the famous land of make-believe—Disneyland—originally planned for children, but attracting as many adults, or more.

About 70 miles south is a magnificent view from the Old Spanish Lighthouse atop San Diego Bay's Point Loma, our most southwesterly tip of land. Mexico is only a few minutes' drive south, and visitors crossing into Tijuana to shop, browse, or see the world's fastest game—*jai alai*—need no permit if they return the same day. California's many attractions may be reached by air via United Airlines' jet Mainliner service to principal cities. For those who wish to go by rail, the Santa Fe Railway provides unmatched service between Chicago, the Southwest and California. • •



THE ELKS MAGAZINE TRAVEL DEPARTMENT

CALIFORNIA has the only active volcano in the nation (Mount Lassen, 85 miles from Shasta), as well as a pine tree thought to be the oldest living thing in the world (in Inyo National Forest), the highest lake in the United States (Tulainyo), the lowest point (in Death Valley) and 41 peaks

Create Your Own Advantages

(Continued from page 11)

meat or any of the other features developed by the supermarket merchandising experts. Yet today his business is more profitable than ever, and he stands in no foreseeable danger of ever suffering from supermarket competition.

For Jones rejected imitation of supermarkets not merely out of reluctance to change. He saw the folly of attempting, as Smith attempted, to compete with the chain in the kind of thing in which the chain always would be able to outdo him. Instead of offering his customers a smaller version of the supermarket, he has presented them exactly what they cannot find at any supermarket. This includes not only charge accounts, deliveries, personal attention and recognition but even colors, odors and sounds different from and more pleasing than those in supermarkets—warm, restful colors instead of aseptic whites, for instance.

He makes no attempt to compete with supermarket prices, either, or to trick his customers into thinking that his prices are competitive, but he carries only the best grade of every product he sells. He also makes no attempt to carry in stock a variety anything near as great as the supermarkets handle, but he does make a point of offering many items not available in the local supermarkets, such as unusual cheeses, fruits, relishes and the like.

"I don't suppose," he admits, "that I have more than a dozen customers who buy all their groceries from me. But I don't think that there are many more than that who have been in here once and have failed to return."

The Small Business Administration's expert, John Perry, a Washington, D. C., business consultant, points out that there are ways to achieve and emphasize such successful uniqueness in every field of business. A small shoe store cannot possibly carry as big a stock as a chain or department store, but it can specialize in a unique variety of outsize shoes which will bring in customers the bigger stores find unprofitable to fit. A road-side diner cannot offer the great variety of dishes of a big restaurant, but it can sell sandwiches not to be had anywhere else. A small manufacturing plant cannot compete with a giant corporation for the big orders, but it can give more attention than the giant can afford to give to small orders from specialized customers.

Such uniqueness is the sort of thing that gets talked about and thus brings you free the most valuable advertising, the word-of-mouth kind.

NEW PRODUCTS. For many companies new products represent the chief hope for good future earnings, and for some firms they offer the only hope of sur-

vival. This year spending on new product research and development will reach nearly \$8 billion. Yet only about one out of five new products is a success in the market place.

But customers want them. Competitors introduce them. The firm that refuses to take the risks they entail is dooming itself to stagnation.

A small firm's relation to a large one in new product development is a little like that of a Jack Dempsey to a Luis Firpo or a Joe Louis to a Primo Carnera. With the smaller size go greater mobility, impact where it counts, resourcefulness coupled with initiative and quick recuperative powers. Again and again large manufacturing firms have had to reject new product ideas that had obviously excellent chances for small but steady sales simply because the company's overhead required bigger volume. Chains and large department stores similarly have had to reject products with definite but specialized consumer appeal.

To get the most from their advantages small firms must make good use of research. Perhaps the chief obstacle to this is the widespread feeling that business research is something new and mysterious. So much has been said and written about it in recent years that it has become very difficult not to think of such research as a brand new de-

velopment. Actually, it is as old as business enterprise itself.

The tinker who tried different kinds of solder for different pots was doing research. The peddler who tentatively added jackknives and screwdrivers to his pack was doing research.

As an example of the result of failure to make good use of research, S.B.A. Consultant Peter Hilton, a New York advertising agency head, cites the case of a maker of a small household appliance designed to retail for \$1.49. At an early stage in the undertaking the manufacturer was asked whether he had done any research on consumer reaction to the product. He replied that he had given samples to all his friends and relatives and that they had assured him it was a great bargain.

This was not research. It was more like fishing for compliments. But on the basis of the compliments he caught, the manufacturer went ahead with the product, spent something over \$50,000 on making and distributing it. Every penny went down the drain. Neither retailers nor consumers could see any sense in the gadget. It developed that a similar item selling at 39¢ had been on the market a year earlier and had been withdrawn because of lack of interest. Genuine research would have revealed this.

One of the prime objectives of new

Clyde E. Jones

ALL OF ELKDOM was shocked recently to learn of the death of Clyde E. Jones, prominent Iowa attorney and an official of the Grand Lodge for the past 25 years. Mr. Jones died September 5th as the result of injuries sustained in an automobile accident. He was 64 years old.

In 1920, Mr. Jones became a member of Ottumwa, Iowa, Lodge, No. 347, and served as its Exalted Ruler in 1926-27. The next year he was District Deputy, and, later, President of the Iowa State Elks Association.

In 1934, Clyde Jones served the Order as its Grand Esteemed Leading Knight and five years later he was appointed to the Grand Lodge State Associations Committee. In 1940, he began the first of four years as a member of the Grand Lodge Judiciary Committee, serving as its Chairman between 1942 and 1944. From 1944 until 1948 when he became its Chief Justice, he was a member of the Grand Forum.

Mr. Jones was appointed to the Grand Lodge Pension Committee in 1954, served as its Secretary in 1956-



57, and was its Chairman in 1955-56 and again from 1957 until his passing. His tremendous devotion and energy will be greatly missed by the entire Order.

He is survived by his wife, two daughters and three grandchildren.

product research by small firms should be to find a marginal area where larger firms cannot afford to compete effectively with the product in question. Such an area may be a region of the country where the big outfit is under some handicap. It may be a type of market—for instance, small electronics firms can compete with the biggest in making specialized equipment for hospitals. It may be an as yet unused marketing method or any of many other new and original approaches to designing, making, advertising and selling.

A real triumph of marginal area competing was achieved by a Brooklyn cosmetic maker. After developing a new line of perfumes he studied every angle of the U.S. market and could find none in which he could afford to put his product in competition with the giants of the industry. That left, he decided, the export markets, but the big firms were active in them, too. Was there any potentially profitable export market in which they might be reluctant to compete? There was. Today, these Brooklyn perfumes are among the most popular in—of all unlikely places—France.

Success in new product introduction has far-reaching effects. The heightened respect you receive from associates and employees, from financial circles, suppliers and competitors, from the community and the business world as a whole—all these are secondary, perhaps, to profits. But they represent enhancement of your assets that cannot be achieved in any other way.

ANALYZING MARKETS. Obviously, a small market is easier to analyze than a large one. A manufacturer with coast to coast distribution of his products is likely to have trouble deciding even which of the myriads of available facts about his potential customers are pertinent to his problems. At the opposite extreme, the owner of a men's clothing store in a town of 5,000 population can know the tastes, income and buying habits of nearly all his potential customers. He thus learns to anticipate well in advance their clothing needs and whims.

The markets of most businesses, of course, fall between these two extremes of complexity and simplicity. But in general, the smaller the business, the more detailed the analysis of markets it is possible to make.

Three points require special attention in such analysis: A) the number of potential customers; B) their ability to buy; C) their willingness to buy. For any area of the country there are many sources of information on points A and B. The Census Bureau, the U.S. and the state Departments of Commerce, the university business research bureaus and trade associations and publications all constantly study from different points of view the changing

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size and purchasing power of different markets. All will gladly help anyone seriously seeking information on these points about any part of the country, from a single county or town to a whole region.

They also can provide some help on the third point: willingness to buy. A furniture designer worked out some special chairs for elderly persons and wanted to set up a plant near the biggest potential market. This, he decided, would be where large numbers of older persons were resettling. With the help of the sources of information listed above this was a very simple matter to determine, and he was able to pinpoint precisely the best location.

Sometimes, warns Robert G. Seymour, Director of the Bureau of Business Management of the University of Illinois, the seeming simplicity of a small business marketing problem can be a trap. For instance, some years ago the owner of another small furniture plant considered switching most of his production to dinette tables with porcelain enamel tops. Quite sensibly, he investigated the market before starting manufacture. Through a trade association he easily learned that it was very large indeed, so he took the plunge.

Unfortunately, the mere current size of the market is not sufficient information on which to base such a decision. In this case the trend of sales would have provided a much more important clue to the profitability of the product. It happened that although sales of the porcelain-topped tables still were large, they were being displaced in popularity by laminated, plastic-topped tables. Consequently, competition among manufacturers of the porcelain product was acute and getting more so. The newcomer to the business lost almost his whole investment.

Analysis of a market cannot stop when you learn how it stands at any given time. You also must learn whether it is changing and in what way.

STUDYING COMPETITION. In addition to keeping track of changes in your market it also is important to know what your competition is doing to hold or increase its share of that market. Here again a small firm has an advantage. The operations of its big competitors are easy to follow, but the big concerns often do not find it worth their trouble to follow the doings of the little fellows.

The coffee business provides excellent examples of this situation. Only a few brands are distributed nationally, and a few other brands cover fairly sizeable regions. Hundreds of small firms roast and grind coffee for sale only in a single city or other small area. Yet many of these small firms have successfully competed with the giants of the industry for half a century or more and seem likely to go on.

For many of them the secret of success is simply that they keep track of what the giants are up to and do otherwise. The reasoning behind this is that nothing can please everyone all the time. For instance, the big firms may get into a price war with each other and emphasize economy in their advertising and promotion. This will please many shoppers. But by emphasizing quality the small firms can attract that substantial part of the public unimpressed by the economy argument. When the big firms switch their emphasis, so do the small ones.

In the case of a newcomer to a business or location, however, study of his competition may be more useful in showing him what to imitate rather than what to differ from. A classic example is that of a man who opened a restaurant on the edge of the business district of a large New England city. All the other restaurants in the neighborhood offered inexpensive food and counter service. To gain distinction he went in for table service and a more leisurely atmosphere.

He lasted six months. The neighborhood consisted mostly of factories, and nearly all his potential customers were factory workers. They needed only one look at his place to convince them that it was too fancy for their taste. More thoughtful consideration of the reason for the uniformity of style of the other restaurants would have warned him of the possibility of this reaction.

SALES TRAINING. A generation ago good salesmen were supposed to be born, not made. Then came the great surge of interest in the results of psychological research and scientific analysis of management problems. Many large concerns have used these findings in developing lengthy and expensive training programs for their salesmen, but the ideas also are useful to smaller firms unable to afford the services of specialists in sales training.

The first step in such training is to overcome the prejudice against selling as a career, which has developed in recent years. It is at this stage that the smaller firm has a special advantage. When a big outfit hires a man for a selling job, he almost has to commit himself to selling as his lifework. Of course, if he is headed for the top, he eventually may rise through sales management to over-all management, but for several years he is going to be a salesman and nothing else. In a small firm a man can be needed and used chiefly as a salesman, but he also can be given a chance to learn and participate in all phases of the business from the start. This appeals strongly to the sizeable numbers of today's ambitious youngsters who look down on selling as dull or undignified and will accept a job in it only as a stepping stone.

It also is far easier in a small firm to

get across the fundamental point of good salesmanship—namely, that no two customers are alike and that each of them is worth getting to know. A big company inevitably tends to treat its customers more or less impersonally since it has so many of them. No salesperson in a department store or chain store and no road salesman for a big wholesaler or manufacturer is going to be easily taught to treat his prospects as individuals when he knows they are only statistics to his company.

But the mere fact that it is comparatively easy for a small firm to train salesmen in this way does not guarantee that they will be so trained. One of the most frequent methods of introducing a new man to a sales position is to give him a quick introduction to his fellow employees, hand him an order book and turn him loose. This seems the cheapest, simplest method possible. Actually, in terms of high employee turnover rates and poor performance, it is extremely costly.

Even the sketchiest of sales training programs, the S.B.A. experts agree, is better than none. They cite the cases of two new women's wear shops opened in an Ohio city a few years ago. We'll call the proprietor of the first Ed Williams and of the second Harry Johnson. Good, experienced salespeople were not to be had, and both had to settle for the most presentable of the few job applicants who showed up.

Williams taught his salespeople nothing but a few sales talks which they were to repeat by rote. He considered it far more important to devote his time to buying, pricing, stock control, display and advertising. His advertisements, his displays and the general policies he followed were excellent, but nevertheless the store lasted barely two years.

Johnson also did all his own buying, copy writing, window displays and nearly everything else, but in the first months he set aside every minute he could spare for training salespeople. Since the amount of time he could spare was not great, he concentrated the training on one point. That point was to get them interested in the customers as individuals. He worked on this chiefly by keeping up a continuous but non-malicious gossip about his customers. Within a year, Johnson's shop was in the black, and his business still is growing slowly but steadily.

PUBLIC RELATIONS. All owners of small businesses have problems in public relations. This may seem a grandiose term to apply to the sort of thing a filling station or laundromat operator encounters. But they must deal with people, and a firm's dealings with people constitute its public relations.

It is possible to subdivide your public in many ways. You can think of your customers, your suppliers, your

employees and their families, your local civic organizations, your stockholders and the general population as so many different publics. For big corporations with nationwide operations such subdivision is essential since different parts of the public react in different ways to their activities. Many expensive specialists in stockholder relations, employee relations and general public relations may be needed to cope with all the problems that arise.

For a small firm good relations with a small, homogeneous public can be both inexpensive and highly profitable. This is because it is comparatively easy to keep track of the impression you are making on a small public and to control the factors influencing that impression. Habitual front office courtesy, ready cooperation with others in the trade, taking an interest in community affairs, being loyal to employees and customers and showing consistent integrity in all dealings—these traits provide a solid foundation for an excellent public relations record on the part of any small firm.

Occasionally, a concern will encounter disapproval or downright dislike for no legitimate reason. When that happens, mere resentment obviously is of no avail. Often there is no way to tackle the problem directly. It may have to be solved by indirection, a process which is likely to be extremely expensive and time consuming for a big firm.

As an example of how much more deftly a small firm can handle such a difficulty, there is the case of a man named Baker who opened a drug store in a small community where he was a stranger. Although the town was growing and clearly had room for a new pharmacy, Baker's competitors resented him bitterly and managed to communicate their feelings to most of the other townspeople. He did very little business in his first months and could afford no help other than his wife's.

Finally, though he still could ill afford it, he did a very wise thing by hiring a local man, Gilpin, as his general assistant around the store. Gilpin was in his sixties and recently had been eased out of a job he had held for years in a local firm on the grounds that he was too old to be working. Neither Baker nor Gilpin spoke ill of the firm that had fired the latter. Gilpin's mere presence in the store was enough. Bit by bit business picked up, and customer loyalty began to develop.

But such comparatively clear-cut problems and solutions are rare. Public relations is a never-ending project, and it goes on wherever your firm comes into contact with people. Each person gets an impression of some kind. The purpose of public relations is to make it a good one. A small firm can hope to achieve that purpose with very nearly its entire public.



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Battering Rams

(Continued from page 14)

or a rookie, yet to prove worthy of the extracurricular favors so liberally bestowed by the team's multimillionaire syndicate of owners.

One great Ram, Don Paul, owns a swanky San Fernando Valley restaurant. Another, Bob DeLauer, has Hollywood's favorite poodle-currying parlor, the Canine Country Club. Many Rams marry ladies of the films, and some, like Elroy "Crazylegs" Hirsch, whose 17 touchdown-passes-caught in the '51 season remains the NFL record, are hired by industrial giants to herald their products.

Originality and boldness—a gambling instinct seldom found in promoting today—seems the secret of Dan Reeves' astonishing success. One 1953 day, Reeves picked up a phone and called the general manager of the Dallas Texans. "I'd like to make a deal with you for your linebacker, Les Richter," Reeves said.

"Not for sale or trade," was the reply. "He's our best."

"Not even if I give you a *whole* team for him?" countered Reeves, crisply. "I'll trade you 11 men, all first grade athletes, for Richter."

The Texans gleefully accepted the most one-sided swap (on paper) ever seen in football. Rival operators snickered. But the 245-pound Richter became, and still is, one of the top linebackers of the game. None of the 11 that Reeves traded ever showed much, and later, the Texans folded as a team.

In character, pro football is a land of fables, romance and legend—of Indian Jim Thorpe punting 100 yards, of Johnny Blood riding a boxcar to a game (he missed the train), of one-eyed Tommy Thompson passing the Philadelphia Eagles to the title. Yet for colorful, bizarre appeal, the Rams would lead in any era.

One evening at Philadelphia, they left the field at halftime, trailing the Eagles, 28-0. Feeling desperate, a Ram official prevailed upon General Mark Clark, sitting in the stands, to address the troops in the dressing room. There followed football's most remarkable inspirational message.

Reviewing his Fifth Army campaign in North Africa, General Clark cited many instances when he despaired of winning. "But you can still do it," he finished. "No handicap is too great to be overcome!"

Bursting with new purpose, the Rams charged the Eagles' Russ Craft on the second-half kick-off. But Craft whizzed 103 yards for a touchdown, the second-longest kick-off return in pro history, to make the score 35-0.

For a long while the Ram bench was silent. Then Vitamin T. Smith, a Texas-born halfback, drawled, "Well, fellas—

how about sendin' somebody over to Gen'ril Clark's box and askin' him what we-all better do now?"

Though the final count was 56-20 for the Eagles, the Rams, typically, reversed form. They won seven of their final eight games and beat their arch-enemies, the Chicago Bears, in a savage playoff for the 1950 Western Division championship.

What other team ever offered a quarterback who left a hospital emergency ward to pass his mates to a world championship—in a blizzard where he couldn't see his receivers? That was Bob Waterfield (who married Jane Russell) and who remains the Noblest Ram of Them All. In 1945, a Chicago Bear weighing 282 pounced on Waterfield to the extent of tearing loose several ribs, leaving the rookie unable to raise his throwing arm above his hip.

In a snowstorm, "Waterbuckets" threw side-arm passes for 303 yards to beat Detroit, 28-21. Still taped from hip to neck, he then pitted himself in the final play-off game against the immortal Sammy Baugh of the Redskins.

As it seldom fails with the Rams, a fantastic thing happened. Baugh faded deep into his end zone to throw. The deadliest slinger in history had ample time. He aimed and threw—directly into his own goalpost. The ball struck, and rebounded. Recovering it for a safety, the Rams won the freakiest National League crown of all time by a score of 15-14.

Anyone can become confused by the Rams, who in the current season feature a nuclear physicist, Frank Ryan, at reserve quarterback; an ex-Olympic sprinter, Ollie Matson, at fullback; a 300-pound guard, John Baker; a one-time jazz pianist as head coach, Sid

Gillman; a Ram fan club with a ladies' auxiliary which stages regular "skull sessions" to learnedly debate grid strategy; and the Ramettes, an all-girl chorus line, Rockette-styled, who are certain show-stoppers when they trip forth in skintight panties and plunging jerseys. Moving to the Board of Directors, we find that among the many team owners are Mr. Bob Hope of Hollywood and Mr. Ed Pauley, the latter being a Croesus of an oilman and the Democratic leader of California. Mr. Pauley once sat through a blizzard worse than that encountered earlier by Waterfield to watch the Rams play the Bears, with Mr. Harry Truman as his guest. "Perhaps," suggested Mr. Truman, through blue lips, "we should trot along?"

"What?" exclaimed Mr. Pauley, beating Lake Michigan ice from his hatbrim. "With those dear boys of mine down there fighting for their lives?" The score then, late in the fourth quarter, was: Rams 47, Bears 17.

Each week Ram Fan Club members are allowed to gather with the coaching staff and players, and ask as many barbed questions as they wish. As you'd imagine, some brisk scenes have resulted. Late in the '54 season a Fan Clubber arose and announced that he was a barber. "If I ran my shop like you do the team," he told the coaches, "I'd need a butcher's license. Boy, did you ever mess up that game Sunday. . . ."

The head coach of the moment, a Mr. Hampton Pool, was not badly shaken, since it is commonly accepted that 2,000,000 experts on strategy live in Los Angeles, and all have a sentimental interest in the Rams. Later that year, however, Pool did not appear at

Assignments for the Grand Lodge Judiciary Committee

Following his appointment to the Chairmanship of the Grand Lodge Committee on Judiciary, Judge John E. Fenton assigned the various duties incumbent upon the members of that Committee. The assignments are listed

here for the guidance of lodge officers. It is suggested that lodge Secretaries keep this information at hand, so that they may determine the correct member when it is necessary to contact the Committee.

Opinions and Decisions: JOHN E. FENTON, Chairman, Land Court, Pemberton Square, Boston 8, Mass.

By-Laws, Amendments, General Revisions, House Rules: BENJAMIN F. WATSON, 804 American Bank & Trust Co. Bldg., Lansing 68, Mich.

Articles of Incorporation, Corporation By-Laws including Amendments and Revisions for Incorporated Lodges: JOHN T. RAFTIS, Dorman Bldg., Colville, Wash.

Bulletins, Publications, Special Assignments by Committee Chairman: THAD EURE, State Capitol Bldg., Raleigh, N. C.

State Associations' Constitutions, By-Laws, Amendments; Special Assignments by Committee Chairman: CHARLES C. BOWIE, 205 North Sam Houston Blvd., San Benito, Texas.

the practice field. Neither did his entire coaching staff. Following an interorganizational dispute, all hands resigned and the team was left to fend for itself. Unflustered, they beat the Green Bay Packers, 35-27, ad-libbing the plays as they went. "Looking back on it now," says Pool, who coaches in the Canadian Pro League, "I can see where I enjoyed every miserable moment of my years with the Rams."

As well-adapted to a gay and sometimes incontinent city as ever the baseball Dodgers once fitted Brooklyn, the Coliseum Kids foster a nevertheless astonishing allegiance amongst southern Californians. They can only be termed hot-and-cold as performers. Their record for the past five years is a moderate 32 wins, 26 losses and two ties. Only once since 1954 have they led the league. Yet the fluctuations make their public responsive in a way never before witnessed. For nearly 25 years, NFL owners have lived for the day when their average home attendance would reach 50,000 per game. To the Rams, that's a trifle.

In 1954, while finishing fourth, they established an all-time pro mark with a 61,606 gate average, and earned an approximate \$250,000 profit. Again in 1957, they were fourth—and became the first and only football team in history (college or pro) to achieve the 1,000,000-mark at the box-office. In 19 games, 1,051,106 ticket stubs were torn, a 71,192 home-game average set, and the single largest crowd in pro annals (102,368) attracted. Customers literally have torn down the Coliseum doors. Using a 6 x 8 plank, fans who were shut out of a San Francisco Forty-Niner game in '57 knocked a huge steel gate off its hinges.

One year ago, Coliseum police guards were increased, and wisely. For again in 1958 the Rams missed the championship—beating the eventual kingpins, the Colts, 34-20, but losing to lesser opponents in their exasperating way—and again the hordes came trampling. In another million-plus season, the average rose to 83,680—as amazing an economic ten-strike as ever occurred in American sport.

"The professional game today has passed the colleges and is on the threshold of an expansion we never believed possible," says League Commissioner Bert Bell. "That the Rams have led the way is a great tribute to the courage of President Dan Reeves and his associates." For once, a pat front-office statement has powerful meaning. For in their baptismal year of 1946 in Los Angeles, the Rams lost \$161,000. In 1947 the deficit passed \$200,000 and in 1948-49 the loss was 420,000. There was a moment when even the resources of Reeves, a stockbroker and grocery-chain heir, were strained; without fresh capital supplied by Ed Pauley and other new partners

Reeves brought in, the franchise might have expired.

A combination of the Korean war boom in Los Angeles industry and spectacular '50 and '51 teams produced by Joe Stydahar enabled the Rams to turn the corner; now, they easily can afford the league's largest operational cost: estimated at \$950,000 per season.

Seventy thousand fans for the Cleveland Browns recently . . . 100,470 for the Bears . . . 95,082 for the Forty-Niners . . . 81,703 for the Detroit Lions . . . 100,202 for the Colts . . . so great is the response that city officials send aircraft aloft to direct traffic on "Ram Sundays". Freeways carry such an overload that motorists have been known to straggle home at dawn on Monday. Six babies have been born in homebound Ram traffic. By fire-and-police order, 10,000 people were locked out on the day attendance reached 102,368. "We've actually outgrown the largest stadium in the U. S.," Reeves was saying, somewhat haggardly, a few weeks ago. "Another 75,000 to 100,000 would see Ram games if they thought they could get in."

What's that—200,000 for a single game of kickball?

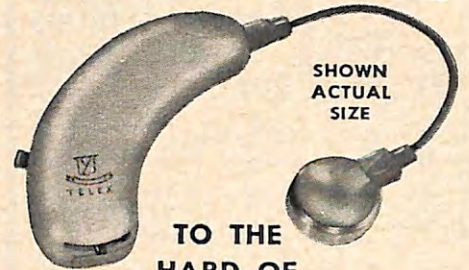
Every Chamber of Commerce survey supports Reeves' claim, indicating why the vision of Bert Bell—of a pro pigskin industry blanketing America, opening new and rich municipal markets, rapidly growing into one of the nation's top outdoor spectacles—may become a reality within a decade, or even sooner.

All this is ironic, to say the least. To appreciate that fact, you must know that the Ram story is a tale of two cities: Cleveland and Los Angeles. It was in the Ohio center that the team was founded 22 years ago and it was there that 17 businessmen, who originally incorporated the Rams, soon wished they had saved their money. Since none had a sport-promoting background, a failure became a calamity. In 1940, five home games drew a total turnout of 40,000; by a 17-0 vote, the franchise was knocked down to the first bidder. He happened to be Daniel J. Reeves, of the New York Stock Exchange, a slim, dapper and farsighted man (then aged 29) who had quarterbacked Newman Prep School of New Jersey and had studied pro operations intensely. In his first year, Reeves reduced losses by \$13,000. Success seemed possible when the Rams opened the '41 season with victories over the Steelers and Cardinals.

Hastening to New York, Reeves commissioned Tin Pan Alley tunesmiths to compose a fight song for his team. "Make it ring," he directed.

It was ringing over Cleveland the following Sunday when the Rams fell into a nine-game losing streak, sagged gently into the cellar and left 17 businessmen delighted that they had shoved

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off a white elephant on D. J. Reeves.

Reeves, however, is a persevering sort. He rebuilt slowly, acquiring Bob Waterfield and a great end named Jim Benton, and by the postwar years gave Cleveland a pro championship. "Somehow," he now observes, "the city fathers felt that this deserved a 300 per cent increase in park rent. I'd had my eye on opening up the West. The rent rap clinched it."

Yet in 1946 there were vociferous opponents of the proposal to move to California—something no major pro team had ever done. By tradition, the NFL was bounded on the west by Green Bay, Wis. Estimated additional cost of traveling to the Coast was \$12,000 per trip, a sum impossible to recoup amongst the natives of the land of old-age pensions and siestas. Or so the other owners assured Reeves. Needing 8 out of 10 votes to make the transfer, he was voted down, 6-4.

"In that case, I bid you goodbye," he stated, at the meeting at New York's Commodore Hotel. "Consider the Cleveland Rams disbanded and out of football."

An hour later, a delegation including George Halas of the Bears and George Marshall of the Redskins called upon Reeves in his hotel room. They urged him to reconsider. He resisted. Guests several floors away were jarred awake by the rich language which followed, and some time in the dim hours, with many a dire prediction of financial suicide, the league surrendered.

These days, Reeves resists the urge to mention that episode, and Eastern owners have the grace to blush when they accept the largest checks ever written in football. As a byproduct, Los Angeles even now would be without the big-league baseball Dodgers and San Francisco without the Giants were it not for the Rams. For it was their \$3,000,000 gross annual receipts which convinced Walter O'Malley, the Dodger chief, that he should leave Brooklyn. And O'Malley, of course, sold the Westward-ho pilgrimage to Horace Stoneham of the Giants.

Historians credit Branch Rickey with destroying the color line in big-time sport. In 1946, a full year before Rickey brought Jackie Robinson to Ebbets Field, Reeves signed Kenny Washington, a Negro All-American from UCLA, to a \$10,000 contract. As much as anything, the move ingratiated the Rams with their new California public. Big Washington had a knack for making legends. One day, before a game, on a bet, he hauled back and heaved a football a measured 92 yards.

There followed a 1947 Cardinal game, in which one of the visitors remarked, "You're a great thrower, Washington, but I don't see you coming across the scrimmage line."

Washington replied, "Coming, brother." And he tore loose for the same

distance, 92 yards—which remains today the longest Ram touchdown on record.

Without question, the testiest audiences in the pro game sit in the Coliseum. They bring rubber razzberries, horns, whistles and other instruments with which they let the coaching staff know their mood of the moment. This is because the fans truly love their strange team. And they pay for it. For thinking up queer ways to lose, the Rams bow to no one.

In a memorable December, 1957, game, they led Baltimore, 14-7, in the third period. To remain in the mathematical running for the title, they had to win. Playing with snap and precision, it seemed to 90,000 present that they couldn't miss. Then this happened:

- Fullback Tank Younger fumbled, the Colts recovering;
- Paige Cothren flubbed a kick-off;
- Quarterback Norm Van Brocklin passed into a nest of Colts for an interception;
- Halfback Jon Arnett fumbled, the Colts recovering;
- Arnett, replaced by a substitute, forgot to leave the field, in defiance of an old gridiron rule against 12 men occupying the field, drawing a penalty;
- two Ram linemen met head-on, flattening each other, and allowing the Colt ball-carrier to run 40 yards.

Final score after all errors: Colts 31, Rams 14.

Scooter halfback Vitamin T. Smith once was dashing to a touchdown when he tripped, fell atop the ball and knocked himself out. Another time, the winning mood was broken when Linebacker Les Richter's trousers fell down. Against the Bears, Quarterback Billy Wade moved the team forward 28 yards in two plays. On the next two, Wade was chased backward for a loss of 28. Next he went forward for 9 and backward for 11.

"Cut it out!" screamed one of the head-swiveling watchers. "I'm getting seasick!"

When ex-Rams get together, they speak of the guard who ran onto the field and immediately returned to the bench with a hangdog look. "They wouldn't let me in," he reported. "They say they don't want any substitutes."

"Holy Mike!" cried the Rams on the bench. "You're not a sub! They've been playing with 10 men the last two minutes!"

Yet, far more often, rooters can expect to see just the opposite. The Coliseum throbbed like a drum one 1955 day—then sighed like a deflated balloon—when the Steelers took a 26-24 lead with the game as good as over. Steeler subs were on their way to showers and Coach Walt Keisling of Pittsburgh was accepting congratulations.

One second remained on the clock. Hold! Forty-six yards from the goal-

posts, Lee Richter dug his toe into the ball. The field-goal kick tumbled high and far and as it did, the gun barked, ending the game—but not the play. Like an Honest John missile, the ball fell over the bar—for a 27-26 Ram triumph.

Next to the signing of Kenny Washington, and later that of such college stars as Glenn (Mr. Inside) Davis of Army and Tom Harmon of Michigan, the event which best established the Rams in the West came early in 1948. With 19 minutes to play, the Eagles had it all wrapped up, 28-0. It had been a day of misplays and humiliation for Los Angeles.

People who walked out at that point never again have made the same mistake. Final count: Rams 28, Eagles 28. Bob Waterfield, with a blizzard of touchdowns, scored an impossible four goals in the final minutes.

Whatever unusual behavior the Rams indulge in hereafter, they'll always have trouble living up to their past. The National League views them with awe and a touch of envy for their knack of flying in the teeth of all proved rules of success. Even when the Ram owners disagree, the club gains in prosperity.

There was a difficult period a few years ago when newspapers predicted the resignation of President Reeves. The holder of 33.33 per cent of the team stock, he came under the fire of his partners. Reeves, they believed, spent too much time in his Beverly Hills stock brokerage, not enough directing the Rams. "After all," pointed

out a Reeves critic, "George Marshall of the Washington Redskins sold his laundry when he discovered two businesses don't mix."

"Yes, and look at the Redskins," came back Reeves supporters. "They haven't come close to a title in ten years."

Conversely, Reeves was dealing in stocks and bonds with one hand, while supervising a Ram squad which, at the time, was deadlocked for the league lead.

The family spat grew warmer until lawyers entered the picture and it seemed that the organization which had accomplished so much would soon end by blowing itself up.

HOWEVER, the Ram players, themselves, found a solution. In late season, they beat the Steelers and Colts by narrow margins. They came down to the final week of the race needing to stop the Packers to clinch the Western Division title. In the big game, the Packers outperformed the Rams in virtually everything: in rushing, passing, first downs, total yards, kick-off returns, punt-returns and fumbles recovered. Statistically, it was almost 100 per cent Green Bay.

Nevertheless, the Rambos won the day and championship by the runaway score of 31-17!

At which the owners threw their arms around each other and made up. When he owns a property as cockeyed and wonderful as this one, a man would be very foolish to do anything else. • •

News of the State Associations

(Continued from page 24)

of the lodge's Judiciary Committee, and District Vice-Pres. Earl L. Thomas. Face attended a dinner in his honor at the lodge home that evening, having added to his record of 17 wins out of a possible 18 by chalking up another victory that afternoon.

Grand Secretary Lee A. Donaldson and Past Grand Est. Leading Knight Ruel H. Smith were Co-Chairmen for the Convention, and Mr. Donaldson presided at the opening session when the Pottstown Drill Team posted the colors and Mayor Thomas J. Gallagher extended a warm welcome to the Pittsburgh visitors. Following him on the speaking program were the Grand Exalted Ruler and retiring State Pres. S. Paul Seeders who was succeeded in office by James P. Ebersberger of Latrobe.

The Order's leader was also the main speaker at the opening business session on the 24th when he expressed enthusiastic approval of the Pennsylvania Elks' magnificent scholarship program. Mr. Seeders pointed out that this vigorous program has already seen 1,143 grants, totaling approximately

\$340,000, go to outstanding and needy students during the past five years. Mayor Gallagher also lauded this project which, incoming Pres. Ebersberger promised, will be stepped-up during the coming year.

Later, at the Student Aid Scholarship presentation ceremony, 35 young people of the State were honored by their benefactors who saw them receive a total of \$21,000 in scholarships.

Among the important business transacted at this Meeting was the appointment of a committee to develop another Major Project in addition to the annual scholarship program which this year amounted to \$75,000. Another decision made concerned the time of the Annual Conventions. Held for so many years during the last week in August, these meetings will now take place in late May or early June, beginning in 1961.

Other officials elected at this meeting were Vice-President Meryl B. Kline-smith of Grove City; Secretary Wilbur G. Warner of Leighton, and Treasurer Fred W. Lenkner of Warren. Homer Huhn, Jr., a Mount Pleasant Elk, is the new State Trustee. • •

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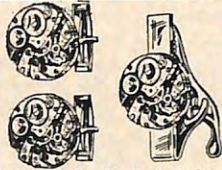
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ELKS HOME WORKSHOP



With the top down, there is room for toys, books or a decorative plant. Space underneath provides a shelf.

Christmas Project: Child's Bench

By HARRY WALTON

SOMETHING from the home workshop has special meaning as a Christmas gift. For the children on your list, here is an item you can easily make.

Stock lumber, shaped with crosscut and coping saws, becomes a child's table that opens up to become a seat—and has a toy-chest built into it.

The seat is dimensioned for a youngster of three to six, but it could be built larger. Its tilt-top design is an old one favored from Colonial days.

From flat, well seasoned 1" by 12" stock cut two pieces 17½ inches long. At one end of each, trace a scroll-cut in from the bottom, beginning an inch from each corner, to the center about 3 inches up. These curves form a nice base design. At the other end of each piece, lay out top corner curves with a compass; cut them and sand smooth.

CUT THE SIDES from one-by-ten stock (9½ inches wide), being careful to saw square both across and through

the thickness. Cut four corner cleats 8¾ inches long from ¾ inch quarter-round molding or one-by-one strip. Glue and nail a cleat to each end of the sides, flush with the edges.

Lay an end-piece flat, draw a line ½ inch in from each edge, and mark a point 2¾ inches up from the foot. Apply glue inside the line and to each cleated sidepiece, and nail the two parts together. With both sides attached, flip this assembly over onto the second endpiece and nail it on in the same way. If the butt joints have not been cut absolutely square, it may be wise to drive some additional 2 inch nails through the ends into the sides as well.

Saw the bottom to fit closely between the four framing members; it will then add considerable strength. From the same stock as used for the ends, cut the seat to fit freely between them and hinge it to the top of the back with 2-inch butt hinges.

MAKE THE TOP of plywood from $\frac{3}{4}$ to $\frac{1}{2}$ of an inch thick, at least 17" by 20". It could be even larger if cut to an oval shape. For hard use, you can get plywood surfaced with plastic.

Cut the two hinge cleats and round their ends. Carefully mark the hinge-pin locations and drive a thin nail squarely through each. Then clamp both brackets to the seat ends with cardboard between (to allow working clearance). Drive the nails a short way into the seat ends.

Apply glue to the top edges of the hinge cleats only. Carefully center the top in position. By sighting and measurement, drive two or three wood screws through the top into each cleat. Then try the hinge action, with the nails serving as hinge pins. It should work freely and leave clearance for the seat lid to be opened as well. If it does not, the pin location must be nearer the rear edge.

When the action is satisfactory, pull out the nails and center $\frac{3}{4}$ inch holes on the nail holes. Cut two $1\frac{1}{2}$ inch lengths of $\frac{3}{4}$ inch dowel, wax half of each and the holes in the seat sides, apply glue to those in the hinge cleats, and drive the dowels in.

THE TOP MAY SLOPE too far back when opened. Glue small stop blocks to the underside. You can move them as necessary so that they stop the top when it is vertical but do not interfere with its tilting to the horizontal position. Cupboard latches of the spring type may be fitted to hold the top securely in both positions.

The seat shown was finished in Colonial pine for use in a living room. A more suitable finish for the nursery is white or colored enamel, trimmed with appropriate decal designs.



With its top raised, the child's table becomes a high-backed, comfortable chair that is just right for television viewing.

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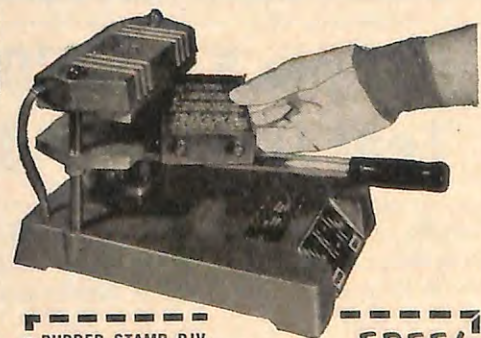


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Rod and Gun

(Continued from page 13)

ultimate in the evolution of this type of bird-hunting rig.

In parts of the South where a reasonably high clearance will suffice, the jeep is widely employed. I have never seen a jeep with an "observation" seat, but otherwise it is entirely satisfactory. In fact, it is a happy experience to see the type of country which can be traversed by a four-wheel-drive jeep with a good man at the wheel.

A good friend of mine in Columbus, Georgia, Von Oehmig, has one of the best hunting jeeps I know anything about. It has a platform with the necessary handles at the rear, where one or two men can stand, look over the top of the vehicle and watch the dogs. Another improvement Von has added is a secure gun rack mounted on the rear. Some of the country around there is steep and rough, enough to make a jeep pitch and roll like a rowboat at sea. With anything less than three arms a fellow can't hold onto the jeep and hold his gun too, and nobody who thinks anything of a shotgun would let it bang around loose. Also, there's always the chance that some forgetful person might step into the jeep with his gun loaded.

But as practical and comfortable as some of the above rigs are, they are nothing compared to an outfit I hunted in one day in the deep South. It was employed on an enormous plantation, one of the largest still intact (owned by a very wealthy sportsman from the North, ironically). The plantation was cultivated quite extensively. Alongside each of the many little man-made ponds was a small cornfield. Scattered everywhere over several thousand acres of broom sedge and long-leaf pine were patches of Lespedeza, black-eyed peas and various grains. The plantation was not a money-making enterprise, however. There was never a harvest. The planting was done solely for the entertainment and enjoyment of ducks, quail and turkey. The birds took to this meager offering kindly.

I'm not sure yet how a hunter of my inclinations ever got involved in such a situation, but that was a hunt I won't forget. Everything was done in the grand old pseudo-Southern tradition. Our hunting rig consisted of a rubber-tired open carriage drawn by a matched pair of white mules and driven by an old colored gentleman in white livery. The dogs were also carried on a mule-driven carriage, and they were handled by a man in white livery mounted on a palomino horse. There were two cushioned seats in our carriage to accommodate us "hunters".

When the dogs made a find, the white-liveried handler would signal from his palomino by holding up his

right hand, whereupon the carriage driver would bring his mules to position and request us kindly to dismount, approach 50 feet to the point and shoot the birds. We never followed the singles, of course. If there was any retrieving to be done, it was attended to neatly and with dispatch at the direction of the handler by his assistant on foot and the dogs. We hunters, who had approached the point side by side, stood in our tracks after the covey flushed; then the carriage was driven up and stopped alongside where we could pull our weary frames back aboard without any undue strain.

How we did suffer! At noon we made a rendezvous with another carriage of hunters and the catering wagon, complete with southern-fried chicken and all the trimmings.

Never have I seen as many birds. The dogs weren't nearly on a par with Ed Inglis' or Von's dogs, or with a great many other quail dogs I've shot over. They ran over coveys and they passed by birds that flushed almost from under the wheels of our carriage, but maybe it wasn't entirely the dogs' fault. There were so many quail and turkeys that the scent must have been confusing. And they did make enough solid finds, both on quail and turkeys. We had been briefed prior to the hunt, however, that this was a quail day and that it would be considered a breach of etiquette to blast away at a gobbler; so the turkeys thundered into the air and sailed into the deep shadows of the piney woods unmolested, the most inviting targets I have ever seen.

All in all, we didn't damage the bird population. I marked down singles; I marked down the accidentally flushed coveys; and I marked down turkeys. All I could dwell on as the day wore by was how I would like to be turned loose there with my own hunting companion and my own hunting rig. Both the birds and I would be wild before the day was finished, but we would have fun.

My own bird-hunting rig is more versatile than any of the above. I've employed it for a number of years with varying success in 12 bob-white states. I use it mostly where other rigs are unable to travel: along the edges, in thickets—even through cat-brier clumps. I've also used it satisfactorily through the alder swamps and rocky pastures of the Northeast, across the steep terrain of the mountain quail and chukar partridge of the West, and along duck marshes wherever I can find them.

My everyday hunting rig consists of a pair of long legs, a pair of well-worn Levis and a pair of broken-in boots. It does a remarkably good job, and I'm happier with it than any other rig. ● ●

Comparative Membership

It is pleasing to note that Grand Exalted Ruler Hawkins, notwithstanding the demands upon his time for visiting State Association Conventions and subordinate lodge meetings, attending to his heavy correspondence, following the activities of the several Grand Lodge Committees working under his direction and meeting the various responsibilities of his office, reads the editorials in THE ELKS MAGAZINE.

That this is so we learn from an address recently delivered by him in which he referred to and quoted from one of the editorials in a recent issue of our official publication.

It was not surprising that what particularly caught his eye was the reference to the fact that in his home state of Idaho a particularly high percentage of residents, eligible for membership in our Order (white male citizens 21 years of age or over) had taken their obligation at the altar of Elkdom.

He appeared pleased to remind his audience that if such a percentage of membership prevailed in all of our 50 states, the membership of our Order would have reached a total of approximately 5,000,000.

From others who have noted the comparative figures of membership appearing in that editorial have come

requests that attention be given to the states leading in total membership and the states showing the largest membership gains during the last Grand Lodge year.

We are glad to meet the requests and there follows a list of the 12 states having the highest membership figures as of March 31, 1959.

1. California	135,128	7. Michigan	51,508
2. Pennsylvania	88,762	8. Oregon	49,983
3. New York	75,997	9. Indiana	47,983
4. Illinois	66,140	10. Massachusetts ..	39,270
5. Washington	60,039	11. New Jersey	38,756
6. Ohio	58,798	12. Florida	34,486

As to the states having the greatest membership gains, in the last lodge year, we are glad to supply the following figures:

1. California	4,528	7. Arizona	915
2. Oklahoma	1,544	8. Texas	889
3. Florida	1,206	9. New Jersey	735
4. New York	1,071	10. Louisiana	644
5. Washington	1,007	11. Oregon	641
6. Iowa	966	12. Connecticut	595

Retrospect of a Visit

When a Russian jet plane left American soil the evening of September 27th a great sigh of relief arose from all parts of the country, resulting from the departure of a not too welcome visitor without his visitation having been marked by any untoward incident.

There were many occasions when Chairman Khrushchev showed his lack of appreciation of the amenities of life, but these were overlooked by those representatives of the United States Government who were responsible for his safety.

He failed to appreciate this protection and ungraciously referred to it as having placed him under "house arrest".

With all the doubts of a possibility of his visit having a beneficial effect upon what we have come to call a "cold war" the newspaper reports from all over the country indicated that the general optimism of the American people remained alive and the conference that President Eisenhower was to have with him at Camp David was regarded as something that might result in beneficial effects.

The three problems which were mostly in the minds of the American people

were the Berlin situation, the so-called Summit Conference and reduction in armaments.

BERLIN

The communique issued by President Eisenhower and Chairman Khrushchev stated that with respect to the specific Berlin question, an understanding was reached that negotiations would be reopened with a view to achieving a solution in accordance with the interests of all concerned and in the interest of the maintenance of peace.

President Eisenhower said the Soviet threat to West Berlin and Western rights there had been removed.

Chairman Khrushchev, on his arrival in Moscow said that he had been successful in proving (?) that his (Khrushchev's) proposal concerning the German peace treaty had been incorrectly interpreted in the West.

SUMMIT MEETING

Nothing in the communique referred directly to Summit Meetings. At his press conference on Monday, September 29th, President Eisenhower said that as a result of the Camp David talk most of his personal conditions for a new Summit Meeting had been met and that a Summit Meeting could no longer meet under Soviet duress.

For his part, Chairman Khrushchev told his waiting audience in Moscow that President Eisenhower and he had agreed that such a meeting was necessary and useful.

DISARMAMENT

Disarmament is not referred to in the communique.

At his press conference, President Eisenhower, in reply to an inquiry, said Mr. Khrushchev continually talked about disarmament and kept repeating "I want you to study the proposal I made."

He further said that he (President Eisenhower) pointed out to him that we had made comprehensive plans of our own in the past and at the moment he had a very comprehensive committee studying our whole past history in this matter and trying to discover whether or not he had anything new on the subject.

On this subject Mr. Khrushchev said to his audience: "We exchanged views with the U. S. President on questions of disarmament. He said that the U. S. Government was studying the proposal."

NET RESULTS

A little better mutual understanding.
A little better hope of world peace.

WHERE TO RETIRE ON A SMALL INCOME

This book selects out of the hundreds of thousands of communities in the U.S. and its island territories only those places where living costs are less, where the surroundings are pleasant, and where nature and the community get together to guarantee a good time from fishing, boating, gardening, concerts, or the like. The book never overlooks the fact that some people must get part-time or seasonal work to pad out their income.

It covers cities, towns, and farms throughout America—from New England south to Florida, west to California and north to the Pacific Northwest. It includes both Hawaii and American Virgin Islands. Some people spend hundreds of dollars trying to get information like this by traveling around the country. Frequently they fail—there is just too much of America to explore!

Where to Retire on a Small Income saves you from that danger. Yet the big NEW edition costs only \$1.00.

HOW TO HAVE MONEY TO RETIRE ON

If you can't answer these questions, you're probably losing income right now that could be yours

- What's the SAFETY FACTOR in those uninsured savings and loan associations that pay 5%, 6%, even more?
- Why do some real estate investments pay twice as much income with less risk than almost any other investment medium you could name?
- When is it actually safer to aim for a staggering 15% return on your money than a "safe" 3%?
- What is the really ideal real estate purchase for a retired couple?

"Harian's NEW How to Have Money to Retire On" is the book that charts the way to putting your money to work where it pays the best. Whether you want a savings bank that pays better or are tempted by such gold mines for absentee owners as an orange grove in Florida, this book supplies income-producing answers. It names the banks which pay more interest than all the rest in the nation. It shows exactly which absentee ownership deals are just right for you, which you simply can't afford to consider.

This is the book that introduces you to those little-known mortgage-type investments that actually pay 10%, 15%, even astonishing sums beyond this, and all with reasonable safety. This is the book that opens the way to a tax-free income which you can enjoy without the inflationary risks of tax-exempt municipal bonds; it reveals the investment counselor's advice on the best way to put your money into mutual funds; it helps you plan an inflation-proof annuity (and explains why it's downright expensive to buy an annuity the way most people do).

This, too, is the book that shows how to buy stocks at below their average cost and how you can expect your money to grow without ever guessing what the stock market will do. It points out the one reason why you should never put your money into most first mortgages, and it clearly shows how even a small investor can profit from high-paying real estate for, as the book points out, more fortunes have been made in real estate than were ever made in common stocks.

The one surer way to make your money grow

There are only three ways to make a better-than-average profit on the money you've saved: to be lucky, to take a wild chance that somehow pays off, or to know what you're doing. Investment brokers say only one person in 20 knows that surer way.

"Harian's NEW How to Have Money to Retire On" is the book that opens the way to the extra income your money can bring you. It costs only \$2.00—and you'll agree there is hardly any investment which will ever pay you bigger dividends. So send for your copy now.

How to Retire on Real Estate Profits

If you've been thinking about real estate investments, Harian's big book "How to Retire on Real Estate Profits" shows how to go about it.

Remember, in all American history, there's never been a better place to put your money than into real estate. That's true especially now, as increased population and the big movement into suburbs is pushing up land values all over America. That's even more true if you want a better-than-usual income, for real estate can help you earn twice, even three times, as much as a "safe" stock could pay you (and much, much more than a savings bank would ever pay).

"How to Retire on Real Estate Profits" reveals the hidden values in the kinds of property that will pay you best, whether you want a safe rental investment or a speculation that could send your money soaring. It strips bare the hidden dangers in other property. It explores practically every kind of real estate, helping you always to find the best places for your money.

Can You Answer These Questions:

- What's the ONE real estate purchase that stands out above all others to make your income much, much bigger?
- What is the ONE BEST WAY to let real estate pay your way and live rent free in Florida or California?
- Do you know how to virtually guarantee your success with a motel? (Or is a trailer park a still better investment for you with much less work?)
- If you have only a little bit of money to invest, what are the BEST ways to put your money into real estate?
- Some people call certain real estate investments the "mutual funds of real estate." What are these? Do they really pay twice as much as the ordinary mutual funds?
- Do you know how to tell what a lot is really worth? Or how to profit and really profit—from fixing up an abandoned farm? Or how to find a property that's worth much more than the asking price? Or how to sell your own home fast and at a good profit?

Nothing you do in real estate is ever going to cost you as little as \$2. Yet "How to Retire on Real Estate Profits" over and over again shows you how to get better-than-usual rental income and how to spot the real estate that could double in value—and it costs only \$2. So get your copy now.

WHERE TO RETIRE OR VACATION

... at what look like prewar prices—and where no one ever heard of nerves or worries

These Are America's Own Bargain Paradieses

Norman Ford's new book Off-the-Beaten Path names the really low-cost Florida retirement and vacationing towns, the best values in Texas, the Southwest, California, the South and East, Canada—and a dozen other areas which the crowds have not yet discovered.

Fabulous places like that undiscovered region where winters are as warm and sunny as Miami Beach, yet costs can be two-thirds less. Or that island that looks like Hawaii yet is 2000 miles nearer (no expensive sea or air trips to get there!). Or those many other low-cost, exquisitely beautiful spots all over the United States and Canada which visitors in-a-hurry usually overlook (so costs are low and stay low).

Every page of Off-the-Beaten Path opens a different kind of vacationing or retirement paradise which you can afford—places as glamorous as far off countries yet every one of them located right near at hand. Like these:

- France's only remaining outpost in this part of the world—completely surrounded by Canadian territory . . . or a village more Scottish than Scotland . . . or age-old Spanish hamlets right in our own U.S., where no one ever heard of nervous tension or the worries of modern day life.
- Resort villages where visitors come by the score, so you always meet new people . . . (but they never come by the thousands to raise prices or crowd you out).
- That remarkable town where a fee of 3c a day gives you an almost endless round of barbecues, musicals, concerts, picnics, pot luck suppers, smorgasbord dinners and a fine arts program. That southern island first discovered by millionaires who had all the world to roam in . . . and now their hideaways are open to anyone who knows where to find them.

You read of island paradises aplenty in the United States and Canada, of art colonies (artists search for picturesque locations where costs are low!), of areas with almost a perfect climate or with flowers on every side. Here are the real U.S.A.-brand Shangri-Las made for the man or woman who's had enough of crowds. Here, too, are unspoiled seashore villages, tropics-like islands, and dozens of other spots just about perfect for your retirement or vacation at some of the lowest prices you've heard of since the gone-for-ever prewar days. They're all in the United States and Canada, and for good measure you also read about the low-cost paradises in Hawaii, the Virgin Islands and Puerto Rico.

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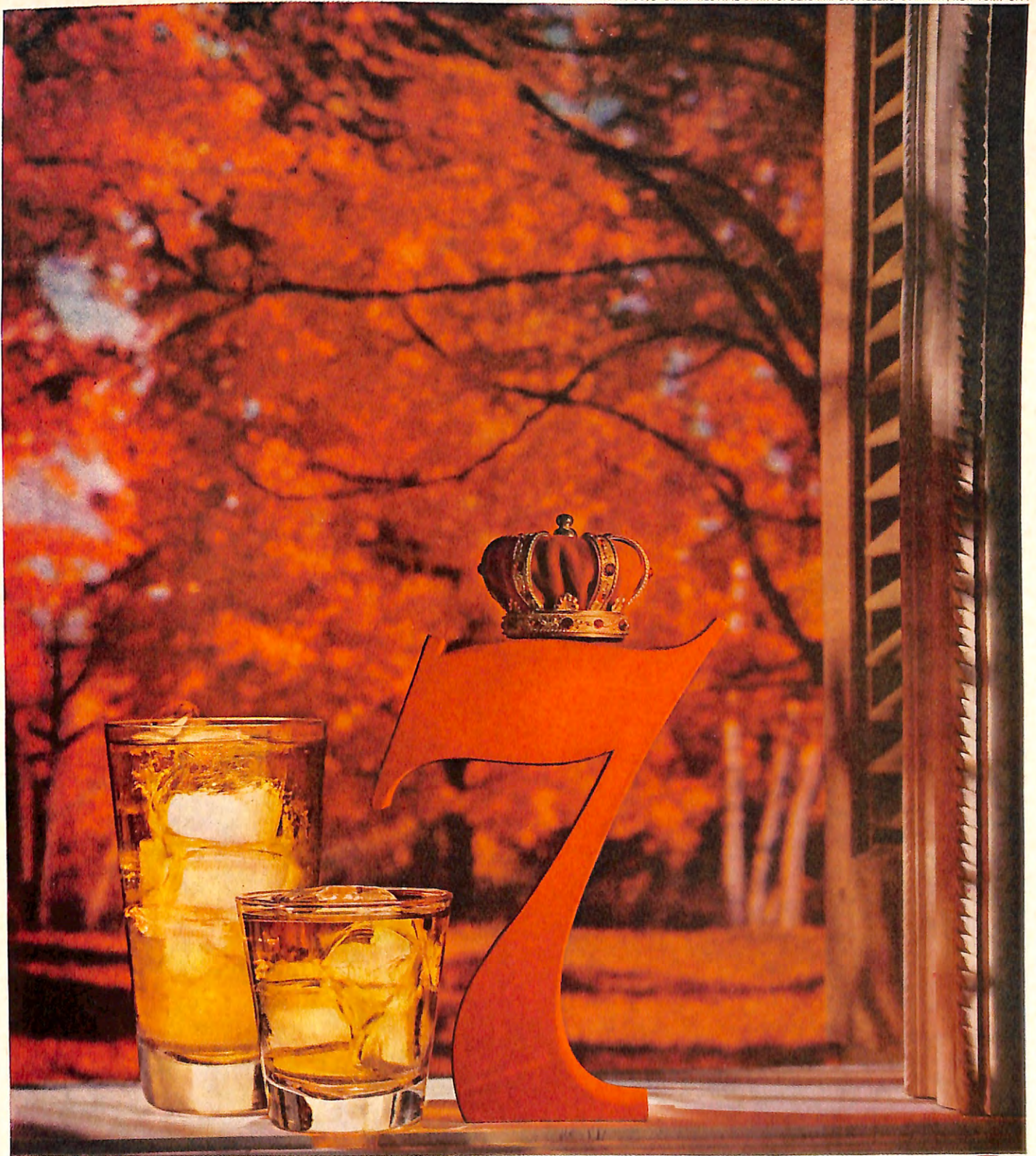
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