

THE
Elks

MAGAZINE
JANUARY 1970

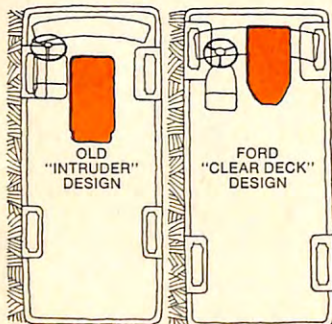
in this issue:

The ABC's of Franchising
The Textbook Earthquake
For Elks Who Travel—Paris
Are You Ready For Franchising?
Also—It's Your Business • Tom Wrigley • Bill True



Outsells all other vans combined

...because Ford's better ideas make all other vans obsolete!



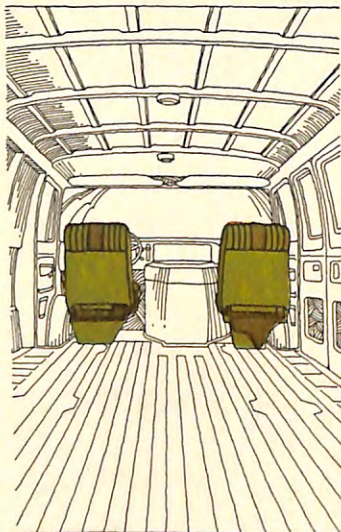
23% more floor space.

Ford moved the engine forward—to give you 23% more unobstructed floor area than any other van can offer. Clear load length measures over 8½ ft. in the Econoline Van . . . over 10 ft. in the Supervan.



Twin-I-Beam ride.

The independent front suspension made famous by Ford pickups: Twin-I-Beam. Two I-beam axles for strength . . . big coil springs for easy ride. Wide-track design adds new highway stability, even on windy days.



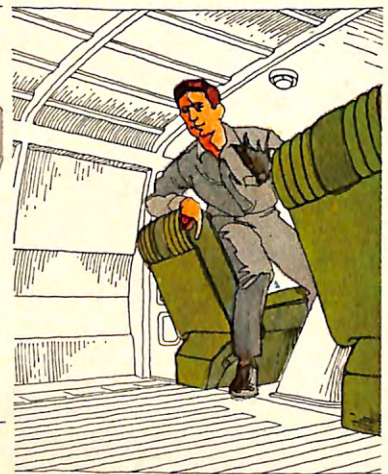
Payloads to 3600 lbs.

Choose from three Econoline series. Payloads to 3600 pounds. As much as 1325 pounds more than in other vans. Power choices include top-performing 302-cu. in. V-8.



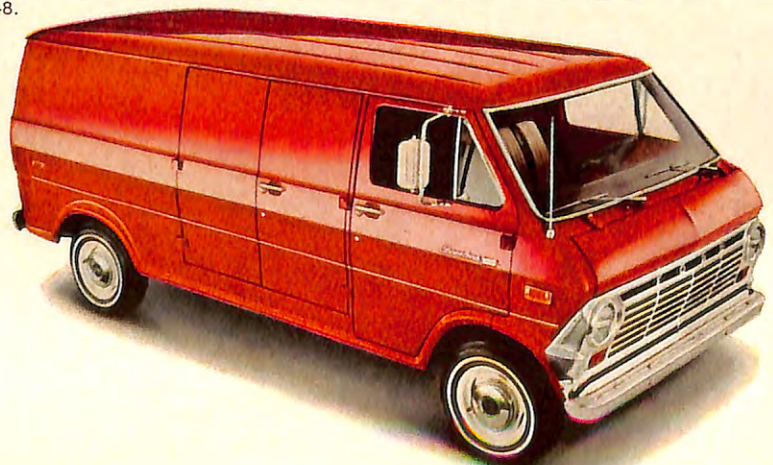
Outside service center.

Just raise the hood and all these service points are at hand—oil, water, battery, windshield washer water, wiper motor, brake master cylinder, voltage regulator. Ford's better van ideas make everything you do easier to do.



"Walk-thru" to rear.

Because the engine is forward out of the way, the driver can step from his seat into the load area. The loadspace is not only bigger, it's easier to reach. Check all the better ideas in the best selling van —at your Ford dealer's.



FORD ECONOLINE VANS



MAKE \$100 \$200 OR MORE

per week...
part time
with a **FOOSBALL**[®]
Sportsystem Franchise

America's newest sport can make you a spare time fortune! Hundreds of men are now making thousands of dollars each with the FOOSBALL Competitive Sportsystem Program. . .you can too.

Here's how you start. . .

Show people how to play FOOSBALL, the action packed, new table-soccer game that's perfect for pool halls, bowling alleys, taverns, legion halls, snack shops, campus spots, union halls. . .the list of locations is endless. All you have to do is visit the locations during the fun hours. After one demonstration game, everyone wants to play. Competition builds. . .from then on, you simply collect your money from the cash box and split it with the location owner.

FOOSBALL works full time. You work part time!
FOOSBALL works for you every day. Your money rolls in even when you're off for a few days or on vacation. No service calls! FOOSBALL is maintenance FREE. It's completely mechanical. . .no electric connection or circuits. . .no trouble shooting. And, it's legal everywhere.

American Youth Marketing Corp.
alms building, cincinnati, ohio, 45206

interested parties may call Mr. Green collect (513) 281-7171.

Just look at the **FOOSBALL**[®] FORTUNE
\$200 in 10 days from 1 unit

C. H., Alabama. . ."I have taken in as high as \$200 in just ten days from one unit, and we have had units pay for themselves in less than one month. There are no maintenance problems and virtually no overhead."



No Selling! No experience needed!
We help you every step. . .

Our FREE, illustrated and thoroughly proven manual, sound movies, banners and advertising materials, will guide you step-by-step to fabulous success with FOOSBALL. We show you how to get locations. . .how to install. . .how to promote. . .how to make one location lead to another and another.

We help you obtain financing through your local bank, and you can begin your FOOSBALL program for as little as \$650. In addition,

you will receive our FREE monthly Dealer NEWSLETTER to give you all the latest news on FOOSBALL, and we advertise in magazines like LIFE, ESQUIRE, SPORT, and on radio and TV to help even more.

ACT NOW. . .DON'T DELAY. . .
Fill out our coupon and mail it today. Others will be writing in from your local area, and inquiries are processed based on date of postmark. Remember, only one dealer can be appointed from your area. There's no obligation. . .only opportunity. . .the biggest you've ever had. Send in this coupon NOW!

©PIC, 1969

FOOSBALL[®] COMPETITIVE SPORTSYSTEM T.M.

ADVERTISED IN

LIFE

div. American Youth Marketing Corp.
Dept. E-1-70
Alms Building
Cincinnati, Ohio 45206



No one will visit you. Please include phone number so we can call.
Yes, I'm interested in a part-time full-time program. Send me all the facts on my FOOSBALL FORTUNE... FAST.

my occupation now is _____
name _____
phone _____ area code _____
address _____
(please use street number and zip code)
city _____ state _____ zip _____

WE SIT



BETTER

Trademark

wanted: people to care

(and profit)

Demand is increasing constantly for reliable in-home sitters and companions for children, the elderly and convalescents.

You can get in on the ground floor of a whole new and highly profitable industry geared to meeting this need.

Here's what it means to you:

- Profit potential: \$10,000—\$22,500 net per year.
- Low overhead
- No inventory
- Complete training provided

We Sit Better, Inc., is an international chain of franchised agencies supplying trained sitters and companions to families and institutions. It is the pioneer in the field of professional, in-home care for children and adults. The potential is expanding as rapidly as our population.

Many areas are still available. A typical We Sit Better franchise requires only a moderate investment. On-the-job training, recruiting assistance and advertising support are included.

For complete franchising information write or call:

Dan Millington, Executive Vice President
WE SIT BETTER, INC.
Department E
3525 West Peterson Avenue
Chicago, Illinois 60645
(312) 539-8787



THE ELKS MAGAZINE

VOL. 48, NO. 8

JANUARY 1970

NATIONAL PUBLICATION OF THE BENEVOLENT AND PROTECTIVE ORDER OF ELKS OF THE UNITED STATES OF AMERICA. PUBLISHED UNDER THE DIRECTION OF THE GRAND LODGE BY THE NATIONAL MEMORIAL AND PUBLICATION COMMISSION.

THE ELKS NATIONAL MEMORIAL AND PUBLICATION COMMISSION

JOHN S. McCLELLAND
Chairman

WADE H. KEPNER
Vice-Chairman

EARL E. JAMES
Treasurer

R. LEONARD BUSH
Secretary

RAYMOND C. DOBSON
Assistant Secretary and Assistant Treasurer

WILLIAM H. MAGRATH
General Manager

J. A. PROVOST
Articles Editor

CHARITINA KRUPKA
Fraternal News Editor

JOHN SCHMITT
Circulation Manager

JUDY PAGE
Advertising Production

EDITORIAL OFFICES, 425 W. Diversey Parkway, Chicago, Ill. 60614

"Forward Together"— A Message from the Grand Exalted Ruler	4
The ABC's of Franchising.....	A. R. ROALMAN 6
Tom Wrigley Writes from Washington	10
News of the Lodges	12
The Textbook Earthquake.....	PATRICIA FORD 21
Lodge Visits of Frank Hise	25
It's Your Business.....	J. L. SLATTERY/R. GOSSWILLER 27
The Great Stone Faces.....	LUCILLE J. GOODYEAR 31
Elks Family Shopper	36
For Elks Who Travel.....	JERRY HULSE 46
Are You Ready For Franchising?.....	BILL DUNCAN 50
Elks National Service Commission	52
Elks National Foundation—"The Joy of Giving"	55
It's All True.....	BILL TRUE 57
The Elks Magazine Editorials	63



ADVERTISING OFFICES



CHICAGO 60614
425 W. Diversey Parkway
528-4500

NEW YORK 10017
30 East 42nd St.
682-2810

LOS ANGELES 90036
5909 West 3rd St.
WEBSTER 1-1371

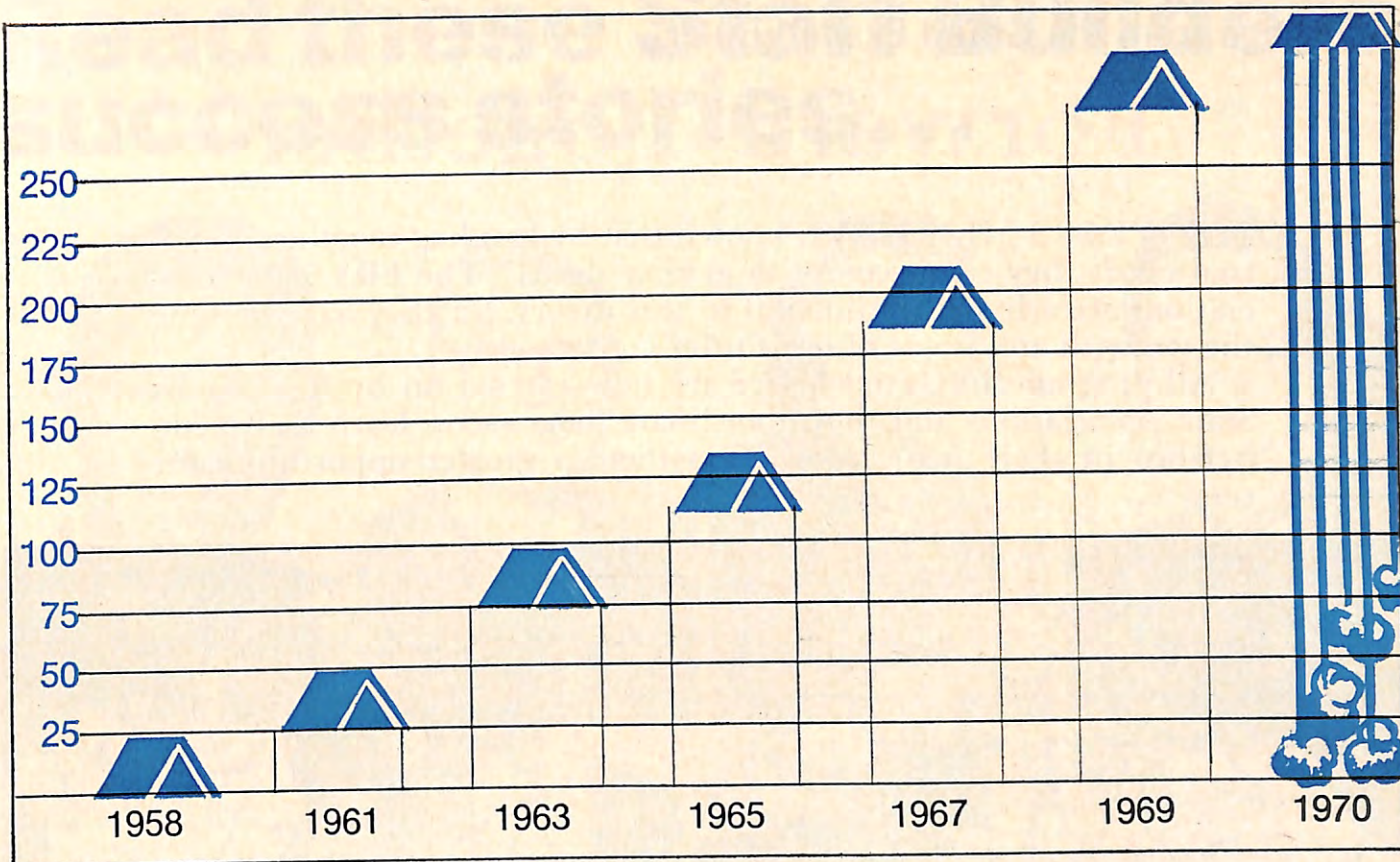
POSTMASTER: Mail notices of address corrections to:
THE ELKS MAGAZINE, Circulation Dept., 425 W. Diversey Parkway, Chicago, Ill., 60614

MEMBERS: Changes of address should be made through your lodge Secretary. Give him advance notice of at least 30 days. Remember that the day you write, your next copy is already in the mails. Before you move, file your new address at the post office to have mail forwarded. In writing us regarding an address change, please give: Full name, lodge number, membership number, address to which copy is being mailed, and complete new address. Attach label from recent issue if available. Please show ZIP Code numbers in both old and new addresses.

THE ELKS MAGAZINE, VOLUME 48, No. 8, January 1970. Published monthly at 425 Diversey Pkwy., Chicago, Ill., 60614 by the Benevolent and Protective Order of Elks of the United States of America. Second class postage paid at Chicago, Ill., and at additional mailing office. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1922. Single copy price, 20 cents. Subscription price in the United States and its Possessions, for Elks \$1.00 a year, for non-Elks, \$2.00 a year; for Canadian postage, add 50 cents a year; for foreign postage, add \$1.00 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this magazine assumes no responsibility for their safety.

Copyright, 1969, by the Benevolent and Protective Order of Elks of the United States of America





Come grow with us!

If you can. You see, we only open about 40 International House of Pancakes Restaurants each year.

In 1958, there was one INTERNATIONAL HOUSE OF PANCAKES — now there are two hundred fifty from coast to coast. All are successful — all are returning their franchise owners good profits for a very good living.

And the living *is* good! As an INTERNATIONAL HOUSE OF PANCAKES franchisee, you're buying a well-planned, well-proven "think smart" business. We train you in all areas. We locate the real estate. We build it. And we

invest *with* you — as much as \$250,000. Think about that — \$250,000 behind you. \$250,000 to insure your success.

If you're the kind of man who likes the odds with him, if you've got a minimum down payment of \$25,000 — look into owning an INTERNATIONAL HOUSE OF PANCAKES franchise. 250 successful units. And more opening every day.

So, send the coupon, now! Investigate carefully the advantages of owning an INTERNATIONAL HOUSE OF PANCAKES, an International Industries Company listed on the New York Stock Exchange.

National Franchise Director
INTERNATIONAL HOUSE OF PANCAKES
6837 Lankershim Boulevard
North Hollywood, California 91605
Telephone (213) 875-0444
Please send me further information
regarding an International House of
Pancakes Franchise.



NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____
PHONE _____

A Message from the Grand Exalted Ruler

Forward Together

FOR YEARS MEN HAVE known that by banding together in mutual effort they can accomplish greater deeds. The Elks State Associations are a living testimonial to this theory, for they have become the strength and sinew of our Order.

All programs of Grand Lodge are now carried on by the various State Associations and the subordinate lodges soon learn that membership in their Association gives them a greater opportunity for service.



Our State Association major projects are tremendous in scope and carry the ideals of our Order to glorious accomplishment. They are indeed the vital link in the chain of Elkdom.

From the Vocational Rehabilitation Center for young people in Alabama to California's Cerebral Palsy Mobile Units; from Florida's Crippled Children's Hospital to Oregon's Visually Handicapped Children's Clinic, all are grand and terrific programs. Name them all. One cannot choose among them.

The amount expended in charitable and welfare work by our State Associations and special jurisdictions totaled more than \$4 million last year. That is truly a wonderful philanthropic effort.

We are doing together what none of us could accomplish alone. We do it as "Good Elks—Proud Americans."

Sincerely and fraternally,

Frank Hise
Grand Exalted Ruler

GOOD ELKS—PROUD AMERICANS

Read these Staff Builders success stories...



JOHN D. ROMAN
St. Louis, Mo.

"I joined Staff Builders because I had my fill of working for a large company. I wanted independence and a full life for my family. In a little over 2 years with Staff Builders, I have 2 profitable offices and a staff of 6. My income has risen more than 200% since joining Staff Builders."



J. R. EVANS, Lt. Col., Ret.
Long Beach, Calif.

"After 24 years in the Air Force, I was looking for a second career offering challenge, prestige . . . and high income. I believe my Staff Builders franchise will provide them all while placing me in a business which is ideally suited to my service background."



CLIFFORD MARLOW
Albany, N.Y.

"My office was one of the first Staff Builders franchised offices, so I'm one of the veterans. Take it from me—this is an outfit that delivers what it promises and never lets you down. The temporary personnel business is one of the most fascinating, exciting and rewarding businesses imaginable."



DUDLEY C. LYON
Miami, Fla.

"Before going into this business, I was Vice President of a company manufacturing industrial fasteners. In the relatively short time I've been with Staff Builders I feel I am part of a close-knit family . . . with everyone trying to help me. I moved my family 1200 miles for this opportunity and I'd do it again without hesitation."

now start writing your own...

It's not that difficult to write a fantastic success story when you're in the right business at the right time with the right company behind you. And right now is one of the best possible times to open a franchised Staff Builders Temporary Personnel office.

Temporary personnel is one of the nation's leading service businesses, with an annual volume of over \$1 Billion. It's the kind of business with no inventory problems — where money turns over rapidly — and you have the satisfaction of working with people who respect and need you. It's a profitable business — and a prestigious one that places you in contact with the business leaders of your community.

Staff Builders, a publicly owned company with over 70 offices coast to coast, is one of the nation's leaders in the field of temporary personnel with a growth rate of more than 50% a year. Staff Builders is growing this rapidly because it has perfected systems and procedures for every phase of its operation — and teaches these procedures thoroughly to its franchisees.

So, if you want to write your own success story in a profitable, prestigious industry, start today. The investment, including working capital, is \$18,500 and


can be partially financed. You need no personnel experience — just the ambition to work hard for what you want. Fill in and mail this coupon or telephone today for complete information.

MANAGER, BRANCH DEVELOPMENT

STAFF BUILDERS, INC.

122 East 42nd Street, New York, N.Y. 10017

(212) 867-2345

 <p>staff builders[®]</p> <p>TEMPORARY PERSONNEL</p>	<p>122 East 42nd Street New York, N.Y. 10017</p>
	<p>Please send complete information on a Staff Builders Temporary Personnel Franchise.</p>
<p>Name _____</p>	
<p>Address _____</p>	
<p>City _____ State _____ Zip _____</p>	

E 1-70

by A. R. ROALMAN

CURT NELSON, OF Glen Ellyn, Illinois, made it sound simple. "I was an advertising salesman," he said. "One day I decided to invest in a car-wash franchise. It made so much money I bought a second one. They both made so much money that I quit my job as an advertising salesman."

Nelson recently used the money he had made from the two car washes to buy a women's apparel shop in Glen Ellyn. If his pattern of success follows, maybe one day soon you'll be offered a Nelson Apparel franchise.

But it isn't always as easy as Nelson made it sound. In Los Angeles is a man who put \$8,000 into a franchise operation last year. Today, 365 days wiser and \$8,000 poorer, he realizes that all franchises aren't a guarantee of financial success.

But franchises are attracting a lot of attention. Marvin H. Hollander, a technical analyst for Filor, Bullard & Smyth, a well-regarded brokerage firm headquartered in New York City, thinks companies in the franchise business are good investments for the stock-buying public.

In another way, look at some statistics:

—There are 350,000 franchise opera-

tions in the United States today.

—Franchise operators will sell almost \$100 billion worth of goods and services in 1970.

—Almost 100 per cent of the small business advisors you talk with today suggest that anyone interested in going into business for himself should look at the many franchise opportunities available. (Not all of the small business advisors endorse franchises enthusiastically, but they do concede that good franchises are among the better investments now available.)

The trick on cashing in on the big boom in franchising? Finding the right one for you? How do you do it?

I started searching for a rock-solid answer to that question by calling J. J. Jones, head of the United States government's Small Business Administration office in Chicago. He had given me good advice for many previous articles about small businesses that I have written, and I told him I wanted to interview him for an *Elks* magazine feature. We met for lunch, and I fur-

ther explained my assignment: Write an accurate article about the fast-growing, sometimes-confusing business of franchises.

"What kind of franchises?" he asked. "Good ones or bad ones? There are plenty of both, you know."

He, in 10 seconds, had gone to the heart of the problem faced by people considering franchises.

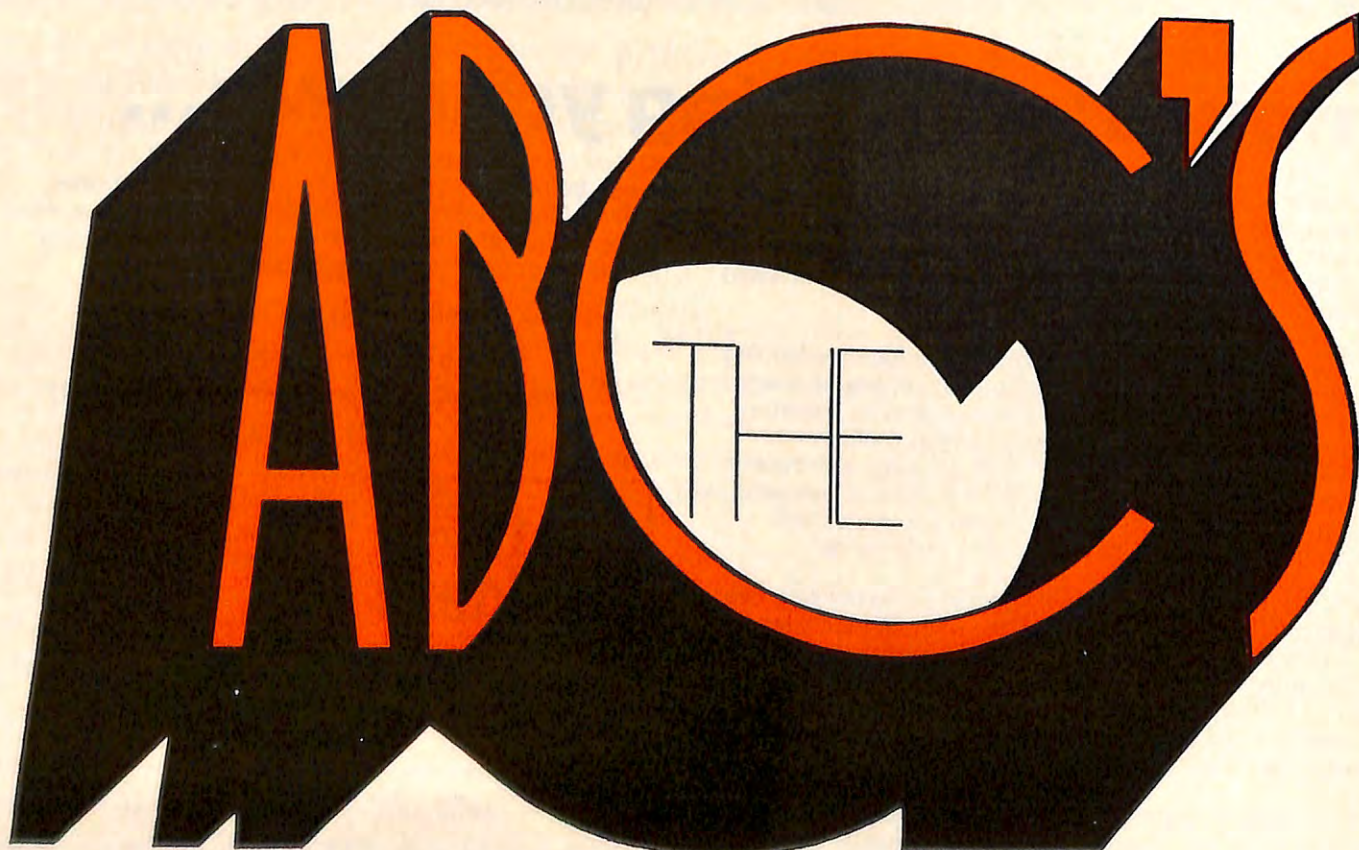
Jones is worth listening to, because he has the responsibility of advising the thousands of small businessmen who come to the SBA for advice, government-guaranteed loans, or technical assistance. When he says there are some good franchises, he's worth listening to. When he says there are some bad ones, he's worth listening to.

How do you find out which are the good ones and which are the bad ones?

Jones advises anyone interested in franchises to search out the answers to such basic questions as what a franchise is, what is the agreement between the owner of a franchise and the person who buys a franchise, and what makes a successful franchise operator?

To start at the beginning, a franchise is a name and some expertise, plus, maybe, national promotional efforts. For example, a company has a successful candy store and wants to expand. It can go to its bank and borrow money to build new candy stores in other cities.

But the cost of cash is high these



days, so more and more companies are turning to the franchise concept as a method for expansion. Instead of borrowing cash, they advertise that they will sell their name and their knowledge for use on a defined basis.

Individuals with some cash saved or a good line of credit at *their* local bank, reply to the ad and begin talking with the candy store (or franchise) owner.

If both parties agree, the candy store owner will sell, for, say \$12,000, the legal right to use its name. As part of the sale price, the candy company also will give the buyer trade secrets about how to operate a candy store: How much should the store owner pay for advertising? For help? What hours should he stay open? What customers—other than people who happen to walk in off the street—could be highly profitable customers for a candy store? How much should the buyer pay himself in salary every year? How does the buyer obtain maximum tax benefits?

Also, the candy company will show the franchise buyer how to build and decorate a candy store. In brief, the candy company will do everything but supply the hard cash and the manpower to run the new store. Often the franchise seller will provide financing of as much as 70 per cent. All the franchise buyer must do is offer some form of tangible security that the loan will be paid back.

So much for what, in theory, a franchise is. How does a franchise work in practice? More important, should you consider buying a franchise? Is it likely to be a profitable investment for you? More profitable than, say, the stock market or interest from a bank savings account?

Should you consider buying a franchise? Definitely. They are a widely accepted form of successful investing these days. But consider them carefully, because they are an unusual form of investment, and they should be approached with special care.

The first rule to follow when you start thinking about franchising—according to franchising experts, bankers, government officials and people who have a long and successful record of franchise operation—is to consider only franchises relatively closely related to businesses you already know something about. If you're a mechanic, don't think first about going into the bakery business or into tailoring.

There are hundreds of different kinds of franchises around. There are a multitude of food-service franchises. Some companies will show you how to get into the clothes rental business. Others will show you how to sell paper-back books. Income tax services. Cheese. Business services. Some will show you how to get in the business of employee counseling, shirt-selling, tape recording, gasoline, automobile transmissions, learning systems, anti-theft devices, art, wedding arrangements, and photo processing.

The variety of franchises that are available is staggering. One of the questions anyone interested in the franchise concept will have to ask is: How do I start looking at them?

Easy. Read the thousands of advertisements being run by franchise owners. You can find them in just about any business-oriented publication today.

Go through the advertisements, carefully, and write to those that look like

they are related to your background. If you've been in retailing, there will be hundreds of possibilities for you. The same can be said if you're somewhat experienced in automobiles, education, or food. Write to those franchise advertisers who look like they might have something of interest to you.

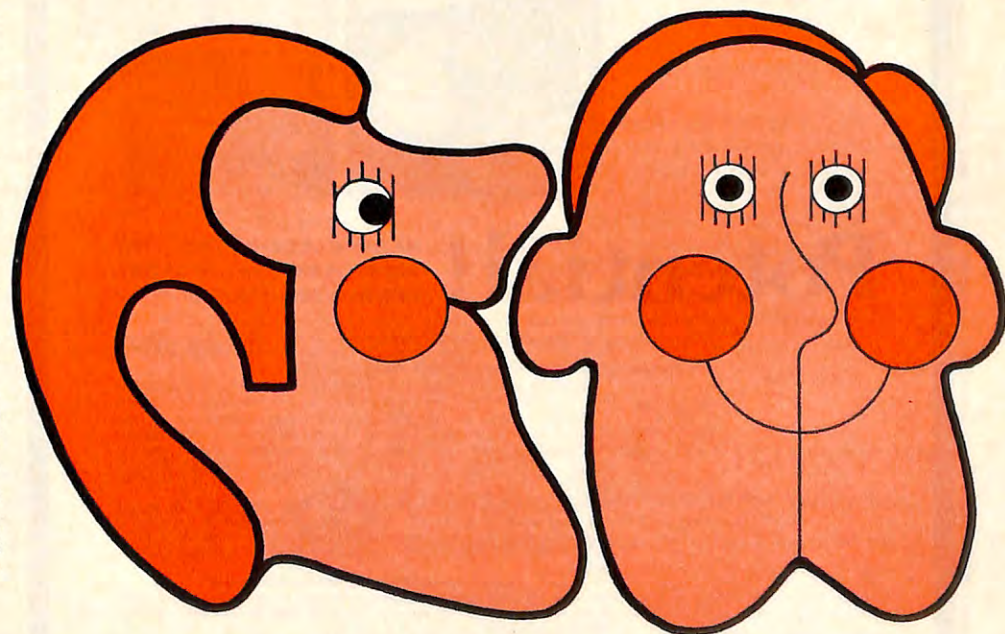
You'll get a response.

You can be sure of that. If anybody is making money from franchising, it is the printing business. Printers have the job of producing handsome, colorful and informative booklets, brochures and other promotional pieces for the hundreds of companies that have begun to sell their franchise rights.

You'll get, as I did, booklets and letters that begin like this:

"The XYZ Franchise, less than one year after introduction, is already established in 19 states. Remarkable? It certainly is. But why not learn about XYZ directly from the men who are already enjoying its exciting growth and profit potential."

Enclosed with the letter, which went on for five more paragraphs and was
(Continued on next page)



OF FRANCHISING

(Continued from page 7)

signed by the executive vice president of the company, was a profit statement from a man who had purchased the franchise some months before. Also included was a card that said one of these franchises was available, in many parts of the country for "less than \$10,000" and profit potential would be more than \$18,000. (However, it should be noted that there were no deductions for corporate taxes to be paid on the profits or the salary to the owner. It is presumed that both the owner's salary and company taxes on profits would be deducted from the \$18,000 plus figure.)

Other letters said: "We feel that we have an excellent investment opportunity." Or, "We are confident that ABX franchise represents one of the truly outstanding profitable business potentials in America today."

To hear the franchise sellers tell it, they have a really good thing to sell.

And well they might. Still, the problem for the person interested in buying a franchise is: How do I find the right one for me?

The usual sources—Dun and Bradstreet, credit ratings, and bank balances—for checking the franchise in which you are interested, don't always tell

the story. Too, only two states—California and New York—have provided legal guidelines that describe the conditions under which franchises may be established. So the normal licensing bodies are not available as a screening agency for franchises. Where do you turn?

Talk with the small business advisors. The Small Business Administration, a federal government organization, has extensive experience with franchising. If you want to learn something about the subject, hie yourself off to the nearest SBA office.

Talk also with your banker. Most important, talk with other owners, both successful and unsuccessful ones, of the franchise you are considering. Don't be hurried at this stage of your exploration. Take your time and spend unhurried hours talking with at least three men who have operated a successful franchise such as the one you want to buy. Also, insist that the franchise seller give you the names of three men who have bought the franchise but failed with it. Learn why. If the franchise seller doesn't give you names of failures, be wary of him.

Determine whether the franchise seller has been in business for at least three years. Extensive experience has shown that it takes at least this long for a management group to iron out the problems inherent in any new program and to develop it to a point where it can be a real success.

Explore, also, the advertising program that the franchise seller guarantees. One of the advantages of a franchise is that it provides large-scale advertising. After you see what is guaranteed in the way of advertising, compare it with the advertising offered by other, competing companies. Also, if you have a respected friend in the advertising business, show the ads to him and ask his judgment.

(Continued on page 18)



Potential! **HARDI-GARDENS, INC.—THE FIRST NATIONAL GARDEN CENTER FRANCHISE.**

Garden centers are the newest idea in franchising. And when you consider that 80 million people spend well over \$5 billion a year on gardening and lawn projects, it's a good idea.

Based on present trends in population and life styles, it is predicted that the total volume of lawn and garden sales will continue to increase.

Hardi-Gardens, Inc., has developed a complete franchising package that has been tested and is in use in eight locations in Nashville, the "franchising capital." Although we began selling exclusive regional master franchises for our garden centers less than a year ago, over 400 centers have already been sold to them for construction and development.

Regional master franchises require \$50,000 of capital with a minimum net worth of \$100,000. Applicants are screened on the basis of past business experience, sincerity of purpose, and willingness to profit from a new idea offering new horizons of development and financial return.

Garden Centers Are Big-Money Businesses

You may be interested in owning an individual Hardi-Gardens Center. If so, we'll be happy to put you in touch with the master franchise owner in your area.

Write: Mr. Ron Schaefer

P. O. BOX 9098, NASHVILLE, TENNESSEE 37204

HARDI-GARDENS



"In those days, when you made a million dollars, you had something."

All you have to do to make a Fortune in Franchising, is to pay a fee and lean back and wait for the money to roll in ?



F.I. says NO.

And we hope you're one of the business persons who shares our view that it takes far more than financial substance to succeed in a franchised business of your own.

If you don't agree with our principle that it takes plain hard work on the part of a licensee to succeed in franchising, we'd as soon that you didn't read on. For chances are that you wouldn't fare too well as a licensee. You might not even fare at all. Naturally, F.I. prefers to deal only with prospects who can evidence the ability to achieve their goals.

If you are ready and able to roll up your sleeves and pitch in toward making a go of any of the solid, well-founded business opportunities in the F.I. system, we'd like to hear from you.

Chances are that you're the kind of man of action now operating in F.I. franchised businesses from coast to coast.

These are men who have worked hard to enhance their earnings and build their equity position.

Men like the IMPS mobile powerwash operator who began with one unit and now manages a busy fleet. Or the Robot-guard dealer who started as a one-man sales force and now has five installers busy keeping pace with his burglar and fire alarm sales. Or men like the Clean Bill's Car Wash operators trained and preparing to begin one or more car wash/gasoline operations of their own.

You might even be the type of businessman typified by our major market network of F.I. Franchise Sales Center owners. These are local businessmen with exclusive rights to represent F.I. franchises locally.

If you expect to do more than pay a franchise fee and lean back, we invite your inquiry. A complimentary copy of the latest portfolio of F.I. nationally franchised businesses is yours for the asking.

Who knows? This could be the start of money rolling in for you. Just so you understand that a fair measure of hard work, perseverance, and ambition is involved.

The Franchises International Building in Scarsdale, N.Y. is the national base of operations from which F.I. performs the many services aimed at the continual support and betterment of its diversified franchises. Here, too, the new franchises of the '70's are under constant study and development for release to F.I.'s major market network of Franchise Sales Center Owners.



FRANCHISES INTERNATIONAL, INC.

A SUBSIDIARY OF CITY INVESTING COMPANY

1075 CENTRAL PARK AVENUE, SCARSDALE, NEW YORK 10583

Kindly mail me a copy of the most recent F.I. Portfolio of Franchise Opportunities. I'm particularly interested in: the Car Wash/Gasoline business. Burglar and Fire Alarm Sales. Mobile Powerwash Services. Restaurants. F.I. Franchise Sales Center ownership.

Name.....

Street.....

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

Present business..... A

FED UP?

MAKING MONEY FOR
THE BOSS?
GOING NOWHERE FAST?

OWN YOUR OWN FAST FOOD FRANCHISE
NEW STORES AVAILABLE IN:

ILLINOIS Taylorville	NEW YORK Cortland Endwell Mt. Morris Norwich Oneida Weedsport
INDIANA Angola Charlestown Crawfordsville Griffith Knightstown Waynedale	OHIO Brunswick Defiance Fremont Greenville Lima Newark New Philadelphia Piqua Tiffin Trenton Van Wert
IOWA Estherville Sibley Spencer	PENNSYLVANIA Johnsonburg Mt. Joy
KENTUCKY Barbourville Berea Cumberville Frankfort Maysville	WISCONSIN Chippewa Falls Green Bay Rice Lake
MINNESOTA Sleepy Eye Blue Earth	TENNESSEE Clinton Elizabethton Martin Morristown Newport New Tazewell
MISSISSIPPI Aberdeen Amory Clarksdale West Point Winona	

Now's your opportunity to get out of the rut and start living a little with a brand new, high profit Tastee Freez Big Tee Burger fast food restaurant of your own.

All new Tastee Freez Big Tee Burger restaurants have inside seating and feature a complete fast food menu for year 'round business . . . burgers, fries, hot dogs and the famous Tastee Freez soft ice cream desserts . . . plus TASTEE CRISP CHICKEN to build your volume and profit even more!

No experience required, our professional operations people are dedicated to the success of your business . . . more than 1,900 stores throughout the world attest to it.

If you can invest \$7,500-\$12,500 cash, we'll finance the balance and start you on your way to owning a high profit business valued at over \$100,000. Give us a collect call today or write. There is no obligation, but you may find yourself on your way to financial independence!

WRITE OR PHONE COLLECT, TODAY

R. G. Skinner, Vice President
TASTEE FREEZ RESTAURANTS
1200 North Homan Ave.
Chicago, Illinois 60651
Phone: 227-8900, area code 312

ATTENTION LANDOWNERS!

We are interested in negotiating long term build-to-suit leases on prime commercial sites.



FACING 1970 our country meets a year of decision. Paul W. McCracken, Chairman of President Nixon's Council of Economic Advisers, told a news conference here it will be "a rather uncomfortable year" for the American economy. He predicted, however, continued prosperity after inflation is controlled. Newsmen argue about some of the issues like pulling troops out of Vietnam as fast as possible; the closing of military installations, not only in our country but in many foreign lands. Some wonder if the slash in our defenses might be dangerous. There are arguments over draft by lottery. Overall is a shadow of inflation, the danger of a recession, continued high prices, labor unrest, riots and crime, revolts against law and order. Back of it all is a growing regard by the silent majority of Americans that this country is big enough to overcome any obstacle, that in an emergency the citizens will rally to its defense and that 1970 may turn out to be another year of prosperity in a country of united Americans.

SEN. STEPHEN M. YOUNG of Ohio retiring at the end of his term will leave the upper chamber of Congress without its master of invective. It is not that he hesitated in calling a critic a "liar" but he has a way of hitting even deeper. To one critic he said "You are lower than a snake's tail in a wagon rut". At 80 he is the oldest man in the Senate and is not seeking re-election because, he says, "The reality of age I shall not ignore".



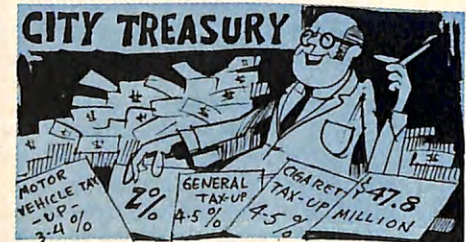
LA COSA NOSTRA means literally "our business" and Director J. Edgar Hoover of the FBI points out in his Law Enforcement Bulletin that the mob business is violence. He said: "Violence is used in fighting competition in

Tom Wrigley

TW TW TW TW TW TW TW TW

industry, collecting on gambling and loan-sharking debts, seizing control of certain forms of business, removing rival mobsters". Fortunately organized crime and the greedy crime lords who prey on the American public are receiving more and more exposure, he says. This helps to dispel some of the myth that has grown up about mob life. But we still have a long way to go.

VICE PRESIDENT AGNEW in one year has risen to be a top speaker in the Nixon administration because he tells it as he sees it. His words are making history. Here is what he said after the first Moratorium March. "It is time to stop dignifying the immature actions of arrogant, reckless, inexperienced elements within our society. The reason is compelling. It is simply that their tantrums are insidiously destroying the fabric of American democracy".



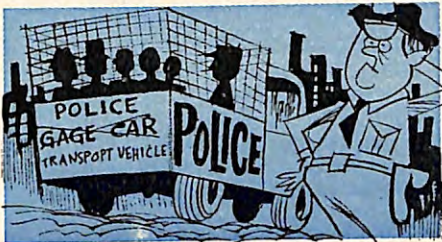
D.C. SALES TAXES have been pouring more money into the city treasury since new increases began December 1. Cigarette taxes are increased from 3 to 4 cents a pack; restaurant taxes from 4 to 5 percent; general sales tax from 4 to 5 percent; motor vehicle excise tax from 3 to 4 percent; non-prescription drugs taxed 2 percent. The total revenue package is expected to yield \$47.8 million a year.

BETTER POSTAL SERVICE may come this year as a result of the experiment launched three years ago in the Atlanta Post Office. Substitute employees now make up nearly a fifth of the postal work force but the Atlanta plan features predominantly regular employees working eight hours a day, 40 hours per week. It is a plan of Postmaster George Camp who did not believe he needed some 1000 substitutes in his

WRITES FROM WASHINGTON

TW TW TW TW TW TW TW TW

staff of 5500. Now the Atlanta office has only 175 employees who are not regulars. Mail volume is up, accidents are down and only three percent of the total complement are not regulars.



POLICE "CAGE" CARS have been given a new name here. They are standard police cars with rear passenger areas enclosed with steel mesh. To call them "cage" cars is offensive and Asst. Chief George R. Donahue instructed all men to refer to the cars as "transport vehicles", their official designation. He said "Cages are for animals".

AUTO FROM CHILE, driven all the way through South America, Central America and into Washington is now still going somewhere in the U.S.A. It left Concepcion, Chile in May 1968 and finally got here in November. Two young college students, Ariel Bethancourt and Roberto Schmidlin are the drivers. They hope to enroll as mechanical engineering students at California Tech. in March.

HIGHWAY BEAUTY will be given more protection during this year according to word from the Senate Public Works Commission. Back in 1965 President LBJ passed the Highway Beautification Program bill sponsored by Mrs. Johnson. It was called "Lady Bird's Bill" and a law banned construction of signs within 600 feet of interstate and primary highways in the 33 states that joined the program. However Congress voted less than \$3 million to support it. A crackdown on the illegal signs still along the highways will be debated.

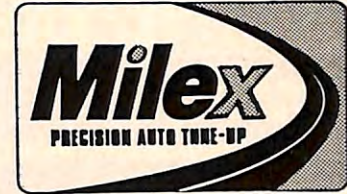
SAFETY TASK FORCE has been organized by President Nixon to promote
(Continued on page 30)

FREE FACTS on a \$20 BILLION MARKET

Get the facts on how you can double and triple your income . . . and build a secure future for yourself and family right in your own community! 90 million vehicles on the nation's highways this year had over 75 million tune-ups . . . experienced over 30 million breakdowns that would have been prevented with service by MILEX.

You need no automotive or mechanical experience . . . but you must be business oriented, a man of action, able to invest \$24,500 (company finances balance) and qualified to meet the high ethical standards of a MILEX Center Owner. We train you, equip you, guide you with year round management advice, techniques and service.

The market for MILEX Precision Auto Tune-up Centers is virtually untapped because many new car dealers are too busy to do tune-ups. Very few garages and service stations have the equipment to analyze and pinpoint problems. MILEX has ended the era of the "play it by ear" mechanic. Your MILEX Center will satisfy tens of thousands of motorists seeking reliable and expert service for the top performance of their automobiles.



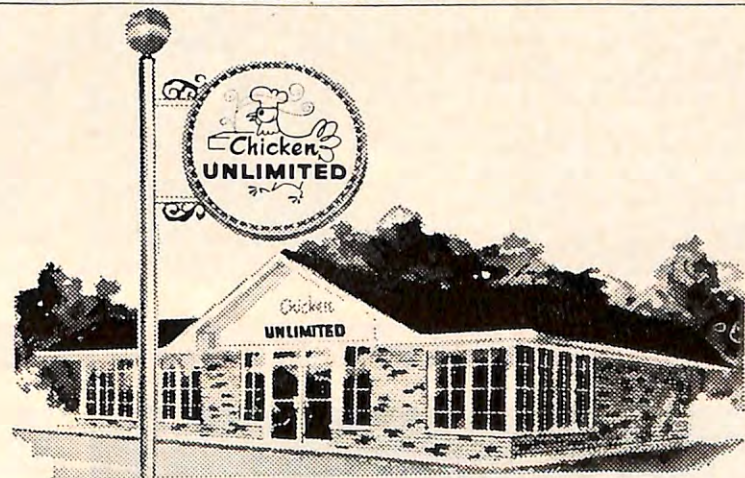
Call Collect or Write Nearest Regional Office: Marketing Director

North: 650 Park Ave., King of Prussia, Penna. 19406 215-265-7100
South: P.O. Box 263 Miami, Florida 33135 305-927-9783
Midwest: P.O. Box 218 Wilmette, Illinois 60091 312-256-3160

MILEX, INC. Dept. EM-1

Gentlemen: Please rush me your free facts on a \$20 billion market

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____
PHONE _____ OCCUPATION _____



solid gold franchise success now available nationwide

■ FEATURING the finest golden fried chicken ever via patented cooking process. Other menu variety . . . exhibition cooking . . . 50-seat dining in . . . plus carry-out service.

■ PARENT COMPANY provides building and land on long-term lease . . . also financing, training, supervision,

advertising, and full service support.

■ \$25,000 CASH investment can be returned the first year . . . some have bettered the return.

■ MEMBER International Franchise Association.

■ OWNER-OPERATION is recommended.

write or telephone **CHICKEN UNLIMITED** Dept. 12-A

11300 South Halsted Street • Chicago, Illinois 60628

Attention: S. Nadler, V.P. Telephone: 312/568-3800

(Include your name, address, phone number.)



NEWS

OF THE

LODGES

ENJOYING moments of conviviality during a reception in their honor at the Michigan Elks Association's fall conference in Port Huron are two Elks leaders and their wives—GER Frank Hise, Elizabeth Dompierre, Jeanette Hise, and Michigan SP James L. Dompierre, a Negaunee Elk. Other distinguished visitors participating in the meeting were PGER Lee A. Donaldson, Grand Chap. the V. Rev. Francis P. Fenton, O.S.A., of Flint Lodge, and Grand Trustee E. Gene Fournace, a Newark, Ohio, Elk. PGER Lee A. Donaldson, representing the Elks National Foundation, made a surprise presentation of \$9,000 to the association, the largest single allocation ever received by the group; Michigan Elks contributed more than \$53,000 to the Foundation in the 1968-1969 lodge year.



CHARMING a group of California Elks at San Pedro Lodge is Miss Christine Oliver—"star" of a lodge cerebral palsy march, which netted \$600. With the five-year-old San Pedro miss are PDD Paul J. Riccobon, VP J. T. Bair, Dr. Harry Isbelle, all Downey PERs, and San Pedro CP Chairman Al Scott. Christine received a table, chair, and enough crayons and paper to make her recuperation from three more in a series of operations more pleasant.



HOISTING a new American flag—a gift of Holyoke, Mass., Elks—on the grounds of Our Lady of Providence Home for Children are two intent youngsters, Scott Nolan and Freddie Safford, with assistance from ER Edward J. Suleski Sr. (right) and Brother Walter E. Baird. Looking on are Sister Mary Clemens, S.P., and Sister Dolores Marie, S.P.

PGER Edward W. McCabe shares a fraternal handshake with Tennessee SP Walter J. Key of Jackson and Columbia, Tenn., Ruler to Columbia for Tennessee Elks' recent midyear meeting. Adding their greetings are (on left) state Secy. John M. Chattanooga, and (right) SP-elect and PDD George H. Farr, Knoxville. The meeting's main order of business was the allocation of student and nurse scholarships, the state major project.





WAYNESBORO, Virginia, Lodge, instituted seven years ago, recently dedicated its modern new home to the Order's four cardinal virtues of charity, justice, brotherhood, and fidelity, and to a fifth cornerstone—Americanism. Posing for a photograph to mark the occasion with PCGER John L. Walker, who delivered the dedicatory address, are officers of the lodge headed by ER Donald J. Trohaugh (background, second from left) and two Virginia Elks leaders—SP Doral E. Irvin, a member of Lynchburg Lodge and superintendent of the Elks National Home in Bedford, and DDGER Wesley M. Petrie, a Waynesboro Elk (background, first and third from left, respectively). The festivities included the initiation of 45 new Elks, and buffet and dance, and, as a special treat, musical selections rendered by Brother Ramon "Red" Ringo, a resident of the National Home.

GRANITE CITY, Illinois, Elks' \$6,050 gift to a local hospital is presented by PDD Paul J. Edmonds, chairman of the lodge's Crippled Children's Committee, to Sister Mary Thomas, administrator of St. Elizabeth Hospital. Witnessing the check presentation are ER Vincent Bischof (seated) and committee members (standing, from left) Jack W. Reese, PER Charles A. Lybarger, and Dr. W. W. Bowers. At left is Miss Jacqueline Haug, physical therapist, who will supervise the use of the hydrotherapy Hubbard tank to be purchased with the funds. The immersion unit benefits both children and adults in a variety of ways, primarily in alleviating the suffering of severely burned patients during the removal of dressings. The gift was donated in memory of Brother Walter A. Reese, founder of the Granite City Elks' Crippled Children's Committee 34 years ago.



HIGHLIGHTING Oklahoma Elks' "fall workshop" meeting, held in Muskogee, is the presentation of a check for \$3,000 from the Elks National Foundation to the Oklahoma Elks Major Projects, Inc. and the Oklahoma Elks Youth Center. Participating in the presentation ceremony are (from left) PDD Robert L. Smith, McAlester, treasurer of the Elks Youth Camp; PCGER Earl E. James, an Oklahoma City Elk; SP Emmett F. Hines, Tulsa, and state Major Project Chairman George W. Auld, of Midwest City.

WISCONSIN ELKS' special guests at the state association's fall conference in Rice Lake—GER Frank Hise and PSP and Dr. Melville J. Junion, Green Bay, past Grand Esteemed Leading Knight—smile for the camera with a group of Wisconsin Elks. Flanking the two GL dignitaries are SP Maurice Pohl (left), Sheboygan, and PSP Bert Thompson, Kenosha; standing (from left) are DDGER Lloyd A. Klofanda, Eau Claire; DDGER Warren R. Foster, Baraboo; the host Rice Lake ER John P. Anderson; DDGER Albert Weigandt, Oshkosh, and DDGER John D. Pugh, Waukesha. Approximately 500 Elks and their ladies attended the meeting, and GER Hise, who was accompanied by his lovely wife, addressed the gathering at an evening banquet.



GOOD ELKS - PROUD AMERICANS



LOGANSPORT, Indiana, ER J. Thomas Henry and his charming wife Georgia (inset) extend the lodge's welcome during recent festivities to three leaders of Elkdom and their ladies: (above photo, from left) PGER Edward W. McCabe and Mrs. McCabe; GER Frank Hise, and Indiana PSP G. L. Miller, a Logansport Elk and past chairman of the GL Committee on Judiciary, and Mrs. Miller. Mrs. Hise also was present, but is not shown in the photo.



PGER JOHN E. FENTON smiles approvingly as Massachusetts SP Joseph E. Brett of Quincy presents a \$1,000 contribution for the Jimmy Fund to then Manager Dick Williams of the Boston Red Sox at the Annual Charity Baseball Game of the Massachusetts Elks Association. At left is the general chairman of the Charity Baseball Game Committee, Brother Charles E. Gill, Melrose.



INDIANAPOLIS, Indiana, Lodge's third annual Tip-Off Banquet honoring the Indiana Pacers professional basketball team is the scene of this group photo of the Pacers with ER Garry Long (right) and Senator Vance Hartke of Indiana, who addressed the gathering of more than 500 Elks and guests. Also present was SP William H. Collison, Linton. Television viewers in Indiana and parts of Illinois were able to see the festivities in a half-hour program. Chairman of the successful annual event is PER John E. Combs.

ONE OF EASTON, Pennsylvania, Lodge's longtime members—Brother Harry Zellers (second from left), a 62-year Elk—receives an honorary lapel pin from ER Charles Wagner during a testimonial dinner honoring lodge members with 50 or more years in Elkdom. The other old-timers pictured are (from left) John Garbarino, Charles R. Haas, Harold D. Haas, and Clayton D. Buss. Also receiving pins were Brothers Harold Schug and Frank Snyder.



OHIO SP E. Paul Howard (behind podium) receives special honors during the state association's Northeast (South) District meeting which was hosted recently by his home lodge, Alliance. On hand to pose for a photo with the State President are (from left) ER Ray A. Brunner; District Activities Chairman Edgar Pike, also of Alliance; PSP N. A. Bartram, Youngstown; DDGER Nick M. Kovic, Warren, and state Tiler Floyd Shambaugh Jr., a North Canton Elk.





CALIFORNIA "OLD SMOKIES," who claim to have the happiest reunion club in all Elkland, gather for their latest get-together at Vallejo, Calif., Lodge to celebrate their hectic train trip to Chicago for the 1962 Elks national convention. Calling themselves "Old Smokies" in memory of a train accident, which might have been a disaster but luckily only messed up schedules, the group gathered to reminisce for the 15th time. They also met seven-year-old Richard "Kinsley" Nelson, who was born in Kinsley, Kan., 2,000 miles from home and nine hours after the accident—and somewhat earlier than planned—to Vallejo PER Emmett C. "Jack" Nelson and his wife Gladys; young Richard is shown sitting between his parents and sister Elizabeth Ann. Gathered around the foursome are some of the "Old Smokies," including PDD and PSP Norman S. Lien (seated, right), Watsonville.



ALL COSTUMED for the North Arlington, N.J., annual Halloween parade, which the North Arlington Elks aid in sponsoring, are first-place winners in the children's division. Pictured with the imaginative winners are (background, from left) Walter Lewandowski, president of the town Recreation Commission, Mayor Theodore Lapinsky, PER Larry McKeown, and lodge Youth Activities Chairman William Ferguson, who directed all parade activities.

LODGE NOTES

HAYWARD, Calif. More than 60 Bay District officers and their ladies assembled at the lodge recently for a gala officers ball. ER Robert Summitt and his wife Barbara headed the greeting line to receive the dignitaries for an evening of cocktails, dinner, and a formal ball.

Hayward Lodge was gaily decorated for the occasion with masses of fresh carnations and ferns dyed in the Elks' purple and gold. Among the visiting Brothers on hand were DDGER Owen D. Cant of Alameda Lodge and PDD Dan L. Ferrari of Oakland Lodge, both accompanied by their lovely ladies.

Plans are already being made for next year's gala event, which will be hosted by members of Fremont Lodge.

POINT PLEASANT, N.J. The lodge's social event of the season—the annual crippled children's charity ball—was pronounced a great success, with many Elks and their guests attending the gala affair.

A buffet supper and dancing highlighted the event, with proceeds slated for the lodge's crippled children's fund.

SAN ANGELO, Tex. Lodge members are understandably proud of their fine "new" lodge building, recently renovated and improved at a cost of approximately \$100,000. Improvements made to the building include new carpeting and furniture in several rooms, bringing the total value of the lodge's property up to approximately \$350,000.

SOUTH MIAMI, Fla. The lodge's youth activities and Americanism committees recently joined forces to sponsor an "Eagle Scout Day." The program, honoring all Eagle Scouts in the district, was opened by South Miami Mayor Jack Block, who read a proclamation setting aside the day for emphasis on scouting, youth participation, and patriotism.

SOUTH SAN FRANCISCO, Calif. Lodge members recently entertained 17 servicemen from the Oakland Port of Embarkation, treating them to live music, dinner, and movies. The servicemen—all about to be shipped out to "parts unknown"—were also presented with cigarette lighters or key chains bearing the Elks' emblem, to remind them of the evening.

The price of the dinner, for lodge members, was a two-pound can of coffee; a total of 245 pounds of coffee was collected, and has been since sent on to various U.S.O. clubs in the area.

HANOVER, Pa. Exalted Ruler Reuel H. Zinn is the third member of his family to hold the lodge's high office; the family tradition was begun by his grandfather, Brother Reuel K. Hoke, who served as Exalted Ruler for the 1911-1912 lodge year. It was continued by Brother Harman E. Zinn, father of the current ER, who held the post for the 1937-1938 lodge year.

Lodge members are very proud of this unusual distinction.

SPRINGFIELD, N.J. PER John E. Sayres was the center of attraction recently as lodge members gathered to honor their Brother with a dinner-dance. Dignitaries on hand for the festive celebration included DDGER Stephen Cymbaluk, a member of Cranford Lodge; VP Frederick A. Moore, Elizabeth, and Springfield Mayor Philip DelVecchio.

All told, there were more than 150 Elks and their ladies attending the tribute to Brother Sayres; a good time was had by all.

LORAIN, Ohio. Approximately 120 Elks and their guests turned out recently for a lodge dinner honoring their own DDGER Charles E. "Doc" Sylvester, a longtime member of Lorain Lodge.

Distinguished visitors on hand for the festive occasion included Ohio Trustee Earl E. Sloan, Elyria, and PDD Daniel E. Hartung Sr., Sandusky, as well as Exalted Rulers from several lodges in the North Central District, Brother Sylvester's area of jurisdiction.

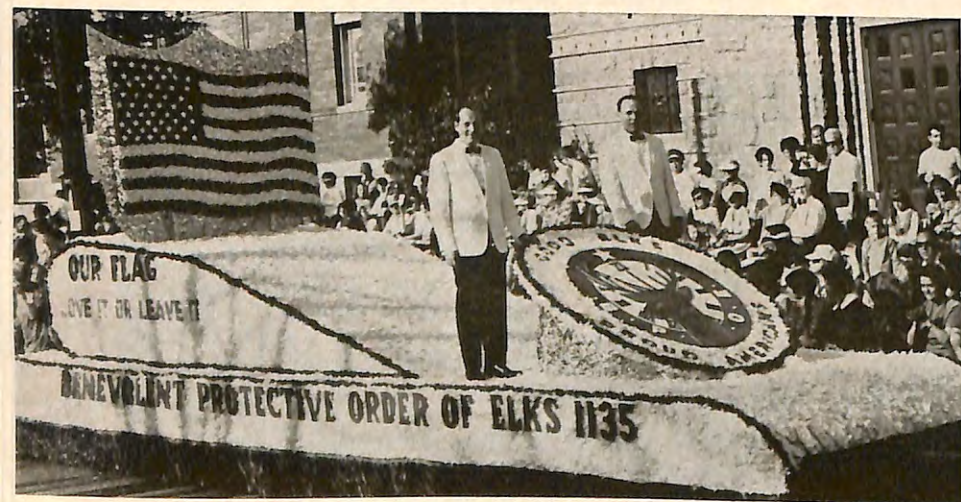
BESSEMER, Ala. SP Howard T. Hannah, acting in behalf of the Alabama Elks Association, recently sent a check for \$1,389 to Mississippi SP Robert J. Gilly, to aid Mississippi Brothers in their gigantic cleanup tasks resulting from the devastation of Hurricane Camille. The check represented donations from all the lodges throughout the state of Alabama.



PGER WILLIAM A. WALL heads a group of prominent Florida Elks participating in the institution ceremonies of the state's 90th lodge—Apopka Lodge No. 2422—who are shown as they pose for a photograph with Charter ER George Roller (back row, left) and other lodge officers. The dignitaries are: (first row, from left) GL State Associations Committeeman Russell L. Saxon, New Smyrna Beach; SP R. Lamar Johnston, Vero Beach; SDGER Robert B. Cameron, Holiday Isles; Grand Est. Lead, Kt. Chelsie J. Senerchia, Miami; PGER Wall; DDGER E. W. Ehlers, Leesburg, and PDD Malcolm V. McCall, Eustis. Approximately 300 Elks gathered for the institution, on September 28, 1969, of the 173-member "baby" lodge.



LOUISIANA ELKS' mid-season conference in Slidell is highlighted by the presentation of a check for \$1,500 for the Southern Eye Bank, the association's major project. Grand Est. Lead, Kt. Chelsie J. Senerchia (right), Miami, Fla., makes the contribution on behalf of the Elks National Foundation to SP Henry L. Riser, Shreveport, as (from left) Dr. Gerry E. Hinton, an Elk and city councilman; SDGER Robert B. Cameron, a Holiday Isles, Fla., Lodge member, and Slidell ER George R. Ketteringham, state major project chairman, look on. Brother Senerchia was a guest of honor at the conference; he was introduced as the keynote speaker by Grand Forum Justice Willis C. McDonald of New Orleans.



ELKINS, West Virginia, Lodge's winning float in the Grand Feature Parade of the 33rd Mountain State Forest Festival, which features an American flag and the Grand Exalted Ruler's "Good Elks—Proud Americans" slogan, receives enthusiastic applause from some of an estimated 150,000 spectators who lined the streets of Elkins to watch the parade.



A \$3,200 DONATION for the Beacon (N.Y.) Volunteer Ambulance Corps is presented by Beacon Lodge's Est. Lead, Kt. E. Sands Frost to Mrs. May Way, president of the corps. The sum was raised at a recent lodge dinner-dance. Brother Frost served as co-chairman and Brother Isidore Swidler, who is pictured at left, was general chairman of the successful event.

BROOKLYN, New York, Elks help the New York Mets celebrate their World Series victory. Sharing a victory photo with three of the champion baseball players—Rod Caspar, Gary Gentry, and Jim McAndrew (left to right)—are ER John Annunziata (left) and Brother Bert Beehan, chairman of the Elks' Day at Shea Stadium.





FULTON, New York, Elks view the state association's newest cerebral palsy home service unit, which is assigned to the Fulton-Oswego area, as Robert C. Bartlett (third from left), field representative of the United Cerebral Palsy Association of New York State, and Mrs. Carol Wehinger, therapist for the new unit, visit the lodge. Fulton Elks are represented by (from left) PER Robert C. Quade, secretary of the lodge CP program; PER James B. Hanlon, lodge CP chairman; ER Otis Dubuque, and PER and VP William Prashaw.



READY TO ROLL THE FIRST BALL at the opening ceremonies of the 1969 annual Ohio Northwest District Elks Bowling Tournament in Toledo, Ohio, is Barberton Lodge's Richard Fox, state bowling president. Pictured with him, poised to observe the performance, are (from left) the host Toledo ER Edward J. Monahan; Wauseon PER Clyde Raker, second vice-president of the state bowlers; Van Wert PER O. E. Shurtleff, a former bowling president, and DDGER Kenneth A. Kidd, of Bowling Green.



FIRST-PLACE HONORS in the 1969 annual Atlantic to Pacific Cayuco Race go to members of the Cristobal, C.Z., Lodge-sponsored Explorer Post No. 1. The four young sportsmen, who also set a new race record with their cayuco—a native boat made by hollowing out a tree trunk—are Joe Cronan, Don Benson, Mike Green, and Randy Hull; with them are Cayuco Queen Barbara Bradley, Post Advisor Bob Hull (background), and the race coordinator, Maj. Gen. Kenneth O. Sanborn. The two other boats entered by the Elks' Explorer Post finished third and sixth in a field of 32.



SOUTH KINGSTOWN, Rhode Island, Lodge's "Man of the Year"—Mr. Anthony J. Guarriello Jr. (second from left)—accepts his award from ER Douglas Sherman during a recent testimonial dinner in his honor. Looking on are SP Lewis G. Berstecher Jr. (left), Providence, and DDGER Reggie R. Sassi, a member of South Kingstown Lodge. More than 200 Elks and guests attended.

Lodge News continued on page 59



APPLES, KIDS, AND ELKS—Wolcott, N.Y., Elks—go together in the local sixth annual Apple Harvest Festival—all the way to win first-place honors for this lodge-sponsored float in the festival parade.

"My NU-ENAMEL Profits Doubled My Initial Investment In Just 6 Months... Working Only 8 to 10 Hours per Week."



One of the most respected names in household products—more than 40 years of consumer acceptance—now offers exclusive franchise territories.

FULL-TIME INCOME PART-TIME HOURS

Like Jim Harrold of Muncie, Indiana, you, too, can reap profits, double your initial investment in only 6 months servicing your exclusive NU-ENAMEL franchise territory. He now works only 10 hours a month in his territory.

AWARD-WINNING CUSTOM SIX SELF-SERVICE MERCHANDISER



Your prime entrée card to retail outlets. It has won acceptance in supermarkets, department and hardware stores, and many others. There is absolutely no selling necessary by the retailer.

YOUR INVESTMENT SECURED BY INVENTORY & SUPPLIES

and, NU-ENAMEL provides comprehensive training and supervision to assure your success.

Marketing Director, NU-ENAMEL Co.
410 N. Michigan Chicago, Ill. 60611
(312) 644-3200

Yes, I want to learn all about a NU-ENAMEL Exclusive Distributorship. Please send full details without obligation.

Name _____
Address _____
City _____
State _____ Zip _____

Franchising

(Continued from page 8)

Study several related franchises to determine such things as:

- The basic franchise purchase price.
- The territorial guarantee you receive. (It does you little good to have a successful franchise if two or three more like it are going to be built nearby.)
- The amount of initial training you will get from the franchise seller.
- The amount of continuing training you will get from him.
- What you'll have to pay for supplies provided by the franchise operator.

These items, in addition to advertising and length of time the franchise seller has been in business—can vary widely from contract to contract. Compare carefully. When you study your potential contract, make notes on facts you learn and discuss them with your attorney, when you finally get around to talking with one. By all means, talk with a lawyer before you sign a contract to buy a franchise.

But, for a franchise buyer to understand his franchise contract, he should know how contract sellers earn their money. Here, (according to a technical report produced by an unbiased and highly reliable stockbrokerage firm) are ways in which one well known franchise seller in the fast-food field generates money:

1. The sales and net income of company owned stores. (Many franchise sellers will operate their own stores in some sections of the country where they can't get a suitable franchise buyer.)
2. Royalty income from the roast beef, chicken and roast beef-chicken combination they sell.

(Continued on page 20)



"I say let's pay up our U.N. dues. We can always get the money back in foreign aid."

BINGO FOR FUND RAISING

EVERYONE HAS FUN!

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



MAIL COUPON TODAY!

"BINGO KING"

Dept. 580 Box 1178, Englewood, Colorado 80110

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

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

FINE ELKS JEWELRY

GUARANTEED, LOW-PRICED!



PAST EXALTED RULER RING
10K solid gold ring
Raised head, perfect syn. ruby eyes, P.E.R. under emblem. BPOE carved on ring shoulder.

No. E-3069, without diamond \$25.95
No. E-3069D, with diamond \$39.55

MEMBER EMBLEM RING
Same as above, without P.E.R. bar.
No. E-3026 \$24.65

When ordering rings, please specify size.
Prices F.O.B. Chicago.

SEND FOR CATALOG



Past Exalted Ruler Lapel Button
10K solid gold; post fastener, no button hole needed. No. EB-2, w/o diamond \$6.15
No. EB-2D, with diamond \$19.75

Member Lapel Button
10K gold filled; post fastener, no button hole needed. No. E-81P gold plated \$1.60

Year Member and Life Member Buttons
In gold plate 5-50 yrs. and Life ea. \$2.35
10K gold-filled w/ diamond 25-50 yrs. and Life ea. \$10.75

RH RUSSELL-HAMPTON CO.
Dept. E, 15 S. Wacker Dr., Chicago

I BOUGHT A NEW \$3,800 CAR WITH THE EXTRA MONEY I MADE IN PART TIME LOCKSMITHING.

You can say that, after you learn professional locksmithing at home in accredited course! T. G. of Illinois made \$642 while learning, J. K. of Texas \$250. Make big money — full or part time. Course includes tools, supplies. FREE BOOKLET. No salesman will call. **LOCKSMITHING INSTITUTE**
Free Book! Dept. 1223-119 Little Falls, N.J. 07424

1000 GOLD STRIPE ZIP CODE LABELS 35¢

FREE LOVELY GIFT BOX!
1000 Deluxe, Gold Stripe, 2-color, gummed, padded Labels printed with ANY Name, Address & Zip Code, 35¢ for EACH Set! No limit, but please include 10¢ extra for postg. & pkg. or 45¢ in all. SPECIAL! 3 Sets for only \$1.20 prepaid. EXTRA! FREE Plastic Gift Box with each order for 1000 Labels! Write for FREE Money-Making Plans. FAST SERVICE! Money-back guarantee. Order NOW!

TWO BROS. INC., Dept. B-669, Box 662, St. Louis, Mo. 63101

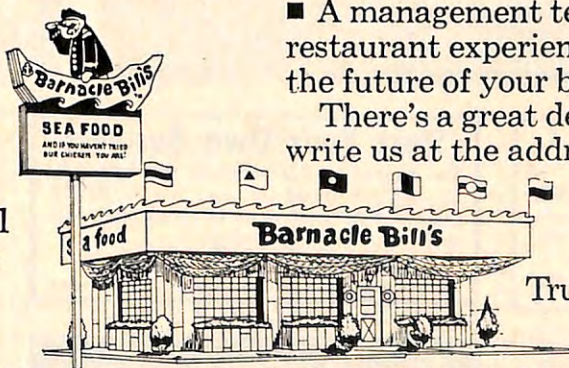
A question for investors from Barnacle Bill's: Do you suppose we should have called it Colonel Seafood?

It has been suggested. Not just because we plan to be the seafood counterpart of a certain southern gentleman's chicken franchises; but because we are counting on the same amazing growth. In the last 4 months we have sold 407 stores.

Why are we at Barnacle Bill's so absolutely certain of where we are headed? Because we are the most dynamic and carefully planned fast food-service on the franchise scene today.

Before launching our own operation, the crew of Barnacle Bill's scrutinized franchises from Maine to Hawaii, building upon the mistakes and successes of others. From this planning has emerged the many differences that make Barnacle Bill's stand out from all the rest. They include:

- An advertising campaign created and produced by Stan Freberg. Not only the man responsible for some of America's most successful sales stories, but a Barnacle Bill's stockholder.
- A quality chicken and seafood menu



acquired from the nation's most respected food suppliers and cooked under a pressurized frying process that all but eliminates grease content (and cholesterol).

- A secret breading process, developed by Barnacle Bill's.
- A two week training course at the Barnacle Bill's School of Fish (with refresher courses,) that makes a seafood and chicken chef out of the guy who can't boil water.
- A unique nautical design which lends itself to an existing building or new construction in a minimum of time and cost.
- A highly efficient system of controlling food and labor costs to allow for maximum profits!
- A management team with over 150 years of restaurant experience between them to guide the future of your business.

There's a great deal more to tell you. If you write us at the address below (or call collect)

we will send your way a Barnacle Bill's Franchise Gold Opportunity folder.

Trust us: if you think there's a future in fish, your chip just came in.

BARNACLE BILL'S, INC.
454 Lincoln Highway East
Irwin, Pennsylvania 15642
412-863-1500

(Continued from page 18)

3. Initial franchise fees.

4. The income from sale or lease of equipment and supplies. (A 20 per cent markup on supplies is standard operating procedure in the franchise business, so a towel that might cost \$1.00 from an independent source could cost about \$1.20 from a franchise seller.)

The technical report points out that the initial franchise fee is largely eaten away by pre-opening expenses. It also points out that someone could buy a "fish and chip" franchise for about \$15,000 and might reasonably expect a

gross volume of about \$100,000. A franchise affiliated with this franchise seller that sells only chicken would cost about \$30,000 and have an annual volume of about \$200,000 to \$275,000. Roast beef places cost about \$60,000 and have an annual volume of \$275,000 to \$300,000.

The franchise buyer pays 3 per cent of the gross sales volume to the franchise seller. Depending upon varying factors, the franchise buyer will net about 20 per cent of his gross volume, before taxes, which means that a \$15,000 investment might produce after-tax profits of something like \$10,000 a

year; a \$30,000 investment might produce after-tax profits of about \$24,000; and a \$60,000 investment might produce profits of about \$30,000.

There is no guarantee, anywhere, that a franchise buyer is going to roll around in clover for the rest of his life. In fact, one of the facts that becomes obvious during any study of the franchise business is that the person who looks to franchising as a leisurely life is likely to go broke fast. Most franchise buyers have to work hard to keep them profitable.

There is not even a guarantee that a franchise buyer will stay in business long, although national studies show that only one franchise buyer in 10 goes bankrupt, a rate of success that is substantially better than the national averages for small businesses.

Franchising offers some new and exciting business opportunities that, plainly, did not exist before. You might want to take a look at them. ■

Father Flanagan's BOYS TOWN CHOIR

Msgr. Francis P. Schmitt

Director

Now Booking
25th Annual Concert Tour
Fall of 1970

Write

Msgr. Nicholas H. Wegner
Boys Town, Nebraska 68010

Lodge Bulletin Competition

Again this year, the Grand Lodge will feature a lodge bulletin contest for the year 1969-1970. This competition will be sponsored by the GL Lodge Activities Committee. The committee member in charge will be K. R. Larrick, Box 274, Augusta, Kan., 67010.

Awards will be in five categories, as last year, but the membership classifications have been changed to the following: less than 300 members; between 301 and 600 members; between 601 and 1,000 members; between 1,001 and 3,000 members, and 3,001 and more members.

Entries will be judged on the basis of local lodge news coverage, as well as publicity given to state, district, and Grand Lodge promotions. First, second, and third place awards, as well as honorable mention awards, will be made in each of the five categories.

The rules are quite simple. Select any three consecutive bulletins between April 1, 1969, and January 31, 1970. Place them in a plain manila folder and send them to Brother Larrick in time for him to receive them no later than February 20, 1970. Fancy and expensive binders are not recommended, as they will not increase the chances of any entry and will have no bearing on the judging. All entries must conform to Section 214 of the Grand Lodge Statutes. No entries will be returned.

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

HOW TO GET CAPITAL

FREE TRIAL OFFER

HOW TO GET \$500 TO \$2 MILLION

Business capital, loans, grants, cash to start a business. 2,618 sources. Send no money. Helped many others.

FREE REPORT SHOWS HOW

NATIONAL COUNSELOR REPORTS

Div. 35 KERRVILLE, TEXAS 78028

FRANCHISING

AMAZING NEW WAY to OWN YOUR OWN BUSINESS

Send for free copy

MODERN FRANCHISING MAGAZINE,

1033-K First Ave., Des Plaines, Ill. 60016

HYDRAULIC JACK REPAIRS

Earn While You Learn In Your Spare Time

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

Write for folder No. E1, and free bonus offer.

Hydraulic Jack Repair Manual Co., Inc.

G. P. O. BOX 3 • STATEN ISLAND, N. Y. 10314

Start Your Own Business

The demand for 3-Dimensional magnetic signs for cars and trucks increases rapidly. Now is the best time to make up to 700% profit with our vacuum-forming machine.

QUALITY INDUSTRIES, Dept. EM.

7416 G Varna Ave., No. Hollywood, Calif. 91605

Hettrick

knows what's
best for camping!

Now available, a new 32-page booklet of CAMPING TENTS AND CAMPING TIPS. Send 10¢ to cover handling cost to

HETTRICK,

Dept. EL, Box 5110, Statesville, N. C. 28678

Bronze Plaques

FOR ALL OCCASIONS

Write for FREE Catalog P12

Engraved Plaques Catalog T12

INTERNATIONAL BRONZE TABLET CO., INC.
150 W. 22nd St., N. Y. 11, N. Y. WA 4-2323

The Textbook Earthquake

Suddenly the cabin began to shake as though it would fall apart. "Grab Clare and run, Dad! It's an earthquake!"



Above: Collapsed culvert at Culligan Ranch near Hebgen Lake.

Lower left: A damaged house on the shore of Hebgen Lake.

Lower right: Two geologists examine a 20 foot vertical displacement of earth that took place as a result of the quake.

by Patricia Ford

TEN YEARS AGO the Madison River Canyon of southwestern Montana was a favorite vacation spot for campers and fishermen. Tall pines climbed its steep hillsides, and on the valley floor the Madison River sparkled in the sunlight.

But the night of August 17, 1959, changed all that. At 11:37 P.M., one of the strongest earthquakes ever recorded in the United States (7.3 as compared to San Francisco's 8.2) struck the canyon. With a force equal to that of 2,500 atomic bombs, it shattered a mountain, dammed a river and tilted a lake. It created the largest earthquake-caused landslide in North Ameri-

ca. This mighty tremor also reactivated an ancient earthflow and carved out some of the most spectacular fault scarps in the country. In short, the Montana shock produced so many of the classic features of an earthquake that geologists call it the "textbook earthquake."

The night that it happened was unusually beautiful; warm and clear with a full moon. On the south shore of Hebgen Lake, a reservoir fed by the Madison River, the boats of summer visitors bobbed gently at their piers.

In the Clarence Groschell cabin, one of eight that lined the lake, a light
(Continued on next page)

Earthquake

(Continued from page 21)

blinked on. Mr. Groshell's daughter, Mrs. R. K. Johnson of Palo Alto, California had awakened to the cry of a restless child. She stumbled sleepily into the room where her two small daughters slept, then stared back through the living room doorway.

The old kerosene lamp that hung by a wire from the huge beam in the ceiling was moving. "It was swinging gently in a perfect circle," said the young mother. "As I watched, I heard a roaring sound, like a high wind during a storm."

At that moment, Mr. Groshell came into the room. "That's a terrible wind tonight, Margery," he said.

Suddenly the cabin began to shake as though it would fall apart. Mrs. Johnson snatched four-year-old Laura, blankets and all, from the bed. "Grab Clare and run, Dad! It's an earthquake!"

As the lights went out and canned goods began tumbling from the shelves, the two groped their way out the front door and down the crazily tilting steps. Their neighbors were doing the same. In the midnight darkness they stumbled

over the heaving ground toward a clearing near the lake.

There a strange sight greeted them. The piers, some with their boats still dangling from them, stood high and dry. The group looked at each other and one of them whispered, "The dam must have broken!" Mindful of the crowded campgrounds and the town of Ennis, Montana that stood downstream from Hebgen Dam, they shivered.

The scene at the dam, however, was far different from what the little band on the south shore had pictured. Two dam tenders, awakened by the quake's first jolt, rushed out in time to see one of nature's most awesome shows. The earth's crust beneath Hebgen Lake had broken and dropped, tilting the entire basin. Giant waves, called seiches, began to pound the dam. Back, and forth, and over they roared, while the stunned tenders watched in horror. Four times the water receded, then rushed back into the basin. Incredibly, the dam held.

The water, with no place else to go, slammed back onto the north shore. Everything fell before it—boat docks, resort cabins and lodges. Altered by the initial earth shock, the residents awakened and fled without loss of life.

Those in the campgrounds to the west were not so fortunate. The disas-

ter that overtook them came, not from the lake or the buckling earth, but from the 7,000-foot mountain that loomed above them.

Unknown to anyone, its pine-covered surface concealed layers of soft, weathered rock. Steeply tilted toward the valley floor, these layers were held back only by a marble-like ridge of dolomite. As geologists later determined, "It was a dynamically unstable slope ready for a period of unusual rainfall, a violent flood or an earthquake to set it in motion."

Blissfully unaware of this, the campers in Rock Creek Campground below banked their fires for the evening, zipped up their sleeping bags and bedded down for the night.

At 11:37 P.M., the earthquake struck. It shattered the mountain at Rock Creek. At an estimated 100 m.p.h. eighty million tons of rock roared down the canyon wall and crashed into the Madison River. So great was its force that the avalanche climbed 400 feet up the opposite side of the canyon.

The sleeping campers never knew what hit them. Nineteen of them died beneath the slide.

When the falling mountain buried the campground, it also blocked completely the Madison River. The river backed up swiftly and violently, shoving a wall of mud and rock into other campgrounds nearby.

In the path of this deadly wave were the families of Melvin Fredericks, a salesman from Ohio, and the Rev. El-

(Continued on page 24)

! The Halvorfold

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

Extra Special Gift Offer
Halvorfold and 6-Hook Key Case
Morocco \$10.75—Calfskin \$13.25

\$8.50 Black or brown Morocco
\$10.00 Smooth black or brown Calfskin

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

"Made to Order" for ELKS

"NOW in its 44th 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.

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

PLEASE CHECK HERE:
 Black Calfskin \$10.00 Brown Calf. \$10.00
 Black Morocco \$8.50 Brown Mor. \$8.50
 Gold filled Snap & Corners \$1.50 extra
 4 fold 6 fold 8 fold 10 fold
 (8 pass) (12 pass) (16 pass) (20 pass)
 Elks Emblem Outside Yes No

Name: _____ 23K Gold
 Address: _____ Inside Emblem: _____
 If you send cash with order, we ship postpaid. Money back if not satisfied. PLEASE USE ZIP CODE

Halvorsen, P. C. M.
4868 Victor St., Dept. 180
Jacksonville, Fla. 32207

Send HALVORFOLDS as per instructions below. If I decide to keep them, I will send check at once. If not, I will return merchandise in three (3) days. (HALVORFOLD comes regularly for 8 passes. For 12-pass add .25c. 16-pass .50c. 20-pass .75c. Please check squares at right.) Lodge No. under inside Emblem 75c extra

i heard somewhere . . .

That a man doesn't start giving good advice until he's too old to set a bad example.

That sending them up in rockets is a rather expensive way to get rid of mice.

That to make a long story short, there is nothing like having the boss walk in.

That bald-headed men in swim trunks generally show that their trouble isn't the lack of hair, it's faulty distribution.

That we've made great medical progress in the last generation. What used to be the itch is now an allergy.

That in the old days a man who saved money was a miser; nowadays he's a wonder.

That a caddy is a boy who stands behind you and didn't see where it went either.

“What do I need an Addresser-Printer for? I’ve got a secretary...”

It's true that your secretary can do everything an Addresser-Printer can do. But why should she have to? If our Addresser-Printer could take all of the repetitive typing off your secretary's hands, she'd have more time to do the things an Addresser-Printer can't do.

“Addresser-Printer. Is that the same as ‘Addressograph’ addressing machines?”

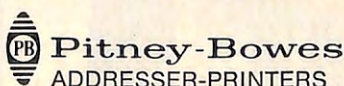
No. Addresser-Printers are made by Pitney-Bowes, the people who invented the postage meter. There are three different Pitney-Bowes Addresser-Printer systems: metal plate, type-it-yourself foil plate, and plastic. The plastic is for credit cards; the metal and foil are information plates which hold up to 10 lines of data and can be mechanically coded for selective mailings.

“Even if I needed a...uh...whatever you call it, I couldn't afford it.”

It costs more to have an employee do repetitive typing than it does to do it by machine. And more importantly, a machine does it faster and more accurately. Pitney-Bowes makes several different Addresser-Printers—from very big to small—and with their new foil type-it-yourself information plate, no business in America is too small to afford an efficient addressing and printing system.

“No. I don't have a repetitive typing problem.”

That's because you don't do the typing. Ask your secretary how many times she retypes the same names, addresses, social security numbers, and what not on bills, time cards, collection statements, package labels, ledger cards, government forms, order forms, checks, W2 forms, and 941's. You may be startled at the repetitive typing problem that's been right under your nose.



You still haven't convinced me that I need an Addresser-Printer, but you're gaining ground. I'd be interested to hear what a salesman has to say about an Addresser-Printer for my particular business.

Name _____ Company _____

Street _____ City _____ State _____ Zip _____

Send to Pitney-Bowes, Inc., 2139 Crosby Street, Stamford, Conn. 06904, or call one of our 190 offices throughout the U.S. and Canada. Postage Meters, Addresser-Printers, Folders, Inserters, Counters & Imprinters, Scales, MailOpeners, Collators, Copiers, Fluidic Controls.



(Continued from page 22)
mer Ost of New York. Camped side by side, they had settled down for the night when they were suddenly jolted awake. Rushing outside, they saw tents shaking and cars bouncing up and down. The campers looked up to see a wall of water racing toward them. "Grab a tree!" shouted Rev. Ost. As everyone scattered, a torrent of debris hit the area, sweeping everything before it.

When it had passed, the two fathers sloshed about in knee-deep water, call-

ing for their wives and children. The Rev. Ost located his family and moved them to high ground, then stumbled back down the hill to look for his friends.

He found Melvin Fredericks struggling to free his fifteen-year-old son Paul, who was pinned by logs in a sitting position in the rapidly-rising water. Frantically the two men worked to pry the logs apart as the water rose higher and higher. Finally, as the water reached the boy's chin, they gave one last desperate tug and pulled him free.

Together with the other survivors in the campgrounds the two families struggled up the hillside. They huddled around a fire and prayed for the injured and dead. Seven people died here in the landslide's backlash.

In the darkness, cries for help rang up and down the canyon. Two of those who called out were seventy-one-year-old Grover Mault and his wife Lillian, 68, of Temple City, California. The retired couple had camped for several days at Rock Creek. On the night of the quake, Mault awakened to find his trailer afloat and rapidly filling with water.

Rushing to the door, he wrenched it open and climbed to the roof of the trailer. He reached down, grasped his wife's hand and pulled her up with him. When the water reached the trailer top, Mault grabbed the branch of a pine tree, hauling himself and his wife up, branch by branch.

In the five hours that followed, the branches broke four times, dropping both into the cold water. Each time Mault climbed back into the tree, clutching his wife with him.

Her strength slipping away, Mrs. Mault begged her husband to let her go and save himself. He refused. "If you go, I'll go, too," he told her grimly.

(Continued on page 26)

Ask our man in SAMOA

About a Tuff-Kote auto-truck rustproofing franchise. He'll tell you it's a unique opportunity to achieve independence, success and unlimited earnings. He'll tell you that a Tuff-Kote franchise is backed by intensive training, continuous guidance and 21 years of proven success.

Auto-Truck rustproofing. A unique and exciting business. Minimum cash investment—\$7500. Clip our coupon and let us tell you more.

Yes, I'd like to know more about a Tuff-Kote auto-truck rustproofing franchise. Send me your free brochure.

Tuff-Kote, International
13650 East Ten Mile
Warren, Michigan 48089

(313) 776-5000

Name _____

Address _____

City _____

State _____

Zip _____

TUFF-KOTE RUSTPROOFING

United States • Hawaii
Samoa • Sweden • Argentina
Australia



LODGE VISITS OF

Frank Hise



GER Hise attended the Fall Meeting of the Wyoming Elks State Assn. held in Cody, where he took part in a peace pipe ritual before he was presented with a commemorative rifle. From left to right are: Bro. Jim Wallwork, ER Harley W. Fowler, PGER H. L. Blackledge, Frank Hise, SP B. Paul Cody of Casper and Bro. Bill Waller.



GER Frank Hise poses with the peace pipe made for him by Bro. Bill Waller of the Cody, Wyo., Lodge.



After a speech about today's youth and their impact on society, GER Hise is congratulated by Apollo, Pa., Lodge's ER John R. Bone. With them are DDGER Harry A. Stoops (far left) and lodge Sec'y John W. Adams (far right).



GER Frank and Mrs. Hise were honored guests at a luncheon held at the Apollo, Pa., Lodge. Here Bro. Hise has just received a gift from PER Blaine L. Hoover. Shown are: Mrs. Mildred and PGER Lee A. Donaldson, Mrs. Hise, Frank Hise, Mrs. Harriet Bone (wife of ER John Bone) and PER Hoover (standing).





**Mona will smile on you,
if you qualify.**

If you're the kind of guy who wants more out of his own business than mere money, I'm the kind of gal you should be working with in a Gault Galleries Art Franchise. The kind of franchise for the kind of guy who's particular about how he makes a lot of money. If you qualify, it's 100% turn-key, bank-the-profits, all the way. From training to inventory to location to promotion, created and coordinated by General Marketing Corporation. \$10,000 puts you in business. We'll finance \$20,000 balance over 3 years. To find out if you have what it takes, drop me a line or call collect. 215-665-1250. Ask for Mona.



**GAULT
GALLERIES**

Suite Sixteen Hundred, Department E-170
1700 Market Street
Philadelphia, Pennsylvania 19103

*Division of General Marketing Corporation
Wholly owned subsidiary of Broadcast Industries Corp.*



**WHAT DO YOU
REALLY WANT
FROM A
FRANCHISED
BUSINESS?**

If it's a high-profit return on your investment, join the Sparkle Wash organization. And, there are many more good reasons for joining Sparkle Wash, including:

- **PATENT-PROTECTED EQUIPMENT.** No one can duplicate this unique, patented, completely self-contained mobile wash-and-wax system that goes right to the job.
- **NATIONAL REPUTATION.** You'll be associated with the established, proven leader in the field.
- **CHOICE OF PARTICIPATION.** You can be either an owner/operator or investor only. For just \$13,500 you get a fully-equipped truck, exclusive territory, training, etc. Fleet discounts are available.
- **WIDE-OPEN MARKETS.** Truck fleets, car lots, mobile homes, homes, commercial buildings, outdoor signs, machinery, aircraft, etc.

SPARKLE WASH WASHES MORE VEHICLES THAN ANYONE!



SPARKLE WASH

REG. U.S. PAT. OFF. **TODAY'S FASTEST-GROWING NATIONAL FRANCHISE BUSINESS**

Fill out and mail coupon
for complete details to:
Sparkle Wash, Inc.
23 N. Franklin St.
P. O. Box 51
Chagrin Falls, Ohio
44022

Phone (216) 247-7611

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

(Continued from page 24)

Finally rescued by a man in a boat, the courageous couple climbed to high ground and waited for dawn.

Morning finally came to Madison River Canyon, and with it the blessed helicopters.

The rescuers who flew overhead could hardly believe their eyes. Beneath them was a scene of utter destruction. The mountain had been sheared off nearly halfway down, forming a slide a mile long and three-quarters of a mile wide. The river had backed up and flooded the canyon to a depth of eighty feet. Only the treetops were visible in what had once been Rock Creek Campground.

Great chunks of road had fallen into the lake, and broken buildings floated in the water. The only reassuring sight in the terrible scene was Hebgen Dam, still standing.

High atop a knoll near the dam, two hundred survivors awaited the paramedics who dropped from the sky. Many of them owed their lives to strangers who reached out a hand in the darkness to pull them to safety.

As the earthquake victims moved out that day and the next, disaster teams moved in to search for the injured and count the dead. After weeks of checking and cross-checking, authorities determined that twenty-eight persons died that fateful night. Nineteen of them, trapped beneath the slide, will never leave the canyon.

Tragic though it was, the Hebgen Lake earthquake demonstrated almost to perfection the effects of a giant earth shock on man, his structures and his land. Because of this, the U. S. Forest Service has set aside 37,800 acres in this corner of the Gallatin National Forest as a geological preserve.

Over two million people have come to study the dramatic illustrations of this lesson in living geology. Today, Earthquake Lake, formed when the slide dammed the river, is nearly one hundred feet deep. The grey tops of drowned trees still dot its surface, and on the shores here and there a cabin lies tilted in the water.

"Ghost Village," the area of resort cabins near the lake, lies where it fell a decade ago. A nearby road ends abruptly at the lake's edge.

The massive landslide still looms at the western end of the canyon. Atop this mountain of crushed rock is a giant dolomite boulder. On its glistening white surface the Forest Service has placed a plaque bearing the names of the dead. In memory of these, and all whose lives were touched by the catastrophe, the Madison River Canyon Earthquake Area has been dedicated "for all its values . . . all its resources, its geologic history and its deep human meanings."

by James L. Slattery and Richard Gosswiller



It's Your Business!

HOW TO SUCCEED IN THE FRANCHISING BONANZA

One of the most remarkable franchising operations we've heard about was set up by Nation-Wide Auto Auctions, Ltd., headquartered in Nutley, N.J. In 1968, Nation-Wide began selling used cars by auctions that were open to the public. That in itself was a novel approach. But in 1969, Nation-Wide went even further by franchising their used-car auctioneering system. By October they had placed more than twenty such franchises. One of them was launched by three partners with a total of \$35,000 in capital—\$20,000 of which they had borrowed.

The possibilities of franchising seem unlimited. Recently we read about a new baldness-correction method developed by a formerly-bald California physician, Dr. Jack Bauman. Through this method, which Dr. Bauman calls the "Medi-Hair" process, surgical quality thin steel anchor bases are implanted in the scalp. A siliconized dacron network is then attached firmly to the anchor bases, and hair is fixed to the dacron netting. The whole operation takes three hours and costs about \$1,000. The combined services of a physician, a technical specialist, and a hair stylist are needed for completing the job. Now, all that in itself is interesting enough, we'd say, but what led us to mention this item is the report that Dr. Bauman was planning to franchise his "Medi-Hair" process!

Clearly it's "Onward And Upward With Franchising" in the U.S. today. But that shouldn't be surprising, not when you remember that the first British colonists in America were sent out as part of a franchised operation! We refer, of course, to the founding of Jamestown Colony in the year 1607. This was a purely commercial venture undertaken by a syndicate of British businessmen who in effect obtained a franchise from the British government to carry out their venture.

The variety of franchised businesses in operation today is staggering. One of the biggest is fast-foods franchising. Over 250 food franchisors specialize in hamburgers, chicken, hot dogs, ice cream, pizzas, novelty sandwiches, and

so on and so on. The fast-foods field has been growing at an almost explosive rate. In fact, there are some signs that it may be growing too fast.

Tobaccoland, Inc., is another type of franchisor. It invites the man who has about \$20,000 to invest, to become the operator of a Tobaccoland store which sells custom tobaccos, cigars, pipes, and accessories. Docktor Pet Centers, Inc., provides franchised locations for retailing pets and pet supplies. In the hard goods field, Western Auto Supply Company expects a prospective franchisee to be prepared to invest from \$20,000 to \$30,000. Like many other franchisors, Western Auto is willing to finance a good portion of this amount.

The demand for laundering and cleaning services has generated a number of franchising operations. Well-known in the field of rug, carpet, and upholstery cleaning is the Duraclean Company, which was started up back in 1930 by Irl H. Marshall, who had already achieved substantial business success as the major owner of a chain of newspapers. Today the Duraclean Company has franchises in 29 countries.

Another novel idea in entertainment franchising is FOOSBALL, the coin-operated soccer game marketed by the FOOSBALL Competitive Sportsys-

tem Division of the American Youth Marketing Corporation. FOOSBALL machines, which are about the size of some coin-operated games to be found in amusement arcades, can be installed in bowling alleys, taverns, student-union centers, etc., and the beginning price for a franchise is \$3,495.

The franchising boom has attracted the interest of well-known companies: General Foods, Pillsbury, Household Finance, B. F. Goodrich, among others. Such companies get into franchising mainly by investing in, or buying a substantial franchising operation in some field or other.

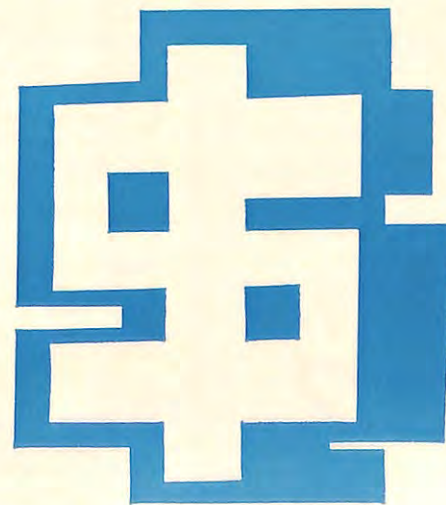
But other large companies have set up franchising systems of their own to broaden their marketing operations. An example is SCM Corporation, one of whose subsidiaries, Allied Paper Incorporated, recently inaugurated a franchising operation for marketing its line of greeting cards, stationery, paper school-supplies, and other paper products. The franchisee is expected to invest from \$10,000 to \$25,000, depending on the area and size of territory he's given.

A rapidly growing area of franchising is that of specialized services: computer services, personnel services, business guidance services, fund raising services, travel agency services, industrial security and protection services, and secretarial services.

The good old field of specialty selling includes quite a few franchised operations. It might well be that the next salesman who calls on you to show you his line of novelty merchandise is operating as a franchisee.

Should you become a franchisee? If so, what kind of franchise would be best for you? Let's see how you can arrive at really sound answers to those questions.

The urgent invitation to "ACT NOW!" is commonplace in ads addressed to prospective franchisees. But your first step is to make a careful and objective evaluation of yourself, your business and work experience, your skills and potentialities, your financial position, your family responsibilities, your
(Continued on next page)



(Continued from page 27)

ambitions and desires. In making that evaluation, it's important to distinguish carefully between those abilities which you've demonstrated in a solid way, and those which you may have but haven't yet demonstrated. For example, have you actually been successful in supervision? In selling? In communicating more effectively than the average person?

What kind of work do you really like to do? If you hate doing manual labor, then there are quite a few kinds of franchises that definitely are not for you. On the other hand, if you like doing manual labor but dislike supervision, selling, paper work, and so on, then there are quite a few other franchises that wouldn't suit you at all. Perhaps you'll say, "Well, I like a mixture of those different kinds of work." Fine, but make sure that the kinds of franchise you're attracted to really offer that combination.

The well established reputable franchisors will make their own evaluations of you, but you can save yourself time by making a self evaluation before you even inquire about this or that franchise.

And what about your goal of independence? The franchise ads stress the "Be Your Own Boss" theme, but the typical franchisor is not looking for the man who wants the same degree of indepen-

dence he'd have as the sole owner of his own small business. Some franchises offer more freedom than others, but a franchisor that would permit you to be completely independent might not provide needed assistance in the early stages. Human nature being what it is, some franchisees want to have their cake and eat it too; they want the protection a good franchise affords, but they also want to operate it with complete independence. Generally speaking, those desires are contradictory. The individual who wants to be wholly independent is ordinarily not a promising candidate for franchising.

How much time and work will you really be willing to put into a franchised operation? One well established franchisor warns that their system is not a plan for dreamers and is not for those who expect to make \$30,000 to \$40,000 a year without effort. It's true that there are some kinds of franchises that require only absentee management. The typical small coin-operated self service laundry is one of several types of franchised businesses which ordinarily can be operated pretty much on a part time basis. It's also possible to become an investor-manager in franchised operations which call for full-time operation by on location working bosses who themselves will perhaps be franchisees! However, to become an absentee management fran-

chisee on that scale usually calls for a rather substantial investment.

That famous old advertising slogan, "Ask the man who owns one," is worth following. Before you select a particular kind of franchised operation talk to several individuals who already have franchises in the field and in the particular franchising company that you yourself are considering. If they have fixed location franchises, then visit those locations and watch their operation at work. And remember, franchising isn't a kind of magic that can whisk away the hard old realities of economics, finance, and business-management.

Let's look at the two principal types of franchise operations. The simpler type entails providing some kind of service. Setting up an elaborate fixed location or substantial equipment beyond routine small scale office equipment is not required. Such franchised operations make up a rather small category in the franchise industry and many of them call for demonstrated skill in selling intangibles. So while indeed they are the simplest kind of franchise from an accounting and financial point of view, they definitely are not the "simplest" as far as experience and skill required.

How do franchisors profit from the pure service performance franchises? First, they will almost invariably charge a franchise fee. For example, one fran-

Be a Yamaha Dealer for all seasons



In the spring and summer handle
Yamaha Motorcycles—the complete line of
top-selling sportcycles in America.

In the fall and winter handle the new,
dependable Yamaha Snowmobiles—the
snow machines with the features
people ask for.

Send this coupon in to:
Yamaha International Corp. Motorized Products Division
P.O. Box 54540 • Los Angeles, California 90054

I'm interested in Motorcycles _____ Snowmobiles _____
Both _____

- Have your district sales manager contact me as soon as possible.
- Rather than have your representative contact me, please mail all available brochures, including franchise information.

NAME _____ POSITION _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

YAMAHA 
INTERNATIONAL CORPORATION • SINCE 1887

chisor's ad calls for an initial investment of \$10,000 to \$15,000 on the part of the franchisee and states that this includes franchise fee and initial operating expenses. What further income might such a franchisor derive from the franchises he grants? And for what will he derive it? Arrangements vary, but they're set forth in the franchise agreement. The agreement may require the franchisee to pay the franchisor a royalty for continued use of the franchise and this royalty may be either a flat amount or a percentage of the franchisee's gross income. In return, the franchisor presumably will provide various services to the franchisee. One of these might be advertising. Another might be referrals. Still another might be bookkeeping services and the like. The particular types of pure service performance franchises we've just glanced at often can be operated by the franchisee at quite minimal operating expense. In some cases, a phone and mail service is an effective substitute for an office address.

More common, in the category of service performance franchised businesses are those such as the typical carpet cleaning franchise in which the franchisee's services to his customers involve the use of equipment and supplies which the franchisee obtains from his franchisor. In such instances it's theoretically possible for the franchisor to make money in all of the following ways: (1) by charging a franchise fee; (2) by charging royalties; (3) by profits from sales of supplies to the franchisee; (4) by profits through the sale or the leasing of equipment to the franchisee.

The second kind of franchising consists essentially in inventory type merchandising. Purely for the purposes of illustration, let's consider two actual franchisors: Nu-Enamel Company and Western Auto Supply Company. Neither of these franchisors charges a franchise fee. The investment required for a Nu-Enamel franchise averages \$3,000, that required for a Western Auto franchise is in the range of \$20,000 to \$30,000. The two types of franchise are of course quite different. The Nu-Enamel franchisee's role is to supply Nu-Enamel products for retail merchandising in his territory. He himself doesn't have to maintain a large scale fixed location to operate his franchise. It's quite different for a Western Auto franchisee, who will have a whole store to run and a substantial inventory of merchandise to retail from it.

The huge field of fast-foods franchising includes a great number of franchised operations which combine merchandising with service performance. And the larger and more elaborate the franchise installation, the more service performance will be required. It's one thing to be the franchisee of a one man

installation that sells frozen custards or the like. It's quite another thing to be the operator of a restaurant sized establishment which may represent about \$250,000 in plant and equipment and needs a good sized staff to operate it. The franchisee who's running the second of those two operations has a great deal more managerial responsibility than the first one does.

So choose the type that best fits your abilities, goals, and financial situation.

Then investigate, investigate, investigate!

MANAGEMENT MEMOS:

Which Franchisee Role Do You Want?—You can become a franchisee in an operating capacity, in which case you actually run the franchised business you get into. Or you can become an investor franchisee under an arrangement in
(Continued on page 35)

TIME-SAVING IDEA:

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

BECOME PART OF
ONE OF THE FASTEST
GROWING BUSINESSES
IN THE U.S. TODAY

OWN YOUR OWN
CHEVALIER^{TM.}
Wine Cellar

Chevalier Wine Cellars are wine and liquor stores with a flair, whose money-making potential has been proved in thirteen outlets in five states. You don't have to be an experienced retailer nor a connoisseur of fine wines. We provide expert merchandising counsel in site selection, exclusive labels and promotional know-how. A perfect business for a husband and wife team.

If you can qualify for a retail license in your state there is a turnkey operation waiting for you, including fixtures, special store design, inventory and complete training as long as required.

Total investment of \$35,000 can be partially financed. Parent company is listed on American Stock Exchange.

Write or phone today for details to:

Wine Cellars Limited
405 PARK AVENUE
NEW YORK, NEW YORK 10022
(212) 486-1727

PROFITS FROM FRANCHISING

By Robert M. Rosenberg
with Madelon Bedell, 288 pages, \$7.95

For those seven out of ten Americans today who would like a business of their own, a leader in the franchising field gives a comprehensive "insider's view" of the dynamic new business system sweeping the country and spreading abroad. The book spells out in clear and unmistakable terms everything you need in deciding if franchise ownership is right for you, what areas are best for your skills, where to get financing, how to examine agreements, and much more information that will tell you just what kind of business you should have.

At your bookstore or direct from publisher for a ten-day free examination.

McGRAW-HILL BOOK COMPANY
330 West 42nd Street, New York, N.Y. 10036
Send me PROFITS FROM FRANCHISING for 10 days on approval. In 10 days I will remit \$7.95 plus a few cents for delivery and local tax, if any, or return book postpaid.

Name (print) _____
Address _____
City _____
State _____ Zip Code _____
This offer good in the U.S. and Canada only.
23-E-1269

YOU CAN OWN A 56' x 12' MOBILE HOME, KING SIZE LOT and UTILITIES—ALL FOR ONLY

\$6995 FULL PRICE

AD0741(C) Easy Terms Available



60' x 12' & 64' x 12' Models Also Available

Located In The Heart Of The Citrus And Lake Section Of Florida, On Four Lane U.S. #441-27.

Why pay rent when you can immediately move into a brand new two bedroom Mobile Home beautifully furnished on a 75 ft. x 125 ft. lot, all in readiness for immediate occupancy to enjoy leisure Florida living at its best. The original offering of 480 units was completely sold out. New addition now ready. Investigate before its too late! For free booklet "Mobile Home Living in Florida", photos and information write:

ORANGE BLOSSOM HILLS, Dept. 2
2148 N.E. 164th Street, Miami, Florida 33162

**MAIL EARLY
IN THE DAY!**



MR. ZIP
**ZIP CODE NUMBERS
BELONG
IN ALL ADDRESSES**



YOUR POSTMASTER

Tom Wrigley

(Continued from page 11)

better highway safety. It will formulate ideas and recommendations to be undertaken in the area of highway safety for the years 1970 and beyond. Chairman of the Task Force is Franklin W. Kreml, V.P. for Planning and Development of Northwestern University. Harry D. Holt, President of the American Automobile Assn. is among the members.

CABLE TV ADS are permitted by the FCC. There are about 2000 cable TV systems in the country which pick up signals and offer them at subscription rates to TV owners. The FCC says all community antennae television systems may carry advertising at natural breaks during their programming.

NEW YEAR NUBBINS. Our government has given a Yugoslavian university a contract for \$72,123 for study what makes white wine turn brown. . . . Buses here carry the warning "Expect the unexpected." Maybe that means the bus will be on time. . . . The Philippines and U. S. have agreed to open talks in February on revision of their major military and defense treaties. . . . Many housewives, to cut down expenses canned their own fruit and vegetables last fall but they found their jars cost that much more. . . . U. S. is auto industry's biggest customer. It operates from 380,000 to 400,000 vehicles. . . . Down in Texas at the third world's champion chili cookoff the winner was C. V. Wood, Jr., the man who bought London Bridge and transplanted it to the Arizona desert.

FOR OLDER PEOPLE the American Assn. of Retired Persons and the National Retired Teachers Assn. have been awarded federal grants totaling in excess of \$870,000. The money will be used to operate two programs designed to help lower-income, older people to help themselves, and also their communities.

COAL IS IMPORTANT. It is used in generating more than half the nation's electricity. President Stephen F. Dunn of the National Coal Assn. wrote members of Congress warning them not to enact legislation in a safety bill which would close many mines. He said the coal industry is operating at full capacity.

CANCER PROGRESS is reported by the National Cancer Institute. It now plans to test vaccine to combat certain types of cancer which have been linked with viruses. Dr. Kenneth M. Endicott

told a Senate Appropriations Subcommittee: "More than 80 different viruses have been isolated which are known to cause in animals virtually every kind of cancer that occurs in man". The American Cancer Society believes 208,000 Americans will be saved from cancer in 1970 by early treatment.

RUM WAR AT SEA, presenting the history of the Coast Guard participation in fighting rum runners during National Prohibition, is a book now available for \$2 at the U. S. Government Printing Office, Washington, D. C. 200402.

BILLY SUNDAY STORY as told by Rep. Sidney Yates, Ill. the other day made a hit on Capitol Hill. He said the famous evangelist conducting a revival meeting in Philadelphia asked a newsboy the way to the post office. The kid told him and Billy said "Come to my meeting tonight and I'll show you the way to heaven". The newsboy said "Oh yeah? You didn't even know the way to the post office".

SENATE COMMITTEES, one wag suggests, should have the senator's name fit. For instance on agriculture and forestry—Cotton, Brooke and Moss; appropriations—Allot and Dole; space sciences—Eagleton and both Byrds; armed services—Cannon and Gore; standards and conduct—Church and Bible; public welfare—Hart.

LOWER TELEPHONE RATES are predicted in American Telephone and Telegraph Company circles. They will cover interstate long distance calls and be the largest reduction in AT&T history. FCC said the reductions will save Americans about \$237 million annually.

CALL THE POLICE and save money seems to be the idea of an FBI story in its internal publication. It said a woman in a midwestern city called police when she heard a strange noise in her bathroom during the night. The officer who investigated found a broken pipe and turned off the main valve. He asked the woman why she called the police and her answer was "Because I couldn't get a plumber".

CHEER UP CONSUMERS, the 2nd Session of the 91st Congress this year is predicted to pass considerable protective legislation. It is an election year for Congress and there is support for "self-help" legislation which the buyer can use for his own protection. At the present time 33 of the 50 states have consumer protection laws but many are considered inadequate. The new drive will include certain advertising practices and various "lifetime" guarantees.

(Continued on page 56)

THE GREAT STONE FACES

by Lucille J. Goodyear

WITH GREAT DIGNITY, the gigantic stone faces of Washington, Jefferson, Lincoln, and Theodore Roosevelt look out over the Black Hills of South Dakota. On the granite face of 6000-foot Mount Rushmore, carved in dimensions symbolic of greatness, four great Americans are memorialized who upheld the rights and dignities of the common man.

Portrayed through these likenesses are the beginnings and trials of our Nation during its first century and a quarter. Washington represents the fight for liberty and the birth of the Republic. Jefferson is the expression of this country's political philosophy. Lincoln embodies the preservation of the Union, and Theodore Roosevelt depicts the expansion and conservation of the Nation as it is today.

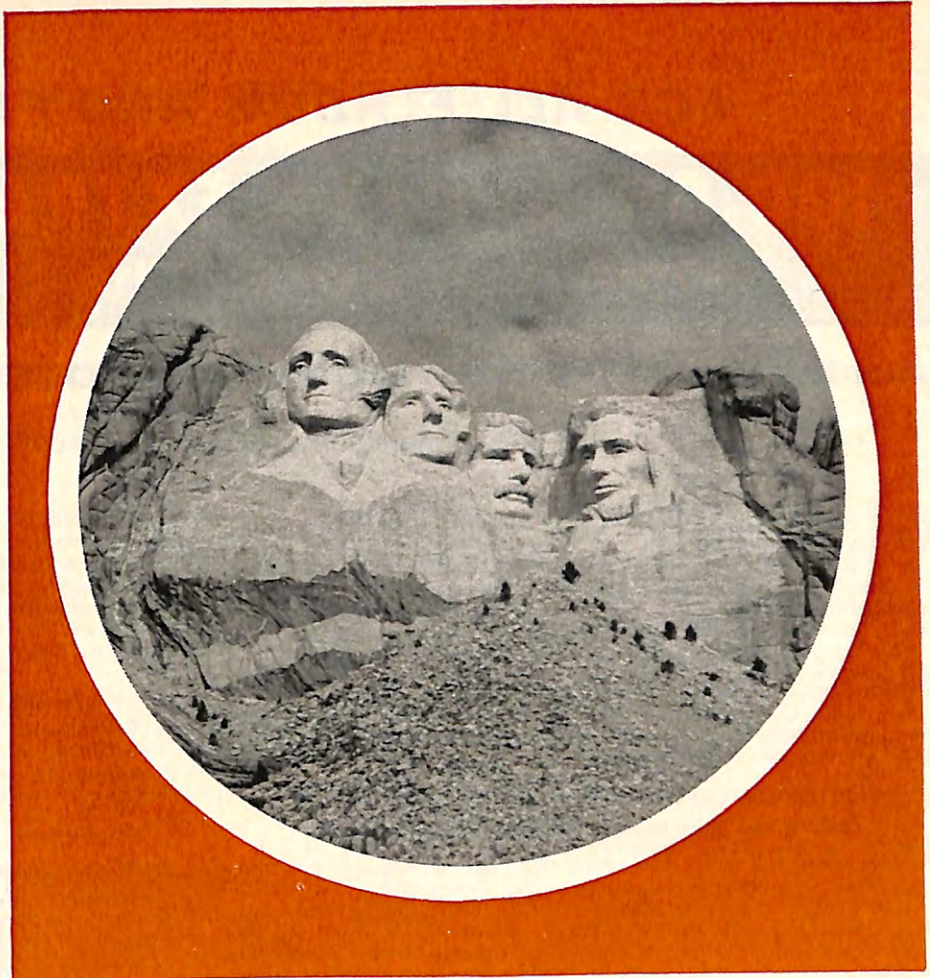
The idea for these awe-inspiring carvings came into being in 1923 when Doane Robinson, State historian for South Dakota, suggested a monument in the picturesque Black Hills. The monument he had in mind would honor notable heroes of the old West: Jim Bridger, John Colter, and Kit Carson.

Two years later he found a sculptor competent enough to carve a mountain. This was Gutzon Borglum, an artist then at work sculpturing a Confederate memorial on Stone Mountain in Georgia.

The idea of having Western heroes was quickly rejected by Borglum as being much too regional. He thought the project should have more national significance—suggesting Washington and Lincoln. A year passed before the final selection was made. Borglum won the first bout of the fight!

Whereas Robinson had suggested the unusual granite formations known as the Needles as the best place for the monument, Borglum continued to look for a more suitable setting. After much

(Continued on page 34)



FOR ALL ELKDOM AND FAMILIES!

\$100.00-A-WEEK EXTRA INCOME **When You Go To The Hospital**

Act Now - GET FIRST MONTH'S PROTECTION FOR ONLY \$1

Money back in full if not 100% satisfied. — NO AGE LIMIT!

ONE OUT OF TWO FAMILIES will have someone in the hospital this year! It could be you—or some beloved member of your family, tomorrow . . . next week . . . next month. Sad to say very few families have anywhere near enough coverage to meet today's soaring hospital costs. These costs have TRIPLED in just a few short years. They are expected to DOUBLE AGAIN in the few years ahead.

Stop for a moment. Think how much a long stay in the hospital will cost you or a loved one. How would you ever pay for costly but necessary X-rays, doctor bills, drugs and medicines?

Now you can receive \$100.00 a week *tax-free* cash, from the very first day you enter the hospital for as long as you are confined there—even for 100 full weeks, if necessary!

THIS LIMITED ENROLLMENT OFFER ENDS SOON

Only \$1 for First Month—Money-Back Guarantee

To encourage you to see how much this Plan can mean to you and your family, we make this unusual, money-saving offer:

You can now have your *first month's* protection for only *one dollar!* But, you must act *immediately*, because this unusual opportunity is offered for a *limited time*. Your request for this wonderful Income Protection plan must be mailed on the convenient form below NOT LATER THAN MIDNIGHT, of the date in the Enrollment Form.

The Added Protection You NEED!

All benefits of this World Mutual \$100.00-A-Week Income Protection Plan are paid directly to *you*, in tax-free cash, *in addition* to whatever you may receive from your other insurance! Spend the money as you see fit—for hospital or doctors' bills, mortgage payments—or *any* necessary but costly extras *not* fully covered by *usual* hospital policies.

Everything costs more these days (need we tell you?) and hospital care is certainly no exception! While 7 out of 8 Americans have *some hospital insurance*, most have found it does not cover *all* the bills that pile up when sickness or accident strikes. That's why World Mutual developed low-cost Income Protection that helps you pay *either* hospital costs *or* anything else you need or want!

You get your \$100.00 per week (\$14.28 per day)—TAX FREE—from your first day in the hospital, and as long as you are confined there, even for 100 weeks, if necessary.

For Older Folks—Greater Protection Than You Ever Would Have Thought Possible!

Right now, would advancing age prevent you from getting hospital insurance, or income protection with another company? Or if you *could* get a policy elsewhere, would you have to pay a big premium for it? Or perhaps you no longer have a regular income, and are living on Social Security. What would happen to you *then* if you had to suddenly go to a hospital?

Your "life saver" could be this wonderful World Mutual Income Protection Plan—because World Mutual welcomes folks of all ages into its Plan. You can even be OVER 100 and still qualify.

PAYS CASH

**TAX-FREE, MAILED DIRECTLY TO YOU—
NOT THE DOCTOR OR HOSPITAL!
—IN ADDITION TO HOSPITALIZATION,
MEDICARE AND WORKMEN'S
COMPENSATION!**

When you get your policy, examine all its benefits and features. Have it checked, if you wish, by your lawyer, doctor, clergyman, or other trusted adviser. If you are not 100% satisfied, return the policy within 30 days and your money will be refunded. But if you decide to *continue* this worthwhile protection, you may do so at the low rates as follows:

World Mutual Monthly Renewal Rates

Age at Enrollment	Monthly Premium
0-39	only \$3.95
40-54	only \$4.95
55-64	only \$5.95
65-74	only \$6.95
75 and over	only \$9.25

NOTE: The regular Monthly Premium shown here (for your age at time of enrollment) is the same low premium you will continue to pay; it will not automatically increase as you pass from one age bracket to the next! Once you have enrolled in this World Mutual plan, your rate can never be changed because of how much or how often you collect from us—or because of advanced age—but only if there is a general rate adjustment, up or down, on all policies of this type in your entire state!

Act NOW—"Later" May Be TOO Late!

TIME IS PRECIOUS! Act quickly. Get your enrollment form into the mail *today*—because once you suffer an accident or sickness, it's TOO LATE to buy protection at *any* cost. That's why we urge you to act today—*before* anything unexpected happens.

THESE 16 QUESTIONS AND ANSWERS

**Tell You how World Mutual's \$100.00-A-Week Income Protection Plan gives you the protection you need—
at amazingly low cost!**

1. How much will this policy pay me when I go to the hospital? \$100.00 per week.
2. Will I be paid if I am in the hospital for less than a full week? Yes. This new plan pays whether you are in the hospital for only a day, or a week, a month, or a year!
3. Does this policy have any "waiting periods" before I can use it? No. It will go into force on the same day we accept your completed enrollment form and \$1 premium (or \$2.)
4. How long will I continue to receive hospitalization benefits? For every day you are in the hospital to a maximum of 100 weeks, as a result of any one accident or illness.
5. How may I use these benefit payments? You may use them in any way you wish—for hospital and doctor bills, rent, food, household expenses, or anything else. This is entirely up to you!
6. Can I collect from World Mutual even if I carry other insurance? Of course. This plan will pay you in addition to whatever you may receive from any other policies, including Medicare, for folks over 65.
7. Why do I need this World Mutual Plan in addition to my other hospital and health insurance? While hospital costs have tripled in recent years, very few people have tripled their insurance. The chances are one in seven that you will require hospital care this year—and you will need money to take care of all your other expenses, as well as your hospital bills. Your World Mutual checks are rushed to you by air mail to use as you see fit!
8. May I apply if I am over 65? Yes, you may. Folks any age are welcome to apply—there is no age limit!

- ★ PAYS IN ADDITION TO ANY OTHER COVERAGE YOU HAVE
- ★ PAYS TO A MAXIMUM OF \$10,000 CASH
- ★ PAYS YOU \$14.28 FOR EACH DAY YOU SPEND IN A HOSPITAL
- ★ CHECKS ARE SENT DIRECTLY TO YOU! Money may be used any way YOU see fit.

(or \$2.00 FOR YOUR ENTIRE FAMILY.) Then you may continue at World Mutual's regular low rates

APPLY NOW - This introductory offer lasts only until • Feb. 20, 1970

9. Will my protection be cancelled because I have too many claims?
No. World Mutual *guarantees never to cancel your protection* because you have too many claims or because of advanced age. We also guarantee never to refuse to renew your policy unless the premium is not paid before the end of the grace period, or unless renewal is declined on all policies of this type in your entire state. (Of course, if deception is used in making application, the policy may be ineffective.)
10. Will my rates be raised as I grow older or if I have too many claims?
No matter how many claims you have, or regardless of how long you keep your policy, your rate will remain the same as it was for your age when you applied. World Mutual *guarantees never to adjust this rate unless the rates are adjusted on all policies of this type in your entire state!*
11. What is not covered by this policy?
The only conditions not covered are those caused by: mental or nervous disorders; pregnancy, childbirth or miscarriage; expenses resulting from any sickness or injury you had before the policy Effective Date (during the first 3 years only); act of war; or where care is in a Government hospital. Everything else is covered!
12. What are the requirements for membership in this World Mutual Plan?
You must not have been refused any health, hospital or life insurance; and, to qualify during this enrollment period, you must apply before midnight of the date in the coupon.
13. Why is this offer good for a limited time only?
Because by enrolling a large number of people at the same time, underwriting, processing and policy issuance costs can be kept at a minimum—and we can pass these savings on to you.
14. Besides the savings, are there other advantages to joining World Mutual during this enrollment period?
Yes. A very important one is that you do not need to complete a regular application—just the brief form on this page. Also, during this enrollment period there are no other requirements for eligibility—and no “waivers” or restrictive endorsements can be put on your policy!
15. Can other members of my family take advantage of this special offer?
Yes, as long as they can meet the few requirements listed under Question 12.
16. How do I join?
Fill out the brief enrollment form (be sure to sign your name) and mail it, with just \$1 for the first month's protection. (\$2 covers your entire family.) Mail to: The World Mutual Plan, 550 West DeKalb Pike, King of Prussia, Pa. 19406

► OFFICIAL ENROLLMENT FORM ◀

COMPLETE AND MAIL WITH \$1 (\$2 FOR THE ENTIRE FAMILY) TO: WORLD MUTUAL, WEST DEKALB PIKE, KING OF PRUSSIA, PA. 19406

APPLICATION TO WORLD MUTUAL HEALTH AND ACCIDENT INS. CO.
FOR THE EXTRA INCOME HEALTH & ACCIDENT PLAN

MR. _____
NAME (Please Print) MRS. _____
MISS _____ First Middle Initial Last

ADDRESS _____ B.P.O.E. LODGE (No. & Name) _____
Street or RD #

CITY _____ STATE _____ ZIP _____

DATE OF BIRTH _____ AGE _____ SEX Male Female
Month Day Year

I also hereby apply for coverage for the members of my family listed below: (DO NOT include name that appears above.)

NAME (Please Print)	RELATIONSHIP	SEX	DATE OF BIRTH			AGE
			MONTH	DAY	YEAR	
1						
2						
3						

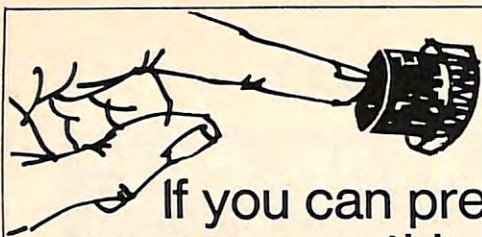
Neither I nor any person listed above has been refused any health, hospital or life insurance. I hereby apply for the Extra Income Health & Accident Plan. I understand that this policy shall not be in force until the Effective Date shown in the Policy Schedule; that I, or any person listed above, will not be covered (during the first 3 years only) for any sickness or injury I (we) had before the Effective Date, but that such conditions will be fully covered after the policy has been in effect for 3 years. Meanwhile, of course, any new conditions are covered right away. I am enclosing \$1.00 for the first month's coverage for myself only . • I am enclosing \$2.00 for the first month's coverage for myself and all other Family Members listed above . If, for any reason, I am not completely satisfied with this new protection—I may return my policy within thirty (30) days for cancelling and my payment will be promptly refunded.

SIGNATURE X _____ Date _____

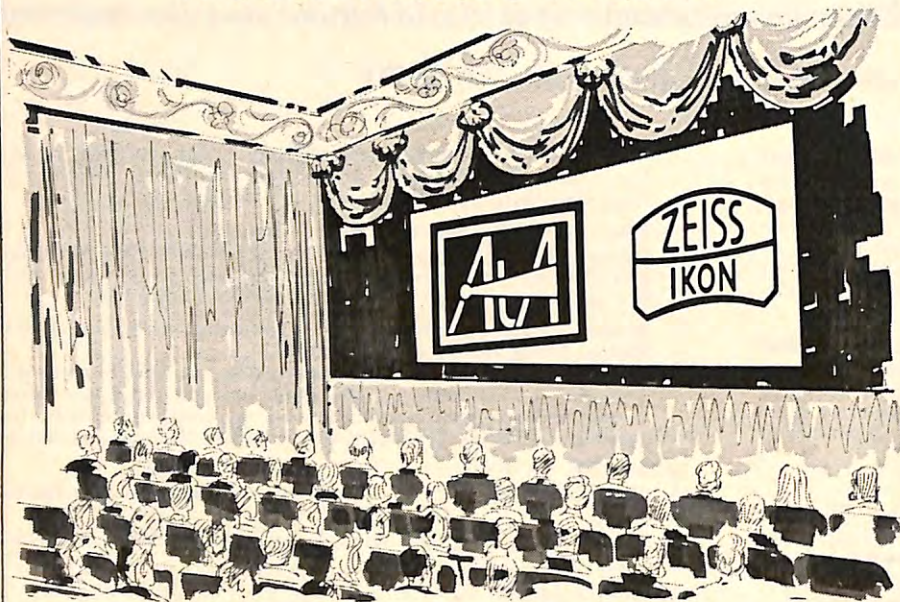
MAIL ENROLLMENT FORM BEFORE MIDNIGHT, FRIDAY, Feb. 20, 1970

422.00

WH-91-Ap. 1



If you can press a button
you can own this fully Automated
Motion Picture Theatre



**AUTOMATED THEATRES
OF AMERICA, Inc.,
featuring the exclusive
ZEISS-IKON
Projection System.
America's most profitable
franchise opportunity.**

This exclusive Theatre Franchise brings to the investor the glamour of Show Business, the profits of the entertainment industry and the reliability and dependability of ZEISS-IKON, the greatest name in Motion Picture Projectors and Motion Picture Sound Equipment.

From site selection and construction, to the actual booking and handling of the

Motion Picture itself, ATA offers a complete "Turn Key" package to the franchisee. You need no previous experience in motion pictures. ATA trains you in every aspect of the business. With ATA and ZEISS-IKON, you can be in the motion picture theatre business for as little as \$30,000 down.

For brochure and further information, write: Sam Gower, Director of Marketing.

Automated Theatres of America, Inc.

1345 Avenue of the Americas, Dept. E, New York, N.Y. 10019 765-7440

(Continued from page 31)

searching he selected the mountain named after Charles E. Rushmore, a New York lawyer. He selected this mountain because it was smooth-grained granite, it dominated the surrounding terrain, and it faced the sun most of the day.

According to Borglum's estimates, the total cost of the project would be about \$500,000, with a completion time of five years. Backers were not too interested in pledging the needed money as too many people thought the carving of a mountain was a sacrilege—an out-and-out desecration of God-made beauty. Fund-raising efforts proved quite fruitless until May of 1927, when the White House announced that President Coolidge would vacation in the Black Hills.

It was arranged that the President would have the opportunity to hear first-hand discussions of the proposed carvings and make an appearance at Mount Rushmore. In his speech he showed his approval and interest by promising federal aid for the undertaking. Congress allocated \$250,000, which was matched in nickels and dimes of school children from all parts of America.

All phases of the job were under the watchful eye of the talented Borglum. He made a time-consuming study of presidential portraits and pictures, taking note of even the most minute details of the facial features. Models were made on the scale of an inch of model to a foot of mountain area.

The lighting studies he made gave him
(Continued on page 45)



**Freedom Week
January 18-24**

While the week of January 18-24, 1969, has been set aside for the Order's traditional observance of Freedom Week, every week should be freedom week. Freedom and responsibility must exist together; the more freedom we assume, the more responsibility we must accept.

In addition to elements of society whose stated purpose is the overthrow of our present form of government, there are many who cannot discern the important difference between having freedom and having "free" goods and services. Whenever goods and services are "free," the people are not free; a government which gives goods and services for nothing must force people to work for nothing.

Some young people are transforming the cry for freedom into rebellion against established forms of society and government. Yet most of them will not find freedom until they learn that the right to freedom is one thing, and the way to freedom another.

Every good Elk should observe Freedom Week, either as part of an organized program, or in his own private way as a Proud American.

Edward L. Harbaugh, Chairman
GL Americanism Committee



(Continued from page 29)

which someone else operates the franchise. (Not all franchising systems provide opportunities for both, but many of the larger and more elaborate franchised operations do.)

Study the Whole of the Franchising Bonanza.—Should you go into a fast foods franchise? Maybe. There are some signs that that particular field of franchising may be getting a bit crowded. Last August, James W. McLamore, founder and president of Burger King (which is a subsidiary of Pillsbury) predicted a shakeout before too long. The total market demand for fast foods may well continue to grow, but that doesn't mean that every new franchise system that's opened up in that field will be a success.

Check the Transferability of a Prospective Franchise.—Your lawyer will show you just what your ownership rights really amount to under the franchise agreement you may be planning to enter into. This is a very important point. For example, suppose after running the franchise for a couple of years you want, or need, to sell it. Will you have complete freedom to do this, under the franchise agreement you entered into?

Are You Buying an In-Operation Franchise?—If the particular franchise you're being offered has been in oper-

ation under a previous franchisee, check into the record of its past operation and the reasons why it has become available. Be sure to determine (with your lawyer's help!) whether it includes any carry-over liabilities. And with your accountant's help, find out just what the overall financial record of that franchise was under its previous franchisee. (Note: When an in-operation franchise fails, the franchisor often will take it over to run until a new franchisee can be found for it. If you're planning on becoming that new franchisee, be sure to find out just why it failed under its former franchisee. Was it because he was incapable? Or was it because the location was wrong? Or just what?)

What Will the Franchisor Give?—How much training will he provide, and on what basis? What kind of sales promotional support, including advertising, will he provide? What general management services will you be getting from him? These are some of the main points to investigate and by "investigate" we don't mean simply reading the franchise agreement and listening to what the franchisor promises. Check with several of the franchisees who've been with that franchisor for a while. See what they say about his services.

What Will Be Your Obligations to the Franchisor?—There's no general rule here. For example, in one franchising

system you may be required to pay royalties to the franchisor. In another system that may not be required. Franchisor X may insist that you obtain all of your supplies or merchandise from him. Franchisor Y may not. One franchisor may impose a quota, another may not. Some franchisors have much more stringent inspection and control requirements than others do. It's not possible to make sweeping statements about any of these various policies being good or bad, but misunderstandings about them are quite common on the part of franchisees, and the result is often a sour relationship between them and their franchisors.

What Will Your Insurance Needs Be?—These will of course vary according to the type of franchised operation you go into. (The August-September 1969 issue of *Modern Franchising* ran a long and very detailed article on "Building an Insurance Plan" for a franchised business.) Some kinds of franchised operations call for quite elaborate insurance programs.

Some Recommended Reading.—Here are a few good items; (1) *Profits from Franchising* by Robert M. Rosenberg (with Madelon Bedell) (McGraw-Hill, 1969; 274 pp., \$7.95); (2) *Franchising: How to Select A Business of Your Own* by Robert Metz (Hawthorn, 1969; 344
(Continued on page 53)

If you are interested in a 7 day work week, frying hamburgers and french fries or washing cars; constantly counting inventory or servicing racks 14 to 16 hours per day

DON'T READ ANY FARTHER

because you would not be interested in our offer.

BUT!... IF YOU DESIRE

- 40 HOUR WORK WEEK
- Professional Contact and Surroundings
- Business Leadership in Your Community
- 66 YEARS OF SUCCESS
- Day to Day Contact from the Home Office
- No Inventory
- Corporate Advertising Service
- Turn Key Operation
- \$30,000 Profit Your First Year



BUSINESS MEN'S CLEARING HOUSE
Subsidiary of General Employment
Enterprises, Inc. Dept. M2
111 W. Jackson Blvd., Chicago, Ill. 60604
Phone (312) 922-4355

Name _____

Address _____ Phone No. _____

City _____ State _____ Zip _____

You will be interested in knowing more about our franchise. Fill in the coupon and mail it to us. We'll get in touch with you as soon as possible.



OUTDOOR MAGIC EYE PROTECTS YOUR HOME

Turns your porch light, or any other outside light on at dusk, off at first daylight. Screws into standard socket. Helps prevent burglary, vandalism around homes, stores, offices. Weather-resistant, guaranteed. **\$5.95**

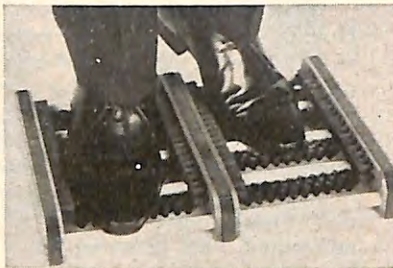
No C.O.D.'s please.

Collier's

Dept. E-10
P. O. Box 585
Skokie, Ill.
60076



FOR GOOD MEASURE, hang this lovely antique-style measuring pitcher set in your kitchen. Glazed ceramic pitchers, decorated with a multi-color rooster design, are 1 cup, 1/2 cup, 1/4 cup, 1/8 cup. 11 1/2" wooden provincial finish rack wipes clean. Set is \$1.98 ppd. Breck's of Boston, K26, No. 27912, Breck Bldg., Boston, Mass. 02210.



GIVE SHOES A GOOD BRUSH-OFF. Brush-Mat cleans all the shoe—not only the bottom but both sides. Removes mud, snow, sand, dirt. Divided to clean two feet at one time. Rubber lining prevents slipping. Buy one for front door, one for back. 13 3/4" long, 10 1/2" wide. \$6.98 plus \$1.00 shpg. A Man's World, Dept. E-1, Lake Success, N.Y. 11040.

ELKS FAMILY SHOPPER



"NO HANDS" TELEPHONING. Speak-R-Phone lets you have a two-way conversation without holding the phone. Fully transistorized loud speaker requires no wires, no warm-up. Volume is adjustable. Just speak normally and hear clearly. \$19.95 ppd. Voss Enterprises, Dept. EL-1, Crest Professional Bldg., La Canada, Calif. 91011.



STOP! Don't throw away those Christmas Cards

Turn them into exciting gifts and crafts! Hurry, subscribe now to get ideas galore in the January

PACK-O-FUN

Pack-O-Fun is like receiving 10 "surprise packages" a year. Each issue is packed with simple, step-by-step directions for turning everyday odds-n-ends into 100 adorable gifts, favors, decorations, bazaar items, etc. Clever, exciting things to give . . . to keep . . . to sell.

And January's just the beginning. Every issue jam-packed with seasonal ideas and just a plain pack of fun! Skits, stunts. Loads more.

And there are no expensive "supplies" to buy either. You use only throwaways like Christmas cards, foil, plastic bottles, newspapers, spools, flash bulbs, burnt matches, etc.



Now, where could you find a better craft bargain than this? Nearly 1,000 ideas, for less than a half-penny each. Subscribe today. Money back if you're not delighted.

FREE BONUS BOOK

Of 100 more clever Christmas card ideas if you subscribe to Pack-O-Fun. 1-Yr. Only **\$4**

PACK-O-FUN, Dept. 2610, Park Ridge, Ill. 60068
Payment enclosed for Pack-O-Fun subscription:
 \$8 for 3-Yrs. (Save \$4) \$4 for 1-Yr. (10 issues)
Please send free bonus book of Christmas card ideas under separate cover.

Name _____
Address _____
City, State, Zip _____



OUT OF THE PAST comes the old-time Spittoon to play a bright new role as a handsome vase, decorative planter or handy holder for pencils, pens, etc. Solid brass replica is lacquered to preserve its handsome shine. In two sizes: 6" high, \$7.95; 8" high, \$12.95. Ppd. Holiday Gifts, Dept. 701-B, 7047 Pecos St., Denver, Colo. 80221.



SUPER ORGANIZER makes clutter disappear. Store papers, recipes, toys in spacious Two-Drawer File. Strong, durable, fibre-board file with rich walnut finish is 22" x 13" x 18", holds up to 500 lbs. Fits in well with office or home decor. \$6.95 plus \$1.00 post. Barclay, Dept. EL-1, 170-30 Jamaica Ave., Jamaica, N.Y. 11432.

THIS AD WORTH 75¢ PER MARKER



ENGRAVED WALNUT DESK MARKERS

Anodized Gold on Walnut \$2.95 ~~each~~; \$3.95 ~~each~~

THE BEST OF PERSONAL GIFTS

Satisfaction Guaranteed or Your Money Back

Why do GM, GE, IBM and so many others use Spear Markers for employee ID, sales prom., and bus. gifts? Order your Desk Markers today and see! Clip this ad to your order — take off 75¢ per marker—any quantity. No risk—we've pleased our customers for over 20 years. We'll ship in 48 hours. P.S. The Best of Christmas Gifts! Write for details.

SPEAR ENGINEERING COMPANY

4817 Spear Building, Colorado Springs, Colorado 80907

YOUR OLD FUR COAT INTO \$34.95 NEW CAPE, STOLE, JACKET

SEND FREE STYLE FOR FREE BOOK

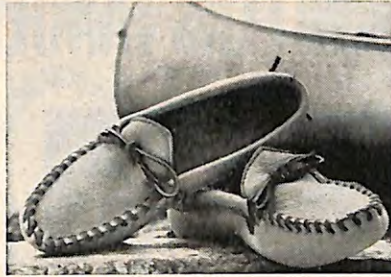
Let MORTON'S remodel your old fur coat, jacket, cape or stole to glamorous new fashion, only \$34.95. Includes new lining, interlining, monogram, cleaning, glazing. Written Guarantee. MORTON'S, world's largest fur restyling specialist offers largest selection, over 45 styles. Styling praised by Harper's Bazaar, Glamour, others. Send no money! Just mail old fur, state dress size. Pay postman, plus postage.

OR WRITE FOR NEW GREATLY ENLARGED FREE STYLE BOOK.

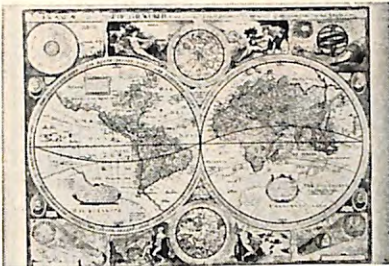
MORTON'S, Dept. 45-A, Washington, D.C. 20004



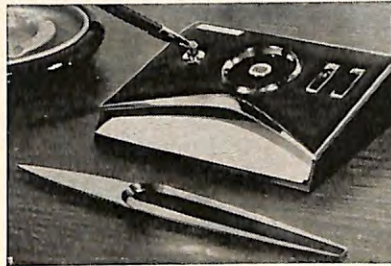
Merchandise shown on these pages can be ordered direct from the companies listed. Enclose a check or money order. Except for personalized items, there is a guaranteed refund on all merchandise returned in good condition within 7 days.



PAMPER YOUR FEET with wonderful Deer-skin Slippers, lined with the finest kid and filled with foam. Hand washable. #A1185 Ladies 4-10 (incl. 1/2) \$9.95 pr.; #A1186 Ladies 11 & 12, \$10.95 pr.; #A1187 Men's 6-12 (incl. 1/2) \$10.95; #A1188 Men's 13 & 14, \$11.95. Add \$1 post. per pr. Alexander Sales, Dept. EL-170, 26 So. 6th Ave., Mt. Vernon, N.Y. 10551.



RARE ANTIQUE MAPS look beautiful in home or office. Each 24 1/4" x 16 1/4" map is reproduced in rich color from original prints in the famed Hammond Museum. Set of 4 incl. World Map of 1651; 1732 North and South America; 1648 Europe; and 1665 Africa. \$4.00 ppd. Order #1365, Alexander Sales, Dept. EL-170, 26 So. 6th Ave., Mt. Vernon, N.Y. 10551.



RADIO-DESK-SET for the busy executive. Handsome gleaming chrome and black desk piece has a built-in 8-transistor radio with battery and built-in antenna, matching letter opener and genuine Parker pen. Also note paper and name plate. 5 1/2" x 7 1/4" x 2". Only \$12.00 ppd. Niresk Industries, Dept. REP-20, 210 S. Des Plaines St., Chicago, Ill. 60606.



PRESTIGE GIFT FOR ELKS retiring as lodge officers. Solid black walnut plaque 21" x 30 1/2" has authentic jewels and perfectly scaled Elk head. Inscription plate for message, name, title and dates. Plaques exhibited at past Grand Lodge Conventions. \$169.50 incl. engraving, f.o.b. Seattle. Sue-Dav Mfg. Co., Dept. EL-170, Box 99191, Seattle, Wash. 98199.



WARM TOPPER looks smart, wears warm 'round town or in the country. Head-hugging 100% Alpaca Swiss Alpine Hat is lined with satin, trimmed with velvet cord. For men, women, children. (Gals wear it as a cloche.) Loden (green-brown) or black. Specify hat size and color. \$7.98 ppd. A Man's World, Dept. E-1, Lake Success, N.Y. 11040.



PREMIER WRIST CALENDARS

Know the date and the time. 1 Set \$2.00
Reversible gold-silver color 3 Sets 5.50
to match your watch. Easy- 6 Sets 9.00
to-read numbers resist wear. POST PAID
12 month set in leather-grained vinyl pocket case. Specify starting month.

Martens-Becker Co., Box 1008-E, Willows, Cal. 95988

▷ California residents add 5% sales tax.

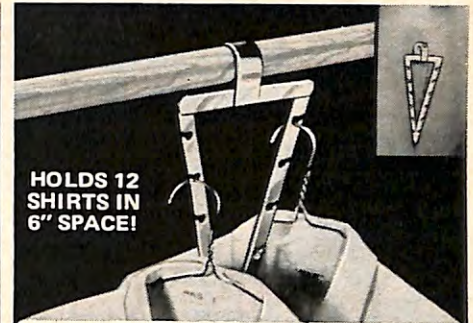
Gurney's New Red Hamburger Onion 5¢ ppd.

only 5¢ ppd.

If you like onions, you'll love Gurney's new, big red "eatin'" onions. Up to 4" across. Crisp, juicy white flesh. Mild, fine grained. Order from Gurney Seed & Nursery Co., 7217 Page St., Yankton, So. Dakota 57078.

Best for burgers Great for salads!





HOLDS 12 SHIRTS IN 6" SPACE!

HOLDS ONE DOZEN SHIRTS—neat and wrinkle-free—in just 6" of closet space. Tapered design prevents bunching, crushing; easy-to-get-at slots let him quickly select the right one to suit the occasion—without disturbing the others. Gold-tone steel; 6x14" long. 86454 Shirt Holder. 1.00

BRECK'S OF BOSTON SINCE 1818

270 BRECK BLDG., BOSTON, MASS. 02210

Always send check or money order
—not cash—
with your orders

Tall and Big Men FREE FAMOUS KING-SIZE SHOPPING GUIDE



FOR TALL AND BIG MEN

If you're tired of trudging from store to store looking for Footwear and Apparel that fit send for the new Full Color KING-SIZE Catalog. Imagine McGregor, Jantzen, Arrow Shirts, Sweaters, Slacks, Jackets in hard-to-find sizes. Longer Bodies, Sleeves to 38".

PLUS 200 Shoe Styles, Sizes 10-16 AAA-EEE.

Everything is Guaranteed both Before and After Wearing. Write Today for Free copy.

FREE! KING-SIZE CATALOG

Please rush your new 128 page Full-Color KING-SIZE Catalog of Apparel and Footwear for Tall and Big Men exclusively.

Name _____
Address _____
City _____ State _____ Zip _____
The KING-SIZE Co. 190 KING-SIZE BLDG. BROCKTON, MASS.

MY GRASS IS NO. 1



by Mike Senkiw
It's true the things people are saying about Amazoy Meyer Z-52 Zoysia Grass. (Reg. T. M.)

It grows so thick and luxurious that walking on it is unforgettable... like walking on a thick, pile carpet.

Your Zoysia lawn drives out crabgrass and weeds all summer long. It stays green and beautiful in blistering heat when other grass burns out. It cuts mowing by 2/3... it's perfect for summer homes and "problem" areas.

There's no need to rip out your old grass. Plug in Amazoy Zoysia Grass and let it spread into winter-hardy beautiful turf that never needs replacement. It will neither heat kill nor winter kill... merely goes off its green color after heavy frosts and regains fresh new beauty every Spring—a true perennial! Every plug guaranteed to grow in any soil in your area.

To end lawn problems, send for Free interesting facts and prices of Amazoy incl. Pre-season Bonus Offer. No obligation. Mail coupon Dept. 204, Zoysia Farms 6414 Reisterstown Rd., Baltimore, Md. 21215

Name _____
Address _____
City & State _____ Zip _____

500 RETURN ADDRESS LABELS



50¢

USE YOUR "ZIP" CODE

RICH GOLD TRIM FREE HANDY BOX

Quick and easy way to put your name and return address on letters, checks, books, records, etc. ANY name, address and Zip code up to 4 lines, beautifully printed in black on white gummed labels with rich gold trim. 2" long. Free decorative box for purse or desk. Set of 500 labels just 50¢ postpaid. Shipped within 48 hrs. Money back if not pleased. Don't know the Zip Code? Add 10¢ per set and we will look it up. Send for free catalog.

Walter Drake 3291 Drake Building Colorado Springs, Colo. 80901

STOP SMOKING IN JUST 6 WEEKS!



TURN DIAL—INHALE LESS

Really works because you taper off gradually—without giving up a single cigarette. Scientifically-designed poly filter has 6 "smoke settings"—100%, 80%, 60%, 40%, 20%, 0%, turn dial, decrease amount of smoke inhaled each week—in 6 weeks you've stopped altogether! Safer, healthier—actually reduces concentration of all hazardous ingredients. You can cut down without quitting—or, keep dial set at zero—and go on smoking harmlessly forever!

64543 "Dial" Cigarette Holder. 4.95 Ppd.

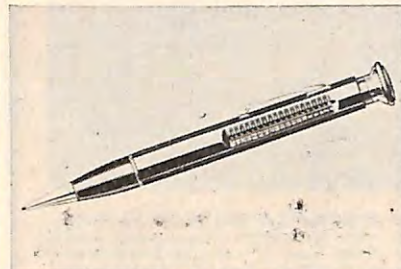
BRECK'S OF BOSTON SINCE 1818

258 BRECK BLDG., BOSTON, MASS. 02210

ELKS FAMILY SHOPPER



SILKY-SMOOTH SPRAY PAINTING is easy with Jet Propulsion Pump. Plug in, squeeze the trigger and you paint or spray any liquid that pours. New Visco-meter insures perfect consistency. Motor needs no oiling. Nozzle adjustable for direction of spray. \$9.95 plus \$1.00 post. Jay Norris Corp., Dept. EK-1, 31 Hanse Ave., Freeport, N.Y. 11520.



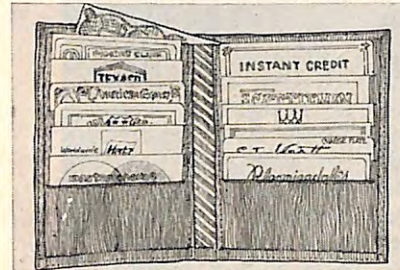
COMPUTO PENCIL MEASURES MILES, inches, feet automatically. Use on any object—straight, round, oval. The revolving head rolls over object to give measure instantly in the viewer. Measures mileage on maps, dimensions in plans for a house, etc. \$2.00 ppd. Foster-Trent, Inc., Dept. 5016G, 369 Boston Post Rd., Larchmont, N.Y. 10538.



1968 "5" MINT COINS—the first struck since 1955, 13 years ago, at the San Francisco mint. Collector's bright, uncirculated P.D.S. set of 10 coins, \$3.95 plus 25¢ post. Free velvet lined case. Save: 10 sets, \$37.50 plus \$1.00 post. 20 sets, \$70. Ppd. Write for free catalog. Novel Numismatics, Dept. 152, 31-2nd Ave., New York, N.Y. 10003.



SURVEYORS AND MAPPERS work outdoors, earn top pay—and opportunities are increasing in highway, engineering, and construction programs. Learn at home. No technical skill needed. Write for free Surveying Kit including 20-page fact book. North American School of Surveying and Mapping, Dept. EP-1, 4500 Campus Drive, Newport, Calif. 92660.



SLIM, TRIM CREDIT CARD CASE of water buffalo for the executive who hates a bulging wallet. 12 credit cards fit in case index style and there are 2 large bill compartments, 2 large side pockets for license, photos, etc. Folds to compact 4" x 5 1/2". Black. \$10.00 ppd. Creations, Etc., Dept. EE-1, P.O. Box 45, Gracie Sq. Sta., N.Y.C. 10028.



BLUSHING WILLIE is great for laughs. Push the button and he starts to guzzle from his glass. As he drinks, his face reddens, hair stands up, eyes roll and liquid returns to bottle for another round until you turn him off. Uses flashlight battery (not incl.) 10" high. \$5.98 plus 30¢ shpg. Hobi, Inc., Dept. E-1, Lake Success, N.Y. 11040.



SNUG SLEEP-IN. Brand new Army M1949 Mountain Sleeping Bag is filled with 20% down, 80% waterfowl feathers. Has a poplin balloon cloth outer shell and lining, full length zipper. Over 6 1/2 ft. long, weighs 7 lbs. With waterproof carrying case, \$39.95 plus \$1.50 post. P & S Sales, Dept. EK-1, P.O. Box 155, Tulsa, Oklahoma 74102.



NOISY PROTECTOR sounds the alarm when an assailant threatens. Mini "Shriek Alarm" stops him in his tracks by its piercing shrieks. Pocket-sized aerosol can emits dozens of short whistle "shrieks" when you press down. Only 4" long and gold-finished. #3240. \$1.98 ppd. Alexander Sales, Dept. EL-170, 26 So. 6th Ave., Mt. Vernon, N.Y. 10551.

8mm MOVIE CAMERA
 Electric powered—no winding! Detachable pistol grip. Loads in seconds. Adjustable lens. Black and white or color. **\$5⁵⁰**



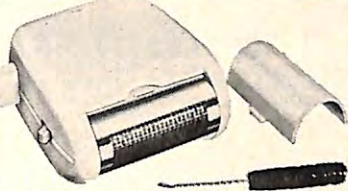
INTERPHONE SET
 Closed circuit telephones for home or office. Signal bell in both units. Just pick up and talk. **\$2⁴⁰** for two




DIAMONDS One ct. weight, four diamonds for \$90, guaranteed, including postage and insurance from 50 year old Belgian firm. Many shapes and sizes available.
 One ct. wt. **\$90**




ELECTRIC RAZOR



Product of Swiss Craftsmanship. Shaped to shave heaviest beard. Maker guarantees for one full year. With cord, head guard and brush. **\$170**

DUTCH MOTOR-CYCLE
\$113⁰⁰



Double tubular racing frame. Complete with buddy seat, chrome panels, lock, claxon, tools, speedometer. Deluxe Sprintmaster model for sporty appeal.

FIELD GLASSES
 7x35 G.C.F.



Clear and powerful. Beautifully balanced. Lightweight. Protective lens covers. Center focusing. **\$210**

JADE RING Genuine Jade Solitaire hand set in delicate mounting. Men's styles also available. **79¢**
 Yes, only 79 cents.



More examples of thousands of import bargains you can get to make fantastic profits up to 200% and more.

FISHING ROD50
FM HI-FI RADIO	8.80
RIFLE SCOPE	1.85
MOVIE TITLE KIT	1.00
BEADED HANDBAG	1.01
FLASHLIGHT10
TRANSISTOR RADIO	1.70
CARDIGAN SWEATER	2.00
SPINNING REEL96
STOP WATCH	1.12
WRIST RADIO	2.90
MODEL BOAT KIT65
WATER PISTOL05

Prices subject to availability, price fluctuation.
THE MELLINGER CO., Dept. D2391
 1554 S. Sepulveda
 Los Angeles, Calif. 90025

Buy Below Wholesale



MINK COAT
\$285
 Full length Mink coat from Scandinavia.
 Latest style.

Start your own BIG PROFIT Home Import Business...
 Import bargains by the thousands give you profit opportunities beyond your wildest dreams. Men—women start now in your own Home Import Business, full or part time. Cash in now without previous experience or capital investment. You can make your first import order 10 minutes after you get my proven drop ship plan. These bargains and thousands more go quick to stores, mail order operators, premium users, friends, others.

CALENDAR WATCH
 Swiss movement. Beautiful styling. Tells time and date. Sweep second hand, gift case, stainless steel back, water resistant, antimagnetic. METAL EXPANSION BAND 11¢.
\$233



REAL SAPPHIRE RING
 Hand set Sapphire Stone in Sterling Silver mounting. Smart design. Ladies styles also available. **350**



HUMAN HAIR WIG
 Exciting new craze! Glamour high fashion wigs. Popular hair colors. Skillfully made. Luxuriously soft; fine textured. **\$460**



DISCOVER SECRETS OF IMPORT
The Profits are All Yours!
 Plan reveals everything to start you importing immediately. Gives you free membership in International Traders—famous world wide organization that puts you in direct contact with suppliers abroad. It's easy to buy below wholesale when we show you how. Rush coupon today for my FREE BOOK, "How to Import and Export"—get details about thousands of amazing buys. Airmail reaches me overnight.



B. L. MELLINGER, JR.
 Famous world trader...
 President of The Mellinger Co.

Send No Money!
 Do Not Order From Us. I show you how to get these bargains and hundreds of others. Prices shown are direct from suppliers abroad.
Put coupon in mail today!

Get details on 8 FREE Imports MAIL THIS COUPON TODAY

30-POWER TELESCOPE & TRIPOD
 Sturdy Metal Construction
 3 section Telescope lets you see farther. Extends for razor-sharp focus. **\$194**



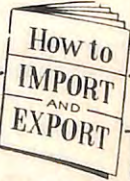
FREE BOOK TELLS HOW TO MAKE MONEY IN IMPORT

The Mellinger Co., Dept. D2391
 1554 S. Sepulveda, Los Angeles, Calif. 90025

Send Free Book showing how I can start a business of my own and make big profits. Show me how I can get bargains like these, how to buy below wholesale. (If under 21, state age.)

Name _____ Age _____
 Address _____
 City _____
 State _____ Zip Code _____

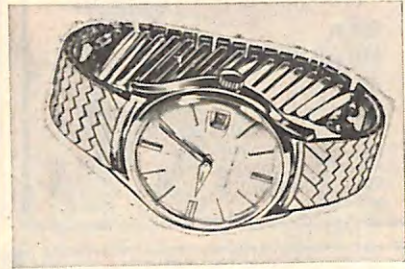
Save 3 days . . . Give Zip No. for fastest reply.



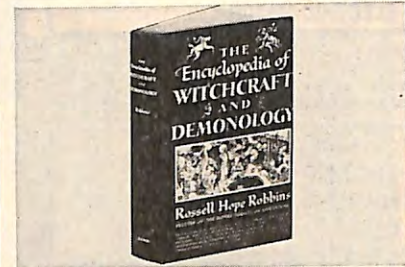
ELKS FAMILY SHOPPER



DELUXE 20TH CENTURY TYPE COIN COLLECTION A magnificent historical collection of TWENTY-THREE coins. One of each type minted from 1864 INDIAN CENT series to latest bi-metal clad coinage. TEN coins grade good or better. THIRTEEN COINS are in BRIGHT UNCIRCULATED MINT CONDITION including, silver PEACE DOLLAR, silver MORGAN DOLLAR over 80 YEARS OLD, plus scarce COMMEMORATIVE J.F.K. HALF DOLLAR. Coins are arranged by series and individually identified. Mounted on royal blue background protected under unbreakable crystal clear plexiglass, beautifully displayed in large decorator designed 10" x 12" walnut frame with gold trim. Easel back for standing or hanging as valuable work of art for home or office. Makes a treasured conversation piece or gift for all occasions. A SOUND INVESTMENT which has been RAPIDLY INCREASING IN VALUE. Some of these coins are ALMOST UNOBTAINABLE. SUPPLY IS LIMITED. This may be your last opportunity to purchase this prized collection at our LOW, LOW price of \$29.50. An AUTHENTIC \$39.50 COMPARABLE VALUE. Sold on a 30-DAY MONEY BACK GUARANTEE. \$5.00 deposit for C.O.D. Member of Retail Coin Dealers Assoc. & Numismatics Assoc. Write for free 32 page illust. catalog. Novel Numismatics, 31 — 2nd Ave., Dept. A92, N.Y., N. Y. 10003.



TIME AND DATE are shown clearly on handsome men's Automatic Calendar Watch. Every wrist motion winds it automatically and small dial window shows daily date. Sweep second, lifetime mainspring. All steel case; expansion bracelet. \$9.75 ppd. Niresk Industries, Inc., Dept. AWP-3, 210 S. Des Plaines St., Chicago, Ill. 60606.



BEWITCHING TALES are told in "The Encyclopedia of Witchcraft and Demonology" by Russell Hope Robbins. 570-page volume with 350 illustrations has history and secrets of witchcraft witches' sabbat and pact, werewolves, witch trials, poltergeists, much more. Hard cover. \$7.50 ppd. A Man's World, Dept. E-1, Lake Success, N.Y. 11040.

adjustable Hi-Low T.V. POLE STAND

For the bedroom, living room, kitchen, family room, porch . . . no matter where you're viewing this smart new T.V. Pole Stand holds your portable at the level and place best suited for comfort . . . without taking up valuable floor or tabletop space. Takes any width, up to 14" front to back, up to 17" top to bottom. Easy to install and move, brass plated pole has spring tension rod at top to adjust to your ceiling height, can be set up in Hi or Low position. Hi position is great for reclining watchers.

\$11.95 ppd.

Please include your zip code. Write for FREE catalog of gifts.

Holiday Gifts

Dept. 701-A, 7047 Pecos St., DENVER, COLORADO 80221

URNS HOUSE WIRING INTO GIANT TV ANTENNA

BRINGS BEST TV & RADIO RECEPTION!

Amazing electronic invention does the job! No costly antenna installation . . . no bothersome rabbit ears. Just plug indoor TV antenna into any wall outlet—it instantly turns your own house wiring system into a giant antenna. Uses absolutely no current so there's nothing to wear out. Great for FM radio, too. 3 1/2 x 2". Instr. incl.

13326 1.98

BRECK'S OF BOSTON SINCE 1818

281 BRECK BLDG., BOSTON, MASS. 02210



YOU CAN EARN EXTRA MONEY by investigating accidents. No previous experience is needed to become an accident investigator and you can earn up to \$400 a month. Expenses are paid; you pick your location. Excellent part-time job or full time career. Write for free book of details. Universal Schools, Dept. EM-1, 6801 Hillcrest, Dallas, Texas 75205.



SHARP GIFT. It's hard to believe this wafer-thin, Leather-Covered Knife holds sharp scissors, screwdriver, bottle opener, nail file and razor-sharp knife. Only 2 3/4" closed, handsome knife opens to reveal implements of top-quality drop-forged steel, made to last. Order #1205, \$2.98 ppd. Empire, Dept. EL-170, 26 So. 6th Ave., Mt. Vernon, N.Y. 10551.

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

"NEW SOUND" ACCORDIONS - SAVE 1/2*

ELECTRONIC AND STANDARD MODELS
*SAVE 1/2 off retail prices of comparable accordions! 42 exciting new models—Standard, ELECTRONIC, Amplifiers, too! All famous makes. Try before you buy. Free Accessories. E-Z Terms. Trade-ins. Lifetime Performance Policy. FREE Color Catalogs and Importer-to-You Discount Prices. Rush coupon.

Accordions Corporation of America, Dept. K-10, 5535 W. Belmont Ave., Chicago, Ill. 60641

Send FREE Catalog of Accordions, Amplifiers—Discount Price List.

FREE New Color Catalogs—Discount Prices

Name _____
Address _____
City _____ State _____
 Check here if you have Trade-in

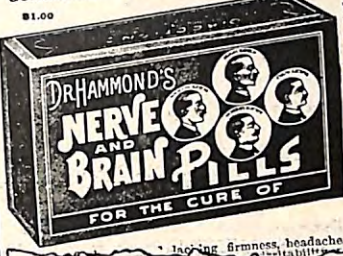
5 Day Home Trial

WORLD'S LARGEST DEALER

Accordions Corp. of America, Dept. K-10, 5535 W. Belmont, Chicago, Ill. 60641

A Wonderful Collector's Item for Only \$3.98


Dr. Hammond's Nerve and Brain Pills.
GUARANTEED THE HIGHEST GRADE ON THE MARKET.
\$1.00



SIX BOXES POSITIVELY GUARANTEED TO CURE ANY DISEASE for which they are intended. This will cure you if you feel generally miserable or suffer with thoughts and one indescribable bad feelings, both mental and physical, among them low spirits, nervousness, weariness, lifelessness, weakness, dizziness, feeling of fullness like bloating after eating, or a sense of emptiness of stomach in burring of eyes, memory, chilliness, etc.

lack of firmness, headache, instability


OUR CLUB HAMMERLESS GUN, \$5.45.
\$5.45 **Our Special Club Hammerless Shotgun.**



Weight, packed, about 10 lbs.

BORED FOR NITRO POWDER
No. 6R488 ORDER BY NUMBER

Electric Ring for Rheumatism.



These are the first rings introduced into the United States, all others being imitations. Their popularity has caused many rings to be placed on sale that are without any curative properties.

No. 8R1585 Gray metal, polished, each, 50c
No. 8R1588 Gray metal, gold plated on outside. Price each, 95c
If by mail, 10c extra each.

GOODYEAR WELT LACE, \$1.98.
A RECORD BREAKER.
No. 15R863 **HOW IT IS MADE.** This shoe is made from the Badger calfskin over the fashionable Boston last, with handsomely perforated tip, vamp and lace stay, oak soles and a fine dogola top. The shoe is fitted in the best manner, with fine inside top facing. Fact is, it is made right along side of our best shoes by the same shoe makers, and no matter what the cost to us, you get such a shoe as no one else can offer for the price.

HOME MADE.
Sizes and half sizes, 5 to 11.
Widths, D, E and EE.
UNION MADE.

Weight averages 50 ozs.
For postage rate see page 4.
No. 15R863 Price, per pair, \$1.98

1902 EDITION OF THE SEARS, ROEBUCK CATALOGUE

THE SEARS, ROEBUCK AND CO.

CHEAPEST SUPPLY HOUSE ON EARTH

OUR TRADE REACHES AROUND THE WORLD

OVER TWO MILLION Dollars

THE GREAT PRICE MAKER

THE REAL VALUE OF THIS BOOK IS PLAINLY SHOWN IN EVERY PRICE QUOTATION

PRICE 50 CENTS

Fulton, Desplaines, Jefferson & Wayman Sts.
CHICAGO, ILL. U.S.A.

Introduction by Cleveland Amory

FULL-SIZE 8 1/2" x 10 3/4" REPRODUCTION

SEARS ROEBUCK 1902 CATALOG

AMERICA AT THE TURN OF THE CENTURY. When penny candy was king...when knickers were a boy's best friend and when a woman showed ankles, maybe. Enjoy all the nostalgia of a young, still largely rural America in this remarkable, and amusing book. Published in the Spring of 1902, this Sears Roebuck catalog mirrors the dreams and needs of Americans at a time when life was far less complex...much more fun, and cost far less!

Buggies were the rage. The 1906 Pure Food and Drug Act was four years away and you could still get a Sure Cure for Tobacco Habit...Dr. Rose's Arsenic Complexion Wafers and a white Ribbon Secret Liquor Cure. And prices were something else again...Toothbrushes 3¢...a

drophead sewing machine guaranteed for 20 years and priced at only \$10.45...a solid oak home organ for only \$22...and high button leather shoes only \$1.98! All are beautifully illustrated with fine steel engraving of the period.

This great book is over 700 pages, a large 8 1/2" x 10 3/4" (the actual size of the 1902 catalog) and has more than 40,000 items, carefully illustrated and fully described. It's really a joy to read, with a lesson in thrift and true American thinking for every member of the family...nostalgia for the older, an education for the young. It's a wonderful book, a wonderful gift, and at \$3.98, a lot more for the money than you can find today. Only 1 printing—the supply is really limited. Order today. It's worth it!

FULL COLOR LAMINATED COVER Only **\$3.98**

-MAIL 10-DAY NO RISK COUPON-

GREENLAND STUDIOS

1980 Greenland Building, Miami, Fla. 33054

Please send me _____ Sears Roebuck 1902 Catalogs for only \$3.98 each plus 50¢ for postage and handling. I understand if not completely delighted, that I may return item within 10 days for a prompt and complete refund. Enclosed is check or M.O. for \$_____.

Name _____

Address _____

City _____

State _____ Zip _____

SAVE \$1. Send only \$7.98 for 2 catalogs, we pay the postage. Extra catalog makes a wonderful gift.

WAIST-AWAY™ reduces stomach bulge for men and women!

RELAX INTO A YOUTHFUL SHAPE WITHOUT EXERCISE

Athletes don't exercise to lose weight or reduce midriff fat! They "sweat it off" with special rubber suits. You can now use their proved, fast method. No weights! So simple, it's amazing how easy it works while you relax. WAIST-AWAY is a pliable wide belt of soft rubber-like composition that you wear next to your skin. It makes your body heat melt away excess "flab" while you do housework, jog, or just sit and watch TV.

The soothing massage effect relieves back and waist tensions. Posture improves, too. A wonderful aid to athletes, businessmen, housewives.

Velcro adjustment keeps belt snug. Specify man's or woman's model.

SEND YOUR WAIST MEASUREMENTS.

Check or money order; no COD.



Singer
**TONY
MARTIN**

wears the
**WAIST-
AWAY**
Belt
to stay
in trim
shape for his
personal
appearances

Money-back guarantee
WAIST-AWAY Belt

\$11.95

postpaid

Add local sales taxes (NYC 6%)

Wonderful news for Women! THIGH REDUCER Belts Spot-reduce legs the sure, fast way.

If you've struggled to reduce your thighs with exercise, massage, dieting, but have had disappointing results, take heart. There's a new way to slim those thighs where exercise alone can't help. IBEM's THIGH REDUCER Belts spot-reduce the heaviness at the top of the thigh while you walk, work, or just sit. Based on the same proved, effective principle as the WAIST-AWAY (see above)—using body heat to melt away excess fat with a relaxing massage effect.

Here's a sure way to slim thighs. Now you, too, can wear these revealing mini-fashions. Do it now and get results fast!

IBEM's Thigh Reducer Belts are soft, pliable, rubber-like composition. Adjustable Velcro fastening keeps them snug as your thighs get thinner. Send your upper thigh measurements at point indicated by arrow.

Whatever method of thigh reducing you've tried without success, don't give up. Order a pair of IBEM Belts today on money-back guarantee. Check or money order, no COD.

ONE PAIR postpaid.....\$16.95

Add local sales taxes (NYC 6%)



IBEM SALES CORP.,

Dept. EL-193,

509 Fifth Ave., New York, N.Y. 10017



PLAY GUITAR IN 7 DAYS OR MONEY BACK

In this introductory offer you get **TOP GUITARIST ED SALE'S** famous 66 page secret system worth \$3.00 which teaches you to play a beautiful song the first day and any song by ear or note in seven days! Contains 52 photos, 87 finger placing charts, etc., plus 110 popular and western songs, (words and music); a \$1.00 Chord Finder of all the chords used in popular music; a \$3.00 Guitarist Book of Knowledge.

TOTAL VALUE \$7.00 \$2.98

SEND NO MONEY! Just your name and address, pay postman \$2.98 plus C.O.D. postage. Or send \$3.00 with order and I pay postage. Money-back Guarantee.

ED SALE, Studio 193-A, Avon By the Sea, N.J. 07717



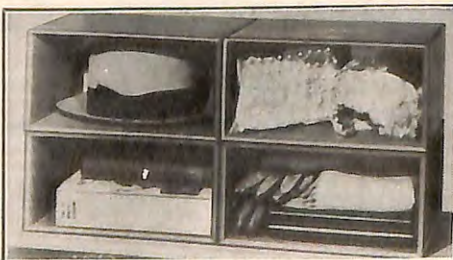
ATTENTION GOLFERS! Get added distance with the new "Follow Through." Lets you stay down and swing through. The "Follow Through" can be moved to the extreme left to correct slice, to the extreme right to help correct hook and back center for longer drives and iron shots. Men or Women. \$4.95 ppd. (Air Mail 50¢ extra). Cinderella Footwear, Dept. E, 929 Silverado, La Jolla, Calif. 92037.

WINTER SPECIAL Baby's First Shoes BRONZE PLATED IN SOLID METAL

Only **\$3.99**
a pair

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

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



PRACTICAL PIGEONHOLES! They create more shelf space, neater storage. Stack 'em side by side or one atop the other. Heavy wood grain fiberboard, 13 1/2" x 6 1/2" x 10 1/2". For closets, sewing room, playroom. Sets of 4.

No. 1307. 1 Set, \$3.98, 2 Sets \$7.85 ppd.

Write for **FREE** catalog of unusual items.

Please, your zip code is required.

Downs DEPT. 3301-A
EVANSTON, ILL. 60204

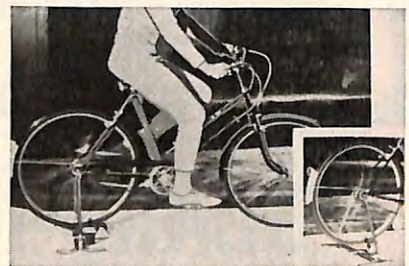
ELKS FAMILY SHOPPER



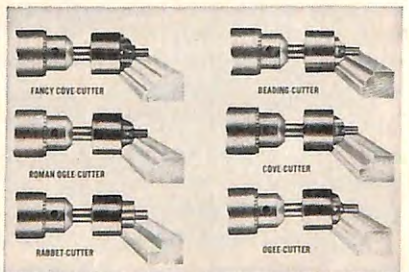
KEEP TOES IN TIP-TOP CONDITION by removing ingrown nails painlessly with Ingrown Nail Cutter. Chrome steel instrument has scientifically designed cutting edges for sharp, clean, safe, cutting and plier-like handles for a good grip. Only \$2.98 ppd. from Fair Trade Co., Dept. EL-1, 170-30 Jamaica Ave., Jamaica, New York 11432.



JOIN THE WORLD OF ADVERTISING. No writing or art ability necessary; just follow easy home-study plan. Send for Free Advertising Career Kit incl. "Opportunities in Advertising," Sample Lesson, Job Opportunities Chart, Home Business Details. North American School of Advertising, University Plaza, Dept. EP-1, Newport, Calif. 92660.



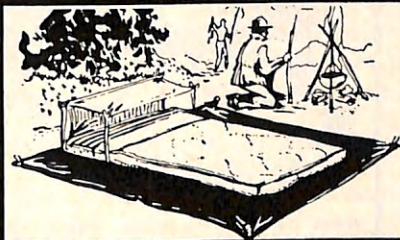
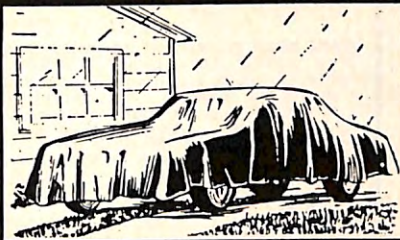
CONVERT ANY BIKE INTO AN EXERCISER. Ingenious Convert-A-Bike fits under rear wheel of any 26" to 28" bicycle to change it into an exerciser unit. Has "up hill" or "easy" exertion tension adjustments. Heavy tubular steel, easy to assemble and install. \$7.98 plus 75¢ shpg. Hobi, Inc., Dept. E-1, Lake Success, N.Y. 11040.



FINISH CORNER, MOULDING, TRIM with Arco cutters on your electric drill. Use on wood, plastics, soft metals. Dual guides assure 3/16" contour cuts. #6 set: Fancy Cove-Cutter, Roman Ogee-Cutter, Rabbit-Cutter. #7: Bead-Cutter, Cove-Cutter, Ogee-Cutter. \$3.95 ppd. a set. Arco Tools, Inc., Dept. EL-1P, 421 W. 203 St., N.Y. 10034.

for outdoors, indoors, home, office, farm, camping

BIG, BRAWNY, DURABLE 9x12 FT. TARPAULINS



**UNBELIEVABLE
VALUE**

**3 FOR \$10⁹⁸
ONLY**

\$5.00 each



MILDEWPROOF • WATERPROOF • ROTPROOF

"Instant garage" for cars, machinery, toys...tent floor...construction and storage shield...a million uses. Pay for themselves in no time in property saved! One piece vinyl construction. No seams. Four heavy-duty metal, non-rusting grommet holes. Can be roped down securely. Money back if not delighted. Send check or money order. Free catalog! Add 50¢ for postage and handling for each Tarpaulin.

**JAY NORRIS CORP. Dept. MD-6
31 Hanse Ave., Freeport, N.Y. 11520**

**BUY WITH CONFIDENCE
30-DAY MONEY BACK GUARANTEE**

JAY NORRIS CORP. Dept. MD-6, 31 Hanse Ave., Freeport, N.Y. 11520

Please rush me the following Tarpaulins.

- 3 for \$10.98 + \$1.50 postage and handling
 1 for \$5.00 + 50¢ postage and handling

Enclosed is check money order for \$ _____

Charge to my Diners Club Master Charge Bank Americard

American Express Acct. # _____
(N.Y. residents add sales tax)

Signature _____

Name (print) _____

Address _____

City _____ State _____ Zip _____



Yours FREE!
(when you send 10c for postage)
20 ALMOST-RARE STAMPS
From 12 LOST NATIONS!
Most a Half-Century Old

We'd like to send you a score of Postage Stamps from nations overrun by invaders in the 19th and 20th Century and never freed again — stamps so appealing that experienced and beginning collectors alike want them! When these are gone no more will be available. And from our Approval Service we'll include 110 additional stamps from Britain's Lost Empire, (alone worth over \$3 at catalog prices!), plus an Illustrated Album and other unusual stamps for Free Examination. You can keep the Album and 110 British Empire Stamps as an Introductory Bonus should you buy \$1 worth from our approval selection! Or return Album and 110 Stamps with selection and buy nothing. Cancel service anytime. But in either case, the valuable Lost Nations Stamps are yours to keep FREE — as an introduction to the World's Most Rewarding Hobby. Send 10c for postage today while supplies last!

KENMORE CO., Milford LN-444, New Hamp. 03055

MIRACLE TOMATO

Yields **2 BUSHELS**
To a Vine



Now—You can grow the world's most amazing Tomato right in your own garden and get from 2 to 3 bushels of delicious ripe tomatoes from a vine.

BURGESS CLIMBING TRIP-L-CROP

TOMATO grows 16 to 20 ft. high with huge fruit weighing as much as 2 pounds and measuring 6 in. across. Fine, meaty, solid tomatoes, wonderful flavor. Unexcelled for canning and slicing. Outyields all other known varieties. Grows any place.

SPECIAL OFFER
Regular 50¢ Pkt. only **10¢**
3 for 25¢ (Limit 3 Pkts.)

FREE: BURGESS Garden Guide Catalog listing unusual Seeds and Plants. Burgess Seed & Plant Co., Dept. A-12 P.O. Box 2000, Galesburg, Mich. 49053

Always send check or money order—not cash—with your orders



GALAXY ASHTRAY

- Distinctive decoration
- Conversation piece

Zodiac ashtray or wall plaque is a huge one-foot diameter with 4-inch safety ledge (cigarettes stay put!). This stunning new decoration for your home features 12 Zodiac signs in beautiful raised silhouette. Exclusive easy-open opening in ashtray. Truly a collector's item! Order in Avocado Goldstone or Harvest Gold (exciting orange). \$6.95 each plus 75¢ postage and handling. California res. add 5% sales tax.

House of Devonshire

5804 Woodman Ave., Van Nuys, Calif. 91401



MEN...

here is the
Prefolded Hanky

... a good looking pocket handy
HANKY

- 3 points—6 for \$1.00
- square—6 for \$1.00
- colored casuals 5 for \$1.00

Above Assortment \$2.75

The prefolded showpiece—so neat—so right slips right in your pocket instantly. Will not bulge the pocket. Stays in position. Specify style, 3 points, square, color casuals. Send check or money order to:

FRANK H. MORNINGSTAR

P.O. Box 615
Niagara Falls, N. Y. 14302

USE YOUR ZIP CODE NUMBER
IN YOUR RETURN ADDRESS



PROFESSIONAL POWER-SNAKE. New design, low cost Power-Snake. Compact and lightweight (only 27 lbs. complete with cable). The King Snake Model K-38 is so easy to use for clearing those unexpected stoppages in a jiffy. Used by plumbers, commercial and rental stores through the U.S.A. Save on Factory Direct prices. Write today! King-Snakes, P.O. Box 415-E, Tujunga, Cal. 91042.

ELKS FAMILY SHOPPER



WARM AS A BUNNY, she'll feel no cold with Helmet Hood to cover her head, neck and ears. Soft orlon and wool jersey hood keeps hair intact too, can't slip off and folds for packing. Wear draped outside coat or tucked under collar. One size. Red (#71613) or black (#71753) \$2.98 ea; 2/\$5.50. Ppd. Breck's of Boston, K-27 Breck Bldg., Boston, Mass. 02210.



MAKE YOUR OWN WINE AT HOME. Federal laws permit 200 gallons of wine to be made annually for household consumption. Wine-Making Kit includes all utensils and instructions to make 2 gallons at a time (10 bottles). Use peaches, raisins, grapes. \$4.95 plus 50¢ post. J. W. Holst, Inc., Dept. EK-17, 1005 E. Bay St., East Tawas, Mich. 48730.



HAVE TROUBLE READING SMALL PRINT? Magnifying Reading Glasses make it easier for folks over 40 to read small print, do close work. Not Rx for astigmatism or diseases of the eye. Latest style, metal hinges, precision ground lenses. State age and sex. \$4 a pr. ppd. Precision Optical Co., Dept. EK-1, Rochelle, Ill. 61068.



YOU CAN BE A TALLER MAN—INSTANTLY! Slip "Liftee" Height Pads into your shoes to add two inches to your height. Comfortable foam rubber cushion cork pads aid posture, are interchangeable among shoes. State man's or woman's shoe size. \$1.98 pr.; 2 prs., \$3.50; 3 prs., \$5.00. Ppd. The Liftee Co., Dept. ETL-1, Box 608, Church St. N.Y.C. 10008.

FREE

TABLE & CHAIR CATALOG FROM MONROE

Buy quality banquet equipment at direct-from-factory prices.
WRITE TODAY!

THE MONROE TABLE CO.
90 Church St., Colfax, Iowa 50054

TIME-SAVING IDEA:

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

(Continued from page 34)

an idea of how the figures would look during every season of the year, every change of lighting and atmosphere. As the granite could not be "carved" in the true sense of the word, he had to plan meticulous drilling charts, which involved a great deal of study and thought.

Drilling for the first head, that of Washington, was begun on October 24, 1927. The blasting was done in such a way as to leave a great rough, egg-shaped mass. It was possible to dynamite within an inch or two of the intended surface, and occasionally this was done. But generally, blasting was not carried on closer than six inches to the surface. It was not practical to dynamite too near, because the charges had to be so small and the holes so close together that little, if any, labor was saved. Measuring, blasting, drilling, splitting, and smoothing was the ordinary work cycle. The term "carving" was only a figure of speech in this gigantic project. Borglum was said to use dynamite much like a surgeon would use precision instruments.

Despite financial difficulties during the depression, the Washington head was dedicated July 4, 1930. Two years later the work came to another halt because of dwindling funds. Senator Norbeck came to the rescue with a grant from the Reconstruction Finance Corporation. The \$50,000 grant was matched with funds from the Rushmore appropriation.

Again work was resumed. In spite of financial setbacks that time and time again threatened the work, Borglum continued with complete dedication, too involved in bringing his patriotic dream to a reality to give much thought to finance.

By 1939, all four heads were dedicated and only the finishing touches had to be added, but the great Borglum was not to see the actual completion. Death came to him early in 1941.

Having worked at his father's side for the final nine years, Lincoln Borglum was appointed superintendent to oversee the completion of his father's dream. The original plan had called for the statues to be "carved" down to the waist, but this idea had to be abandoned because of diminishing funds.

Borglum's son spent the last of the funds on Roosevelt's face (which was never completed), finishing the lapels and collar of Washington's coat and putting some final touches on Lincoln's head. The vast enterprise came to an end in October of 1941, after 6½ years of actual work since the project's inception.

It should be noted that the fourteen years were not continuous work-days as work could not go on during the winter months, and there were times

(Continued on page 58)

"WILL YOU SMOKE MY NEW KIND OF PIPE..."

30 Days at My Risk?"

All I want is your name so I can write and tell you why I'm willing to send you my pipe for 30 days' smoking without a cent of risk on your part. This is not a new model, not a new style, not a new gadget, not an improvement on old style pipes. It's based on an entirely new principle that harnesses four of Nature's immutable laws—contradicts every idea you've ever had about pipe smoking—and delivers a smoking pleasure you've never before experienced. My new kind of pipe smokes cool and mild hour after hour, day after day without rest, without bite, without bitterness. It doesn't have to be "broken in". It never has to be "rested" and it never accumulates sludge! To prove all this, I want to send you a Carey Pipe to smoke 30 days at my risk. Send your name and address today for my complete trial offer. Mail coupon now to **E. A. CAREY, 1920 Sunnyside Ave., Dept. 204-A Chicago 40**

NO MONEY—JUST SEND YOUR NAME

E. A. CAREY, 1920 Sunnyside Ave.
Dept. 204-A Chicago, Ill. 60640

Please mail facts about your 30 day offer of a Carey Pipe postage prepaid. Then I will let you know if I want to try it at your risk. This information is free, no salesman will call.

NAME _____

ADDRESS _____

CITY _____ STATE _____



FREE CATALOG

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

TABLES!
CHAIRS!

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

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

HAVE YOUR OWN RADIO STATION

Learn AMATEUR RADIO

A fascinating hobby. Join the international network of "ham" operators. NRI trains you quickly at home. You get equipment to build your own shortwave station, Morse Code long-playing records, preparation for FCC license. Write National Radio Institute, Dept. 68-010, Washington, D.C. 20016 and say, "Send me your Amateur Radio catalog." No salesman will call. An accredited NHSC school.



THINK SAFETY



THINK COMFORT



DOWN FOR SAFE TRAVELING

Reduced wind resistance, saves gas and allows easy safe driving at any speed with minimum sway even in heavy side winds. Passengers may ride in "observation car" luxury on comfortable couches with the top lowered.



IT RAISES...
IT LOWERS...
IT'S HYDRAULIC

UP FOR COMFORTABLE LIVING

The safe unique hydraulic mechanism raises the camper top in seconds even when operated by a child. Locks prevent accidental lowering. The top is lowered quickly by the simple turn of a valve. Enjoy roomy walk-in living quarters, weather tight, completely furnished home with 3 burner stove, stainless steel sink, cabinets, icebox, beds and many other luxury features. Sold and installed only at Alaskan Camper factories at factory prices. Also available at authorized factory outlets.

Write today to the factory nearest you for free folder describing the most advanced camper on the road.
R. D. HALL MFG., INC., 9847 Glenoaks Blvd., Sun Valley, (San Fernando Valley) California 91352, Dept. E
Factory Outlet: ALASKAN CAMPER SALES, INC., Interstate 80 (half way between S. F.-Sacramento),
Route 1, Box 332, Suisun City, Calif. 94585, Dept. E
ALASKAN CAMPERS NORTHWEST, INC., 6410 South 143rd Street, (Tukwila) Seattle, Washington 98168, Dept. E
PENNACAMP, INC., 401 West End Avenue, Manheim, Penna. 17545, Dept. E
G. R. GRUBBS MFG., INC., d/b/a Alaskan Camper Sales, 9042 Longpoint Road, Houston, Texas 77055, Dept. E
FORT LUPTON CAMPERS, 1100 Denver Avenue, Fort Lupton, Colorado 80621, Dept. E
U.S. PATENT 2-879-103
CANADIAN PATENT 637-543

MEN-WOMEN-COUPLES MOTEL CAREERS AVAILABLE

Former Bradley, Illinois Residents, KAYE and JACK RIDDINGS, are managers of a beautiful motel in Arizona. "Words can't describe the beauty that surrounds us. This is the area we wanted to live in since our vacation here in 1967, and with the knowledge gained through UNIVERSAL MOTEL SCHOOLS, we were fortunate enough to get this fascinating and enjoyable position."



Would YOU like to meet exciting people, have job security, travel and live in pleasant surroundings? UNIVERSAL trains you at home as Motel Managers, Clerks, Housekeepers and Hostesses followed by two weeks Resident Training at MIAMI BEACH, FLORIDA or LAS VEGAS, NEVADA. Age no barrier—maturity an asset. Nationwide employment assistance. Write for FREE information today! ACCREDITED MEMBER NATIONAL HOME STUDY COUNCIL

VA APPROVED FOR VETERANS AND INSERVICE PERSONNEL UNDER NEW GI BILL

UNIVERSAL MOTEL SCHOOLS, Dept. E I
1901 N.W. 7 St., Miami, Florida 33125

Please Print

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Age _____

For Elks Who Travel:

PARIS

Romantic Paris gets a facelifting, in preparation for another record touring season.

By **JERRY HULSE**

WITH DE GAULLE GONE, the American tourist is returning to Paris. It's as though an epidemic had ended and the city was declared livable again. Paris got a trifle spoiled for a time. So many Americans came to visit. It was like having a house guest who stayed on too long. And then, of course, there was this business of De Gaulle and his anti-American pronouncements. At last when the American tourist got his fill and began overflying Paris, Paris responded by working earnestly to woo him back. Hoteliers were frantic. Shopkeepers complained. But each time the French Government Tourist Office got the campaign rolling, De Gaulle would issue some new anti-U.S. slur and the campaign would come to an abrupt standstill. But as I said, with De Gaulle gone from the scene the visitor is back, the result being that French tourism took a colossal leap ahead last season, a record year.

In Paris there still are places reminiscent of the Paris of Hemingway's *A Moveable Feast*—although they are getting more difficult to find. Prosperity erodes the old scenes. Ancient buildings over on the Left Bank are being renovated and rented—some for ridiculously high prices. It was here that the Lost Generation, trying to find it-

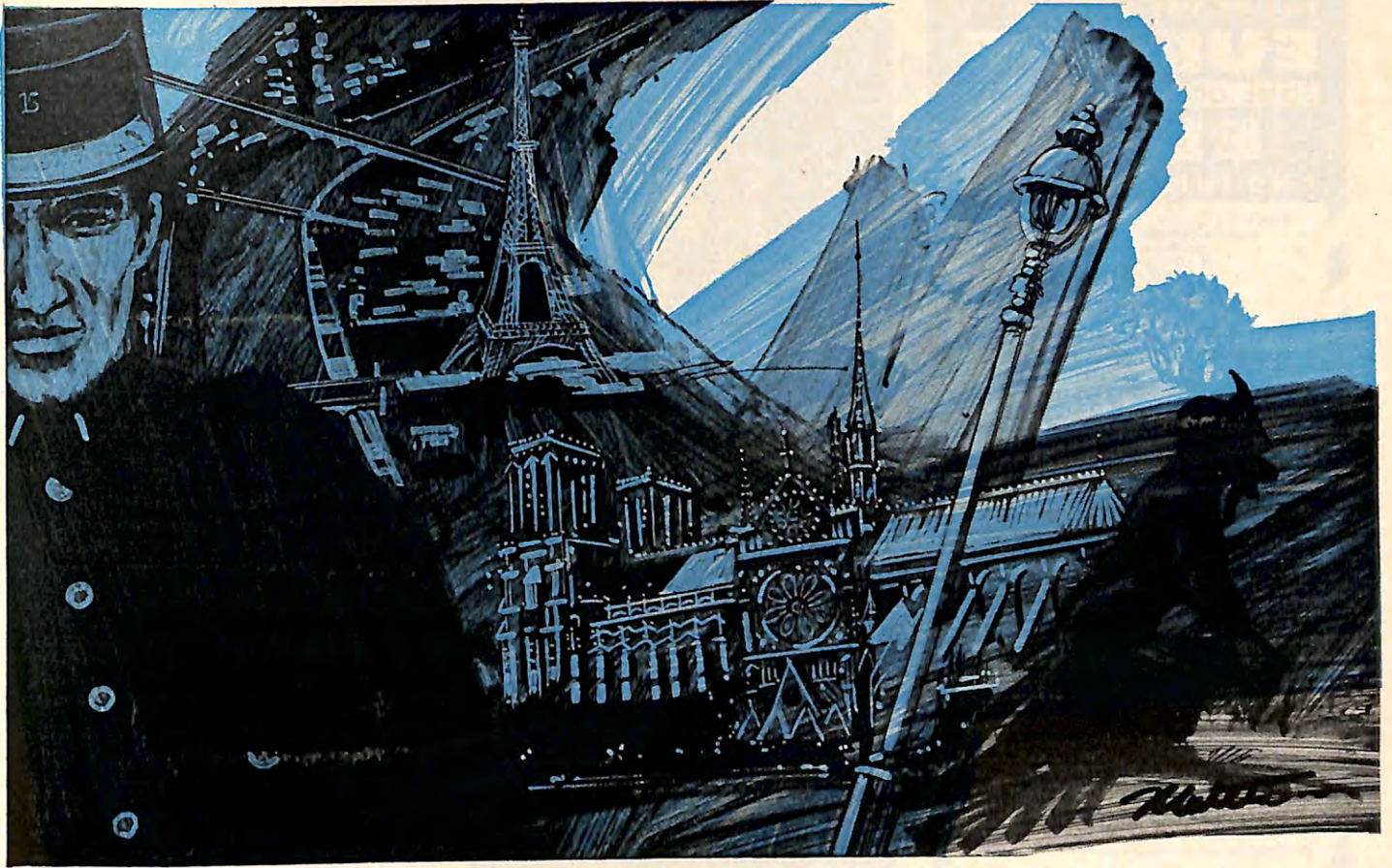
self, lived inexpensively years ago in the '20s. The writers still come to Paris along with the painters, for there is some magical quality about Paris that inspires the creative process, although it is not cheap to live there any more. Indeed, it has gotten to the point that even a Frenchman finds it difficult to tell his Left Bank from his Right.

Later we'll cross over to the Right Bank and look in on one or two of the famous landmarks, but just now let's explore the Left. Once only bearded kooks and destitute students invaded the Left Bank, which for so many years was the Beat Neighborhood. During the '20s, as I said, it was a sanctuary for the Lost Generation—the Hemingways, the Scott Fitzgeralds, Ford Madox Ford, Gertrude Stein, and others. It's old and lived in, and it exudes an atmosphere of age, of full ripeness, and so it is that the literary crowd found inspiration on the Left Bank. The problem was, it became too popular. Now it's getting more Right Bankish with every new boutique.

The real Right Bank, of course, is the fashionable side of the Seine, with the Louvre and the fine hotels and the well-heeled American tourists. Only aspiring writers and artists or pseudo-intellectuals with a disdain for deodorants crossed over the bridge to become Left Bank habitués in the old days. Indeed, anyone with a clean shirt and a

shave was considered a kook of sorts. Now it's changing. Stylish stores face Boulevard St. Germain. Le Drugstore, off in the heart of the Latin Quarter, faces Deux Magots, the colorful sidewalk cafe where Jean-Paul Sartre gave birth to the existentialist movement after World War II. At Le Drugstore it is easier to buy a TV set or a jazz record than an aspirin. It's that kind of place. The problem with the Left Bank is that no one is starving anymore. Instead, proprietors of avant-garde boutiques are getting fat on francs. Like Greenwich Village, it's becoming a fashionable place in which to live, so that prices have risen and it's too expensive for the old crowd. They have moved on, settling in the colorful Mouffetard section beyond the Pantheon and a mile north of St. Germain des Prés.

Alas, though, the promoters are moving in even here, buying up old buildings, renovating them and hiking the rents. They are turning them into apartments and little restaurants, clubs and discotheques. Still, the Mouffetard is what St. Germain des Prés was 10 or 15 or maybe even 30 years ago. Even with the changes it is mostly inexpensive. At Le Pub Descartes tenderloin of veal costs only \$1.25. A sandwich, soup, dessert, and a bottle of beer was a paltry \$2.25 when I dropped by. Next door is Hemingway's old digs, a shabby rooming house with a decaying



entrance that faces Rue des Cartes, a narrow, cobbled street filled with shadows and ghosts and tantalizing odors wafting from little cafes. Le Mouffetard is taking prominence as the new mecca for strugglers. At Club Mouff a gypsy guitarist plays romantic ballads and beer is only four francs. A poor student takes his date to the Theatre Itinerant de la Chanson, which is staged in a sagging bus parked beside the sidewalk.

Back in St. Germain, those who've made their bag sip compari at Le Nuage, a shadowy bistro behind Le Drugstore. The proprietor, a Puerto Rican expatriate named Johnny Romero, kibitzes with the likes of Françoise Sagan and James Jones and an occasional American film star. A nude Modigliani gazes down from a wall and the room is filled with jazz and smoke, and the reason it is so dark, Romero confided, is because Frenchmen often bring their mistresses to Le Nuage, so no one is particularly anxious to be seen.

As testimony to the new popularity and affluence of the Left Bank, Hotel St. Simon, once a humble shelter, is booked weeks in advance these days. The puzzle of the Left Bank vs. the Right is further deepened by the addition of an extravagantly expensive new hotel in the heart of the Left Bank. Called simply L'Hotel, it occupies an ancient building at 13 Rue des Beaux

Arts. Formerly Hotel d'Allemagne and after this Hotel d'Alsace, it is created around an elegant six-story rotunda. The proprietor, French actor Guy Louis Duboucheron, swathed the walls in rich brocade and furnished the rooms with priceless antiques. With American architect Robin Westbrook he spent a fortune in francs, creating what perhaps is Paris' most unusual hotel. Certainly, no hotel offers so much of Paris itself. The room at the top looks out on a skyline of chimney pots and lighted monuments. Flowers bloom on the individual terraces and guests bathe in marble bathrooms. There is the room where Oscar Wilde died in abject poverty, a room in which he wrote his final chapter—the room now disguised by red brocade and thick carpets. The only clue to his brief moments on earth are Wilde's framed and unpaid bill and a letter to his publisher. Taking his place are famous contemporary guests, Peter Sellers and Mia Farrow, and well-to-do tourists who pay anywhere from \$26 for a single room to \$110 for an apartment. The same butcher who provides meat for Maxim's serves the cellar dining rooms of L'Hotel.

Of course, if you can't afford the Left Bank you can always run back to the Right Bank. That is, if you can tell your left from your right. The Right Bank remains the truly fashionable side of Paris. Because of this you'll

generally pay more to live there. So let's forget Frommer. Let's pretend instead that we clip coupons and that money doesn't matter and that we can afford to sign in at one of those richly elegant Right Bank hotels. Take the Ritz, on Place Vendome. I stayed there last summer for the first time and I must confess the staff delights in spoiling you to the point of making life outside nearly unbearable. The Ritz is the St. Regis with lilacs and lace. There is the suite which the grand dukes of Russia rented after hot-footing it from Russia following the revolution. Frescoes cover the walls. Marble fireplaces pour forth their heat. Antiques fill every room. Living at the Ritz is, indeed, like living in a museum. One with ghosts. It was here that F. Scott Fitzgerald brought an unknown writer, a member of the Lost Generation, Ernest Hemingway, who found himself in the famous Ritz bar. The very same bartender, Bertin Azimont, recalls how he poured drinks for Papa and listened to his stories. "He was always the same, even when he was a success. When he died, well, it was as if my own brother had died."

Bertin Azimont alone is a huge chapter in the story of the Ritz. He has poured for Roosevelts and Churchills, famous actors and actresses. He recalls with a keen affection Humphrey
(Continued on next page)

**TWA 22 DAY VACATION IN
EUROPE
SOME GROUPS LIMITED TO
ELKS
AND THEIR FAMILIES**

PROFESSIONALLY CONDUCTED

- COPENHAGEN—2 NIGHTS
- BERLIN—2 NIGHTS
- MADRID—2 NIGHTS
- ROME—3 NIGHTS
- VENICE—2 NIGHTS
- LUCERNE—2 NIGHTS
- PARIS—3 NIGHTS
- LONDON—2 NIGHTS
- IRELAND—2 NIGHTS

PLUS 1-DAY SIDE TRIP TO SWEDEN

FULL PRICE \$799⁶⁰

Includes:
all transportation to and from Europe and between all above European cities by scheduled airlines (no long, tiring bus or train rides), carefully selected hotels (all rooms with private bath), baggage handling, tips, transfers, service charges, sightseeing, multi-lingual guides, most meals, fulltime professional tour manager, etc.

**MONTHLY DEPARTURES
FOR NEXT 12 MONTHS
ALSO SPECIAL PRE- AND POST-**

CONVENTION

DEPARTURES

TWA CLUB TRAVEL CENTER
612 Church St., Evanston, Illinois 60201
Please send itinerary and facts.

Name _____
Street _____
City _____ State _____

**CHOICE DATES FILLING FAST
FOR FAST ACTION
PHONE COLLECT 312 491-1740**

SHIRTS MADE TO ORDER



Low as \$4.95

Direct From Maker To You

NOW . . . wear shirts that really fit . . . custom made to your exact measurements. We guarantee to fit anyone regardless of size. Made to measure shirts look better, feel better on you. Prices low as ready made . . . start at \$4.95. Choose favorite collar, cuff, sleeve, front style. Choose from 48 superb quality fabrics. Oxfords.

Broadcloths, many more . . . white, plain colors, new wide stripes. NOW . . . PACK-A-PRESS permanent press Dacron Cottons. Easy to take 4 simple measurements. Satisfaction or money back. Order direct from famous maker . . . est. 1923. **WRITE TODAY.**

**FREE STYLE BOOK
AND SWATCH GUIDE**

Worn by
PILOTS OF TWA
and other airlines
NFL FOOTBALL
PLAYERS
TV STARS
MAJOR LEAGUE
BASEBALL PLAYERS
U.S. SENATORS
Business Executives

**PACKARD SHIRT MANUFACTURING CORP. Dept. EM-913
Terre Haute, Indiana 47808**

TIME-SAVING IDEA:

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

Photo by S. Sterling



Paris

(Continued from page 47)

Bogart. Bogey must have been an odd figure, seated off in a corner of the Ritz bar, a place with paneled walls and the sort of quiet elegance that'd make such a guy stand out like a caricature in the Louvre.

During the war the Germans occupied the Ritz. It's how Papa showed up one day. While Paris was being liberated he arrived with his own personal band of resistance fighters and he asked the hotel clerk if there were any Germans still around and the hotel clerk said, "Maybe, up on the roof," and so Papa and his small band ran upstairs and shot things up, but the only thing they bagged was a clothesline filled with linen.

Originally the Ritz was a pair of town houses facing Place Vendome, begun in the reign of Louis XIV and finished with Louis XVI. It was launched as a hotel in 1898 by Cezar Ritz to serve royalty and the very wealthy. Today his son, Charles Ritz, carries on the tradition. "There will always be people with money," he says. "It is the only reason for the Ritz to exist. We offer service and elegance unattainable almost anywhere else." Silence is another blessing bestowed upon patrons of the Ritz. No one will ever see a Rotary button in the hotel.

It accepts no conventions. Bedrooms face the hotel's own gardens and vases are filled with flowers grown on a private farm outside Paris. There are neither TV nor radio.

The hotel operates in the old world tradition, and guests are presented with hand-written bills upon their departure. Privacy is maintained by confounding any would-be intruder. Room numbers come up like the figures in roulette. For example, Room 58 is across the hall from Room 132. Room 71 is on the third floor, Room 191 is on the fifth floor and Room 131 is on the second floor. If you get a brand new bellman checking in you may never see him, or your bags again. It gets that confusing.

Charles Ritz who is 77, looks 50 and resembles the flamboyant Prince Romanoff, patrols his hotel constantly. He has no office. He couldn't sit still if he had one. Besides, he enjoys strolling along the corridors, exchanging pleasantries with his guests, many of whom he knows on a first name basis. M. Ritz boasts the finest floor service of any hotel in the world.

Beside each bed there is a control panel of buttons that resembles one of the consoles at Cape Kennedy. If you wish breakfast or the maid or your shoes shined, you don't telephone. You push a button. There are buttons for the chambermaid, the valet, the waiter, etc. The breakfast menu lists everything from Rice Krispies to kippered herring. If your tastes are simple and you want nothing but a glass of orange juice the tab will come to \$1. Likewise coffee is \$1 and an egg is the same. So if all you want is coffee, orange juice and one egg you've blown \$3 already. Anybody with a big appetite is in for trouble.

Presently they're renovating the Ritz. They're painting and scraping and repapering. But lest some good patron panic, let me explain that the old elegance shall go undisturbed. The huge, old-fashioned bathrooms will remain.

Outside, Place Vendome is surrounded by some of Paris' smartest shops. If the Ritz doesn't get all your francs, certainly they will. Only if by some miracle they don't you can always finish off your tour with a blast at Lassere, the most elegant restaurant in all of Paris, more elegant even than Maxim's or Tour d'Argent. De Gaulle's ministers go there. Foreign diplomats are seen at mealtime. It is, perhaps, the finest restaurant in the world. This is no idle boast. It is a satisfying way of going broke, this idea of taking a final meal at Lassere.

You should know before you go though: they don't accept Diner's Cards. Only cash—and you need plenty for a meal at Lassere. ■

Welcome Aboard



the
TRAVEL SPECIALISTS who
MAKE YOUR VACATION
DREAMS COME TRUE!

All Prices Based on N.Y. Departures

WELCOME ABOARD VACATION CENTERS LOCATED AT

MAINE

AUGUSTA
378 Western Ave.
207 623-4525

NEW HAMPSHIRE
MANCHESTER
1271 Elm St.
603 669-7041

MASSACHUSETTS
FALMOUTH
894 Main Street
617 540-1100

CONNECTICUT
WETHERSFIELD
935 Silas Dean Highway
203 529-7710

WILTON
Gateway Shopping Center
203 762-5553

NEW JERSEY
RIDGEWOOD
51 Chestnut St.
201 447-3311

EAST ORANGE

580 Main St.

201 678-5607

WEST ORANGE

446 Pleasant Valley Way

201 736-4020

DOVER

503 Route #10

201 366-3500

OGDENSBURG

Main Street

201 827-9156

TRENTON

1580 Nottingham Way

609 586-0270

EAST BRUNSWICK

326 Highway #18

201 254-8656

WAYNE

Willowbrook Shopping Center

201 785-1080

PRINCETON

13 Spring St.

609 921-3350

NEW YORK

LONG ISLAND

3207 Middle Country Rd.

Lake Grove

516 585-1600

NORWICH

21 E. Main St.

607 334-2269

JOHNSON CITY

177 Main Street

607 729-9353

PENNSYLVANIA

BETHLEHEM

Westgate Shopping Center

215 691-0310

EASTON

244 North Hampton St.

215 258-4331

MONROEVILLE

245 Monroeville Mall

412 373-2810

PITTSBURGH

209 Four Gateway Center

412 261-5511

MARYLAND

BALTIMORE

2 Charles Center Plaza

7 W. Saratoga St.

301 752-1012

GAITHERSBURG

425 N. Frederick Ave.

301 948-1888

TOWSON

Investment Building

301 821-5360

DISTRICT OF COLUMBIA

918 Sixteenth St., N.W.

Washington, D.C.

202 296-1691

MEXICO

15 DAYS

Tour Features:

- 6 nights Mexico City
- 1 night Taxco
- 7 nights Acapulco

Hotels:

- Mexico City—Continental Hilton
- Taxco—De La Borda
- Acapulco—Acapulco Hilton & Marriott

Includes

- Jet transportation via *American Flyer-Boeing 727
- Transfers
- Chapultepec Park & University City tour in Mexico City
- Cocktail parties.

DEPARTURES EVERY SUNDAY

*Certified Supplemental Air Carrier

Prices from
\$299
per person
double occupancy
(plus \$20.20
Service & Taxes)

HAWAII

Departures Every Weekend
... Jan. 3 to Dec. 26

TRAVEL TO THE LAND
OF THE GOLDEN PEOPLE!!!

Choose a tour of your own! See all the islands, or just one. OAHU! OR go to Hawaii via Las Vegas and return via San Francisco. All packages include transfers and hotels with private bath. Meal plans optional.

Prices from **\$445**

per person plus tax
Weekend departures throughout 1970.
VIA UNITED AIRLINES

Optional
MEALS + ENTERTAINMENT: \$130 plus tax
Full Breakfast and Gourmet Dinner Daily
plus Spectacular Evening Entertainment

SKI EUROPE

CHOICE of
ONE WEEK
EACH

in the following
ski resorts:

KITZBUHEL and ST. ANTON
ST. ANTON and DAVOS
DAVOS and ST. MORITZ
CHAMONIX and ZERMATT
CHAMONIX and CERVINIA
ZERMATT and GRINDELWALD
or two weeks in INNSBRUCK or CHAMONIX
Many other ski combinations available.

- Rates include
- AIR FARE
 - GROUND TRANSPORTATION
 - MEALS (as stated above)
 - TIPS, TAXES, HEATING

*Based on BIT and GIT rates
WEEKLY DEPARTURES

\$295*
(Guesthouse
Breakfast
only)
up to
\$754

(DELUXE
HOTELS
room with
bath
two meals)

SPEND ONE FULL UNFORGETTABLE WEEK MAJORCA

by booking your Group, Club or Society
through WELCOME ABOARD from as
low as

\$299 each

This same trip on an individual basis
would cost from \$425.75 each.
See what you can SAVE when 50 of
you make the same trip.

- Round trip jet transportation from New York
- 7 nights and 8 days at Fenix/Victoria Hotels
- Breakfast and gourmet dinners daily
- Enjoyable scenic transfers
- All portorage charges
- Cocktail party.

If there are no Welcome Aboard offices near you write to:

WELCOME ABOARD VACATION CENTERS, INC.

609 Fifth Ave., New York, N. Y. (Dept. E-1)
212-PLaza 3-9450



Welcome Aboard Vacation Centers are Franchised—Write for Details

CHARGE YOUR TRIP ON MASTER CHARGE

Welcome Aboard Vacation Center _____ Date _____
Dept E-1
Rush me FREE BROCHURE on:
Mexico _____ Hawaii _____ Ski Europe _____ Majorca _____
I am planning my vacation during the month _____
of _____
Name _____
Address _____
City _____ State _____
Phone _____ Zip _____



Are You Ready for FRANCHISING?

by Bill Duncan

BILL BELASQUEZ OWNS a Mexican restaurant in California which he describes in this manner: "The restaurant is in an old frame house that has squeaky wooden flooring, an odd assortment of old tables with mismatched chairs painted in every gaudy color we could find. The parking lot is gravel laid over what used to be a front lawn."

To eat there, one must have a reservation or take his chances on a long wait. One of Belasquez's frequent customers, an Anglo-Saxon named Robert Smythe, watched the restaurant's phenomenal growth and decided that the Mexican food business was a boom in California. He was right.

When Smythe read an advertisement in the *Los Angeles Times* that you could buy a Mexican restaurant franchise, he was intrigued by one line in the ad: "You don't have to be Mexican to succeed in the Mexican food business." The ad promised a foolproof formula for instant success. Smythe invested \$25,000, opened his brand new franchise Mexican restaurant in a select location in a spanking new building with a paved parking lot, matching

tables and chairs and plush carpeted floors.

The prime ingredient, however, was missing. Within a year, Smythe's dream had turned into a nightmare. The restaurant failed—not because he was Anglo-Saxon, not because he had purchased a franchise and not because he didn't serve good, authentic Mexican food. It failed because Smythe's shiny new restaurant lacked the atmosphere of Belasquez's quaint restaurant—a bit of the charm of old Mexico inside the old house with the gaudy painted tables and mismatched chairs. This is part of what the patron sought along with his enchiladas, tacos and chiles rellenos.

Smythe had tumbled into one of the pitfalls of franchising, into what Harry Golden, the Small Business Administration's franchising expert, calls: "The syndrome of the man who buys the franchise because he falls in love with the idea at first sight."

Smythe, according to Golden, never questioned what attracted him to Belasquez's enterprise. But even more important, he failed to investigate the company selling the franchise (his was

not the only one that failed). And he failed to research the market potential thoroughly.

If you are ready for franchising, you don't have to experiment with a painful disaster like Smythe's, Golden, one of the most knowledgeable men in franchising in America, explains.

"Franchising, like any type of business undertaking, is not a get rich quick scheme," according to Golden. "You can largely avoid the pitfalls if you understand and evaluate the advantages and disadvantages. The basic ingredients are almost the same in each franchise and you should know and understand these before signing on the dotted line.

"Perhaps the most important question to ask," Golden says, "is how many years the firm has been in operation and how much experience the firm has in the successful operation of franchises." As an example there are several Mexican restaurant franchises that are very successful and many are owned and operated by Anglo-Saxons.

What Golden is warning about is that each day new companies offering



franchises spring up. Some are solid, old-line companies just getting into the franchise revolution, but others are fly-by-night operations with fast talking, high commission salesmen waiting for the sucker to put his money into a franchise.

"Investigate the company," warns Golden. "A legitimate enterprise welcomes such an investigation—and will, most likely investigate you as a potential franchisee, to make sure you're ready for franchising."

Golden, who conducts franchise clinics for the Small Business Administration, advises this check list for your investigation:

1. Has the firm a reputation for honest and fair dealing among those currently holding a franchise? (The best way to obtain this information is to go directly to one or more of the franchises and ask questions of the owner.)

2. Will the firm assist you in these seven items: A management training program? An employee training program? A public relations and advertising program? Capital? Credit? Merchandising ideas? In selecting a good location? ("And I always add the eighth item: How extensive is each of the seven?" Golden points out.)

3. Is the firm adequately financed to carry out its planned financial assistance and expansion? (Don't be shy about asking the franchisor for a financial statement on the company.)

4. Has the franchisor shown you any certified figures indicating exact net profits of any going franchises it has sold? Golden warns: "Make sure you understand what months the profits are for. For example, in the fast food business, June, July and August are known as the 'belly months' when most of the sales are made. Don't take a three month profit projection and multiply it by 4 for an annual gross income."

5. Exactly what can the franchisor do for you that you cannot do for yourself?

6. Has the franchisor investigated you carefully enough to insure a successful operation at a profit for both you and the franchisor?

Once these questions have been answered, have your lawyer approve the contract paragraph by paragraph, Golden insists. "Have your lawyer verify if the contract gives you an exclusive ter-

ritory," Golden says. "Determine under what circumstances the franchisor can terminate the contract and how you, if you decide to, can cancel the contract agreement. Signing an agreement doesn't automatically create trust," he emphasizes.

Golden is supported in this assertion by Gerald T. Grenert, a Beverly Hills attorney specializing in franchises, who explains: "The franchise contract is

written entirely in favor of the franchisor. There is little or no protection for the franchisee in these contracts, but, as in any legal proceedings, the contract is negotiable. In other words, you don't have to sign their version of the contract. You can demand changes, additions and legal protections of your own. After all, it is a business deal and the buyer, as well as the seller, has legal rights."

Never sign a franchise contract and then pick the franchise site. "If the location they show you in the sales pitch is one that is on a busy street, make sure the one you get is comparable," Grenert cautions.

To Grenert, one of the biggest pitfalls is the franchisee's "greed glands." "Too many franchisees lose their common sense when they hear about the fantastic profit. Don't sell your own intelligence and business acumen short," he advises.

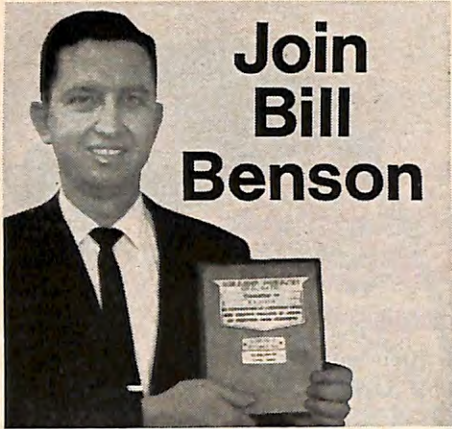
There is profit, big profit in franchising, Golden says, but, like any business you must be careful about what you're buying. "Don't let them give you glib answers," he warns. "Some franchise sales offices are in big expensive suites, but that doesn't necessarily mean the franchise they are offering is sound. You'd better find out if they can afford to pay the rent on that suite before gambling on their success pattern."

He warns about the so-called "getting in on the ground floor" franchise offer. "Remember," Golden says, "if he sells 100 ground floor franchises for only \$10,000 each, that's \$1 million. The franchisor may be using you to finance his operation."

"Don't let anyone sell you short on working capital," he says, adding a note of caution. "You've got to have plenty of working capital available." A good rule is to determine how much capital you will need to operate a franchise before your income equals your expenses.

If this sounds all bad, don't let the warnings frighten you away from franchising. "I'm not anti-franchising, but I am anti-franchising," Golden says.

In fact, Golden believes very strongly in the franchising revolution. "Franchising is strengthening the economic base of the American small business man. Through this unique method, (Continued on page 54)



Join Bill Benson

in the 2 million \$ club

W. B. Benson, Jr., a Western Auto dealer in Galveston, Texas was recently awarded a 2-Million Dollar Dealer plaque. That's a lot of sales for one dealer, but it's indicative of the kind of success you can enjoy as a Western Auto Associate.

Western Auto offers a unique franchise opportunity with NO FEES or monthly royalty charge

If you are interested in entering the retail field with an established organization enjoying a national reputation for quality and fair dealing, if you like the independent feeling of being your own boss and gaining the respect of your neighbors with a store of your own, you'll want to investigate one of the most sound income opportunities offered. Western Auto is unique in many respects. You pay nothing for the help you get—a complete training course in retail operation is free—no starting up charges—we help you select your location; we supply fixtures and store layout; we advise on inventory for your market; we support you with national advertising and merchandising know-how.

WE FINANCE HALF THE COST

The minimum investment for opening your Western Auto Store is \$20,000, but for qualified men we finance half—so your cash need is only \$10,000 which includes a reserve for operating capital.

OWN YOUR OWN WESTERN AUTO STORE

You will sell a complete line of merchandise people need every day—household and major appliances, camping and sporting goods, home and garden needs and since you can't be expected to stock over 17,000 items offered by Western you will have a catalog order center that gives you a greater return without buying extra merchandise.



**This book can
open the door
to a successful
business
OF YOUR OWN**

**C. R. Hobbs, Vice President
Western Auto Supply Co. Room 61
2107 Grand Avenue
Kansas City, Mo. 64108**

Please send without obligation a free copy of
"How to succeed in a business of my own."

Name _____

Address _____

City _____

State & Zip _____

My Phone No. _____



ELKS NATIONAL SERVICE COMMISSION



This picture was taken in the Occupational Therapy Dept. of the U.S. Naval Hospital, Charleston, S.C. Inspecting leather presented to the hospitalized veterans by the Charleston Lodge are: Capt. D. W. Robinson, USN, PER Wesley F. Mellard, PER J. E. Lofton, Lt. Zila (Occupation Therapist), Bro. M. D. Applebaum and two patients.

Gentlemen:

Thank you for the thoughtful support. I have been in this country 18 months now and I am 19 years old. It is not so much the thought of receiving as it is that someone back home supports you.

If you were over here you could perhaps see the benefit of your labors. The men would not exactly run up to you and praise you, but the gratitude deep in their hearts would shine in their eyes. **IT IS IMPORTANT THAT SOMEONE CARES.**

No matter how old you are, it is a nice feeling.
Steve

The above letter of thanks was sent to the Santa Monica, Calif., Lodge by Steve Higgins, a young soldier in Vietnam. During the past six months, the lodge has donated over 8,000 packs of cigarettes to our servicemen.

A gift of 96 processed hides and an electric typewriter was presented to the Madigan General Hospital in Tacoma, Washington by a delegation from the Washington State Elks Assn. BG John Boyd Coates, Jr. (2nd from right, row 1), Commanding General of the hospital and LTC Dorothy Street (3rd from right, row 1), Chief of Occupational Therapy are shown with hospital staff members and the 18 man Elk delegation.



All the facts
in one
volume!

400

successful franchise plans

The 1969-70 FRANCHISE GUIDE gives you all the facts in full-length profiles of offerings by over 400 successful franchise companies. More than 30 broad categories of products and services, detailing history and background of each franchise, contract details, available sites; many other pertinent details to guide your decision.



Book size
8½x11

Hardcover
12.95
Paperback **8.95**
At your
local bookseller

Resource Publications Inc*, Dept. E
Box 381, Princeton, N.J. 08540

Send at once postpaid copy of Franchise Guide on 10-DAY TRIAL. Enclosed is \$8.95 (For hardcover enclose \$12.95).

Name _____

Address _____

City _____ State _____ Zip _____

*A Gulf & Western Company

Earn A Top Income in the Growing Field of Auto Auctions

The exciting concept of Auto Auctions is revolutionizing the entire used car business. As a franchisee for Nationwide, the world's largest chain of retail auto auctions, you can easily net \$50,000 to \$75,000 per year.

Nationwide will train you in every phase of the auto auction field. The only prerequisite is your sincere interest and an ability to invest a minimum of \$20,000.

Nationwide, a publicly owned corporation listed on the National Stock Exchange invites your thorough scrutiny.

**NATIONWIDE MEANS BUSINESS
GROWING, PROFITABLE BUSINESS**



Write or Call Collect FRANCHISE DEPT.
8 West 40 Street, New York 10018
(212) 594-5990

Buy The Easy Arm Chair Way

In the pages of this issue of your *Elks Magazine* you'll find merchandise advertised that you can conveniently, confidently buy by mail. Browse through these pages—shop unhurriedly—and when you order tell the advertiser that you saw his advertisement in

THE ELKS MAGAZINE

Business

(Continued from page 35)

pp., \$8.95); (3) *Franchising Today 1969* (Farnsworth Publishing Co., 381 Sunrise Hwy., Lynbrook, N.Y., 11563, 1969; \$19.50); (4) *A Guide to Franchise Investigation and Contract Negotiation* by Harry Gross and Robert S. Levy (Pilot Books, 42 W. 43rd St., New York, N.Y.); (5) *Partners for Profit: A Study of Franchising* by J. A. H. Curry (and others) (American Management Association, 1966; 128 pp., \$6.75 [\$4.50 to A.M.A. members]); (6) *How To Get Started in Your Own Franchised Business* by David D. Seltz (Farnsworth, 1967; 197 pp., \$10.00); (7) *The Franchise Book* by Harry Kursh (Prentice-Hall, 1962).

An Important General Warning!—Do not commit yourself to any franchise arrangement without the guidance of your lawyer and your accountant! This rule should be followed not merely to protect yourself against the gyp franchisors but also to make sure that you clearly understand just what is involved in the kinds of agreements that are entered into with thoroughly reputable franchisors (none of whom will try to dissuade you from having your lawyer and accountant guide you). In entering into a franchise agreement you may well be committing yourself to making an investment of perhaps \$15,000 or more and under an arrangement that probably has a lot of legal and financial complexities. It's downright foolish to enter into such a transaction without the right kind of professional guidance. ■



LEARN TAX PREPARATION WITH H&R BLOCK

EARN UP TO
\$700
PER MONTH

Here's your opportunity to learn tax preparation in your spare time from H & R Block, America's largest tax service. Join the ranks of successful H & R Block graduates who occupy a respected position in the tax preparation field. Earn up to \$700 a month as a tax preparer during tax season. No previous training or education required. Ideal for retired people and/or men and women seeking full or part time income. Job opportunities available for qualified graduates. Low tuition costs includes all supplies you need for this complete home study course. Send for full information today. No salesman will call.

H&R BLOCK INC.

TAX TRAINING INSTITUTE

Dept. 403-10

4412 Main Street

Kansas City, Mo. 64111

Yes, please send me without obligation full details on your home study course for income tax preparation.

Name _____

Address _____

City _____

State _____ Zip _____

ART IS BIG BUSINESS

Own Or Invest in an
Art Gallery

- A complete turn-key franchise
- All paintings consigned
- Inventory rotation
- 150% mark-up
- Highest profits - lowest prices
- Direct importers

Famous
French Galleries, Inc.

Box 181, Saluda, Va. 23149

AC 703/758-2388

Only TWO \$500 Jobs a Day at Home

PAYS \$240⁰⁰ A MONTH!

BEFORE **INVISIBLE MENDING**

Makes Cuts, Tears, Holes DISAPPEAR from Suits, Coats, Dresses—ALL FABRICS!

AFTER Invisible Menders (Reweavers) who do only two \$5 jobs a day can earn \$240 a month. And a \$5 job can be done at home in about ½ hour by an expert Fabricon Mender. In many communities invisible menders are scarce; service is expensive—often unavailable. Can you learn to do this fascinating, profitable work? Can you earn \$240 monthly in your community? We'll tell you what it takes to learn invisible mending; we'll tell you what to do to check the opportunity for profit in your town. Get the answers to these questions free... and complete information... all free! Write for details!

FABRICON CO., 1555 Howard St., Dept. 751, Chicago 26, Ill.

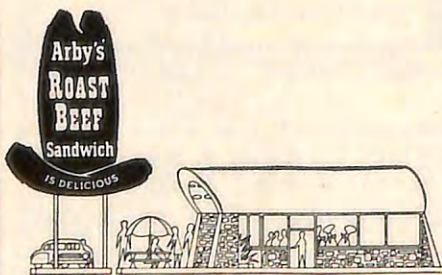
The most successful roast beef restaurant system in the U.S.A. now offers you a unique profit opportunity

Today, there are 300 Arby's Roast Beef Restaurants operating in the System. By the end of this week five more will be open for business. By the end of 1970, 500 Arby's will be making money for the most successful group of Franchisees in the roast beef field.

Such growth can happen only when the concept—and the people operating that concept—have proven to be successful. At Arby's our management has years of experience in all phases of fast-food operations—from real estate selection to food costs analysis. As an Arby's Franchisee you get true profit guidance.

Now the most successful roast beef restaurant system in the nation is seeking qualified Investors and Operators who want to capitalize fully (and safely) on Arby's unique, time-proven, profit-making techniques.

Perhaps you can "join the successful" who own an Arby's Roast Beef Restaurant. If you are interested in this investment opportunity, contact us today.



Write or call collect:

Kenneth Franklin, Vice President, Franchising
ARBY'S INTERNATIONAL
17 Colonial Drive - Box 10
Youngstown, Ohio 44505
Phone: (216) 759-9400

Franchising

(Continued from page 51)

franchising is allowing small industries, business and services to expand through investor-owned franchises," he explains.

There are some 800,000 franchises in the United States ranging from quickie food service to tire retreading. It is the old theory that you don't have to own a cow to be in the dairy business. All you want to merchandise is the milk.

The advantages of franchising, says A. L. Tunick, charter president of the International Franchise Association, is that the "small investor can minimize the risk of failure because he can start in business under the image of a corporate name and trademark. He gains further advantages through training and management assistance from the parent company." Sometimes, Tunick explains, the franchisee is offered financial assistance making it possible for him to get started in his own business with less than the usual amount of cash.

Training is the key word. "The more training you can get the more efficient

you can become," Golden stresses. His reasoning is sound. "They can't make you an independent businessman in four weeks training. Don't believe that you can put up money and sit back and collect. Franchising doesn't work that way. Absentee management is dangerous."

There are some ground rules that the potential franchisee should understand. Franchising is essentially a system under which an individually owned business operates as though it were part of a large chain—complete with trademarks, uniform symbols, design, equipment and standardized services.

"Ask yourself if you are prepared to give up some independence to secure the advantages of a franchise," Golden points out. "You are under strict rules and regulations set down by the franchisor." For example, a fried chicken franchise allows you to purchase frying batter only from the parent company, even though through your own enterprise you might be able to purchase similar batter cheaper from other outlets.

This is known as quality control, something strictly enforced by the franchisor. You also must keep books ex-
(Continued on page 62)



BOY SCOUTS HONOR GER

At a special luncheon held in his honor at national Boy Scout headquarters, New Brunswick, N.J., Grand Exalted Ruler Frank Hise displays a barometer bearing a miniature scout, presented to him by Mr. Alden G. Barber, chief executive of the Boy Scouts of America, in appreciation of the Elks' sponsorship of scouting. The presentation brings smiles of approval from Mrs. Hise and PGER William J. Jernick. Elks lodges throughout the nation sponsor 1,002 scout units; under the new Boypower '76 development program, which seeks to enroll one-third of America's representative young men, the Elks propose to sponsor approximately 500 additional units. GER Hise pledged his best efforts toward realizing this goal.

ELKS NATIONAL FOUNDATION
2750 Lakeview Avenue / Chicago, Illinois 60614



"The Joy of Giving"



Brother David B. Marshall, chairman of the Century Club Drive, is shown making Mr. Peter M. (Archie) Leon a late presentation of his Century Club Certificate as PER Ronald E. Angermuller looks on. Mr. Leon, a Chinese National, is a citizen of the Republic of Panama and is the Food Concessionaire of the Cristobal, C.Z., Lodge.



ER Frank Boffi of Hollywood West, Fla., Lodge makes a belated presentation of a Century Club Certificate to Brother Michael J. Corda, the only member of the lodge to purchase one during the drive.

Ohio Elks have gone all out to give the National Foundation a shot in the arm. Above is a huge display created by Southeast DDGER Thurman L. Allen which is used at state and district meetings. From left to right are: State Foundation Co-Chairmen PDDs Lewis W. Naylor of Alliance, James A. Ryan of Euclid and Nelson E. W. Stuart, Executive Director.

How to Get A \$100 Million Franchise Education for Petty Cash

How to Get Started in Your Own Franchised Business

This fact-filled guidebook will give you professional, step-by-step help in getting started in your own franchised business. **David D. Seltz, top franchising expert, shows you how to give yourself a nine to one chance of success, no matter how little capital you have.**

Seltz shows you how to pick the field you're likely to do best in . . . how to evaluate each opportunity offered . . . how to finance your new business . . . how to get off to a healthy, prosperous start. You also get 5 sample franchise contracts, 15 guidelines for purchasing insurance, 41 answers to common sales objections, 36 contest and promotional ideas, and 35 ways to make people want to do business with you.

Franchising Today 1969

Edited by Charles L. Vaughn, Ph.D., this volume, derived from franchising's most famous event, The International Management Conference on Franchising sponsored by Boston College, will give you access to the greatest minds in franchising as they solve legal problems, management problems, and attack a dozen other major areas.

You get a goldmine of information about franchise consultants, franchisee-franchisor relations, site selection, legal aspects, franchise statistics, distributorships, starting a franchisor organization, and the future of franchising. Contributors include top executives from McDonald's, Kentucky Fried Chicken, Sheraton Inns, International Industries, Howard Johnson, Puppy Palaces, Midas International, and Snap-On Tools.

Farnsworth Publishing Company, Inc.
381 Sunrise Hwy., Lynbrook, N.Y. 11563

Mail This Coupon Today

Farnsworth Publishing Co., Inc. E-1
381 Sunrise Hwy., Lynbrook, N.Y. 11563

Please send me the following books. If I am not 100% satisfied, I may return them within 30 days and have no further obligation.

Franchising Today 1969, \$19.50. How to Get Started in Your Own Franchised Business, \$10.

Name _____
Street _____
City _____ State _____ Zip _____

N.Y.C. residents add 6% sales tax; N.Y.S. residents add local tax applicable.

SAVE! Send check with order and we will pay all postage and handling charges. You'll also get two free bonus booklets on franchising.

NEW CAREER AT 48 "HIGHLY REWARDING"

SACRAMENTO, CALIF. — Jesse Hamiel was 48 when he stepped into the booming Accident Investigation field. He had no previous experience; no college degree. Yet, he enjoyed excellent earnings immediately. Within 24 months, he became a partner-owner in an independent firm. "I've never been happier with anything in my life," he reports. "This is the world's most satisfying profession—and highly rewarding. Without reservation, I know that I would not be enjoying this second career had it not been for Universal Schools." Send now for the free information that started Jesse Hamiel—and hundreds of others—on the road to exciting, secure, well-paid careers in Accident Investigation. No selling. Rush coupon for free book. No obligation. No salesman will call.



Approved For Veterans' Training

UNIVERSAL SCHOOLS Dept. K-1
6801 Hillcrest, Dallas, Texas 75205
Send FREE BOOK on opportunities in the booming Accident Investigation field.

Name _____
Address _____
City _____ State _____ Zip Code _____

FREE BOOK

1970 Directory Out On Franchising

The "1970 Directory of Franchising Organizations" has just been published by Pilot Books, America's leading publisher of impartial, authoritative franchising guides.

The \$2 volume, available only from the publisher, lists the nation's top money-making franchising firms offering franchises in some 60 consumer product and service fields. It also includes a check-list showing how to evaluate a franchise opportunity.

For your copy mail \$2.00 in check or money order to **PILOT BOOKS, 347-5th Avenue, New York, N.Y. 10016** and your book will be sent to you by return mail.

GAME ROOM EQUIPMENT



The Biggest Selection of Finest Quality

- POKER TABLES
- Non-Duplicate Monogrammed POKER CHIPS
- Imprinted PLAYING CARDS
- Monogrammed PERFECT DICE
- DICE CUPS

at the right price!

Write for Free Catalog Today!

GEORGE & CO., 615 Main St. Dept. E, Buffalo, N.Y. 14203

LAW FREE BOOK THE LAW TRAINED MAN

Write today for a FREE copy of illustrated law book, "THE LAW-TRAINED MAN," which shows how to earn the professional Bachelor of Laws (LL.B.) degree through home study of the famous Blackstone Law Course. Books and lessons provided. Moderate cost, easy terms. Write now **Blackstone School of Law, 307 N. Michigan Ave., Founded 1890 Dept. 111, Chicago, Ill. 60601**

(Continued from page 30)

LADY LAWYERS are now appearing before the U. S. Supreme Court. The largest class in history was admitted in October when 20 women stood before Chief Justice Warren Earl Burger in the marble building on Capitol Hill. It celebrated the 100th anniversary of the admission of the first woman to practice law in the court, Arabella Mansfield of Mt. Pleasant, Iowa.

YOWLING CAT of Washington seeress Jeane Dixon has created a new mystery for her to solve. It is a well known cat named "Mike the Magi Cat", a big hit at children's parties. It sleeps in a Chinese pagoda house in the rear courtyard. When a thief tried to get into Mike's house the cat set up such a yowling that Mr. and Mrs. Dixon flashed on the light, hurried to the rescue but the thief had escaped. Mrs. Dixon's theory is that the catnapper wanted to hold the cat for ransom.

STREET GANG CRISIS faces many cities, Director J. Edgar Hoover of the FBI emphasizes in the Law Enforcement Bulletin. The growth of these gangs of youths in number and size keeps pace with other rising crime problems, he points out: "An east coast city with more than 200 street gangs recorded 33 gang slayings in 1968. During the first 7½ months of 1969, 29 youths in this city died in gang wars." Gang finances are obtained through robbery, burglary, blackmail, mugging and other criminal activities,

he said, adding: "Nothing short of a concerted effort by an aroused public, law enforcement, the courts, and youth agencies will stop the terror of gangs in our streets."

WASHINGTON'S SUBWAY called "Metro" will be under construction Dec. 9 when the first shovelful of earth will be raised in a remarkable ceremony. It will signal the start of 10 years in which \$1 billion in construction wages will pour into the District. Only 100 men will be working at the start but by 1971 over 1000 will be digging under the city and by 1973, 5000 workers will be toiling on the 97.7 mile regional system. The payroll will range from \$50 million to \$100 million a year.

SNOWMOBILE SALES SPURT. They say millions will be in use this winter in the U. S. and Canada. Even Eskimos now use them instead of dog teams and sleds. The new models carry two persons and can haul a sled of luggage. They cost from \$850 to \$1000.

William J. Dunn

We note with regret the death on Nov. 30 of William J. Dunn, the brother of PGER Ronald J. Dunn, and a member of Oneida, N. Y., Lodge. Funeral services for Brother Dunn were held Dec. 3 at the Campbell-Dean Funeral Home in Oneida.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

(Act of October 23, 1962: Section 4369, Title 39, United States Code)

- Date of filing: September, 1969.
- Title of Publication: THE ELKS MAGAZINE.
- Frequency of issue: Monthly.
- Location of known office of publication: 425 W. Diversey Parkway, Chicago, Cook, Illinois 60614.
- Location of the headquarters or general business offices of the publishers: 425 W. Diversey Parkway, Chicago, Cook, Illinois 60614.
- Names and addresses of publisher, editor, and managing editor:
National Memorial & Publication Commission—B.P.O. Elks of U.S.A., 425 W. Diversey Parkway, Chicago, Illinois 60614.
General Manager: Wm. H. Magrath, 425 W. Diversey Parkway, Chicago, Illinois 60614.
- Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given.)
Benevolent & Protective Order of Elks of the United States of America (a National Fraternal Organization), 2750 Lakeview Avenue, Chicago, Ill. 60614.
- Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities (If there are none, so state): None.
- For completion of nonprofit organizations authorized to mail at special rates (Section 132,122, Postal Manual) The purpose, function, and nonprofit status of this organization and the exempt status for Federal income tax purposes have not changed during preceding 12 months.

	Average No. Copies Each Issue During Preceding 12 Months	Actual Number of Copies of Single Issue Published Nearest to Filing Date
10. EXTENT AND NATURE OF CIRCULATION		
A. Total No. Copies Printed (Net Press Run)	1,546,625	1,568,986
B. Paid Circulation		
1. Sales Through Dealers and Carriers, Street Vendors and Counter Sales	0	0
2. Mail Subscriptions	1,528,903	1,539,664
C. Total Paid Circulation	1,528,903	1,539,664
D. Free Distribution (including samples) By Mail, Carrier or Other Means	4,206	4,205
E. Total Distribution (Sum of C and D)	1,533,109	1,543,869
F. Office Use, Left-over, Unaccounted, Spoiled After Printing	13,516	25,117
G. Total (Sum of E and F—should equal net press run shown in A)	1,546,625	1,568,986
I certify that the statements made by me above are correct and complete.		
Wm. H. Magrath, General Manager		



BY BILL TRUE

World Professional Casting Champion

Sailfish Fiesta

Zihuatanejo—may be tough to pronounce, but this Mexican town below Acapulco on the Pacific Ocean is probably destined to become another fabulous blue water fishing capital.

Last spring a group of fishing tackle salesmen and executives, myself included, spent a week at Zihuatanejo and sampled the exciting fishing for Pacific sailfish in the area.

We stayed at Las Brisas hotel whose buildings run down the face of the coastal cliff in terraced fashion. From it you look out over beautiful Zihuatanejo Bay. Rates are reasonable and include meals. The bayside location assures the cool breezes for which the hotel is named.

There is a sport fishing fleet based at the town of Zihuatanejo but since the hotel is some distance away the fishing boats picked us up from the beaches below the hotel. This involved a short trip through the surf in a tiny dugout. It becomes a balancing contest to keep from falling overboard particularly when you're loaded down with tackle, lunch and other gear. Rather than repeat the dugout act when returning to the hotel in the evening I got into the habit of diving overboard from the fishing boat and swimming ashore.

TIP OF THE MONTH

Seasickness bother you when you're afloat on salt water? Try these three things: 1) Buy motion sickness pills and take one or two a half-hour before you get aboard. 2) Keep your eyes on the horizon, not on the pitching deck. 3) Stay out on deck; don't lie down in the cabin.

The fishing boats at Zihuatanejo are not the latest in oceangoing craft but they are in good repair and are well handled by their skippers. And even though the captain and the mate know very little English it's amazing how fast you learn to communicate once on the fishing grounds.

You begin trolling for sails right at the mouth of the bay and might get your first strike minutes from the hotel. Baits are rigged American style and outriggers are used. Big dolphin often hit the trolled baits and there's always the chance of a marlin.

As is common in ocean trolling you soon become almost hypnotized watching the baits skipping in the wake—until you notice a bulk looming behind a bait and a bill comes slashing from the water. Pop goes the outrigger clip and you grab the rod and begin counting. A fast ten-count and you rear back on the rod to set the hook. Then comes the first circulation boosting jump and you're fast to a big Pacific sail.

I was using the lightest of tackle: a new free spool bait casting reel and a rod of the musky fishing type. Line was 15-pound monofilament. Every sailfish becomes a trophy when you take him on tackle like this. As a matter of fact, one seven-foot, 100-pound beauty took almost five hours to land. We took a total of 12 sails during our stay and released all but one.

There are other angling attractions at Zihuatanejo too. Roosterfish are common along the sandy beaches and at certain times of the year the water around the rocky islands off the coast turn red with huge schools of red snapper. Add big jacks, called "yellowtails" locally, and you've got a jackpot, particularly for the light tackle addict. Zihuatanejo is still relatively unknown by the angling fraternity so there are no crowds and the surroundings are unspoiled. I hope it stays that way—but a few more fishermen wouldn't hurt. So come on down!



**CHANGE CAREERS
THAT QUICK!**

SUNLIGHTING is...the hottest new, untapped Money-Maker in America

SUNLIGHTING is a franchise concept that applies exclusive, tested techniques to the retail shade and lighting business.

SUNLIGHTING is an outstanding opportunity as a franchise business. Quite frankly, many of the franchises available today are in extremely competitive fields. SUNLIGHTING, on the other hand, exploits an untapped, high profit field. There is no active franchise competition. Other retail outlets for shades and lighting are generally under-promoted, second-line operations in department and furniture stores.

SUNLIGHTING offers you a highly advantageous opportunity to enter this fresh, new field on a unique turn-key basis. \$22,500 starts you off on a new career in a SUNLIGHTING Lamp and Shade Center.

Write or Call Collect
For complete information
and FREE BROCHURE to
Mr. Randy E. Stevens

Phone:
(301)-657-2160



Lamp & Shade Centers
Barlow Building, 5454 Wisconsin Ave
Chevy Chase, Maryland 20015
Attn: Mr. Randy E. Stevens

Name _____

Address _____

City _____

State _____

Zip _____

Phone _____

HEARING AIDS

SAVE ON NATIONALLY FAMOUS BRANDS

Order direct and save up to 65% on tiny, all-in-the-ear, behind the ear, eyeglass and body models. FREE HOME TRIAL. No down payment. Low as \$10 monthly. MONEY BACK GUARANTEE! If you have difficulty understanding speech, words sound mumbled, often must ask people to repeat statements, or barely hear at all, it must solve your hearing problem or no cost to you. FREE CUSTOM EAR MOLD. Write for free catalog. No salesmen will call. PRESTIGE, Dept. D-11, Box 10947, Houston, Tex. 77018.



BUSINESS BOOK

FREE ON TRIAL

Get "996 LITTLE-KNOWN, SUCCESSFUL BUSINESSES" on free trial offer. BOOKLET ON REQUEST. REVEALS PLANS, BUSINESSES, FORTUNES. Send no money. Helped others — \$12.50 STARTS YOU — write: **SMALL BUSINESS INSTITUTE** Dept. 19 KERRVILLE, TEXAS 78028

SPARE-TIME CASH! SELLS ON SIGHT!

SELL new Lifetime, Golden Metal Social Security Plates in spare time for **BIG PROFITS**. Millions waiting to buy. No investment or obligation whatsoever. SEND FOR FREE SAMPLE AND COMPLETE SALES KIT NOW!

RUSSELL PRODUCTS CO.
P.O. 286 ELK PULASKI, TENN. 38478

POWER HUMIDIFIER

Output up to 7 gallons per day. Ideal for average home. E-Z to install on any forced air furnace, operates automatically without electricity. Unit comes with angle valve, copper tubing & complete installation instructions, has 1-year guarantee. \$19.95 ppd. Alex F. Walker & Associates, Inc., Dept. EK-10, 1204 N. Woodward Ave., Royal Oak, Mich. 48067

MAKE UP TO \$12 AN HOUR AT HOME
Let Me Prove It To You FREE!

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

WARNER ELECTRIC, 1512 Jarvis, Dept. L-24-A, Chgo. Ill. 60602

LOW-COST PLAQUES
in BRONZE and ALUMINUM

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

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

HEAVY DUTY WELDER

Does work of \$85.00 welder yet costs only **1895** POST PAID

Fits ordinary 110V outlet
3 welding heats

Weld, braze, solder or cut most anything made of metal. No experience needed. Follow simple instructions. Uses standard 3/8" rods to weld iron, steel, brass, bronze, aluminum, other metals. 3 welding heats... not just one as with other low priced models. New HEAVY DUTY circuit gives higher heat... 4 times the heat needed to melt toughest iron. More welding power than ever before. Comes complete with welder's mask, \$2.00 pack of rods, flux, carbons, automatic arc striker, etc. NOTHING ELSE TO BUY. Approved for homes, garages, shops, factories. 10 day MONEY BACK trial. Guaranteed against burnouts. Send \$2.00 and pay \$18.95 plus small C.O.D. when delivered, or send \$18.95 cash, c.k., M.O. for postpaid shipment.

WEL-DEX MFG. CO., Dept. W-56, Box 10776, Houston, Tex. 77018

The Great Stone Faces

(Continued from page 45)

when men could not continue their work due to financial difficulties.

It might also be noted that Borglum's estimate was a very poor one—the project actually took fourteen years to complete, and cost \$989,992.32, including \$836,000 in Federal appropriations.

The carvings were an incredible task. And as studies have shown, the granite in this location erodes at the rate of less than one inch in 100 thousand years—thus assuring that if our civilization should perish, archeologists of the future would be certain that these magnificent heads were representative of the "gods" of our time. Borglum purposely left a 3-inch layer of granite for weathering, enough so the faces will look their best in 300,000 years.

The stone faces are the largest ever carved, bigger than those of the Sphinx, the Statue of Liberty, or the Colossus of Rhodes. You could stand inside of Lincoln's eye, or take a stroll of 20 feet along Roosevelt's mustache. The figures have noses that are 20 feet long, mouths measuring 18 feet across, and eyes that measure 11 feet wide. The eyes have a penetrating quality due to the 22-inch projection for the pupil of each eye. This projection was just one of the many touches of Borglum's genius, for they truly give a life-like quality to the eyes.

Movement of the sun changes the shadows on the faces, giving them different expressions that make them look as if they have suddenly come alive.

Looking at the "giants of America," no one can deny that Mount Rushmore National Monument is truly one of the most inspiring feats of both sculpting and engineering in history. It is also a "shrine for democracy"—dedicated to four of America's greatest leaders, and given to the world through the genius of a great and dedicated artist.

However, Gutzon Borglum felt differently about it. Although he carved the figures to the scale of men 465 feet tall, he did not intend that the memorial should be merely the expression of one man's talents or a monument known only for its gigantic proportions. To Borglum, and those who worked with him, "a monument's dimensions should be determined by the importance to civilization of the events commemorated."

Borglum was right. Looking at the near life-like features of these faces one feels a great surge of pride—pride in these great men and their deeds, and pride in a country that can boast of such fine leaders.

AUTHORS WANTED BY NEW YORK PUBLISHER

Leading book publisher seeks manuscripts of all types: fiction, non-fiction, poetry, scholarly and juvenile works, etc. New authors welcomed. For complete information, send for booklet EK. It's free. Vantage Press, 120 W. 31 St., New York 10001

EASY SHOPPING

through the Elks Family Shopper

The Elks Magazine FAMILY SHOPPER is featured on pages 36 to 44. In it you will see a variety of useful, new, attractively priced items carefully chosen so that you may buy safely and with complete confidence. It's the easy, arm chair way to shop, free from the confusion of crowds.

When buying be sure to tell the advertiser that you saw his advertisement in

THE ELKS MAGAZINE

BASEMENT TOILET

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

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



TREASURE

Find buried gold, silver, coins, treasures.
5 Powerful models.

Write for free catalog



RELCO DEPT. D-10
BOX 10839, HOUSTON, TEX. 77018 **\$19.95 UP**

If Ruptured Try This Out

Modern Protection Provides Great Comfort and Holding Security

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

— Coupon for advertisement on 4th Cover —

HOBBI, Inc., Dept. L-1

7 Delaware Drive, Lake Success, N.Y. 11040

Please rush... imported Flame Guns at special sale price of only \$17.98 each plus \$1.00 for postage and handling. If I am not absolutely delighted, I may return order for prompt refund, or full cancellation of charges any time within 10 days.

N.Y. residents, add sales tax.

- Check
 Money Order for \$..... enclosed.
 Charge my
Diners Club # _____

(signature)

Name _____

Address _____

City _____ State _____ Zip _____

News of the Lodges (Continued from page 17)



HILLSIDE, New Jersey, Lodge's 1969 Babe Ruth baseball team takes time out from the annual lodge dinner to pose for a photo with ER Joseph C. Castelluccio (right), Youth Activities Chairman William Beattie (left), Manager Mike Humanik, and Coach Dan Goffredo. The team members received their trophies during the dinner, which was attended by more than 300 players, coaches, and managers.



A CHECK is presented by Weymouth, Mass., Brother Dan Kercz (left) to Mr. Ernest Remondini, chairman of the Weymouth Mentally Retarded Building Fund, as ER William T. Jones looks on at right. The check represented proceeds of a benefit softball game between the Elks and members of the Weymouth Police Department, which was held recently to aid victims of mental retardation.



A HANDSOME PLAQUE is presented to Plantation, Fla., Youth Activities Chairman Tom Ryan (right) by Paul McDermott, director of the Boys Club of Broward County, in appreciation of Brother Ryan's service to the young people of Broward County. Observing the presentation is Plantation PER Glenn R. Hull.



MASSAPEQUA, New York, Lodge is proud of its Connie Mack League baseball team, which placed second in its district, missing the championship by only one game. Shown with the young ballplayers are (back row, from left) Coach and Brother Jim Dalton, ER Dale E. Muir, and Coach and Brother Bill Duffy, and (kneeling, right) Brother John Birney, the team manager.



A CLASS of several candidates was initiated recently into Homestead, Pa., Lodge in honor of Brother William V. Campbell. PER Harold W. Powell headed the ritualistic team which performed the ceremony; the new Elks' welcome into Homestead Lodge coincided with the visit of DDGER Edward P. Harney, of Allegheny Lodge.

A GAILY-WRAPPED package containing a handsome wrist watch is presented to East Providence, R.I., PER Manuel Fontes (center) by Brother Norman Thatcher, on behalf of the lodge, as ER John Grant looks on. The occasion: a testimonial dinner for Brother Fontes. Brother Thatcher was event chairman.





ADMIRING some of the many trophies which were awarded to contestants in Garfield, N.J., Lodge's recent AAU all-star boxing show are (from left) Brother Sammy Sangis, a U.S. Olympic referee; former New Jersey heavyweight champ Paul Cavalier; Bob Shevack, one of the contestants; ER Thomas Youpatoff, and Walter Sannik, chairman of the lodge crippled children's committee, which was the beneficiary of the boxing program. More than 1,400 fans were on hand to roar their approval of the show, held at the Garfield High School gymnasium.



A HAPPY YOUNG MAN—James M. Boyd Jr., of Lancaster, Pa.—receives a handsome plaque from James Dougherty, football director, for having been named a member of the Pop Warner all-American midget football team. Observing the presentation are (from left) his parents, Mr. and Mrs. James M. Boyd, and younger brother; ER Robert M. Boyd, and John F. Krallinger, lodge youth activities chairman. Young Boyd was one of 33 young athletes chosen for the honor; their award included a week's stay in Atlanta, climaxed by viewing the college All-American football game.



AMHERST, New York, ER George R. Schalk (center) believes in making Elkdrom a family affair, as this photo indicates: shown with Brother Schalk are his sons Donald and Robert, who hold the positions of Esteemed Leading Knight and Esteemed Loyal Knight, respectively, in Amherst Lodge.



A DONATION from the Cornell Estates Civic Association is presented by Mr. Robert Russo, association president, to Carteret, N.J., Brother Frank Balka (second from left), lodge crippled children's chairman, as ER William Reynolds (left) and PER Raymond Wizna look on. The donation was slated for the lodge crippled children's fund.



WINDSOR, Connecticut, ER Lester R. Daddario presents a check to a representative of the Newington Crippled Children's Hospital, as members of the Elks' softball team look on. The check represented proceeds of a benefit game between the lodge-sponsored team and personnel of a local radio station. The Elks' team emerged winner of the game, closing the season with a fine 10-2 performance.



A CLASS of four candidates (seated) initiated recently into Clark, N.J., Lodge in honor of PER James A. Smith (center) strike a pose with Brother Smith, ER Charles Toye Jr. (right), and a special guest—PDD and former GL Lodge Committeeman Harrison S. Barnes, of Plainfield Lodge.



A PORTION of the 50-odd youngsters who participated in Norristown, Pa., Lodge's bowling instruction program face the camera with some of their instructors and supervisors. The series of bowling lessons was not restricted to the young ladies; a roughly-equal number of boys happily took part in the program.



A HANDSOME TROPHY representing second place, junior division, in the musical unit program of New Jersey Elks' convention, is presented to several members of the Pleasantville Marching Greyhound Band by Lake Hopatcong, N.J., Esq. William Morgan (right). Also observing the presentation are (from left) ER Donald Ruggierie; Ronald J. Pooman, band director; PER Gene Ray, and Est. Lead. Kt. Fred Eagles, lodge youth activities chairman.



A GROUP of Brothers honored recently by Concord, N.H., Lodge for their many years' membership in the Order assemble for a photo marking the event. The Elks shown have enjoyed membership in the lodge for from 30 to 50 years.



AN OUTSTANDING blood donor—Williamsburg, Va., Brother John Simmons—prepares to add yet another pint of blood to his remarkable donation record, as a Red Cross nurse and doctor check to see that all is well. Brother Simmons has donated an amazing total of sixteen gallons, three pints of blood.



A NEW EAGLE SCOUT—Dennis Garber—receives an American flag and handsome plaque from Clifton, N.J., Youth Activities Chairman Titian Belli (left) as Mr. William Tiefenbacher, area scout leader, looks on.

TWO DISTINGUISHED VISITORS to Queens Borough (Elmhurst), N.Y., Lodge—DDGER Louis C. Weniger (right), a member of Great Neck Lodge, and VP Frank R. Gallo (left), of Elmont Lodge—receive a warm welcome from ER James J. Weldon. The occasion: Brother Weniger's official visit. Festivities included a delicious meal.

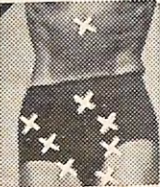
SUPPORT



UNITED CEREBRAL PALSY

REDUCIBLE RUPTURE AGONY Removed (or trial COSTS YOU NOTHING)

WHEN you slip into a low-cost, contour-designed Brooks Patented Air Cushion Appliance! Your reducible rupture will be held in securely yet gently—or the trial costs you nothing! This invention has made millions of sufferers happy. You can enjoy heavenly comfort night and day at work and play—or the Appliance costs you NOTHING. Isn't this worth a no-risk trial by you? If interested, write for free facts now. **BROOKS CO., 316-J, State St., Marshall, Mich. 49068**



How To BEAT AGING GRAY

Comb Kolor-Bak into your hair daily. Watch that gray turn back to a natural looking color again. No muss, fuss. Guaranteed. Liquid or pomade.

KOLOR-BAK

LIVE- CATCH TRAPS



Traps without injury squirrels, chipmunks, rabbits, mink, fox, raccoons, stray animals, pets, etc. Sizes for every need. Also traps for fish, sparrows, pigeons, turtles, quail, etc. Save on our low factory prices. Send no money. Write for free catalog and trapping secrets. **MUSTANG MFG. CO., Dept. N-53 Box 10880, Houston, Tex. 77018**

Train For Your Own PRESTIGE TAX BUSINESS



Men, women of all ages earn top fees. Part-full time home-office business. No investment! No bookkeeping or accounting needed. Earn \$10-\$15 hourly doing tax returns. Year 'round payroll tax service pays \$10-\$50 monthly per client. We train you, help you start quickly. **FREE** booklet. No salesman will call.

National Tax Training School, Monsey, 12NB, N.Y. 10952
Accredited Member NHTC, Vet. Approved.

Franchising

(Continued from page 54)

actly as dictated by the franchisor and sometimes the paper work is mountainous.

In one case, Los Angeles franchise consultant Aaron M. Rothenberg recalls getting an urgent call to a franchise business only to find the wife of the owner in tears. She was overburdened trying to keep books a certain way for the company and overwhelmed by the minute detail demanded.

"Paper work," Rothenberg says, "is a franchisor's form of bureaucracy," but essential as a check and balance system in getting the business machinery moving. The important factor, he said, is the training you get to handle the paperwork portion of the business.

Don't change the rules, Rothenberg pleads. You have purchased a franchise simply because of the proven merchandising ability of the franchisor. "If he says you spend \$1,200 a month on advertising, don't try to spend \$900. Franchising is simply using someone else's knowledge. Use it wisely."

Buying a franchise is somewhat like buying stocks, you expect to resell them for a higher price and profit by them as long as you hold onto them. Actually, from a franchise you can expect three incomes—the salary you earn from the business, the return on your investment and your capital gains.

Are you ready for franchising? ■



HENRY
BOLTHOFF

"Hurry it up, will you!
I'm double parked!"

MARKET PLACE

For ad-rates write Classified, 100 E. Ohio, Chicago

MONEY MAKING OPPORTUNITIES

MAKE MONEY WRITING Short Paragraphs. Information Free. Barrett, Dept. C-329-A, 6216 Clark, Chicago 60626.

ADDRESSERS and MAILERS Needed. Send stamp for information. Lindblooms, 3636 Peterson, Chicago 60645.

HOME ADDRESSING, longhand, typewriter. Information. Free details. Cam Company, Dept. 155XS, Verona, N.J. 07044.

BUSINESS OPPORTUNITIES

Home Import Mail Order Business. Free Book. Mellinger, Dept. D1302, Los Angeles 90025.

OWN YOUR OWN Wonderful New Distributorship. Way Above Average Income. California Company Just Starting National Expansion. Small Investment. Hoffart, 6425 Deihl, Houston, Texas 77018.

SALESMEN WANTED

SELL Advertising Book Matches—No experience needed—complete sales kit furnished Free—In demand everywhere—We show you how—make daily cash commissions. Superior Match, Dept. X 170, 7528 Greenwood, Chicago 60619.

EARN BIG COMMISSIONS Soliciting delinquent accounts. No collecting or investment. Metropolitan Finance, 1129 West 41st, Kansas City, Missouri.

OF INTEREST TO WOMEN

MAKE BIG MONEY invisibly mending damaged garments at home. Details free. Fabricon, 1539 Howard, Chicago 60626.

HOMEWORKERS! \$85 weekly addressing envelopes for firms. Start immediately! Details: send stamped, self addressed envelope. Enterprises, Box 16143-QQG, Phoenix, Arizona 85011.

\$500 MONTHLY POSSIBLE—Clipping news at home. No experience. Free information—send stamp. American, Excelsior Springs, Missouri 64024.

MONEY!! TYPE DISSERTATIONS. Send \$1.00. Instructive Booklet. Ashtons, 714 Sligo Avenue, Silver Spring, Maryland 20910.

\$75.00 THOUSAND, Home Addressing! Longhand. Typewriter. Information send stamped self-addressed envelope. Brewster, Box 1348-XA, Clearwater, Florida 33517.

HEARING AIDS—BATTERIES

HEARING AIDS Below Wholesale. Smallest, most powerful. Free home trial. No salesman will call. Free details. Write Prestige-C10, Box 10880, Houston, Texas 77018.

BOWLING

SECRETS OF BOWLING STRIKES will increase your average by 35 pins minimum or no cost. 101 actual photos show exactly how, plus Spot Bowl Secrets. Only \$2.00. Refundable. Wilshire, Dept. B, 6311 Yucca Street, Los Angeles, Calif. 90028.

CARTOONING & COMMERCIAL ART

"HOW TO MAKE MONEY With Simple Cartoons"—Everyone who likes to draw should have this book! Free. Write Cartoonists' Exchange, Pleasant Hill, Ohio 45359.

MUSIC—SONGPOEMS

CASH/Royalties for romantic songpoems! Castle's, 203-A West 46th, New York City 10036.

STAMP COLLECTING

200 WORLDWIDE 10¢. Approvals. White, Box 26265-B, Indianapolis, Indiana 46226.

OF INTEREST TO ALL

"NIGHTINGALES" STRANGEST SECRET" Recording \$3.50. 500 Canadian Land Or Business Opportunities \$2.50. 1000 Address Labels \$2.00. Refundable. Boettger, Box 3600, Calgary 41, Canada.

PHONOGRAPH RECORDS

WADE JACKSON, etc. Country Music Albums, \$2.98. Refundable. B-991, Gallatin, Tennessee 37066. COD orders accepted.

REAL ESTATE

ARIZONA. Great investment opportunity, north of Lake Havasu City! Level 2½ acres \$895, low terms. Mrs. Anna Young, Glenarm Land Co., 2233 North 7th St., Phoenix, 85006.

LOANS BY MAIL

LOANS UP TO \$2,500.00. No interviews or endorsers. The person who cashes your check won't know it's a loan. Trans-Con Finance Corporation, Dept. BIG-2-0, Box 2393, Fort Worth, Texas 76101.

BORROW UP TO \$1,000 By Mail. Money on your signature for any purpose. Write: Budget Finance Company, Dept. TB-9035, 317 South 20th Street, Omaha, Nebraska 68102.

ADVERTISERS—AGENCIES

YOU ARE READING the Classified Section of one of the Nation's most responsive markets. These ads are shopped by millions who respond to Opportunity. Tell your 'story'—then watch inquiries, orders roll in. For details, rates write **CLASSIFIED, INC.**, Dept. O-1, 100 E. Ohio, Chicago 60611.

Coupon for advertisement on 3rd Cover

DURACLEAN INTERNATIONAL,

0-541 Duraclean Bldg., Deerfield, Ill. 60015

Please mail your Duraclean 24 page Booklet entirely free and without obligation to me.

Name _____

Address _____

City _____ State _____ Zip _____

Foundation Scholarship Started It

MORE THAN 8,000 young men and women have been helped to obtain a college education with scholarships granted by the Elks National Foundation since its creation in 1928. They have gone on to useful lives, and many have achieved prominence.

Few, however, have won the nation-wide attention that was given recently to Mrs. Helen Delich Bentley when President Nixon appointed her chairman of the Federal Maritime Commission, the first woman to serve as head of any Federal regulatory agency.

It was back in 1941 when Helen Delich of Ruth, Nevada obtained a \$500 scholarship from the Elks National Foundation. For the benefit of those under 30 that was a considerable sum in those days when a real good meal could be had for fifty cents. At any rate, it started her on a career in journalism that led, in turn, to the appointment to the Maritime Commission.

For several years, Mrs. Bentley has been maritime reporter for the *Baltimore Sun*, and has written a syndicated column on shipping topics. It was this expertise that won her appointment to the Commission.

Undoubtedly Mrs. Bentley's status as a leading mem-

ber of the Fourth Estate was an important reason for the wide publicity her appointment received. But it was not the only one. Her long association with salt water, it is reported, has enriched not only her knowledge but also her vocabulary, contributing to that colorful character so much admired by the press.

The Elks scholarship alone was not responsible for Mrs. Bentley's success, but as one newspaper feature story on her appointment pointed out, "It greased the way." That is in fact the sole function of Elk scholarships—not to do the job for a youngster but to lend a hand when it is needed, to give encouragement when the way looks dark.

When Mrs. Bentley received her scholarship, the Foundation was awarding a mere handful of such grants yearly and as noted in small amounts. This year, thanks to the ever-increasing generosity of Elks, the Foundation is awarding more than 500 scholarships with the top amount at \$2,500.

That is progress, unselfish, motivated only by a desire to render constructive public service in a spirit of brotherly love.

Activists For America

AN UNEXPECTED BENEFIT from the violence in the streets and on the campuses engendered by our non-violent revolutionists is the growing number of citizens who have been goaded to take pen in hand and write their congressmen and a lot of other public officials in an effort to stiffen their spines.

This is just fine. Most citizens have been content to limit their contribution of self-government to voting, and a large percentage have historically failed to do even that. Taking part in school board meetings or city council hearings has been confined to an even smaller number of citizens, and it takes a really hot issue to get up a delegation to go to the state capital.

As for communicating one's opinions to one's Congressman, Senators, or to the President, few citizens indeed have taken this route to participatory democracy. But this is changing. More and more citizens are following the urging of Grand Exalted Ruler Hise and are getting involved by letting their elected officials know where they stand.

This trend undoubtedly will receive a great deal of impetus from the "Help Run America" program of Western Union. The telegraph company offers to transmit personal opinion messages of 15 words to the President, Governor and other officials for 90 cents except in Hawaii and Alaska.

A splendid example of this growing spirit of involvement was offered by George F. Monahan, a member of Plainfield, N.J. Lodge No. 885. Brother Monahan is Assistant Professor of Modern Languages at Jersey City State College. He was the only speaker—faculty or student—to stand up and oppose our capitulation in Viet Nam during last October's "moratorium" observance on that campus. It took great courage for Brother Monahan, an uninvited speaker, to tell that audience that Viet Nam was merely a part of communism's program of world conquest, and to warn them that unless they turned aside the communist bayonets today their sons will face them tomorrow.

More activists for America is the need of this hour.

STOP SAYING . . .

"I CAN'T AFFORD TO TRAVEL"

8 BOOKS THAT GIVE YOU THE FACTS ON HOW YOU CAN TRAVEL TODAY WITHOUT BEING RICH

AROUND THE WORLD BY FREIGHTER

Where and how to travel by freighter
—the lower cost way to travel

FOR no more than you'd spend at a resort, you can take a never-to-be-forgotten cruise to Rio or Buenos Aires. Or through the Canal or the West Indies or to England, France, the Mediterranean, etc.

And what accommodations you get—large rooms with beds (not bunks), probably a private bath, lots of good food, and plenty of relaxation as you speed from port to port.

Travel Routes Around the World names the freighter lines (700 of them, with sailings from practically every port in the world), tells where they go, what they charge, briefly describes accommodations plus life on your freighter, clothes to take, etc.

To stop saying that travel is expensive, get your copy now. Price, \$1.50.

BARGAIN PARADISES OF THE WORLD

West Indies, Mexico, Californias Abroad

This is a book on how to double what your money can buy. For that is what spending a few weeks or months, or even retiring, in the world's Bargain Paradises amounts to.

Throughout this big book you learn where to spend a while in the West Indies, South America, the healthful islands of the South Seas, and the marvelous Balearic Islands where two can live like kings for \$50 a week.

You read about cities and towns where it's always spring, about "Californias Abroad," about "Four Modern Shangri-Las," about mountain hideaways, tropical islands as colorful as Tahiti but nearer home, about modern cities where you can live for less, about quiet country lanes and surf-washed coastal resorts.

If you've ever wanted to travel but wondered how you could afford it; if you have a little income but wonder how you'd ever be able to retire on that; if you want a life of luxuries on what you'd get only necessities back home, then you want this book. \$1.95.

SPECIAL OFFER: All 4 books above—*Travel Routes Around the World*, *Bargain Paradises of the World*, *How to Travel Without Being Rich*, and *Off-the-Beaten Path*—(\$7.40 value for only \$4.95.

FABULOUS MEXICO — WHERE EVERYTHING COSTS LESS

THE land of retirement and vacation bargains, where you can build a modern home for \$6500 and an American retirement income looks like a fortune, and your vacation money can buy double or more what it might back home. Norman Ford shows you vacation and retirement values where you can live like a prince on what you might just get along on in the U.S.A. He pinpoints areas that look like the South Seas, others where it's like June all year round, towns where many other Americans have retired; shows where to find modern, flower-bedecked hotels and inns that charge hardly half of what you'd expect to spend in even such a land of vacation and retirement bargains as Mexico. Plus a big section on where to start your money earning so much more than in the U.S.A. \$1.50.

HOW TO TRAVEL WITHOUT BEING RICH

DO YOU know it costs only \$179 to travel all the way to Argentina through colorful Mexico, the Andes, Peru, etc., by bus and rail? Or that there are half a dozen round the world routings for around \$1000?

If you know the seldom-advertised ways of reaching foreign countries, you don't need fantastic sums of money in order to travel. This book shows you the lower cost, comfortable ways to practically any part of the world. Here are the ship, rail, bus, airplane, and other routings that save you money and open the world to you.

This is the guide that helps you explore the West Indies like an old time resident who knows all the tricks of how to make one dollar do the work of two. Roam around Mexico, South America, Europe, elsewhere? This is the guide that tells you where and how to go at prices you can really afford. \$1.95.

OFF-THE-BEATEN PATH

—these are America's own Bargain Paradises

Where to retire or vacation at what look like prewar prices and no one ever heard of nerves or worries.

Off-the-Beaten Path names the really low cost Florida retirement and vacationing towns, the top-notch values in Texas, the Southwest, California, the South and East, Canada, and a dozen other areas which the crowds have not yet discovered.

—Fabulous places like that undiscovered region where winters are as warm and sunny as Miami Beach's, yet costs can be ½rds less. Or that island that looks like Hawaii yet is 2000 miles nearer. Or France's only remaining outpost in this part of the world . . . or a village more Scottish than Scotland . . . or resort villages without crowds or high prices . . . or island paradises aplenty in the U.S. or Canada . . . or areas with almost a perfect climate. And for good measure you also read about low cost paradises in Hawaii, the Virgin Islands, and Puerto Rico.

A big book, with about 100,000 words and plenty of pictures. Yet it costs only \$2.

AMERICA BY CAR

THIS big book is your insurance of seeing all the 4-star sights in whatever corner of the U.S., Canada, or Mexico you drive to. Whether you're visiting New England or California, Florida or the National Parks, the Great Lakes, the Mississippi, the East, the South, the Southwest, the Indian country, etc., it tells you day by day and road by road the scenic way to go and it always directs you to the important sights along the way and in the cities. In Niagara or Los Angeles, Washington or New Orleans, the Black Hills or Montreal, it takes the guesswork out of travel.

America is so big you can easily overlook or forget important sights or make many a wrong turn. So get *America by Car*, the book that makes sure you'll see everything of consequence and always travel right. Only \$3.50 for this 170,000 word book (as big as 3 ordinary-sized novels).

WHERE WILL YOU GO IN FLORIDA?

Florida needn't be expensive—not if you know just where to go for whatever you seek in Florida. And if there's any man who can give you the facts you want, it's Norman Ford, founder of the world-famous Globe Trotters Club.

His big book, *Norman Ford's Florida*, tells you, first of all, road by road, mile by mile, everything you'll find in Florida, whether you're on vacation or looking over job, business, real estate, or retirement prospects.

Always, he names the hotels, motels, and restaurants where you can stop for the best accommodations and meals at the price you want to pay. For that longer vacation, if you let Norman Ford guide you, you'll find a real "paradise"—just the spot which has everything you want.

Of course, there's much more to this big book. If you want a home in Florida, he tells you just where to head. If you've ever wanted to run a tourist court or own an orange grove, he tells you today's inside story of these popular investments.

If you want to retire on a small income, Norman Ford tells you exactly where you can retire now on the money you've got, whether it's a little or a lot. Because he always tells you where life in Florida is pleasant on a small income, he can help you to take life easy now.

Whatever you seek in Florida, *Norman Ford's Florida* gives the facts you need to find exactly what you want. Well over 100,000 words, but it costs only \$2.50—only a fraction of the money you'd spend needlessly if you went to Florida blind.

WHERE TO RETIRE ON A SMALL INCOME

This book selects out of the thousands of communities in the U. S. only those places where the climate is right, living costs are less, the surroundings pleasant, and nature and the community get together to guarantee a good time from fishing, boating, gardening, concerts, or the like.

It covers cities, towns, spas, resorts, etc., throughout America—from New England south to Florida, west to California and north to the Pacific Northwest. It includes both Hawaii and the American Virgin Islands.

Some people spend hundreds of dollars trying to get information like this by traveling around the country. Frequently they fail—there is just too much of America to explore. This book saves you from that danger. Yet it costs only \$2.

Mail to HARIAN PUBLICATIONS

58 Ocean Drive
GREENLAWN (Long Island), N.Y. 11740

I have enclosed \$..... (cash, check, or money order). Please send me the books I checked below. YOU WILL REFUND MY MONEY IF I AM NOT SATISFIED.

- Travel Routes Around the World* (travel by freighter). \$1.50.
- Bargain Paradises of the World*. \$1.95.
- How to Travel Without Being Rich*. \$1.95.
- Off-the-Beaten Path*. \$2.
- SPECIAL OFFER #1.** All 4 books above for \$4.95.
- America by Car*. \$3.50.
- Norman Ford's Florida*. \$2.50.
- Where to Retire on a Small Income*. \$2.
- Fabulous Mexico—Where Everything Costs Less*. \$1.50.
- SPECIAL OFFER #2:** All 8 books above—\$16.90 worth—for only \$9.95.

Print Name

Street Address

City

State..... Zip Code

Put your name on this truck and profit from a franchise business of your own



DURACLEAN INTERNATIONAL,
0-541 Duraclean Bldg., Deerfield, Ill. 60015
Please mail your Duraclean 24 page Booklet entirely free and
without obligation to me.

Name _____
Address _____
State _____
City _____ Zip _____

Join the International Chain of successful Duraclean Specialists who are building prosperous businesses and growing incomes with the superior "Absorption" cleaning process.

A Duraclean Franchise is comparatively easy to own and operate. A start can be made for less than \$1000. Income for a one unit business can exceed \$20,000 a year. Income opportunities for Multi-unit owners who direct their own service crews are unlimited. Compare these advantages with other Franchise offerings.

- A cleaning process so superior to machine scrubbing that Duraclean Specialists get and hold business the "scrubbers" often lose.
- Endorsed and approved by the carpet and furniture industries and recommended to their customers by leading furniture and carpet dealers.
- Five additional "in home" services provide opportunity for extra income.
- Investment so low, many men have started spare time and gone in for full time only after realizing that the

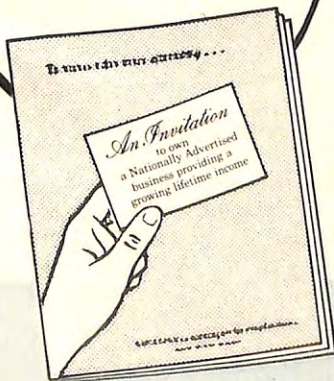
- Duraclean business can produce more income than their present wages.
- No truck is needed to start the business as all equipment can be carried in passenger car trunk.
- No office is needed as appointments are made on your home telephone.
- No shop is needed as all work is done on customer's premises.
- All equipment furnished, maintained, and replaced by Duraclean.
- Substantial Income Tax charge-off for car, home-office, and interest.

Duraclean International gives complete training in service techniques, and supplies tested plans for getting customers coming to the Franchisee. Continuing guidance and help from office and field staff make success the logical result.

National Advertising appears in more than 30 consumer and trade magazines. Over the years it has helped make Duraclean the World's largest cleaning organization. Owners of Duraclean Franchises share in the prestige of this respected name. And, inquiries received from this advertising are turned over to Franchisees for servicing.

Get the facts, make your own investigation, and then decide on your next step. Merely send your name and mailing address on a postcard or the coupon above for the 24 page Duraclean Booklet. It will be mailed free of charge, and no salesman will call to influence your decision.

*Cut out the
coupon and
send it in
today!*



DURACLEAN INTERNATIONAL
0-541 Duraclean Building, Deerfield, Ill. 60015

Duraclean is the superior "Absorption" cleaning process that in actual test removed almost twice the soil from carpets and upholstered furniture—and retarded re-soiling.



**NOW...WORLD'S FIRST
LOW-COST IMPORTED**

FLAME GUN

Melts Ice Fast!...Burns Up Snow!

MAIL NO-RISK COUPON TODAY

**HOBİ, Inc., Dept. L-1
7 Delaware Drive, Lake Success, N.Y. 11040**

Please rush _____ imported Flame Guns at special sale price of only \$17.98 each plus \$1.00 for postage and handling. If I am not absolutely delighted, I may return order for prompt refund, or full cancellation of charges any time within 10 days.

N.Y. residents, add sales tax.

Check Money Order for \$ _____ enclosed.

Charge my

Diners Club # _____

(signature) _____

Name _____

Address _____

City _____ State _____ Zip _____

A fine buy at regular price—a give-away value at special super-sale price! You save \$12! Never slip again—avoid dangerous falls—costly law suits! This quality jet-rod Flame Gun clears stairs, walks, driveways of even heaviest snow, thickest ice in seconds, frees "snowed in" cars. No heart-taxing shoveling—no bending. Easy, clean, one-hand operation from comfortable standing position. No cumbersome cords, no expensive batteries, no costly fuel!

SAFE...SIMPLE...COSTS MERE PENNIES PER USE!

In summer, kills weeds fast, sterilizes ground, gets rid of insect nests, keeps flagstone and cement walks clear, trims borders! Less than 2 pints of kerosene gives 30 minutes continuous use. Completely safe; weighs under 5 lbs; full instructions included. Order today—you will soon be paying \$12 more! Next season, do your weeding without bending.

ONLY \$17.98 plus \$1.00 for postage and handling.

Prompt Shipment. Satisfaction Guaranteed. **HOBİ** Dept. L-1
7 Delaware Drive, Lake Success, N.Y. 11040