

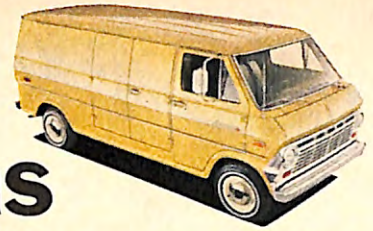
THE
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MAGAZINE
MARCH 1970

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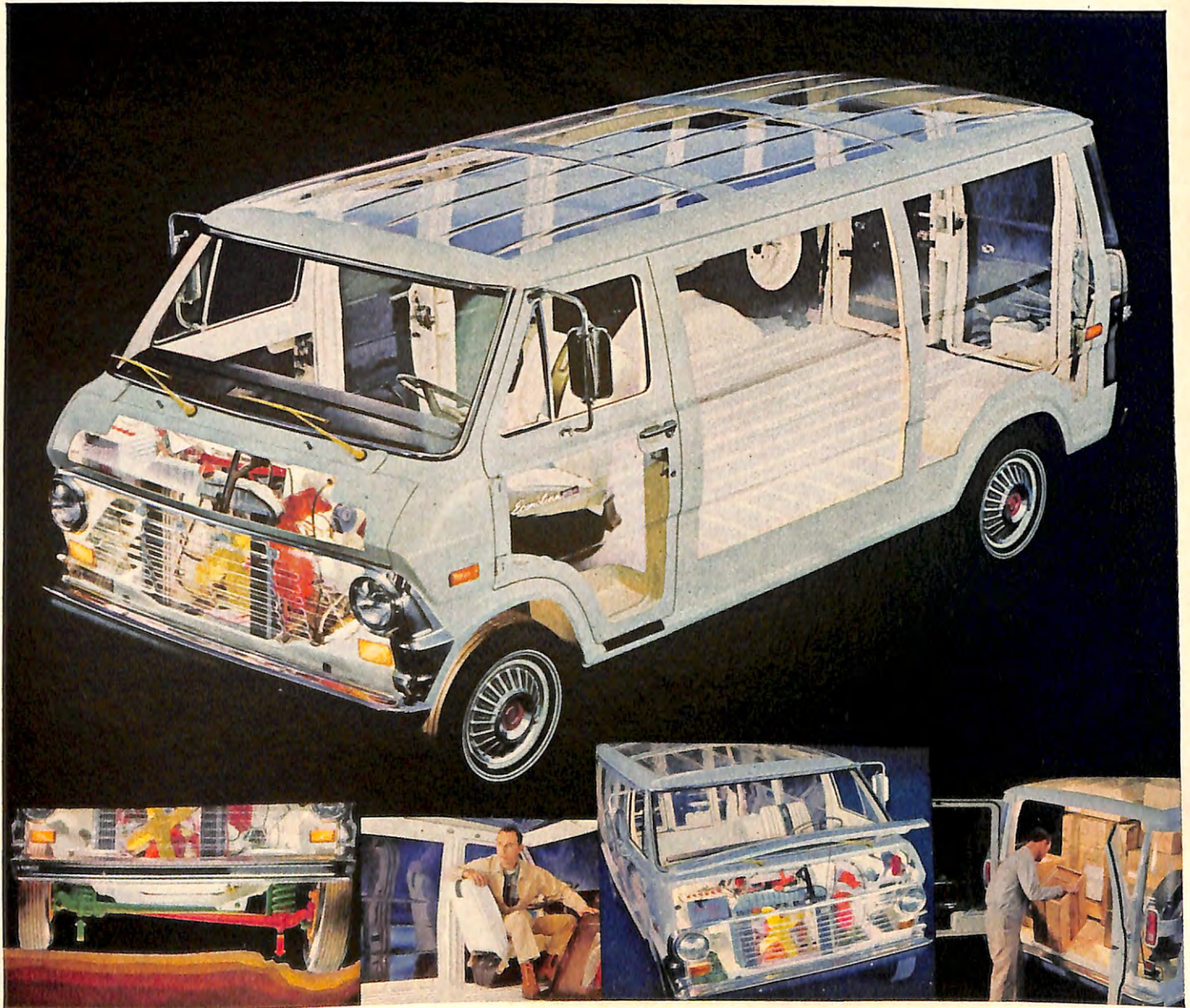
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MARCH 1970

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ELKS NATIONAL SERVICE COMMISSION



Here is a scene from the VAVS-sponsored Patient's Carnival held recently at the VA Hospital in Lexington, Ky. Posing with fellow Elks and their ladies is Bro. George Horine (center), VAVS representative at the hospital.



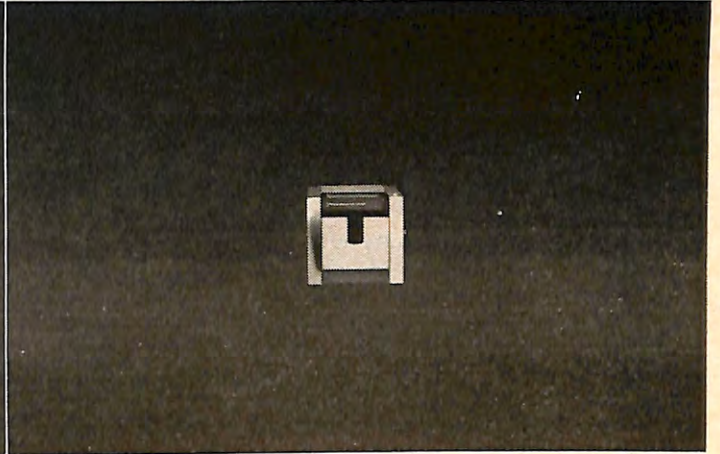
ER George W. Calvert of Whiting, Ind. presents eight boxes of books to PSP L. A. Krebs of Indianapolis who is the Indiana representative of the Elks National Service Commission. The books will be distributed to patients in VA hospitals throughout the state.



PER Joseph A. McColloch (left) and ER Burton G. Cloud (right) of Nashville, Tenn., Lodge present Wm. P. "Billy" Smith, on behalf of the Elks National Service Commission, an engraved plaque to commemorate his 22 years of service to hospitalized veterans. Mrs. Smith looks on. Seated are John L. Dickson of Glasgow and Walter B. McCrary Jr. of Nashville.

Burbank, Calif., Lodge recently honored 250 veterans with a spaghetti dinner plus entertainment by three of America's outstanding cyclists. Shown from left to right are: Jackie Sims, Olympic Team member; James A. Gilbert, Calif. Commander of the American Legion; Bro. Pete Thomas, ER Frank T. Turano, and two more star cyclists, Bobby Kemp and Tim Montford.





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the bear & the dragon

ARE AT EACH OTHER'S THROAT



By BRUNO SHAW

"FILTHY SOVIET REVISIONIST swine" Peking snarls at Moscow.

"Renegade Chinese deviationists" Moscow snarls back.

Just a difference of opinion about who's who in Marxism-Leninism? With an occasional burst of rifle fire on the Chinese-Siberian border? Don't let that ideological eyewash fool you for a moment. This is war. Its roots go back half a dozen centuries, and the hatreds that took this long to kindle could burst into flame at any moment.

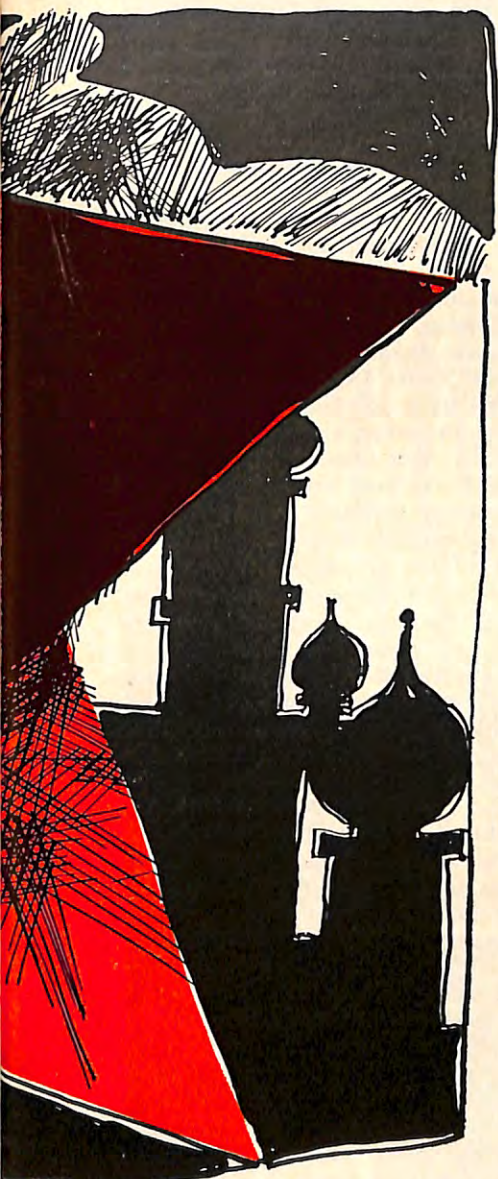
On Sunday, March 2, 1969, at pre-

cisely seventeen minutes past nine in the morning, shooting broke out between two hundred Chinese soldiers armed with machine guns and automatic rifles, and Soviet troops accompanied by four armored vehicles. The conflict took place in the area the Chinese describe as Chenpao Island, Heilungkiang Province, China; and which the Russians call Nizhnevnikhailovka, Damanski Island, on the Ussuri River, in eastern Siberia. It is safe to predict that no one now living, no matter how young, will live to see the time when the Dragon and the Bear will lie down together and call this

tiny piece of real estate in the middle of a Siberian river by the same name.

The Soviet Government described the incident as "an armed provocation by a Chinese detachment which crossed the Soviet state frontier and suddenly opened fire with machine guns on Soviet frontier guards;" and the Communist Chinese described it this way: "Soviet frontier guards intruded into the area of Heilungkiang Province and killed and wounded many Chinese frontier guards by opening fire on them."

In the long run, it will not make the slightest difference which side is telling the truth or which side wins small arms



necessary, that has been occupied by Czarist and Communist Russian armies and settlers during the past several hundred years, in what is now Siberia; and because the Soviet Union is determined not only to keep what it has in Siberia, but, additionally, is going to try, one way or another, to tear loose from China one more piece of real estate—the mineral rich west Asian Chinese province of Sinkiang which is especially rich in uranium, the source of atomic energy and nuclear weapons, and which, though otherwise a vast, barren wilderness, has been a principal crossroads between Asia and Europe.

The sound and fury that you hear from both Communist China and the Soviet Union about violations by each other of Marxist-Leninist principles, are empty of any real ideological content. These rabble-rousing cover-ups for the kind of chauvinism that is practiced by “the ruling circles” in both Moscow and Peking would make Marx and Lenin revolve in their graves with anguish if they could be made aware of it.

For twenty-two years, from 1927 to 1949 (which included the period of the Sino-Japanese War) the Soviet Union’s Joseph Stalin was the ideal and the idol of Communist China’s Mao Tse-tung. Mao, in his *Selected Works*, the repository of all truth and righteousness for the Chinese Communists, sings paeans of praise to Stalin and to the Soviet Union. But those twenty-two years were only as a moment in the many centuries of hatred—racial as well as political—between the Han people of China and the Tatar and Russian invaders who plagued them and robbed them of their lands.

During the past decade, Communist China has bought wheat and other needed grains from Canada, Australia, and France. From Canada alone Communist China has purchased more than one billion dollars (\$1,000,000,000) worth of wheat in the past five years. That’s a lot of wheat, and a lot of money for Canada’s wheat farmers whose Government is trying desperately to persuade Peking to grant diplomatic recognition to Ottawa in the hope that an official exchange of Ambassadors might lead to additional Peking dollars for Canada in other areas of trade.

Many of Communist China’s food problems are self-made. According to John Lossing Buck, an American agronomist who has spent a great part of his life in China, there was greater food production in China thirty years ago under the Nationalists than there is today. At the time of the Communist take-over in 1949, he says, there was a good foundation for increasing food production rapidly, but the increase did not take place. The reason, says Buck, was the herding of farmers into large Communes. Thus the worst form of

landlordism came about—one great big landlord with complete monopoly, giving ill-advised directives on what, when and how to plant. All incentive was taken from the farmers, common property became nobody’s property, farm implements were no longer maintained or repaired properly, and work animals received improper care or were slaughtered.

In the constant and massive doses of official propaganda with which the mainland Chinese are deluged, the Communist Chinese leadership ignores its own culpability and blames the food shortages on “Adverse weather conditions,” and demands from the Russians the return of China’s “lost provinces,” upon the recovery of which, they say, there will be plenty of food for all.

It was inevitable that the centuries-old boundary dispute between China and Russia would one day come to a head—and that day has now arrived. It was inconceivable that China should be content to buy hundreds of millions of dollars worth of grain each year, year after year, while land on which she could grow her own remained in possession of the Russians. Good arable land—for wheat, rye, barley, beans, beets, and flax and hemp—good sandy and black soil that could nurture huge Chinese crops to feed hundreds of millions of Chinese people.

In the wake of the boundary dispute between China and Russia (and this would have come about no matter which Government, Communist or Nationalist, had been in Peking at this time), have come two additional causes for Russian nightmares—Mongolia, and Communist China’s atom bomb.

The first of these, Mongolia, is almost two-thirds the size of the United States. It was the fountainhead for Genghis Khan and his fierce Mongol hordes who, six hundred years ago, swept across Asia, through Russia, and well into Europe; and whose fearful boast it was that where they trod never a blade of grass would ever grow again. Fifty years ago the Russians began moving into Mongolia with troops, settlers, technical advisers, and political supervisors. They now control it, even though it is theoretically presumed to be an independent nation—witness its status as a member of the United Na-

(Continued on next page)



engagements of this sort. The purpose of these minor conflicts is to draw blood, to scream “aggression,” so that each side may persuade its people to look forward eagerly to “punishing the aggressor for its unprovoked and dastardly action”—a propaganda warm-up to generate “hate the enemy” enthusiasm when the real showdown comes.

War will come because China needs more arable land on which to raise grain to feed her enormous and uncontrollably increasing population; and willy-nilly, she is going to get back as much as she can of the 600,000 square miles of Chinese territory, by force if

(Continued from page 7)

tions. Mongolia, which lies athwart the 4,500 mile Chinese-Siberian border for a distance of some 2,000 miles, has become a buffer for the Russians against possible Chinese assault.

Fifty years ago Mongolia was dominated by China, and considered itself close to China politically and ideologically. Now the Communist Chinese want it back, and Russians are having cold chills at the mere thought of Communist Chinese once again in control of the descendants of Genghis Khan, on their Siberian doorstep.

It is only a little more than a hundred years since European nations, on

one pretext or another, gobbled up pieces of Asian territory in their colonial expansion activities—territory which most of them have had to relinquish in recent years. But not the Russians. For twice that length of time Russia has encroached further and further into Asia's best grazing and farm lands, and has never once retreated an inch. China now demands revision of her northern boundaries to what they were before the Russians moved in. The Russians, until a few weeks ago when they agreed to discussions with Peking on the boundary question, and actually sent representatives to Peking to talk instead of shoot, had absolutely refused to con-

sider any such talks. What the Russians have been saying, and what they still say, talks or no talks, is that what is, is, and that is all there is to that.

This dispute over territory that Peking claims belongs to China, is the reason Chinese mobs have been smashing Russian embassy windows in Peking, and why Russians in Moscow have been calling for Soviet troops to "teach those yellow bastards" a lesson.

The second of the Russians' spine-chilling nightmares is Communist China's possession of the atom bomb. When the Chinese Communist came into power in 1949, they immediately retook control of Sinkiang Province in which Russian political penetration had given the Soviet Union access to the rich uranium resources of the province. The Chinese, then still technologically backward, signed a secret agreement with the Soviet Union in 1952 which provided for a continued supply to the Russians of uranium from Sinkiang, in return by the Russians of extensive technical assistance in setting up a nuclear energy industry and providing prototype nuclear weapons.

In 1957, the two nations entered into a "Sino-Soviet Agreement on New Defense Technology," and in 1958 they signed an "Agreement on the Sino-Soviet Collaboration and on Soviet Aid In Pursuit of Important Science and Technology."

During all this time, however, the political, ideological, and geographical differences between Peking and Moscow were growing more and more bitter. By 1959 the smoldering enmity beneath the surface blew up, and in that year the Soviet Union unilaterally cancelled the "Agreement on New Defense Technology," an action that Peking claimed was a grave betrayal of a socialist ally.

In 1960, to make the breach complete, the Soviet Union recalled to Russia all their several thousand scientists and technologists and all the data and equipment they could carry with them. But by this time, because of the assistance the Russians had already rendered, and the training of Chinese students at Dubna and other Russian laboratories, the Chinese had already become self-sufficient in the manufacture of atomic weapons. And on June 10, 1964, the first Chinese nuclear test was carried out at their original test site in Shuangchengtse, Kansu Province. Since then many more tests have taken place at Lob Nor, Sinkiang Province, of increasingly powerful thermo-nuclear devices.

The Chinese Communists now have at least one plant for the production of U-235 in Lanchow, Kansu. At Yumen-hsein, in the same province, they have an even larger reactor producing Pu-

(Continued on page 12)

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A Message from the Grand Exalted Ruler

MANY TIMES SINCE my election as your Grand Exalted Ruler I have experienced moments of pride in our Order that have brought with them a renewal of faith in the destiny of Elkdom and an increased awareness of its greatness. But nothing has had the impact of the response I have received to our forthright stand for law and order and in support of our country's search for a quick and honorable peace in Viet Nam.

I HAVE LITERALLY been innundated with commendatory messages from men and women, from Elks and non-Elks, from Government officials, police officials, from high school and college students. They have been grateful to the Benevolent and Protective Order of Elks for our leadership at a critical time in our Nation's history.

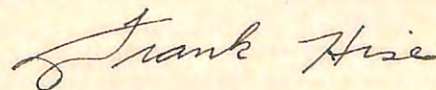
THE ARTICLE in the January issue of The Elks Magazine reported some of the measures taken by Elks throughout the country. Partisanship was forgotten as they bought newspaper ads to record their unity of purpose with all patriotic Americans. Lodges adopted strong resolutions of support. Some distributed small, cloth American Flags to police officers for display on their uniforms. Others gave Flags and copies of the U. S. Constitution to high and grade schools. Still others sent Christmas gifts to our men in Viet Nam, some with Flags and the Pledge of Allegiance.

MANY POLICE DEPARTMENTS have expressed their appreciation of our resolution adopted at Dallas for law and order. Especially pleasing have been the letters from high school students affirming their loyalty to our country and its laws. These messages confirm my faith in America's future. With young men and women such as these our country will be in good hands.

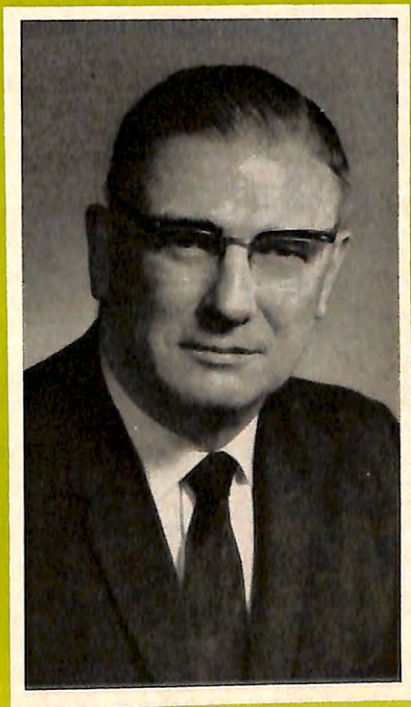
PATRIOTISM IS NOT DEAD. It has only been slumbering and we Elks can be proud of our part in awakening it and directing it into constructive channels for the preservation of our liberties. We have shown that concerned citizens everywhere are ready and willing to act in this time of crisis.

MY BROTHERS, I am grateful for your magnificent response to our country's need at a critical time. It is in the Elk tradition and I can only say, "Well done." But we all must continue our involvement in the affairs of our schools, our local and state governments and national government. We must continue to speak out as concerned citizens. We must redeem again and again with action, not words, our pledge of allegiance as Good Elks—Proud Americans.

Sincerely and fraternally,



Frank Hise
Grand Exalted Ruler



Good Elks—Proud Americans

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**Tom
Wrigley**

TW TW TW TW TW TW TW TW

CENSUS 1970 PROBLEMS have pretty well been solved. It will be taken next April and May by 160,000 census takers and enumerators. They will earn about \$2 per hour and be employed in 390 offices throughout the country. Their jobs will last from six to nine weeks. Hiring by the Census Bureau will begin early in February. Those interested should file their applications early.

ONE BIG AIRPORT still uncrowded, among all those serving metropolitan cities of the country is Dulles, serving Washington. It is over in Virginia, not too far away but somehow or other air traffic from the District continues to move through National Airport and Friendship Airport which is not far from Baltimore. Dulles however is increasing its traffic about 10 to 15 percent per year and eventually is expected to become the metropolitan area's leading airport. It has everything.

DELTA QUEEN, last of the great Mississippi and Ohio River passenger steamboats will still operate next summer. Under government approval the Overseas National Airways bought the famous boat. It will not be permitted to operate after November 2, 1970 under present Federal regulations but eventually it will be a floating restaurant or day excursion ship. However in its place, under the agreement, ONA will replace the Delta Queen at a cost estimated at \$10 million.

HALF-WAY HOUSE in Washington for men just released from jail and on their way back to society is now operated by the Dept. of Correction. For over 70 years the place was the Municipal Lodging House where a man could get a room for a night or maybe longer. Those who came chopped wood in exchange for room and board.

PASSENGERS LIKE RAILROADS if railroads provide up-to-date service. This seems to be proved after ten months of operation by Penn Central's Metroliner which runs between Wash-

ington and New York at 120 m.p.h. Six of the new trains run daily, three in each direction. It is not only the speed but also the comfort of the new government subsidized trains which passengers like. There are club cars and snack bars and the trains leave and arrive on time.

NATIONAL DEFENSE must be kept at a level to keep this nation second to none warns Sen. John C. Stennis, Miss., Chairman of the Senate Armed Services Committee. He said efforts to cut defense spending could make the U. S. "a second rate nation by 1975."

SHIRLEY TEMPLE BLACK now a U. S. representative to the United Nations is a frequent visitor in Washington and wherever she goes she is one bright spot in this tangle of foreign and domestic affairs. Shirley, now 41, is still as smiling and attractive as she was years ago when she was Little Miss Marker in the movies. On the 20th Century-Fox lot in Hollywood she had her own little cottage and she was a millionaire at the age of 12.

FREE ADVERTISING occasionally creeps into news, radio and pictures. Some of it can be worth much to attract attention to the product of a national company. During World War II one of the biggest unexpected boosts came through a colored photograph taken by an Air Corps photographer. It showed a paratrooper in the act of jumping from a plane over Germany. He was loaded with full equipment but taped on the wrist of his right arm was a pack of Camel cigarettes. The inference was he would "drop a mile with a camel."

AUTO ACCIDENTS are climbing to a staggering total this year. To get any sort of accurate total requires months of work covering every county in the nation. HEW for instance has now released its estimates of persons injured in moving motor vehicle accidents in 1967. It says 3,096,000 persons sustained injuries that required medical attention or resulted in one day or more

**WRITES FROM
WASHINGTON**

TW TW TW TW TW TW TW TW

of restricted activity. The annual rate was 16.0 persons per 1000 population. Highest rate was by persons aged 17-24 years.

"WAR SINGLES" PROTEST. Dorothy Shinder representing the protest group wants the government to pay \$35,000 reparation for all women over 35 heterosexual and single who were not married because the men they might have wed served in World War II where they were killed, wounded or married foreign women. She did not put in evidence the exact number of the women who were disappointed.

CREDIT CARD BAN on unsolicited credit cards proposed by the Federal Trade Commission won quick support here. Rep. E. Karth, Minn. said some 300,000 are stolen every year and are a menace to consumers and a boon to crooks. This form of junk mail is different. You can't throw the card away. They have to be destroyed or returned.

BROTHER TOM WRIGLEY, 87, the writer of this column since May of 1950, died January 2, 1970. He had been a member of Elmira, N.Y., Lodge since 1917. In 1967 he was saluted by his fellow Elmira Elks at a "Tom Wrigley Night," which included the initiation of a class of candidates in his honor. Lodge members conducted a memorial service for him on January 3.

Brother Wrigley began his career in journalism in 1904. In 1920 he went to New York City to join the Hearst organization, which he served for 17 years. Entering public relations in Washington, he served as the first Publicity Director for the March of Dimes of the National Foundation for Infantile Paralysis.

Brother Wrigley was the official Elmira city historian, and one of five residents chosen to receive the Community Builder award, in which he was cited as Elmira's "Ambassador of Goodwill." *Due to advance writing procedures, Brother Wrigley's column is slated to continue through the April 1970 issue.*

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(Continued from page 8)

239. The actual weapons are manufactured at a plant on the shore of Ching Hai (lake), at the terminus of the Lanchow-Sining Railway. The missile propulsion units are produced in Shenyang and Harbin in Manchuria, and in Sian, Shensi Province, and in Chengtu, Szechuan. Liquid fuel is made in Taiyuan, Shansi Province, and powder for explosives is made in Hsiang Hsiang, Honan Province. Because of Communist China's fear of a possible first strike by the Russians with nuclear weapons, they have begun to move their

most important and vulnerable plants to the mountain fastnesses of Tibet. If this move can be completed without Soviet interference, Communist China will be an atomic Power capable of wreaking incalculable destruction not only on the nations of the West, but upon the Soviet Union itself—the fraternal Communist ally that made this possible.

Now there are no more Chinese students in Russia, and there are no more Russian technicians in China. And all the several hundred thousand Russian emigres who had fled to China from the Russian Communists following the

Russian revolution in 1917, are gone, many even back to Russia. A Russian in Communist China today is merely another *yang kwei tze*, a foreign devil, to be reviled and spat at.

By 1963, the two world leaders of fraternal Marxism-Leninism were washing their dirty linen in public. Chairman Mao Tse-tung was charging the Russians with a plot to divide the world with U.S. Imperialism; and Soviet Premier Nikita S. Khrushchev in salty phrases and gutter invective charged the Chinese Communists with plotting to make war against the world. The Mao attack accused Khrushchev of abandoning the cause of world revolution. Khrushchev replied by calling the Chinese leadership crazy, in exactly those words. "The Chinese leaders tell us," he said, "if there is a war—so what? Suppose one half of mankind will be destroyed. The other half will remain. Time will pass, women will again bear children, and mankind will be the same as before."

"In my opinion" said Khrushchev, "it is not from an excess of brains but from an absence of them that people say such things." Chinese students in Moscow held public meetings to protest the Khrushchev statements, and they were promptly thrown out of Russia.

China proper, not counting the lands she claims were stolen by the Russian Czars and their Communist successors, embraces almost four million square miles. But because of its large areas of deserts and mountains, and past centuries of misuse of forest and agricultural lands, less than two-thirds of the country is cultivable. In 1930, mainland China's population was estimated to be 400 million. Today it is said to be 700 million. Demographers predict that in another ten years it will be near 1,000 million—one billion. And anyone who knows anything about the Chinese people who for thousands of years have considered their *Chung Kuo* (China) to be the center of the universe, knows that they will not be content with hand-outs of food from more self-sufficient nations such as our own, or purchases of food from others less bleeding-hearted than we. They will want, and they will fight for, what they believe to be their own. And they will do it with hydrogen bombs, which they now have, if need be.

Communist China's Minister of Defense, Lin Piao, who has been designated by Mao Tse-tung to be his successor, is already making charges of armed aggression against the Russians, as justification for a possible Chinese attack. In response, the Russians are installing nuclear warhead missile emplacements on the Siberian side of the border with China. Now both sides have nuclear weapons aimed at each

(Continued on page 27)

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NEWS

OF THE

LODGES



A CORDIAL WELCOME to Lewiston, Me., Lodge—and to the lovely state of Maine in general—is extended to GER Frank Hise by one of his host state's most distinguished citizens, Gov. Kenneth M. Curtis (third from right). Awaiting their turn to greet Brother Hise are (from left) Lewiston ER Lionel A. Raymond; Superior Court Justice Alton A. Lessard, master of ceremonies; Lewiston Mayor John B. Beliveau; Auburn Mayor Clyde E. Goudey, and SP Donald H. Ireland, a member of Presque Isle. The occasion: a large reception for the Grand Exalted Ruler, hosted by Lewiston Lodge, which was attended by Elks from lodges throughout the great state of Maine, as well as a host of civic dignitaries. Following the reception, GER Hise embarked on a scenic tour of the Maine coast and attended yet another reception—at Biddeford-Saco Lodge—before journeying on to Connecticut.



"SELLING ELKDOM" is very much the business at hand for this quintet of California Elks, shown as they assembled recently at Inglewood Lodge for a tri-lodge meeting which included Inglewood, Carson, and Santa Monica Lodges. The hardworking exponents of Elkdom, whose smiles indicate their satisfaction with this task, are (from left) Santa Monica ER Norman Lopez; Inglewood ER Joe Namnam; one of Inglewood Lodge's most distinguished members, PGER R. Leonard Bush; SP Paul E. Haines, a member of Pasadena Lodge, and Carson ER Forest E. Stewart. Brothers from the trio of lodges took advantage of the unusual meeting to pay honor to their special guest—Brother Haines.

MICHIGAN SP James L. Dompierre (center), Negaunee, strikes a smiling pose with a quartet of his fellow Michigan Elks, during dedication ceremonies for Midland Lodge's newly remodeled and enlarged quarters. Sharing the photo with Brother Dompierre are (from left) East Central District VP Gerald Ayres, Houghton-Higgins Lake; VP-at-Large Howard Emerson, Jackson; Midland ER Theodore J. Rezmer, and DDGER Fred Jackman, Bay City. The lodge's improvement program followed on the heels of its selection as Michigan's Outstanding Lodge for 1968-1969; activities held in conjunction with the dedication ceremonies included the initiation of a "James L. Dompierre Class" in honor of the visiting SP.

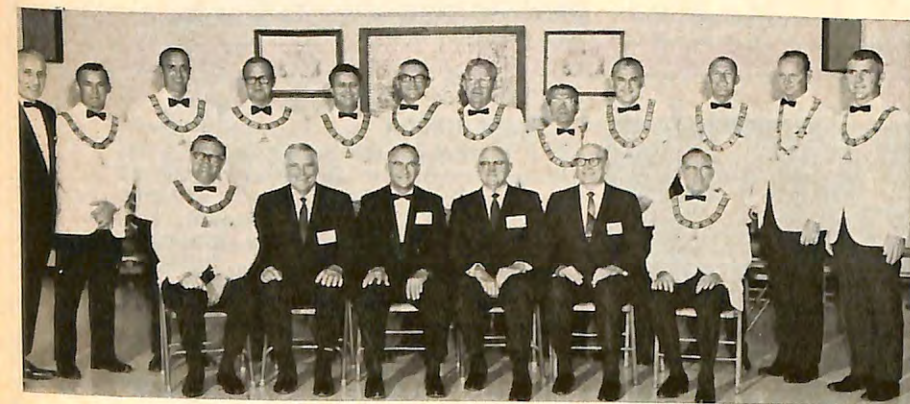




A TESTIMONIAL DINNER at Linton, Ind., Lodge brings a smile to the face of the honoree—SP and Dr. William H. Collisson (third from left), of Linton—and similar reactions on the part of a group of Elks dignitaries gathered to join in the tribute. The distinguished guests include (from left) PSP Lewis C. Gerber, South Bend; PSP Charles P. Bender, Wabash, a member of the GL Ritualistic Committee; Grand Tiler A. A. Pielemeier, Vincennes; Linton ER Charles Harden; Illinois PSP Omer C. Macy, Mattoon, a member of the GL Lodge Activities Committee; PGER Edward W. McCabe, and state Secy. C. L. “Speed” Shideler, Terre Haute, chairman of the GL State Associations Committee. The testimonial banquet for Brother Collisson, sponsored by the Past Exalted Rulers of Linton Lodge, included the presentation of a plaque commemorating his election to the office of State President.



A \$300 CHECK from Indiana, Pa., Elks’ ladies boosts the lodge’s total cerebral palsy contributions “over the top.” Accepting the donation from Mrs. William Vitali, president of the women’s group, is ER Peter R. Ricupero, as Mr. Evelyn Dermitt and Brother Robert Harkleroad, a member of the lodge’s cerebral palsy committee, look on. Indiana Lodge’s contribution for the current lodge year—\$2,511, or \$2.25 per member—met a special “challenge goal” set by PGER Lee A. Donaldson to benefit the cerebral palsy program, Pennsylvania Elks’ major project.



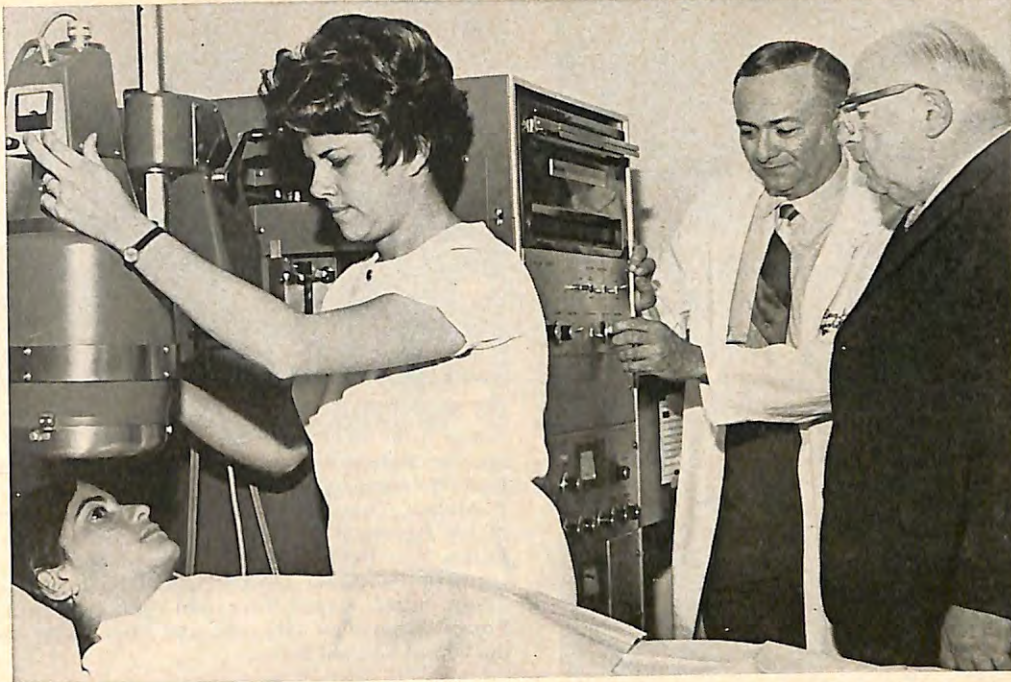
DEDICATION CEREMONIES for Fontana, Calif., Elks’ new lodge building occasion a photograph of lodge members and their distinguished guests assembled for the event. Smiling for the pictorial record are: (seated, from left) Fontana ER Gerald Liebaert II; PGER Horace R. Wisely; DDGER Charles McCall, Riverside; PGER R. Leonard Bush; SP Paul E. Haines, Pasadena, and Est. Lead. Kt. Emmett Mefford, and (standing, from left) Trustee Michael Sikora; Secy. Johnny R. Akers; Chap. Don Pinkerton; Est. Lect. Kt. John Coatney; Est. Loyal Kt. William Dillon; Esq. Erv Nau; Trustee Sherman Stewart; Trustee Dan Serra; Trustee Gordon Young; Organist Merle Bittner; Treas. Billie Bell, and In. Gd. Ralph Kesler.



A HANDSOME engraved plaque is displayed by its recipient—Dr. Ross Van Pelt (right), a longtime member of Eureka Springs, Ark., Lodge—as its donor, ER Jim Girkin, looks on. More than 300 of Dr. Van Pelt’s fellow Elks, friends, and civic officials gathered recently to honor him upon his retirement from practice, after a quarter century of dedicated service to the Eureka Springs area. The Elks’ plaque named Brother Van Pelt the 1969 “Outstanding Citizen” in his community.

CORNERSTONE-LAYING ceremonies at Middlesex, N.J., Lodge find PGER William J. Jernick addressing the many Elks and civic dignitaries assembled for the happy occasion. Ranged alongside a Middlesex banner, as they pay heed to Brother Jernick’s remarks, are: (from left) Mayor Charles Judson, a charter member of Middlesex Lodge; Est. Lead. Kt. Thomas J. Stevens; DDGER Joseph S. Jarema, Bound Brook, and Middlesex ER Thomas J. Crivello. Brother Jernick praised the less-than-six-year-old lodge on construction of its new lodge quarters, as well as many other programs undertaken during its relatively short term of existence.





EARLY DETECTION of cancers has been facilitated by Long Beach, N.Y., Elks' donation of a \$24,000 Magnascanner to Long Beach Memorial Hospital. The hospital's chief of pathology, Dr. F. Spector, explains the operation and function of the machine to Long Beach Trustees Chairman Harold Bailey, hospital board co-chairman, as Celia Cejas, nuclear medicine technician, adjusts the unit on a patient. The machine can detect tumors and potential strokes, as well as determine the functions of various glands, by tracing the paths of radioactive drugs injected into the blood stream or taken orally. The Elks' generous gift is an important addition to the hospital's nuclear medicine facility, which is now in the process of being established.

LODGE NOTES

DEVILS LAKE, N.D. Lodge members found themselves at least temporarily homeless in the wake of a roaring fire Dec. 26, which reduced their lodge quarters to a shambles. The blaze, which caused an estimated \$250,000 in damages, raced rapidly through the building despite the valiant efforts of firemen and several lodge members.

The lodge building was completed in 1915, four years after Devils Lake Elks received their charter; an addition was constructed in 1950, and substantial renovations had been made during the past two years.

PARIS, Tenn. Lodge members were deeply saddened by the recent death of PER James Greer George. Brother George, 40, died suddenly at his home in Southaven, Miss., of a heart attack. An active Elk, he had also served as a member of the state ritualistic team.

He is survived by his widow; three children; his father, and a sister.

ROCHESTER, Minn. Elks throughout the Order will undoubtedly take great interest in a special project of their Minnesota Brothers—the Rochester Services Committee, which endeavors to aid Elks and their families hospitalized in any of their city's world-famous medical facilities.

The committee assists in making hotel and motel reservations, ordering flowers, writing letters for patients, and paying hospital visits—all free of charge. Funds for the program are allocated by the Minnesota Elks Association, with the assistance of the Elks National Foundation.

"Guiding light" of the committee is full-time representative L. R. "Bennie" Benson, a PDD and PER of Rochester Lodge. As hospital visitor, Brother Benson made 498 calls upon 196 patients from May through October, 1969, in addition to checking numerous reservations, travel information, etc. In the ten years of the program's existence, nearly 20,000 calls have been paid on 6,000 patients, who represented all 50 states as well as Canada and the Philippines.

Elks wishing to avail themselves of his services may contact hardworking Brother Benson by telephoning 507-289-7896, or by writing to him in care of Rochester Lodge No. 1091, 917 15th Avenue, S.E., Rochester 55901.

Minnesota Elks are to be commended for their splendid and unselfish acts.

SANFORD, Me. Lodge members wish to boast a bit about the fine record compiled by one of their Brothers—PDD and PER Charles F. Harlow. Brother Harlow, a former Trustee of the Maine Elks Association, joined the lodge in 1939

and has never missed a meeting—for a total of 31 years and 712 meetings. Other capacities in which he is currently serving the lodge—at the young age of 79—include ritualistic coach, lodge organist, and chairman of various lodge committees. Honorary Life Membership was also conferred on Brother Harlow, distinguishing him as Sanford's only recipient of this honor to date.

Lodge members are justifiably proud of their fellow Elk.

SHENANDOAH, Pa. Shenandoah Brothers are justifiably proud of one of their fellow members—PER Thomas F. Barrett. Brother Barrett has written a history of the Pennsylvania coal region as it was a century ago; the account also features actual testimony of court trials dealing with the Molly Maguires. Brother Barrett's book has been accepted for national publication.

CHICOPEE, Mass. The sum of \$44,500 was approved for distribution recently by the Brothers of the Massachusetts Elks Association. Twenty-one separate organizations—all dedicated to benevolent purposes—were the recipients of the awards. Announcement of the awards was made by SP Joseph E. Brett, Quincy, a member of the Massachusetts House of Representatives.



A RECENT fall workshop at Scranton, Pa., Lodge finds two Southerners—Florida SP R. Lamar Johnston, Vero Beach, and SDGER Robert B. Cameron, Holiday Isles, Fla. (second row, left and second from right, respectively)—deep in Yankee territory as guests of the Pennsylvania Elks. Shown with their distinguished visitors are: (first row) Scranton Brother Carlton O'Malley, workshop chairman; PGERs Lee A. Donaldson and William J. Jernick, and (second row) GL Youth Activities Committeeman Richard C. Megargell, Berwick, Pa., and Pennsylvania SP Ronald C. Wolfe, Kittanning. As evidenced by these smiling faces, a good time was had by workshop participants and guests.



THE RECENT VISIT of GER Frank Hise to Grand Forks, N.D., Lodge brings forth an array of Elks dignitaries to pose for a photo marking the memorable occasion. Brother Hise's official "welcomers" include (from left) GL Youth Activities Committeeman Kenneth J. Mullen, Grand Forks; Grand Forks ER Woodrow R. Hansen; PGER Raymond C. Dobson; DDGER Robert M. Norman, Grand Forks; Rev. Felix J. Andrews, Minot, former Grand Chaplain and currently a Special Deputy Grand Exalted Ruler; Cliff E. Reed, Minot, former Grand Tiler, and state Trustee A. C. Moore, Grand Forks. More than 700 Elks and their ladies turned out to honor the Grand Exalted Ruler.



A GROUP of distinguished Elks—all members of Seymour, Ind., Lodge—proudly display handsome recognition certificates presented recently to them by the lodge in honor of the distinction they have brought their Brothers through various achievements. The honorees are: (from left) Indiana Adjutant General John N. Owens; Indiana Gov. Edgar D. Whitcomb; PSP J. Floyd Beldon; state Chap. J. W. Hastedt; John M. Lewis III, state legislator; Marvin W. Dyer, president of the Fraternal Order of Eagles of Indiana, and Paul Houghland, national Jaycees vice-president. More than 150 lodge members were on hand for a reception and dinner paying tribute to their fellow Seymour Elks.



PROUDLY displaying their winning posters in connection with an annual fund drive for crippled children are: (from left) first-prize winner Bruce Whitcraft; second, John Jansen; third, Pam Duelly, and honorable mention, Lisa Latini, all of Pt. Pleasant Beach High School. Mark Rogers and Joanne Van Horn, both honorable mention winners, were absent when the photo was taken. The poster contest was sponsored by Point Pleasant Elks in conjunction with the state association. Posing with the winners are Brothers George Duffy, Walter Wentzel, PER Ira M. Gray, and Chairman Frank Bilello—all of Point Pleasant Lodge.



ADMIRING a special recognition award presented recently to Danville, Va., Lodge for its excellence in youth activities are (from left) PDD William Henry Parrish; DDGER R. Earl Campbell, Lynchburg; Danville ER Kenneth D. Phelps, and immediate PER Charles J. Smith. Brother Campbell presented the award in conjunction with his official visit to Danville Lodge.



U. S. SAVINGS BONDS in the amount of \$25 are presented by Alabama Public Relations Chairman Joe Frey of Birmingham (fifth from left), on behalf of Roebuck (Birmingham), Ala., Lodge, to nine Birmingham high school seniors. The students are (from left) Dale Davis; Ann Watkins; Debbie Burke; Steve Waid; Ken Cain Jr.; Larry Donnahoo; Vicki Thompson; Mike Russell, and Steve Lind. The awards may prove to be a stepping-stone to thousands of dollars in scholarships for three of the students, who will enter state competition at Huntsville in June; state winners will then go on to compete in San Francisco in July for nearly \$400,000 in educational prizes.



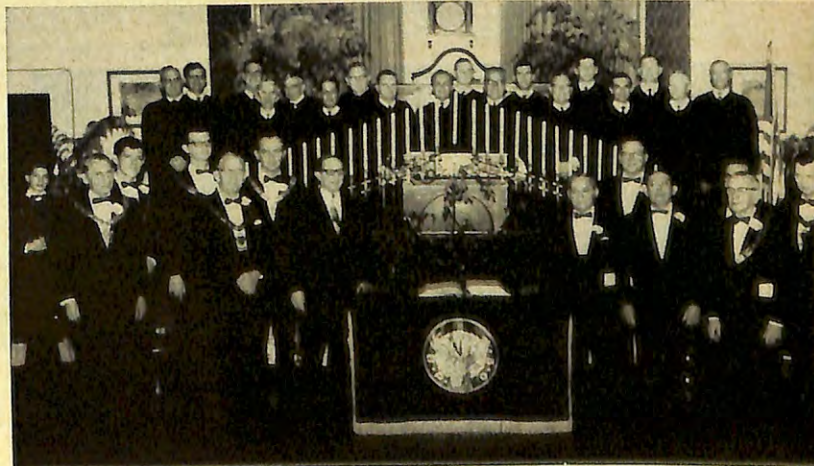
SUPERIOR, Nebraska, PER Keith W. Deuel (second from right) presents the state's first "Hardship Scholarship" to Henry Wilson of Superior, as two Superior Elks—DDGER Russell McCord (left) and ER Dale D. Mooberry—look on. Young Wilson, son of Mrs. Florence Wilson, attends Kearney State Teachers' College at Kearney, Neb.; his father was killed in a farm accident when he was in the seventh grade. The scholarship, sponsored by the Nebraska PERs Association, is for \$150; Superior Lodge added \$100 to this amount for a total of \$250. Runner-up winner Lucinda Hull of Red Cloud, Neb., was also sponsored by the Superior Elks, who presented her with a check for \$75.



◀ **A \$500 CHECK** is presented by Kansas City, Mo., ER O. H. Bigham (center) to Mr. E. A. Jones, administrator of Children's Mercy Hospital in Kansas City. Observing the presentation, made on behalf of the lodge, are (from left) Treas. Daniel V. McCarty, Trustee Bernard M. Watters, and Secy. Tillman H. Snyder. The donation, part of the lodge's 1969 charity program, followed donations of \$150 to the City Union Mission and \$50 to the Greater Kansas City Foundation for Retarded Children; the lodge also helps pay monthly tuition fees at the foundation for retarded children.

THE RECENT VISIT of DDGER Roger E. Harmon (first row, third from right) to Redondo Beach, Calif., Lodge prompted the initiation of a class of candidates. Shown after the ceremony with Brother Harmon, a Westchester Elk, are the proud new lodge members and ER Robert L. Lewellen Jr. (first row, third from left).

BEAUTIFUL AND APPROPRIATE music for all Lancaster, Pa., Lodge functions is ensured by the formation of the 40-member all-Elks chorus, shown as they assembled for a semiformal portrait. The recently-organized choral group is directed by Brother James G. Kendig, co-chairman, with Brother Joseph Rader as chairman and organist, and Brother Bernhard J. Priester as general chairman.





CAMDEN, New Jersey, PER Edward J. Griffith (left), lodge crippled children's chairman, wins a smile from a pretty young lady—Barbara Sochan-chak—as he presents her with an envelope containing a little "spending money." Young Landis Davis awaits his turn with ER George I. Shaw (right) and Sgt. Ray Smith, former chairman of the crippled children's committee. Camden Elks recently entertained 69 youngsters, including Barbara and Landis, at a lodge party; each child received a bag filled with goodies and an envelope containing \$2 for a personal shopping excursion.



A \$1,000 CHECK is presented by Brooklyn, N.Y., ER John Annunziata (seated) to Roy G. Vanasco, director of Operation Tunnel Back, a non-profit community center for drug education and prevention of drug abuse. Observing the check presentation are Monroe Berliner (left), trustees chairman, and Est. Lect. Kt. Vincent H. Barone. The lodge's donation was the most recent in a continuing program of financial aid and sponsorship of Operation Tunnel Back, which is designed to aid both drug addicts and pre-addicts, or habitual truant with addict-prone personalities. The program, now in the storefront stage pending additional funds from various state and local agencies, also seeks to instruct youngsters in social, medical, and legal aspects of drug abuse.

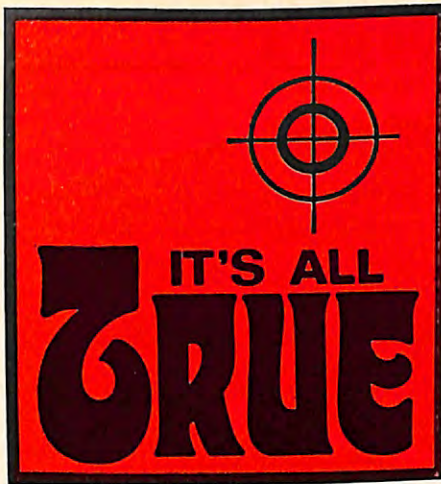


A GROUP of young athletes honored recently by Vallejo, Calif., Elks assemble for a photo marking the event. The youths shown represent various area high schools and Solano College; a number of them were chosen members of the Vallejo *Times-Herald* All-City Team and All-League Team. They were honored, together with their coaches, at the lodge's annual Coaches' Night football dinner. Guest speaker for the program, which included Notre Dame football highlights on film, was Forrest Blue, offensive center for professional football's San Francisco 49ers.

THE RECENT INITIATION of 25 candidates into Newton, Iowa, Lodge featured one unusual aspect: the initiation of five brothers. Shown enjoying a chat with Newton ER Mark C. Emmack (third from left) after the ceremony are proud Brothers (from left) Lawrence, Burton, Harry, John, and Howard Snook.

A CLASS of candidates, initiated recently into Carthage, N.Y., Lodge, strike a post-ritual pose with Carthage ER William G. Hug-gins (far left) and a special guest—VP Fred Martin (far right), a member of Watertown Lodge, in honor of whose visit the new Elks were welcomed into Carthage Lodge.





BY BILL TRUE
World Professional Casting Champion

Tricks and Tips for Boating Trips

One of the furry characters in the classic "Wind in the Willows" refers to "messing around in boats" as one of life's most pleasing pastimes. Surely it's true—whether you're using the boat to get to fishing or hunting, or just out boating for its own pleasure.

But there are many little stratagems to use afloat that make boating safer, more productive (if you're fishing) and just more fun. I've learned a few of these over the years and I'd like to pass them along.

1. When fishing two to a boat—as is often the case—trade off with your boat partner for the front seat position every half-hour or so. This gives you each an equal chance at that first cast to a fishy looking spot and keeps the chore of running the motor, or the oars, even up too.

2. One of the handiest things to have aboard a boat is a pulley device at the bow for raising and lowering the anchor. Eliminates a lot of clumsy maneuvering when you're alone in the boat and also lets you drop the anchor quietly.

3. And speaking of quiet fishing, be sure to investigate the fine little electric fishing motors now on the market. They take the place of oars and silently move you around your favorite fishing area. You won't find a fishing guide in the South and Southwest without an electric motor aboard along with his outboard, and they're catching on for fishing all over the country.

4. To protect your camera equipment on a boat trip always carry a few clear plastic bags. With the open end twisted and secured with a rubber band they'll keep your cameras perfectly dry. You'll find

many other uses for plastic bags too, so keep a supply aboard.

5. When you are cruising around looking for fish in salt water—and on some big fresh water lakes too—watch the birds! They're a tell-tale sign of fish when they begin diving for the leftovers after a school of fish hits a school of bait.

6. A stringer can be a nuisance on a boat with a high freeboard. I've found that a large plastic ice cooler is a good place to store your catch aboard. They stay fresher and you keep the inside of the boat clean.

7. Always wear rubber soled sneakers or shoes when aboard any boat. Not only do you avoid the danger of slipping on wet decks, you help keep noises down that are annoying to the fish.

8. Observe local boating regulations scrupulously. When the sign says "No Wake" it means just that so you must throttle down until the wash from your boat disappears.

9. Throw a couple of bath towels into the boat before your fishing trips. They sure come in handy for drying and wiping things—especially your hands and face.

10. Always take rain gear aboard. Even on the sunniest day you're likely to run into chop that will throw spray into the boat. A light parka or rainsuit of the plastic variety is great for the purpose.

* * * *

Note: In my January column on sailfishing off Zihuatanejo, Mexico I must have been holding my map upside down! I said this town was "down the coast" from Acapulco. Zihuatanejo is "up" the coast from the famous resort city. Sorry about that!

Which is the
Monroe
BANQUET TABLE
?

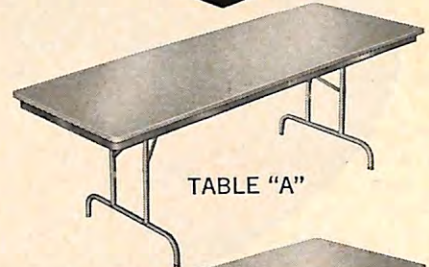


TABLE "A"

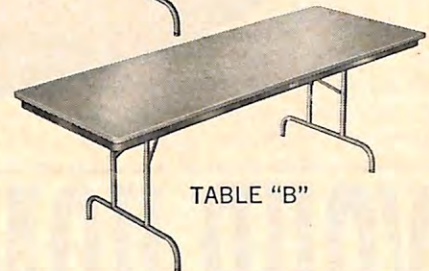


TABLE "B"

(HINT: THE BIG DIFFERENCE IS IN THE PRICE!)

Both banquet tables measure 30" x 96" (the most popular size) . . . both feature a stainproof, burnproof plastic laminated top (*Monroe uses top quality Westinghouse Micarta*) . . . both boast a steel frame (*although Monroe's is stronger 14 gauge*) and tubular steel folding leg assemblies (*Monroe's carry a 20-year guarantee*). So why the big difference in price? The Monroe table (Table "A") is sold direct-from-factory to you for only \$34.45. Table "B" is sold through dealers at up to twice the price or more! (*Monroe by-passes the dealer and you save his profit!*) This is only one example of how much you can save on quality tables by ordering at Monroe's low factory-direct prices! Don't you wish you could do business this way on everything you buy? Send today for . . .

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Filled with money-saving, factory-direct values on all types of tables, folding and stacking chairs, table and chair storage trucks, room partitions, risers and office equipment. Mail coupon now!

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90-B Church St. Colfax, Iowa 50054

Yes, show me more! Mail your catalog to:

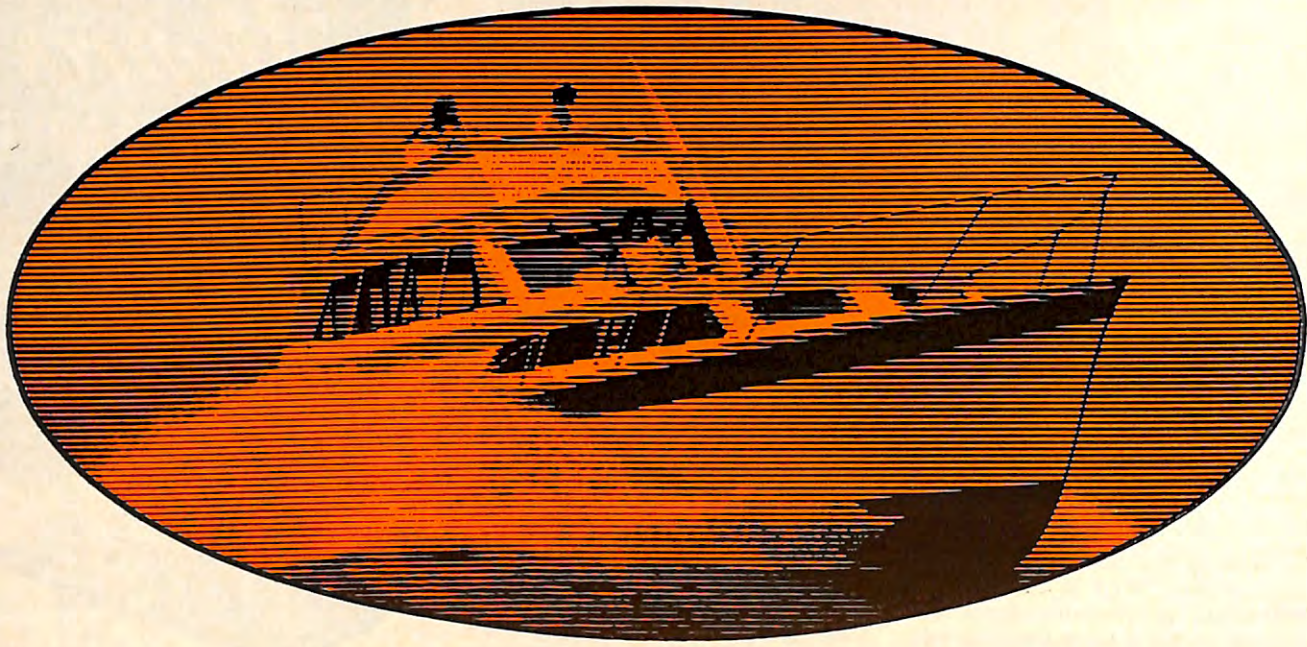
NAME _____

ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP _____

In a hurry? Phone 515/674-3511



YOUR HOME AWAY FROM HOME

WOULD YOU BELIEVE a burglar alarm that doubles as an ashtray?

Or a combination clock-barometer-vapor detector?

Or a galley chair, one arm of which becomes a mouth-to-mouth resuscitator?

Well, you'd better believe it, sailor. Because what's new in boating accessories these days—as well as in boating itself—makes the space ship that Neal Armstrong took to the moon look like a Model T Ford!

Yes, today they're making things for boats that Howard Hughes doesn't even have in his twenty-one-room suite at the International Hotel in Vegas. And what it all boils down to is, for pleasure or business, boats are becoming more and more like home for a lot of us. At latest count, in fact, the total was forty-five million Americans. So the question becomes: what kind of a home do you want?

For example, if you've got a fiberglass "house," (the most popular today because of minimum maintenance and leakage, combined with durability), you wouldn't want the same accouterments that you'd have for an aluminum job or even something fashioned

by Paul G. Neimark

of good old-fashioned wood. So from a glorified dinghy named Scarlett (after your wife, of course) to the Queen Mary, there are things that any boater might be interested in.

Just as there are battery-operated pocket-size TV's to watch up on deck while you're lying in the shade on a not-so-sunny day, there are special-size freezers, ranges and refrigerators for the galley. Of course, they come a good deal bigger than that for the man with a king-sized boat, and don't *have* to be battery operated. They also are made in every color from metallic silver to "psychedelic rainbow." You should see Warren Beatty's—he painted it himself.

Combo navigator and AM-FM radios are another big item on board these days. Man-overboard poles come

not only in different lengths but with an attachment on the end so you can play shuffleboard on deck! Inflatable rafts graduate from simple rubber jobs which will save two to virtually plush "week at sea'ers" that seat 16.

Even anchors aren't standard anymore. They come not only in various colors, but even with a bit of variety in design. Handrail boarding ladders can similarly be simple or like the staircase in the White House. Radar equipment is as sophisticated as one can afford. The same goes for automatic pilots, speedometers and odometers.

There's no end to items like cabin lamps, of course. Steering wheels can be as individualized as the personality custom-designing them. Air-conditioning is available. But whether or not you want your air antiseptic and dehumidified, or simply prefer the briny atmosphere, wind indicators range in price from five dollars to hundreds.

There is also a bewildering array of boat trailers, mostly sold through marine dealers. One note of caution in this area, though, from Richard L. Rogers, President of the Leisure Time Group: ". . . When purchasing a trailer, be sure to check for proper protec-

A boat should reflect the owner's personality so be sure the boat that you choose fits both your pleasure and business needs.

tion of wheel hubs. Trailing a boat, even for a short distance, heats the hubs. Then, when the wheels are submerged and they suddenly cool and air inside contracts, a vacuum is formed which draws in water." A number of units on the market have overcome this problem with specially designed wheel-bearing protectors.

What should *you* buy out of all this?

Again, it often comes back to what type of "home" your boat is.

Maybe you're out there in an inboard or outboard runabout. That means you've got anywhere from ten to thirty-five feet (but usually around eighteen). With speedboat or cruiser, maintenance is usually a minor problem and the possibilities for giant-sized "extras" great. Cabin cruisers these days have everything from sleeping accommodations to galley and washroom facilities. Even in the smaller ones where the dinette doubles as a bunk, there's room for everything from four-burner stoves to "central" air-conditioning.

Even in these inflationary times, you can pick up a smallish, secondhand outboard cabin cruiser for \$1500. The big reason is that so many boat owners are getting newer ones or even moving on to other kinds of craft. Of course, you can also fix up that secondhand cruiser with everything from electronic safety flares to advanced automatic pilots until there's as much as \$25,000 invested!

What are some of the other seagoing vessels that the average businessman is moving on to?

Sailboats are gaining in popularity these days, ranging from smaller ones on up to sixty footers. One explanation is that many sailboaters are going in for competition. As a result, they're more interested in items for speed rather than accouterments for a place to entertain associates in style.

But there are really no hard and fast rules. Today several companies are making some very fine "motor sailors" which can cruise *or* go with the wind and can give a wonderful weekend tour of inlets and outlets in any area of the country to business cronies or family.

Some boaters, of course, actually do make their boat a real house—with a houseboat. As the price of real estate goes higher and higher, a number of breadwinners (especially in the Ohio and Mississippi River areas), have decided that it's financially more secure and psychologically more satisfying to actually live on water. Ten years ago houseboats were a standing joke to most urbane men with an urge to spend part

of their lives on the water. Today it's a boat of a different color. Like mobile homes, houseboats now have all the style and luxuries of virtually anything on land. They can be almost as big as you want with everything from walnut panelling to formica counters, carpeting, up to a thousand square feet of interior living space, full-size bath—and a number of things which your own home *doesn't* have like a sundeck and a padded dashboard!

Needless to say, houseboats don't zip around the channel like other kinds of craft. Twenty-five miles an hour is about the most you can get out of them. But then, that's a lot faster than your house on land moves, isn't it?

It's also barely possible that you might want a yacht. Again, just a few years ago in writing an article about what to buy for your boat, we would have said that if your boat is a yacht, you probably wouldn't need to read any articles—you'd be too busy with stock market quotations.

But today the yacht is within reach of more middle and upper-middle income men than even they realize. For one thing, the days of the several hundred foot yacht are going fast. The super-rich still sport some of these, but because of the cost of crews, the tremendous taxes and fantastic maintenance—and simply the trend in general toward something more practical and modern—yachts now are usually under a hundred feet. And because of this, the prices are no longer impossible—though they still might scare most of us. One fellow we know picked up a twenty-five-year-old "vet" for only \$12,000. We must say another man we visited out on the briny, however, recently bought a new yacht for more than \$200,000. This one, by the way, had a "liquor room" that was so long and fully-equipped that it made most of the best ones we've seen in New York, Chicago, and San Francisco look like basement bars.

A yacht naturally has certain advantages which nothing else has. First of all, it's awfully big and can hold an awful lot of people. It's also the most impressive thing around. Especially for business, a yacht sports an old line class that nothing else does. A lot of men in different businesses these days therefore are getting together—three, four, even a dozen of them—and buying yachts jointly, each using it different days of the year.

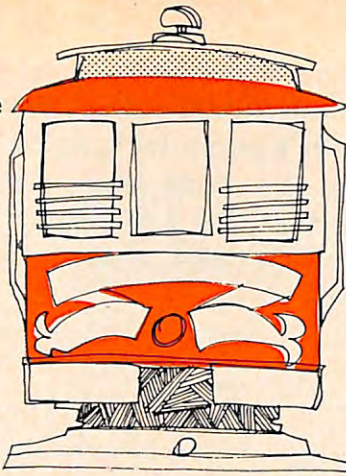
But whether you're about to buy a boat or trade in the old one for some-



To All Subordinate Lodges and Members of
The Grand Lodge of the Benevolent and Protective
Order of Elks of the United States of America

Convention Proclamation

SAN FRANCISCO



THIS PROCLAMATION MUST BE READ AT THE FIRST LODGE
SESSION AFTER ITS RECEIPT AND THEN POSTED ON THE
LODGE BULLETIN BOARD

GREETINGS:

The Grand Exalted Ruler, by and with the approval of the Board of Grand Trustees of the Benevolent and Protective Order of Elks of the United States of America, acting upon authority given him under Section 6, Article 3, Grand Lodge Constitution, does hereby proclaim that the next session of the membership and representatives of the Grand Lodge of the Benevolent and Protective Order of Elks will convene in San Francisco, California, July 12, 1970 with the opening and public meeting to be held in the California Masonic Memorial Temple, 1111 California Street on Sunday, July 12, at eight-thirty o'clock in the evening.

The opening business session will convene in the California Masonic Memorial Temple at 9:00 Monday morning, July 13, 1970, at which session the election of Officers for the ensuing year will be held. Business sessions will continue thereafter each morning at 9:00 on July 14, 15 and 16 until the business to come before the sessions is finished.

The San Francisco Hilton Hotel has been selected as headquarters for the 106th Session of the Grand Lodge. Space in the Hilton Plaza on the lobby floor of the San Francisco Hilton has been set aside for all REGISTRATION.

Room reservations for Past Grand Exalted Rulers, Grand Lodge Officers and Committeemen will be made by Bryan J. McKeogh, Convention Director, 161 East 42nd Street, New York, N.Y. 10017. He will mail reservation forms and a letter outlining the procedure.

All other room reservations—with the exception of the Grand Lodge people as outlined in the preceding paragraph—will be made through the State Associations. The National Convention Committee, following the practice of previous years will assign rooms to each State Association and those planning to attend the Convention are urged to make the fact known to their State Association Housing Chairman immediately. Neither the National Convention Committee, nor the San Francisco official Convention hotels will accept reservations direct from Lodges or individual Elks.

Dated: February 1, 1970

ATTEST:

A handwritten signature in black ink, appearing to read "Franklin J. Fitzpatrick".

FRANKLIN J. FITZPATRICK
Grand Secretary

A handwritten signature in black ink, appearing to read "Frank Hise".

FRANK HISE
Grand Exalted Ruler

(Continued from page 21)

thing a little new and different, keep in mind that your timber should fit its owner's fun needs and business needs—and even his personality—as closely as the smoking jacket he wears or the wife he chooses.

So how do you go about buying a boat?

Well, if you know how to buy a good used car, as the old saying goes, you probably know how to buy a good secondhand boat. First, get in it and drive it around before you ever buy it. If it's an absolutely new boat on a display-room floor somewhere, find someone who has one just like it and take a ride—even if you have to pay them a few dollars for the privilege. Bring the whole family when you do it, too. Otherwise you'll never know until it's too late if the wife or your teen-age son has some big objection. Unless you "live with it" for a day or so, you'll never know things either, like whether the kind of boat you're buying presents a greater possibility of young kids toppling over the side or whether it really performs the way you expect it to.

Once you're sure you like it, you should bring along someone truly experienced to run it through the paces. If he gives the o.k., here are a few further considerations: Is the galley stove properly secured? All the gas lines free of leaks? How safe is the design of the hull? Is there adequate ventilation in the bilges?

One thing: You don't have to kick the tires.

Once you do find what you like, remember that *buying* a seagoing vessel is also like buying a house. Find yourself some independent appraiser and pay him thirty dollars or so to check out the things you can't possibly know, unless you're the most experienced of boatmen. Figure the cost of insurance and financing into the whole deal, too. And be prepared to go to some kind of boating school if you don't know too much about how to be Captain.

Boating is big business today as well as big pleasure. A number of men who went into it for fun, as a matter of fact, ended up not only living onboard, but more often making boating into their business. One fellow we know runs a charter cruise company. Another is a seacoast realtor. Still another has gone into diesel and gasoline engines. One family specializes in the dry cleaning of sails—the list goes on and on.

But from electric mittens for frigid weather boatmen to captain's hats, from personalized paintings of your ship to beautiful transparent celestial globes for navigation, there's virtually no end today to what you can do in and on and for your home-away-from-home. ■

Logansport, Indiana, Lodge No. 66

presents

GLENN L. MILLER

for

Grand Exalted Ruler

LOGANSPORT, INDIANA, LODGE NO. 66, BENEVOLENT AND PROTECTIVE ORDER OF ELKS, in its regular session on December 4, 1969, unanimously resolved to present the name of its most distinguished member, Glenn L. Miller, for the office of Grand Exalted Ruler.

Glenn L. Miller was born on a farm near Logansport, Indiana. After graduation from Logansport High School, he attended Indiana University.

Upon receiving his law degree he was admitted to the Cass County Bar and began the active practice of law in Logansport. He was elected to serve for two terms as Prosecuting Attorney for the 29th Judicial Circuit Of Indiana from 1929 to 1933, and served as City Attorney for the City of Logansport from 1951 to 1953.

He has earned an enviable record as a trial lawyer, being the Senior member of the law firm of Miller, Tolbert & Hirschauer, each of whom are Elks.

He is a member and Past President of the Cass County Bar Association, a member of the Indiana, American and Federal Communications Bar Associations and the American Judicature Society. He is also a member of Phi Delta Phi law fraternity and Phi Delta Theta social fraternity.

In 1941, he served as Chairman of the Cass County American Red Cross Fund Drive and has served as a director of the Logansport Chamber of Commerce. He is a member of the Logansport Country Club and a member and Past President of the Logansport Kiwanis Club. He is also a trustee of the Neal Home for the Aged, a director of The Farmers and Merchants State Bank, President-Treasurer of the Logansport Broadcasting Corporation, a 32nd degree Mason, Shriner and a member of the Presby-

terian Church for which he is completing his third year as trustee.

On January 27, 1927, he was initiated into Logansport Lodge No. 66 and in April, 1927, was appointed Esquire. After progressing through all the chairs, he became Exalted Ruler in 1933. In 1940, he was elected President of the Indiana Elks Association and instituted its budget system which has resulted in its continued financial stability.

In 1957, he was appointed District Deputy by Grand Exalted Ruler H. L. Blackledge, served on the Grand Lodge State Associations Committee in 1943-1944, on the Grand Lodge Youth Activities Committee in 1959-1960, and on the Grand Lodge Committee on Judiciary from 1962 to 1969 of which he was Chairman for the latter four years.

For his outstanding service as an Elk, he was given an Honorary Life Membership by his Lodge on January 10, 1952.

In 1927, he married Margaret DeHaven. They have two daughters, Patricia Ann Lukemeyer of Zionsville, Indiana, and Mary Lou Evans of Valparaiso, Indiana, and seven grandchildren.

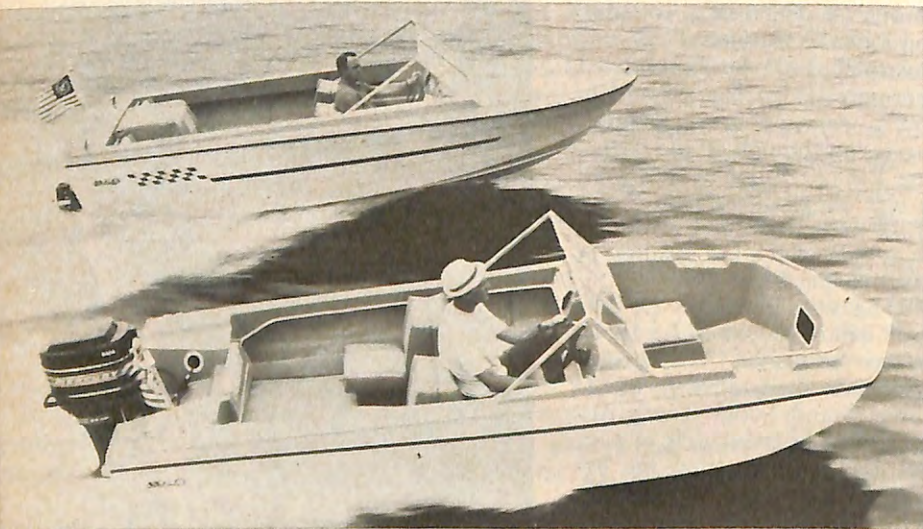
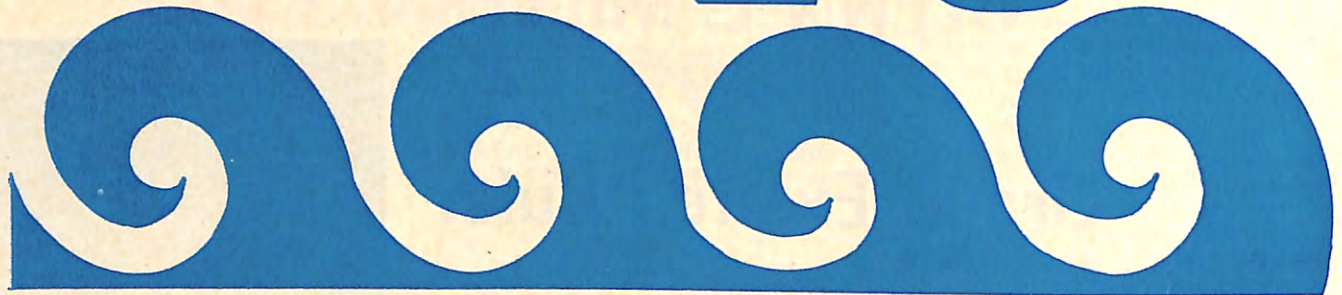
Logansport Lodge No. 66 proudly presents as its candidate for Grand Exalted Ruler, Brother Glenn L. Miller, with full knowledge of his seasoned experience and mature judgment, his love of his Country and fellowman, and his devotion to our Order, all of which qualifies him for the highest office in the Benevolent and Protective Order of Elks of the United States of America.

J. Thomas Henry,
Exalted Ruler
William A. Booher,
Secretary



BOATS

FOR THE ZO'S



Two new fiberglass runabouts (above), the Gypsy 15 (foreground) and the Sprint Inboard/Outboard from MFG Boat Co., Union City, Pa. The cathedral vee hull offers smooth riding capabilities at high speed.

Starcraft of Goshen, Indiana (left), introduces its TR-170 featuring an all-new trihedral hull. Available either as an outboard or an inboard with choice of OMC 120 or 155 H.P. engines or a MerCruiser with 120, 140 or 165 horses.

Spinnaker flying (right), this Chrysler LS-16 takes wing, eager to test the hottest competition. On days when a leisurely cruise is preferred, the mainsail and jib of this 16-foot fiberglass one-design sloop will respond to the lightest wind.





A new big water boat—for inland or offshore use—is offered by Glastron of Austin, Texas. The V-191 (above), 19-foot Sportsman features elevated center console with mechanical steering, letdown windshield, and twin swivel seats.



The Glastron V-187 Fundeck (right) is an all-around boat for family use. A 94 inch beam and stern drive power up to 130 H.P. makes skiing easy.



Boatel of Mora, Minnesota announces the 37 ft. fiberglass Cougar (above). This model is carpeted, sleeps 8 and features one-piece hull and one-piece deck, cabin and roof construction. Power comes from a single 250 H.P. inboard/outboard engine.



A performance-proved Class J racing champion (above, left), the Glastron V-143 Jetflite Super-Sport will take outboard power up to 65 H.P. Styling features include pleated fold-down jump seats and woodgrain vinyl console.

From Cajun country (center) comes the Terry Bass boat by Delhi Mfg. of Delhi, Louisiana. A fiberglass craft dedicated to fishing, the Terry Bass is rugged, stable, and maneuverable and comes in 6 models from 12 to 15 feet.



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Dr. Thomas E. Wenzlau is shown being congratulated by Chairman of Trustees Richard W. Darrow at his inauguration as President of Ohio Wesleyan University. An Elk Scholarship started him on his way.

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In 1945, when he was a senior in high school at Tipp City, someone told him about the Elks and how they conduct a contest each year to find deserving students who need financial assistance in order to go on to college. Young Tom contacted the nearest Elks lodge, Troy #833, and entered the contest. He was judged on a local level and his entry placed in state competition conducted by the Ohio Elks Association. He placed third and was awarded a \$400 grant to the college of his choice.

Tom chose Ohio Wesleyan University in Delaware, Ohio, and in 1950 was an honor graduate. He went on to earn his M.A. and Ph.D. degrees from the University of Illinois.

Dr. Wenzlau served on the faculties of Wesleyan University in Connecticut, Kenyon College in Ohio, and joined the Economics Department of Lawrence University, Appleton, Wis., in 1958. He later became department chairman and served as associate dean of the faculty. In 1964-65, he served as a Fulbright Lecturer in Pakistan.

The climax of Dr. Wenzlau's career came when the Board of Trustees of his alma mater, Ohio Wesleyan, named him president of the university. He is only the twelfth man to hold this post in the school's 127-year history.

Dr. Wenzlau is married to the former Nancy Allen, also a 1950 graduate of Ohio Wesleyan. They have four children.

Young Tom Wenzlau had talent, ability and ambition, but it was Elk National Foundation dollars, contributed through the generosity of charitable Elks, that started him on his way through college and on to a career which culminated in the presidency of his alma mater.

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(Continued from page 12)

other not more than 300 miles apart—with rockets that are capable of direct hits up to 1,200 miles.

The exchanges of threats between the Chinese Dragon and the Russian Bear reached torrential proportions last year, during which scarcely a day passed without colorful public protest or denunciation by one side or the other. Here are a few excerpts from some of them which, you must bear in mind, appeared in the controlled press of both countries and thus are as official as though they were personally made by the heads of the states themselves:

Moscow: "Posing as a champion of the interests of Asian peoples, Mao Tse-tung's group actually ignores the destinies of these peoples. In fulfilling its program of nuclear arming, Peking does not care that a direct threat of radioactive contamination has appeared in several Asian countries as a result of Chinese nuclear tests in the atmosphere." *Tass*, quoting *Kommunist*, Moscow, April 1, 1969.

Peking: "The Soviet revisionist renegade clique is a paper tiger, too. . . All countries and people subjected to aggression, control, intervention or bullying by U.S. imperialism and Soviet revisionism, unite and form the broadest possible united front and overthrow our common enemies. . . Whether the war gives rise to revolution or revolution prevents the war, U.S. imperialism and Soviet revisionism will not last long! Workers of all countries, unite! Bury U.S. imperialism, Soviet revisionism and their lackeys!" Lin Piao's Political Report to the Ninth National Congress of the Chinese Communist Party, April 1, 1969.

Moscow: "Provocative violations of the frontier by the Chinese side, intrusions into Soviet territory by Chinese military and other persons trained specially for the purpose now actually take place almost every day. From June till mid-August of this year, there were 488 cases of premeditated violations of the state frontier of the Soviet Union, and armed clashes that were provoked by the Chinese side and in which over 2.5 thousand Chinese took part." *Tass*, September 1, 1959.

Peking: "Recently, the Soviet revisionist renegade clique, from Brezhnev down to many military chiefs, have shouted themselves hoarse in war cries on various occasions. Brezhnev vilified China as having staged 'armed conflicts.' . . . Recently, other military chiefs of the Soviet revisionist clique published one article after another in the press, raving wildly about launching an 'unexpected surprise attack,' just as Hitler boasted of the 'blitzkrieg' in his day." *New China News Agency*, August 14, 1969.

(Continued on page 46)

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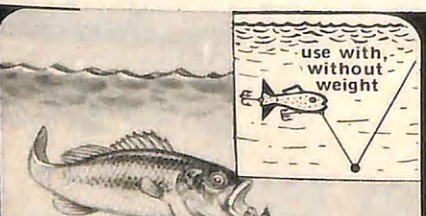


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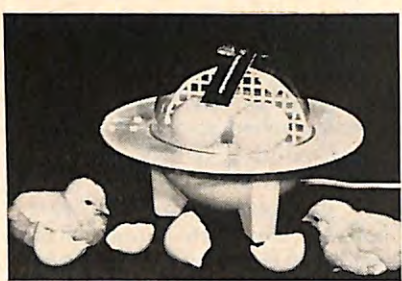
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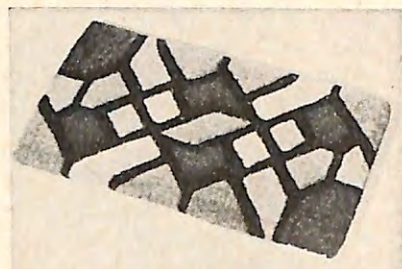
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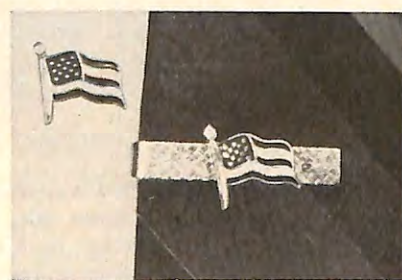
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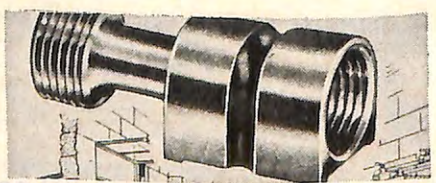
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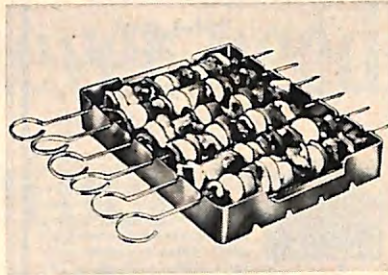
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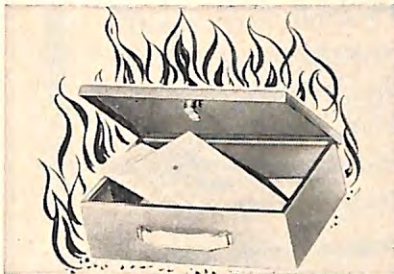
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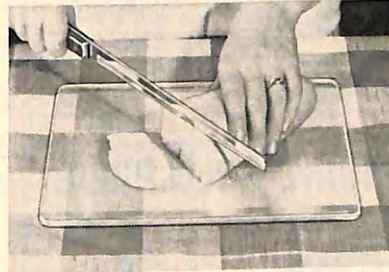
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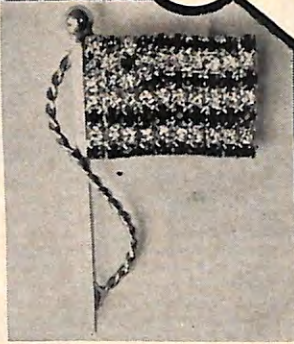
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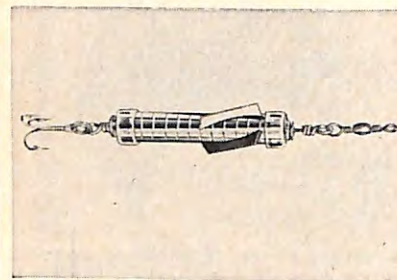
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Name
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You may never need to buy another pair of socks again!

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These revolutionary 8-ply nylon socks are made of yarn so practically indestructible... we unconditionally guarantee to give you FREE replacements —pair for pair—for any you ever wear a hole in!



6 pair
only \$7.98

12 pair for \$14.98

When our new merchandise man was offered an exclusive on these practically indestructible nylon socks, he called the manufacturer a liar.

"Can't be done!" he said. "If the socks are as strong and durable as you claim, they've got to be so stiff underfoot, they'll be unwearable!"

"Kitten-soft," said the manufacturer.

"Then they won't wash satisfactorily."

"Always come out like new," barked the manufacturer. "Permanent colors, lasting texture and shape."

"Or you'll weasel the guarantee," added our man, doubtingly.

"Unconditional!" snapped the manufacturer.

"What's the catch?"

"No catch, no secret!" said the manufacturer happily. "8-ply yarn of DuPont nylon—instead of the usual 4. Woven so closely, they make most ordinary socks look like they're three-quarters air, by comparison! Styled by one of the world's great sock designers—for perfect proportion and fit. The yarn is guaranteed to be practically indestructible, in normal use. That "normal use" simply means regular ordinary wear—don't burn holes in them deliberately, or try to cut them with a scissors or razor."

We still had to be shown. So we got samples. And we wore them. And wore them. And machine washed them. And Laundromatted them. And tortured them. Like wearing one pair for a week

straight—till we thought they'd drown in sweat. Then we washed them—with no sweat! They looked and felt like new. The socks didn't surrender. We did. They're for real—and for good!

So here they are. The practically indestructible socks. All black, or in a 6-pair assortment of smart solid colors to complement any wardrobe, 2 pair black, 2 charcoal, 1 navy, 1 loden. Ankle length, with elastic tops for snug fit. Fit any size 10½ to 13.

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Check one: All-black or Assortment

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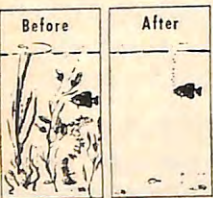
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ELKS FAMILY SHOPPER



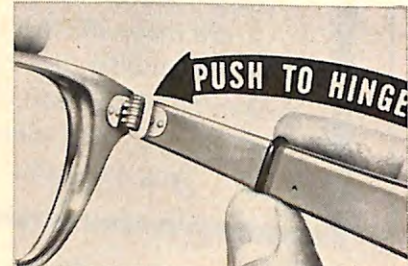
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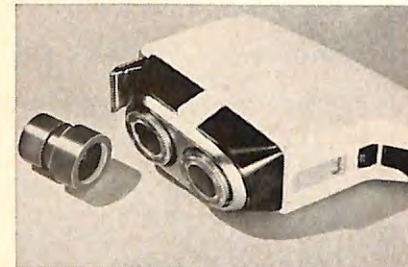
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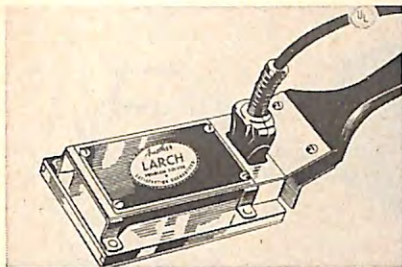
\$1 GUIDA'S GLOW LURE \$1



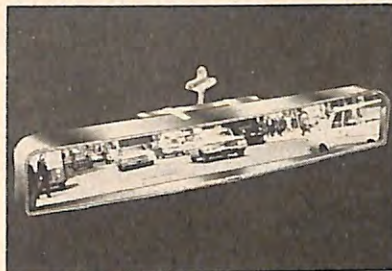
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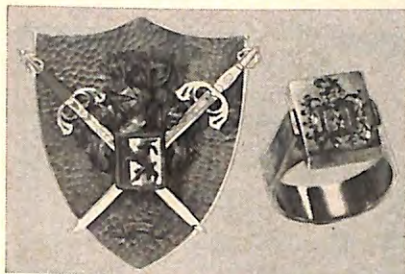
ELKS FAMILY SHOPPER



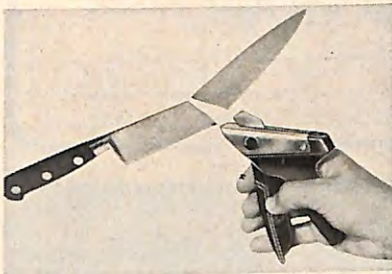
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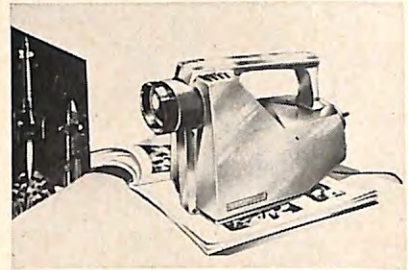
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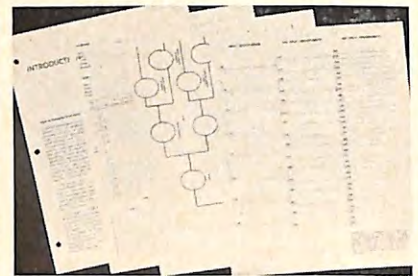
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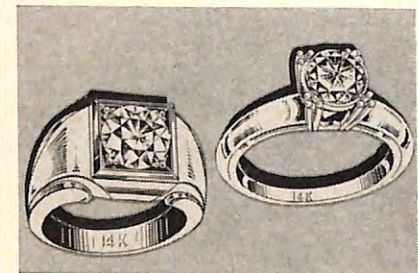
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Lady Plugs In Zoysia Grass Saves Time Work And Money

EARLY BIRD SPECIAL! ORDER NOW AND GET UP TO 200 PLUGS FREE!

By Mike Senkiw
Agronomist

Every year I watch people pour time and money into lawns that fail them just when they want their lawns the most.

I see them reseed, feed, water, weed and mow, mow, mow! When it turns to hay in midsummer, I feel like calling out, "For Heaven's sake, when are you going to stop throwing money away and switch to Zoysia Grass."

In comparison, I'm always happy to get letters from people who have plugged in my Zoysia Grass, because they write to tell me how beautiful their lawns are even in mid-summer heat and drought.

"MOWED IT 2 TIMES," WRITES WOMAN

For example, Mrs. M. R. Mitter writes me how her lawn ". . . is the envy of all who see it. When everybody's lawns around here are brown from drought ours just stays as green as ever. I've never watered it, only when I put the plugs in . . . Last summer we had it mowed (2) times. Another thing, we never have to pull any weeds—it's just wonderful!"

Wonderful? Yes, Zoysia Grass IS wonderful! Plant it now and like Mrs. Mitter you'll cut mowing by 2/3 . . . never have another weed problem all summer long the rest of your life!

And from Iowa came word that the Men's Garden Club of Des Moines picked a Zoysia lawn as the "top lawn—nearly perfect" in the area. Yet this lawn had been watered only once all summer up to August!

These represent but 2 of thousands of happy Zoysia owners. Their experiences show that you, too, can have a lawn that stays green and beautiful thru blistering heat, water bans—even drought!

CUTS YOUR WORK, SAVES YOU MONEY

Your deep-rooted, established Amazoy lawn saves you time and money in many ways. It never needs replacement . . . ends re-seeding forever. Fertilizing and watering (water costs money, too) are rarely if ever needed. It ends the need for crabgrass killers permanently. It cuts pushing a noisy mower in the blistering sun by 2/3.

WEAR RESISTANT

When America's largest University tested 13 leading grasses for wear resistance, such as foot scuffing, the Zoysia (matrella and japonica Meyer Z-52) led all others.

Your Amazoy lawn takes such wear as cookouts, lawn parties, lawn furniture, etc. Grows so thick you could play football on it and not get your feet muddy. Even if children play on it, they won't hurt it—or themselves.

CHOKES OUT CRABGRASS

Thick, rich, luxurious Amazoy grows into a carpet of grass that chokes out crabgrass and weeds all summer long! It will NOT winter kill. Goes off its green color after killing frost, regains fresh new beauty every Spring—a true perennial!

NO NEED TO RIP OUT PRESENT GRASS

Now's the time to order your Zoysia plugs—to get started on a lawn that will choke out crabgrass and weeds all summer long and year after year.

Plug it into an entire lawn or limited "problem areas". Plug it into poor soil, "builder's soil", clay or sandy soils—even salty, beach areas, and I guarantee it to grow!

PERFECT FOR SLOPES

If slopes are a problem, plug in Amazoy and let it stop erosion. Or plug it into hard-to-cover spots, play-worn areas, etc.

PLUG AMAZOY INTO OLD LAWN, NEW GROUND OR NURSERY AREA

Just set Amazoy plugs into holes in ground like a cork in a bottle. Plant 1 foot apart, checkerboard style. Every plug 3 sq. inches.

When planted in existing lawn areas plugs will spread to drive out old, unwanted growth, including weeds. Easy planting instructions with order.

Your Own Supply of Plug Transplants

Your established turf provides you with Zoysia plugs for other areas as you may desire.

NO SOD, NO SEED

There's no seed that produces winter-hardy Meyer Z-52 Zoysia. Grass and sod or ordinary grass carries with it the same problems as seed—like weeds, diseases, frequent mowing, burning out, etc. That's why Amazoy comes in pre-cut plugs . . . your assurance of lawn success.

Every Plug Guaranteed to Grow In Your Area • In Your Soil

- **WON'T WINTER KILL**—has survived temperatures 30° below zero!
- **WON'T HEAT KILL**—when other grasses burn out, Amazoy remains green and lovely!

Every plug must grow within 45 days or we replace it free. Since we're hardly in business for the fun of it, you know we have to be sure of our product.

Consider the time and money you invest in your lawn and it doesn't pay to struggle with grass that burns out just when you want it most. Order Amazoy now and let it spread into thrillingly beautiful turf!

FREE UP TO 200 PLUGS
For Ordering Early!

Order Now For Earliest Planting In Your Area	100 Plugs plus bonus of 10. TOTAL of 110 PLUGS	6⁹⁵
100 plugs and plugger, plus bonus of 20 FREE. TOTAL 120 PLUGS	200 plugs and plugger, plus bonus of 25 FREE. TOTAL 225 PLUGS	9⁹⁵ 13⁷⁵
300 plugs and plugger, plus bonus of 50 FREE. TOTAL 350 PLUGS	1100 plugs and plugger, plus bonus of 200 FREE. TOTAL 1300 PLUGS	17⁷⁵ 39⁹⁵

Work Less • Worry Less • Spend Less

- Easy To Plant, Easy To Care For
- Perfect For Problem Areas
- Chokes Out Crabgrass
- And Your Established Amazoy Lawn—
- Reduces Mowing 2/3
- Stays Green Through Droughts
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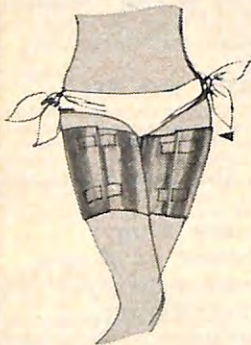
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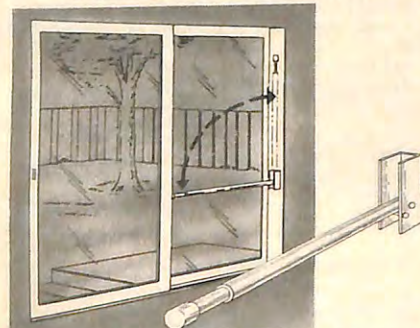
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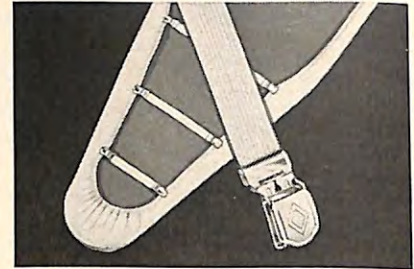
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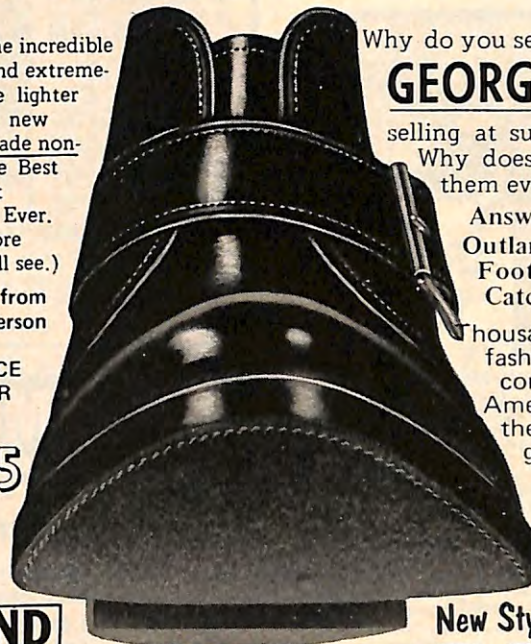
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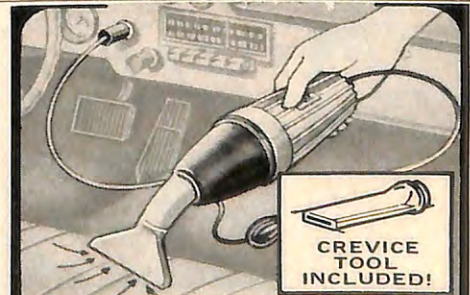
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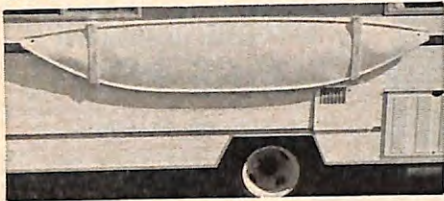
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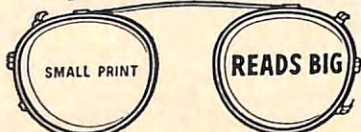
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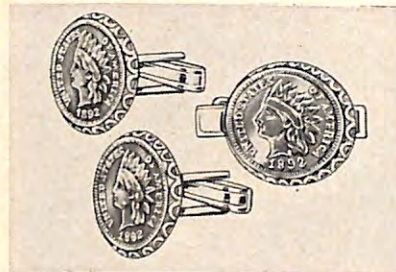
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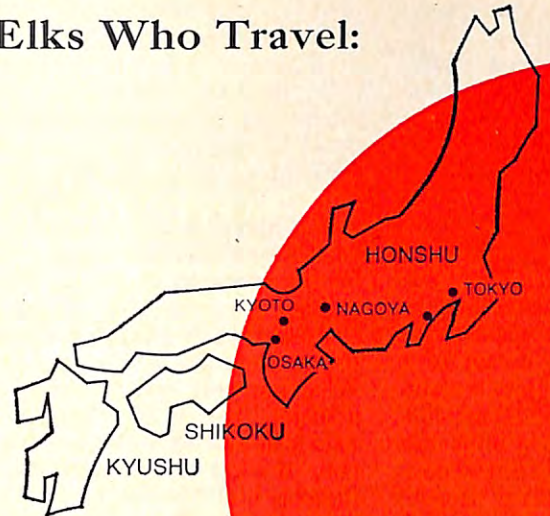
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EXPO '70: OSAKA



By JERRY HULSE

LAST FALL I SAT in a tempura bar in Osaka listening to a Japanese businessman describe Expo 70, the huge world's fair which opens this month in Japan. By the time the meal was ended my companion had convinced me his nation's show may go down as the fairest of fairs. What well could set it aside from previous expositions held in Europe, the U.S. and Canada involves Japan's clever gimmickry—her talent for creating delightful, Disney-like foolishness for the entertainment of young and old alike.

Besides being amused by robots, mechanical birds and insects, fairgoers will drive computer-controlled automobiles (it'll be an accident-free world), marvel at an imposing Castle of Glass, fly off to a Space Station and get themselves involved in a Shooting-the-Rapids Ride. Perhaps the most exciting of all



Here is a view of a section of the Osaka fairgrounds. Shown are but a small part of more than 100 pavilions that are presently under construction.

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(Continued from page 39)
 will be the world's longest roller coaster ride—a thrilling three-mile spin reaching speeds well over 40 m.p.h.

Japan has waited 80 years to entertain the world, having made its first bid for the fair in 1890. A series of disappointments down through the years caused various cancellations. As recently as 1940 the Japanese again were getting ready for the fair. More than 1 million advance tickets were sold. Construction was under way. Then fate intervened once more. Architects of the fair, out of communication with the nation's military, saw their dream of a peaceful exposition turned into a nightmare of war. But Japan, although conquered and nearly suffocated in its own ashes of defeat, has risen to a new position of strength. Now, three decades later, the old dream carries on, and so beginning this month, with deep national pride, it will launch the first world's fair ever staged in the Orient.

Expo 70 begins a six-month engagement at Osaka on March 15. One might ask, has it been worth the long wait? The answer is simply that what the Belgians did in Brussels, what Washington did at Seattle, what Mr. Moses did in New York and what the Canadians did in Montreal—Japan will probably do better at Osaka.

On my visit to Osaka I drove out to the fair site to get a preview of what was to come. In the rolling Senri Hills 10 miles outside town, pavilions had already taken shape. Indeed, several appeared nearly ready for occupancy although this was weeks ahead of the opening date. This, of course, will be the real miracle of Expo 70—if all is complete by this month's opening. It would set a precedent—what with the reputation world's fairs have for opening before the product is ever completed.

The finest fair ever? Well, certainly it promises to be the world's first all-air-conditioned fair. Every pavilion will be air-conditioned, as will the moving sidewalks linking all five entrances, the monorail, the restaurants. Of course, the mere idea that it's all being made in Japan can mean only one thing: acres of fun and acres of excitement. In one pavilion robots will be on the march while overhead mechanical birds will fly from tree to tree. In other scenes the robots will occupy an entire village.

There will, of course, be the usual cultural exhibits which accompany any first class world's fair. Nearly 1,000 works of art will go on display. No doubt the fair will witness the greatest collection of Oriental art ever assembled. Besides this, Van Goghs will be on exhibition as well as Gauguins, Van Dycks and others. On the live entertainment side the Berlin Opera will perform along with the Leningrad Philhar-

monic Orchestra. Classic Japanese Noh plays will be presented along with weeks and months of other productions. Sinatra will make an appearance as will Ed Sullivan.

Of the more than 100 pavilions, two promise to attract the biggest crowds: the U.S. and Russian. At Canada in 1967 the U.S. occupied the tallest structure on the entire fairgrounds. It was impossible to miss. It may have been what goaded the Russians into reaching for the spotlight at Osaka, where they will set up shop in the tallest pavilion, an overwhelming structure topped by the communist sickle and red star. What fairgoers find inside still remains a secret. No doubt, though, the Russians will pull off an impressive production. If what they showed the world at Brussels and Montreal was any precedent, their pavilion will upstage all else with one exception—and that involves the U.S. While the Russians are spending \$20 million on their pavilion, we are spending only half the amount. They are high in the sky; we are nearly flat on the ground, occupying a huge, shallow, elliptical hole in the ground topped by a plastic bubble inflated with compressed air. But what's inside could very well outshine the Russians. Our answer to their bigness: Moon rocks. Uncle Sam is betting that the Japanese along with everyone else will be queuing up to see what is was the astronauts carried home from the moon.

Of the major powers, only Red China will be missing. What with all the effort going into Expo—plus the building of new roads and hotels in the city itself—it all adds up to a \$2 billion extravaganza. Altogether, the Japanese intend to host 50 million visitors and no one, they insist, will go home with a single bunion if they have their way. To avoid fallen arches, visitors will be toted around on moving sidewalks, in battery-operated cars, a monorail and cable cars. Six monorail trains carrying 13,000 passengers an hour will cruise the grounds in 15 minutes flat. Gondolas will do a flyover in half the time. And should a child get lost he'll be reunited with parents through the efforts of a couple of thousand baby-sitters. Finally, should too many visitors gather in any one place a marching band will lead them away to less congested areas. For those who come without camera, the Japanese will lend one. If it rains they'll pass out 10,000 umbrellas. Have the Japanese forgotten anything? Hardly.

Although Expo isn't to open till this month, already last fall the Japanese had begun arriving by the thousands. It has been that way for months. Daily, anywhere from 2,000 to 5,000 visitors arrive to line up at the observation platform for a preview of what is to

(Continued on page 46)



It's Your Business!

LET'S LOOK AT ADVERTISING

Not far from Carnegie Hall in New York is a small restaurant called the Russian Tea Room, which has been doing business at the same stand for many years. To advertise itself the Russian Tea Room regularly ran the same small-space ad in the *New York Times*. But the ad was little more than a calling card; it produced almost no discernible business. The proprietors, Mr. and Mrs. Sidney Kaye, had come to view advertising as "something you did without much hope of seeing results."

In October 1966, however, Mr. and Mrs. Kaye had the happy idea of trying to get a better return on the advertising space they were committed to under their contract with the *New York Times*, and they brought their problem to two of their regular customers, Alan Glass and Albert Bensusen, both professional advertising men. Glass and Bensusen conceived a whole new ad campaign for the Russian Tea Room, consisting of a series of "menu ads" that visually presented the various food served by the restaurant. And they ran full-page ads in the *New York Times* instead of the little, lost-in-the-crowd, small-space ads which the restaurant had been placing, in a routine and mechanical way, for about two decades.

The results of the new campaign have been impressive. The Russian Tea Room's business increased both in volume and in variety. People who'd never heard of the place before began coming to it, many of them holding torn out copies of the restaurant's menu ads. Quite a few were out of town visitors; the Russian Tea Room was becoming known far beyond the state of New York. The restaurant's regular customers started coming in more often. And, quite unexpectedly, quite a few of the younger set became customers, even though neither the restaurant's menu nor prices approach the fast foods category.

The Russian Tea Room story is exceptional but not unique. Certainly, not every business will happen to have, among its customers, high-powered Madison Avenue advertising people. Still, Madison Avenue has cornered the

market neither on creativity nor common sense.

Start with common sense. In planning your advertising, determine precisely which product or service you want to advertise. The Russian Tea Room offered the same dishes before and after the *New York Times* ads were placed. But some of the dishes were unusual and interesting, out of the ordinary. Is there something in your product or service that is out of the ordinary? Is there something in it that will appeal to a specific group of people? And be careful in answering these questions.

Next, determine your advertising budget. A rough guideline for retailers is 5% of sales, but this varies widely from business to business, from industry to industry. For a special campaign, one you need and have confidence in, a larger budget may be warranted. Many businessmen advertise week after week, year in and year out, largely because they're afraid not to. Many businesses would profit by minimizing routine advertising in favor of periodic hardhitting campaigns.

Who should handle your advertising? Because it's more of an art than a science advertising is one of the more frustrating aspects of work for many businessmen. Generally, therefore, specialists are needed. If you have an advertising department it can usually handle routine ads, and with good people may even be able to plan campaigns. If you have no advertising department the various media, local newspapers, radio and TV, will offer assistance in preparing ads. But in planning any serious, large scale promotion the businessman's first step should be to find someone who will tell him what he needs to know about his business, not what he wants to hear. Often, only an advertising agency or a free lance advertising specialist can be depended upon to do this.

Professionals may show you that what you thought was your principal marketing problem is only a partial problem, and that procedures or products you were content with are actually weaknesses. For example, a free lance adver-

tising consultant was called in not long ago by a successful small company that provides band instruction and musical instruments for schools. He was asked to design a new brochure for the company, but realized after his first meeting with the president that he couldn't remember the company name. He took another look at the letterhead and saw Music Educational Services, Incorporated, a mouthful if there ever was one. So he shortened the name to MES, introduced modern design, photography and copy approach to the brochure, redesigned the company letterhead and stationery, and at the end of the year received a grateful letter from the company president. "After our last general mailing of the brochure," wrote the president, "we received more return cards than we received in ten years total mailings of the previous brochure. So far this has resulted in probably \$50,000 or \$60,000 worth of additional business this year . . ."

Advertising is no more than a special means of selling, but it should receive as much attention and concern as any other channel of selling. And for the average businessman, who is less attuned to communicating with the printed word than by person to person contact, an extra effort may be required to properly understand and use the advertising tools available to him. But the effort may prove quite worthwhile.

MANAGEMENT MEMOS:

Become Familiar with Media—There are a number of advertising media available to small-businessmen, though not all are suitable for every kind of business or are available in all localities. Broadly speaking, the media include: newspapers, magazines, radio, TV, direct-mail, local theaters, car cards, outdoor advertising (billboards), and hand-out flyers. Think very carefully about the question: "Which of these media can do the best job for my business?" But you can't get the answer simply by thinking, you'll have to get some facts. Look for successful examples of advertising by small businesses similar to your own. ■



CONGRATULATIONS are in order for L. L. "Bud" Fowler, Blackfoot, Idaho, youth activities chairman (third from left), shown receiving a plaque in honor of his exceptional service to youth. On hand to congratulate Brother Fowler were (from left) PDD Bob J. Bybee, Idaho Falls; VP and PDD William H. Richardson, Blackfoot; SP Philip L. West, Preston; ER Mark Hopkins, Blackfoot, and DDGER J. W. Taylor, Blackfoot.



SAN FRANCISCO, California, Elks' ladies recently presented their annual luncheon and fashion show for the benefit of the state major project. Enjoying a chat with the event's hostess, Mrs. Vera O'Connor, wife of ER Patrick A. O'Connor, is San Francisco PER and PDD Theo T. Mumby, who served as general chairman. A check for \$853 was sent by the ladies to the California-Hawaii Elks Association.



HUNTINGTON PARK, California, Elks recently presented a beautiful set of antlers to Fontana, Calif., Lodge. Shown admiring the handsome gift are (from left) Fontana ER Gerald Liebaert II, Brothers Chet and Larry Milano, and Huntington Park ER B. R. Phillips.



MODESTO, California, Lodge now boasts three generations of Elks from two families—the Pecks and the Souzas—spanning a period of more than 40 years of lodge membership. Recently initiated into the lodge were Darrell S. Peck (left) and Naval Ensign Philip E. Souza II (right). Posing proudly with the initiates after the ritual are ER George W. Freitas (center), and (from left) Brothers Ray W. Peck Jr., Ray W. Peck, J. M. and Philip Souza.

A HANDSOME electric cart was presented recently by Coolidge-Florence, Ariz., Elks to Mike Gill, son of Brother John Gill. Mike, a senior in high school, has been confined to a wheelchair since a neck injury caused him to be paralyzed. Shown presenting Mike with the key to the cart is Brother Joe Mills, as Mike's father, Brother John Gill, looks on.



A LARGE CLASS of candidates was initiated recently into Kalispell, Mont., Lodge. The candidates are shown as they assembled for a photo marking the occasion.



A CLASS of candidates was initiated recently into Bloomington, Minn., Lodge. Sharing a photo with the new Elks: ER Don W. Boker (seated, center), shown flanked by his officers. Bloomington Lodge; one of the youngest in Minnesota, makes its home close to Metropolitan Stadium—home of pro baseball's Minnesota Twins.



WOODLAND, California, ER Charles E. Goggans (center) poses proudly with four outstanding professional baseball figures at the annual T.L. Whitehead Memorial sports banquet—held at Woodland Lodge—which boasted some of the country's top athletes. Shown chatting with Brother Goggans are (from left) Hal Lanier of the San Francisco Giants; manager Johnny McNamara, Oakland Athletics, and Ron Bryant and Jack Hiatt, both of the Giants. Proceeds from the event, which was attended by more than 350 Elks and their guests, went to the Elk's youth activities program.



NEEDY FAMILIES receive assistance from an Elks' worker in selecting clothing collected by members of Salem, Oreg., Lodge. The pleased recipients represent only a small portion of the approximately 2,000 needy individuals clothed annually by the Elks; the used clothing drive requires three months' hard work by a committee of more than 60 lodge members.



FIFTY YEARS of Elkdom are represented by this group of Bozeman, Mont., Elks who recently received pins noting their many years of membership. The pins were presented by DDGER Robert J. Greene (left), Deer Lodge, to: Brother Lovitt Westlake, a member for 50 years; PER Elwood Morris, 50 years; Brother Bill Tribble, accepting on behalf of Brother Francis Lewis, 50 years; Brother E. O. Holm, 58 years; PER E. A. Peterson, 52 years; PER D. M. Langhor, 50 years, and Brother Lucien Benepe, 50 years. Looking on at right is ER John A. Gates.



AN IMPRESSIVE record has been achieved by the Mainland, Tex., ritualistic team—the defending Texas champions. Since lodge members first entered the competition in 1962, they have compiled a record of five out of eight wins. Proudly displaying their George I. Hall trophy are (from left) ER Fred E. Jordan and Esq. Mike O'Neal—both of Mainland—and Est. Loyal Kt. John Hopkins of Baytown Lodge, which had held the trophy for two years prior to Mainland Elks' victory.

ISHPEMING, Michigan, Brother Frank Lundin (right)—86 years young—shares a friendly chat with his nephew, Ishpeming ER Edward Lundin, at a recent lodge affair. The senior Brother Lundin had the honor of presiding over the installation of his nephew and the other officers of Ishpeming Lodge.



LODGE VISITS OF

Frank Hise



The above group of Elk officers attended a recent dinner given for GER Frank Hise at the Berwick, Pa., Lodge. From left to right are: DDGER John E. Miller of Mount Carmel, Chaplain Kip Brown, SP Ronald C. Wolfe of Kittanning, Est. Lead. Kt. Veryl Lanning, GER Hise, Trustee Lee Kessler, ER Joseph Kitta, PER C. Bennett Dry, PGER Lee Donaldson, GL Youth Activities Committeeman Richard C. Megargell, VP Robert McCormick of State College and former GL Committeeman Edgar B. Herwick of Frackville. Bro. Ray Calabrese acted as MC for the occasion.

◀ Recently the Peru, Ind., Lodge was visited by GER Hise and PGER McCabe. On hand to greet them were ER William P. Wolfe Jr., Past GL Judiciary Chairman Glenn L. Miller of Logansport, and Youth Activities Chairman Gerald L. Powell.

GER Frank Hise recently visited Redondo Beach, Calif., Lodge and participated in the celebration of their 50th Birthday Anniversary. Among the many visitors were: PGER R. Leonard Bush, DDGER (South Central Coast) Roger Harmon, ER Robert L. Lewellen Jr., and PGER Horace Wisely.

GER Frank Hise and PGER Edward W. McCabe provide a royal Elk flanking for ER Sam S. Tedesco of the St. Louis, Mo., Lodge during a visit to one of a number of midwestern lodges.





The Orange, New Jersey, Lodge was recently visited by GER Frank Hise. He is shown here with PGER William J. Jernick and officers of the Orange lodge reception committee.



ER Carmine P. Delmonico welcomes GER Hise to a dinner in his honor at the Providence, R.I., Lodge. Other members of the welcoming committee are: DDGER Reggie R. Sassi (left), South Kingstown; SDGER Edward A. Spry (center) of Boston, and DDGER Hugo M. Sanita (right) of Pawtucket.



Recently, GER Frank and Mrs. Hise visited the Passaic County Elks Cerebral Palsy Treatment Center in Clifton, N.J. There Bro. Hise received a gift from young Allan Vitone. Looking on are: Michael Sagursky, PGER William J. Jernick, Mrs. Hise and Dr. George Dren.

Exalted Rulers and officers from the Northwest District of Connecticut were present at a dinner honoring GER Hise's informal visit to the Bristol Lodge. Highlight of the evening was a presentation to the GER of a Colonial Chime Clock of Bristol manufacture to the GER of a Colonial Chime Clock of Bristol manufacture. Below are: SDGER Arthur J. Roy, Willimantic; ER John D. O'Neil, Jr., and DDGER A. Clayton Weisner of Meriden.



GER Frank Hise attended the annual Fall Meeting of Indiana Elks at Indianapolis in September. From left to right are: PSP Joseph C. Kraemer of Louisville, Ky., SP Roland J. DeMarco of Mount Carmel, Ill., Bros. McCabe and Hise, Past GL Judiciary Chairman Glenn L. Miller of Logansport and SP Wm. Collisson of Linton, Ind.

MARKET PLACE

For ad-rates write Classified, 100 E. Ohio, Chicago

BUSINESS OPPORTUNITIES

\$15.00 HOURLY PROFIT—Own Business with one service-man. Quickly learned. Easy to do. Operate from home. Few hundred dollars builds your own nationally advertised business while continuing present job. Investigate immediately before your territory is taken. Free booklet explains everything. Send today. Then decide. Duraclean, CO-T73, Duraclean Building, Deerfield, Illinois 60015.

I GROSSED Over One Million Dollars year selling by mail. So can you, at home! Send \$2 (refundable) for success book **QOG**. Wayne Johnson, Box 12267, Ft. Lauderdale, Fla. 33314.

MONEY MAKING OPPORTUNITIES

INSTANT MONEY! Plastics are the wave of the future. Big Profits now! At Home! Spare Time! Materials costing 11¢ bring \$2.58 profits immediately! Free information! Rush name on postcard to: Warner, 1512 Jarvis, Dept. CL-17-E, Chicago, Illinois 60626.

MAKE MONEY WRITING Short Paragraphs. Information Free. Barrett, Dept. C-329-A, 6216 Clark, Chicago, Ill. 60626. **ADDRESSERS** and **MAILERS** Needed. Send stamp for information. Lindblooms, 3636 Peterson, Chicago, Illinois 60645.

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 370, 7528 Greenwood, Chicago, Illinois 60619. **EARN BIG COMMISSIONS** Soliciting delinquent accounts. No collecting or investment. Metropolitan Finance, 1129 West 41st, Kansas City, Missouri.

OF INTEREST TO WOMEN

CHURCHES, SCHOOL GROUPS, Civic Clubs, Scouts! \$50.00 cash is yours every time 10 members each sell 10 cansisters of Nationally Advertised Candy at \$1.00 a can using our "50-50" Funds Raising Plan. Fun, Fast, Easy. Send no money. 30 days to pay. Write Verne Collier, Dept. 60-1, 900 North 19th, Birmingham, Alabama 35203.

MAKE BIG MONEY invisibly mending damaged garments at home. Details free. Fabricon, 1539 Howard, Chicago 60626.

HOMEWORKERS! \$85 weekly possible addressing envelopes for firms. Start immediately! Details, send stamped self addressed envelope. Enterprises, Box 16143-QOG, Phoenix, Arizona 85011.

\$500 MONTHLY POSSIBLE—Clipping news at home. No experience. Free information—send stamp. American, Excelsior Springs, Missouri 64024.

\$25.00 Hundred Addressing, Possible! Year 'round. Gift (\$3.00). Instructions 25¢. Cove, 629-BN Franklin, Clearwater, Florida 33517.

\$75.00 THOUSAND, Home Addressing! Longhand. Typewriter. Information, send stamped self-addressed envelope. Brewster, Box 1348-XA, Clearwater, Florida 33517.

REAL ESTATE

ARIZONA mountain retreat acreage, near Prescott National Forest. 2½ acres, \$1,295, low terms. Mrs. Young, Glenarm Co., 2233 North 7th St., Phoenix, Arizona 85005.

CARTOONING & COMMERCIAL ART

"HOW TO MAKE MONEY With Simple Cartoons!"—Everyone who likes to draw should have this book; Free. Write Cartoonists' Exchange, 2283, Pleasant Hill, Ohio 45359.

TRAVEL

TRAVEL BARGAINS. Save \$250 plus on trip abroad. Free literature. Travelletter, Box T-11, Corona del Mar, Calif. 92625.

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 St., Los Angeles, Calif. 90028.

MUSIC—SONGPOEMS

CASH/Royalties for romantic songpoems! Castle's, 203-A West 46th, New York City, New York 10036.

LOANS BY MAIL

BORROW up to \$1500 by mail on convenient terms! State licensed. Postal Finance, Dept. 83-A, 200 Keeline Building, Omaha, Nebraska 68102.

BORROW UP TO \$1,000 By Mail. Money on your signature for any purpose. Write: American Loan Plan, Dept. BA-9039, City National Bank Building, Omaha, Nebraska 68102.

PERSONAL—MISCELLANEOUS

WIN \$3000.00 every month with Games of Skill. Free details... Contest Club, Westport Station, Kansas City, Mo. 64111.

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-3, 100 E. Ohio, Chicago, 60611.

Coupon for advertisement on 4th Cover

Maison Michel, Ltd., Dept. L-30
Michel Bldg., New Hyde Park, N.Y. 11040

Gentlemen: Kindly rush Automatic Countertop Dishwashers at \$39.98 each, plus express charges collect. If I am not delighted, I may return for full refund or cancellation of all charges within 10 days. N.Y.C. and N.Y. State residents, add sales tax

Check Money Order enclosed.

Charge my
 Diners Club
account # _____

TOTAL _____

(signature) _____

Name _____

Address _____

City _____ State _____ Zip _____

Bear and the Dragon

(Continued from page 27)

If Communist China were to launch a full scale attack against Siberia, or if the Soviet Union were to try to forestall it by preventive war, the amount of devastation that would ensue would make the havoc of all previous wars pale into insignificance. For although Communist China has a sufficiently large nuclear weapons stockpile by now to wreak tremendous damage across the Siberian border, the Russian nuclear retaliatory power is so enormous that it could destroy completely all China's nuclear weapons production and launching facilities, and everything in the provinces in which they are located, in a matter of hours. The death toll in such a nuclear exchange would be appalling beyond all imagination, and the physical damage and injury that would be inflicted by its fall-out on all living things throughout the world in the northern latitudes, would be dreadful.

Some American observers in academic and editorial circles have expressed the belief that things will change for the better when Lin Piao takes over the

reins of government from Mao Tse-tung. This idea comes from the mistaken notion that because the Soviet terror was eased somewhat after Stalin's death, a similar softening in domestic and foreign policy may follow when Lin succeeds Mao.

The Lin Piao succession, however, cannot be equated with that of Khrushchev. Lin will be successor to Mao Tse-tung as Stalin was to Lenin; and not as Khrushchev was to Stalin. Lin could no more repudiate the "thoughts" of Mao Tse-tung than Stalin could repudiate those of Lenin, the founder of the Russian Communist state. To think that Lin Piao will retreat a single step from the hard line of Mao Tse-tung, is to imagine the unimaginable.

The course that history will take along the Chinese-Siberian border in the next year or two will depend upon one of two eventualities: The one, how desperate Communist China's need for food will become. The other, how much threatening the Russians can take without feeling the need to launch a nuclear first strike that would wreck the entire Chinese atomic war capability. If time runs out on either of these two possibilities, the ensuing war would not come to an end before the end of this century.

Travel

(Continued from page 40)

come. What is to come makes for an impressive list. Although the Russians will occupy the tallest *pavilion*, the Japanese Expo-Tower at 396 feet rates as the highest structure on the fairgrounds. Elsewhere there is a pavilion supported solely by beams filled with compressed air . . . a movie with a 360-degree dome-shaped screen . . . a 64-acre Japanese garden . . . an underwater restaurant. The list goes on and on. It boggles the mind. Expo 70, like other big fairs, won't be seen in a single day or even a week. It will be simply too huge to digest in anything under 2 or 3 weeks.

Getting there will probably prove to be easier than getting in. From Tokyo, Osaka is barely three hours by the world's fastest train—the bullet express of the Tokaido Line—or less than an hour by Japan Air Lines. If there be a problem, no doubt it will involve accommodations—or a lack thereof. Shigeo Kimura, executive director of Japan's National Tourist Organization, suggests that Americans book hotel rooms through one of the big U.S. tour operators, travel agents or airlines serving Japan. He discourages writing directly to the hotels.

Whatever else, Japan intends to create a bridge between the Orient and Occident through Expo. The theme she

has chosen is "Progress and Harmony for Mankind." The emblem is a cherry blossom. The flower of Japan, it will symbolize the world's five major continents "joined together in peace and harmony."

It's a nice dream. The same one certain Japanese were dreaming 30 years ago. Which brings up this point: just in case anyone has a ticket left over from that fair, it will be good for admission to Expo 70.

Apologies to Harry Goldman of Los Angeles, Calif., whose name appeared as Harry Golden in "Are You Ready for Franchising" in our January Issue.

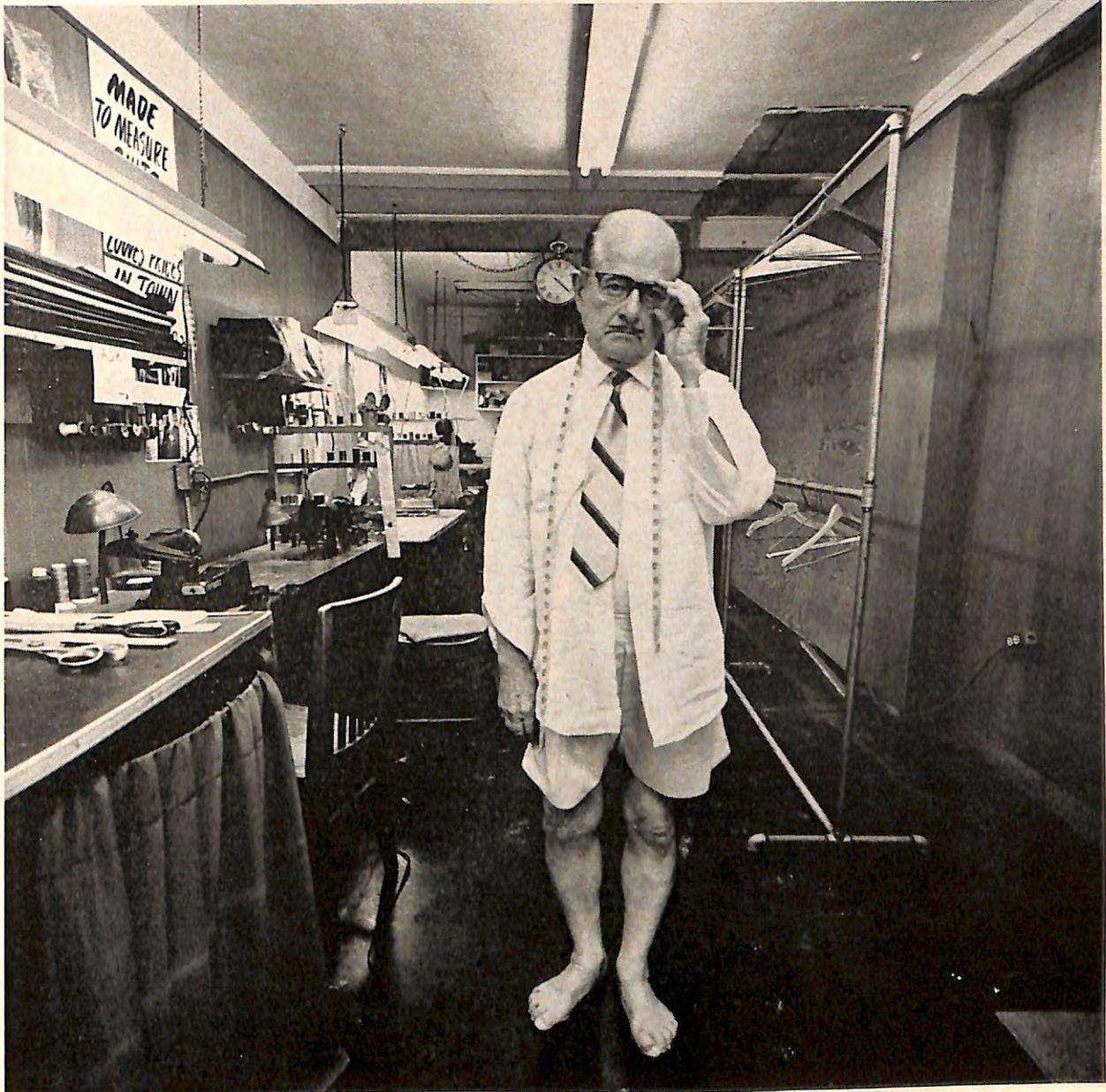
Obituary

PAST DISTRICT DEPUTY Harry A. McGrath, a member of Winchester, Mass., Lodge, died Dec. 23, 1969.

Brother McGrath served as District Deputy Grand Exalted Ruler of Massachusetts' Central District for the 1947-1948 lodge year.

He had also served as Chaplain of the Massachusetts Elks Association, and was chairman of a committee in charge of servicemen's hospitals in Massachusetts during World War II. In this capacity, he succeeded in bringing many stars of the entertainment world to visit the hospitals.

**Sam the tailor lost his pants in a robbery.
But Farmers Sentinel Package Policy will keep him from losing his shirt.**



For theft, liability and fire coverage, Farmers offers the most comprehensive business protection in a package policy. And businesses can save up to 25% over the cost of separate policies plus other discounts up to 25% more. We'll even combine your present policies, no matter who they're with, and give you full credit—no short rates. If you operate a motel, apartment, garage, retail or other business, you could increase your coverage and cut your expense. Call your Farmers agent man for a firm quotation without delay. Comprehensive protection. Big savings. Farmers sews them up for you.



Farmers Insurance Group

THE ELKS MAGAZINE MARCH 1970

No Mystery To Campus Violence

At this late date no parent should be surprised if a son or daughter gives signs of having been converted to the violently revolutionary socialism of the New Left. The extent of the organized efforts to recruit young Americans to radicalism is cause only for wonder that more of them have not succumbed. This is especially so in view of the favorable auspices under which they have been exposed to the dogmas of destruction.

For example, those parents who permitted or encouraged young people to join the "peace march" on Washington last November may be interested to know that among its organizers was a man named Danny Rosenshine, who for many of his 24 years has been active in the leadership of the Young Socialist Alliance. In 1968 and 1969 he toured college campuses speaking on such topics as "From Student Revolt to Socialist Revolution," praising Castro's communism and condemning the United States. He is typical of the many socialist radicals who were active in the top leadership of the Student Mobilization Committee to End the War in Viet Nam, which recruited a large segment of the young people who went to Washington.

Lots of good licks for Marxist violence were delivered to American college audiences in 1968 by Dr. Ernest Mandel, an editor of a Belgian leftist weekly and a leader in the Fourth International, the Trotskyite communist organization. In two months of 1968, Dr. Mandel and his wife are reported to have spoken at some 50 colleges. He was quoted by the press as having told a University of Pennsylvania audience that, "Students should organize in force because the time is ripe to overthrow the capitalist system and bring about a change within the framework of the Marxist-Leninist theory."

Many Americans will warmly support the refusal of Attorney General John Mitchell late last year to allow Dr. Mandel to visit this coun-

try again, a refusal that was denounced by the **NEW YORK TIMES**. Despite the governmental interdiction, American revolutionists made sure that his voice was heard again in the country. In a taped address to a conference sponsored jointly by the Socialist Scholars and the Bertrand Russell Peace Foundation in New York's Town Hall last November, Dr. Mandel sought to bring nearer the glorious day of socialist victory with these words: "As a revolutionary Marxist you cannot destroy capitalism piecemeal. You can abolish the structure only by overthrowing it, not by reforming it."

Faculty members and students from many American colleges were treated to a right good mind-blowing when they attended the Fifth Annual Conference of the above mentioned Socialist Scholars at Hofstra College last September. In her syndicated column, Mrs. Alice Widener reported that the Socialist Scholars pinpointed their target as the American corporation. She wrote that Bruce Brown of Washington University, who described himself as a revolutionary, told his fellow socialists that "We must begin an anticorporate struggle on its own terrain and not wait for a crisis."

Mrs. Widener expressed amazement that "any American in his or her right mind can be surprised at the violent student rebellions on campuses. The revolutionary students are only doing what comes naturally after classroom learning experience with mind-blowing Socialist Scholars." In fairness, we must point out that many Americans have been confused by specious claims of "academic freedom" and by other devices to conceal the real goal of socialist extremists. Now that they have become so emboldened that they publicly announce their violent intentions, Americans who don't take kindly to Marxist revolution have little if any excuse to sit idly by while the "eve of destruction" moves nearer.



GO V-4

*for the boldest
power play
in outboards*

Both the Sea-Horse 115 and 85 deliver high excitement in a sleek, low profile. Their efficient V-4 powerheads combine quick acceleration with the kind of staying power you could only get from a Johnson. Underneath our low-down lids, you'll find solid state Power/Pulse ignition and a pair of two barrel carbs. Underwater, our V's feature a low-drag, one-piece gearcase. And at the business end of all this go-power, you can now match the prop to your boat with a choice of 6 standard propellers and 3 optional high performance bronze wheels. To give you full play over all this power and performance, the 115 and 85 both feature Johnson's exclusive

Hydro-Electric power shifting. Our all new remote control combines both shift and throttle in a single lever. Big power. Low silhouettes. Customizing prop choices. Smooth, sure control. More reasons than ever why Johnson is the way to go. And go. And go.

See all 15 new 1970 models, from 115 hp to 1½ hp, ready to go right now at your dealer. Or write for a free catalog. Johnson Motors, Waukegan, Ill. 60085, Dept. E-73

For 24 months after purchase, Johnson Motors will replace or repair without cost to the original purchaser any part of its manufacture which, upon inspection, proves to have failed in normal pleasure use due to faulty material or workmanship.

Johnson
is the way to go!

FIRST IN DEPENDABILITY • Div. Outboard Marine Corporation

...new-engineering breakthrough!

**NO
INSTALLATION
•
NO
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**WORLD'S FIRST
COMPLETELY AUTOMATIC
COUNTERTOP DISHWASHER**

**NO PRE-RINSING OR SCRAPING
DOES COMPLETE SERVICE FOR 6 IN 10 MINUTES!**

**OUR LOW \$39⁹⁸
INTRODUCTORY
PRICE: ONLY**

Now even if you have the smallest kitchen, you can enjoy a fully-automatic dishwasher that works just like big, expensive models—but requires absolutely no plumbing, no installation. No pre-rinsing or scraping, either, not even for egg and milk dishes! Washes, rinses, dries crystal-clear without spotting... and you never put your hands to water. Amazing speed—does complete service for 6—dinner plates, salads, desserts, cups, glasses, silver, the works—in 10-minutes flat.

**HOMEMAKERS, SEND YOUR
DISHPAN TO THE SMITHSONIAN!**

Join the thousands of delighted women (and men!) who've already purchased this little miracle worker since it first burst upon the scene a few short months ago! The first machine of its talent, ever! 100% safe even for your best, most delicate crystal, even for plastic ware! Gentle, yet thorough. Even gets rid of persistent food odors. Even scrubs up pots and pans. Utilizes water hotter than the hands can stand—sterilizes as it washes. And hear this—you *don't* hear this! Operates in complete, blissful silence.

**BE A GUEST AT YOUR OWN PARTIES!
TAKE ALONG ON VACATION—LIVE!**

Unit stands on countertop, is ingeniously designed to store right in dish cabinet. Stacking is at fingertip-level... no stooping to load, unload. Automatic detergent dispenser. Costs less than 2¢ a wash to operate. So handy, so economical, many folks with big machines prefer the countertop. Lets you be a guest at your own parties. See-thru dome. 20½" x 20½" x 18½". Unit is completely portable—take it along anywhere, and really have a vacation! Precision manufactured in U.S.A. for years of top-quality performance. Full-year guarantee on all parts.

**FREE 10-DAY HOME TRIAL
—SEE FOR YOURSELF**

Wash 10 day's worth of dishes entirely at our risk. Give a party. Do all your best china. Then, if you are not thrilled and delighted, we want you to ask for your money back. Send today!

**MAISON MICHEL, Ltd. Dept. L-30
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MAIL NO-RISK COUPON

Maison Michel, Ltd., Dept. L-30
Michel Bldg., New Hyde Park, N.Y. 11040

Gentlemen: Kindly rush Automatic Countertop Dishwashers at \$39.98 each, plus express charges collect. If I am not delighted, I may return for full refund or cancellation of all charges within 10 days.

N.Y.C. and N.Y. State residents, add sales tax

Check Money Order enclosed.

Charge my
 Diners Club
account # _____

TOTAL _____

(signature) _____

Name _____

Address _____

City _____ State _____ Zip _____