

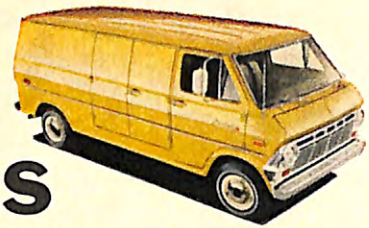
THE
Elks

MAGAZINE
MAY 1970

in this issue:

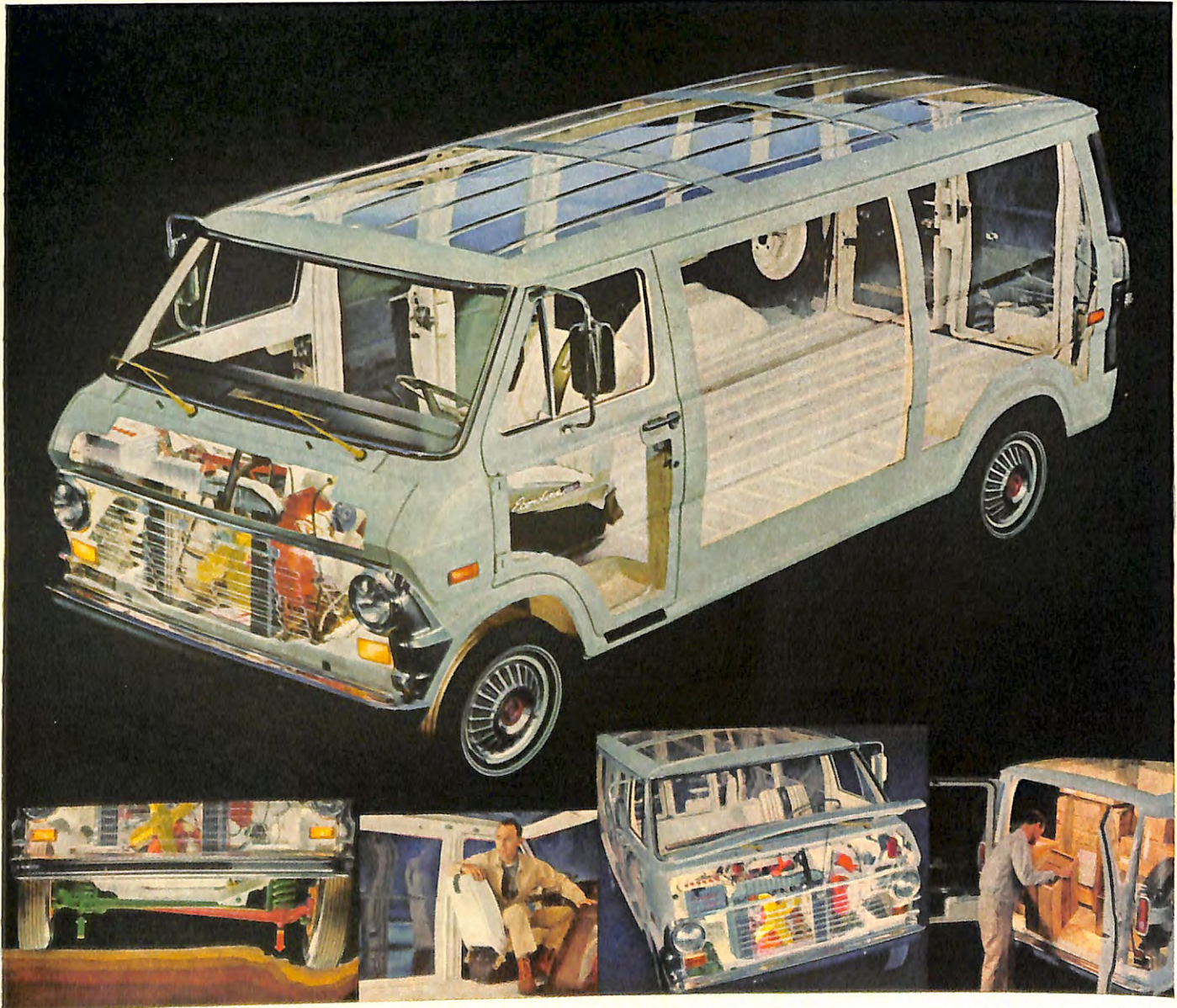
SMALL BUSINESS FEATURE: 10 Keys to Profit and Growth ☒ **Forecast for the 70's** ☒ **New Hardware & Software** ☒ **also, He Who Fishes Foremost** ☒





You'll see better ideas clear through Ford's Econoline

Small wonder it outsells all other vans



Twin-I-Beam ride. The independent front suspension made famous by Ford pickups: Twin-I-Beam. Two I-beam axles for strength... big coil springs for easy ride. Twin-I-Beam gives you greater stability, less wind wander, and a better ride. Only Ford has it.

"Walk-thru" to rear. Because the engine is forward out of the way, the driver can step from his seat into the load area and exit through side or rear doors. The loadspace is not only bigger than in older vans, it's easier to reach. See all the better ideas in the best selling van at your Ford dealer's.

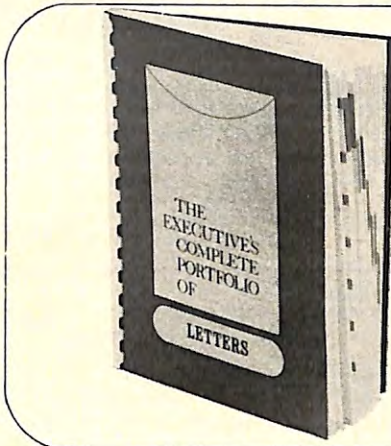
Outside service center. Just raise the hood, and all these service points are at hand: oil, water, battery, windshield-washer water, wiper motor, brake master cylinder, voltage regulator. Ford's better idea vans make everything you do easier to do.

Greater payload than ever before. Now Ford vans can take on loads that vans never before were designed to take. Choose from three Econoline series and two body lengths. Power choices include two economical Sixes and a top-performance 302-cu. in. V-8.

FORD ECONOLINE VANS



Mail the Coupon Today For Your **FREE** Executive's Complete Portfolio of Letters



And Never Worry Over a Business Letter Again!

A Remarkable Guidebook of Letters for Every Business Occasion . . . Guaranteed to Save You Hours of Work . . . Instant Letters That Say What You Want to Say!

Just send in the coupon below to receive your **FREE** copy of **THE EXECUTIVE'S COMPLETE PORTFOLIO OF LETTERS** . . . the most unique collection of business letters ever written. You'll have no more struggling over the "right way" to phrase letters to customers, prospects or suppliers.

You'll have finger-tip access to letters for every business situation . . . including hard-hitting collection letters—letters dealing with contributions to charity—letters that give notice of price changes—letters of apology—letters of appreciation—letters of introduction. *Letters you might otherwise have to struggle over for just the right phrase or the right word.* They're completely written for you—all you have to do is add the essential facts and figures.

And to top it off—**THE EXECUTIVE'S COMPLETE PORTFOLIO OF LETTERS** includes a **HANDY GLOSSARY OF HUNDREDS OF MODERN BUSINESS TERMS**—a comprehensive dictionary that defines and gives the correct spelling and abbreviations for all the important words and phrases being used right now in the business world.

ALL YOURS—ABSOLUTELY FREE—simply for agreeing to examine for 15 days *without cost or obligation on your part*

THE EXECUTIVE'S WORKSHOP

This unique series of 12 monthly portfolios is geared expressly to the needs of executives who are heading for the top rung of management. It is specifically designed for people who do not have the time to attend expensive and time-consuming seminars. It will train you in every facet of management knowledge—prepare you for the big job and the big money that goes with it. You'll be able to tackle critical assignments, make strategic decisions, and take on key functions with ease and confidence.

Here is just a small sample of the tremendous wealth of information you will receive month after month.

- **MANAGING PEOPLE**—Each month the **WORKSHOP** gives you effective techniques and methods for supervising people. How to motivate them to peak output. It will show you how to gain their respect and confidence. You are taught how to spot problems and how to correct them.
- **EXECUTIVE MANAGEMENT**—In every monthly **WORKSHOP** you'll receive the best instruction in general skills—how to conduct effective meetings and conferences—public relations techniques—how to delegate responsibilities—how to handle salesmen and visitors. In effect, everything you will need in your role as an administrator.
- **PRODUCT MARKETING**—The **WORKSHOP** lessons give you a complete grasp of the 15 factors necessary for the successful marketing of any product. Special problem cases will guide you in making quick, accurate decisions. You will learn how to conduct marketing research—how to analyze statistics and sales data. You'll learn how to prepare precise reports for top management.
- **SPEED READING**—Each month the **WORKSHOP** will show you how to speed through your daily business reading in half the time—with greater comprehension of facts and figures than ever before! It will give you extra hours for tackling new jobs and challenges.

- **EXECUTIVE MATHEMATICS**—The **WORKSHOP** will show you 24 proven formulas for mastering all forms of business mathematics. You will instantly be able to get at the heart of the complex profit and loss statement—easily handle balance sheets and budgets. You'll find business math easy and interesting regardless of your previous training and ability.
- **MODERN SALESMANSHIP**—The **WORKSHOP** thoroughly trains you in the techniques of modern salesmanship. It gives you the 12 cardinal sales strategies that every executive should know. You'll learn how to prepare sales campaigns—how to read sales charts and graphs—how to sell ideas—and how to sell yourself!
- **WRITING SKILLS**—The **WORKSHOP** will help you achieve mastery of the written word—polish your grammar—teach you how to organize your thoughts and convert them into effective communications. You'll learn how to write sales talks, how to prepare reports and memos.

A NEW LESSON EVERY MONTH

Each monthly portfolio in **THE EXECUTIVE'S WORKSHOP** stands by itself as a complete training session in executive skills.

The **WORKSHOP** was designed for use at home in *your spare time*. Each monthly portfolio requires only one or two hours a week of study. Each portfolio is complete—no added expense for books, worksheets or pads. Ample space is included in each lesson for working out problems.

*DON'T compare the **WORKSHOP** with any other form of executive self-training.*

Here's a **CONTINUING** business self-improvement course that teaches you skills you must have for executive success.

You must be satisfied—or pay nothing

It's Yours . . .
Absolutely
FREE . . .



along with a 15-day free trial examination of the **EXECUTIVE'S WORKSHOP**.

Simply mail the coupon below and you will receive your first lessons of the **EXECUTIVE'S WORKSHOP** plus your **FREE** copy of **THE EXECUTIVE'S COMPLETE PORTFOLIO OF LETTERS**. Look the **WORKSHOP** over carefully. If you are not convinced that it is the most valuable new concept of executive self-training yet devised—that for any reason it doesn't measure up to your expectations—*just return the material and pay nothing* (you may still keep the **PORTFOLIO OF LETTERS**).

On the other hand, if you decide to keep the **WORKSHOP**, we'll continue to send each monthly portfolio as it comes off the press and bill you at the low rate of only \$1.50 per month. Mail the coupon today!

-----NO-RISK COUPON—MAIL TODAY-----

Bureau of Business Practice • Dept. 6185-E70
Waterford, Conn. 06385

Please send me my free copy of "THE EXECUTIVE'S COMPLETE PORTFOLIO OF LETTERS," plus the first two portfolios of the "EXECUTIVE'S WORKSHOP" for 15 days free trial. At the end of that time, if I do not agree that it is everything you say, I may return the portfolios without paying or owing anything.

If I keep the portfolios you may begin my enrollment in "The Executive's Workshop." I will receive a new portfolio each month billed at the rate of just \$1.50 a month, plus a few cents handling and postage. My free gift, "The Executive's Complete Portfolio of Letters" is mine to keep whether or not I enroll.

Name _____ (please print)

Firm _____

Address _____

City _____ State _____ Zip _____

(if known)

G(1107-042-XW-Off-4)

Take the direct route to the top... learn Accounting or Business the practical ICS Way!

Behind every successful business is someone who directs its accounting, and indispensable to any business is someone solidly trained in business practices. Be that someone. Be ever more in demand in the years ahead.

You can begin right now—and what better investment could you make in your future? Send for free information—we'll send our famous "Success Kit" including sample lesson; "How to Succeed," 30 pages of fascinating getting-ahead tips; and catalog. Send the coupon today!

Send to ICS, Scranton, Pa. 18515

ICS International Correspondence Schools
Division of Intext Scranton, Pa. 18515

I want that exciting, rewarding future! Send me free facts. I've checked below the field that most interests me.

Name _____ Age _____
(please print)

Address _____

City _____ State _____ Zip _____

- Accounting
- Advertising
- Business Administration
- Industrial Psychology
- Traffic Management
- Managing a Small Store
- Personnel-Labor Relations
- Purchasing Agent
- Retail Business Management

A9941D

BE PROUD OF AMERICA AND SHOW IT with



Also Available
5" x 3" Window Decals

BUMPER STICKERS

PRICES

- 100 or more @ 9½¢ each
- 300 or more @ 8½¢ each
- 500 or more @ 8¢ each
- 1,000 or more @ 7¢ each

Let everyone know how you feel about America. These 11¾ x 2¾ patriotic bumper strips in red, white and blue really tell it like it is. Available in large quantities to promote your Lodge Americanism Program. Write us about "Be Proud of America" bumper strips for other clubs and fraternal organizations.

- "Be Proud" Metal License Tag—\$1.75 ea. post paid
- Ask about our "Fight Pollution" bumper sticker
- Write for FREE Catalog Address Dept. "O"



SPECIALTY COMPANY
226 W. Ontario St. Chicago, Ill. 60610

BRONZE PLAQUES FOR ALL OCCASIONS
Write for FREE Catalog #12
Engraved Plaques Catalog T12

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

THE ELKS MAGAZINE

VOL. 48, NO. 12

MAY 1970

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

THE ELKS NATIONAL MEMORIAL AND PUBLICATION COMMISSION

- JOHN S. McCLELLAND
Chairman
- WADE H. KEPNER
Vice-Chairman
- EARL E. JAMES
Treasurer
- R. LEONARD BUSH
Secretary
- RAYMOND C. DOBSON
Assistant Secretary and Assistant Treasurer

WILLIAM H. MAGRATH
General Manager

J. A. PROVOST
Articles Editor

GAY BOYD
Fraternal News Editor

JOHN SCHMITT
Circulation Manager

JUDY PAGE
Advertising Production

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

It's All True	BILL TRUE	8
10 Keys to Profit and Growth—PART I	J. L. SLATTERY/R. GOSSWILLER	9
Forecast for the '70's—PART II	J. L. SLATTERY/R. GOSSWILLER	14
It's Your Business—PART III	J. L. SLATTERY/R. GOSSWILLER	16
News of the Lodges.....		17
"A Good Investment Tip" A Message From the Grand Exalted Ruler		23
1970 Youth Leadership Winners		24
He Who Fishes Foremost	GEORGE SESSIONS	25
Elks National Service Commission		29
Around Washington		30
For Elks Who Travel.....	JERRY HULSE	32
Lodge Visits of Frank Hise		34
Elks Family Shopper		36
Showcases for the Order		48
A Day For Remembering	LUCILLE J. GOODYEAR	49
Candidates for Grand Lodge Offices		54
Elks National Foundation—"The Joy of Giving"		59
The Elks Magazine Editorials		60



ADVERTISING OFFICES **MPA**

CHICAGO 60614
425 W. Diversey Parkway
528-4500

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

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

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

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

THE ELKS MAGAZINE, Volume 48, No. 12, May 1970. Published monthly at 425 Diversey Pkwy., Chicago, Ill., 60614 by the Benevolent and Protective Order of Elks of the United States of America. Second class postage paid at Chicago, Ill., and at additional mailing office. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1922. Single copy price, 20 cents. Subscription price in the United States and its Possessions, for Elks \$1.00 a year, for non-Elks, \$2.00 a year; for Canadian postage, add 50 cents a year; for foreign postage, add \$1.00 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this magazine assumes no responsibility for their safety.

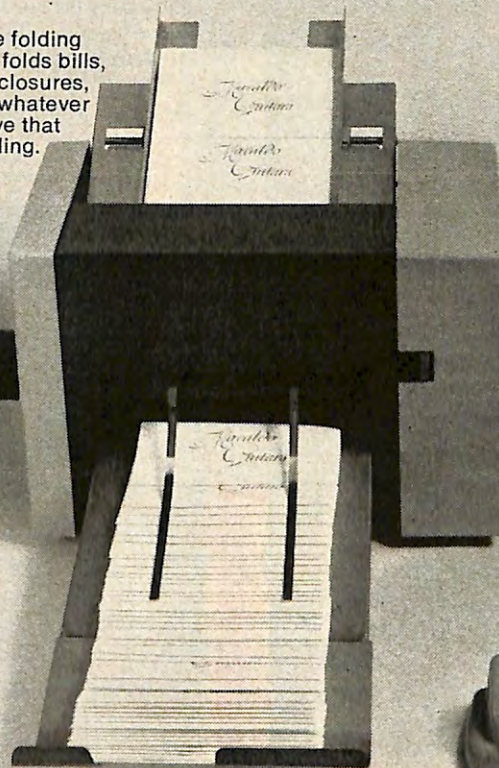
Copyright, 1970, by the Benevolent and Protective Order of Elks of the United States of America



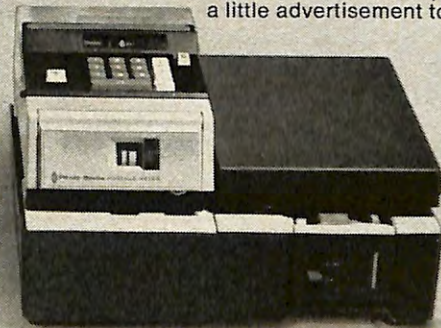
Rent a mailroom, \$35.41 a month.

From Pitney-Bowes. Under a five year lease plan that's all it will cost.* Here's what you'll get.

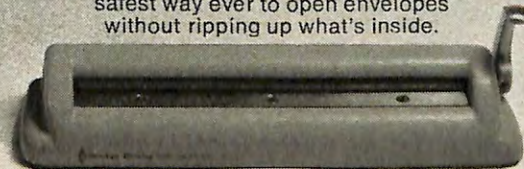
Our Folderette folding machine. Neatly folds bills, statements, enclosures, price lists and whatever else you have that needs folding.



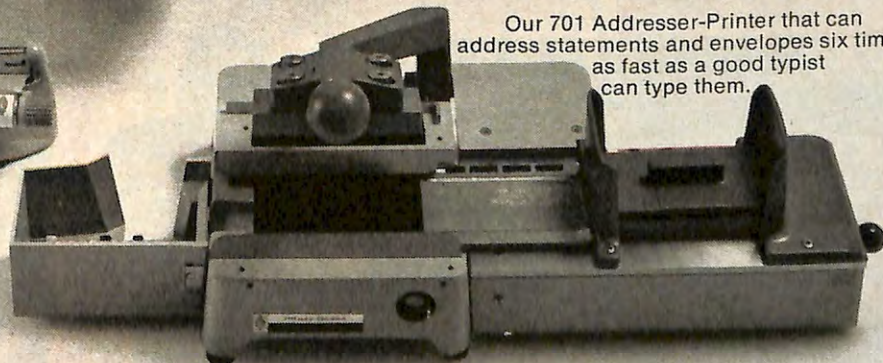
Our new electric Touchmatic postage meter machine that lets you print all your postage in the exact amounts you need, and prints a little advertisement too.



Our LH MailOpener, the neatest, safest way ever to open envelopes without ripping up what's inside.



Our 701 Addresser-Printer that can address statements and envelopes six times as fast as a good typist can type them.



Our 4900 mail scale, which is worth its weight in the postage you'll save.



It's all yours for \$35.41 a month, price subject to change. If you'd like to find out how our mailroom can save you more than it will cost you to rent it, call a Pitney-Bowes office. You can rent everything but a mail boy.

*Shipping extra to Alaska and Hawaii. Price does not include state or local taxes.



Pitney-Bowes
PAPER-HANDLING SYSTEMS

For information, write Pitney-Bowes, Inc., 2198 Pacific St., Stamford, Conn. 06904.

THE SWING ERA

Swing music, like rock today, was the expression of a generation, of boys and girls growing up in the 30's and 40's. In "How It Was to Be Young Then" the editors of Time-Life Records take you on a nostalgic visit to the Swing Era. You'll see how it was and what the music was all about. You'll see how youth got "in the groove," how eating goldfish, bubble-gum contests, jukebox parties, the soda fountain, a date and, of course, the big bands all played their part in growing up. Those were the days when beer was a dime a mug, and the roadster with a rumble seat was a favorite. It's all captured in exciting pictures and words in "How It Was to Be Young Then." Examine it for 10 days free. Find out how on the opposite page.



The Saturday-night prom brought out boys in tuxes and girls in full-length evening gowns, dancing sedately under the watchful eyes of the prom chaperons.



Trombonist Glenn Miller led one of the great groups that made the brilliant Swing Era glitter.

Below: Part of growing up was the chance for quiet talk, tender moods at weekend parties.



Sweater and skirt, bobby socks and saddle shoes were the "in" costume for teen-age girls, while the zoot suit (right) was mandatory for a young man who was "in the groove."



FREE TO *Elks* READERS WHO LIKE SWING MUSIC

FREE—10-day trial of the three-record album "The Swing Era: 1940-1941" (30 hit tunes on 12-inch stereo LPs)
FREE—10-day examination of the picture book "How It Was to Be Young Then" in the big-band Swing Era

Remember the great music of the Swing Era?

- Artie Shaw's *Begin the Beguine*
- Glenn Miller's *Moonlight Serenade*
- Tommy Dorsey's *Opus One*
- Benny Goodman's great *Let's Dance*

Now — hear their music re-created in today's stereo—by accepting at no obligation a whole Time-Life Records' book-and-record package containing 30 such great swing performances, complete, in modern LP stereo—with a volume of pictures and stories that tells "How It Was to Be Young Then"—in the Swing Era—yours to enjoy for 10 days free!

The remarkable music you'll hear on these big 12-inch stereo LPs is based on the classic arrangements that made the big bands famous. These great arrangements were rerecorded by specially assembled groups of present-day virtuoso musicians and arrangers, all of them devotees of the Swing Era. Each new recording has been carefully checked against existing 78 rpms. Except for the superb richness of these new hi-fi records, you probably couldn't tell which were played by the original band. Only *these* sounds don't come to you on a 78 recording (the *only* kind of records that were made in 1940) . . . but in brilliant, modern stereo. It's as if the big bands of the Swing Era had made recordings for you today—with all their original magic enhanced by the miracle of today's sound!

AN EXCITING OFFER

We will gladly send you a three-record album, "The Swing Era: 1940-1941," which contains 30 recordings of the greatest hits of some of the greatest swing bands. We'd like you to enjoy this album for 10 days *free* — to discover for yourself how faithfully Time-Life Records has recaptured the excitement of the big-band Swing Era!

For part of the Swing Era package, you'll also receive a wonderfully nostalgic book of words and pictures entitled "How It Was to Be Young Then," which re-creates the joys of growing up in that wonderful era: the Saturday-night college proms, with *two* big bands performing and couples doing the Lindy Hop, fraternity hazing, college queens, dancing in the aisles at the Paramount Theatre on Broadway, the world of 10¢ beer and Coke dates, comic books, non-co-ed colleges and weekend dates . . . as different from today's world as Glenn Miller is different from Sam Cooke. Together, your records and book will let you live again to the rhythm of swing!

THE BEST-LOVED SWING MUSIC

Your album will take you on a nostalgic — but lively! — journey back to those golden days just before America entered World War II, when Roseland was jumping and Harlem's Cotton Club echoed with the sounds of Duke Ellington and his band. You'll hear "Stealin' Apples," played just as it was by Benny Goodman at so many college proms. You'll hear "Moonlight Serenade" and "In the Mood," played just as they were by Glenn Miller at Frank Dailey's Meadowbrook or the Glen Island Casino.

Those were the golden days for the swing bands, as they played their way into the hearts of millions of Americans. And your album will bring you 30 of the hits that captivated the country . . . yours to enjoy again and again, played just as they were—but with the magic of modern high-fidelity stereo.



BE OUR GUEST

Listen to these 30 superb recordings and enjoy "How It Was to Be Young Then" for 10 full days as a guest of Time-Life Records. There's no cost, and you are under no obligation. Just sample this album-and-book package. If you are not delighted, simply return it, and that will end the matter.

But, if you are as delighted as we think you will be, keep "The Swing Era: 1940-1941" and enjoy a second pleasant surprise! The three 12-inch long-playing records in this great package have been recorded to the most exacting technical specifications. They are the highest-quality vinyl, identical to stereo records selling for \$4.98 and more *each*; you might expect to pay \$15 for the three records alone, *without* the hard-cover book. Yet, because Time-Life Records has ordered these recordings in one large economical pressing, and because we sell direct to you without the cost of retail outlets or salesmen, we can offer this three-record album for just \$11.95, plus shipping and handling, in stereo, with the Time-Life Records book "How It Was to Be Young Then" included at no extra cost. Just mail the attached postage-prepaid reply card today, and we will mail you your album for 10 days' free trial.

YOUR INTRODUCTION TO A NEW SERIES

"The Swing Era: 1940-1941" is the first in an exciting swing-band record-and-book series created by Time-Life Records called "The Swing Era." Together, these recordings bring you the best of the great swing music, from 1930 through the memorable years when swing was capturing the hearts of millions down to the war years and the postwar boom.

There will be additional albums and

picture books. Each package will be shipped, *on approval*, every second month to listeners who subscribe. There is, however, no commitment, and any record-and-book package may be returned—or the free audition privilege may be cancelled by you at any time. By returning the attached reply card, you simply accept the *privilege of listening* to "The Swing Era: 1940-1941" for 10 days **FREE**. Fill out the reply card **NOW** and mail it **TODAY**.

30 SWING HITS YOU'LL HEAR

Glenn Miller version of *Moonlight Serenade* • *Sunrise Serenade* • *Little Brown Jug* • *In the Mood* • *Tuxedo Junction* • *Anvil Chorus (Parts I & II)*

Harry James version of *Two o'Clock Jump* • *Music Makers* • *Ciribiribin* • *You Made Me Love You*

Charlie Barnet version of *Cherokee* • *Pompton Turnpike* • *Redskin Rhumba*

Tommy Dorsey version of *Lonesome Road (Parts I & II)* • *Swanee River* • *Deep River*

Benny Goodman version of *Stealin' Apples* • *Let's Dance*

Artie Shaw version of *Temptation* • *Frenesi* • *Stardust*

Les Brown version of *Bizet Has His Day*

Bob Crosby version of *South Rampart Street Parade*

Duke Ellington version of *Take the "A" Train*

Woody Herman version of *Blues on Parade*

Jimmie Lunceford version of *Well All Right Then*

Claude Thornhill version of *Snowfall*

Jan Savitt version of *720 in the Books*

Time-Life Records, Time & Life Building, Chicago, Illinois 60611

EARN UPPER BRACKET INCOME WITH PETS

YOU MAY EARN
AN EXCELLENT RETURN
ON INVESTMENT
WITH A POTENTIALLY
HIGH ANNUAL INCOME

If you haven't yet seen any of the 109 Docktor Pet Centers now open—then imagine a clean, bright department store for pets and pet supplies where customers engage in happy, fun type transactions. Docktor Pet Centers, now in 87 cities and Puerto Rico, is the largest full line pet chain anywhere—and still growing.

The profit possibilities will more than please your accountant. As a matter of record, 3 Docktor franchisees are accountants. And one of these profit-minded accountants owns 4 Docktor Pet Centers.

Prior pet experience is not required. The initial cash investment is \$30,000. Financing for the balance is available to financially qualified applicants. Docktor Pet Centers, Inc., is a public company with predecessors dating back to 1927.

The company provides site selection, training for the dealer and his personnel, and continuous counseling. Locations are available in regional shopping centers in most major markets. Those financially qualified should write or telephone for a brochure on how to earn "Peak Profits in Pets."

If you like people, pets and money—you'll enjoy a Docktor Pet Center of your own. 27 of our franchisees now own 2 or more Docktor Pet Centers. We think this is an excellent testimonial. Don't you?

Franchise Director
**DOCKTOR
PET CENTERS, INC.**

11601-49 Caroline Road
Philadelphia, Pa. 19154
Phone (215) 676-7500



ELKS ROAD SIGNS

Welcome visiting Elks to your Lodge by erecting these signs on highways into your city. 30" Emblem sign in five colors, vitreous porcelain enamel on steel.

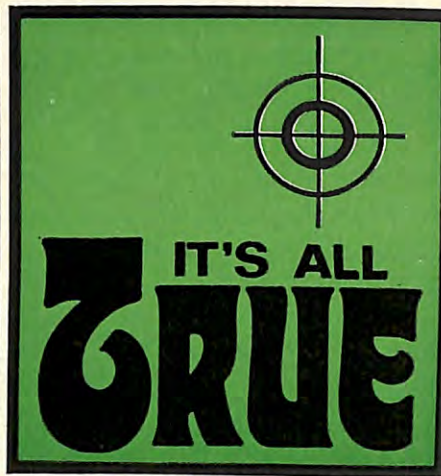
10" x 24" por. enam. plate with 3 lines of lettering.

\$36.50 F.O.B. Chicago

2 or more, same lettering, \$32.00 ea.

Allow 3 weeks for shipment (We do not supply post)

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



BY BILL TRUE

World Professional Casting Champion

Don't Be Confused on Golf Club Shafts!

Hickory to steel to fiberglass to aluminum to stainless steel to "special" lightweight steel. The golf club industry has moved rapidly in the past few years—with advanced technology—to bring the latest materials to the building of golf club shafts. And it's all for the good.

But somewhere in the process a lot of confusion has sprung up in the mind of the individual golfer about shaft materials. It's understandable.

Here's a rundown on the various shaft materials and what they can do, and not do, for the golfer.

Steel Shafts—First material to replace old, reliable hickory, steel revolutionized the golf game. It's still far and away the most often used shaft material. It's durable (although the chrome finish can peel), relatively inexpensive although quite heavy compared to other shafts. For the average golfer, still a good material.

Fiberglass Shafts—About 10 years ago fiberglass was introduced. It offered light weight, dur-

ability, a "softer" feel and was lightning proof. Many golfers felt fiberglass improved their game because it was more forgiving a material than steel; a bad shot didn't sting their hands, for example. Many doctors have recommended fiberglass shafts for those with orthopedic problems. Though slower to gain wide acceptance than steel, fiberglass remains an excellent shaft material. And one major maker of fiberglass-shaft clubs is getting ready to introduce a new glass shaft that will be much lighter yet with increased torsional strength.

Aluminum Shafts—Biggest advantage of these shafts, which have been around for a couple of years now, is their light weight. This allows greater weight to be built into the clubhead without increasing overall club weight. Result: an increase in clubhead speed. Many average golfers have found aluminum can help their game.

Stainless Steel—This was to be the "in" shaft material for 1970 but problems at a major manufacturer of golf shafts have held down the number of stainless steel shafted clubs to appear this year. Not quite as light as aluminum, stainless steel has the obvious advantage of being virtually mar-proof and still is lighter than regular steel.

"Special" Steel Shafts—Under various trade names, special lightweight steel alloys have been recently introduced as shaft materials. They offer lightness over regular steel, with the same advantages claimed for aluminum—mainly increased clubhead speed. Look for more of these special steels to be introduced.

So what's the best shaft for you to use? The one that suits your own game. Only trying several kinds will give you the answer, and your golf professional is still the best man to see.

Whatever shaft you use—may your ball fly straight and true in 1970!

TIP OF THE MONTH

If you're bothered with the common weekend golfers' bugaboo, the slice, one cure can be correcting your address of the ball at the tee. Make sure your club face is square to the target line before you begin your backswing. If your club face is "open," you'll slice. And, by the way, if it's "closed," you'll hook!

small business in the 1970's



THE SCENE was the Franchise and Business Opportunity Show at the Hilton Hotel in Chicago last February. The couple in front of us were young; he was probably about twenty-five, his wife was probably no more than twenty-two. "Honey, maybe you should quit your job and go into business for yourself," she said. "Look over there, see? You can even have your own business in computers!"

Then they went on their way, so that's all we can tell you about them. We have no way of knowing whether that young man—perhaps with his wife taking an active role in the venture—will be one of the many young men who will start up in business for themselves in the 1970's.

And many young Americans will do exactly that—in spite of the statement, made in an article in *Fortune* last February, that self-employment and small business "are declining institutions" in the United States.

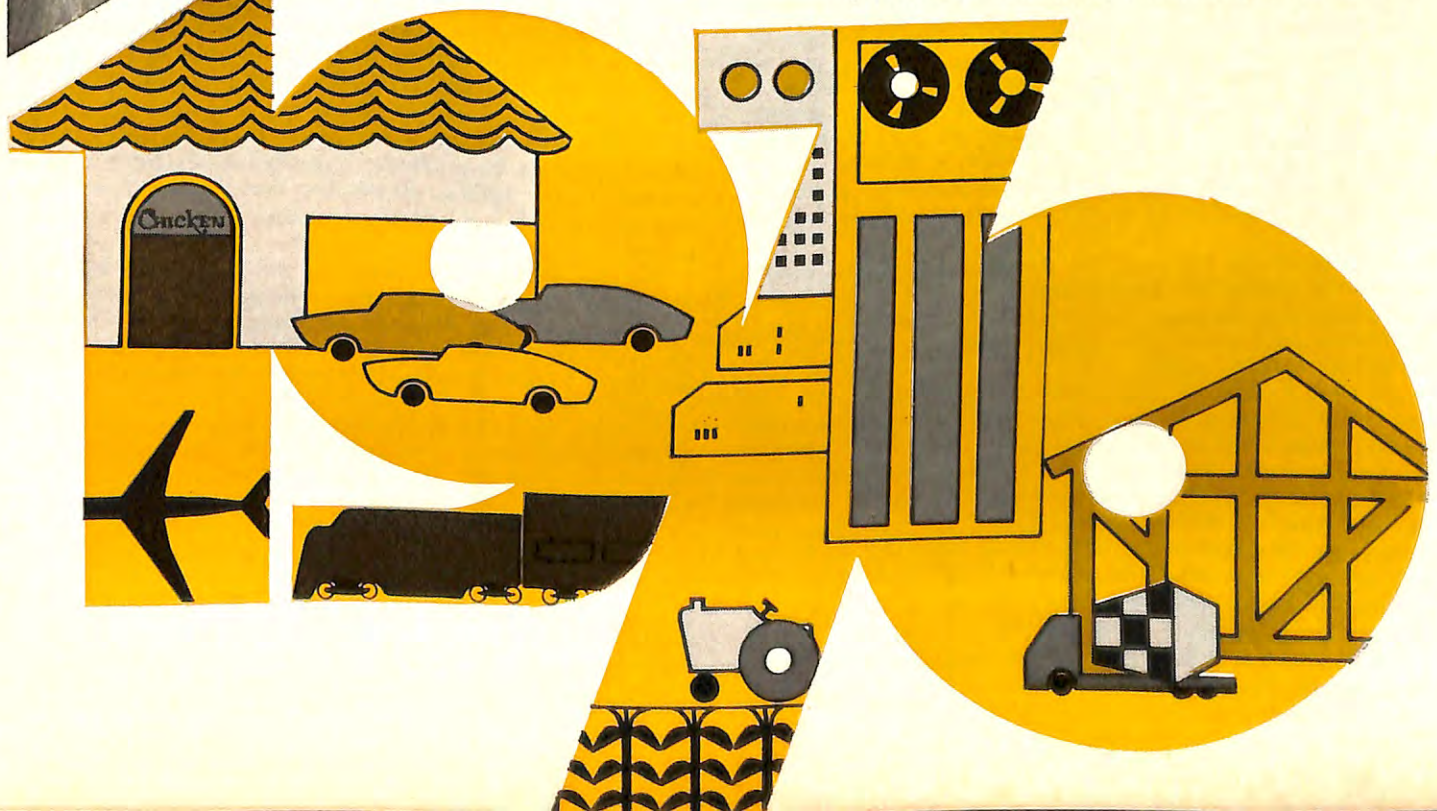
What does the decade of the 1970's hold in prospect—promisingly or threateningly—to those who already are small-businessmen and to those who will be joining their ranks in the years just ahead? And what can the small businessman, be he newcomer or veteran, do to improve his chances in the 1970's?

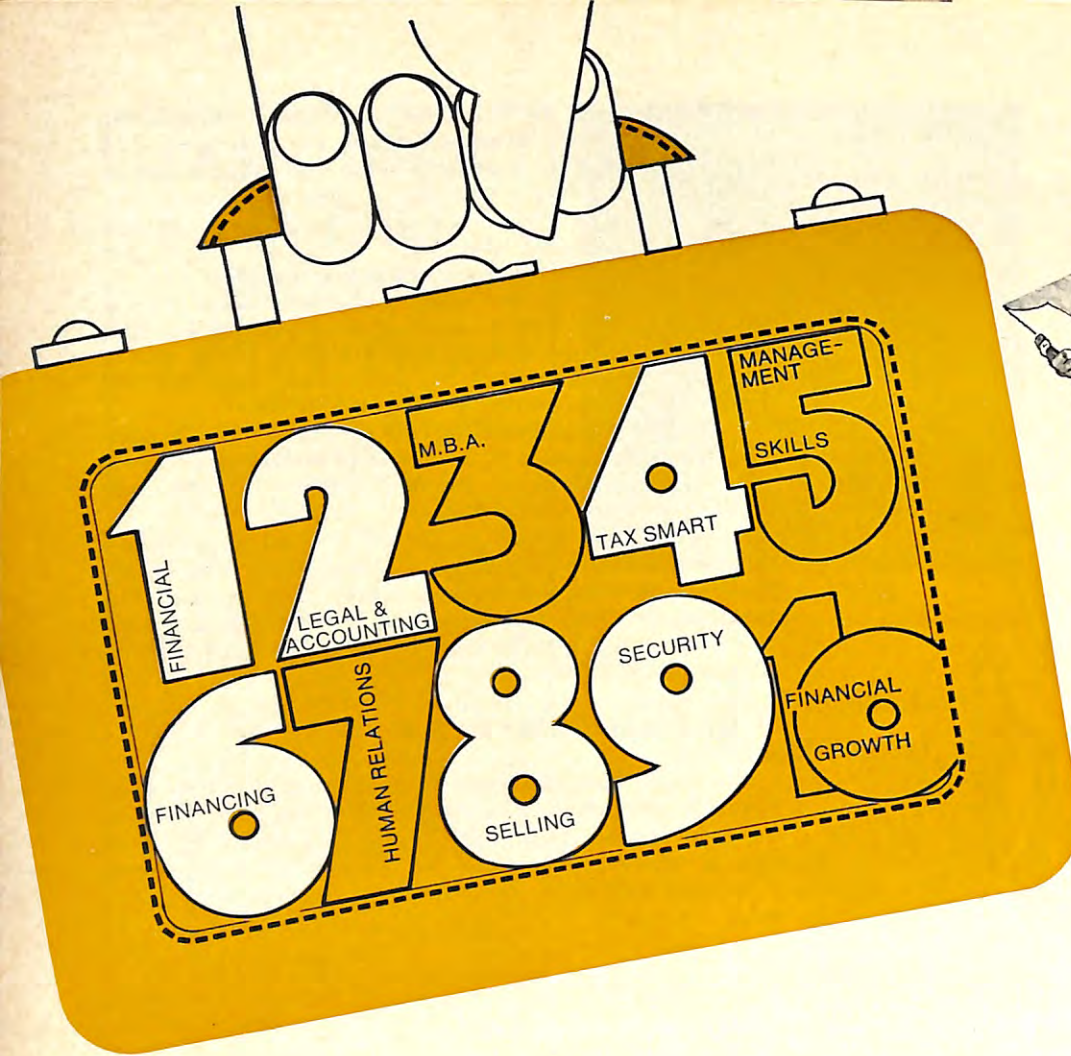
A Glance at the Big Picture

Last year Paul McCracken, chairman of the President's Council of Economic Advisers predicted that America's gross national product might well reach \$1.5 trillion by 1980. But a scientist who spoke last January at Northwestern University's all-night "teach out" program on environment

PART I 10 keys to profit and growth

By James L. Slattery and Richard Gosswiller





and population said that the American nation could destroy itself through efforts to expand its gross national product year after year, decade after decade.

It has been reported that General Motors feels that the market for automobiles will keep getting bigger throughout the 1970's. On the other hand, it has been reported that Ford Motor Company believes that it soon may have to begin shifting over to new kinds of transportation products and systems, as the public clamor against air pollution from car exhausts gains in volume.

The year 1968 saw the lowest number of U. S. births on record, but the highest number of U. S. marriages on record. Last January the *Journal of the American Bar Association* carried an article by Richard D. Lamm, a member of the Colorado State legislature, in which the possibility of legally compulsory limitation of family size was carefully considered.

In February of this year, the month in which this article was being written, the American economy definitely seemed to be in an inflationary recession. And there was much loud disagreement among experts in economics and finance as to what should be done.

As these examples suggest, the decade of the 1970's will be an unprecedentedly complicated one for the American businessman. The small businessman who doesn't try hard to foresee major changes and the effects they may have on his business is playing Russian roulette with his financial future. The fact that he's "just a little fellow" won't protect him from the consequences of inflation, labor unrest, foreign competition, technological advances, population shifts, fluctuations in big-industry inventories, changes in interest rates, and so on and so on.

"But what can I do?" the small businessman asks. "How can I predict the future?"

Obviously he can't accurately forecast the future, who can? But that doesn't mean that he can't make intelligent predictive judgements about the future in ways that can help prepare him for whatever actually comes about.

Let's make a try at this right here.

Decade of the New Technology?

Last January it was suggested by Rhett W. Butler, director of world trade for the Chicago Association of Commerce and Industry, that the 1970's be called "the decade of the new technology."

The name seems apt. During the 1970's technology will almost certainly be applied on a scale far beyond even that reached in the 1960's. Remember that the whole world is moving toward industrialization, and this requires technology.

But the world is also becoming worried about the environmental deterioration which industrialized societies have caused. One result of these opposing trends will be the development of new kinds of technology and some of these are likely to hold bright opportunities for some small businessmen who are alert and knowledgeable.

One area in which technology will surely expand is that of health-service fields. Dr. John Jacobs, director of Northwestern University's Biomedical Engineering Center, has predicted a greatly increased application of electronics and other types of technology in medical and hospital services. More and more technology will be applied also in such fields as agriculture, urban renewal, transportation systems, law-enforcement methods, and business management.

You yourself may not be much interested in technology, and perhaps your own business is one that traditionally hasn't been very technological. But that doesn't mean you

can afford to ignore the effects that technological growth will be having in the 1970's. Some of them will almost certainly have at least indirect consequences for your business. For example, if your business isn't making some use of computerized methods by no later than the mid-1970's, then you might by then have started to fall dangerously behind your competition.

Education, Housing and Foods

Last January, Treasury Secretary David M. Kennedy, predicted that "increasing demand for well-trained highly-skilled workers will dictate greater emphasis on education and training." An increasing amount of education and training, in the 1970's, will be provided by commercially operated schools, many of them run on a franchised basis. A young man or woman needn't spend four years in college to become a skilled key-punch operator or to learn the essentials of computer programming. During the 1970's American education is likely to continue to be pretty chaotic, except in the area of commercially operated schools, commercial home study courses, merchandising, and so on. The whole area of commercially offered education and training looks to be an excellent small business field in the 1970's—for those small-businessmen who are qualified to operate in it. On the other hand, many market opportunities that previously existed in the colleges and in public and denominational school systems have (as of early 1970, at least) dried up because of financial problems those schools have been running into.

Last December, George Romney, Secretary of the Department of Housing and Urban Development, said that "housing is the greatest underdeveloped market in this country today". The tight money squeeze, along with other economic and financial problems, left the home construction industry in the doldrums as the new decade began, but certainly the 1970's as a whole will see enormous growth in the entire building-construction field. Even if your own business isn't exactly in that field, keep a sharp eye on what happens both in home construction and in other areas of construction. There are likely to be some fine small business opportunities of various kinds. (There will also be plenty of hazards for over-eager amateur investors in land-development projects!)

The 1970's will probably see a huge increase in the

amount of dining-out by Americans, and much of the money they spend will go to the franchised fast foods establishments. There'll still be plenty of spending on traditional restaurants, but not so much as to carry those that are inefficiently operated or stuck in bad locations. Changes in food-buying and food-consuming habits are likely to have at least an indirect effect, during the 1970's, even on many non-food small businesses.

Labor problems and personnel problems in general are likely to be substantial during the 1970's. This prospect offers both hazards and opportunities to the small businessman. The hazards include rising wage and salary expense, inventory and shipping difficulties resulting from strikes, production inefficiency caused by absenteeism, and so on. The opportunities include increased demand for efficient part-time help, for labor-saving equipment and methods, and for professional services (in such fields as accounting, training, personnel selection, etc.).

The whole field of franchising is expected to have immense and rapid growth in the 1970's. There are great opportunities here, but be careful if you decide you want to get into franchising, whether as a franchisee or a franchisor. There are, unfortunately, plenty of fast-shuffle operations in the franchising field, and their number is likely to increase because the immense enthusiasm for franchising will provide a supply of eager but careless would be franchisees. New laws and regulations affecting franchising are a quite likely prospect in the 1970's.

So much for a very quick and very incomplete glance at just some of the prospects, for good and for bad, that the decade of the 1970's would seem to have in store. The decade will be complicated, noisy, and often very confusing. But it will, on the whole, almost certainly be quite prosperous.

However, it can be ruinous to the small businessman who either can't or won't catch up with the era we're moving into. Although it is part of American federal law to provide help to the small businessman, neither the law nor the heavens above can save the small businessman who in the 1970's insists on trying to run his business as if "The Good Old Days" were still around.

What can you do to improve your chances of doing well, as a businessman, in the 1970's? We offer our answer in the form of "10 keys to Profit and Growth". Let's look at these now.



Have a sound financial program

Important reasons why more small businesses fail than large ones is that a big company has financial strength to carry it through bad times. But many small businesses could be financially stronger than they are if their owners gave more thought to the importance of building up financially valuable assets instead of operating in an "income drainpipe" fashion. Anything a company owns is an asset, tech-

nically speaking, but to be financially valuable a non-cash asset should have good sales value or borrowing-power value. Tilford Gaines, nationally eminent economist for Manufacturers Hanover Trust, in New York, spoke last January about the much greater problems that tight money economic conditions pose for small companies than for large ones. But a small company that has had the foresight to build up financially valuable assets will be in a much safer position, in such times, than one that hasn't.

Often it is the man who thinks of

his business as just a way of making a living who doesn't have a financial program for building income and assets. Lacking them in the seventies he may find himself unable to capitalize on unique and new opportunities for growth. Moreover, as money tightens and as business slows he may discover he has nothing to fall back on, and that he can't get a loan needed to carry him over. Then, not only will he lack income and assets, he may also soon lack a business.



Have competent legal and accounting services

We've stressed this point over and over again in our columns, so we'll simply mention it once more here. We know quite a few small businessmen who intensely dislike having to think about legal technicalities and who really don't understand the difference between bookkeeping and accounting. If you've not previously had your own business but are thinking of going into business for yourself, whether as a franchisee or otherwise, then be sure to have good legal and accounting guidance.



Start your personal M.B.A. program

Until fairly recently, most of the young men who entered graduate

small business in the 1970's

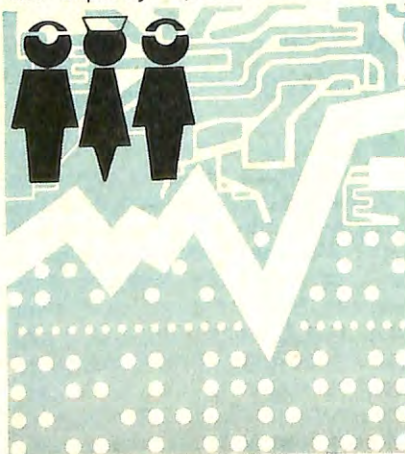
level business schools did so with the aim of joining large companies. But today some holders of good M.B.A. degrees look around for good small companies to get into.

Whether you're just starting out in business for yourself or have operated your own business for some years but are a good distance from retirement, you'd be smart to continue your business education. It may not be feasible for you to do this on a formal basis, but what's stopping you from carrying it out efficiently on your own time? In the 1970's the knowledgeable small businessman will have far better chances even to survive, to say nothing of growing, than will the man who has only a meager knowledge of business management, economics, finance, marketing and other important subjects.



Become tax smart

The first step in becoming tax smart is to recognize that there is such a thing as tax-avoidance strategy in business management, and that big companies use it eagerly and expertly. (Remember that tax



avoidance is completely legal, it's tax evasion that's illegal).

The lawyers and accountants understand tax-avoidance strategy, but they can't apply it effectively for you if the context of your business operations just doesn't provide any opportunity for applying it!

Some small businessmen go to excess in incurring the routine kinds of tax deductible business expenses. We know one small businessman who buys all sorts of completely unnecessary gadgets for his little firm just because he can use it as a tax deduction. Well, he could just go bankrupt and then he wouldn't have to pay any business taxes! By being tax smart we don't mean simply wasting money to keep the I.R.S. from getting it, we mean making productive uses of the tax-avoidance opportunities which the law offers you.



Periodically give yourself a management skills review

A couple of years ago we were talking to the owner of a small business who complained that his business had become "a big headache that's hardly worth the little money I get out of it." A few questions brought out some facts that showed that this businessman had far too limited a view about running a business. "What I like to do is to get out on the road and sell," he said. "To me, that's what it means to run a business."

Making sure that your business develops satisfactory sales income is of course fundamentally necessary. But unless you're a one man operation, your business needs a lot of other things as well, and it's up to you to see that it gets them.

You'll be wise to give yourself a periodic management skills review. Ask yourself such questions as these: "Do I give enough attention to overall financial planning and control?" "Am I keeping abreast of

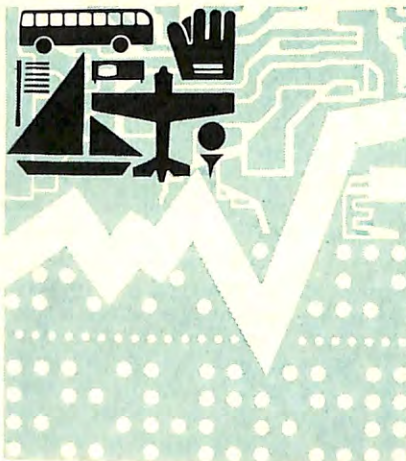
market trends?" "Are my supervisory methods adequate? Do I give instructions clearly? Do I delegate responsibility in a really efficient way?" "Am I on the lookout for new ways of cutting costs and expenses safely and efficiently?" "Am I alert to the possibility of human relations problems in my company?" "Am I building up business recognition and goodwill for myself in my community?"



Learn about sources of financing

Last December the federal government provided for an allocation of \$70 million to the Small Business Administration for distribution to Small Business Investment Corporations. The SBIC's were authorized by Congress in 1958, but many small businessmen still don't know much about them (or even about the SBA—the Small Business Administration). An SBIC is in business to invest in small businesses.

Your own business may well need financing sometime in the decade



ahead. The two basic kinds of financing are loan financing and equity financing (which is given in exchange for a share of ownership). During the tight money era we've been going through, plenty of small businessmen desperately needed financing, but couldn't get any! Learn about the sources and types

of financing that are available to the small businessman, and learn how to become well qualified to get financing. The time to learn all this is long before you actually need financing.



Develop

We will never forget one small company president who drove his business into the ground simply because he was utterly hopeless in the human relations area of personnel management. He employed both



union labor (in his production operations) and non-union clerical and sales people. He antagonized all of them, without intending to! The results were inefficiency in production and in routine administration, continual employee turnover, endless wrangles with the unions, and general confusion, which often caused errors that lost valuable customers. What could have been a very profitable business dragged along on a subsistence level for some years and then folded.

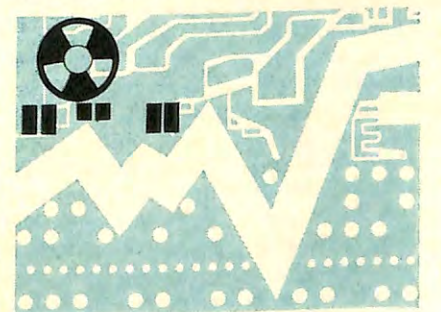
Remember that wages and salaries will almost certainly remain

high during the 1970's. Learn to select good workers and develop your skill in motivating them to do their jobs well. Big business spends hundreds of millions of dollars a year on these two basic efforts. You should at least give adequate thought and time to them for your own business needs.



Be modern and aggressive in marketing and selling

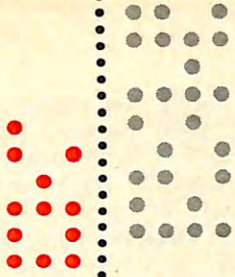
Be alert to changes in market trends. Remember that in today's fast-paced world a new fad or fashion that originates in London in February may generate substantial customer demand in your own community in just a few weeks. Also watch the signs that indicate slower and less obvious but often much bigger marketing changes, the kinds, for instance, that are instigated by major technological developments (such as computers) or by major socio-economic developments (such as the increasing influence of the younger generation.)



Don't waste any time moaning about big-business competition, look for small scale markets that will be profitable for you to get into but too small to attract the big companies.

Work constantly to build up your company's sales power! Use your increased knowledge of marketing to help you direct your selling efforts more efficiently. Learn all you can about modern methods for paring away the fat and waste from

(Continued on page 28)



A FORECAST FOR THE 1970'S

small business
in the 1970's

part II

BY JAMES L. SLATTERY & RICHARD GOSSWILLER
PART II

On January 1 of this year the U.S. Department of Commerce predicted that the gross national product would rise at an annual rate of 7 per cent through 1975 and would reach \$1.4 trillion by that year. The Department also said that the median family income—figured on the basis of the purchasing power of year 1967 dollars—should rise from its present \$8,000 level to about \$10,000 by the middle of the decade.

These predictions may seem pretty attractive, and perhaps they'll come true. But the businessman, small or large, who takes a complacent view toward the decade that has just begun is likely to encounter some very unpleasant surprises.

Turbulent and Complex!

Undoubtedly there'll be some small businessmen who get through the 1970's not only profitably but quite serenely. We think that they'll be a rather small minority. The 1970's is likely to be an immensely turbulent decade, both in the U.S. and elsewhere, and its turbulence may have some pretty severe impacts on the operation of small businesses.

The turbulence which is likely to characterize the new decade will be of a very complex kind. Massive trends and counter trends, some already well under way, will generate plenty of froth and probably some pretty violent storms. For example, some of the trends toward the increase of the gross national product are likely to run into counter trends inspired by the movement to check environmental deterioration.

The overall costs of government will increase tremendously, though much of the increase will be at the state and local levels. This of course may create new tax demands on businesses as well as individuals. And what about inflation? At the middle of last March it seemed to be continuing. Expert opinion in the fields of economics and finance was bewilderingly at odds. And what about a recession? This too was a question to which various experts were giving various answers as the end of the first quarter of 1970 approached.

Only the most Pollyana-ish of optimists would feel that the American society was not facing some pretty severe dangers as the 1970's got under way. Addressing the stu-

dents at Mount Holyoke College, a girls' school, some months ago, McGeorge Bundy, president of the Ford Foundation, said that "The question whether America will make it is contemporary and real."

That the American nation will indeed "make it" during the turbulent years ahead is a proposition we're going to accept. But plenty of small businessmen who aren't capable of navigating through rough socio-economic weather won't make it to the end of the 1970's.

There are hazards ahead, but also some splendid opportunities. Let's see what appears to be in the offing.

Technological Expansion

Look for enormous expansion of technology during the 1970's, both in the U.S. and abroad. Much of this will have its source in electronics. By 1980 it's likely that the U.S. will have become so "electronified" that by comparison today's utilization of electronics will seem primitively meager. A major development, almost certainly, will be greatly increased growth of complex systems of computers and communication networks in combination. One implication of this for small businesses and professional firms will be the increased availability of extremely efficient computer time-sharing facilities. Utilization of this resource can produce significant gains in expense control and in operating efficiency. The small business or the professional firm that fails to investigate the potentiality of electronic facilities will, in our opinion, be taking a serious risk.

The big movement to check environmental deterioration will have some substantial effects upon the growth of technology, but it's not easy at this time to say just what they'll be. However, some developments in this field should generate both some opportunities, and some dangers, for small businesses.

Cities, Housing, Transportation, Etc.

Last January, George Romney, Secretary of the U.S. Department of Housing and Urban Development, spoke of the need to "break through the technological barrier and develop new ways of achieving volume production of decent low-cost housing." He said that the 26 million



housing goal set by Congress in 1968 was "a reasonable statement of minimum needs over a decade."

Inflation and high interest rates depressed the home construction industry in 1969 and in early 1970, but there was expectation of explosive growth in the housing market soon. Much of this should occur in non-urban areas, as more and more people join the flight from the cities.

Both the problems that trouble the cities and some of the efforts that will be made to solve those problems have significant implications for many small businesses. The same thing is true for the great changes that will almost certainly be occurring in transportation in the U.S. in the 1970's.

If you live in a small town, keep in mind that these developments may work substantial effects on your town's economy. Some small towns may gain new economic nourishment as the result of movement of many families not only from cities but from metropolitan areas as a whole. But some other small towns may lose out because of changes in transportation, relocation of industries, etc. The pace of economic change in the 1970's promises to be very rapid, and local economies may alter in quality far more quickly than in the past. Small businesses that aren't alert to signs of such changes may fail because they couldn't afford either to relocate or to adapt to radically changed market conditions in their area.

Franchising

Noting that the franchising industry had already climbed to a \$90-billion level, *Fortune* stated, in its March issue, that "the shake-out is already beginning." That franchising is almost certain to keep on growing in the 1970's seems a safe prediction. But some of the razzle-dazzle that still characterizes it will probably dwindle. Over-saturation in the field of fast foods franchising may already be here. If not, it's likely to be reached soon. But there are plenty of other green fields for franchising.

There are also likely to be some federal and state level actions to introduce more regulation into the franchising industry, which has so far been able to frolic in a pretty uninhibited way. Significant changes in the prevailing pattern of franchising arrangements may develop also from the increase of large scale professionally managed sponsor-

ship of franchising operations. One effect of this could well be a notable decrease in the amount of independence allowed to a franchisee in the larger and better run franchising enterprises. If you're interested in getting into franchising in the 1970's, either as a franchisee or as a franchisor, there should be plenty of good opportunities . . . provided that you go into it cautiously and intelligently.

Product Development and Marketing

Dan Kelly, a senior executive of the big advertising agency Foot, Cone & Belding, predicted early this year that the 1970's would see an unprecedentedly large and varied flood of new consumer-market products. And he said that there would also be an immensely increased barrage of marketing and advertising effort to promote their sale.

While expert opinion is not unanimous on the point, it may be that during the 1970's there will be much more youth market orientation even than in recent years. If so, one important consequence for businessmen could be an increased radicalization of consumer attitudes even in communities which continue to be conservative in their political and economic philosophies. (This may be a particularly important possibility for many small-town businessmen to keep in mind.) Trends in dress, personal appearance, entertainment, etc. are significant indicators here. You may or may not be in sympathy with some current trends in these departments, but as a businessman you can't afford not to be alert for the economic effects some of them may have, perhaps for your own business.

Employment, Wages, Benefits

Labor Secretary George P. Shultz has predicted that the labor force will rise from its present 85-million level to nearly 100-million by 1980. He also foresees a 50 per cent increase in the demand for professional and technical employes, who are already in short supply.

The decade is almost certain to see plenty of organized labor unrest and this will have consequences not only for employers of union labor but for many others as well.

The federal government will continue to be a major employer, but state and local governments will be expanding their personnel strength very substantially.

Be prepared for greatly increased expectations in the way of employee benefits. Since 1929, the average annual increase in wages and salaries was 3.9 per cent, but the corresponding increase for benefits was 9.6 per cent! During the 1970's a variety of pressures from the unions, from government policies, and from increased expectations felt by the labor force generally, will almost certainly both increase already traditional employee benefits and generate still new ones.

Health Services, Etc.

The signs are that major changes and expansions will occur in the field of health services and related services in the 1970's. Some of these developments will have direct implications for small business and for professional firms, others will have indirect effects. We advise you to keep an alert eye on developments in this area of the economy.

Fair Winds and a Prosperous Voyage!

That's our wish for you as you set out into the decade of the 1970's. There will be plenty of opportunities for you to profit from, and contribute to, the American socio-economy of the coming decade. Keep an alert eye out for weather signs, set your course wisely and be ready to change it when necessary, give wind to your sails and you can have fine sailing in the years just ahead of us. ■

part III

The Hardware And Software Of Modern Business Management

by James L. Slattery and Richard Gosswiller



It's Your Business!

How would you like to be able to get printed reports from your office—while you're riding in your automobile? Impossible? Not at all. The Smith-Corona Marchant Division of SCM Corporation offers radio teleprinter that can be carried under the dashboard of a car or truck. It costs \$875, and the transmitter required for sending information for it to print out costs \$1,500. (The system is approved by the FCC.)

Have you sometimes been ready to explode with exasperation at the length of time it often takes to get file-folders from their storage files? Then you'll be impressed, perhaps a bit awed, by the system used in the U.S. Army Records Depository at Fort Holabird. There they have "Randtriever I". Developed by the Office Systems Division of Remington Rand, this very elaborate system has a central control station with a human operator. By means of the equipment at her control station, she sends electronically a number-coded file request to the automatic retriever back in the file-storage area. The retriever, which travels along the storage-area aisle at 10 feet per second automatically finds and extracts the requested file and puts it on the retrieval conveyor, which delivers it to the central control station.

Does much of your sales income come from repeat orders? That's the source of about 65% of the sales made by the Ohio Steel Tube Division of Copperweld Steel Company. But the company's old system for handling repeat orders involved a lot of very routine and largely repetitive, but quite expensive, paperwork. At a cost of about \$20,000, they installed a sophisticated new system which makes use of a Friden 2201 "Flexowriter" and an Addressograph-Multigraph Multilith duplicator, with an operator for each of those two machines.

Have you sometimes had a need to dictate some material but were unable to do so because you were away from

your office? The Dictaphone Corporation offers its "Remote Memory Store" device, which allows a business or professional man to use a telephone for complete and completely automatic control of his dictating machine.

Do you need a system for fast on-the-spot customer credit checking? Electronic Computer Systems, Inc. (4471 N. W. 36th St., Miami Springs, Fla. 33166) has its "Veridata Model 100", which is a terminal unit that in about six seconds can check a customer's credit by querying a central location. The unit can be hooked up to EDP systems by standard telephone lines.

And what about the various forms you use in your business or professional practice? Are all of them of the old-fashioned kind that are designed for reading only by human beings? If so, then you may be incurring time-and-money waste you can ill afford. Have you heard about "OCR"? We're talking here about "Optical Character Recognition" one of two processes (the other being magnetic) by which machines can read specially-designed printed letters and numerals accurately and at high speed. Acme Datagraph Business Systems, Inc. (45 E. Wisley St., South Hackensack, N.J. 07606) specializes in the design of "OCR" forms, and they offer a brochure that explains their services.

Well, let's stop here and reflect thoughtfully on the fact that the equipment and systems we've mentioned are only a very few of the total number that are already available for increasing the efficiency of business management and of many aspects of the operation of professional practices.

Hardware and Software

The phrases "computer hardware" and "computer software" refer respectively to the physical equipment used in computer systems and to the various computer programs needed for using a computer, or an EDP (electronic data-

processing) system, which will include at least one computer.

By analogy, the terms "hardware" and "software" are being given broader use today. For example, we've heard some managers and salesmen speak of "training hardware" and "training software". Howe Folding Furniture, Inc. (360 Lexington Avenue, New York, N.Y. 10017) sells its "Coxco-Municator Series X", a programmable tape recorder which, in conjunction with the firm's "Coxco Responder", constitutes a piece of "training hardware". (The machine can also be used in conjunction with slide and film-strip projectors.) Well, just what is the "training software" for that kind of training hardware? It's the content of whatever training or information program may be developed, by some user of the equipment, to be put onto the magnetic tape used in the machine.

We can realistically speak about "accounting-systems hardware" and "accounting-systems software". An ordinary bookkeeping machine is an item of accounting-systems hardware, but an accounting system itself (or a subsystem included in it) will be an instance of "accounting-systems software".

A Modern Management View of Systems and Information

We'll take an artificially simple hypothetical example to illustrate the main points of this topic. Suppose that the "Smith Company" has as its only business activity the distribution, through five regional distribution centers, of the "Bloopers Framistans" which are shipped to Smith Company's central warehouse by the "Bloopers Mfg. Co." In Smith Company's home office there's a central EDP system, which is hooked by phone wires to: (a) a telecommunications remote-terminal installation in the central warehouse; (b) the telecommunication remote-terminals in the five regional distribution centers. Customer

(Continued on page 26)



NEWS

OF THE

LODGES

A HEARTY ALOHA from Brothers of Honolulu and Kailua, Hawaii, Lodges welcomed GER Frank Hise and his fellow meeting-goers the moment they stepped off their plane. Included in the greeting party were Honolulu ER Robert E. Paine and Kailua ER Stanley K. Paine (kneeling, fourth and third from left, respectively); Kailua PDD Warren Flagg (standing, fourth from left); PDD George T. Adams, Former Grand Est. Loyal Kt. Ray G. Medley, and DDGER Martin B. Crehan (standing, sixth, seventh, and eighth from left, respectively), all of Honolulu.



BEAUTIFUL HAWAII brings smiles of anticipation to a trio of most distinguished Elks—GER Frank Hise, and PGERs Horace R. Wisely and R. Leonard Bush—as they arrive with their lovely ladies at Honolulu Airport. Bedecked with masses of the Islands' traditional leis, the visitors—together with a group of fellow Elks dignitaries—recently flew to the lovely 50th state for a three-day meeting of the Grand Lodge Advisory Committee.



HIGHLIGHTING the GL Advisory Committee's recent three-day conference in Hawaii was a brief side trip to the lovely memorial which marks the final resting place of the Battleship *Arizona*, a victim of the Pearl Harbor attack of Dec. 7, 1941. The Elks' party included GER Frank Hise and his wife, Jerry; PGERs Robert G. Pruitt; John L. Walker; William J. Jernick; Horace R. Wisely; Raymond C. Dobson; William A. Wall; William S. Hawkins, and Hobart L. Blackledge; joining them for the visit to the memorial were their lovely ladies; Grand Secy. Franklin J. Fitzpatrick of Lynbrook, N.Y., Lodge, and a trio of Honolulu Brothers—former Grand Est. Loyal Kt. Ray G. Medley; ER Robert E. Paine, and Est. Lead. Kt. Paul Lynch.





GRAND ESQUIRE Marvin M. Lewis (center), a member of Brawley, Calif., Lodge, was feted recently by 250 Elks from throughout the state of California during "Marvin Lewis Night" ceremonies at Brawley Lodge. Sharing an informal pose with Brother Lewis during the festivities are ER Carl R. Russell (left) and the Rt. Rev. Msgr. George M. Scott, San Pedro, a former Grand Chaplain. A camera was presented to Brother Lewis by the PERs Association of Brawley Lodge, in appreciation for his years of service to the lodge and the Order; other activities included the reading of a proclamation signed by Brawley Mayor Lawrence Haas providing for the observance of "Marvin Lewis Day" in the community.



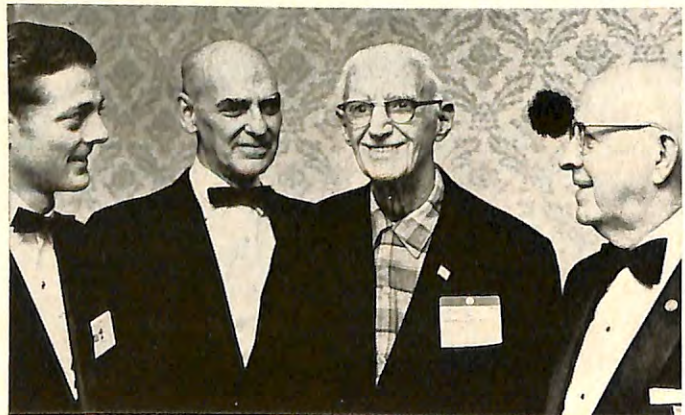
TURNING the first spadeful of earth during groundbreaking ceremonies at North Palm Beach, Fla., Lodge is Florida SP and Dr. R. Lamar Johnston, Vero Beach, as a group of dignitaries present for the occasion bear approving witness. Admiring Brother Johnston's technique are (from left) DDGER George McConnell, Lake Worth; North Palm Beach PER Carl Vaughn, building committee chairman; Brother Leonard L. Miller, in charge of construction arrangements; PGER William A. Wall; North Palm Beach ER Richard Gamache; PDD Robert Grafton, Riviera Beach, and VP Carl J. Hartman, a member of North Palm Beach Lodge.



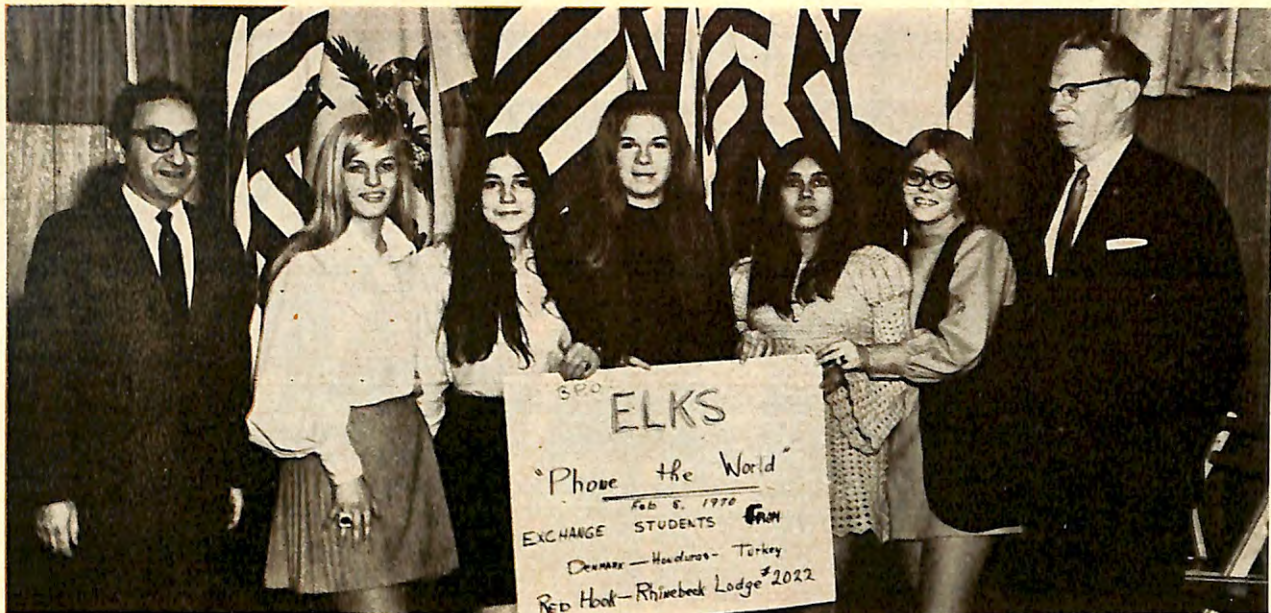
AMONG the many Elks and their guests assembled at Chicago (North), Ill., Lodge for a recent Elks National Foundation sports night dinner were two of baseball's "greatest"—Paul "Dizzy" Trout (left), former pitcher for the Detroit Tigers, and Gabby Hartnett (right), famed former catcher for the Chicago Cubs, and a member of baseball's Hall of Fame in Coopers-town, N.Y. Joining their distinguished guests for a photo recording the happy event are a trio of Chicago Elks: Grand Trustee George T. Hickey, ER Robert W. Reuter, and PDD Alex C. Birren—all of Chicago (North) Lodge.



AN OFFICIAL VISIT to Peekskill, N.Y., Lodge by SP and Judge George J. Ballbach (third from right), Queens Borough (Elmhurst), prompted this semiformal photographic gathering of some of the dignitaries who were present for the occasion: (from left) PDD Martin J. Traugott, New Rochelle, a former member of the GL Americanism Committee; PDD James A. Gunn, Mamaroneck, a former Grand Esteemed Leading Knight; VP Patrick J. Minor, Peekskill; DDGER Barney J. D'Amata, Ossining, and PDD Michael J. Gilday, New Rochelle, a former Grand Tiler. Brothers Traugott, Gunn, and Gilday are also Past State Presidents.



BRISTOL, Connecticut, Brother Henry L. Young (second from right) flashes a delighted smile after being recognized in a recent ceremony as the oldest living PER of Bristol Lodge. Sharing a photo with Brother Young—who was honored at a recent Old-Timers Night—are (from left) ER John D. O'Neil Jr., Est. Lead. Kt. Vincent Garvey, and SDGER Arthur J. Roy, a Willimantic Elk, who recently became a 50-year member of his lodge. A number of Brothers from Torrington, New Britain, Winsted, Southington, Naugatuck, Willimantic, and West Hartford Lodges were also present for the event.



SEVERAL FLAGS form an appropriate backdrop for Red Hook-Rhinebeck, N.Y., Elks' "Phone the World" participants—five foreign exchange students who attend high schools in the area. The program arranges for post-holiday phone calls from the students to their families in faraway countries; this year's callers, shown with ER Emanuel Mangione (left) and PER Howard L. Laib, event chairman, are: (from left) Agnete Dissing of Denmark; Ibtihal Alyanak, Turkey; Abigail Rider, Finland; Regina Funes, Honduras, and Jana Kjaer, Denmark. The annual program is now in its sixth year.

LODGE NOTES

PRINCE GEORGE'S COUNTY, Md. The lodge-sponsored scout troop recently held a court of honor in connection with its first anniversary.

Ten additional boys were brought into the troop during the past year, nine of whom are still active. Each of the charter members advanced at least one rank in the course of the year.

The scouts' activities in 1969 also included three service projects for Prince George's County Lodge.

FORT WORTH, Tex. A total of 2,100 helping hands were recently extended by members of Fort Worth Lodge in their annual charity drive. The drive netted approximately \$12,000, and it is estimated that over 15,000 needy children will benefit from these efforts.

FARGO, N.D. Members of the lodge have reason to be proud of one of their Brothers, PER Frank C. Mirgain. Brother Mirgain, Dean of Engineering at North Dakota State University, Fargo, was recently named "Boss of the Year" by the Fargo Jaycees.

PLYMOUTH, N.H. The family of Brother Albert Gilbert was recently the recipient of a check for \$325 donated by fellow lodge members. The contribution—which represented proceeds of a lodge dinner-dance—was slated to help meet expenses incurred through the prolonged illness of a family member.

ER Russell L. Merrill presented the donation to Brother Gilbert and his family on behalf of Plymouth Lodge.

COLUMBUS, Ohio. More than 1,000 Ohio Elks are expected to attend memorial services scheduled for PGER Fred L. Bohn on Saturday, May 2, 1970. The eulogy for PGER Bohn is to be delivered by PSP E. Gene Fournace, Newark, currently serving on the Board of Grand Trustees. A distinguished member of the Ohio Court of Appeals, Brother Leonard J. Stern, Columbus, is slated to give the general eulogy.

PGER Edward J. McCormick will head the procession for the rites with other Grand Lodge notables, followed by District Deputies, state Elks officials, and other dignitaries. Those attending the service will be asked to sign a "Book of Memory" for future presentation to the Grand Lodge Archives at the Elks National Headquarters in Chicago.

NORWOOD, Mass. A tribute to 21 living former Presidents of the Massachusetts Elks Association—a small plaque commemorating their years in office—was given by association members recently. Four of the honorees—PDD's James A. Bresnahan, Fitchburg; Dr. Henry I. Yale, Peabody; John J. Murray, Fitchburg, and William H. Shaw, Adams—were unable to attend the ceremony; their plaques were forwarded to them for later presentation.

PLATTSBURGH, N.Y. Lodge members mourn the loss of one of Elksdom's oldest active officers, PER Thomas H. Smith. Brother Smith died recently at the age of 92; he was a charter member of Plattsburgh Lodge, and an Elk for 69 years. A room in the lodge's quarters had been dedicated to him a short time ago.

PER Smith is survived by his widow, Lillian, two sisters, and a brother.

BURLINGTON, Vt. A lucky Stray Elk—Bellows Falls, Vt., Brother Floyd E. North—was named winner of an all-expense 15-day Hawaiian tour for two in a recent drawing. A total of \$28,000 was raised by the drawing, with the tour as first prize; the money is slated to benefit the Silver Towers Camp for Retarded Children, the state major project.

FROSTBURG, Md. Elks and their ladies recently hosted a night of recreation for the senior citizens of Frostburg. The evening's entertainment included performances by local talent, prizes, and refreshments prepared by the Elks' ladies. Among those attending the affair were ER Joseph Paletta and Brother Richard Kamauf, event chairman.

OXNARD, Calif. The lodge's riding group made its debut recently in a local parade. ER N. A. Pena led the group, flanked by PERs carrying American and Elks flags.



A STANDING TABLE—useful in the treatment of young cerebral palsy victims—is presented to Miss Mano Borg, physical therapist at Memorial Hospital in Long Beach, Calif., by Brothers Art Nesbitt, Floyd Miller, and Carl Porter of Long Beach Lodge's major project committee. The committee, under the supervision of Tom Kosley, have made 26 of the tables for patients between the ages of five and fifteen; they are now processing a number of requests for more. The tables—necessary for the patient to stand and coordinate arm movements—cost about \$80 to make, and about 10 hours to complete; they are mobile, with adjustable heights, detachable headrests, and sliding Formica tops, and are given free to the recipient.



A \$615 CHECK for the Massachusetts Elks Association scholarship fund—one of the largest single contributions ever made—is presented by Chelmsford ER Robert W. Murray (second from left) to DDGER Nicholas J. Mazzoni, a lodge member, as Herbert J. Dunn (left), state major projects chairman, and Massachusetts SP Joseph E. Brett look on approvingly. Past Exalted Rulers of Chelmsford Lodge raised the money for the contribution by staging a highly successful "Gay Nineties" Party.



A \$460 CHECK is presented to Mr. Joseph Ferrandino (right), of the Nassau County division of the American Cancer Society, by Levittown-Hicksville, N.Y., PERs Francis J. Mulligan (center) and Alfred Donegan. The gift—made in memory of Marie Donegan, Marge Seelinger, and PDD Henry J. Moltzen—represented the entire proceeds of a cocktail party and dance held by Levittown-Hicksville Elks to honor Brother Donegan.



TWO CHECKS for \$1,000 are presented by Omaha, Neb., ER C. Lee Brady Jr. (left) to Freddie G. Zander, Omaha, state Elks National Foundation Chairman, and state Secy. and PDD Chester O. Marshall, Kearney. The checks represent memorial funds for two departed Nebraska Brothers—PSP and PDD Max C. Stanley and PSP M. E. "Hap" Wilson, both of Omaha Lodge, who had devoted many years to Elksdom on the state and local levels.



A SMILING father-in-law—Bennington, Vt., Brother Horton Bahan (standing, left)—joins ER John B. Harte in posing for a photo with his three sons-in-law, all recently initiated into Bennington Lodge. The new Elks are (seated, from left) John Masi, Charles A. Perkins Jr., and Leon V. Smith. The happy event followed on the heels of a recent tribute to Brother Bahan by his fellow Bennington Lodge members.



A PLAQUE honoring comedian Bob Hope's "devoted service to his country" is presented to his brother, Fred Hope, of Cleveland, Ohio, by GER Frank Hise. Brother Hise made the official presentation on behalf of the members of Warren, Ohio, Lodge, who arranged the award as a "testimonial of recognition" for the famed entertainer; the ceremony was held in conjunction with the Grand Exalted Ruler's recent visit to Warren Lodge.



WEST CHESTER, Pennsylvania, Mayor and Brother J. Herbert Chambers (center) flashes a proud smile after witnessing the initiation of two of his sons into the Order. The new initiates are Thomas (left), a councilman in the Borough of West Chester, and J. Herbert Jr. (second from right); joining them for a photo marking this great family event are PER and Trustee Henry P. Corcoran, the new Brothers' uncle, and another brother, Daniel, who has been a member of West Chester Lodge for some time.



A GROUP of young musicians—members of the Tacoma Youth Symphony—share a happy moment with their organization's assistant director, Mr. Ed Johns (fourth from left), and a benefactor—Lakewood, Wash., ER Don C. Shoemaker. The youngsters appeared recently at Lakewood Lodge to sell light bulbs to the Elks to help finance a summer trip to the Youth Symphony Festival in Zurich, Switzerland; lodge members responded both by purchasing the light bulbs and presenting a donation to further aid them in achieving their goal. (Lodge News continued on page 50)

THE THRILL of a meeting with a real major-leaguer—Sparky Lyle (center), of the Boston Red Sox—is reflected on the faces of the young members of Millinocket, Me., Lodge's Little League team. Shown with the youngsters and their hero of the evening is Coach Ernest Levasseur, a Millinocket Elk. The occasion: the lodge's annual Father-Son Banquet—attended by more than 300 Elks and their guests—which honored the team's 1969 town championship.

DES PLAINES, Illinois, Brother Jerry Schutzenhofer (left), lodge social and community welfare chairman, presents a check on behalf of the lodge members to Mr. Lloyd Swisegood of the Shady Oaks Camp for cerebral palsied children, near Freemont, Ill., as ER Ernest Kovarik and Mr. Swisegood's son Donald look on. Donald is representative of many young CP victims aided by such donations, whose progress has enabled them to participate in various camp activities.




Air Special yourself to Europe on TIA and save up to 50 percent!

You actually can save up to 50 percent on a tour of Europe because you travel Air Special on TIA group charter rates. Two hundred and fifty members of a New York City organization toured London, Paris and Rome for three weeks for just \$395 per person. If they had traveled in the non-summer months, this same trip could have been as low as \$295. This low prorated price covers air and ground transportation, hotel accommodations and sightseeing. You can enjoy equally big savings to any destination. Leave from anywhere.

Go anywhere: the Orient, Africa, Caribbean, South America. Save as much as 50 percent because travel is on affinity charter instead of individual fares. But keep in mind, a group tour can be as personal and private an adventure as you wish to make it. What's more, you'll enjoy superb food and gracious in-flight amenities because you're flying Air Special on TIA, the world's largest vacation charter airline. Now if you're ready to go, simply contact your travel agent or TIA. It's easy to organize a tour because we have TIA Tour Consultants, brochures and many exciting tools to help you assemble the group. Fill out the coupon and let's get this vacation off the ground!



Trans International Airlines

 The Air Travel Service of Transamerica Corporation
TIA is a U. S. Certificated Supplemental Air Carrier

Dept. EM 570, Oakland International Airport, Oakland, California 94614

Please tell me how to save up to 50% through group travel. Check here.

Yes, I am also interested in realizing even bigger savings by traveling during the non-summer months. Check here.

I represent an organization which might assemble 100 people or more for foreign travel.

My name is _____ Address _____

City _____ State _____ Zip _____ Phone _____

Name of my organization _____

Also, it might just help to contact the organization officer indicated below: _____ (Approx. no. of people in local organization)

Officer's name _____ Address _____

Destination _____ Departure Date _____



A GOOD INVESTMENT TIP

FINDING A GOOD INVESTMENT these days is a harder job for most of us than it was a short time ago. But there is one investment that is always good, regardless of the current state of the economy. That investment is the Elks National Foundation. It offers safety and high yield, an unusual combination especially in a growth situation.

ON THE SCORE OF SAFETY, every penny that has been invested in the Foundation by Elks since it was established in 1928 is still working to finance Elk benevolences. In fact, that penny has grown at least one-third because of the careful management by the Foundation's Trustees.

THE YIELD is an even better story. Let me illustrate it by taking my own State of Oregon as an example. Our Oregon Elks have contributed over \$316,000 to the Foundation since 1928. In that same time the Foundation has returned to Oregon \$147,000 in contributions to our eye-care program, scholarships for Oregon youngsters and other benefits. That's a return of 46 per cent.

BECAUSE THE FOUNDATION is doing so much to support Elk benevolences in every State in the Union, because it is such a fine investment, the Foundation is growing every year. That's the kind of growth situation that appeals to Elks.

TO EVERY ELK who has made a gift to our Foundation this year, my thanks. To those who haven't, I say do it now. You'll never find a better investment that pays more rewarding dividends than the Elks National Foundation.

Sincerely and fraternally,

A handwritten signature in cursive script that reads "Frank Hise".

Grand Exalted Ruler

GOOD ELKS—PROUD AMERICANS

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

PROFESSIONALLY CONDUCTED
 COPENHAGEN—2 NIGHTS
 BERLIN—2 NIGHTS
 MADRID—2 NIGHTS
 ROME—3 NIGHTS
 VENICE—2 NIGHTS
 LUCERNE—2 NIGHTS
 PARIS—3 NIGHTS
 LONDON—2 NIGHTS
 IRELAND—2 NIGHTS
 PLUS 1-DAY SIDE TRIP TO SWEDEN

FULL PRICE **\$799⁶⁰**
 from New York Includes:

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

MONTHLY DEPARTURES
 FOR NEXT 12 MONTHS

SPECIAL
POST-CONVENTION
 DEPARTURE

AMERICAN INTERNATIONAL TRAVEL
 612 Church St., Suite L
 Evanston, Illinois 60201
 Please send itinerary and facts.

Name _____
 Street _____
 City _____ State _____

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

NEW, WHITE & BLUE!

The new ideas in camping come from Hettrick. You'll want to salute our bright new red, white and blue stripes — a first time ever tent color. And the new Dacron Super tents. And the luxurious Vista tent/patio combination. See them now at your Hettrick dealer.

Send 10¢ for "Camping Tips and Tents" booklet. Hettrick Manufacturing Company, Dept. EL, Statesville, N.C. 28677



FREE! GOOD LUCK MARKER
 FOR YOUR FAVORITE
 GOLFER
 YOUR NAME HERE

WITH 2 1/4" PERSONALIZED WOODEN TEES
 100 for \$3
 200 for \$5
 Send check or SUTHERLAND INDUSTRIES, INC.
 money order to: Box 926, Pompano Beach, Fla. 33061

SPECIAL QUANTITY PRICES TO ADVERTISERS

Coupon for advertisement on 4th Cover

HOBi, INC. Dept. L-50
 7 Delaware Drive, Lake Success, N.Y. 11040

Please send me _____ Digital Wrist Watch(es)
 gold silver
 I enclose \$9.98 plus 75c postage and handling.
 N.Y. residents add sales tax

I understand that if I am dissatisfied for any reason, I may return watch within 10 days for refund.

Name _____
 Address _____
 City _____ State _____ Zip _____

1970 YOUTH LEADERSHIP WINNERS



Sherry Oliver



Adrian Call



Antonia Ianniello



Randy Rountree



Kathleen Wright



Gary Wright



Sherry Lee Oliver, 18, of Moab, Utah, and Adrian Parker Call, 17, of Pocatello, Idaho, are the winners of the 21st annual Elks National Youth Leadership Contest. Both were sponsored by their hometown lodges. Each will receive a \$2,000 U.S. Savings Bond award, to be presented during the Elks national convention in San Francisco in July.

The winners of the nationwide competition among high school seniors were chosen for their outstanding records of leadership, citizenship, perseverance, resourcefulness, and sense of honor.

Second place winners of \$1,600 bonds are Antonia Beatrice Ianniello, 17, of East Rockaway, N.Y., sponsored by Lynbrook, N.Y., Lodge, and Randy Winsler Rountree, 17, of San Angelo, Tex., sponsored by his hometown lodge.

Third place winners are Kathleen Elizabeth Wright, 18, of Dubuque, Iowa, and Gary Williams Wright, 17, of Fairmont, W. Va. They will receive \$1,250 bonds. Both were sponsored by their hometown lodges.

Gerald L. Powell, Peru, Ind., was the GL Youth Activities committeeman in charge of the competition. Chairman of the committee is Michael J. McNamara of Brockton, Mass., Lodge.

The three judges who selected the national winners were Mrs. Helen Delich Bentley, chairman of the Federal Maritime Commission, and Senators George L. Murphy (R-Calif.) and Edmund S. Muskie (D-Maine).

Activities of many kinds hold great interest for Sherry, one of America's Outstanding Teenagers for 1970. She is editor of her high school paper, the Sage, which recently won an award from Quill and Scroll, student journalism honorary society. Her scholarship and leadership have led to membership in the National Honor Society, and to being named a delegate to Utah Girls' State last summer. Sherry is also a very active member of the Church of the Latter-day Saints, to which she devotes a great deal of her time.

Music looms large in the many activities which occupy Adrian; an accomplished artist on the cornet and trumpet, he has won many music awards, and twice attended, on scholarships, the Midwestern Music and Art Camp at Kansas University in Lawrence, where he was chosen king of the 1968 session. Also an Outstanding Teenager for 1970, he has been active in student affairs, serving as president of his high school's student body, and as president of the Idaho Association of Student Councils; he also headed his state's delegation to the National Association of Student Councils convention in Baltimore, Md. Adrian's popularity and leadership also won him the office of Governor at the 1969 Idaho Boys' State, which led to his serving as a counselor at Montana Boys' State; he also attended Boys' Nation in Washington, D.C. Like Sherry, he is an active member of the Church of the Latter-day Saints.

He Who Fishes Foremost

By George Sessions

THE TITLE OF this article really should be "THE COMPLETE ANGLER". But that one has been taken.

My concern has to do with why it is some fishermen do better than others at angling under the same circumstances. Do you know the answer? Have you been outdistanced by these super people?

Several possibilities come to mind:

- Type of bait
- Excellence of rod and reel
- Choice of lure
- Selection of location
- Awareness—experience
- Sensitivity
- Faith

Yet, probably none of these explain the phenomenon—or all of them do. No one thing does it. It's the *whole man*, with or without waders, hip deep in determination that does it. Or is it?

Not knowing why I have been skunked more than once by a fishing partner, the following is the result of a survey I have made of fishers who ought to know. Be patient with their answers. It is something like reporting upon love. The experience is rewarding but to examine the elements of the process is something else again.

Most of those interviewed had to dig deep into their creels of experience to come up with anything like a creeper. A familiar beginning was, "Well, I really don't know—but—"

Those contributing ranged widely in locale and in reaction to the query. Most took it seriously but David Keppel, Washington, D.C., Health Education & Welfare man, said, "I go fishing when I want to go. If the fish don't want to bite when I'm there, they can stay in the damp and dank and drown for all I care. I'll admit I fish what I want to fish with, not necessarily what makes the most sense. And I like the fun of using artificial lures. I often get skunked by the gent who is on the water at dawn with live bait, but I will be better tempered and won't smell like Gloucester, Mass. when I get home."

Keppel is hard to get the truth from but I guess he is saying that fishing the hard way has its price. He just isn't a meat fisherman and likes it that way.

George Nuttal, retired Navy Warrant Officer, of San Diego, California, has time to work at it and does it well. When he goes he goes for the

(Continued on page 27)

SUKII
MADE IN USA

誰にも使える
蒸気洗滌機

EVERYBODY'S STEAMCLEANER!

Here's our **DEAL!**

NOW SAVE

\$100⁰⁰

Limited Direct Factory Offer

TAKE THE FOOLISHNESS OUT OF STEAMCLEANING

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



SAVE
TIME &
MONEY
BY
OWNING
YOUR OWN
STEAMCLEANER

SUKII
MADE IN USA

誰にも使える
蒸気洗滌機

IS ALWAYS READY

時々に応じて
WHEREVER YOU WANT IT

必要に応じて
WHEREVER YOU NEED IT

何でも洗えて
WHATEVER YOU WANT TO CLEAN

とても安価に
VERY SMALL COST

Produces
Hot
Steam -
FAST!

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

COMPLETE SUKII INCLUDES:

Low pressure gas regulator; 8 feet of approved gas hose; 20 feet of high pressure steam hose; metal, self-cleaning steam gun, with all approved fittings.

REG. PRICE
\$295.00

FACTORY SPECIAL
\$189.50

ORDER NOW DIRECT
SPECIAL FACTORY OFFER

SUKII
INTERNATIONAL
P. O. BOX 588
KOKOMO, INDIANA
46901

- I do not know of a SUKII dealer but I want to save \$100.00. Ship me a SUKII Steamcleaner outfit **Complete**. Here is my check or money order for \$189.50, discount price.
- I am interested. Send information only.

Name

Address

City State Zip

Copyright 1970 by SUKII International

(Continued from page 16)

orders come by phone or mail into the regional distribution centers. From each order received a punched card is developed, and a punched card is also developed for each order shipped out. Similarly, the central warehouse punches cards for each shipment it receives from Blooper Mfg. Co., and for each shipment it sends out to one or another of Smith Company's regional distribution centers. And in Smith Company's home-office administrative offices, a number of other punched cards are prepared for various general accounting and financial purposes.

A master computer program embracing a number of complicated sub-programs will have been developed for operating the whole system automatically. Let's see what will happen.

The regional centers feed their daily batches of punched cards into their remote terminals and the data from those cards whizzes off by phone wire to the company's central EDP system. The warehouse feeds its daily batches of punch cards into its remote terminal, and the data from those cards too goes into the central EDP system.

Under the guidance of its master computer program, if it's been designed in the way we'll assume here, the central EDP system automatically does all of the following things. It determines the current inventory levels both for each of the regional distribution centers and for the central warehouse and for the company as a whole, and it determines the accounting values of those inventories. From the orders received

(Continued on page 58)

Obituary



PAST DISTRICT DEPUTY Frank T. Lynde, a member of Antigo, Wisc., Lodge, died Feb. 13, 1970, at the age of 74.

Brother Lynde served as Exalted Ruler of Antigo Lodge for the 1935-1937 lodge years,

and was appointed District Deputy Grand Exalted Ruler of the state's Northeast District for 1937-1938.

PDD Lynde also served as President of the Wisconsin Elks Association for 1940-1941, and as Chairman of the GL Committee on Credentials for the 1958-1959 lodge year. He was an Honorary Life Member of Antigo Lodge.

Survivors include his widow; a son; a daughter; one brother, and two sisters. Memorial services were held for Brother Lynde Feb. 16, 1970, by members of Antigo and Green Bay Lodges, with interment at Antigo Catholic Cemetery.

(Continued from page 25)

day and usually brings home a bag full. I asked him what makes the difference and he came right back with the answer, "patience." To fish, according to George, is to relax and wait. "The nervous reservist," he says, "is likely to come home empty handed. Easy does it. A guy has to block out enough time to go fishing right."

And yet, George is a cat on a hot tin roof about other matters. What makes the difference when he goes fishing?

I asked one of the greatest fishers I know and he said, "Impatience makes the difference." It was Levi Young, of Phoenix. "Too many fellows overwork the same hole," he pointed out. "With trout, particularly, a few casts will suffice. If you don't hit, move on. It's likely you're in the wrong place or the spot is spooked. Keep moving to get the maximum number of tries."

How about that? Two successful fishermen sharply opposed in the matter of piscatorial approach.

I met Mr. and Mrs. George Cheverson, of Canada, in Arizona's fish-famous Oak Creek Canyon and dared interrupt their early morning stream-side activity. The discussion was rewarding. George, a recently retired Ford Motor Company quality control executive, had fished in

(Continued on page 58)

Flag Day 1970

Flag Day, 1970, should be more than a "routine" traditional and mandatory observance of the anniversary of our flag—the beautiful symbol of our nation. As one of the minimum goal programs for Americanism, we urge each lodge to demonstrate what good citizenship really means by honoring one or more distinguished people of the area who have devoted years to being good Americans, and do it as part of an expanded Flag Day service.

These are people who have been involved in various civic, patriotic, or educational programs of benefit to all, and are typical of the contribution of good citizens who, over the years, have made the United States of America a wonderful place in which to live.

If you honor one or more of these good citizens with a program of recognition, a citation of achievements, and with the presentation of an American flag in connection with your Flag Day observance, you will find the entire community interested in the event. Each new Exalted Ruler should use his own initiative and the resources of his community to make this one of the first outstanding events to be sponsored by his lodge during his year in office.

Good Elks everywhere honor our flag as Proud Americans!

Edward L. Harbaugh, Chairman
GL Americanism Committee

Extra Special Gift Offer
Halvorfold and 6-Hook Key Case
Morocco \$10.75—Buffalo \$12.75



"Custom Made for ELKS"

"NOW in its 44th year"—The HALVORFOLD billfold, pass-case, card-case. Just what every ELK needs. No fumbling for your passes. Unsnap Halvorfold, and each pass shows under separate, transparent face, protected from dirt and wear. Ingenious loose-leaf device shows 8, 12 or 16 membership cards, photos, etc. Also has three card pockets and extra size bill compartment at back. Made of the finest, Genuine Leathers (see above) specially tanned for Halvorfold. Tough, durable and has that beautiful, soft texture that shows real quality. All nylon stitched, extra heavy. Just the right size for hip pocket. Backbone of loose-leaf device prevents breaking down.

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

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

FREE in 23K Gold. Name, Address and any Emblem. Would ordinarily cost \$3.00 extra. Ideal Gift With friend's name and any fraternal emblem

Halvorsen, P. C. M.
4868 Victor St., Dept. 181
Jacksonville, Fla. 32207

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

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

PLEASE CHECK HERE:
 Bro. Buffalo \$9.50 Black Buffalo \$9.50
 Black Morocco \$8.50 Brown Mor. \$8.50
 Gold filled Snap & Corners \$1.50 extra
 4 fold 6 fold 8 fold 10 fold
(8 pass) (12 pass) (16 pass) (20 pass)
 Elks Emblem Outside Yes No



WHAT DO YOU REALLY WANT FROM A FRANCHISED BUSINESS?

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

- PATENT-PROTECTED EQUIPMENT. No one can duplicate this unique, patented, completely self-contained mobile wash-and-wax system that goes right to the job.
- NATIONAL REPUTATION. You'll be associated with the established, proven leader in the field.
- CHOICE OF PARTICIPATION. You can be either an owner/operator or investor only. For just \$14,950 you get a fully-equipped truck, exclusive territory, training, etc. Fleet discounts are available.
- WIDE-OPEN MARKETS. Truck fleets, car lots, mobile homes, homes, commercial buildings, outdoor signs, machinery, aircraft, etc.

SPARKLE WASH WASHES MORE VEHICLES THAN ANYONE!



SPARKLE WASH

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

Fill out and mail coupon for complete details to:
Sparkle Wash, Inc.
23 N. Franklin St.
P. O. Box 51
Chagrin Falls, Ohio
44022
Phone (216) 247-7611

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

BINGO

FOR PERMANENT FUND RAISING

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

PLEASE GIVE NAME OF ORGANIZATION.

'BINGO KING'

DEPT. 610, BOX 1178, ENGLEWOOD, COLO. 80110



It's Here! America's finest genuine "Monel" ring. Hard "Long-Life" bright. Attractive white gold color. Will not tarnish or discolor finger. Ideal ring for rough and dress wear since 1934. 10-day money-back (satisfaction) guarantee. Send ring size and check or money order to—Fraternal Rings—E. 2300 Western Avenue, Manitowoc, Wisconsin 54220.

B. P. O. ELKS No. 88-160 \$12.98 With one raised 10-K yellow gold emblem, engraved sides.

HEAVY DUTY BALL-BEARING PUMP

IRRIGATE-DRAIN-SPRAY-CIRCULATE. All-metal, rust-proof, Type XB. Stainless shaft. Use 1/4 HP or larger. 1 HP 1,200 GPH 60" high or 3,000 GPH 25" well. 5,200 GPH max. 1 1/4" in; 1" out. Belt or direct drive \$12.95

Type P won't rust or clog. Bronze brng. To 2,400 GPH. 1" in; 3/4" out \$8.95

Postpaid cash with order
MONEY BACK GUARANTEE



LABAWCO, Box 24, Belle Mead, N. J. 08502

FRANCHISING

AMAZING NEW WAY to OWN YOUR OWN BUSINESS

Send for free copy
MODERN FRANCHISING MAGAZINE,
1033-K First Ave., Des Plaines, Ill. 60016

HEALTH HUNTER



Organize a Health Safari and Hunt for Health and excitement, the biggest variety of Animals in the Animal Kingdom. Chase Gloom by chasing the Fearless Butterfly! Send 25c for HEALTH-EE-X Catalog and Medical Doctor David E. Martin's suggestions about your involvement in the Healthy Sport of Entomology.

ENTOMOLOGY RESEARCH INSTITUTE
516 Eighth Avenue Lake City, Minnesota 55041 U. S. A.

SPARE TIME CASH! SELLS ON SIGHT!

SELL new lifetime, Golden Metal Social Security Plates in spare time for **BIG PROFITS**. Millions waiting to buy. No investment or obligation whatsoever. SEND FOR FREE SAMPLE AND COMPLETE SALES KIT NOW!

RUSSELL PRODUCTS CO.
P.O. 286 ELK PULASKI, TENN. 38478



BASEMENT TOILET

FLUSHES UP

to sewer or septic tank
no digging up floors.

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



HYDRAULIC JACK REPAIRS

Earn While You Learn In Your Spare Time

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

Write for folder No. E-5 and free bonus offer.

Hydraulic Jack Repair Manual Co., Inc.
G.P.O. BOX 3 • STATEN ISLAND, N.Y. 10314



10 Keys

(Continued from page 13)

your sales operations. And how about customer conservation—have you been giving enough attention to that?



Pay attention to the security problem

Whatever the reasons may be, the fact is that just about every kind of theft and fraudulent practice is on the rise in the U. S. Don't count on the new law and order campaigns to cut it down, at least not soon. And don't become so overly preoccupied with the more obvious kinds of business crime, such as banditry, that you overlook the others: embezzlement, bad check passing, fast shuffle poney franchises, internal theft of equipment and supplies, and so on.

Carefully review your insurance program to see that you are adequately protected from losses from criminal acts of any kind. And make sure that you have a good system of internal controls: good bookkeeping, good inventory auditing, good general accounting and auditing. If your business is of a kind that invites burglary or hold-ups, learn all you can about professionally recommended ways of safeguarding yourself from these hazards.



Plan for financial growth!

For many Americans the term small business calls to mind the

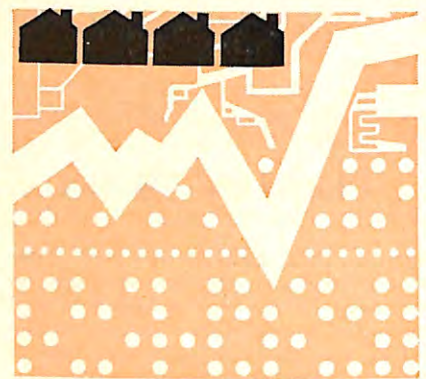
Mom-and-Pop store. That type of business is still important in America, but it's not the ideal kind of small business today, even though it represents the most that many small businessmen can handle.

The outstanding single difference between big-business attitudes and the traditional small business point of view is that big companies are dominated by the idea of growing!

If you're starting up in business, or if you've been in business but are far from retirement, you'll be wise to aim at financial growth! That's almost certainly the best aim you can have if you want your business not only to survive during the tricky decade of the 1970's but operate with increasing profitability. We know many a small businessman who has said "I don't want to get any bigger. Too many headaches."

Well, what he wants is one thing and what the economy of the 1970's may permit for him may well be quite another thing.

We're not suggesting that you expect to duplicate the amazing financial success of an entrepreneur like H. Ross Perrot, the Texas computer tycoon who started out with



\$1,000 and became a billionaire in only eight years.

We do suggest that you work out a carefully planned and quite realistic program for steady financial growth of your business during the 1970's. The successful execution of such a plan can do all of these things for you: build strength and safety, increase your chances for getting loans and investment capital, improve your relationships with your suppliers, increase your chances of selling your business at a satisfactory price, improve your management skills and enhance your business reputation.

The 1970's will be full of problems, some of them quite new both to big business and to small business. But they also will be full of opportunities for profits.

Use these "10 Keys to Profits and Growth" to make sure that you get your share of those profits. ■



ELKS NATIONAL SERVICE COMMISSION



Ohio State Elks Association recently contributed \$250 for veterans' rehabilitation at the Ohio Soldier's Home in Sandusky. PDD L. L. McBee of New Lexington, right, is shown presenting the check to ER Earnest E. Roehrs of Sandusky.

A man who was an orphan with no known relatives, a veteran, and a mental patient for five years became economically independent for the first time in his life this past summer.

A small achievement it may seem to some, but for those who know the heartbreaking struggle with loneliness, alienation, and lack of confidence that all mental patients contend with daily it is a personal triumph for the veteran as well as the professionals and non-professionals who helped him find his way.

Although this particular patient had all the resources and support of the Chillicothe, Ohio, Veterans Administration Hospital, perhaps his greatest lift came from the Ohio Elks Association.

For patients nearing discharge, the Elks provide monthly entertainment programs, summertime picnics at a community park, Christmas dinner and an annual Flag Day celebration at the Elks lodge, plus yearly conferences on employment problems of the mentally restored, sponsorship of a Committee on Employment of Restored Veterans (CERV), and an Indigent Patient Fund to bridge the gap between hospital living and the first pay check.

In addition the Elks follow through by working to broaden employment opportunities for discharged patients. CERV reaches out to employers in the area, bringing them together with patients for simulated job interviews, which serve to overcome employer as well as patient fears and misconceptions of each other. And, on occasion, these interviews have led to employment of eligible patients.

All this is a result of a cooperative voluntary effort on the part of Ohio Elks Association and members of the Chillicothe Lodge.



BE A
TAX
CONSULTANT

LEARN TAX PREPARATION
AT HOME WITH
H & R BLOCK

EARN UP TO
\$700
PER MONTH

Here's your opportunity to learn federal income tax preparation at home in your spare time from H & R BLOCK, America's largest tax service. Join the ranks of successful H & R BLOCK graduates who occupy a respected position in the tax preparation field. Earn up to \$700 a month as a tax preparer during tax season. No previous experience required. Ideal for men and women of any age seeking full or part time income. Job opportunities available for qualified graduates. Low tuition includes all supplies. No salesman will call. Send for free information.

H & R BLOCK TAX TRAINING INSTITUTE
4410 Main, Kansas City, Missouri 64111
403-50

Please send me without obligation full details on your home study federal income tax course.

Name _____
Address _____
City _____
State _____ Zip _____



Weld, braze, solder or cut most anything made of metal. No experience needed. Follow simple instructions. Uses standard 3/8" rods to weld iron, steel, brass, bronze, aluminum, other metals. 3 welding heats - not just one as with other low priced models. New HEAVY DUTY circuit gives higher heat - 4 times the heat needed to melt toughest iron. More welding power than ever before. Comes complete with welder's mask, \$2.00 pack of rods, flux, carbons, automatic arc striker, etc. **NOTHING ELSE TO BUY.** Approved for homes, garages, shops, factories. 10 day MONEY BACK trial. Guaranteed against burnouts. Send \$2.00 and pay \$18.95 plus small C.O.D. when delivered. or send \$18.95 cash, c.k., M.O. for postpaid shipment. WEL-DEX MFG. CO., Dept. W-56, Box 10776, Houston, Tex. 77018

LOW-COST PLAQUES
in BRONZE and ALUMINUM

Write for Free Catalog now. You'll see plaques, honor rolls, awards, memorials with more value and distinction for less!



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

FREE



**IF YOU ARE
65
OR OVER
Send for your free copy of
"YOUR RETIREMENT
HOBBY GUIDE"**

compiled by the American Association of Retired Persons, an organization specializing in the needs and interests of our older citizens.

Write to:

**AMERICAN ASSOCIATION
OF RETIRED PERSONS**

Dept. A11

1225 Connecticut Avenue, N.W.
Washington, D.C. 20036

NEW STOCK MARKET INVESTING COURSE Trains You to Invest for Profit

This unique, low-cost home instruction program shows step by step what to do, when and how, for steady income, capital growth, or both, under any market conditions. Fascinating, quick-moving, the course is designed for beginners and seasoned investors alike. Covers all time-tested techniques and procedures from basics through the most sophisticated. You gain what few investors ever acquire—professional knowledge of profitable stock market investing. Full facts sent free, no obligation, by National Tax Training School, Investment Training Division, Dept. 112TB, Turn of the River Road, Stamford, Conn. 06905. No agent will call.

**FREE
CATALOG**



TABLES!

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



CHAIRS!

Adirondack

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

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

TREASURE

Find buried gold, silver, coins, treasures.
5 Powerful models.
Write for free catalog

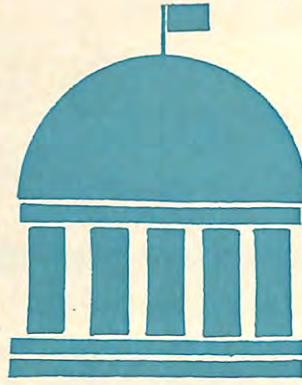


RELCO DEPT. D-10
BOX 10839, HOUSTON, TEX. 77018 **\$19.95 UP**

LAW FREE BOOK

THE LAW TRAINED MAN

Write today for a FREE copy of illustrated law book, "THE LAW TRAINED MAN," which shows how to earn the professional Bachelor of Laws (LL.B.) degree through home study of the famous Blackstone Law Course: Books and lessons provided. Moderate cost; easy terms. Write now **Blackstone School of Law, 307 N. Michigan Ave.** Founded 1890 Dept. 115, Chicago, Ill. 60601



AROUND WASHINGTON

SENATOR IN A NIGHT SHIRT. Senator Richard S. Schweiker of Pennsylvania is now entitled to wear a night shirt and silk top hat every Groundhog Day since his induction into the Slumbering Groundhog Lodge of Quarryville, Penn. He wore the lodge costume for the first time in the auditorium of the Senate Office Building when he was made a member of "the oldest organization of its type." It meets once a year to observe Groundhog Day.



POLLUTION has become a prime target for attack. The President and Congress are agreed that action must be taken to clean up the nation's water and air before it is too late. Multi-billion dollar programs are in the works, including one to help local communities build more sewage disposal plants.

A GUARD ON EMBASSY ROW is now maintained by a special protective force arranged by the State Department after embassies, legations and chanceries protested about robberies and burglaries.

DO-SI-DO IN THE PENTAGON. Many bachelor girls here sit home lonely at night because their sex outnumbers the men. But some have found square dancing is the way to a man's heart. Nothing could be more removed from the sophisticated cocktail circuit than the sight in the Main Concourse of the Pentagon every Tuesday night. The Bachelors and Bachelorettes, who gather for an old-fashioned hoe-down, are one of an estimated 135 square-dance clubs in the Washington area. No drinking is permitted. Ten couples have met and married in the

two years since the club was formed to help single people meet.

VIOLENCE IN THE SCHOOLS here reached a new peak when a 15-year-old boy was shot to death in a junior high school. Police and other government monitors now patrol the city's 46 public schools.

THE HORSE ATE THE CAKE at a recent birthday party here. But it was all right. The carrot cake had been specially baked for Blackjack, a retired Army horse, by Mrs. Nancy Schadow, wife of a retired Army colonel. It was the 23rd birthday of Blackjack, who is stabled at Fort Myer, Va.

AMERICAN TROOPS have been stationed in Europe as part of the NATO defenses for more than 20 years. But sentiment is growing in the Senate for the proposal of Senate Majority Leader Mike Mansfield of Montana. He wants to start bringing home some of the 315,000 men who are still over there in Germany, England, Spain, Italy and elsewhere.



AFTER DARK IN WASHINGTON is a time when more and more folks prefer to stay home. Downtown restaurants complain that business has slacked off because their customers are afraid to walk the streets at night. Crime figures for 1969 reveal that armed robberies increased 44 percent to a record high of 7071, or an average of almost 20 a day.

A SEXY MOVIE, replete with violence, that has become the talk of Capitol Hill was made not in Hollywood or

Sweden but by the U.S. Treasury Department. "That's What It's All About" has gunplay, buxom girls, and high-speed motor boats with scuba-diving federal agents as its heroes. The Treasury made the movie to punch home its point that gun-control laws curb crime. Congressional critics who have seen it, however, complained that it was overdramatized, uninformative and immoral. The film has been withdrawn from distribution after being shown about 50 times in 30 cities.



BURNING BRAS. Women's Liberation, a new national organization of mini-skirted young women, has become active here. Members of the Washington chapter have interrupted hearings of a Senate subcommittee investigating birth control pills with shouts of "Why isn't there a male pill?" They are campaigning for equal rights, pay and status for women. However, they have not yet gone as far as their sisters in other parts of the country who have burned their bras in public to protest the treatment of women as sex symbols.

GET THEIR GUNS is the goal of Metropolitan Police Chief Jerry V. Wilson, who recently started "Operation Disarm the Criminal" to remove guns from known criminals. Assigned to help him are 50 federal agents.


THE NATION'S 31 AIRLINES, under pressure by the Nixon administration, have agreed to install pollution control devices on their 1,000 jetliners, beginning this spring. They have promised to complete the job by Dec. 31, 1972, two years ahead of the deadline they had originally sought. HEW Secretary Robert H. Finch said that this agreement eliminates any need for legislative action. Pollution control advocates in the government were pleased over this accomplishment. But they recognized that their biggest problems still remain unsolved. While the smoke emitted from jet planes on take-off and landing is a nuisance, they said that it did not pollute the atmosphere anywhere near as much as cars and factory chimneys.

From the world's largest maker
of duplicating equipment...



a thermal copier that makes clean clear stencils in seconds.

It's called the TH-4 because it does four jobs: Makes sharp, dry, legible copies, automatically. Makes excellent stencils for your duplicator. Makes transparencies of almost anything for overhead projection. Laminates precious documents or photographs. It's called Gestetner because it does all four more easily, efficiently, inexpensively and quickly than anything else on the market.



Gestetner

216 Lake Avenue, Yonkers, N. Y. 10703
Please send me details and *proof*.

Name _____

Organization _____

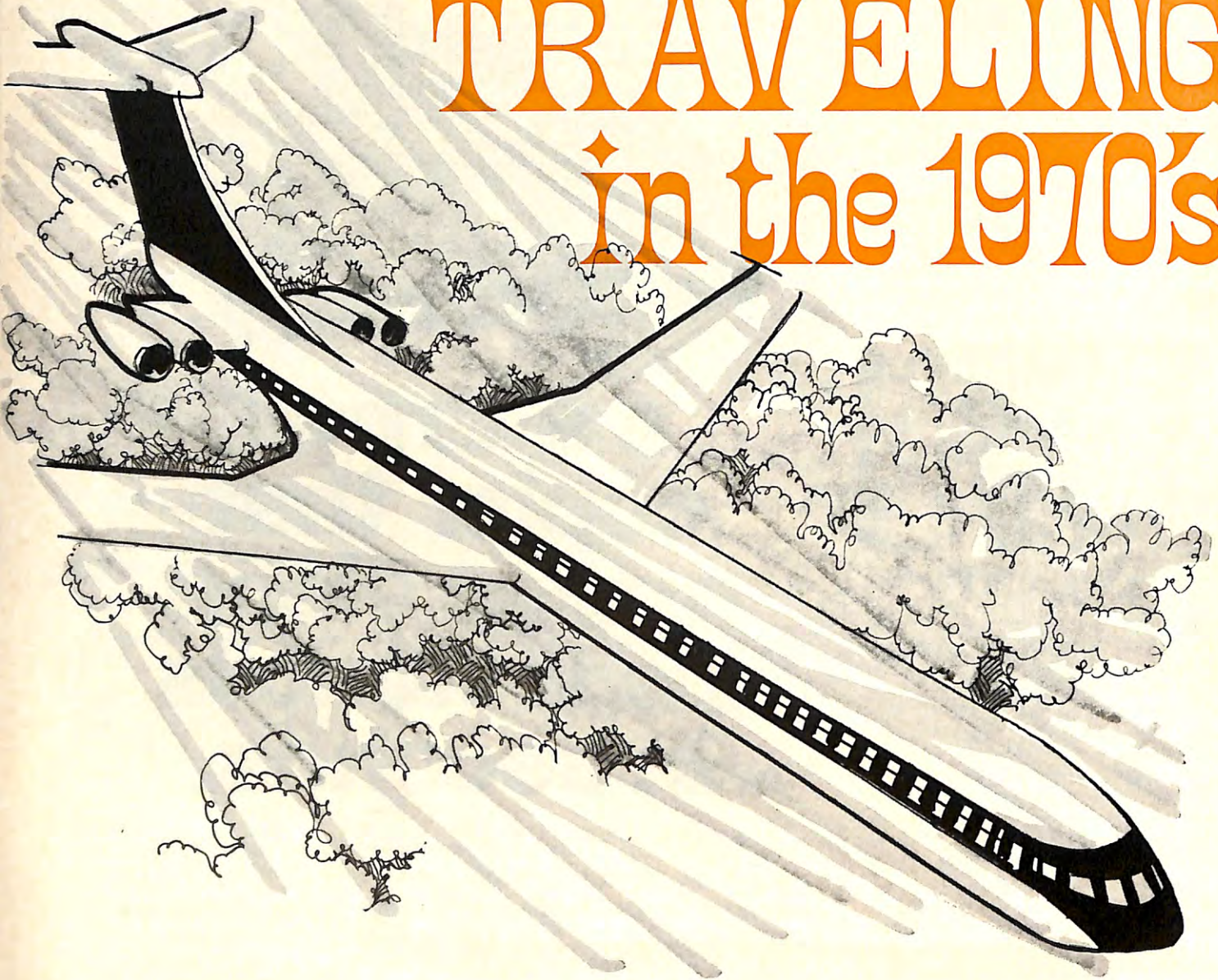
Address _____

City _____ State _____ Zip _____

ELK-5

FOR ELKS WHO TRAVEL:

TRAVELING in the 1970's



By Jerry Hulse

FOUR MONTHS AGO, on a crisp January evening, the decade of mass transportation was launched at New York's Kennedy International Airport. Lumbering down the runway, a Pan American World Airways 747 jet with 382 passengers took to the skies on the first commercial hop of the jumbo jet age. A few days earlier the Boeing aircraft was christened by Mrs. Richard M. Nixon, while a month before this, newsmen and travel writers gathered in Seattle for a preview ride on the huge new jet. Outside the Boeing plant they boarded the \$20 million 747, the world's largest commercial jet transport, for a 2,422-mile flight to New York.

If indeed the Soaring Seventies is to be the decade of mass transportation, the 747 then launched this exciting new

era. Flying in the 747 is like soaring into the skies from a lounge in your living room. Gone is the sensation of being buttoned up in a metal tube. Instead, passengers relax in wide new seats and stroll the jet's roomy aisles. (Anyone hiking down one aisle and up the other will cover half again the length of a football field.) Writers on board the preview flight faced only one problem: getting used to the spaciousness of the plane and the sensation of having never left the ground. Fourteen stewardesses prepared cocktails and drinks at half a dozen galleys while the passengers watched the blinking lights of the 747's inertial navigation system, a system which Boeing says makes its jet the safest airliner ever to fly.

The 747, though, is one of only three types of jumbos which will carry record new passengers through the Seventies.

There will also be Lockheed's L-1011 and Douglas' DC-10, both tri-jets. (Boeing's 747 is powered by four engines). They will carry approximately 275 passengers at about the speed of the 747. Several weeks ago I spoke with Jackson R. McGowan, the president of Douglas Aircraft Co. McGowan predicted that the greatest problem facing air travel in the 70s will involve crowding—both in the skies and on the ground. He said air congestion will be reduced, however, through the use of new navigational aids which will allow commercial jets to fly "closer safer." Said McGowan: "If you know another jet is only five miles ahead, but you know exactly where he is, this is what is important." He predicts that weather, one of the big bugaboos of flying, will no longer be a problem. With the use of automatic devices, low fog and clouds will pose no diffi-

culties. "The big hangup in the future may face the pilot after he's on the ground," said McGowan. "Getting down will be a cinch. Trying to find the terminal in the fog will be another matter."

McGowan said air traffic controllers will be assisted by satellite surveyors beaming back information on approaching jets, "helping the controller to track an aircraft to within a few feet of its actual position." On the other hand, preparing airports for the soaring seventies will be a multi-million dollar undertaking. "A modern airport costs from \$300 million to \$1 billion to build today," McGowan said. "Take Los Angeles International: it's probably one of the best airports in the world today. To prepare for the big new jumbo jets and all the accompanying changes will probably cost Los Angeles taxpayers \$100 million more."

One of the worst airport problems will involve terminal facilities and axis roads. McGowan believes satellite terminals may be the answer—terminals spread around a city. He pointed to New York's Westside and Eastside terminals as examples. "Passengers in the future will check into a terminal near their home and then either board a bus, STOL aircraft or helicopter for the trip to the airport. Motorists who insist on driving to the airport will have to park some distance away. Los Angeles has already put the plan to work with off-airport parking. After leaving their cars passengers are delivered by bus over private roads to their terminals." As for the new jumbo jets—Douglas' DC-10, Boeing's 747 and Lockheed's 10-11—McGowan believes passengers will feel more secure than in the present jets. "They'll be able to walk around the airplane with ease. It will take away the feeling of being squeezed." Douglas' DC-10 can, if necessary, fly on a single engine. Should the tri-jet lose two engines, say en route to Hawaii and at its precise point of no return, it could continue on or return to the mainland (depending on the most favorable winds) simply on one engine. Should the autopilot cease functioning three others will be on standby.

McGowan said the DC-10 is being designed more for the passenger than the 747 was. "This means it will be a more comfortable airplane." (The DC-10 will be flying commercially by the end of 1971.) To get an idea of its hugeness, the marvelous and dependable old DC-3 of World War II would fit snugly inside the topside engine with only the nose and tail section protruding. Before the end of the 70's stretch versions of the DC-10 no doubt will be carrying 500 passengers and a stretched 747 will take on perhaps 700 persons. "And eventually we'll have jets hauling 1,000 passengers, although not in the

70's," McGowan said. As for filling the big jets, this may be a problem—at least in the beginning. "A merging of airlines in the 70's is more than likely. It will be an economic necessity. The 70's will be the era, eventually, of mass transportation by air." This brings up one problem which worries McGowan: Will the airlines be able to maintain a feeling of graciousness and hospitality? "I hope we can keep alive the feeling we have now—that the passenger really is welcome aboard the plane. How, though, do you keep your employees from looking at these great panelloads of passengers as just so much cattle?"

Later I spoke with Lockheed vice-president K. E. McMullen about the jumbo age. One of the biggest changes McMullen forecasts for the 70's involves air fares. New York to Los Angeles probably will be \$50 . . . round trip to the Orient will be \$300 to \$350. "In other words, the jets will be bigger and travel will be cheaper," McMullen said. "Two weeks in Europe—even from the West Coast with jet fare both ways, hotels—the whole package—may run as low as \$500, even less. Filling the big planes will no doubt be a problem in the beginning. The 747 is in for some headaches. It is first and will have to put up with all the improvements—the waiting, that is, for improvements. The only airport really prepared for the 747 in the whole world is Orly in Paris. People on the ground will be the single biggest problem in the jumbo age—the traffic, parking, ticketing, baggage handling. The technology is not there yet. The airports are owned by others. I mean others than the airlines themselves. Many haven't considered the problems. It's going to take a lot of planning. The best airport in the world is Dulles. They have plenty of parking. Their 'people carriers' are marvelous. They're thinking ahead at Dulles. Now they're building, or they're going to build, multi-deck parking. Not only that, they've plans for a rapid transit system from downtown Washington, D.C."

Traffic around the airports, at least during the first years of the 70's, will be horrendous, McMullen said. "A lot of people will be flying who never flew before—15 to 20% increase a year all during the decade." Lockheed's 10-11, unlike the 747, will be able to get in and out of smaller airports such as LaGuardia, Midway and Hollywood-Burbank. McMullen agrees with Douglas president McGowan that the big airplanes will take away the fear of flying. "Passengers won't feel as if they're being stuffed away inside a fuselage." McMullen forecasts the use of VTOL aircraft which will "rise quietly and take off (once at altitude) swiftly." This would eliminate the necessity of the huge airports today—except, that is, for the SST.

As for the SST, Lockheed is thinking of a supersonic, but something in the range, perhaps, of Mach 1.1, or about 900 m.p.h. "The problem is sound. Unless you can fly over land at top speed—and this causes a tremendous sonic boom—then the airplane isn't really practical. It would be good for over ocean flying only. The plane we have in mind could fly over land in the low supersonic range which isn't accompanied by all the noise."

American airplane manufacturers agree that two problems facing the Anglo-French-built Concorde SST are noise and economics. One engineer said the jet "will be loud and not very cheap to operate." Nevertheless, the Concorde will be flying by in 1973, crossing from Paris to New York in only 2½ hours. First in the skies with an SST, though, will be the Russians with the Soviet-built TU-144. It is scheduled to be flying sometime next year. On the other hand, the United States' long-discussed SST probably won't begin flying the commercial air lanes until the late Seventies. The American SST will be the biggest supersonic in the skies.

With the Seventies, never will travel be quite the same again. The Seventies will be a decade of new comfort as well as one of mass transportation. Magnificent new hotels are on the rise everywhere; the dreary red tape of entering and leaving a country is being eliminated to a degree; ground transportation is being improved and the tourists themselves are learning to take it easier—avoiding the "it-must-be-Tuesday-this-is-Brussels" routine.

Still, there are huge problems to be overcome. Getting off the ground may prove to be the biggest thorn of the Seventies. That is, making sure you get to the airport on time. Passengers are constantly missing flights at Kennedy and L.A. International because of the horrendous traffic jams around the airports. Prediction: in the Seventies passengers will be leaving their cars miles from the airport, boarding helicopters capable of whooshing through the skies at better than 250 m.p.h.

Prediction: During the Seventies South America at last will come wide awake to the earning power of travel. It possesses what some believe to be the mightiest tourist attraction in the entire world—Peru's legendary Lost City of the Incas, Machu Picchu. Yes, and the Pacific, already stirring, will greet untold millions. Already Hawaii is only five hours and \$85 from the U.S. mainland. This year Americans will be traveling to Japan for Expo and to Germany for the Passion Play at Oberammergau. During the Seventies they'll take to sea during the greatest cruise boom in history, the steamship being one of the last truly peaceful *islands* left in the world today. ■

LODGE VISITS OF

Frank Hise



Past Grand Exalted Rulers and their wives are shown on their arrival at the Honolulu Airport. On hand to greet them were a group of local Elk officials. From left to right are: Jerry and GER Frank Hise, Nita and PGER Leonard Bush, Kay and PGER Horace Wisely, DDGER Martin Crehan of Honolulu, PDDGER Warren Flagg of Kailua and PDDGERS Ray Medley and George Adams of Honolulu.



Elk PGERs are met at the airport by Hawaiian Exalted Rulers. From left to right are: PGER R. Leonard Bush, ER Robert E. Paine, Honolulu; GER Hise, ER Stanley K. Payne, Kailua, and PGER Horace R. Wisely.



GER Frank and Mrs. Jerry Hise are shown together during their tour of the Arizona Memorial in Pearl Harbor.



During his visit to Lincoln, Neb., Lodge, GER Hise was treated to breakfast prior to a football game. Shown with him are PGER H.L. Blackledge, Bro. Bill Wood of Lincoln (standing), and Dick Perry, sports-caster for radio station KFOR.

Special Elks Hawaiian Jubilee \$349*

When the convention is over we'll board a Pan Am Super DC-8 and fly to Honolulu for 7 days and 6 nights at the beautiful Hilton Hawaiian Village on Waikiki Beach.

This low price, available only through the Elks, includes round-trip air fare, the traditional lei greeting, hotel, ground transportation, luggage handling, cocktail party, a half-day tour of Honolulu, and dinner each night at a different famous restaurant.

(For only \$149* more, plus 5% tax and services, you can cut short your stay in Honolulu and spend the time touring the outer islands of Kauai, Maui, and Hawaii. Transportation, hotel, sightseeing, and tips included.)

The tour returns to San Francisco August 1.

We hope you can join us.

After the Elks Convention some of us aren't going home.



Special Elks Oriental Jubilee \$999*

When the convention is over we'll board a Northwest Orient Airlines Jet and head for Tokyo (6 unforgettable days and nights at the deluxe New Otani), National China (1 day and night at Taipei's deluxe Mandarin Hotel), Hong Kong (6 days and nights at the deluxe Hong Kong Hilton), and Honolulu (2 days and nights at the beautiful Hilton Hawaiian Village on Waikiki Beach).

This low price, available only through the Elks, includes round-trip air fare, hotels, all breakfasts and dinners, luggage handling, ground transportation, ferry, hydrofoil, and sightseeing.

(For only \$299* more, plus 5% tax and services, you can extend your vacation by 5 nights and go to Manila, Singapore, and Bangkok.

For only \$185* more, plus 5%, you can cut short your stay in Hong Kong by 2 days and nights, and spend the time in Bangkok. For only \$99*, plus 5%, you can cut short your stay in Tokyo by 2 nights and go to Expo in Osaka.)

The tour returns to San Francisco August 1.

For more information call Mr. Brown collect at (202) 833-8822.

* Per person, double occupancy.

Mail to: ELKS HAWAIIAN JUBILEE
1228 Connecticut Avenue N.W.
Washington, D.C. 20036

- Yes, reserve me _____ seats on the Elks Hawaiian Jubilee flight leaving San Francisco July 17. I enclose a deposit of \$50 per person payable to Elks Hawaiian Jubilee. I understand that full payment is due 30 days before departure. You will refund my entire deposit if I cancel at least 30 days before departure.
- Enclosed is \$149, plus 5% tax and services, full payment for the tour of the outer islands of Kauai, Maui, and Hawaii.

NAME _____
 ADDRESS _____ APT NO. _____
 CITY _____ STATE _____ ZIP _____
 TELEPHONE (area code) _____ (number) _____

Mail to: ELKS ORIENTAL JUBILEE

- Yes, reserve me _____ seats on the Elks Oriental Jubilee flight leaving San Francisco July 17. I enclose a deposit of \$100 per person payable to Elks Oriental Jubilee. I understand that full payment is due 30 days before departure. You will refund my entire deposit if I cancel at least 30 days before departure.
- Enclosed is \$299, plus 5% tax and services, full payment for 5 extra days in Manila, Singapore, and Bangkok.
- Enclosed is \$185, plus 5% tax and services, full payment for the side trip to Bangkok.
- Enclosed is \$99, plus 5% tax and services, full payment for the side trip to Expo.

NAME _____
 ADDRESS _____ APT NO. _____
 CITY _____ STATE _____ ZIP _____
 TELEPHONE (area code) _____ (number) _____



OUTDOOR MAGIC EYE PROTECTS YOUR HOME

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



No C.O.D.'s please.

Dept. E-50
P. O. Box 585
Skokie, Ill.
60076



ELK GOLFERS—New! New!

A precision crafted putter, custom designed under golf pro's supervision, with non-reflecting brass head. True Temper shaft. Golf Pride grip. Officially approved Elks emblem permanently embossed on the sweet spot. Scientifically balanced and finished for right and left hand players. Great gift or award. \$16.95 ppd. Golf Bugs, P.O. Box 3047, Portland, Ore. 97208.



SOLINGEN KNIFE SET

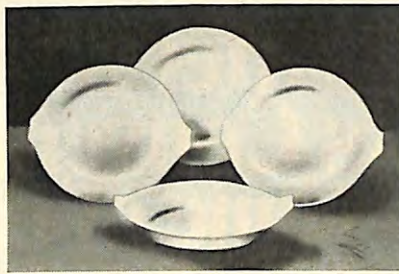
Three thin, extremely sharp stainless knives and peeler. Contoured heat resistant handles. The 11½" knife is an all purpose slicer and frozen food saw. Famous Solingen quality.

Now being offered at **\$2.95** ppd.

Pa. residents add 6% tax

SAHAS, Inc.

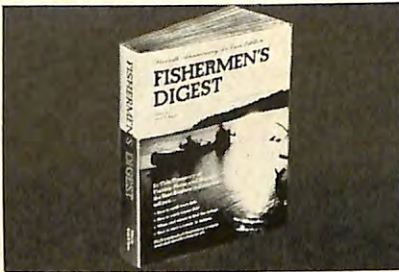
P.O. Box 6, Leetsdale, Pa. 15056



BAKE 'N SERVE AU GRATIN DISHES. From oven to table, you serve steaming seafood, bubbling baked beans, delectable dishes in ovenproof ramekins. Of heat-retaining ironstone, with glazed white finish to keep food piping hot. 6" x 1½" deep. Set of 4, \$2.98; 3 sets \$7.98, ppd. Colonial Gardens, Dept. E, 270 West Merrick Rd., Valley Stream, N.Y. 11582.

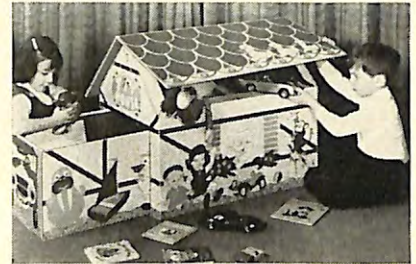


NEW CONCEPT IN CLOCKS. You watch the time go 'round on Number-Go-Round Clock. A glance at the red arrow tells the exact hour, minute in easy-to-read digits. Round dials rotate past arrow with pin-point precision. Alarm too. 2½" d. x 3½" h. #1718. \$12.95 plus \$1 shpg. J. Carlton's, Dept. E003, 176 Madison Ave., N.Y. 10016.

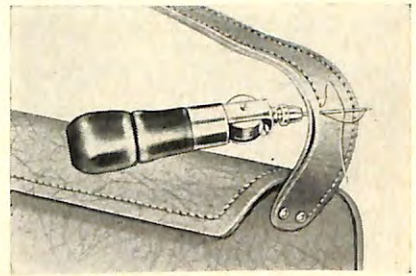


THE FOCUS IS ON FISHERMEN in the 7th Anniversary Edition Fishermen's Digest. 320 big pages (8½ x 11) are packed with articles by top fishermen: fishing theories; how to select rods and reels; best equipment for purse and purpose. \$4.95 ppd. Wilmot Enterprises, Dept. EK-52, Suite 100, 100 Wilmot Rd., Deerfield, Ill. 60015.

ELKS FAMILY SHOPPER



TOY HOUSE CHEST gets rid of children's mess while providing plenty of play fun. One side of roof lifts for storing small toys in top tray. Pull-out toy chest holds large toys. Sturdy fibreboard in gay colors; easy to assemble. 21¼" x 28¾" x 22" high. \$5.95 plus 75¢ shpg. Pegasus, Dept. EL-570, 1855 Imperial Ave., New Hyde Park, N.Y. 11040.



SEWS LEATHER, PLASTIC, VINYL, CANVAS. With Stitcher Awl, you can mend awnings, handbags, belts, sails and save costly repairs. 7" long poly and steel awl automatically sews with firm lock-stitch. Includes 1 straight, 1 curved needle that store in handle. #61796, \$1.98 ppd. Breck's of Boston, H71 Breck Bldg., Boston, Mass. 02210.



Imported Spanish Chandelier

Five lights, 18" wide and 18" high. Sparkling imported crystal prisms, completely electrified. #515 shown, K D \$29.95, or assembled add \$5.00. Shipped PPD. Send 50¢ for catalog of lighting fixtures.

Decorative Lighting Co., P.O. Box 5482, Long Beach, California 90805

FOR THAT SPECIAL SOMEONE



14K GOLD IDENTIFICATION BRACELET

Her first name beautifully engraved on a heavy gold Florentine plaque with a hand cut scalloped edge. The heavy gold rope chain completes this exquisite piece of jewelry she will cherish forever.

Send check or money order

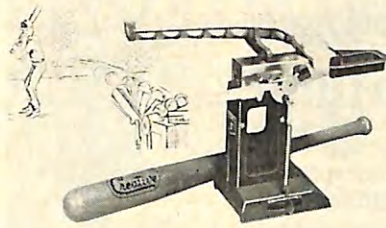
• Only \$14.95 incl. tax and postage •

A small jewelry store in full color at prices you can afford.

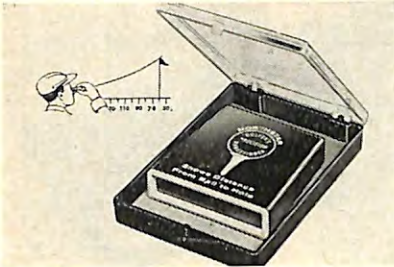
MELBUN JEWELERS

1355 Coney Island Ave. (Dept. E) Brooklyn, N.Y. 11230

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



YOUR OWN BATTING PRACTICE MACHINE, just like the ones big leagues use, pitches 10 safe hollow balls automatically. Operates on one flashlight battery (not incl.), adjusts for distance and sluggers' heights. Safe indoors. #3284, with bat, 10 balls, \$4.98 plus 75¢ shpg. Hobi, Inc., Dept. E-5, Lake Success, N.Y. 11040.



GOLFERS CAN LOWER THEIR SCORE by using Golfers Rangefinder to tell the exact number of yards from ball to hole. Instead of guessing at the distance, you know exactly. Lightweight precision optical instrument easily fits in shirt pocket. \$6.95 plus 45¢ post. J. W. Holst, Inc., Dept. EL5, 1005 E. Bay St., East Tawas, Mich. 48730.



25,000 INDIAN-LINCOLN CENTS are available for "grab-bag" pickings. These valuable coins, selected from a trunkful from the 1920's and earlier, make an exciting find for the seasoned collector or fascinated beginner. Select 150 for \$10 or a sample bag of 20 for \$2.00. Ppd. from Mrs. E.K. Fischer, Box 1778, Encino, Calif. 91316.



PORTABLE ICE, perfect for beach, boat, camping trips. Fill scientifically-designed tray with water, freeze it solid and place it in cooler chest or insulated bag. It will keep food crisp, cold and dry for hours. Molded polyethylene, airtight, leakproof. #6783, \$1.29 ppd. Alexander Sales, Dept. EL-570, 26 So. 6th Ave., Mt. Vernon, N.Y. 10551.



PIN ON YOUR COLORS—the red, white and blue of the American Flag, so richly displayed on this handsome patriotic pin. In two sizes: 1 1/2" x 3/8", \$1.00 each; 3/8" x 3/8", \$1.50 each ppd. Order American Flag Pins #F100 direct from manufacturer, Fraternal Jewelry Company, Dept. F, P. O. Box 8123, Cranston, Rhode Island, 02920.

REPLATES SILVER!



LIQUID POLISH goes on with a cloth—deposits layer of pure silver that won't wash off! Easiest way to restore copper, brass, bronze-based items to original beauty. 50294 Silver-Plating Polish; 4-oz. 1.98

BRECK'S OF BOSTON SINCE 1818
663 BRECK BLDG., BOSTON, MASS. 02210

THIS AD WORTH \$2.00 PER MARKER



ENGRAVED WALNUT DESK MARKERS

Bronze on Solid Walnut \$6.95 ^{each}; \$7.95 ^{each}
THE BEST OF PERSONAL GIFTS

Satisfaction Guaranteed or Your Money Back

Why do GM, GE, IBM, and so many others use Spear Markers for employee ID, sales prom., and bus. gifts? Order your Desk Markers today and see! Clip this ad to your order—take off \$2.00 per marker—any quantity. No risk—we've pleased our customers for over 20 years. We'll ship in 48 hours. P.S. The Best of Christmas Gifts! Write for details.
SPEAR ENGINEERING COMPANY
4822 Spear Building, Colorado Springs, Colorado 80907



MOIST HEAT KILLS PAIN

The **Roberts**
MOIST HEAT-ELECTRIC-FOMENTATION PAD

Invented by D. Roberts, Formerly of the Battle Creek Sanitarium — In Our 49th Year.

Doctors recommend penetrating moist heat for effective, natural relief from pains of arthritis, rheumatism, poor circulation, muscular discomforts, etc. Conceived in Battle Creek, with the original health pad under U.S. Pat. 2154184 you can enjoy wonderful, pain soothing moist heat fomentations. Just plug it in. No fuss, muss, or boiling water. Very durable construction; patented STUPE cover with each Standard and Medium Model to assure adequate moisture; 19% to 25% less cost than competing units because of factory-direct prices and no dealer mark-up. Thousands of grateful users. Lg. 27" x 13" covers back, chest, legs, \$30; 13" x 13", \$20; 4" x 14" (neck and sinus only) \$18.50. ppd. Fully guaranteed. Immediate Shipment. No salesman will call.

Try it for 10 days. If not delighted, return it for full refund. Write today for free brochure!

ROBERTS MANUFACTURING COMPANY

Dept. 9, Jenkintown, Pa. 19046
(formerly of Battle Creek, Michigan)

For Those Who Do Not Want

GREY HAIR

"TOP SECRET makes my hair look as it did years ago!" says famous dance band leader Jan Garber. "I noticed results after just a few applications. And TOP SECRET is easy to use—doesn't stain hands or scalp. TOP SECRET is the only hair dressing I use."



A FAVORITE OF THE STARS

TOP SECRET has been a favorite with famous personalities for years. Exclusive formula imparts a natural looking color to grey or faded hair. Does not streak or injure hair; does not wash out. Send \$4.50 for 6 oz. plastic container. (Convenient for traveling, too.) Ppd. No COD's, please. Money back if not delighted with results of first bottle.



6 OZ. BOTTLE \$4.50
GIANT 13 OZ. \$8.00

ALBIN OF CALIFORNIA
Rm. 15, 4016 No. Hollywood Way
Burbank, Calif. 91505

OLD FLAME



An oak base holds a leather cup with regular wooden matches in it and a rough stone on which to strike them. **GUARANTEED TO WORK EVERY TIME!** Comes with tongue in cheek operating instructions. 8" long x 4 1/2" wide. Perfect for Father's Day gift giving and business gifts. Immediate delivery!

\$7.95 plus 75¢ postage and handling.

CROSS X ROADS Dept. EL-50

135 So. Washington Avenue, Bergenfield, N.J. 07621

**adjustable
Hi-Low
T.V. POLE
STAND**

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

\$11.95
ppd.

Write for **FREE** catalog of gifts.

Holiday Gifts
Dept. 705-A, 7047 Pecos St.
DENVER, COLORADO 80221

**Floor
Plant
Stand**

\$5.99
Plus 99¢ Postage

**WROUGHT IRON
SHOW PIECE in
SPANISH MOTIF**

An important piece that will add Spanish flavor to your room, patio or terrace. A fine beauty spot for your prized plants, flowers, or dry arrangements. 20" tall, pie crust tray is 7 1/2" diameter, base is 10" x 10". Heavy wrought iron in black, green antique or antiqued white & gold (specify), you will want several at this tiny price. Pot not incl.

MONEY BACK GUARANTEE
Cooper's
Dept. E50, 7840 Rugby Bldg.
Philadelphia, Pa. 19150



ELKS FAMILY SHOPPER



JEWELLED ELKS HEAD makes a lovely pin for your favorite Elks lady. 2" pin has genuine rhinestones with ruby eyes, hand-set in white or yellow rhodium finish. Custom-created by jewelers who specialize in Elks jewelry. Complete catalog available. Elks Head Pin, \$4.95 ppd. Barnett's-Chicago, Dept. E-50, 33 East Madison St., Chicago, Ill. 60602.



EXECU-JOGGER lets you jog indoors and get all the healthy benefits of real jogging. Coil springs are embedded in high-density foam to duplicate the action of street jogging. Smooth and quiet, made to last. 20" x 22", covered in rich gold Naugahyde. #6472, \$9.95 ppd. Alexander Sales, Dept. EL-570, 26 So. 6th Ave., Mt. Vernon, N.Y. 10551.



ALASKAN CAMPER IS HYDRAULIC so you can raise and lower the top by a simple turn of the valve. Keep top down while you travel for less wind resistance, less sway and drag; raise top for comfortable living when you stop. Write for full color folder of 1970 models. R. D. Hall Mfg. Inc., 9847 Glenoaks Blvd., Sun Valley, Calif. 91352.



MASSAGING GOLF GLOVE prevents hand fatigue and tightening up. Isotoner Glove massages your hand automatically as you play. Lycra spandex and nylon with leather for good grip. Washable. One size fits all. For men and women, right-handed only. Tan, #5171, \$5.98 plus 50¢ shpg. A Man's World, Dept. E-5, Lake Success, N.Y. 11040.

**TELEPHOTO PICTURES
WITH YOUR
INSTAMATIC CAMERA**

Two amazing lenses increase the picture taking scope of your Instamatic Camera

Lenses fit on your camera—no screws or special attachments. Slip the TELEPHOTO lens over normal camera lens—bring distant scenes up close—get big dramatic close-ups of children and friends when you must shoot from distances. Use the WIDE ANGLE LENS for panoramic, scenic or group views. Either lens fits any Instamatic 100, 300, or 400 series camera, either lens regularly \$7.95, now \$6.95 with this advertisement. Both lenses regularly \$15.90, now \$12.95 ppd. Money back guarantee. **BE SURE TO INCLUDE CAMERA MODEL NUMBER.** We carry a complete line of lenses and accessories for all other Kodak Instamatic and Polaroid Color Pack cameras. Write for brochure which also includes our low prices on high quality film processing.

**Box 125, Dept. E-5
St. Ann, Mo. 63074**

Attaches Easily To Auto Antenna

**YOUR
AUTO
FLAG!**

Fly It Proudly!

Fly it Proudly and somehow be a little less silent

Your American Auto-Flag speaks softly but carries a "BIG" message. It lets everyone know you are proud to be an American. Your colorful rayon-silk Auto-Flag clips instantly to your car antenna without harming it. No radio interference. A beautiful 6" x 4". Guaranteed to please you and your friends. Send in now for one or more Auto-Flags.

Only \$1 each ppd.
2 for \$1.75
5 for \$3.50

**PATRIOT HOUSE, Dept. E-5
Box 584, Mahwah, N.J. 07430**

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

BORROW BY MAIL!
UP TO \$1500 CONVENIENT TERMS

Borrow \$100 to \$1500 entirely by mail! Pay all your bills with a confidential loan from Postal; only one small monthly payment instead of many. Over 60 years of dependable service to people throughout the U.S.A. State-licensed—your assurance of fair rates and supervised reliability. Fast, Airmail Service. Try Us!

**POSTAL FINANCE CO., Dept. 99-H
200 Keeline Building
Omaha, Nebraska 68102**

**POSTAL FINANCE CO., Dept. 99-H
200 Keeline Building
Omaha, Nebraska 68102**
Rush **FREE** complete Loan Papers.

AMOUNT NEEDED
\$

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

Don't Crack Up
CONCRETE WALKS, PATIOS, DRIVEWAYS, ETC.

Save it with easy-to-use

VINYL CONCRETE

The fast, money-saving answer to damaged sidewalks, patios, cinder blocks, brick walls, boat decks, hulls. Looks like and applies like concrete. Permanently bonds. Also adheres to marble, steel, wood, glass, tile, etc. Special VINYL formula for amazing strength even in 1/16" layers. Used by leading industries & government agencies (incl. U.S. Navy). Satisfaction guaranteed. 10lb. 8.95. 2-10 lb. cans 15.95.

Check with order, we pay freight.

OKUN CO. 109-02 Van Wyck Boulevard
Dept. E-2 Jamaica, N.Y. 11420

This is the most famous, most used, most copied flight bag in America



For People Who Won't Carry Cheap Luggage

The Executive Flight Bag by
Alexander Sales Corp.—World's Leading
Flight Bag—and its Best

■ It set a trend because it makes air travel so much easier—and faster. Goes with you on the plane. Leaves with you when you arrive. No waiting at baggage counters. Holds a suit on a special wrinkle-free hanger. Has a special organizer compartment (Pat. Pending) to keep all your gear neatly in place. Holds enough for a week—or more. Its 3 special pouch pockets give incredible additional carrying space. Measures 21" x 13" x 9". Planned for years of scuff-proof service. Has smooth-running zippers, protective lock. Your choice of Saddle Brown or Jet Black in Steer-Hyde Grain finish. **\$19.95**
ALSO AVAILABLE: De Luxe Model in exclusive Buffalo-Grain. Rich, impressive look you'll find in no other flight bag. **\$24.95**

ASC ALEXANDER SALES CORPORATION

26 South 6th Ave., Mt. Vernon, N.Y. 10551

Visit Our Stores— In New York: 14 East 47th Street / 64 Trinity Place
In Mt. Vernon: 186 Gramatan Avenue



MAIL HANDY COUPON

ALEXANDER SALES CORPORATION Dept. EL-570
26 South 6th Avenue, Mount Vernon, N.Y. 10551

Please send me the following Execu-Flight Bag(s). I understand if I am not completely satisfied, I may return in thirty days for a full refund.

EXECU-FLIGHT BAG @ \$19.95 each plus \$1 p.p. & hdlg.
#283 Brown #1071 Black

DELUXE EXECU-FLIGHT @ \$24.95 each plus \$1 p.p. & hdlg.
#6235 Brown #5359 Black

I enclose payment of \$ _____

Charge my: Diners Club BankAmericard American Exp.

Account # _____

Your Signature _____

NAME _____

STREET _____

CITY _____ STATE _____ ZIP _____

(N.Y. State residents please add appropriate tax)

Rush me your catalog of new and unusual merchandise. I enclose 25¢.

BUY REAL DIAMONDS THIS NEW WAY SAVE 1/3 TO 1/2!



1 Carat Brilliant
White Diamond
Lady's or Man's
Solitaire Ring

\$795.

The talk of the Country—You can now buy diamond jewelry by mail direct from one of America's Well Known Diamond Cutters. Any ring mailed direct for FREE 10 DAYS inspection without any payment, if references given. Even appraise it at our risk. Send for free 80 page catalog.

Over 5000 styles \$50. to \$100,000.

EMPIRE DIAMOND CORPORATION

Empire State Building, New York, New York 10001
Send FREE Catalog 27

Name
Address
Zip

HOLD-ALL CAR CADDY

gives armchair driving comfort!



Patented

Reduce driving fatigue, end car clutter! Handsome, roomy arm rest gives over 500 cubic inches of storage space! Eliminates dangerous stretching over to glove compartment! Separate section for coins, pad and pencil. Fits all cars without tools. Rugged black morocco finish is waterproof, scuffproof.

Measures 15"x6"x7". Perfect for Mother's Day and Father's Day gifts. Ideal, too, for passengers in rear seat.

\$6.95

Special for Gifts. 2 for \$13.00 ppd. only postpaid
MONEY BACK GUARANTEE. Send Check or M.O.

MERIT HOUSE Dept. E-570
40-10 150th St., Flushing, N. Y. 11354

Made to Your Measure SHIRTS

LOW \$5.95 AS

Order by mail. Custom cut, tailored to your exact measurements. Prices low as ready made — start at \$5.95. Perfect fit guaranteed regardless of size. You choose favorite collar, cuff, front, back style. Monogrammed if desired. Choose from 72 superb quality fabrics . . . plain, white, bold new deep colors, stripes. New Pack-a-Press permanent press Dacrons, fine Cottons. Only four simple measurements. Satisfaction or money back. Famous maker, Established 1923! WRITE TODAY!

Worn by
TWA PILOTS
and other airlines
NFL FOOTBALL PLAYERS
TV STARS
MAJOR LEAGUE BALL PLAYERS
U.S. SENATORS
and BUSINESS EXECUTIVES

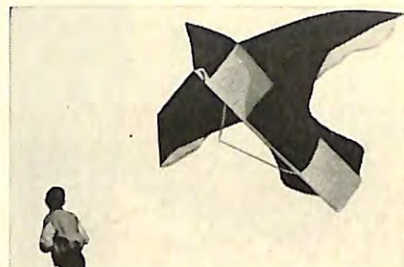
FREE Style Book and Swatch Guide

Packard Ambassador Shirt Corp.
Dept. EM-122 Terre Haute, Indiana 47808

ELKS FAMILY SHOPPER



SCULPTURES OF AMERICA'S PRESIDENTS, a thrilling collection of miniature, hand painted sculptures of our 36 presidents from Washington to President Nixon. Each lifelike, recognizable replica, 2 1/4" high, takes its place on 4-tiered reviewing stand with name, dates of office on base. #5548, \$9.98 ppd. Hobi, Inc., Dept. E-5., Lake Success, N. Y. 11040.



NOT A BIRD, NOT A PLANE—but Giant Space Bird Kite, built to zoom, glide and climb. No running to launch. 48" wing-spread, 33" long, 250 ft. of cord, #61, \$4.98. Super Space Bird with 66" wing-spread, 47" long, 500 ft. of heavy duty cord and reel, #62, \$7.98, ppd. Alexander Sales, Dept. EL570, 26 So. 6th Ave., Mt. Vernon, N. Y. 10551.

WAIST-AWAY™ Reduces Stomach Bulge For Men and Women

RELAX INTO A YOUTHFUL SHAPE WITHOUT EXERCISE

Athletes don't exercise to lose weight or reduce midriff fat! They "sweat it off" with special rubber suits. You can now use their proved, fast method. No weights!

So simple, it's amazing how easy it works while you relax. WAIST-AWAY is a pliable wide belt of soft rubber-like composition that you wear next to your skin. It makes your body heat melt away excess "flab" while you do housework, jog, or just sit and watch TV.

The soothing massage effect relieves back and waist tensions. The heating effect developed by WAIST-AWAY helps to ease backache and stiffness. Posture improves, too. A wonderful aid to athletes, businessmen, housewives.

VELCRO® adjustment keeps belt snug. Specify man's or woman's model. SEND YOUR WAIST MEASUREMENTS. Check or money order; no C.O.D.



Singer **TONY MARTIN**

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

Money-back guarantee.
WAIST-AWAY Belt \$11.95 ppd.
Add local sales taxes (NYC 6%)

Wonderful news for Women! THIGH REDUCER BELTS

Spot-reduce legs the sure, fast way.

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

Here's a sure way to slim thighs. Now you, too, can wear those revealing mini-fashions. Do it now—get results in time for the summer beach scene.

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

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

ONE PAIR postpaid . . . \$16.95 Add local sales taxes (NYC 6%)

IBEM SALES CORP. Dept. EL-302, 509 Fifth Ave., New York, N.Y. 10017



1964 PRESIDENTIAL SILVER COIN SET includes scarce J.F.K. half-dollars. Brilliant, uncirculated in gift case. Phila. or Denver mint. \$2.95 plus 25¢ post. Both mints, 10 coins, \$5.50 plus 25¢ post. Save: 10 sets, \$49.50; 20 sets, \$95. Write for catalog. Novel Numismatics, Dept. T-81, 31 2nd Ave., N. Y. C. 10003.



TO CELEBRATE ITS SILVER ANNIVERSARY, Airborne Sales has just published its most comprehensive catalog. 1970 edition contains thousands of items in hydraulics, electrical precision tools, automotive and marine items, engine accessories, etc. Send 25¢ for mailing catalog. Airborne Sales Co., Dept. EL-570, Box 2727, Culver City, Ca. 90230.

TAKE ABOARD TIME SAVER STRATO-TRAVEL BAG

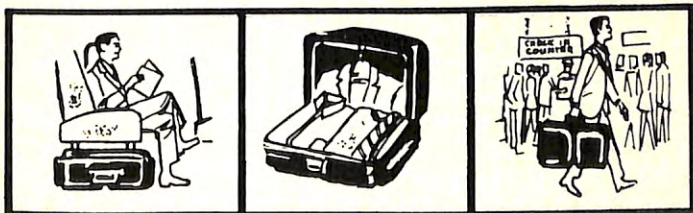
NOW \$9⁹⁵
plus \$1 pp.
ONLY
COMPARABLE VALUE \$19.95



PORTUGAL
CANARY ISLANDS
MADEIRA
HOLIDAYS



Order #187.



NOW ONLY \$9⁹⁵
plus \$1 pp.
COMPARABLE VALUE \$19.95

ORDER BY MAIL **SATISFACTION GUARANTEED**

Brand NEW rugged "Strato-Travel Bag"

Designed to fit under any airline seat—eliminates a tiring wait at baggage counters. Luxurious smart-looking dark saddle brown vinyl, with the look of rippled leather. Sturdy double nylon stitching, heavy duty zippers, locks and keys. Capacity for up to two suits—all your personal belongings — underwear, shirts, shoes, toiletries, etc. Full zippered enclosures—four separate compartments, huge inside capacity. Measures a full 21" x 12" x 11".

Amtech Creations DEPT. EL 5
108 NEW SOUTH ROAD, HICKSVILLE, N.Y. 11802

Please send me your "strato-travel bag"

Check or M.O. enclosed _____
 CHARGE TO CREDIT CARD # _____
 DINERS AMER. EXP. MASTER

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
N.Y. residents add applicable tax

SAVE UP TO \$100 BUY FACTORY DIRECT STOWBOAT SPRING SALE



**FOLDS
FLAT!**

For thrifty, handy, portable fun on water, get an amazing folding Stowboat, only \$129.00 for the 7' Stowboat. Comparable savings on the 8' and 9' sizes. Folds flat to only 4" thick in less than a minute. Weighs just 35 lbs. To carry on top of your Volkswagen; on the side of your camper, motor home or trailer; in your station wagon or wherever it's handy. Unfold it in minutes and your tough, virtually indestructible Stowboat is ready for fishing, sailing, rowing, ship-to-shore dinghy use and duckhunting. Can be used with outboard motor or sail, both available with many other exciting options. Molded-in color and finish, impervious to saltwater, gas, oil and epoxies. Stowboat is ready to go on a moment's notice wherever you go. For FREE information, write:

Stowboat



665 South 31st St., Dept. E5
Richmond, California 94804

Name _____

Address _____

City _____ State _____ Zip _____

Start Your Own . . .

COIN COLLECTION!

LINCOLN CENTS—10c each
1940P 40D 40S 41P 41D 41S 42P 42D
1942S 43P 44P 44D 44S 45P 45D 45S
1946P 46D 46S 47P 47S 48P 48D 48S
1949P 49D 49S 50P 50D 50S 51P 51D
1951S 52P 52D 52S 53P 53S 54P 54S
1955P 56P 57P 58P 58D 59P 60D 61P



JEFFERSON NICKELS—25c each

1938P 40D 40S 41D 41S 42P 42D 42S 43P 43S 44P 44D
1944S 45P 45D 45S 46S 47S 48S 49S 50P 51D 52S 58P

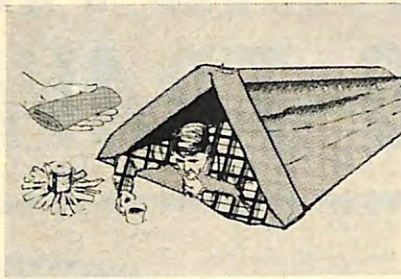
ROOSEVELT DIMES—30c each

1946P 46D 46S 47P 47D 47S 48P 48D 48S 49P 49D 50P
1950D 50S 51P 51D 51S 52D 52S 53D 53S 54S 55S 58P

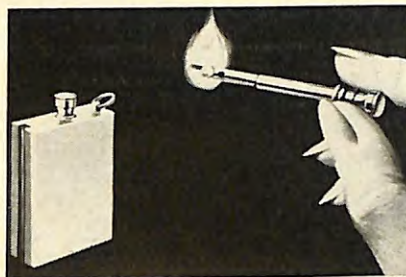
Early dates Good-Fine. Later dates Fine-Unc.
48 Hour Shipment—Satisfaction Assured
Orders Under \$5.00 add 20c postage

MONTEREY COINS, DEPT. E-5,
311 Homeland N.W. Albuquerque, N.M. 87114

ELKS FAMILY SHOPPER



TRAVEL LIGHT WITH INFLAT-A-TENT. It weighs just 1 lb. 12 oz., folds so small you can store it in glove compartment. Tote it in pack or pocket. Inflates by mouth in 60 seconds to form a floored tent, 7 ft. x 40 inches wide. Strong, non-inflammable, won't crack in cold. #3606. \$9.95 plus 75¢ shpg. A Man's World. Dept. E-5, Lake Success, New York 11040.



WONDER MATCH lights up to 20,000 times. So tiny it fits into a case the size of a postage stamp. Just slide it out and strike on side of case for light every time. Put back in case to extinguish. Only 79¢; 3 for \$2; 5 for \$2.97. Add 25¢ post. & handling. Foster-Trent Inc., Dept. 4116G 369 Boston Post Rd., Larchmont, N.Y. 10538.



EAGLE WATCH. An actual American Eagle half-dollar, mint-fresh, is made into a handsome wafer-thin wrist watch. Crystal-protected with precision jeweled movement, shock-resistant, unbreakable mainspring. Black alligator leather strap. \$29.99 plus 25¢ post. Greenland Studios, 7182 Greenland Bldg., Miami, Fla. 33054.



PROFESSIONAL-TYPE SPRINKLER. Rain Warbler is the same type sprinkler used by golf courses and preferred by landscaper men. Winds up to 10 m.p.h. do not affect water flow. Easy finger-tip dial control waters over 4,000 sq. ft. Cast aluminum with brass connections. #5208. \$9.98 ppd. Alexander Sales, Dept. EL-570, 26 So. 6th Ave., Mt. Vernon, N.Y. 10551.



CHINESE SAINTS ON THE WALL bring good fortune to all. Four handsome wall plaques, hand-carved of genuine camphorwood on the island of Taiwan, are Confucius, Hotei (God of Happiness), God of Longevity and Fisherman. Each plaque, 14½" x 5". Set of 4. \$6.98 plus 79¢ post. Cooper's, Dept. E, 7840 Rugby St., Phila., Pa. 19150.



PERFECT EGGS, done to your taste in Royal Worcester Egg Coddlers. Egg cooks in boiling water in Coddler, capped to seal out air and water. When done as you prefer, uncapped and eat from cup. Single egg size, \$8.95 pr.; 2-egg "King Size," \$5.95 ea. Colonial Garden, Dept. EL-5, 270 W. Merrick Rd., Valley Stream, N.Y. 11582.

Play Piano ^{Or Organ} in 2 Weeks if you can read a printed page



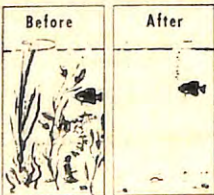
The New York Music Academy is making available for the first time the most remarkable system for learning to play the piano or organ ever devised. Developed by a Doctor, it is not chords, colors, or numbers but a totally different method with full protection of the U.S. patent office.

FOR ONLY \$3.00

plus 50¢ handling fee, you receive the entire course book which includes 25 favorite hymns with all words and music. In a few weeks you can be playing for church or friends with the skill of someone who had years of lessons. In 10 days money back if not satisfied. Studio K

New York Music Academy, 200 W. 20th St., N.Y. N.Y. 10011

KILL LAKE WEEDS!



New Aquacide pellets destroy unwanted underwater weeds. Easy to use. Lasts for months. Spread like grass seed, and special 2-4D concentrate kills weeds at any depth. Used and tested by many state conservation departments. Proven safe for swimmers and fish.

10 lb. can. (treats 4,000 sq. ft. of lake bottom) \$14.95 plus \$2 for postage. Or write for free information to:

AQUACIDE CO.

308 Prince St. Dept. E-8, St. Paul, Minn. 55101

OUTDOOR DRINKING FOUNTAIN

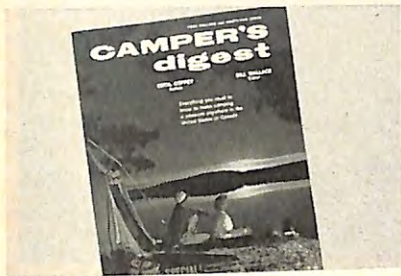
Just press the button valve for bubbling water!

It's fun for kids to use in summer and so convenient for outdoor family living! Saves a lot of kitchen traffic at the same time! It's also ideal for camp, beach cottage or patio! Heavy-duty, non-rusting all metal fountain with baked enamel and chrome finish. Instantly attaches to any outside faucet. The TWO-COUPLING feature allows you to connect your garden hose without disconnecting the drinking fountain! Deluxe metal and baked enamel hygienic cup and guard unit. Lifetime brass valves. Prompt delivery. Satisfaction guar. \$7.95 postpaid.

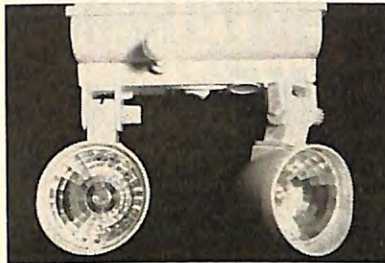
Send check or money order to: **SPECIALTY PRODUCTS** P.O. BOX 295, Syracuse, N.Y. 13219



ELKS FAMILY SHOPPER



BRAND NEW "CAMPER'S DIGEST" . . . the first comprehensive digest that tells all about camping . . . trails, clothes, tools, equipment, safety tips, etc. 320 pages with over 500 illustrations, glossary, list of hundreds of U.S., Canadian camping grounds. \$4.95 ppd. Wilmot Enterprises, Suite 100, Dept. E-50, 100 Wilmot Rd., Deerfield, Ill. 60015.



CORDLESS CLOSET AND UTILITY LIGHT has two lights to illuminate a wide area. Mounted in attractive housing which fits right above the door. Automatic or manual on/off switch. Great for closets, boats, cars, garages. Takes 4 "D" batteries, not included. \$5.95 ppd. Collier's, Dept. E-570, PO Box 585, Skokie, Ill. 60076.



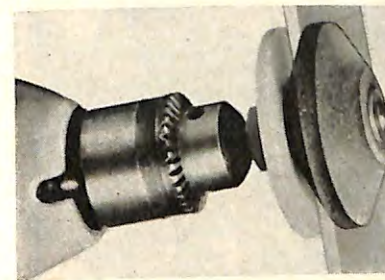
SET AN ORGANIZED BUFFET with silverware, napkins, salt and pepper neatly positioned in compact, sectioned tray. 13" x 14" wipe-clean poly tray holds complete silverware service for 24, leaves more room for food on table. Handsome walnut-grained finish. #17582, \$2.49 ppd. Breck's of Boston, H74 Breck Bldg., Boston, Mass. 02210.



PHOTO SILHOUETTE CHARMS. A photo of a loved one is engraved into metal in the exact likeness of person pictured. First name, birthdate engraved on back. 1" high charm in non-tarnish golden or silver finish. Send wallet-size photo (to be returned). \$2.95 each ppd. Free catalog. Dyna Process Corp., Dept. N-2, P.O. Box 126, Bellefonte, Pa. 16823.



AUTHENTIC COATS OF ARMS, direct from England, are reproduced in relief and color on oak wall shields. 7" x 6", \$12; 12" x 10", \$25; 14" x 12", \$30; 22" x 18", \$60. Ppd. Check returned with free Heraldry book if arms not traceable. Alexander Sales, U.S. Distributor for York Insignia, Dept. 405, 26 So. 6th Ave., Mt. Vernon, N.Y. 10551.



SHARPEN ROTARY LAWN MOWERS easily. Arco Lawn Mower Sharpener fits any electric drill to sharpen all models of Rotary Lawn Mower Blades, Roto Tillers, Moto Tillers, Sickle Bar Cutters, Hoes, Scythes, Reversible grinding wheel for double life. Made in U.S.A. #32M, \$1.98 ppd. Arco Tools, Dept. EL-5P, 421 W. 203rd St., N.Y. 10034.

The Perfect Gift for Mother...



...AND GRANDMOTHER, TOO!

A birthstone for each child or grandchild. Simulated gem stones for each birth date. Available—1 to 7 children. Unused spaces are set with precious metal rosettes. Select either sterling silver or 18 Kt. gold plated on sterling silver. Ring with three stones \$7.95 ppd., additional stones \$1.00 ea. Order now! Satisfaction guaranteed!

Peek Company
500 Southwest Boulevard
Kansas City, Missouri 64108

Enclosed please find \$_____ (check or money order). No COD's—allow one week for delivery. List birthstones desired. _____

Color: Silver Gold Ring Size: _____
Name: _____
Address: _____
City: _____ State: _____ Zip: _____



FLOATING BABY SEAT

A built-in baby sitter that floats without aid, tends the baby safely, surely, securely. And baby will love the floating fun. Made of unsinkable foam plastic with a built-in cloth seat that holds child firmly. For wee toddlers to first graders. Approximately 20" x 26" x 11" deep with bucket seat. \$5.25 plus 75¢ P. & H. Ill. Res. add 5% tax. Gift Catalog 25¢

House of Mimmel

Deerpath Road Dept. E-50 Batavia, Ill. 60510

POP-ART POT HOLDER

CLINGS... magnetically!

For heat-proof protection and "campy" decoration . . . pop-art pot holder! Quilted, heavily padded, scorch-resistant face, printed percale back. It clings magnetically to stove, refrigerator—hangs, too. 83584 Holders (3). 1 Set, 1.29



BRECK'S OF BOSTON SINCE 1818

F67 BRECK BLDG., BOSTON, MASS. 02210



A HANDSOME DESK NAME PLATE is the ideal Fathers Day gift for your ELKS-ecutive. Finely hand-crafted walnut with three dimensional letters in gold finish. Each letter is individually hand-set for lasting beauty. 11 inches long. \$6.95 post paid, add \$2.00 if title line is desired. You must be satisfied or your money back. All Orders shipped within 48 hours. Century Products, Box E, Denver, Colo. 80209.

SIDLES AUTO SUN SHADES



SIDLES CUSTOM AUTO SUN SHADES

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

SIDLES MFG. CO., INC.

817/778-1636 • Box 3537E
Temple, Texas 76501

NOW EVERYBODY CAN BUY THEIR OWN EXTRA PHONE WITH NO RENTAL CHARGE AT ALL

Complete with 4-PRONG PLUG, RINGER, REGULAR CORD

**Just plug it in!
Nothing else to buy!**

These well-made, top brand name standard dial phones are completely reconditioned by experienced factory-trained repairmen . . . rewired, refinished and inspected down to the last service detail. Each is READY-TO-USE, WITH RINGER, 4-PRONG PLUG AND CORD. There is nothing else to buy. Great as that extra phone . . . or 2-phone intercom system . . . in office, den, kitchen, bedroom, etc. . . . and it costs you less to own it yourself than what you have to pay in one year's rent!



ON SALE—NOW ONLY 995

CHOOSE ANY PHONE YOU LIKE AND OWN IT—NO RENTAL CHARGES TO PAY EVER

COLOR PHONES with Bell
Available in red, blue, green, yellow, white, beige, ivory, pink, black, gold **\$16.95**

VINTAGE 1928
Colored Antique Cradle Phone. Green, Yellow, White, Beige, Blue, Red, Pink and Gold **\$22.95**

HANGER PHONE
With Dial **\$15.95**
No Dial **\$11.95**
Black Only

FRENCH CRADLE PHONE
From Milady's boudoir. In ivory, black or brass complete with bell and plug-in. **\$59.95**

COLOR WALL PHONES
White, Beige, Ivory, Green, Red, Blue, Black, Pink . . . **\$21.95** includes bell

UPRIGHT
All brass . . . **\$79.95**
All black w/dial . . . **\$59.95**
All black, no dial . . . **\$39.95**

ERICOPHONE
The phone with the dial on the bottom. Lift, it is ready to dial or answer, set down and communication is cut off. Red, Ivory, Beige, White, Blue, Green, Yellow. With Buzzer . . . **\$49.95**
With Tweeter . . . **\$59.95**

MODERN STANDARD COLOR PHONES
Green, Blue, Pink, White, Ivory, Red, Beige, Green & Yellow, Black **\$22.95**

PRINCESS TYPE "STARLITE PHONE"
Pink, Blue, Green and White, Ivory. Complete with Bell and Light **\$44.95**
BARONESS—white only with bell **\$29.95**

GRANDCOM, INC., Dept. EL-5
1152 Sixth Avenue, New York, N. Y. 10036

We carry a big line of Telephones. Write for FREE CATALOG.

Send me _____ phones as listed below:

_____ \$ _____

_____ \$ _____

Name _____ Shipping Charges \$ _____

Address _____ Tax if any \$ _____

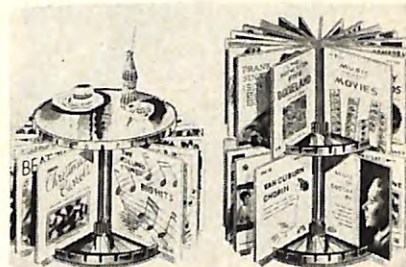
City _____ State _____ Zip _____ Total enclosed \$ _____

Enclose check or Money Order. No C.O.D.'s

Add \$1.50 shipping and Handling Charge for each phone ordered east of Mississippi.
\$2.00 for each phone west of Mississippi.



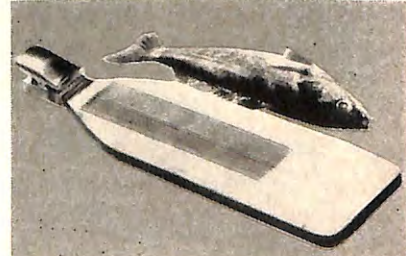
STARBRIGHT STARLIGHT. Dazzling diamond-like Titania Jewel in magnificent 14 kt. gold Starlight setting costs just \$33—for a 1-carat Titania. Man's one-carat ring, \$41. Titania Jewels may be cut to fit your jewelry. Write for free ring size chart and 120-pg. full color catalog. Regent Lapidary Co., Dept. ELP-5, 511 E. 12 St., N.Y. 10009.



HOLDS A RECORD NUMBER OF L.P.'s. 2-Tier Record Storage Table holds up to 96 L.P.'s in uncrowded, vertical position to prevent warping. Top tier flips over to make it a table. 18" dia., 18" high, weighted base. Avocado Green, Harvest Gold or Midnight Black. \$9.98 plus \$2 shpg. Jay Norris Corp., Dept. EL-570, 31 Hanse Ave., Freeport, N.Y. 11520.

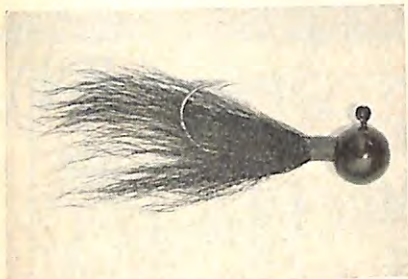


TRACE YOUR HISTORIC PAST in the pages of "The Family Tree," one of the finest and most explicit genealogy books. Find out about your ancestors, where they came from, if you have a coat-of-arms. Contents include ships passenger lists, cemetery records, heraldry. \$2.00 plus 25¢ shpg. Holiday Gifts, Dept. 705-B, 7047 Pecos, Denver, Colo. 80221.



THE ONE THAT DIDN'T GET AWAY can be cleaned and filleted to perfection on deeply grooved styrene Fish Board. Heavy notched steel clamp keeps fish from wiggling out of your reach. Styrene board is 6" x 24", easy to clean. #1202, \$6.95 plus \$1 shpg. J. Carlton's, Dept. E002, 176 Madison Ave., New York, N. Y. 10016.

ELKS FAMILY SHOPPER



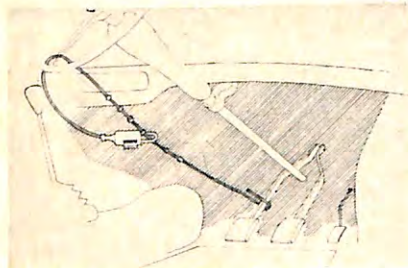
MISSISSIPPI GLOW TAILS, endorsed by World's Casting Champ, Bill True, have fluorescent Marabou feathers and Eagle Claw hooks. For Crappie, Bream, Wall Eye, Bass, Trout, 1/16 oz., 1/8 oz., 1/4 oz. in white, yellow, black. Assortment of 6, \$2.99; 12/\$5.49 ppd. Wilmot Enterprises, Dept. GT-5, 100 Wilmot Rd., Deerfield, Ill. 60015.



OLD MASTERS BEAUTIFULLY REPRODUCED on canvas, and handsomely framed. Each "Art Gallery" selection adds elegant beauty to home or office. Baroque frame shown, \$18.95. Contemporary or antique frames, \$12.95. Add 75¢ post. each. Send 25¢ for brochure listing artist and paintings. P.M.B. Marketing, P.O. Box 548, Geneva, Ill. 60134.



TAKE AN OLD-FASHIONED SWIM in the bathing suits of the Gay 90's when you dress up to take a dip. Broad-striped, bright colored suits are pre-shrunk, washable cotton knit. "Her's" has cute ruffles; "His" is strictly masculine. Men's: S,M,L,XL. Ladies: S,M,L. \$9.98 Ppd. Hobi, Inc., Dept. E-5, Lake Success, N.Y. 11040.



YOUR CAR CAN'T BE STOLEN with English-made Kabelock to foil a thief. Hooked end of Kabelock fits around brake, the other loops through steering wheel. Pull it tight and steering wheel and brake can't be used. 3-digit combination lock. Works on any car or truck. #6555, \$7.95 ppd.. Empire, Dept. EL570, 26 So. 6th Ave., Mt. Vernon, N.Y. 10551.

Haband's AUTHENTIC GENUINE U.S. NAVY LAST

in Du Pont's **CORFAM**[®]
non-leather poromeric

And the HIGH SHINE, Plain Toe

Military Strap

NEW PRICE SHOES



12⁹⁵ by Mail!

Genuine Leather Sole
STRAIGHT RUBBER HEEL
Goodyear Welt Construction
(Same Proven U.S. NAVY LAST You've Known For Years.)

AMAZING CORFAM[®] poromeric UPPERS

IS YOUR SIZE ON THIS CHART?

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

It's about time somebody updated the comfortable U.S. Navy Last shoe to present-day styling. THERE HAS BEEN NO CHANGE IN THE WONDERFUL FULL SUPPORT FIT OR FEEL. NO CHANGE IN THE FAMOUS U.S. NAVY LAST COMFORT!

But we have added:

better-than-leather never-need-a-shine Corfam[®] uppers
New Style Military Strap Model

New "Antiqued" Brown Oxford



OXFORD STYLE with laces in BLACK or ANTIQUED BROWN

BE READY, FRIEND, TO BE DELIGHTED!!

Haband Company is one of America's very largest shoe retailers selling hundreds of thousands of pairs of men's New Price Shoes direct to men in every city and town in America and we sell exclusively by U.S. Mail! We would be delighted to introduce ourselves to you by sending these Corfam Navy Last Shoes ON APPROVAL FOR YOUR AT HOME INSPECTION.

Your remittance will be refunded immediately and in full if you do not choose to wear them when you see them.

M. Haband
President



Choose either style: New Strap Model or Regulation Oxford with Laces!

This is a good way to fight rising costs! Here are EXTRAORDINARY SAVINGS on what many men are unhappily paying for their shoes. We feature perfect comfortable fit, sturdy leather sole, waterproof Goodyear welt construction, cushion rubber heel, deluxe inside linings, fine American craftsmanship, the works!

THE ONE, THE ONLY, "CORFAM[®]"

You have seen Du Pont's wonderful Corfam[®] advertised in the finest brands of shoes in the country. At all kinds of prices from \$15 to \$30 to \$50 A PAIR! But no one has ever offered you this combination of Corfam[®] poromeric uppers, U.S. Navy Last construction, and New 1970 style and colors!! AND - LOOK AT THIS UNEXPECTED PRICE:

only **12⁹⁵** CORFAM[®] poromeric uppers U.S. NAVY LAST

USE THIS EASY ORDER FORM AND TAKE A QUICK LOOK SEE

HABAND COMPANY
265 North 9th Street
Paterson, N.J. 07508
Dept. E-10

Sirs: Please rush my Corfam[®] U.S. Navy Last shoes at once. My remittance of \$..... is enclosed, and will be refunded if I do not want to wear the shoes.

Style	How Many	What Size	What Width
BLACK OXFORD with laces			
NEW BLACK MILITARY STRAP			
ANTIQUED Brown Oxford with laces			

Name

Street

City

State ZIP CODE

Du Pont **CORFAM**[®] poromeric uppers U.S. NAVY LAST only **12⁹⁵** 2 prs. 24.95 YOUR CHOICE of STYLES

SAVE MONEY on ELKS JEWELRY

SEND FOR FREE 1970 CATALOG E

R300 10Kt. Onyx \$35.05
14 Kt \$43.95. Also P.E.R.
Ruby or Blue Stone, add
\$3.25. With .25 pt. Dia-
mond set in Onyx, add
\$125.00. With larger Dia-
mond, \$200 & up.



R225 14Kt .10 ct Diamond
\$85.00 as shown. .25 ct
\$165.00. With larger stone
\$200.00 & up. As mounting
\$49.95.

We manufacture new items in quantities only. Pins, but-
tons, rings, auto emblems, etc., for school, church,
business, organization, etc.

FRATERNAL JEWELRY CO. (Formerly Garden City Jewelers)
P.O. Box 8123 Garden City Concourse,
Cranston, R.I. 02920 (401) 942-4591

**20 PET SEAHORSES \$2.75!
FREE Seashells with Coral!**

All orders receive a Kit
with attractive Seashells,
beautiful Coral, Food and
simple instructions. Keep
these fascinating pets in a
simple jar or fishbowl. Edu-
cational and recreative
hobby for the entire family.
See the father seahorse
give birth to 15 live cute
babies. **SPECIAL OFFER:**
Order two mated pairs (4)
and receive **ONE PREG-**
NANT MALE, who will give
birth to 15 babies (total
20 seahorses) for only **\$2.75**. One mated pair
\$1.98 PP. LIVE DELIVERY GUARANTEED.



AQUALAND PET CENTER
Box 130, Dept. E-17
Shenandoah Sta., Miami, Fla. 33145



GLASS GARDEN

6 Plants in 1 **\$2.00**

Even people who don't 2 for \$3.75
have luck with most 3 for \$5.00
house plants will succeed with this packet of six
woodland plants that will fill any gallon-size con-
tainer with a miniature garden in 2-3 weeks. No
care needed. Ideal gifts. Easy instructions includ-
ed. Send \$2.00 for 1, \$3.75 for 2, or \$5.00 for 3
Glass Garden packets to

R-F SPECIALTY CO.
33140 North 47th St.
Lincoln, Nebraska 68504
(Please include your zip code).

**SAVE YOUR
HEART**



**OUTDOOR
Stair-Glide.**

RENTAL-PURCHASE PLAN AVAILABLE
Installed quickly and easily. Completely weatherproof. Oper-
ates all year-round. Surprisingly inexpensive! Operates 110
volts, 60 cycles.

- Perfect for: • LAKE FRONT HOMES
- STEEP HILL TO THE GARAGE
- OUTDOOR STAIRWAY TO HOUSE

INDOOR MODEL ALSO AVAILABLE
Write for free brochure
AMERICAN STAIR-GLIDE CORP.
201 W. 80th Terr. Dept. 510
Kansas City, Missouri 64114



TITANIA

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

Unset "Titania"
gems, 1 to 5
carats, for your
own rings,
brooches, etc.
Per Carat \$125
ONLY \$125



1 carat "Titania" soli- 1 carat "Titania" set
taire set in a beautiful in a Masculine box
14 kt. gold mounting. Complete \$33.00
Complete ONLY \$41.00

Write for FREE HANDY RING SIZE CHART & 120
PAGE FULL COLOR JEWELRY CATALOG.

REGENT

10 Day Money-
Back Guarantee
LAPIDARY CO.

Dept. EL-5, 511 East 12 St., New York 9, N. Y.

**WHY DO IT THE
HARD WAY?**



THE adjustable

ALL IN ONE
GOLF CLUB

Does everything a set will do!

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

It's so SIMPLE, PRACTICAL and really all you need
to play your best game - THE EASY WAY. We
guarantee you'll be pleased or your money back.
Just specify right or left (38" medium) (39" long)
(36" short) (37" short-med.) only \$39.95 PP.
INTERNATIONAL GOLF PRODUCTS
2912 OAK BROOK HILLS OAK BROOK, ILL. 60523
You know this makes good sense

REDUCE HEAT & GLARE BY 50%



BEST PROTECTION EVER! Self-adhering
blue-green poly film applies easily to win-
dows—cuts heat radiation in half—lets only
glare-free light thru! Prevents fading of
drapes, rugs. Removable, re-usable; won't
tear, buckle. 16 1/2 x 105"; cuts to any size.
58685 Glare-Ban. 1 Roll, 1.98; 2/3.79

BRECK'S OF BOSTON
SINCE 1818

F87 BRECK BLDG., BOSTON, MASS. 02210

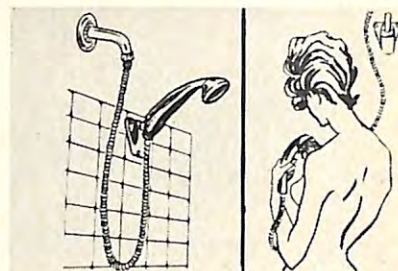
SURE KILL

MUST KILL ALL ROACHES, WATER BUGS
or Your Money Back
Plus a written guarantee against reinfesta-
tion if left in place.

Roaches eat Sure-Kill greedily, then return
to their nests and die. Here these dead
roaches contaminate other roaches and eggs,
and they die, starting a chain reaction that
kills them all. Sure-Kill never wears out, yet
is safe to use. No spraying. Absolutely no
smell! Save COD charges.

Mail only \$2.98 to
SURE-KILL, Dept. E,
1014 Woodhaven Drive
Lynchburg, Va. 24502
-FAST POSTPAID SERVICE-

ELKS FAMILY SHOPPER



TREAT YOURSELF TO A DANISH SHOWER.
Flexible, telephone-shaped hose lets you
spray all over. Adjusts to 4 positions.
Head, wall piece 100% nylon; hose
chrome-plated, rubber-lined. Can be
used as a fixed shower. With 4 ft. cord,
\$9.95; 5-ft., \$10.95. Add \$1 post. J. W.
Holst, Inc., Dept. EF5, 1005 E. Bay St.,
East Tawas, Mich. 48730.



SUPER COMFORTABLE STOCKINGS. "Heavenly
Soles" of fine seamless nylon have
cotton feet to absorb perspiration, keep
feet healthier. In Beige, Taupe, Grey
Mist, White and Black. All sizes, 3 pr.,
\$4.95 (sample pr. \$2). Super Support,
\$4.95 pr. Beige, Taupe only. Hollywood
Enterprises, Inc., Dept. C, 252-19 North-
ern Blvd., Little Neck, N.Y. 11363.

**YOUR FUTURE IN
MOTEL & HOTEL
MANAGEMENT**



GOOD JOBS IN MOTEL-HOTEL FIELD. Study
at home to be "resident managers,"
owners of your own motel. Write for
free Motel-Hotel Career Kit, incl. 20-pg.
book, Hospitality Career Selector Chart.
"Own Your Own Motel" report, North
American School of Motel & Hotel
Management, Dept. 63805, 4500 Campus
Dr., Newport Beach, Ca. 92660.



THIS WILL HAND YOU A LAUGH—a million
of them, packed in the Laughing Bag.
From chuckles to belly laughs, they
pour out of this drawstring bag till
everyone in earshot is holding his sides
too. Great "ice-breaker." Runs on 2
flashlight batteries, not inc. \$4.98 ppd.
Big Three Enterprises, Dept. E-5, 1109
Sixth Ave., New York, N.Y. 10036.

UNUSUAL & EXCITING NEW ITEMS AVAILABLE BY MAIL ONLY



SAVE ON CLEANING BILLS

STANLEY STEAMER STEAMS OUT WRINKLES FROM CLOTHES

"In Seconds"

No need to take a travel iron with you any more. The amazing new Stanley Steamer acts as your personal valet. Just hang up the suit, dress or fabric that needs pressing... plug in the Stanley Steamer. "presto" in seconds, you freshen up your jacket, trousers, ties, shirts, drapes and other hard to iron fabrics... creases and wrinkles disappear. Brush attachment cleans lint and stains. Roller attachment puts back sharp creases. Safe, convenient, U.L. approved. Uses ordinary tap water and any AC outlet. Automatic shut-off. Detachable handle for easy storage.



only \$9.95 plus 50¢ pp.

Just 75 seconds a day with REDUCE-A-MATIC.
Helps Reduce Stomach Bulge, Flabby Buttocks and Hips.

New YOGA REDUCE-A-MATIC

- Slims Stomach By As Much As 3 Inches
- Starts Showing Results In A Day • Relaxes & Reduces
- No Diet, Pills, Books to Read or Strenuous Exercise

Imagine learning the lost art of relaxation while quickly melting inches from your waistline, buttocks & hips. INCREDIBLE? YOU'RE RIGHT! TRUE? YOU BETTER BELIEVE IT! For 4,000 years, YOGA successfully taught us that learning to stretch and breathe scientifically achieves a high degree of emotional and mental calm. Now, combining 3 simple scientifically relaxing stretch YOGA

positions with the famous YOGA REDUCE-A-MATIC enables you to relax and reduce... in only

75 seconds a day. This easy action equals 1/2 hour of exhausting sit-ups, jogging and push-ups. Muscle are automatically forced to firm and inches are reduced as midriff, buttocks and hip bulges begin to quickly disappear. Only \$12.95 plus \$1.00 pp.



For Men & Women

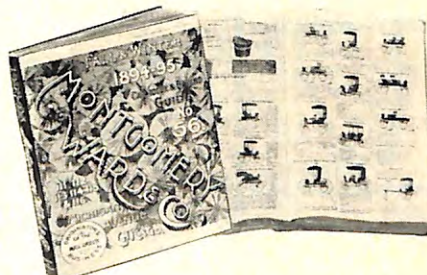
INCLUDES: 3-position Yoga instruction Booklet, Yoga Mat, Yoga Twin Wheels with Special Tension Cable Attachment. Only \$12.95 Plus \$1.00 pp.

1894 MONTGOMERY WARD CATALOG

NOW ONLY
\$4.95
plus 50¢ pp. & hndlg.

A Collectors Item
Over 75 Years Old!
Oldest Replica Ever
Printed.

608 Giant sized 8 1/2" x 11" pages. Thousands of items as sold in the 1890's by America's first and still great mail order house. Described clearly, illustrated and priced are furniture, farm implements, medicines, patent leather pumps, bustles, buggy whips and more. Everything the well-appointed home or farm could need. In the 1890's a tufted couch was \$10.00, two Parlour Chairs \$7.80, Child's Cradle \$1.25, Vest Pocket Pistol 50¢. Perfect conversation piece. An ideal gift for everyone. Book weighs 3 lbs. \$4.95 + 50¢ PP & Hdlg.



Two-In-One Electronic Marvel PHONE MONITOR & TELEPHONE AMPLIFIER

Can Be Used With Phone
On or Off Hook



This minute-size device used as a phone monitor attaches easily (no installation necessary) to the side of your extension phone and picks up all conversations going through the main wire without even lifting the phone off the hook. As a phone amplifier with receiver off hook you can have a hands free conversation without being chained to the phone. This electronic wonder also enables you to listen in on hush-hush conversations your teenager has. At the office, secretaries need to listen in without disturbing the conversation with typewriter noises, etc. Also a wonderful second receiver when more than one party wants to hear the conversation. Has volume control, operates on standard mercury battery (included). Complete with ear plug. Only \$12.95 plus 50¢ pp.



KEEP INTRUDERS OUT!

BURGLAR PROOF DOOR JAM



Simply prop the fork end under your door knob and push the floor pad end toward the door and nobody can enter your home now. Adjusts from 26" to 38". Telescopes compactly into suitcase when traveling. This Door Jam is approved by police departments throughout the U.S.A. to be one of the best burglar deterrents available. Of heavy duty steel, chrome finish. Only \$5.95 plus 75¢ pp. & hdlg., or two for \$10.95, plus \$1.00 pp. & hdlg.

J. W. HOLST, INC.,

Dept. EL5
1005 E. Bay Street, East Tawas, Mich. 48730

Please rush the following items listed below. If I am not satisfied I may return order for prompt refund. Send Check or M.O. No C.O.D.'s. IMMEDIATE DELIVERY.

ITEM	Quantity	Price ea.	Postage	Total
Stanley Steamer				
Montgomery Ward Catalog				
Door Jam				
Reduce-A-Matic				
Telephone Monitor				

Michigan residents add 4% Sales Tax

TOTAL

Check Money Order enclosed.

NAME

ADDRESS

CITY

STATE

ZIP

Mitchell Saturna®

FOLDING TABLES

Rectangular, square and round



Unsurpassed Design and Beauty
8 Adjustable Heights
Rugged and Strong
Tamperproof Mechanisms

Choose from many top materials and colors

MITCHELL MANUFACTURING CO.
2725 S. 34th St., Milwaukee, Wis. 53246

NEW RUPTURE COMFORT

EXTRA LIGHTWEIGHT HERNIABRIEF SUPPORT WITH NO METAL PARTS
Has Patented Miracle Adjust-A-Pad

SLIPS ON LIKE TRUNKS

Now, from England, a sleek modern support without any metal parts, gives complete body freedom, allows instant pad adjustment. You put the pad where you need it! Lets you forget nagging, chafing. A real scientific breakthrough in comfort, control and peace of mind. Neat, perfect fitting, hygienic, — the modern method. 30-DAY MONEY BACK GUARANTEE. Send for full details.

SURGICAL INTERNATIONAL LTD., Dept. 30
Box 24, 900 Chestnut St., Somerdale, N.J. 08083

2 for 1 WAREHOUSE CLEARANCE SALE

© 1969 Viking

TWO \$1.98 \$3.96 VALUE 10 Year Guarantee
FOR TWO FOR THE PRICE OF ONE

Razor sharp lifetime steel blade opens easily and automatically locks in place. PUSH-BUTTON release. Tough, razor steel blade honed and polished to mirror-like finish. Balanced for target throwing. Legal size. Not a switch-blade. Blade GUARANTEED 10 YEARS. If blade breaks we replace free. 30-day MONEY BACK GUARANTEE. A favorite with sportsmen. Priced for quick sale of 200,000 knives. Makes excellent gift for man or boy. Two for \$1.98 plus 50¢ shipping. Send cash, ck. or M.O. to VIKING KNIVES, Dept. K-17, Box 10880 Houston, Tex. 77018.

TAPE CASSETTES

Factory Clearance

C-30	1/2 hr.	.79
C-60	1 hr.	.89
C-90	1 1/2 hr.	1.19
C-120	2 hr.	1.49

Lifetime replacement guarantee. Packed in unbreakable box. New improved non-jamming cassette. Opens for splicing. Polyester base. Postage prepaid on 4 or more. 3 or less add 35¢ postage. Absolute money back guarantee. Order now at these low prices.

BRIAR HAVEN Box 125, Dept. E-5C, St. Ann, Mo. 63074

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

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

Free Book! Dept. 1223-050 Little Falls, N.J. 07424

HOME-IMPORT BUSINESS—Make Big Profits

New Drop Ship Plan offers you first day profits! Deal direct with overseas sources at prices shown. Dazzling bargains with no investment. Full or spare time. Write for FREE BOOK today to...

MELLINGER, Dept. D2395, 1554 S. Sepulveda, Los Angeles, Ca 90025

Transistor Radio with Battery \$1.70
Calendar Watch \$2.44
Auto Watch \$9.54

37-HOLE MINI GOLF COURSE

\$19,800 complete. Installed indoors or outdoors. No more seasons. Others priced lower. Financing available.

LOMMA ENTERPRISES, INC.
DEPT. 28
Scranton, Pa.

SHOWCASES FOR THE ORDER

1968-1969 BULLETIN WINNERS ANNOUNCED

The 1969-1970 Lodge Bulletin Contest, sponsored by the GL Lodge Activities Committee, has again produced many fine examples of fraternal journalism. The excellent reporting of local Elk activities and the generally high quality of the lodge publications were most impressive, according to PDD Lloyd Chapman, contest judge.

Brother Chapman, an El Dorado, Kan., Elk, served as a member of the GL Ritualistic Committee from 1960 to 1967, and as chairman of that committee for 1967-1968. Augusta, Kan., PDD K. R. Larrick was the competition chairman.

The winners, grouped according to lodge membership, are as follows:

- A—MORE THAN 3,000 MEMBERS**
- 1—Long Beach, Calif.
 - 2—Lake City (Seattle), Wash.
 - 3—Springfield, Ill.

- B—1,001 to 3,000 MEMBERS**
- 1—Midland, Mich.
 - 2—El Cajon, Calif.
 - 3—Appleton, Wis.

- C—601 to 1,000 MEMBERS**
- 1—Mainland, Tex.
 - 2—Westchester, Calif.
 - 3—Paterson, N. J.

- D—301 to 600 MEMBERS**
- 1—Harlingen, Tex.
 - 2—Belmar, N.J.
 - 3—Glen Burnie, Md.

- E—FEWER THAN 300 MEMBERS**
- 1—Woodbridge, Va.
 - 2—Fairfield, Calif.
 - 3—Glenwood Springs, Colo.

Lodges with publications that received honorable mention are:

MORE THAN 3,000 MEMBERS—Fort Lauderdale, Fla.; Ballard (Seattle), Wash., and Gateway (Portland), Oreg.

1,001 to 3,000 MEMBERS—San Rafael, Calif.; Des Plaines, Ill.; Detroit, Mich.; Salt Lake City, Utah, and Mesa, Ariz.

601 to 1,000 MEMBERS—Neeah-Menasha, Wis.; Littleton, Colo.; Hays, Kan., and Pittsburg, Calif.

301 to 600 MEMBERS—Victorville, Calif.; North Palm Beach, Fla., and Biloxi, Miss.

FEWER THAN 300 MEMBERS—North Shores, Calif., and Bowie, Md.



A



B



C



D



E



“A Day for Remembering...”

by Lucille J. Goodyear

“LET US STREW FLOWERS. . . .”

Originally, Memorial Day was a day set aside to honor and remember Union soldiers who died in the Civil War. And it was an idea that was actually inaugurated in a Confederate cemetery.

On May 5, 1868, General John A. Logan, as commander-in-chief of the Grand Army of the Republic, issued the following order: “The 30th day of May, 1868, is hereby designated for the purpose of strewing with flowers or otherwise decorating the graves of comrades who died in defense of their country during the late rebellion, and whose bodies now lie in almost every city, village, hamlet and church yard in the land.”

This special observance was first dedicated to honoring the Union war dead, but has since been adopted as a national holiday to commemorate the heroic deeds of all Americans who have given their lives in the service of their country.

When the Civil War broke out, Logan, a native of Illinois; was serving as an Illinois congressman in the United States House of Representatives. True to his loyal patriotic inclinations, he resigned his congressional seat to fight in the War, beginning with the first battle of Bull Run in 1861.

After Bull Run, he set about organizing the 31st Illinois Regiment of Volunteers, of which he became colonel. As the War continued, his military career became more and more notable and he quickly rose to the rank of major general of the volunteers in 1862.

During that year he fought in all the Western campaigns under General U.S. Grant. At the siege of Vicksburg he further distinguished himself, and was with Sherman in the taking of Atlanta and the March to the Sea.

When the war ended he returned to Illinois, where he again became a prominent figure in politics. In 1866, he helped organize the Grand Army of the Republic and was appointed its first National Commander. According to Logan, the GAR was a veterans' organization, formed for the purpose, among other things, “of preserving and strengthening those kind and fraternal feelings which bound together the soldiers and sailors and marines who united together to suppress the late rebellion. . . .”

As the commander of the GAR, Logan had planned to visit the scarred battlefields and cemeteries of Virginia. When his congressional business prevented his taking the proposed trip, he dispatched his wife as his representative.

Upon her return Mrs. Logan reported how she found the Confederate graves lovingly cared for, decorated with flags and floral wreaths, by the Southern ladies in observance of a “Decoration Day”.

(Continued on page 57)



THE OFFICIAL visit of Maryland SP Viril H. Mallonee (second from right), Annapolis, prompts this gathering at Frostburg, Md., Lodge. Enjoying a chat with Brother Mallonee are (from left) PER and Est. Lead, Kt. Arthur L. Kirby; PER Anton Struntz, Cumberland, Md., and Frostburg ER Joseph Paletta.



THE KEY to St. Petersburg, Fla., Lodge's new quarters is presented to a proud ER Alston W. Smith (right) by DDGER David L. Luikart, New Port Richey. The presentation took place during recent dedication ceremonies for the new building.



WINNERS of the 13th annual Hamburg, N.Y., Elks-sponsored ice-skating carnival pause for a photo with (from left) Mayor David Saunders, ER Carl L. Said, and Brother Gerald Gerbracht, assistant superintendent of schools. Skating events were held in spite of five-degree temperatures.



MEMBERS OF the Companioner Junior Color Guard Unit—sponsored by Carteret, N.J., Elks—pose for a photo with Carteret PER Raymond Wizna (right) and Carol Vaolsin (fourth from left), guard captain. The unit has participated in local and state Elks parades as well as out-of-state competition.



SHARING a photo after a very successful "French Night" are a group of Webster, Mass., Elks. The Brothers are (seated, from left) Lionel Nadeau, Albert Giroux, George Chauvin Sr., Jean Henault, Donald Morin Sr., and (standing, from left) Lucien Pontbriant, Donald Sirard, Kenneth Racicot, Edward Plasse, Philip Decelles, and PER Vernon L. Wilson.

THE SECOND recipient of an Honorary Life Membership in Danville, Va., Lodge in more than three decades—Judge and Brother Archibald M. Aiken (right)—accepts congratulations from Brother L. Armistead Womack—lodge secretary for 34 years—and PDD B. P. Kushner, the lodge's oldest living PER. Judge Aiken, a judge of the Corporation Court for the past 20 years, also had a new city bridge named in his honor.



A CITATION from the Tri-States Chamber of Commerce for youth activities projects is presented by Chamber of Commerce President J. Harford (right) to Port Jervis, N.Y., Esq. Albert C. Johnson.



MEMBERS OF the pre-teen football team sponsored by Providence, R.I., Lodge's youth activities committee pose for a souvenir photo with their coaches, members of the committee, Brother Antonio Delmonico, chairman (background, second from right), and ER Carmine P. Delmonico (far right).



A CLASS of candidates' recent initiation into Hillside, N.J., Lodge was conducted by a group of distinguished PERs, shown as they assembled with the candidates for a post-ritual photo. PER George D. Brown presided.

EXALTED RULER Peter Fabian (left) and PER Eric Lange—both of Englewood, N.J., Lodge—pause for a photo beneath the lodge's new memorial plaque. Brother Lange presided at plaque dedication ceremonies.



MORE THAN 1150 children from needy families line up for a day of movies, presents, and candy, made possible by members of Potsdam, N.Y., Lodge. Dinners were also provided for the needy families. The annual affair is supported by the generous donations of Elks and local businessmen.



TWO YOUNG SCOUTS unveil a marker dedicating a new \$15,000 Scout hut donated by an Anderson, S.C., merchant, philanthropist, and Brother-Honorary Life Member C. V. Richbourg (second from left)—shown "supervising" the unveiling along with Eagle Scout Carl Compton III. The hut will be located at the troop's permanent home at Lake Hartwell, S.C.



TOM LONGO (second from right), a member of the New York Giants football team and a Lyndhurst, N.J., Elk, was guest of honor at a seven-course dinner party held recently by Lyndhurst Lodge for 40 veterans from Lyons Hospital. Shown enjoying the repast with Brother Longo are (from left) Brother Julius Single, event co-chairman; Mr. Geza Palak, hospital representative; ER Vincent LaCorte Jr., and Brother John LaCorte, party chairman.



THREE candidates and a group of PERs who officiated at their initiation strike a pose at Decatur, Ga., Lodge. The new Brothers are (from left) Everett Pothier, initiated by Decatur Elks as a courtesy to Branford, Conn., Lodge; William C. Roach Jr., and Warned S. Tillack. Posing for a photo with the initiates are (from left) PERs Mayo B. Clark; Pierre Howard; Arthur C. Rollins; Judge H. O. Hubert Jr., in whose honor a new lodge room was dedicated; E. T. Hendon; S. L. Threadgill, and L. Blaine Bailey.



COSTUMED in "native" attire for a recent German Night at Queens Borough (Elmhurst), N.Y., Lodge are (from left) Brother Andrew Verdirame; PER Walton S. Gagel; Est. Lead. Kt. Robert C. Breitfeld; PER George J. Kleinmeier, and PER Joseph J. Quattrochi. A good time was had by the 500 Elks and guests who attended.



A "CERTIFICATE of Appreciation" is presented to Brenda Belisle, daughter of Brother Gilbert Belisle, Hollywood West, Fla., for her time and effort spent in making decorations for the lodge quarters. Two lodge officers—Est. Lead. Kt. Lewis Cote (left) and ER Frank Boffi—help Brenda display her award.



"KICKING OFF" the local March of Dimes campaign are Ticonderoga, N.Y., PER John F. Abare (left) and Est. Lead. Kt. Leonard Ruth. The campaign was declared an outstanding success by county campaign chairman Mrs. Evelyn Burleigh, mother of DDGER H. Gordon Burleigh.



TROPHIES and plaques—awards for outstanding performance—are displayed proudly by members of the Plantation, Fla., Lodge-sponsored boys' basketball team. Posing with the boys are (from left) Esq. Tom Ryan, head basketball coach, Paul McDermott, boys club director, and PER Glenn Hull. The boys and their sponsors are justifiably proud of the team record—26 wins, 5 losses—which led them to their second straight championship.



THE CHEF'S specialty at a recent family dinner at Point Pleasant, N.J., Lodge, was a delicious lasagne. Shown sampling the entree is Secy. Walter B. Meseroll, chairman of the event. Looking on gleefully are (from left) Brothers Jack Carley, Lee Johnson, Ray Habert, and chef Frank Frucci. Proceeds from the dinner were allocated to the community welfare fund.



CIVIC APPRECIATION Night was celebrated recently at Miami Beach, Fla., Lodge, with the Brothers turning out en masse to honor city officials at the annual affair. Among the ELks and dignitaries present for the event were (standing, from left) Councilman Leonard Weinstein; PER and Mayor Jay Dermer; ER Murray L. Gilman; Councilman D. Lee Powell; Est. Loyal Kt. Ted Cohen, and (seated) Councilmen Robert Greene and Robert Goodman.



"WHATZ HIS NAME"—the award given by Binghamton, N.Y., Lodge for outstanding work done for the benefit of the youth activities program—is displayed by ER Richard F. Stevens (second from left), and this year's winner, Louis F. Galli (second from right). Lodge and South-Central District Youth Activities Chairman John W. Sheehan and last year's winner, Grant E. Sullivan, join in admiring the plaque presented to Brother Galli.



FIFTY years of membership or more are represented in this photo by ten of the "Old-Timers" who were feted recently by Milton, Pa., Lodge. Posing with the "youngsters" are PER Myers B. Enterline (sixth from left) and ER James G. Yost (seventh from left). Sporting gay boutonnières for the occasion are (from left) Brothers M. E. Haunty; Fred J. Lohman; Stanley K. Raup; Carrol A. Eschbach; Jay F. Gauger; W. Lloyd Woodling; Starrett M. Wenzel; Abe Berman; William M. Dotts, and Joseph L. Voght. All received 50-year pins at this time.



A LODGE FLAG—a gift to the Coppertones Color Guard, sponsored by Keyport, N.J., Lodge members—is displayed proudly by donors and recipients alike. Helping to exhibit the flag are (from left) Est. Lead. Kt. Ed Wierzebeski, ER Lawrence A. Downey Jr., and Mrs. Rose Davis, director, along with representatives of the honor guard.



"OUR AMERICAN HERITAGE" is exemplified in this handsome gift from PER Otto Schramm to Greater Wildwood, N.J., Lodge. The display consists of The Bill of Rights, the Monroe Doctrine, the Declaration of Independence, the Constitution, the Gettysburg Address, and related documents.

Coupon for advertisement on 3rd Cover

J. CARLTON'S Dept. Ec-2

176 Madison Avenue, New York, N.Y. 10016

Dear Mr. Carlton:

Please send me 1173 Library Shelves at \$49.95 each shipped freight collect. I understand that if I am not completely satisfied, I may return for a full credit or refund.

Enclosed is \$.....

Charge my Diners Club

Account #.....

Single charge of \$49.95 \$10.00 a month extended payments

Name.....

Street.....

City..... State..... Zip.....
N.Y. residents add sales tax.

USE YOUR ZIP CODE NUMBER
IN YOUR RETURN ADDRESS

MARKET PLACE

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

BUSINESS OPPORTUNITIES

\$15.00 HOURLY PROFIT—Own Business with one serviceman. 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-T75, Duraclean Building, Deerfield, Illinois 60015.

MONEY-MAKING OPPORTUNITIES

MAKE MONEY WRITING Short Paragraphs. Information Free. Barrett, Dept. C-329-D, 6216 Clark, Chicago, Ill. 60626.

ADDRESSERS and MAILERS Needed. Send stamp for information. Lindblooms, 3636 Peterson, Chicago, Ill. 60645.

RUSH \$1.00 Colorful Money-making catalog. Free Franchise Information. Gerald's, Dept. C, 229 Leo, Michigan City, Indiana 46360.

HOMEWORKERS NATIONWIDE. Forward newspaper clippings, photographs, make surveys. Information. Northern News Service, Box 5419X, Milwaukee, Wisconsin 53211.

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 570, 7528 Greenwood, Chicago, Ill. 60619.

EARN BIG COMMISSIONS Soliciting delinquent accounts. No collecting or investment. Metropolitan Finance, 1129 West 41st, Kansas City, Missouri.

EMPLOYMENT INFORMATION—JOBS

EXCITING OVERSEAS JOBS. Directory \$1.00. Research Associates, Box 942-M, Belmont, California 94002.

REAL ESTATE

ARIZONA mountain retreat acreage, near Prescott National Forest. 2 1/2 acres, \$1,295, low terms. Mrs. Young, Glenarm Co., 2233 North 7th St., Phoenix, Arizona 85006.

365 ACRES In Evangeline, Louisiana. Exceptional Investment for Soybeans, Pine Farm, Catfish Farm. 1/2 Oil Rights. Schwartzberg's, Alexandria, Louisiana.

COINS—CURRENCY

DO YOU KNOW... how to buy limited issues of the world's proof coin sets at official government prices? Often these issues are restricted to less than 5,000 coins, presenting outstanding investment opportunities. Send for free brochure. Paramount, Dept. 8, Enlewood, Ohio 45322.

SILVER DOLLAR SALE. 20 Uncirculated Silver Dollars For \$30 While They Last. Send Check or Money Order to Alvin Roberts, Bowie, Texas 76230.

CARTOONING & COMMERCIAL ART

"HOW TO MAKE MONEY With Simple Cartoons"—Every-one who likes to draw should have this book; Free. Write Cartoonists' Exchange, 2285, Pleasant Hill, Ohio 45359.

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.

OF INTEREST TO WOMEN

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

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

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

SONGPOEMS—MUSIC

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

LOANS-BY-MAIL

BORROW UP TO \$1,000 By Mail. Money on your signature for any purpose. Write: American Loan Plan, Dept. EA-9035, City National Bank Building, Omaha, Nebraska 68102.

PERSONAL—MISCELLANEOUS

HONORARY DOCTORATES for sale. Phony, nevertheless impressive. Large framed diploma, your name imprinted, gold seal, only \$10 postpaid. (Refundable.) Millard Fillmore Institute, Box 612H, Northbrook, Illinois 60062.

ADVERTISERS—AGENCIES

YOU ARE READING the Classified Section of one of the Nation's most responsive markets. These ads are shipped by millions who respond to Opportunity. Tell your "story"—then watch inquiries, orders roll in. For details, rates write CLASSIFIED, INC., Dept. O-5, 100 E. Ohio, Chicago 60611.

Maryville, Mo., Lodge presents Wayne A. Swanson for Grand Trustee



At a regular meeting of Maryville, Missouri, Lodge No. 760 held on the 17th day of March, 1970, the following resolution was unanimously adopted:

WHEREAS, Brother Wayne A. Swanson has unselfishly served Maryville Lodge No. 760 for the past twenty-one years in various capacities, including the office of Exalted Ruler, member of the Board of Trustees and Secretary; and

WHEREAS, he served the Missouri Elks Association as its President in 1962-63, and for seven years as Finance Chairman of its Mobile Dental Units Major Project, including four years on the Board of Management, and as Chairman of a general revision of the By-Laws of the Missouri Elks Association; and

WHEREAS, Brother Wayne A. Swanson

has served the Grand Lodge as District Deputy Grand Exalted Ruler of the Northwest District of Missouri, and a member of the Committee on Credentials for five years, of which he was Chairman for two years; NOW, THEREFORE BE IT RESOLVED That Maryville Lodge No. 760 is honored to present to the Grand Lodge Convention to be held at San Francisco, California, in July, 1970, the name of Wayne A. Swanson as a candidate for Grand Trustee of the Benevolent and Protective Order of Elks of the United States of America for a term of four years.

Donnis D. Davis
Exalted Ruler

George I. Williams
Secretary

Newton, Mass., Lodge presents W. Edward Wilson for Grand Trustee



The following resolution was passed at the 1173rd regular session of Newton Lodge #1327, Benevolent and Protective Order of Elks:

WHEREAS: Brother W. Edward Wilson has served Newton Lodge #1327 since his initiation on the 28th day of May 1953 in all committees of the chairs and the high office of Exalted Ruler in the year 1962-63 and as chairman of the Lodge building fund in the year 1965-66, is active in promoting ritualistic excellence both as an officer and P.E.R.; and

WHEREAS: He also served in record fashion for two years as chairman of the Elks National Foundation Committee of the Massachusetts State Elks Association; is presently on the Advisory Board of the Massachusetts Elks Charity Fund Committee, and a Director of the Massachusetts Scholarship Fund Inc. and is in his fifth year as Executive Secretary of the Official New England Elks Tour Committee and

WHEREAS: He has served two years on the Grand Lodge Auditing and Accounting Committee and is now serving with distinction his third year on the Grand Lodge Americanism Committee; and

WHEREAS: In his community and family life he has been a two-term past president

and fifteen years as a director of the Newton Boys Club, Inc.; a Major in the Greater Boston Community Chest Campaign, Past President and charter member of the Board of Governors of the Riverside Golf Club, Inc.; member of Knights of Columbus, General Chairman of the Building Committee of Corpus Christi Church, Auburndale; and WHEREAS: In business life he has been retired since 1968 from Northrop Corp., Nortronics Division where he was employed as Purchasing Agent; is engaged on a part-time basis as Engineering and Purchasing Consultant; is a Director of the Foundation for Independent Business Advancement Inc. NOW THEREFORE, BE IT RESOLVED that Newton Lodge #1327 is honored to present the name of W. Edward Wilson to the Grand Lodge Session to be held in San Francisco, California in July 1970, as a candidate for Grand Trustee of the Benevolent and Protective Order of Elks of the United States of America for a term of four years.

Joseph W. Dermond,
Exalted Ruler

Charles B. Burgess,
Secretary

(Continued from page 49)

She was greatly impressed by the honor paid to the war dead of the South.

Later while addressing a large convention of GAR members, Logan reported his wife's findings and ended his speech with the following suggestion: "Let us strew with flowers the wide-spread graves of our fallen comrades in arms who gave their all . . ."

The idea was immediately endorsed by the GAR and in response to the aroused enthusiasm, Logan, on May 5, issued "General Order #11," designating the following May 30 as a day for remembering the Union dead. The date May 30 was selected after it was discussed and decided that flowers are generally at their loveliest at that time of the year.

As Logan observed the day that year he expressed a hope that it would come to be observed annually. A few years later the holiday date was fixed as May 30 of each year as Memorial Day, or "Decoration Day" as it is called in some parts.

Memorial Day is now annually observed in all parts of our nation. It is also observed at all of our military posts and overseas stations, as well as all United States naval installations and vessels at sea. The American flag is flown at half-staff until high noon in remembrance of all the war dead, at which time a military salute is rendered by the band, immediately followed by a 21-gun salvo. The colors are then raised to full top of the flag staff.

Perhaps one of the most impressive observances is that held in Arlington National Cemetery, Washington, D.C., at the Tomb of the Unknown Soldier. The President of the United States or his representative is always in attendance as the Army Honor Guard pays formal honors to the Unknown Soldier.

In the South, the date of Memorial Day varies, it is as early as April 26 in Alabama, Florida, Georgia, and Mississippi; May 10 in North and South Carolina; May 30 in Virginia and Texas; and June 3 in Kentucky, Louisiana and Tennessee.

Perhaps Logan expressed it best when he said, "Let no vandalism of avarice or neglect, no ravages of time testify to the present or to the coming generations that we have forgotten, as a people, the cost of a free and undivided republic." May we never forget!

STATE ASSOCIATION CONVENTIONS

STATE	PLACE	DATE
Kansas	Wichita	Apr. 30, May 1-2-3
Oklahoma	Oklahoma City	May 1-2-3
Wisconsin	LaCrosse	May 15-16-17
Vermont	St. Johnsbury	May 22-23-24
Georgia	Jekyll Island	June 10-11-12
Nevada	North Las Vegas	June 11-12-13
Montana	Livingston	July 22-23-24-25

NOW READY! Amazing RED FLOWERING GROUND COVER Grows in poorest soil—Thrives in sun or shade!



Brilliant Red Flowers in Summer, Green Foliage in Winter—Lasts a Lifetime! Here's the nearest thing to a maintenance-free planting. Never overruns itself, never needs pruning, is disease and insect-free, scoffs at worst winter conditions, ignores summer heat and drought, and is among the longest-lived plants known. Brilliant red clusters of star-shaped flowers bloom June to fall; semi-evergreen foliage completely covers the ground even when not in bloom.

Never Grows Taller Than 4"! Perfect For A Hundred Landscape Uses! Now cover poor and sandy waste places where almost nothing else will grow: under trees, in rock gardens, banks or borders, any area of your garden. Spreads rapidly, thrives in full sun or partial shade. Beautiful in front of flower borders. For a luxurious ground cover, plant one foot apart.

Sub-zero hardy

Stern's DRAGON'S BLOOD CREEPING SEDUM

(Sedum Spurium, Dragon's Blood)



MONEY-BACK GUARANTEE

(SEE COUPON)

Order now! Plant now!

Sturdy Plants Shipped in 2 1/4" Pots.
Easy Planting Directions Enclosed.
3 for \$2.25; 6 for \$4.00; 12 for \$7.50;
24 for \$14.00; 48 for \$25.00; 96 for \$45.00;
240 for \$110.00; 480 for \$200.00

Catalog #00850 (specify on order)

Stern's Nurseries

Field 106, Geneva, N. Y. 14456

Specialists in Rare and Choice
Trees, Plants and Flowers

ONLY LIMITED QUANTITY OF THIS SPECIAL. MAIL THIS COUPON TODAY!

Stern's Nurseries, Field 106, Geneva, New York 14456

Please send me Stern's Creeping Sedum (No. 00850) in the quantities indicated:

- | | |
|---|---|
| <input type="checkbox"/> 3 for \$ 2.25 | <input type="checkbox"/> 48 for \$ 25.00 |
| <input type="checkbox"/> 6 for \$ 4.00 | <input type="checkbox"/> 96 for \$ 45.00 |
| <input type="checkbox"/> 12 for \$ 7.50 | <input type="checkbox"/> 240 for \$110.00 |
| <input type="checkbox"/> 24 for \$14.00 | <input type="checkbox"/> 480 for \$200.00 |

Add 10% postage-packing (70¢ minimum).

N.Y.S. Residents add 3% (plus local) Sales Tax.

- My check or money order enclosed. Charge
 Diners Club; Uni-Card; BankAmericard;
 Amer. Exp.; Carte Blanche; Master Charge

Specify Acc't. No.

SATISFACTION GUARANTEED! You must be delighted or notify us within 2 weeks after you receive plants and we'll send a refund or free replacement for any unsatisfactory plants. No need to return plants, ever!



Name _____

Address _____

City _____ State _____ Zip _____

How to GROOM AWAY GRAY

Look younger day by day. This is all you do — groom Kolor-Bak into your hair each day. Watch that gray gradually turn back to a natural younger looking color. Guaranteed. Millions sold. Liquid or pomade.

KOLOR-BAK

HEARING AIDS SAVE ON NATIONALLY FAMOUS BRANDS



Order direct and save up to 65% on tiny, all-in-the-ear, behind the ear, eyeglass and body models. FREE HOME TRIAL. No down payment. Low as \$10 monthly. MONEY BACK GUARANTEE! If you have difficulty understanding speech, words sound mumbled, often must ask people to repeat statements, or barely hear at all, it must solve your hearing problem or no cost to you. FREE CUSTOM EAR MOLD. Write for free catalog. No salesmen will call. PRESTIGE, Dept. D-11, Box 10947, Houston, Tex. 77018.

MEN-WOMEN-COUPLES MOTEL CAREERS AVAILABLE

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



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

VA APPROVED FOR VETERANS AND INSERVICE PERSONNEL UNDER NEW GI BILL

UNIVERSAL MOTEL SCHOOLS, Dept. E L

1901 N.W. 7 St., Miami, Florida 33125

Please Print

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Age _____

(Continued from page 27)

some of the great places including the virgin waters of the Algoma District north of Sault Ste. Marie. One flies in by bush pilot to search out the exciting grey lake trout and "specs" (brook trout) found in the feeder streams. Cheverson was great to talk with but was as cagey as a Vermonter about his fishing secrets. "It's bait appeal," he said, "blended with good luck."

No hesitancy on the part of Dorothy Cheverson, however. She had caught two nice rainbows while George was rigging his bait appeal. "How come you get them just like that," I asked. "Oh George is the *real* fisherman," she said tactfully. (She had another on the line and George came over to take it off—possibly one of the reasons he was having a hard time getting started on his own.)

I next tested out Bob Zwirz. You know him to be an honest man, terrific at catching 'em and prolific at writing about the art. He says, "Two things defeat most fishermen. One is a lack of knowledge regarding *reading the water*. This is tremendously important in fresh water rivers, streams and lake fishing. Secondly, fellows fail because of lack of correct analysis of water depth, as pertaining to season of the year and water temperature."

And then there was Izaak Walton who, through the person of Piscator in the COMPLETE ANGLER, professed, "Angling is an art, and an art worth your learning. The question is whether you be capable of learning it—for angling is somewhat like poetry, men are to be born so."

Well, there you are. The opinions of all of the above folks are to be respected. If you have long wondered why others do better than you do with rod and reel, this survey has brought you the answers. Or has it? Good fishing! ■

MOVING?

Please give as much advance notice to your Lodge Secretary as possible, with this information:

NEW ADDRESS

NAME

MEMBER'S NUMBER

ADDRESS

CITY

STATE

ZIP

IMPORTANT!

- ATTACH ADDRESS LABEL
- FILL IN NEW ADDRESS ABOVE
- PLEASE PRINT CLEARLY
- GIVE FORM TO LODGE SECRETARY

ATTACH PRESENT ADDRESS LABEL HERE

Hardware

(Continued from page 26)

punch-card data received from the regional centers, it develops monthly (or perhaps weekly) sales-analysis reports. And from the orders shipped card data it develops daily, weekly, etc., accounts-receivable values for the firm's accounting and financial purposes. It also performs comparable accounting functions with respect to the warehouse operation and Smith Company's accounting-relationship to Blooper Mfg. Co.

And besides doing all these things, at electronic speed for the most part, the central EDP system will also be doing the following useful chores: (a) handling the company's payroll book-keeping, accounting and check-preparation, if it's worth handling that way; (b) making tax computations; (c) developing the firm's corporate accounting and financial statements; (d) making analyses that will be helpful in the firm's short-range and long-range overall marketing-planning and financial-planning-and-control.

Are we being fanciful in presenting

that example? Not at all. Far more elaborate integrated systems are actually in use in many large companies and in some medium-sized ones. But as our hypothetical example might suggest the subject of integrated-systems management is quite complicated. If you'd like to learn more about it and are prepared for really serious study two excellent books are: (1) *Business Information and Accounting Systems* by Wallace M. Carrithers and Ernest H. Weinwurm (Charles E. Merrill Books, Inc., Columbus, Ohio), 1967; 734 pages, \$12.50); (2) *Integrated Data Processing Systems* by E. Jerome McCarthy, J. A. McCarthy, and (editor) Durward Humes (Wiley, 1966; 565 pages, \$8.95).

Potentialities for SMALL Firms

To achieve, or at least to approximate, integrated-systems management is a realistic goal for many medium-sized and small manufacturing, distributing and merchandising companies.

However, there are some cautionary general principles to be kept in mind here. The small business or professional firm must stay within its weight class in undertaking to make use of management hardware and software. This includes not trying to use the kinds of hardware and software that call for more management knowledge, skill, and attention than the firm's management group can give to it. Next, it's sensible to use the simplest and most inexpensive equipment and systems that will really be adequate—and sometimes these will be conventional rather than sophisticated. Third, there's no point in trying to make a total conversion from conventional systems to the sophisticated ones. Even the large companies have moved step-by-step in their conversions. Fourth, your present systems and the costs and expenses and the income and profits you have been developing should be carefully reviewed (perhaps with the help of an outside consultant, and certainly with the guidance of your accountant) before any major changes are made. ■



The beautiful floral piece shown above was placed at the memorial erected to the memory of the men who gave their lives for their country aboard the Battleship Arizona during the attack on Pearl Harbor on December 7, 1941. In his remarks regarding the presentation GER Hise said, "Our duty lies clearly before us: to keep America strong and free. To that end I pledge our Order to these men and to all who sacrificed their lives for their country". Present for the ceremony were members of the Grand Lodge and Brother Elks who were in Hawaii to attend the GL Advisory Committee's recent conference.



ELKS NATIONAL FOUNDATION
2750 Lakeview Avenue / Chicago, Illinois 60614

"The Joy of Giving"



How to make an addressing system out of your mailing mess.

You already have a typewriter.

The typewriter you're using now to type out all those envelopes starts a Scriptomatic addressing system. You don't need a special imprinter to stamp out an indestructible metal plate that stands a 25% chance of being indestructibly incorrect within a year. You type names, addresses, and changes yourself. Right now, right there, on your own typewriter.

Just add a 5¢ Scriptamaster.

The Scriptamaster® is what you put in your typewriter. And the 5¢ includes what it costs you to type it. It's the same size as a computer card. It's color-coded for easy filing. Scriptamasters are guaranteed for at least 150 mailings. That's about three times as many as most people make before changing or eliminating a name in the average mailing list.

Then add a Scriptomatic Addresser.

Frequency of mailings and the number of pieces determine which of 11 different Scriptomatic Addressers you'll need. The fastest gets out 7250 pieces an hour. Even the slowest is 25 times faster than the best typist, typing the same addresses, over and over, every time you make a mailing. You're already half-way toward having an addressing system: you have the typewriter.

Now send the coupon.

SCRIPTOMATIC
INCORPORATED
ADDRESSING MACHINE DIVISION
A REFAC COMPANY

2030 Upland Way Philadelphia, Pa. 19131

Gentlemen:
I'm tired of messing around with mailings.

Mail me more information on a Scriptomatic addressing system.

Send a man to show me a Scriptomatic mailing system.

Name.....

Company.....

Address.....

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

E-4



ER Joe Namnam (right) of Inglewood, Calif., Lodge, points to the one hundredth membership subscription to the Elks National Foundation purchased in his lodge this year. Club Manager Babe Adams (center) purchased the subscription from Foundation Chairman Ted Ludolph (left) who is expecting to sell many more of them.



At Colorado Springs Lodge, State National Foundation Chairman Edgar McMechen (left) of Lakewood, accepts fourteen \$100 checks from ER Marvin H. Flinn. These checks represent a \$100 participating membership donation from each of the elective and appointive officers of the lodge. Looking on with pride are Secy. Andrew B. Wisby (left) and PSP John Godec, Jr., who are co-chairmen of the lodge's National Foundation Committee.

Fifty Years of Broadcasting

The broadcasting industry is celebrating its Fiftieth Anniversary this year. That may sound like a long time, and yet it seems only yesterday that we were sitting around at 2 o'clock in the morning trying to pull in Los Angeles on the battery set or fiddling away in our room upstairs hoping to get a signal from the crystal set.

Broadcasting has indeed come a long way since those days of pioneering effort. Instead of a distant city, we now are in radio communication with the moon and pick up signals from celestial bodies, of mysterious nature, at a distance that staggers imagination.

Not only radio has become a household commonplace, but so also has its companion medium, television. In an age when marvel crowds upon marvel today's miracle loses its dazzle almost before sunset. A few weeks after man first set foot on the moon his second trip proved boring to some, so accustomed have we become to the incredible.

So, though we may have grown accustomed to broadcasting, to hearing words and music and to seeing pictures brought to us through the air, we ought nevertheless to be appreciative of the service that broadcasting and broadcasters render to us. It will be good for us to pause a moment to savor once more the astonishment experienced when radio was a novelty. The

sense of miracle will be more elusive for those who grew up in a world where radio and television were facts of everyday life.

Broadcasting has had an active role in the history of this half-century, and the Order of Elks can point with pride to its part as a pioneer in the development of radio, when it participated in one of the earliest nation-wide broadcasts.

The Elks had taken the leadership of a successful campaign to raise money, with the help of school children, for the restoration of the historic Frigate, "Old Ironsides." In recognition of this Grand Exalted Ruler William H. Atwell, at the invitation of the Secretary of the Navy, delivered the principal address over Radio Station WEAJ, New York City, on a program that was carried on a national hook-up of 28 stations on October 18, 1925.

The Elks have enjoyed the support and cooperation of radio and television for our many benevolent and patriotic programs over the years and are grateful for it.

In hailing broadcasting's Fiftieth Anniversary, we extend best wishes for the future, with the hope and expectation that broadcasters will make wise use of their tremendous potential for making that future a better one for all men.

The UN Honors Lenin

When UNESCO voted to celebrate the April centenary of the birth of V. I. Lenin it committed a blunder that will surely arise to embarrass the world organization in time to come. The celebration was in the form of a symposium, voted by UNESCO when a large number of members abstained, not wishing, presumably, to offend the Russians, although no such consideration extended to the United States, which opposed the proposal.

Lenin's niche in history is secure as the ruthless revolutionary who founded the communist dictatorship in Russia. The UNESCO symposium to honor him for his educational, scientific or cultural attainments was a bad joke. If it was farcical that UNESCO should lend itself to such fakery it was downright immoral for the UN Commission on Human Rights to join in honoring the man responsible for depriving more people of their human rights than any other person in all history.

The action of the UN agencies must have been heartening news, indeed, to the writers and other brave spirits who have been imprisoned in recent months in Russia because they dared to speak out against the tyranny of the ruling clique and demand freedom not just for themselves but for all the people.

The United Nations has become increasingly a disappointment to thoughtful people who have looked to it for the leadership that would bring peace to the world. An important reason for this growing disillusionment is the persistent ideological bias that the UN, and particularly the present Secretary General, have manifested in connection with Biafra, the Israeli-Arab conflict, the sustained campaign against South Africa to name a few examples. This latest obeisance to Moscow can only do further damage to an international agency when its prestige should be strengthened instead of diminished.



**FREE DELIVERY
TO YOUR DOOR**

CUSTOM WALL OF LIBRARY SHELVES AT ONLY \$49⁹⁵

FREE TEN-DAY TRIAL

Assemble these shelves in your home or office. See if you aren't absolutely delighted with the rich decorator look...and surprised with the incredible strength and rigidity. See if any one of your friends ever guesses that you paid 1¢ less than \$100 for such a deluxe, superior unit. If you aren't delighted in every way...just return for full refund or credit.

#1173 Wall of Shelves
We pay shipping charges.

\$49⁹⁵

—MAIL THIS COUPON—SATISFACTION GUARANTEED—

J. CARLTON'S Dept. Ec-2
176 Madison Avenue, New York, N.Y. 10016

Dear Mr. Carlton:
Please send me _____ 1173 Library Shelves at \$49.95 each shipping charges prepaid. I understand that if I am not completely satisfied, I may return for a full credit or refund.

Enclose is \$ _____ (Check or M.O.)
Charge my: Diners Club American Express
 BankAmericard Master Charge

Acct. # _____

Name _____

Street _____

City _____ State _____ Zip _____

The warmth of walnut wood...the richness of pewter.

Interior decorators do wonders with a wall of shelves like this...you can arrange them to fit your own needs. They solve your storage and decorating problems. These super strong shelves hold an incredible amount without ever looking crowded or messy. You can easily put all of your books on these shelves (holds 12 complete sets of encyclopedias), store your record collection, component stereo equipment, portable TV. Highlight your trophies and figurines...they will never look more magnificent than they do when displayed on the Library Shelves. A great place to store games and toys to get at them easily. Mom can use the space as a great place to store...and show off...her fine china. Indeed these shelves can be used in any room...even in the basement or garage to hold tools, equipment, garden supplies, etc. In the office, they hold supplies, research books and displays.

A TRIUMPH OF DESIGN

A unique stain and scratch resistant walnut wood-grain pebbled finish that is almost impossible to tell from solid hand-rubbed walnut except that it is so easy to keep looking like new. All solid steel that

won't sag, sway, bend or dent. The upright round steel post is cast in a special satin pewter-tone finish for smart contrast. Exclusive new construction conceals screw holes. All hardware is completely hidden.

QUICK AND EASY TO ASSEMBLE

All you need is a screwdriver. We really mean it...it just takes minutes to put up your Library Wall shelves.

YOU DESIGN YOUR OWN ARRANGEMENT TO FIT YOUR WALL...YOUR NEEDS

We assembled the unit in this picture so that it is 90" wide and 60" high at the highest point. Each shelf is a full 12" deep. But don't think this is the only way you can assemble the shelves...the combinations are limited only by your imagination. You can raise and lower each individual shelf...combine heights and widths.

SPECIAL J. CARLTON VALUE

This Library Shelf unit...when installed...will look like custom units costing \$100 to \$200...or even more. Due to modern production advancements...nobody but you will ever know...even guess...that you paid so little for so much.

J. Carlton's Inc., 176 Madison Avenue, New York, New York 10016

**SPECIAL OFFER FOR
THOSE WHO ORDER
WITHIN THE NEXT
30 DAYS ONLY!**



**ENTIRE
FACTORY'S INVENTORY OF
THE WORLD'S VERY FIRST
DIGITAL WRIST WATCH**
(ORIGINALLY \$24.98)
**NOW SPECTACULARLY \$9.98
PRICED AT ONLY**

- FLASHES HOUR, MINUTE, DATE IN NUMERALS!
- SPLIT-SECOND ACCURACY WITH SWEEP HAND!
- FULL YEAR'S WARRANTY!

HOBINC Dept. L-50, 7 Delaware Drive,
Lake Success, N.Y. 11040

MAIL NO-RISK COUPON TODAY

HOBINC, Dept. L-50
7 Delaware Drive, Lake Success, N.Y. 11040

Please send me _____ Digital Wrist Watch(es)

gold silver

I enclose \$9.98 plus 75c postage and handling.
N.Y. residents add sales tax

I understand that if I am dissatisfied for any reason,
I may return watch within 10 days for refund.

Name _____

Address _____

City _____ State _____ Zip _____

*Swiss Watchmakers' Breakthrough, now available after
years of development at a new, low record-smashing
price. Order now and don't be disappointed.*

This is new! This is good! And, at this new low price, it's an unbeatable value! Know the time exactly to the second by a quick glance at this strikingly designed Swiss watch. Flashes hour, minute, and date in large, clear numbers. Gold or silver-tone case (specify), tarnishproof steel back, satin-brushed dial. Sweep-second hand, black leather strap. Shock-resistant, unbreakable mainspring. Have the time of your life, not for \$24.98 . . . not for \$14.98, **but for only \$9.98** plus 75c postage and handling. Send for **FREE** color catalog of unique gifts.