

THE
Elks

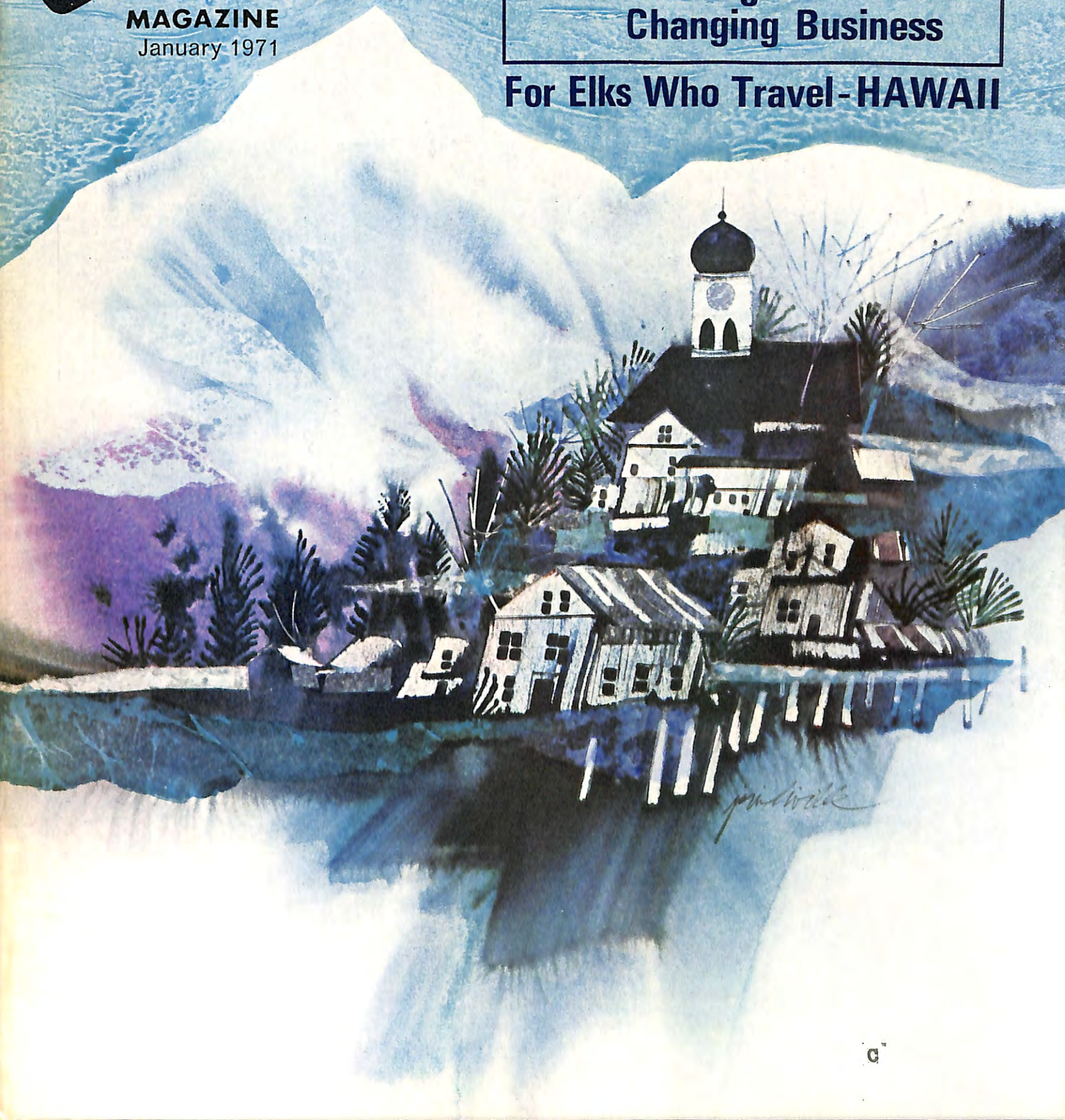
MAGAZINE

January 1971

FRANCHISING

- Success in Franchising
- Franchising in the '70's
- Franchising is a Changing Business

For Elks Who Travel-HAWAII



Only one van gives you all these better ideas.

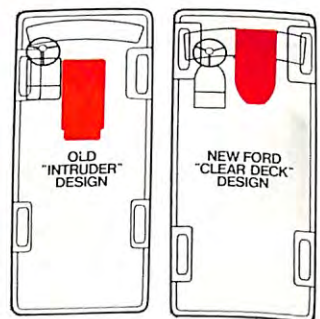
Ford Econoline



Sales leader for 10 straight years.

Engine clear forward

The engine is moved forward in Ford's clear-deck van—all the way out of the cargo area. Clear floor space behind driver's seat measures over 8½ ft. in Econoline Van . . . over 10 ft. in the Supervan.



Easy, out-front servicing.

Simply raise the convenient outside hood and your routine service points are right at hand: radiator, oil level, battery, windshield washer reservoir, voltage regulator, wiper motor, brake master cylinder. Better ideas make servicing fast, easy.

Strong, smooth-riding Twin-I-Beam

The independent front suspension that has revolutionized truck riding qualities. Two forged steel I-beam axles give it strength . . . big coil springs give it a smoother ride.



Biggest payload of all

Husky construction and high capacity axles allow you to carry a heavier load than any other van. Maximum payload of 4320 lbs. is largest in industry.

Model	Max. Payload	Max. GVW
E-300	4320 lbs.	8300 lbs.
E-200	1800 lbs.	5400 lbs.
E-100	1120 lbs.	4500 lbs.

Shorter outside, easier to park.

Overall length of Econoline Vans is significantly shorter than other makes. This means easier parking and better maneuverability in city delivery operations—time saved on every trip.



Wider at top for built-ins

Body sides are more vertical, wider apart at top than other vans. So built-in units fit better and leave more aisle. Modular units, designed to fit and work together allow you to custom design almost any interior you need. Job packages, such as insulated florist's van, are also available.



Driver's "walk-thru" to rear

Econoline's forward engine position clears the deck for the driver, too. He can easily step from his seat into the rear load area and exit through side or rear doors.

See your Ford Dealer and see all the better ideas in America's best-selling van—Ford Econoline.



FORD 

A better idea for safety:
Buckle up.

MAKE \$100 \$200 OR MORE

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

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

Here's how you start. . .

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

FOOSBALL works full time. You work part time!

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

American Youth Marketing Corp.
Alms Building, Cincinnati, Ohio, 45206

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

Just look at the **FOOSBALL**[®] FORTUNE

\$200 in 10 days from 1 unit
C. H., Alabama. . ."I have taken in as high as \$200 in just ten days from one unit, and we have had units pay for themselves in less than one month. There are no maintenance problems and virtually no overhead."



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

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

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

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

ACT NOW. . .DON'T DELAY. . .

Fill out our coupon and mail it today. Others will be writing in from your local area, and inquiries are processed based on date of postmark. Remember, only one dealer can be appointed from your area. There's no obligation. . .only opportunity. . .the biggest you've ever had. Send in this coupon NOW!

©PIC, 1969

FOOSBALL[®] COMPETITIVE SPORTSYSTEM^{T.M.}

ADVERTISED IN

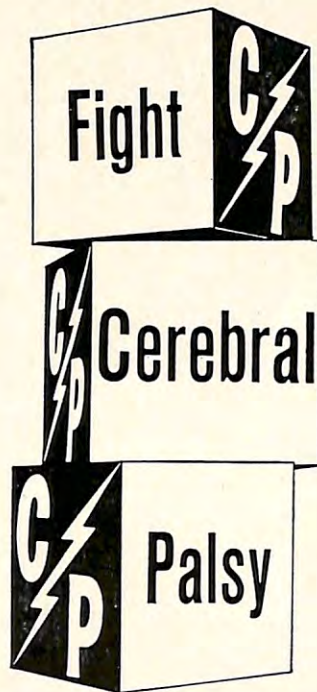


div. American Youth Marketing Corp.
Dept. E-1-71
Alms Building
Cincinnati, Ohio 45206



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

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



PROFIT & PRESTIGE



SAFARI

"Campgrounds With Character"

Your land oriented investment in the booming camping market offers high income right from the start. SAFARI experts guide you every step of the way... from selecting the best site to designing the campground in its natural setting. Proven full support program, national advertising, public relations and continuing guidance. Prime locations available. For full information call or write Paul Landersman, Vice President at:

SAFARI CAMPS OF AMERICA, INC.

Suite 1518 E 307 N. Michigan Ave.
Chicago, Illinois 60601 (312) 641-1330

FRANK RODGERS* GROSSED \$51,988.52

HIS VERY FIRST YEAR

And \$53,972.76 the 1st 9 months of 1970!

Customflo has developed a complete business that lets you start with profits.

How? By providing you with 'blue chip' national accounts right from the start.

Customflo Mobile Units go to the customer's home site and manufacture the pre-finished seamless aluminum guttering on the premises.

Customflo trains you, provides immediate income, establishes your territory, gives a national warranty, provides advertising and continuing support for as long as you own your business.

A cash investment of \$7,900 plus working capital is required. For full information, call Richard Zaccagni, Pres. at 312-543-5700 or write:

CUSTOMFLO

1550-D WEST FULLERTON • ADDISON, ILLINOIS 60101

*Customflo licensee, New Hyde Park, N.Y.

THE ELKS MAGAZINE

VOL. 49, NO. 8

JANUARY 1971

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

Wade H. Kepner
Chairman
Raymond C. Dobson
Secretary
Edward W. McCabe
Assistant Secretary and Assistant Treasurer

J. A. PROVOST
Articles Editor

WILLIAM H. MAGRATH
General Manager

LINDA KENYON
Fraternal News Editor

JOHN SCHMITT
Circulation Manager

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

"New Sights, New Goals, New Ambitions"
A Message from the Grand Exalted Ruler..... 4

Elks National Service Commission..... 5

Franchising in the 70's
It's Your Business..... J. L. SLATTERY/R. GOSSWILLER 7

News of the Lodges..... 11

Franchising Is A Changing Business..... A. R. ROALMAN 18

Around Washington..... 22

Elks National Foundation—"Joy of Giving"..... 25

Success in Franchising..... JAMES WEST 26

Visits of Glenn L. Miller..... 29

For Elks Who Travel..... JERRY HULSE 32

Elks Family Shopper..... 36

Loony Lawsuits..... FRANK L. REMINGTON 47

It's All True..... BILL TRUE 49

War Dog Bootcamp..... TED PYLE 51

The Elks Magazine Editorial..... 59



ADVERTISING OFFICES



CHICAGO 60614
425 W. Diversey Parkway
528-4500

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

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

POSTMASTER: Mail notices of address corrections to:

THE ELKS MAGAZINE, Circulation Dept., 425 W. Diversey Parkway, Chicago, Ill., 60614

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

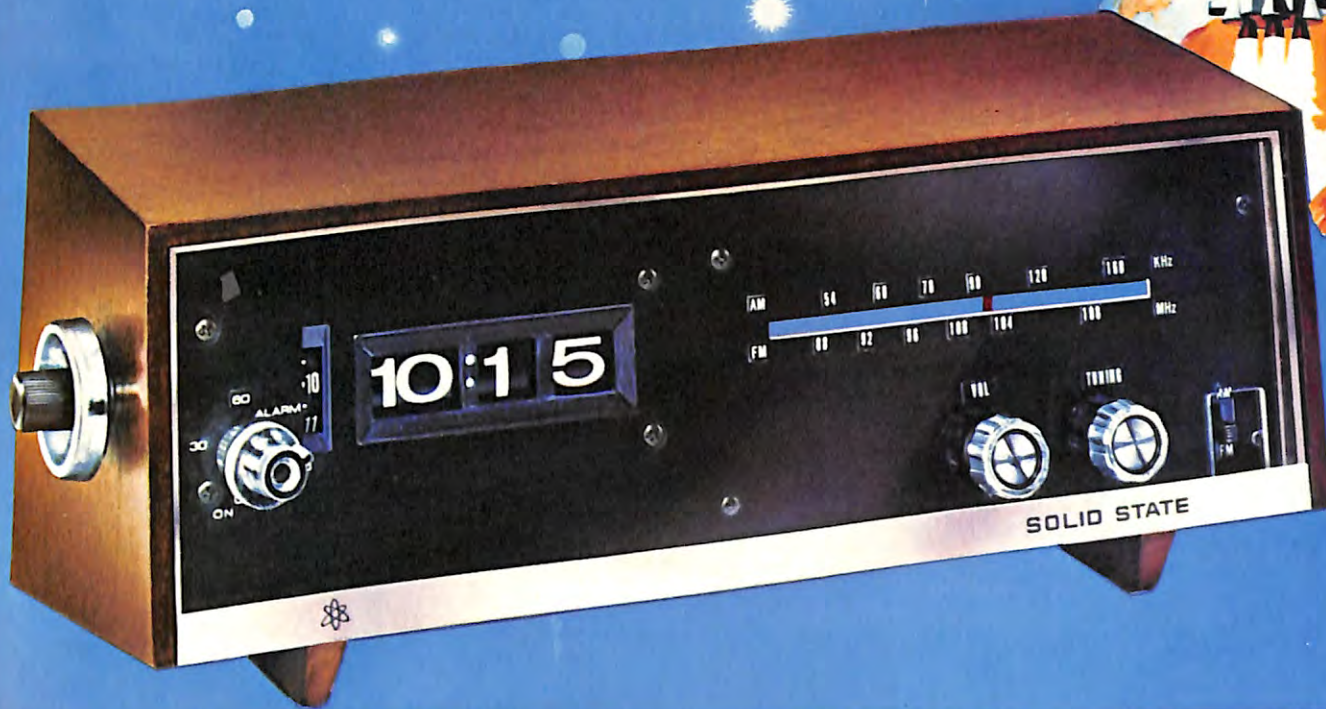
THE ELKS MAGAZINE, Volume 49, No. 8, January 1971. Published monthly at 425 Diversey Pkwy., Chicago, Ill., 60614 by the Benevolent and Protective Order of Elks of the United States of America. Second class postage paid at Chicago, Ill., and at additional mailing office. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1992. 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



\$10.00
BELOW RETAIL

**New 1971 Model SPACE AGE
AM/FM DIGITAL CLOCK RADIO**



LOOK AT THESE FEATURES—

- Easy to read numerals.
- Soft Dial Light—Glowing clock dial lets you read the time in the dark.
- Receives both AM and FM broadcasting.
- Trouble free Solid State circuitry for instant play.
- Wake up window—set the time you wish to arise on this 24 hour dial. Once set you can forget it.
- Handsome walnut grain cabinet.
- No batteries needed—plugs into any outlet.
- Built in AFC for driftless sound.
- Built in antennas.
- Buzzer Alarm or "Wake up to Music".

Send for this Clock Radio of the future at our risk. We know that you will be thrilled and delighted at its styling and performance. Big numerals make it impossible to misread the time. You risk nothing! Use this Digital AM/FM Clock Radio in your home for 15 days. You must be 100% pleased or your money back at once. Order today!

GUARANTEE

You must be 100% satisfied with your Deluxe AM/FM Digital Clock Radio or your money will be refunded in full.

ELECTRONICS INTERNATIONAL

210 South Des Plaines Street • Chicago, Illinois 60606

**FLASHES
TIME
INSTANTLY!**

**WAKES YOU
UP TO
MUSIC**

**OUR PRICE
ONLY
\$29⁹⁵**

MONEY-BACK GUARANTEE

ELECTRONICS INTERNATIONAL, Dept. RD-6
210 South Des Plaines Street • Chicago, Illinois 60606
Gentlemen: Please rush on money-back guarantee Digital AM/FM Clock Radio at \$29.95 plus \$1.00 Postage and Handling.

Name _____

Address _____

City _____ State _____ Zip _____

- I enclose \$29.95 plus \$1.00 Postage and Handling—ship prepaid.
- Ship C.O.D. I enclose \$1.00 deposit.
- Charge to my Diners Club Acct. # _____

Ill. residents pay 5% sales tax

A Message from the Grand Exalted Ruler

1971

New Sights, New Goals, New Ambitions

My Brothers:
As the New Year dawns, we are granted a fresh starting point and the opportunity to rededicate our lives to the principles of our great Order.

The year that is past cannot be relived. Its record, good or bad, cannot be changed. It is gone forever.

Let us, then, face 1971 with a new resolve; to reach higher than in the past, to set new sights, new goals, new ambitions.

The unlimited horizon which lies before us, gives us another opportunity to expand our activities with the youth of America who need our assistance; to make the lives of hospitalized veterans happier; to help those less fortunate.

And, finally, we must remain determined that "ELKS SERVE AMERICA" and will keep it free.



Sincerely and fraternally,

Glenn L. Miller

Glenn L. Miller
Grand Exalted Ruler

Elks Serve America



Earl Nightingale

Now, the world's leading success authority, invites YOU to share the PRESTIGE, GROWTH AND EXCEPTIONAL INCOME of today's most rewarding opportunity. Get in on the communications revolution. Make personal development, sales and management motivation your new, high-paid profession.

FOR THE FIRST TIME, Earl Nightingale—leading authority in motivation and personal development for the nation's top corporations—offers hundreds of opportunities for distributors. If you seek a more meaningful and rewarding career (beginning full or part-time) based on integrity, sincerity and believability and can measure up to the highest personal qualifications, Earl Nightingale may have the answer for you.

A READY-MADE MARKET IS WAITING IN YOUR AREA.

The Earl Nightingale radio program is heard by tens of millions of Americans on eight hundred radio stations coast-to-coast every day.

Thousands of businesses, large and small, already use Nightingale programs for motivating and training employees.

Hundreds of thousands more *need* these programs for their personnel communications systems.

Executive office doors in every company are easily opened to the Nightingale distributor and his representatives.

Nightingale communication and motivation programs represent the standard of excellence in every business community.

Week-by-week, month-by-month, year after year the newest, most effective programming for employee communication and personal development will always come from Nightingale-Conant.

EACH DISTRIBUTOR BENEFITS FROM

the acknowledged stature of the man recognized as the leading authority in communication, human relations and personal motivation.

Continuous daily exposure throughout the country of your unique, exclusive success concepts via the Earl Nightingale radio program, books and other media.

Planned presentations for consistent sales success. Continuous consultation and guidance from top Nightingale executive and creative staffs.

Exclusive executive seminars and distributor development programs for training you and your sales force.

Programmed product expansion for your distributorship—a planned flow of new, important, highly saleable Nightingale programs and products.

ARE YOU OUR KIND OF PERSON?

There are no franchise fees or qualifying charges but a modest investment in inventory and training is required. Applicants will be selected on the basis of developable sales and executive ability, ambition and strength of commitment to personal goals. This is an opportunity to achieve any level of corporate responsibility—any monetary goal you set—from \$5000 parttime to \$25,000, \$50,000 or more as a full-time distributor.

ARE WE YOUR KIND OF COMPANY?

To stand alongside the multi-million dollar associated Nightingale companies in broadcasting and corporate services, the new Nightingale distributor organization has set its sights on becoming not only the largest but also the most successful and personally rewarding company in its field. You enter this exciting, new organization on the ground floor. You decide your role and the extent of participation and success you will enjoy.

Nightingale-Conant Corporation
6677 N. Lincoln Avenue
Chicago, Illinois 60645

Dept. 1811

Send me complete details about your Distributor Program without cost or obligation.

Name _____

Address _____

City _____ State _____ Zip _____

earl nightingale



communications

MAIL COUPON FOR ALL THE FACTS...FREE

Nightingale-Conant Corporation

The Human Resources Company
Dept. 1811

6677 N. Lincoln Avenue
Chicago, Illinois 60645

SPARKLE WASH®

MOBILE
WASH & WAX
SYSTEM



**WE ORIGINATED IT . . .
OTHERS TRIED TO IMITATE IT . . .
YOU CAN PROFIT FROM IT!**

Compare these **FACTS** which make Sparkle Wash No. 1 in mobile power cleaning:

- **COMPLETELY SELF-CONTAINED UNIT.** Specially-designed 1-ton Ford or Chevrolet van contains absolutely all necessary cleaning equipment and supplies, exclusive dual power source (integral gas generator or plug-in 115-volt), and water supply, making it the **TRULY MOBILE** power cleaning unit.

- **PATENT-PROTECTED EQUIPMENT.** Sparkle Wash mobile units are **PATENTED**. They provide the ultimate in efficient, low cost, fast, trouble-free, high-pressure washing equipment.

- **PROVEN LEADERSHIP.** Sparkle Wash has proven itself in more than 20 states and Canada as the largest and most successful organization of its kind.

- **IMMEDIATE HIGH PROFITS.** Exclusive territories have more than sufficient potential to assure high profits from the first year of operation. Current national accounts are located in many areas.

- **FAST-GROWING MARKETS.** Among the countless market possibilities served by Sparkle Wash are the trucking industry, with more than a million new trucks registered each year, and mobile homes, with more than 125,000 new units going into parks every year. Also highly profitable are commercial buildings, homes, planes, boats, signs, and car lots.

- **MONEY-SAVING SUPPLIES.** All professionally-tested detergents, chemicals, and other supplies are available to Sparkle Wash operators at wholesale prices.

- **CHOICE OF PARTICIPATION.** Be an owner/operator or an investor/manager. Either type operation returns high profits for a low investment. Fleet discounts available.

- **FINANCING AVAILABLE.** Sparkle Wash builds with you for the future by providing its own financing. A small down payment puts you in business. The total cost of \$14,950 covers a basic, exclusive territory, complete equipment package including truck, training, sales assistance, stationery, sales literature, and chemicals.

**ACT NOW — JOIN THE LEADER
CHOICE AREAS STILL AVAILABLE**

MAIL THIS COUPON TODAY 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



Members of the Revere, Mass., Lodge recently donated this 23-inch color television to Quigley Memorial Hospital in Chelsea, Mass. Funds for the gift were collected from Revere Brothers in only three days when Est. Lead. Kt. Paul C. Pistone (right) learned there was no television available for patients in one of the wards. Admiring the set are (from left) William Hanley, a hospital official, Brother Jack McCarthy, a patient and Revere Lodge member, ER John D. Graham, John Quigley, a hospital official, and Bro. Pistone.

With Brigadier General John Boyd Coates, Jr., Commander of Madigan General Hospital, Tacoma, Wash., during an August visit to the Hospital, is Duncan Scott McPherson, Ballard (Seattle) Lodge, President of Washington State Elks Association. Brother McPherson headed a delegation of 30 Washington Elks on a tour of the hospital during which hides and other gifts to be used by patients in rehabilitation work at the Pacific Northwest's largest military hospital were donated.



franchising \$ in the 70's

by J. L. Slattery and
R. Gossweiler

In early 1969, Four Seasons Nursing Center of America was one of the most glamorous of the glamour-growth companies. It seemed to have everything going for it. Not only was it in the nursing-home field, it was also in franchising. "How can it miss?" said the many eager investors who bought into it, pushing its stock to a high of 90 that year.

Among those eager investors were some of the largest and—presumably—smartest institutional investors, both in the U.S. and in Europe. There were Banque Rothschild, Credit Commercial de France, Gibraltar Growth Fund, Midland Mortgage Investors Fund, to name just those few.

So attractive had Four Seasons Nursing's stock been that the company's founder and president, Jack L. Clark, was able to sell for more than \$10 million several hundred shares of FSN stock that he bought for about \$200,000.

"Wonderful!" . . . "Terrific!" . . . yes—while it lasted.

In June 1970, Four Seasons Nursing crashed down into bankruptcy.

Its collapse was almost a loud explicit announcement that the Great franchising Boom was over.

The boom had been fizzling down for more than six months before Four Seasons folded. By late 1969 the fran-

**The ups and downs,
the ins and outs of
franchising.**



chising industry was beginning to look more bilious than glamorous. A major reason—but not the only one—was that some influential accountants had come forth with strong criticism of the widely-used practice under which a franchising company, as soon as it signed up a franchisee, could record as income the whole franchise fee owed by the franchisee—even if none of it had yet been paid. This method of accounting made it possible for quite a few franchising companies to *seem* to be growing pretty big pretty fast—and all too many investors and franchisees were taken in by this glamor growth appearance.

The blasts from the accounting profession caused some of the leading franchisors to make a hasty change-over in their accounting methods—with the result, dismaying to investors, that some franchising enterprises that had seemed very profitable now showed heavy losses.

But by no means was all of this the only reason why by the end of 1969 the franchising industry was in trouble. To a large extent its decline was a part of the decline of the economy as a whole. Like many other industries in the 1960s, the franchising industry had been flying with almost magically exuberant expectations of "More and More Prosperity Faster and Faster!" and, like many companies in other industries in frantic expansion programs that left them cash-poor. When tight money conditions set in, the word "Franchising!" was no more effective

(Continued from preceding page)
 in conjuring away looming bankruptcy than were such terms as "Computers!" and "Space Hardware!"

Besides the over-extension which severely weakened some franchisors, the industry as a whole had over-expanded. This was particularly true of the fast-foods sector of the industry. By the end of 1968 there really wasn't much room left for new fast-foods enterprises but over 100 new ones blossomed forth in 1969! It almost seemed as if the franchising industry believed that Americans were no longer going to eat any at-home meals prepared at home.

Meanwhile, and partly because of the slow-down in the economy as a whole, there were more and more instances of soured relationships between franchisors and their franchisees—and more and more lawsuits being brought

by the really angry franchisees. Their recourse to law had been facilitated by the "class action" amendment (1966) to the Federal Rules of Civil Procedure. That the honeymoon between franchisors and franchisees was over became clear indeed in the first half of 1970. The Boston College annual franchising seminar drew an attendance of only about 400—as compared with 700 in 1969—and this time many of the franchisors were represented there not by their promotional people, but by their legal and accounting people. The seminar's overall atmosphere was definitely not what it had been in the Good Old Days—back in 1967 or so—when franchisors and franchisees slapped one another on the back and talked about the big money they'd be making together "as one big happy family." Nor was that kind of talk being heard from last year from the National Association

of Franchised Businessmen (based in Washington), which had already gained a membership of about 1,700 disgruntled franchisees by last June.

Some ex-franchisees may well have suspected that their franchisors *wanted* them to become ex-franchisees.

And in quite a few cases, this suspicion is well-founded. Why should a franchisor ever be *happy* to see a franchisee want to give up his franchise? The answer to this interesting question is in itself an indication of how greatly different today's "franchising industry" is from the rather down-at-the-heels kind of operation that the term "franchising" used to suggest (outside of such established fields of franchised distributorship as were long standard in the automobile, petroleum, farm-machinery, and some other industries).

THE NEW ECONOMICS OF FRANCHISING

In the late 1960s, Kentucky Fried Chicken was deriving almost 70% of its total sales income from its company-owned outlets. Many other franchisors too found that it was more profitable to own and operate their outlets rather than franchise them. In the light of this fact, a number of franchisors embarked on a determined campaign to re-acquire as many as possible of the outlets they had franchised. Often the franchisees were offered cash, sometimes they were offered stock. In some cases a franchise reverted to the franchisor simply because some clause in the franchising agreement took effect (for example, the franchisee may have violated some material provision relative to standards, procurement, or something else).

What seemed to be indicated in all this was the likelihood that—in some of the main sectors of the industry (such as the fast-foods sector)—the whole idea of "franchising" as a continuing arrangement, after it had served its initial capitalization purpose for the franchising company, was a financially disadvantageous one for the franchisor! It apparently would be better for him simply to own and operate his outlets as if he were a conventional chain-store company.

This plan, however, did not always apply when large amounts of initial capital for each new franchised operation were needed. For example, even a small Howard Johnson motel costs about \$1 million to put up. Where's the money to come from? For the Howard Johnson people the answer is "From investor-group franchisees, usually." Such a group might consist of five individuals, each of whom can well afford to put up \$200,000. Clearly the man with only \$25,000 to put into a fran-

(Continued on page 10)

FIND BURIED TREASURE

Find buried gold, silver, coins, treasures with powerful new electronic detector. Most powerful made. Ultra sensitive. Penetrates deep into earth. Works through mud, beach sand, rock, wood, etc. Signals when object is detected.

\$1995
to
\$12950



RELCO

Write for Free Catalog, treasure hunting tips and 5 POWERFUL MODELS unusual souvenir coin.

RELCO Dept. D-200, Box 10839, Houston, Tex. 77018

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

! The Halvorfold

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



\$8.50 Black or brown Morocco
 Lodge No. under inside emblem 75¢ add'l.
 Lodge No. with City under inside emblem \$1.25 add'l.
 Social Security No. 75c add'l.

\$9.50 Black or Brown Water Buffalo
 Lodge No. under inside emblem 75¢ add'l.
 Lodge No. with City under inside emblem \$1.25 add'l.
 Social Security No. 75c add'l.

Exclusive Loose-leaf Device

Gold Filled Snap and Corners \$1.50 extra

"CUSTOM MADE FOR ELKS"

"NOW in its 45th 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 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.

Halvorsen, P. C. M.
 4868 Victor Street, Dept. 187
 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.

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

PLEASE CHECK HERE:

- | | |
|--|--|
| <input type="checkbox"/> Black Buffalo \$9.50 | <input type="checkbox"/> Bro. Buffalo \$9.50 |
| <input type="checkbox"/> Black Morocco \$8.50 | <input type="checkbox"/> Brown Mor. \$8.50 |
| <input type="checkbox"/> Gold filled Snap & Corners \$1.50 extra | |
| <input type="checkbox"/> 4 fold (8 pass) | <input type="checkbox"/> 6 fold (12 pass) |
| <input type="checkbox"/> 8 fold (16 pass) | <input type="checkbox"/> 10 fold (20 pass) |
| <input type="checkbox"/> Elks Emblem Outside | |
| <input type="checkbox"/> Yes <input type="checkbox"/> No | |

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

when I planned to retire before fifty

this is the business that made it possible

a true story by John B. Haikey

Starting with borrowed money, in just eight years I gained financial security, sold out at a profit and retired.



"Not until I was forty did I make up my mind that I was going to retire before ten years had passed. I knew I couldn't do it on a salary, no matter how good. I knew I couldn't do it working for others. It was perfectly obvious to me that I had to start a business of my own. But that posed a problem. What kind of business? Most of my money was tied up. Temporarily I was broke. But, when I found the business I wanted I was able to start it on a little over a thousand dollars of borrowed money.

"To pyramid this investment into retirement in less than ten years seems like magic, but in my opinion any man in good health who has the same ambition and drive that motivated me, could achieve such a goal. Let me give you a little history.

"I finished high school at the age of 18 and got a job as a shipping clerk. My next job was butchering at a plant that processed boneless beef. Couldn't see much future there. Next, I got a job as a Greyhound Bus Driver. The money was good. The work was pleasant, but I couldn't see it as leading to retirement. Finally I took the plunge and went into business for myself.

"I managed to raise enough money with my savings to invest in a combination motel, restaurant, grocery, and service station. It didn't take long to get my eyes opened. In order to keep that business going my wife and I worked from dawn to dusk, 20 hours a day, seven days a week. Putting in all those hours didn't match my idea of independence and it gave me no time for my favorite sport—golf! Finally we both agreed that I should look for something else.

"I found it. Not right away. I investigated a lot of businesses offered as franchises. I felt that I wanted the guidance of an experienced company—wanted to have the benefit of the plans that had brought success to others, plus the benefit of running my own business under an established name that had national recognition.

"Most of the franchises offered were too costly for me. Temporarily all my capital was frozen in the motel. But I found that the Duraclean franchise

offered me exactly what I had been looking for.

"I could start for a small amount—a little over a thousand dollars—and that amount I could borrow. I could work it as a one-man business while getting a start. No salaries to pay. I could operate from my home. No office or shop rent or other overhead. For transportation I could use the trunk of my family car. (I bought the truck later, out of profits.) But, best of all, there was no ceiling on my earnings. I could build a business as big as my ambition and energy dictated. I could put on as many men as I needed to cover any volume. I could make a profit on every man working for me. And, I could build this little by little, or as fast as I wished.

"So, I started. I took the wonderful training furnished by the company. When I was ready I followed the simple plan outlined in the training. During the first period I did all the service work myself. By doing it myself, I could make much more per hour than I had ever made on a salary. Later, I would hire men, train them, pay them well, and still make an hourly profit on their time that made my idea of retirement possible—I had joined the country club and now I could play golf whenever I wished.

"What is this wonderful business? It's Duraclean. And, what is Duraclean? It's an improved, space-age process for cleaning upholstery, furniture, rugs, and tacked down carpets. It not only cleans but it enlivens and sparkles up the colors. It does not wear down the fiber or drive part of the dirt into the base of the rug as machine scrubbing of carpeting does. Instead it *lifts out* the dirt by means of an absorbent dry foam.

"Furniture dealers and department stores refer their customers to the Duraclean Specialist. Insurance men say Duraclean can save them money on fire claims. Hotels, motels, specialty shops and big stores make annual contracts for keeping their carpets and furniture

fresh and clean. One Duraclean Specialist recently signed a contract for over \$40,000 a year for just one hotel.

"Well, that's the business I was able to start for a little over a thousand dollars. That's the business I built up over a period of eight years. And, that's the business I sold out at a substantial profit before I was fifty."

Would you like to taste the freedom and independence enjoyed by Mr. Haikey? You can. Let us send you the facts. Mail the coupon, and you'll receive all the details, absolutely without obligation. No salesman will ever call on you. When you receive our illustrated booklet, you'll learn how we show you STEP BY STEP how to get customers; and how to have your customers get you more customers from their recommendations.

With no obligation, we'll mail you a 24-page brochure explaining the business. Then you, and you alone, in the privacy of your home, can decide. Don't delay. Get the facts before your location is taken by someone else. Mail the coupon, now.

DURACLEAN INTERNATIONAL
1-541 Duraclean Bldg., Deerfield, Ill. 60015



send
name
for
full
facts

DURACLEAN INTERNATIONAL
1-541 Duraclean Building
Deerfield, Illinois 60015

WITHOUT OBLIGATION mail letter and 24-page illustrated booklet explaining how I can increase my income and family security with a Duraclean Dealership. No salesman is to call.

Name _____
Address _____
City _____ State _____ Zip _____

franchising \$ in the 70's

chise isn't going to get a Howard Johnson franchise!

But he might get a smaller-operation franchise, for that money, as the franchisee of an investor-franchise who is himself a multi-outlet franchisee of the company whose name is on the operation! (As you see, there is franchising within franchising!)

Too many people still think of franchising as being "the last frontier of the small-businessman"—a sort of haven where the best features of the mom-and-pop store are combined with the best features of large-scale professionally managed business enterprise. But so were the "Small Business Investment Corporations" originally intended to be helps to the small businessman who couldn't get financing through conventional channels. And look at how most of *them* turned out. Like it or not, the trend very generally both in America and elsewhere is toward bigness in

business—and toward the substitution of salaried management for self-employed management. The franchising industry seems to be going strongly in this direction, just as other industries have.

There are still plenty of openings for the small single-operator franchisee. But not all of those "openings" are also genuine "opportunities" (though a number are). Let's see why they aren't.

"INSTANT CAPITALIZATION" —AND SOME FAST-SHUFFLES

Back in the 1960s several acquaintances of ours discussed with us their plans for launching various small new businesses. In two cases we advised them to "take the franchising route."

Why? Because it was about the only way in which they could hope to get their new ventures adequately *capitalized!*

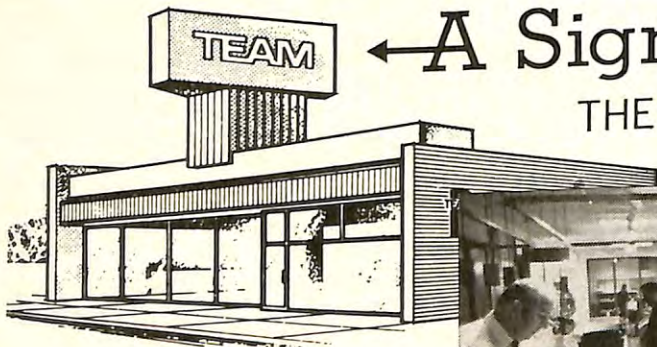
The "big secret" about franchising is really very simple—it's a way of getting capital! If we ourselves—the authors of this article—wanted to set up some new business that required, say, about \$100,000 in capital, we'd definitely try it through *franchising*... even in these economic times. If we could sell just 200 franchises at \$500 apiece—there's our \$100,000!

But would the franchises we'd sold

be any good to the franchisees? That of course would depend on a lot of things. Suppose that we'd sold franchises permitting the franchise buyers to "Sell our TERRIFIC New Make-Money-At-Home-By-Writing Course!" It's quite possible that we *could* sell franchises for that kind of thing—but we wouldn't do it. We'd feel we were operating a fast-shuffle franchising con game—the kind of venture that is aimed *solely* at making profits for the *franchisor*. We'd know that practically *nobody* who bought that writing-training course of ours would actually *make* money by "writing at home." And yet we could almost certainly get away with that kind of fast-shuffle franchising venture as far as the *law* was concerned.

Indeed, quite a few actual franchising enterprises operate in essentially the way we've just indicated. The reputable elements in the franchising industry despise them of course—but the franchising industry is really not much better at "self-policing" than any other industry is. But some industries just don't offer occasions for small-scale chiseling—you don't see ads shouting "Be Your Own Boss and Make Big Money at Home Operating Your Own Steel-Manufacturing Plant!"

Not all of the "penny-ante-franchises"
(Continued on page 17)



← A Sign of Prosperity

THE HOME ENTERTAINMENT CENTER THAT MEANS BUSINESS FOR YOU

Own Your Own TEAM Business Backed by 25 Years of Success

The nation's top merchandising experts are on your team. Their sound leadership has helped men like you establish profitable prestige retail businesses over the past quarter century. TEAM CENTRAL is a reputable organization that does large volume business through TEAM Electronics stores in many states in the nation. It is a part of a diversified corporation with experience in retail selling and marketing of a wide variety of consumer products.

DISCOUNT ADVANTAGES OF A CHAIN WITH A LOCAL PERSONAL CHARACTER

TEAM does not let size overshadow the personal touch that you would have with your customers. You get all of the advantages of volume buying of



reputable brand merchandise plus the benefits of top marketing personnel without getting tangled up in corporate red tape.

WE TRAIN AND HELP YOU

TEAM owners receive expert training in management, merchandising, bookkeeping and inventory control. They get a completely equipped store, a grand opening promotion and advertising. The TEAM program provides you with continuing help and guidance. The total investment package amounts to approximately \$40,000 including working capital and TEAM will help you with the financing. Why not send for facts on this sound business opportunity.

Where you see the TEAM sign you will most likely see crowds selecting hi-fi and stereo equipment, tape recorders, cassettes, electronic parts and TV sets. Business is good at a TEAM store because TEAM merchandise meets a growing popular demand for the latest in electronic products. *And where business is good — so are profits.* That's one reason why many TEAM franchise owners have opened additional outlets.

TEAM CENTRAL, Inc.
720 29th Ave. S.E.
Minneapolis, Minn. 55414

Mr. Dean Terry
Dept. 29

An operating company of the Dayton Hudson Corp. listed on the N.Y.S.E.

Please send me full particulars about TEAM—its products, market and investment requirements.

Name

Address

City State

Zip Phone



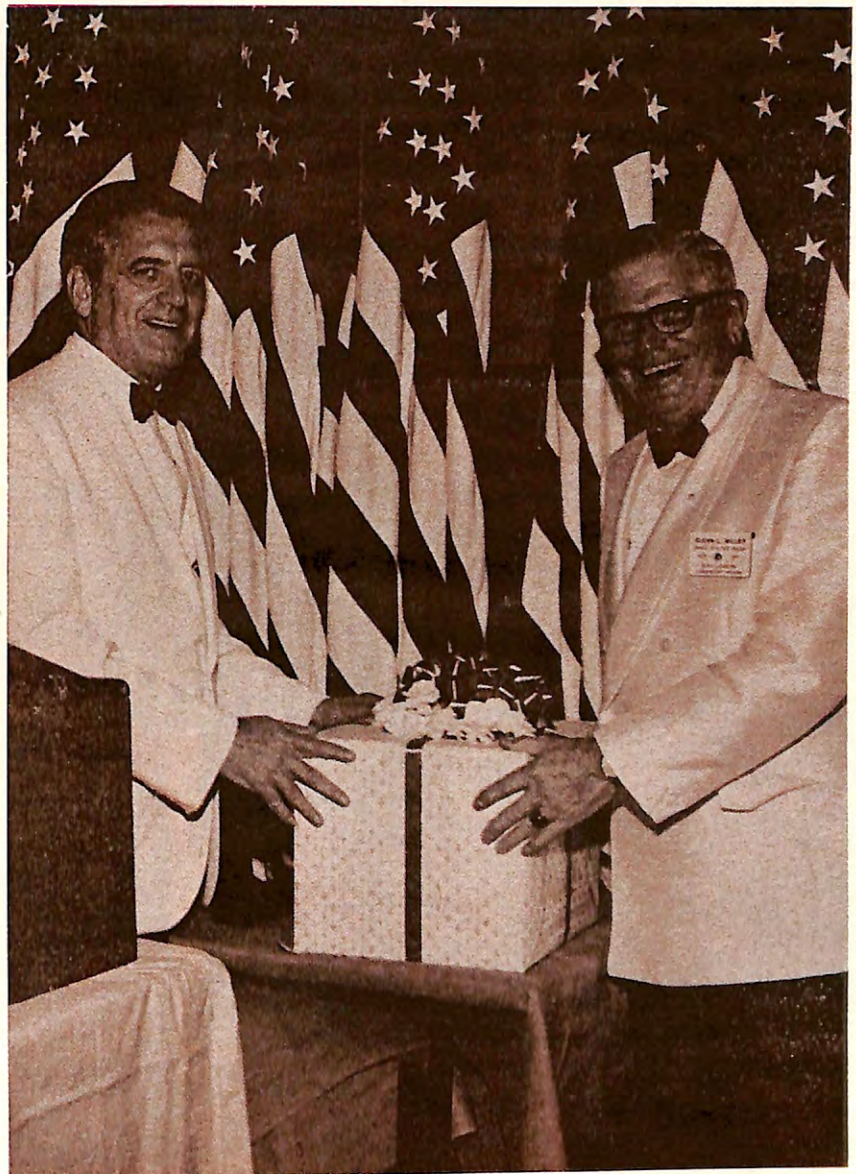
NEWS

OF THE

LODGES

THIS SURPRISE PACKAGE for GER Glenn L. Miller contains an Airequipt projector from members of New Rochelle, N. Y., Lodge. The projector, presented by PDD Martin Trangott, former GL Americanism committeeman, was a gift to the Grand Exalted Ruler during his latest visit to New Rochelle Lodge.

NEW HAMPSHIRE GOVERNOR Walter Peterson presents a decorative plate engraved with the state seal to GER Glenn L. Miller and his wife during their recent stop at Franklin, N. H., Lodge. ER Edward Buczynski (left) presented a \$200 check to Brother Miller for the Elks National Foundation, and the city's Mayor Eugene Daniell (not pictured) added a key to the city.



GOLDEN ANNIVERSARY CELEBRATIONS at Owatonna, Minn., Lodge attracted a number of Elks dignitaries, among them GER Glenn L. Miller and PGER Raymond C. Dobson. As host, ER Chester Hoven (fourth from left) joins the rest of the lodge officers in greeting the two special guests.



THE RED SOX baseball team, which sponsors a fund for crippled children called the Jimmie Fund, received a check for \$1,000 toward the fund from the Massachusetts Elks Association. On hand for the presentation are (from left) GL Youth Activities Committeeman James L. Colbert, Somerville; Grand Trustee W. Edward Wilson, Newton; SP Edward J. O'Brien, Springfield; George Thomas; PGER John E. Fenton; Sister Mary Eugenia, O. P.; SDGER Edward A. Spry, Boston, and PDD Andrew A. Biggio, Winthrop.



58-YEAR MEMBER Campbell Garvin (center), who recently observed his 80th birthday, receives thanks from ER Frank Smith for his fraternal service. Looking on is DDGER Robert McCauley, St. Matthews, who made his official visit to the lodge that evening.



TWO STATE WINNERS in the Georgia Elks Association scholarship competition were sponsored by Cascade-East Point Elks. Brother Milton Earnest (center), state scholarship chairman, presents the awards to Larry Withers, a pre-med student at Emory University, and Judy Morrison, a freshman at West Georgia College. State public relations chairman Harold Brothers (left) and ER Paul O'Donnell congratulate the two students.

JOHN DAY, Oregon, Lodge celebrated its 20th anniversary recently with a gala party in the lodge. PGER Frank Hise made a special trip to attend, and he joins in the cake-cutting with a group of the lodge's PERs: (from left) PDD James Damon, Bert Miller, John Farley, William Shanley, and Donald Boyer.



LAW ENFORCEMENT Recognition Night at Arlington-Fairfax, Va., Lodge honored two outstanding police officers. James Riddel (right), who was selected as one of the top ten officers in the nation, received a certificate as outstanding policeman of the year from ER Lester S. Blaylock. Another award went to Major Stanley Dobson of the Fairfax County Police for his department's community relations program.





ELKS NATIONAL HOME in Bedford, Va., was the site of the recent meeting of the Board of Grand Trustees. Gathered in front of the Home during the meeting are (from left) Grand Trustees John B. Morey, George Hickey, W. Edward Wilson, Grand Secy. Frank Vossel, H. Beecher Charnbury, PGER Raymond C. Dobson, Doral E. Irvin, superintendent of the Home, GER Glenn L. Miller, Joseph A. McArthur, Herb Beitz, secretary to the Grand Exalted Ruler, E. Gene Fournace, Francis M. Smith, and Wayne A. Swanson.

LODGE NOTES

NEWPORT HARBOR, Calif. A group of lodge members have formed an ecology committee. It has requested all lodge members to save and turn in all newsprint, aluminum cans, and glass bottles so they may be taken to a recycling plant. Brother C. R. "Dick" Cozad is committee chairman, and Brother Rod Ducker is co-chairman.

UKIAH, Calif. Brother Bob Gerber has donated 3½ acres of valuable land for the purpose of constructing a new lodge building. An additional acre was exchanged for the existing lodge. Brother Gerber has given the lodge the right to use the present building rent free until the new lodge is complete.

ST. ALBANS, Vt. Lodge members recently showed a surge of public spiritedness when they raised funds for a scoreboard for the local BFA Bobwhites football team. The team is the city's only representative in competitive athletic events in the state. The lodge has shown its support of the high school gridders in the past by sponsoring banquets.

LEBANON, N. H. DDGER Glenn W. Acres, Franklin, recently made an official visit to Lebanon Lodge. After his speech on the GER program for the year, Brother Acres was presented with a gift from ER Victor C. Bouchard. Fifteen new members were initiated into the Order in honor of Brother Acres' visit.

BOONTON, N. J. Lodge members mourn the loss of PER Clarence J. Bivens who died September 20, 1970, at the age of 85. Brother Bivens, joined the Order in 1928.

FREDERICK, Md. The fire which destroyed the lodge home of Frederick Elks kindled a fire of equal intensity in the heart of Brother Horace Williams. After the disaster, Brother Williams set the wheels in motion to have his family's 90-year-old Bible refurbished. During a recent meeting Brother Williams presented the beautifully appointed Bible to ER Irvin A. Schwartz. It was immediately put into service on the lodge's altar.

LIBBY, Mont. Fire completely destroyed lodge quarters and all its records, ritualistic equipment, emblems, fixtures, and inventories. Members are seeking donations from lodges throughout the country so that they may make a fresh start and begin routine business.

DES PLAINES, Ill. Presentation of two \$500 Des Plaines Lodge Scholarships were presented recently to Miss Patricia Zalud of Arlington Heights High School and Miss Patricia Magnusson of Maine South High School, Park Ridge. Miss Zalud is attending Miami University, Oxford, Ohio, and Miss Magnusson, the University of Illinois, Champaign-Urbana.

Miss Judith Siebold, daughter of the late Brother Wilbur Siebold, was given a \$1,000 scholarship toward her school expenses. Miss Siebold, who has been assisted for the past three years by the Emergency Education Fund of the Elks National Foundation, has expressed a desire to work as a therapist for the Illinois Elks Crippled Children's Commission after she graduates.



A SOFTBALL GAME between members of Windsor, Conn., Lodge and the Standyne Company benefitted the Connecticut Elks crippled children's fund. Grand Treas. Edwin J. Maley (fourth from left), New Haven, accepts the check for the fund, while members of the Standyne team congratulate the Elks on their victory. At right are VP Francis J. Adams, Branford, and ER Andrew Rabbett.



PRESENTING A GRANT from the Elks National Foundation is PGER Raymond C. Dobson. North Dakota SP Jack Williams, Wahpeton, accepts the \$5,500 check, while GER Glenn L. Miller (foreground) looks on. The Grand Exalted Ruler was making an official visit to North Dakota at Fargo Lodge.

GOVERNOR'S DAY for the Alabama Elks' major project featured a visit by former Gov. Albert P. Brewer (front row, fourth from left). He was greeted at the Alabama Elks Memorial Center for the Handicapped in Montgomery by members of the board of directors, led by SP Robert C. Grant (front row, third from left), Cullman.



STATE ELKS ASSOCIATION NIGHT at Raymond, Wash., Lodge saw an impressive gathering of state and Grand Lodge officers. Among them were (front row, from left) SP Scotty McPherson, Ballard (Seattle); ER Hal Norman, one of the youngest Exalted Rulers in the Order; PDD and VP Ted Butcher, Centralia-Chehalis, and (back row) Grand Est. Lect. Kt. William G. Singer, Centralia-Chehalis; state Secy. Walter Hagerman, Ellensburg, and PDD and PSP Frank Garland, Centralia-Chehalis.

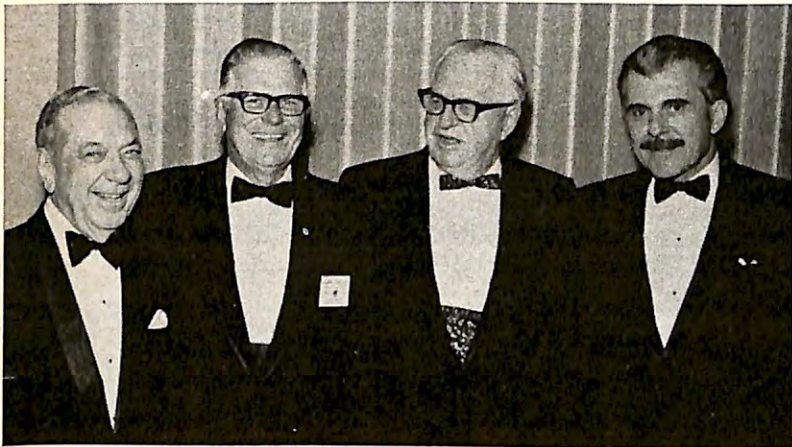


ELKS AIDED ELKS in a recent display of generosity at Asbury Park, N. J., Lodge. ER Donald V. Crosta (right) presents a check for \$500 to ER John Britt (left), Monmouth Lodge, Improved Benevolent and Protective Order of Elks of the World. The money is to help rebuild Monmouth Lodge, which was destroyed by fire recently. Looking on are Est. Lect. Kt. Samuel Scanio and Mrs. Mattie Allen, Monmouth ladies auxiliary president.



NATIONAL NEWSPAPER BOYS WEEK was observed at Fredericksburg, Va., Lodge recently when three local newsboys were guest speakers at a lodge meeting. They are (from left) Sammy Rollins, Charles Cook, and Ronnie Sullivan, and ER Russell L. Howard, Brother John Goolrick, and PER Joseph C. Adams welcomed them to the lodge.

NEWINGTON CHILDREN'S HOSPITAL in Newington, Conn., received an \$11,840 check for the establishment of a new eye clinic from the Connecticut Elks Association. Those present for the presentation included (from left) Brother George A. Caillouette, major project chairman, Willimantic; Grand Treasurer Edwin J. Maley, New Haven; Dr. Burr H. Curtis, executive director of the hospital, and SDGER Arthur J. Roy, Willimantic.



THE DEDICATION of the new home for St. Cloud, Minn., Elks was presided over by GER Glenn L. Miller. Joining Brother Miller after the ceremony are (from left) Secy. Leo N. Meinz, who has served in that office for 36 years, PGER Raymond C. Dobson, and ER Douglas C. Hemberger.



OLDTIMER'S NIGHT was combined with an official visit by SP Robert M. Bender Sr. (back row, center), Albany, at Freeport, N. Y., Lodge recently. All members with 40 or more years membership were special guests, and those with 50 or more years received Grand Lodge Golden Anniversary awards.

PALMETTO, Florida, Lodge became the 91st lodge in the state after institution ceremonies recently. SDGER and SP Robert B. Cameron (seated, right), Holiday Isles, delivered the principal address, and he joins the group of charter officers after the ceremony. A class of 152 members was initiated into the new lodge by officers from Sarasota Elks.

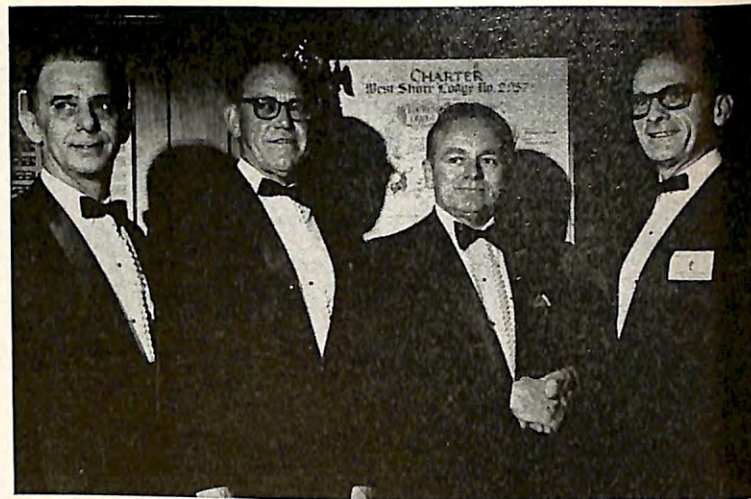




NEW OFFICERS for the Alabama Elks Association were elected at the recent state convention in Huntsville. PSP Howard T. Hannah (second from right), Bessemer, joins (from left) state Secy. Powell W. Blair, Cullman, SP Robert C. Grant, Cullman, and VP Richard Burke during the convention. Other State Vice-presidents include Howard McNulty, Gadsden, William Campbell, Fairfield, and James T. Irvin, Auburn-Opelika.

GRAND TRUSTEE E. Gene Fournace (center), Newark, was invited to be the principal speaker at the mortgage burning ceremony at Massillon, Ohio, Lodge recently. The lodge members paid off a \$100,000 mortgage in only 26 months. Joining Brother Fournace during the celebration are ER Russell Geis (left), and PDD and Secy. C. E. Shetler.

BRIGADIER GENERAL Robin Olds (left), commandant of cadets at the Air Force Academy, solicited public support for the release of American prisoners of war at Victorville, Calif., Lodge recently. ER Robert L. Ross presented a check for the River Rats fund, an organization of veteran airmen who served in Southeast Asia. The money will provide scholarships for children of PW-MIAs. Wives of eight pilots missing in action also attended the event.



DISTRICT DEPUTY Thomas D. Boyle (second from right) is welcomed to West Shore, Pa., Lodge, during his official visitation to his home lodge by ER Earl Leonhard. A class of candidates representing an 8 per cent gain in membership was initiated in his honor. Adding their greetings are Brothers John M. Kreider (left) and Samuel J. Conrad, both West Shore Elks.



"LITTLE CHARLIE," a stuffed bull, helped collect more than \$1,000 for a crippled children's hospital in Florida. He journeyed to all the lodges in the state's West Central District during the official visitations of the State Vice-president, Charles Pride (left), and solicited the donations. St. Petersburg ER C. J. McNamara originated the idea.



Lodge News continued on page 52

Franchising in the 70's (Continued from page 10)

ing enterprises" are calculated fast-shuffle operations, but many that are launched with the best of intentions are launched with lamentable lack of knowledge, capital, and management ability. Last June, in reviewing the franchising industry, *Business Week* declared that "franchising in the 1960s was dominated by amateurs in unprecedented numbers" and that comment was directed as much at the big franchisors as at the little ones! Incredible as it may seem, even so prestigious a franchising company as Kentucky Fried Chicken operated for quite a while under accounting-and-control systems that would have horrified a first-year accounting student. (The company later brought in an experienced and capable professional financial-management man, Joseph I. Kesselman—who could hardly believe his eyes when he first saw how Kentucky Fried Chicken had been "managing" its empire.) Compared to the general-management and financial-control standards prevailing in many long-established industries (public utilities, insurance, large-scale, non-franchised retail merchandising, most segments of heavy industry), those of the franchising industry generally have really been *bizarre!*

One reason—probably the chief reason—is that franchising became a genuine "industry" very quickly and very recently, had its fastest growth during an era of exuberant inflationary economic growth and affluence, and was developed mainly by people whose skill and interest were entrepreneurial rather than managerial. But *most* industries have gotten born through promotional exuberance rather than by managerial restraint, the franchising industry is merely a "new member" in the club of "industries."

So much for general background. Now for a few specifics which are implied by these generalities.

Don't Get Excited by Big Names. A lot of franchising enterprises—particularly in the fast-foods sector—thought that the pull of some star personality's name would guarantee the venture's success. It hasn't worked out that way.

Which Role Do YOU want?—"Franchising opportunities" covers a lot of ground. You can be simply an investor in some franchising company, or you can be a member of an investor-group which obtains a franchise (for a motel, for instance). Or you can be the holder of multiple franchises (from a single company) and then franchise individual operators, or you can be the operating franchisee of a single outlet. (The ar-

rangements available vary from company to company.)

Which Are the "Growth" Areas? This is a tough question—and it can have different answers for you depending on whether you're looking toward obtaining a working-life-time income as an operating franchisee, or are mainly just looking for investment prospects in franchising.

Keep Alert To "Hunger for Capital." A number of financial experts have predicted severe shortage of investment and loan capital in the 1970's. Remember that franchising is essentially a "quick capitalization" device! But you

should take a *very* close look at any franchising enterprise—or any other business enterprise—that is trying to get you to put capital into it. The basic question is: "Is this outfit a financially sound and well-managed one with at least good income and earning prospects?" Don't let yourself be carried away by a lot of *promotional* talk about the company.

Have Realistic Expectations!—Sure there have been franchise-promotion ads promising \$30,000 a year—or even more!—for a modest investment and just a few spare-time hours each
(Continued on page 50)



Herb Tragger of Miami Has a Silent Partner. Together They Made \$91.90 On Only One Sale!

Herb writes: "I have one of the National Press eye-catching MAGNETIC SIGNS on my car door. It shows people who I am, what I sell and where to reach me. Many times, when I return to my car from lunch or a sales call, I find people waiting. They want to know where they can buy a sign like mine. I actually make sales by just parking my car! The sign is my Silent Partner—but I pocket the Big Money!"

Talk about EASY MONEY! You don't have to be a super-salesman to pocket Big Dollars. All you need is the National Press "Quick-Cash" Kit... sent to you ABSOLUTELY FREE and postpaid when you mail the coupon.

You need no experience. No special training. **You don't invest one penny.** Just show your Quick-Cash Sales Kit to your Dry Cleaner, Service Station, Restaurant, Beauty Shop, Tavern, etc., and every new business just getting underway. Tell them how you can save them big money on their business cards, sales books, letterheads, envelopes and other printed forms.

Then prove it! Flip the pages of your Quick-Cash Kit showing eye-catching samples of top-quality printing offered at fantastic savings from the world's largest direct selling printers—THROUGH YOU! Imagine offering 1000 raised-letter business cards for just \$6.85! 500 full-size letterheads for only \$10.45!

Part-time — full-time — any time!
You write up orders and collect big



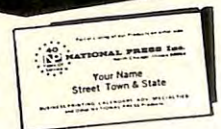
"Over 40 Years of Serving America —"
Over 500,000 Customers

NATIONAL PRESS, INC. Dept. 102
North Chicago, Illinois 60064

cash commissions ON THE SPOT! No deliveries to make. No balance to collect. Don't wait another day. Mail the coupon NOW.

START NOW! EVERYTHING'S FREE!

FREE BUSINESS CARDS ... QUICK-CASH KIT



Mail coupon today for big Quick-Cash Kit bulging with exciting examples of top money-makers at lowest prices anywhere. We include 100 free business cards featuring your own name, address and phone. Send coupon today and discover how easy it is to turn your spare hours into QUICK CASH.



NATIONAL PRESS, Inc.
Dept. 102, North Chicago, Ill. 60064
Start me immediately. Rush giant money-making outfit.
FREE! POSTPAID! Include free business cards.
Carefully hand print so your cards will be printed correctly.

Print Name _____
Address _____
City _____ State _____ Zip _____
Phone Number _____ Age _____
GOOD ONLY IN CONTINENTAL U.S.A.

Franchising is a Changing Business

by A. R. Roalman

DURING THE PAST YEAR, there has been a great deal of news about franchise operations in the nation's business and financial press. Some people who might have been interested in buying a franchise decided, after reading some of the negative stories about franchising, not to explore the matter further. Did they do the right thing? Or did they make a serious financial mistake?

The editors of Elks Magazine, in an effort to get meaningful answers to these questions for its readers, asked A. R. Roalman, one of the top business writers in the country and a skilled interviewer, to arrange a no-holds-barred interview with one of the most informed men in the country and seek out helpful answers about franchising. The interview, in its entirety, follows.

Roalman: This is an interview with David Shulman, editor and publisher of *Franchising Journal*, a well-regarded publication read by people interested in all aspects of franchising. He also is the editor of *Franchise Reports*, a respected newsletter, and *Franchise Annual*, an annual, comprehensive look at the business of franchising. His company also publishes a number of books on the subject of franchising.

Mr. Shulman, what, significant, do you think has happened to franchising during the past year?

Shulman: Franchising has undergone a metamorphosis. It has gone in a large and big circle, from a period when the philosophy was much related to *selling* franchises to it now is, one of how to *operate and manage* franchises.

Roalman: What's caused the big change during the past year?

Shulman: The money crunch has been the big thing. The primary growth of franchising had been coming from middle-class America. Middle-class America, which had been fueling the franchising boom, is drawing in its horns.

Roalman: What will that mean?

Shulman: The changes—and there are many changes—are subtle and somewhat fine ones. Many franchise operations are getting much more finely tuned. The people who are selling franchises are preparing much, much better presentations than they were a year ago. They have been subjected to more penetrating questions from people to whom they are trying to sell. Franchise sellers are finding that there are fewer buyers, so competition is getting much keener, and one of the net results is that the less able people are being weeded out. It is a tough way to improve a business area, but it happens and, I think, produces a higher quality manager in the long run.

For a while, a number of small and ill-financed companies were using the franchising technique to bring their products to market. But this has changed. During the past year, the total number of franchisors is down. A lot of people who thought franchising was a quick and dirty way to expand onto the national scene with a little-financed distribution system have



franchising \$ in the 70's

learned otherwise and are not using the franchising technique. During the past year there was a definite decrease in the number of franchisors and a decided improvement in the overall quality of the remaining ones.

Roalman: Of course, franchising got a great deal of unfavorable attention during the past year. It has been widely criticized in the popular press. What impact do you think this had on the franchising business?

Shulman: As a concept, franchising suffered some body blows during the past year or so. The press, legislators, franchise buyers who failed, and the people within the franchise business themselves have criticized franchising. There have been class-action suits that are still pending and could have a profound impact on the franchise industry.

Of course, I would like to point out that it is a misnomer to call what we are talking about "the franchising industry." Franchising is a marketing method. It's a way to market goods and services. There are about 80 classifications of business in the United States that use franchising techniques to market their products. Food, automotive, office equipment, and any number of service businesses use the franchise marketing technique.

Nowhere in the vital statistics listings in the United States do you find a separate business entity for "franchising." I cannot point to something that I would call a franchise industry, although I have no doubt that more than \$100,000,000,000 worth of goods and services—well in excess of that—are marketed through franchise techniques. Reliable estimates are that 25 to 28 cents of every dollar spent is spent through some form of franchising. I think an understanding of this is critical to any understanding of the so-called franchise industry. It means that a lot of big and honored companies are in the franchise business. It means that, certainly, franchising has become an accepted form of marketing. Not in a

small and insignificant way that might be sliding by on a fly-by-night basis. It is a much exposed, much studied, and much respected business method. It is, to put it mildly, successful. It is inconceivable to me that so many huge companies would be using the franchising method if they didn't feel that it worked and worked well. And I doubt that it would work if so many millions of people did not, in fact, buy from franchised outlets.

Roalman: Why do you think that franchising is so successful?

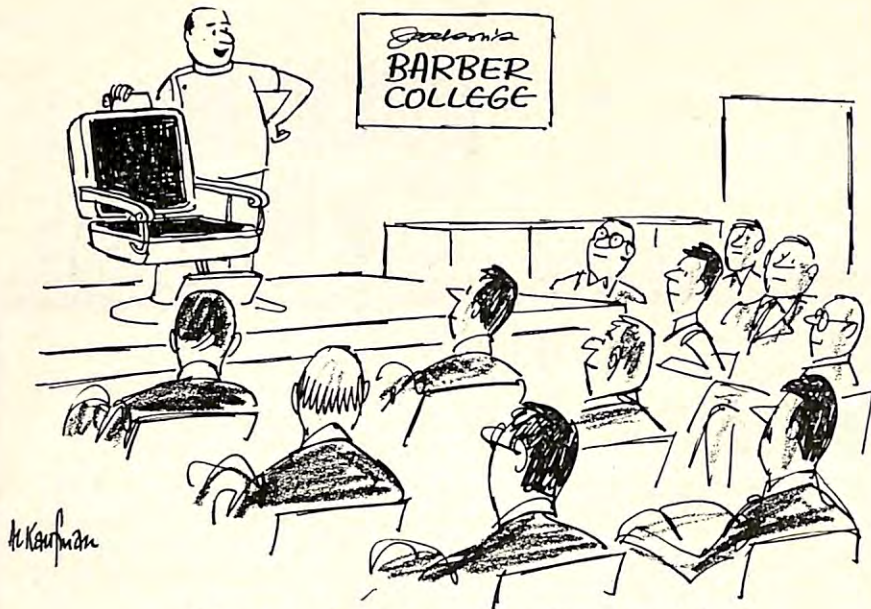
Shulman: Again, there are many reasons.

One is that it provides the public with an unparalleled chance to get products of uniform price in an atmosphere that he can rely on. For example, anybody who sees a Holiday Inn sign—no matter where he is in the country—knows pretty well what price he is going to have to pay and what kind of quality he is likely to get in return. He may not like the level of quality he gets from any one franchised outlet in, say, Pittsburgh. That means, when he is in Cleveland, he won't tend to deal with that franchise. That franchise, for all practical purposes, has lost a customer anywhere in the country that potential customer travels to. The concept of uniform quality and relatively similar prices is especially important to appreciate in an economy such as ours, an economy that has population mobility as, almost, a dominant characteristic. People traveling from coast to coast can fairly well count on what they will get for their money when they stop at a McDonald's or similar food place. It's a far cry from the day when, if you were lucky, you found a relatively inexpensive, clean and good place in Des Moines, but, during your same cross-country trip, you had a heck of a time finding a decent place to eat or sleep.

A second reason why franchises are such a successful concept is that it is one of the well-organized ways that an

(Continued on next page)





"Now as to the solution of the problems presented by the unrest of our nation's campuses . . ."

Franchising is a Changing Business

(Continued from preceding page)

individual can become financially independent. Part of the American dream is "making it big" financially. Everybody has the vague notion that he can create a substantial fortune for himself. This has been handed down to us from the early history of our country. Many people did find riches here. We had, in our early days, a land of milk and honey.

Things have changed. It isn't easy for a young man to go forth and make his millions. In fact, it is becoming increasingly difficult. However, it has to be said that franchising has probably made as many independently wealthy people as the railroad business, the automobile business, the food business and any other business you can name. Maybe not as many great fortunes, although there have been some. But it has made a lot of middle-class Americans relatively well-to-do. A great many people, through hard work, integrity and good help from a well-respected franchising group, have many, many of the good things that money can buy. They are far richer than they might have been if there had never been such a well-organized and far-reaching effort as franchising designed to make a lot of people independently wealthy. It is a technique that has demonstrated, time and again, that it can help the willing individual create a good estate for himself and his.

The third major reason for the long-term success of franchising is that it is a well-proven method for franchising companies to expand without major needless investment of its money. It has made giant successes of companies that would still be stumbling and stumbling along in a small way if they had not learned well how to convert a sound idea into cash through franchising.

Roalman: I gather, from what you say, you don't have any doubts about franchising surviving as a concept, that you don't think it is going to be smothered by critics. I suspect that you feel confident that it can be defended well.

Shulman: Franchising doesn't need to be defended as much as it needs to be defined. It needs definition. The bad smell that has come to it during the past year isn't as deserved as some critics would like the world to believe. It's somewhat like the kids of college campuses. There are a lot of good kids on campuses, just as there are one whale of a lot of good franchise opera-

(Continued on next page)

NEW—FREE NURSERY CATALOG!

WRITE TODAY—over 400 varieties of Roses, Flowering and shade trees, Fruit trees dwarf and regular, Nut trees, Berry Plants, Vines, Evergreens, Bulbs and Perennials at prices so low it is almost unbelievable.

VERNON BARNES & SON NURSERY
P. O. Box 250-ELK, McMinnville, Tenn. 37110



Big opportunities. Big profits. Earn quickly. Full or part time. Learn at home, it's easy. Do real jobs: **All Tools—Materials Supplied.** Accredited member NHSC, Lic. State of NJ—**Vet. Appd.** Send name, address & Zip for **FREE** book.

Locksmithing Institute, Dept. 1223-011, Little Falls, N. J. 07424

HAWAIIAN ALOHA TOURS

Deluxe Family Hawaiian Vacation—7 days and 6 nights in Honolulu

ONLY **\$249** per couple
PLUS AIR FARE
\$75 per child (2 to 12 years)
Children under 2 FREE
plus air fare

YOUR TOUR INCLUDES:

- ALOHA LEI GREETING.
- ROUND TRIP TRANSPORTATION to and from your hotel.
- 6 nights in WAIKIKI'S DELUXE PACIFIC BEACH HOTEL. Overlooking Waikiki Beach. Every room features completely furnished kitchenette, two double beds, air conditioning, private balcony and ocean view.
- 7 of Hawaii's VISITOR ATTRACTIONS. Admission and transportation to GLASS BOTTOM BOAT luncheon cruise / HONOLULU ZOO / KODAK HULA SHOW / SEA LIFE PARK and island tour / PARADISE PARK and town tour / OUTRIGGER CANOE RIDE / HONOLULU AQUARIUM.
- ELKS CLUB LUNCHEON. Bring your swimsuits and enjoy a great lunch at the beautiful new Elks Club on Waikiki Beach at the foot of Diamond Head.

Write now for complete information... Free... No obligation

HAWAIIAN ALOHA TOURS / Pacific Beach Hotel
2490 Kalakaua Avenue / Honolulu, Hawaii 96815

name.....
address.....
city..... state.....
zip..... WHEN CAN YOU COME?

Must have tentative date. HOW MANY IN FAMILY? () ADULTS
() CHILDREN ages.....

- Via scheduled jets — no charters
- Guaranteed departures — peace of mind
- Come any time, it's always great in Hawaii



Prices subject to change.
Fly the friendly skies of United



Air Fare must be booked through Hawaiian Aloha Tours to qualify for this special package price.

Franchising is a Changing Business

(Continued from preceding page)

tions. Certainly, there are some poor franchise operations, just as there are some destructive and lazy and thoughtless kids on campus. In something as vast as franchising—or college education, if you will—I don't know how you achieve perfection. You strive for it, but I doubt that anybody is going to have perfection in either of those areas.

Roalman: Agreeing that perfection is an almost-impossible thing to come to, what do you think has been happening in the past year that will tend to improve franchising in the United States?

Shulman: I've noticed two significant things.

One, the larger companies in the franchising business are spending more time in the development of able people who can manage their franchising operations. American business has a new wealth of information about franchising, and it is developing a new wealth of managerial talent capable of doing something productive with that information. The big companies in the franchising business are bringing in new management people, and they are moving out to attract substantial numbers of well-educated young men. They are turning to other industries to attract proven people to lead franchising operations, and they are building a broad base of well-educated young people who should be around for years to come.

I also have seen a noticeable trend to improvement of franchise management through internal education programs. The man who owns a good franchise today is much more likely to get a stronger educational assist from the company from which he had bought the franchise. Compared with, say, a year ago, the opportunities for his improvement of his managerial style is much, much greater.

I think, as maybe another point, but one so amorphous that it would be inaccurate to define it as a separate entity, is the development of self-criticism within the industry. More people are taking more statesman-like postures than might have dreamed of doing it last year. Their livelihood is under attack. Rather than springing witlessly to only an enthusiastic defense, they are trying to look at the core of the problem, of the criticism. Rather than adopting a position of only strong defense, they are spending some time being sensibly analytical and perceptive. Then they are developing constructive and positive programs of correction, programs that not only are going to solve the

problems and the criticism but are likely to make franchising a much stronger and functional part of the American scene.

Roalman: What else do you think can be done to improve the franchising concept?

Shulman: The continued influx of professional management is something that I would cite and encourage. Com-

panies who understand and use franchising are drawing good people into this business from colleges and universities, and colleges and universities are better gearing themselves to provide good people. Companies more often are going out with a willingness to pay top dollar for good graduates able to help them. Colleges and universities there-
(Continued on page 24)

WE'VE GOT A SYSTEM* FOR MAKING MONEY *ECONO-CAR International is a fast growing established system of profitable car rental franchises in a \$1,000,000,000 industry.

Car Rental experts say that future expansion and profit in the industry will be made by local car rental dealers—in local communities—and that the industry will reach a billion dollars by 1970 . . . and it did in 1969.

Econo-Car's Marketing Plan already has established successful franchises nationwide and overseas. . . . These successes were built on a solid foundation by hard-driving businessmen such as yourself. Now it is your turn.

Now . . . more businessmen are traveling at their own expense . . . women shoppers are renting cars . . . vacationers . . . students . . . servicemen . . . all are renting cars in ever-increasing numbers.

Here is Econo-Car's Market-Tested Experience and Profit Formula. This shows you how we can help you guarantee yourself security and profit as a local businessman.

ECONO-CAR'S MARKETING PLAN FEATURES:

A. Quick Start-Up

- . . . field supervision and training by Econo-Car advisors
- . . . pre-opening advertising and promotion
- . . . continuing Home Office guidance and training.

B. Brand Name Acceptance

- . . . millions have already been invested in advertising and publicity so that your neighbors already know Econo-Car.

C. Your Fleet of Cars by Ford and other manufacturers is negotiated for you by Econo-Car at the most competitive prices in the industry.

D. Long-term leasing program in addition to daily rental program.

E. A stable, low-cost insurance program . . . reviewed semi-annually.

F. Proven Management Program.

- . . . Econo-Car Credit Card Program
- . . . Econo-Car National Reservation System
- . . . Operational and Accounting Procedures
- . . . Sales aids, local advertising, public relations and publicity materials.

G. NO CAR RENTAL EXPERIENCE IS NECESSARY. MODERATE INVESTMENT AND PROVEN BUSINESS ABILITY ARE ALL YOU NEED.

CALL TODAY OR WRITE:

Mr. C. E. Crowley, Econo-Car International Inc., P.O. Box 5796,
Daytona Beach, Florida 32020, or phone (904) 255-7491 (Collect)

(LIMITED OFFER — FOR THE "OVER-50" SET)

Enjoy an Arizona Vacation in a
Lovely Apartment
at Beautiful...



DEL WEBB'S
Sun City

America's Most Famous Resort-Retirement Community

Now \$ **75** FOR ONE WEEK!
OCT. 16 THROUGH MAY 31
only FOR TWO PEOPLE

Treat yourself to a fabulous week of fun!
Enjoy a King's ransom in resort facilities
under the sunny skies of scenic Arizona.

Introductory Offer! Sample resort living at its *finest*—see the million-dollar resort facilities. Meet the warm and friendly Sun Citizens—see their healthful, happy way of living. How? Enjoy a wonderful vacation for two, in a lovely, furnished, *air-conditioned* apartment—only \$75 for one week, October 16 through May 31. One condition: you or your companion must be 50 or over.

Free Guest Activities Card! Your passport to pleasure—tennis, swimming, shuffleboard, lawn bowling, bridge, dancing, arts and craft centers—yours to enjoy *free!* Bask in the warm sun or just loaf. *Be a Sun Citizen* for a week. Discover what *they* enjoy *every* week, for only \$20 a year.

Play Two Golf Games Free! Sun Citizens enjoy golf the year 'round on five beautiful 18-hole courses. Two free games are included in your vacation week—one per person. Sun Citizens have the advantage, though—they enjoy remarkably low annual golf rates, and they can *own* their golf carts, too!

Enjoy a Vacation Paradise! Sun City, in Arizona's famed Valley of the Sun, 13 miles from Phoenix. And it's an easy drive to the Grand Canyon, Mexico, Tombstone, Tucson and all of Arizona's fabulous tourist attractions.

Act Now and Avoid Disappointment! Reservations filled on a "first come, first served" basis so send coupon, today! Enclose deposit in full amount (\$75 Oct. 16 through May 31, \$50 June 1 through Oct. 15), or send for reservation application and full color brochure. Offer limited to availabilities. No reservations confirmed without deposit in full—prompt refund if no space.

MAIL THIS COUPON TODAY!

DEL WEBB CORP. Dept. EM11
P. O. Box 666, Sun City, Arizona 85351

Here's my check for \$_____. Reserve an apartment for two in Sun City for 7 days, to begin (date) _____ (Start any day of the week.)

Send complete information about Sun City.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Sold by DEL E. WEBB DEVELOPMENT CO.
A SUBSIDIARY OF
DEL E. WEBB CORPORATION



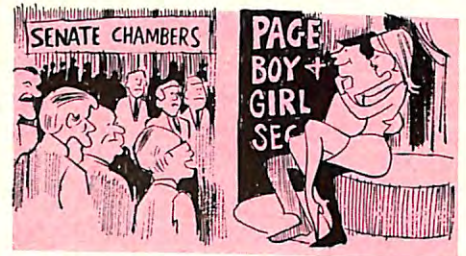
AROUND WASHINGTON

YEAR OF DECISION. Washington is a bustling city this month as a new year rolls around. The State of the Union, the new federal budget, major policy decisions that will set the course of the administration for the next two years. These are some of the matters occupying President Nixon's attention. At the other end of Pennsylvania Avenue, the 92nd Congress is getting organized with numerous new faces replacing the old. Among the priority problems to be resolved: inflation, unemployment, defense spending and the draft. Lights are burning late all over town as solutions are worked out.

HURRAH FOR MONDAY. A new law goes into effect this month that establishes four Monday holidays. Washington's Birthday is shifted to the third Monday in February; Memorial Day to the last Monday in May; Columbus Day is made a national holiday and the date changed to the second Monday in October; Veterans Day is moved to the fourth Monday in October. The result will be five three-day week-ends during the year, counting Labor Day, which traditionally falls on the first Monday in September. The law so far applies to 35 states plus the District of Columbia.



LADIES IN PANTS. One of the most persistent lobbying efforts in town is being conducted by Capitol Hill secretaries. They are pressuring their bosses to let them wear pants suits to the office. These are becoming a common sight here as their popularity for daytime and evening wear catches on.



A PAGE GIRL will begin serving in the U.S. Senate soon if Senator Charles H. Percy of Illinois can win approval of his Senate colleagues for the appointment. Percy says the idea of having a teenage girl work at a job which always has been held by boys came to him when he was addressing a group of women about women's rights.

AN OLD FRIEND of many Americans, the Saturday Evening Post, got into so much financial difficulty it had to go out of business in February of 1969. But the Curtis Publishing Company now has plans to bring back the magazine which was originated by Benjamin Franklin. If they work out, it will be published as a quarterly instead of a weekly. It will be designed to appeal to its old audience in middle America.

AIRPORT OF THE FUTURE. Dulles International airport was so unused when it went into operation in 1963 it was criticized as a "white elephant." Now it is acclaimed not only for the breathtaking architecture of the late Eero Saarinen's central terminal, but because it is one of the few major airports ideally suited to handle the giant 747 airliners. Its business is steadily picking up.

SOMETHING REVOLUTIONARY is happening in some of the city's better-known dining and dancing spots. The old-fashioned fox trot, as it was danced 25 years ago, is coming back. Two-stepping around the floor are not only middle-aged couples but young modems who find it a refreshing novelty.

MORE MUSTACHES are being worn by Washington men. But only their barbers know which ones are real. One of the stores has been advertising a free false mustache made out of hand-tied human hair with each purchase of a wig.

EQUAL RIGHTS IN STYLE. The Second National Bank of Richmond, Va., with tongue in cheek, gave its women employees permission to wear pants suits to work providing its male employees could wear kilts, if they chose. A dozen men turned up in them on the day the women began wearing pants.

HEALTH is expected to be a prime subject of debate in the 2nd Congress. The question to be decided is whether the United States should have a comprehensive national health insurance plan and, if so, who it would cover and how it would be financed.



HIGHER POSTAGE RATES are coming. Postmaster General Winton M. Blount says he expects the present six-cent rate for a first-class letter to go to eight cents sometime this year. That's part of the price of the improved service supposed to come with the major reorganization of the Post Office Department.

SAVINGS ON GROCERIES. The city's two largest food chains now help their customers cut corners by "unit pricing"—that is, by listing the price per pound or pint or quart as well as per package. Take instant coffee. The price tag on a 2-ounce container selling for 55 cents shows that works out to \$4.40 a pound while the tag on a 10-ounce jar of the same coffee selling for \$1.49 shows that is the equivalent of only \$2.39 a pound.

PORNOGRAPHIC ADVERTISING can be kept from coming into your home through the mails under a new law that goes into effect February 1. All you have to do is fill out a form at your local post office. This will obligate mailers of this kind of smut, under penalty of law, to remove your name from their mailing lists.



"Take care of the pence... the pounds will take care of themselves."

—Philip Stanhope (Earl of Chesterfield) 1747



"There ought to be a less expensive way to reproduce all this stuff."

—David Gestetner (inventor of the duplicator) 1881

Two great minds. One great thought.



Stencil duplicating has come a long way since David Gestetner invented the duplicator. But the principle is the same: inexpensive, clean, clear, fast, reproduction of practically anything typed, drawn or printed—including halftones.

Today's Gestetner duplicator gives you 10 to 10,000 crisp, sparkling copies in any of 19 colors (or any combination). With a costly printed look. In a fraction of the time. At a fraction of the cost.

When our founder uttered his immortal words, he never dreamed that his name would one day be on more machines, saving more money for more people in more offices in more countries than any other duplicator in the world.

Or did he?

Gestetner Dept. ELK-1
216 Lake Avenue, Yonkers, N.Y. 10703
Please tell me more.

Name _____
Organization _____
Address _____
City _____
State _____ Zip _____

MEN! WOMEN! COUPLES!

Prepare Now At Home In Spare Time For a

MOTEL-HOTEL CAREER

... where your life can be like a year 'round "vacation with pay!"

FREE CAREER KIT Mail Coupon Today!

Imagine spending "working hours" associating with happy, fascinating people in a "vacation atmosphere" and getting well paid for it, too! Think of free rent, resort living, great food, unlimited recreational activities and plenty of time to enjoy them. Add to this an exciting, secure future in one of the world's fastest-growing "glamour" fields. Rush coupon for FREE "Motel-Hotel Career Kit."

Whatever Your Age YOU CAN QUALIFY NOW!

If you're looking toward retirement to a good income, fresh air and fun—twenty years ahead of time—you can be "Resident Manager" in your own area or in a vacation resort. Or, own your own profitable Motel. We show you how to capture the exciting life you've always dreamed of. Rush coupon today!

If you're a young man or woman, looking for a great future, this booming field offers you advancement opportunities without limit. 1000s fine junior executive & manager positions open now. Rub shoulders with vacationing families, top businessmen, important celebrities. Rush coupon for big "MOTEL-HOTEL CAREER KIT"—ALL FREE!



Rush Coupon for FREE "Motel-Hotel Career Kit"

... including 24-page book, "Your Future in Motel Management," Career Selector and revealing report "Owning Your Own Motel." Everything sent FREE & POST-PAID without obligation. No salesman will call.

BIG DEMAND FOR TRAINED PEOPLE We Show You How!

Thousands of great career opportunities with motels, hotels, resorts, apartments and mobile home parks "go begging" daily because of lack of trained people to fill them. Your income is unlimited. Now with our easy home-study plan, you quickly qualify to step into one of these wonderful positions. Your training is up-to-date, thorough... nothing is left to chance. During training you "run your own motel." When you finish the home-study part of your course, we give you a full week's training at our innkeepers institute, Anaheim, California—just 1/2 mile from fabulous Disneyland. (This exciting training opportunity is optional—NOT required for graduation.) Our exclusive "Quick-Learn" Method has helped thousands quickly reach success through home-study. WHY NOT YOU? **Accredited Member, National Home Study Council**



NORTH AMERICAN SCHOOL OF MOTEL-HOTEL MANAGEMENT
4500 Campus Drive, Dept. 14641, Newport, Calif. 92663

RUSH big "Motel-Hotel Career Kit"—ALL FREE!

I understand this puts me under no obligation, now or ever, and that no salesman will call.

Name _____ Age _____

Address _____

City _____

State _____ Zip _____

Franchising is a Changing Business

(Continued from page 21)

fore are paying more attention to franchising. Boston College, for example, is doing a lot more work designed to train people who really know and understand franchising. But so are some other schools.

Public sophistication also is something to be encouraged. The more the public knows about the concept of franchising, the better franchising is going to be. The public is developing, through universities and colleges, a better understanding of franchising.

More books on franchising is another area that I encourage. Three years ago, there were maybe three books about franchising. Now, there are at least half a dozen new books worth the time of people interested in franchising. One of the better ones, in my estimation, is "The American Franchise Revolution."

Although some people might disagree with me, legislation also will help franchising. Informed, enlightened legislation will get rid of some of the marginal, hurtful operators. For example, the franchise investment law recently enacted in California probably will be followed by similar action in other

states and, probably soon, federal legislation. It strives for uniform and full disclosures related to financial reporting of franchises.

Admittedly, some states have overreacted. Delaware and Texas have. They have enacted some bad legislation. But I would encourage informed,

intelligent legislation. It can help the franchise concept.

Roalman: All right, you seem to paint a fairly bright picture and suggest that the franchise concept is likely to improve during the years just ahead. Do you think of a franchise as a good in-

(Continued on page 57)



At Kaufman

"Sometimes, Matt, I wish we'd given in when that government man made his last offer for this place."



ELKS NATIONAL FOUNDATION
2750 Lakeview Avenue / Chicago, Illinois 60614

"The Joy of Giving"



The Chairman of Latrobe, Pa., Lodge Foundation Committee, William C. McKenna, presents a \$1,000 Honorary Founder Certificate to Latrobe PER Gene E. McDonald as ER William C. Eversole smiles his approval.

The Elks National Foundation Committee is frequently reminded of brother Elks' strong support of the Foundation's charitable works by letters like this one from Brother Robert M. Capshew of the Indiana Elks Association:

Dear Brother Stuart:

I received your letter of September 29, 1970, and thank you for your good wishes.

I am very enthusiastic about the Elks National Foundation as I was the first Monroe County recipient of a National Scholarship Award in 1949 in the amount of \$300. As I was an orphan, that \$300 meant that I was able to enter Indiana University in the fall. Three hundred dollars would pay for almost six semesters back then. Naturally, I had to work 30 hours a week to get through; but you know, I remember that \$300 more than anything.

What I am trying to say is that I don't have to be sold on the Elks National Foundation because I *know* the good it does.

I am enclosing two subscriptions, one for me and one for a brother who is paying \$10 on a prior subscription and \$100 on a new one. Here we go again!!

Yours truly,

Robert M. Capshew
District Foundation Chairman

**YOU CAN OWN A 56'x12' MOBILE HOME,
PLUS A 75'x125' LOT READY TO
OCCUPY—ALL FOR ONLY**

\$7995 FULL PRICE
Financing Available



AD1625(A)

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

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

Why pay rent when you can immediately move into a brand new two bedroom Home beautifully furnished all in readiness to enjoy leisure Florida living at its best. Lot survey, permanent foundation with tie-downs & electric service pole included. Original offering 480 units completely sold out. New addition 60% sold. Investigate before it's too late! For free booklet "Mobile Home Living in Florida", photos and information write: **ORANGE BLOSSOM HILLS, Dept. 402**
2148 N.E. 164th Street, Miami, Florida 33162

MOIST HEAT RELIEVES PAIN.

The principle isn't new. Your grandmother dipped towels in boiling water, applied them to painful areas—and they worked. The THERMOPHORE® uses same principle without hot towels, scalding water. Large 27"x13" electric unit generates its own moisture, provides intense moist heat, relieves pain of arthritis, rheumatism, bursitis, muscle soreness . . . relieves misery of colds and flu. Two thermostats—uniform heat distribution. Automatic turn-off. 15 DAY FREE TRIAL. MAIL THIS COUPON, READ WHAT DOCTORS AND USERS SAY.



**BATTLE CREEK
EQUIPMENT COMPANY
BATTLE CREEK, MICHIGAN**



BATTLE CREEK Equipment Company
Dept. 12-A, 307 W. Jackson, Battle Creek, Mich. 49016
Please rush information on THERMOPHORE.

Name _____
Address _____
City _____ State _____ Zip _____

**BLESS
YOU**



inside:
**FOR THOSE
HEAVENLY
ORDERS!**

CUSTOMER CARDS

CAN HELP YOU..

- STIMULATE BUSINESS
- FIND MORE PROSPECTS
- SELL MORE THINGS
- COLLECT MORE MONEY
- THANK EVERYBODY
- KEEP CUSTOMERS HAPPY

WRITE TODAY FOR
**FREE SAMPLES
AND CATALOG OF
OVER 100 UNIQUE
CARDS FOR THE
BUSINESSMAN!**



Harrison Publishing Co.
DEPT. F E · BOX 3079 · ASHEVILLE, N.C. 28802



The Famous

RED RAM

SUCCESS IN FRANCHISING

by James West

ONE WINTERY SATURDAY in 1964 Iowa City businessman Bill Seaberg and Ron Roderick walked into the Red Ram bar and restaurant in Georgetown, Colorado. For a few minutes they stood by the louvered doors and stared in fascination at the huge lively crowd and the unusual decor. When they finally looked at each other their faces registered the same thought: What a beautiful idea for a franchise.

They edged through the crowd, talked to people, and learned the Georgetown Red Ram was famous for its savory German food and was a favorite watering hole for college students and skiers. "The same thought," Seaberg says, "kept popping into my mind: Wouldn't this be great back home. And I felt someone from Atlanta, Georgia, or Monmouth Illinois, could say the same thing."

Seaberg was expressing a cardinal rule of successful franchising: Find a popular concept that lends itself to

wide distribution, then finance that distribution through others. The Red Ram was simply an old time Western saloon. Stone walls supported rickety L-shaped balcony. Candles flickered in wine bottles. People sat around thick plank tables and stood at a massive mahogany bar pocked with bullet holes from gunfights when Georgetown was a wild silver mining town of the 1860's. The atmosphere packed the house.

"It was fantastic," Seaberg says. "We were standing on an old rough wooden floor watching people having the time of their lives. The spirit of the place was really something. I could foresee Red Rams all over the country."

At the time, Seaberg and Roderick were on a skiing holiday. Seaberg was branch manager for Sanitary Farm Dairies in Iowa City, a town where he once played all-American basketball for Iowa University. Roderick ran a pizza parlor in Iowa City. The excitement the two men felt inside the Georgetown Red Ram came from recognizing a business idea that could be financed through franchising.

"The longer I stood inside that

place," Seaberg recalls, "the more I realized the only history this country has is cowboys and Indians. Everything else comes from Europe. Ron and I didn't know of anybody who had tapped the bar industry on a franchise basis, and we had been looking for a small business opportunity. From what we saw in the Red Ram we decided it would be possible to bring back the tradition of the old West in a limited food and fun type place."

They asked around for the owner and finally met Bill Holmes, a robust, cavalier-appearing Englishman in his late 40's. The three men talked into the evening. Holmes told them he came to the United States in 1952 to settle in the mountains and open a pub. In 1957 he discovered Georgetown and opened the Red Ram in an old neighborhood bar.

"I was very familiar with the atmosphere of German restaurants," Holmes says, "and I tried to make the Red Ram

franchising \$ in the 70's

a combination of medieval German gasthaus and old fashioned Western saloon. Europeans are very enthusiastic about the old West."

Holmes talked about seasonal business conditions. Seaberg and Roderick learned the Ram's business depended on summer tourist trade and skiers. They learned Colorado ski season may last six months one year and two months the next. By the end of the evening the two men sensed that Holmes was burdened with some financial obligations that he would gladly turn over to someone else.

"All we did was talk," Roderick says. "There were no deals made and no promises offered." But when they left Seaberg and Roderick had the impression Holmes would sell for the right price.

When they returned to Iowa the two men began doing some research on Western saloons. They found that saloons were the first buildings to go up in Western frontier towns. The saloon was the focal point of the community and served as community meeting house and "home away from home" for the frontiersman, who could go there to eat, drink and be entertained.

"People love this tradition," Seaberg says. "Just look at the Westerns on television. They run longer than any other show. We had some money saved and we thought we should try and buy this place on what we thought the concept could do."

What these two men wanted to do to a small and picturesque pub in a tiny and historic mining town was untried. Yet, two years after they first pushed through the Red Ram's swinging saloon doors eight Red Ram franchises were operating throughout the country; Red Ram of America President Seaberg had sent Holmes to survey the European potential.

The two men had no high finance connections nor did they make any big business deals. Seaberg and Roderick were simply two businessmen who went to work on an idea and made it pay. How they did it is a story of the American dream of own your own business. It



They were simply two businessmen who went to work on an idea and made it pay.



is also a story of the pitfalls and mistakes to avoid in making this dream come true.

Their first step was to fly to Denver, 40 miles east of Georgetown, to find financial assistance. They wanted the confidence of having everything buttoned down before they talked to Holmes again. Their first stop in Denver was the Chamber of Commerce where they met Lee Tipton, general manager of Forward Metro Denver, a department designed to promote new business.

"We formed a very high regard for them as capable businessmen," Tipton says. "We gave them every assistance—made local financial contacts and later helped them find office space and even homes for their families."

A Denver banker told them he liked their idea and if they developed it he might make a commitment for operating capital. That would give them a financial base for negotiations with Holmes and cover their moving expenses if Holmes agreed to sell. This took place in February, 1965.

By June, 1965, Seaberg had convinced Iowa City investors that the Red Ram concept was a moneymaker. Seaberg was known in Iowa City from when he was all-American in the mid-50's and he was respected. He borrowed cash from the men and opened an Iowa City bar and restaurant incorporating the Red Ram concept but not the name. The investors became stockholders in the new business.

When Seaberg took this information to the Denver banker as proof of the sales appeal in the Red Ram concept, he got the commitment.

Relying on forthcoming bank funds Roderick moved his family, including six children, to Denver on July 1, 1965, and Seaberg followed two months later with his wife and their five children. The two men planned to market the Red Ram concept even if Holmes didn't sell. Why the hasty move to Denver? "Denver's the financial center for 11 Western states," Seaberg says. "Any other city and you'd waste one month

(Continued on next page)

TEST YOUR FRANCHISE MANAGEMENT ABILITY

1 Opportunities follow the markets. By 1971 the biggest non-governmental employer-industry will be (a) food service, (b) automotive aftermarket, (c) medical.

2 As an executive, your abilities would be best used in the marketing of (a) hot dogs, (b) brake jobs, (c) the services of professional people.

3 As owner-operator of a franchise, you can expect to work (a) 14 hours a day, 7 days a week, (b) 10 hours a day, six days a week, (c) nine-to-five, five days a week.

4 Your investment in a proven turnkey franchise should be (a) over \$50,000, (b) over \$30,000, (c) \$15,000 or more depending upon market area.

5 You should insist the franchise you acquire should have a success-record (a) dependent on location, (b) promising, but as yet unproved, (c) zero failures in 24 years' experience.

SCORING:

If you picked "A" answers: Good luck in your food franchise.
If you picked "B" answers: Good luck in your automotive franchise.

If you picked all "C" answers: You're our kind of people — and we're yours. For information on a dignified, respected, steadily profitable franchise serving the enormous demand for medical personnel, call collect:

MEDICAL PERSONNEL POOL

Mr. C. A. Lachat,
Marketing Director
305/522-6723

Or write:
521 S. Andrews Avenue
Fort Lauderdale, Florida 33301



The small businessman is alive and well... and insty-prints® can prove it.



Just ask Insty-Prints franchisees Gerry Seng, Skokie, Ill.; Bert Bonner, Madison, Wisc.; Bill Gathings, Charlotte, N. C.; or Bob Hansens, Lansing, Mich.

These are just four successful members of the Insty-Prints family of franchised quick-printing centers. They all sell printing "like hamburgers" at a profit. Right now, Insty-Prints has 41 units in operation in 15 states, Washington, D. C. and Puerto Rico. And we're growing.

If you qualify, the financial independence of an Insty-Prints franchise can be yours. \$13,000 cash required, of which you retain \$5,000 for working capital. The balance of the complete package of approximately \$25,000 can be easily financed.

Program includes five-week comprehensive training course (no previous experience necessary), site selection, a unique advertising program... plus continuing management counseling.

Exclusive territories are available to owner-operators or owner-investors. For complete information write or call:

Franchise Director Rm. 60

insty-prints, inc.

417 No. 5th St. • Minneapolis, Minn. 55401 • 612/335-2653

© INSTY-PRINTS, INC. 1970

Red Ram

(Continued from preceding page)

each year in airplane terminals." The two men were betting everything on the power of an idea.

During the summer of 1965 the Platte River, unable to hold the mass of melting snow from Colorado high country, flooded Denver's warehousing and transportation districts, causing millions of dollars damage. When Seaberg contacted the bank in September he learned the offer of funds had been withdrawn because of a cash drain from businessmen and residents whose property the flood destroyed.

The flood didn't dampen their enthusiasm. "We were sure we could franchise the Red Ram concept," Seaberg says. In spite of the withdrawal of bank funds they began negotiations with Holmes. They agreed to take over his financial responsibilities, put up some cash and buy the rest on paper. Holmes would keep 5 per cent ownership in the new corporation.

Before Holme's signature closed the deal in January, 1966, Seaberg and Roderick were on the road selling bankers and investors in college towns across the country on the idea of opening Red Rams in their cities.

"Your talking about two supersalesmen," says Larry Baker, Red Ram operations director. Baker managed the Iowa City Red Ram then joined the corporate staff in Denver. He soon had a full time job traveling the country advising franchisees on their openings.

By the time Red Ram of America was officially incorporated, Seaberg and Roderick had made plans to open in San Jose, Calif., and Ames, Iowa; they had secured further capital from a Denver attorney, making him a corporate director, and had convinced a friend, Denny Mintle, a Waterloo, Iowa, schoolteacher, that he should buy a place called the Roundup Bar in Evergreen, Colo., and turn it into a Red Ram.

Mintle moved to Evergreen in July, 1966, and invested his savings of \$10,000. He paid \$5,000 to Red Ram of America and \$5,000 to the owner of the Roundup Bar, and he assumed the owner's paper obligations. Mintle worked seven days a week. At the end of the first year he had increased the bar's gross volume from \$65,000 to \$95,000.

The story of expansion was the same in San Jose, Calif., Green Bay, Wis., Athens, Ohio, and St. Petersburg, Fla. Seaberg and Roderick would find an investor or potential stockholders and convince them a local Red Ram would make money. The local Ram would

(Continued on page 56)

Lodge Visits of Glenn L. Miller



At Muscatine, Iowa, Lodge, Brother Miller proudly accepts an ocean pearl "key to the city" framed on a plaque of the State of Iowa. Making the presentation is Muscatine Mayor E. S. Burns.



Congratulating Brother Robert A. Scott, Sr. (center), superintendent of the Elks National Home for the past 28 years, are GER Miller and Secretary to the GER Herb Beitz. Brother Miller visited the home in Bedford, Va., to attend the Board of Grand Trustees October meeting.



Accepting a "scout-tested, tried-and-true" weather meter from the Boy Scouts of America on behalf of the supportive work of Elks everywhere, the GER smiles his thanks. Attending the North Brunswick, N.J., ceremony are Past Grand Inner Guard, George W. Schultz and his wife, Eleanor, Central District SVP Fred H. Koller, State Chairman of Youth Activities Committee, Frank W. Handelong, Kenneth V. Cantoli, Auditing & Accounting Committee, GER Glenn L. Miller and his wife, Marge, PGER Wm. J. Jernick, Ann Rhodes and Thomas F. Rhodes, Jr., Justice Grand Forum, DD Robert D. Foley (Southwest District), DD Charles A. Wyse (Central District), and James A. Hess, Director of Organization Relationships, Boy Scouts of America.

Arriving for the dedication of the new Sioux Falls, So. Dakota, facility and the initiation of 266 new members are So. Dakota West DDGER, Milton W. Rusk, Past Grand Trustees Chairman, Vincent H. Grocott, Mrs. and Brother Miller, Grand Trustees Home Member, E. Gene Fournace, Mrs. Gene Dobson, So. Dakota Elks Association State President, Robert E. Morgan, PGER Dobson, So. Dakota East DDGER, Merle C. Nelson, Past Grand Tiler, Ross Case, Grand Trustees Chairman, Francis M. Smith, and SDGER, Rev. F. J. Andrews.



FOR ALL ELKDOM AND FAMILIES!

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



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

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

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

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

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

THIS LIMITED ENROLLMENT OFFER ENDS SOON

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

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

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

The Added Protection You NEED!

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

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

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

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

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

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

PAYS CASH

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

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

World Mutual Monthly Renewal Rates

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

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

Act NOW—"Later" May Be TOO Late!

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

THESE 16 QUESTIONS AND ANSWERS

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

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

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

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

APPLY NOW - This introductory offer lasts only until • Feb. 19, 1971

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

➤ **OFFICIAL ENROLLMENT FORM** ◀

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

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

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

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

CITY _____ STATE _____ ZIP _____

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

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

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

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

SIGNATURE **X** _____ Date _____

MAIL ENROLLMENT FORM BEFORE MIDNIGHT, FRIDAY, Feb. 19, 1971

FOR ELKS WHO TRAVEL



Honopu Beach is startlingly peaceful, with only the voice of the wind, the sigh of the ocean, the muted thunder of the waterfall.

by Jerry Hulse

IT WAS ONE of those smoggy Los Angeles days and I was caught in a traffic snarl on Hollywood Freeway. Suddenly the urge to escape became uncontrollable. I had a place in mind: Kona Village, off on the *big island* of Hawaii—a miniature Polynesia complete with the native huts of Hawaii, Fiji, the New Hebrides, Tonga, Tahiti and Samoa. It was mid-morning in Los Angeles when this idea struck me. By late afternoon, thanks to the jet airplane, I was at this remarkably peaceful village. No cars. No smog. No crowds. Only the sweetness of the Hawaiian evening. The sun was nearly gone; its dying rays struck flames in the clouds overhead. Trade winds blew softly through keawe and palm trees. At Kona Village lava rises up from the sea just

outside the huts. The sea has washed against it until now a black sand beach has appeared, wearing a necklace of white foam. There is no other civilization for miles. It is the perfect place to recharge the soul.

At Kona Village the huts come equipped with hot and cold running showers, king-sized beds and wall-to-wall carpeting—the price of Polynesia starting at \$40 single and \$55 double, meals included. The air is ripe with the fragrance of tropical blooms and there is the welcome shade of noni and hau and keawe trees. Remote and peaceful, Kona Village is one of the world's unusual resorts, created for a class of tourists welcoming a special brand of escape. It's strangeness is in the setting—the black lava fields flowing in great

petrified swells to the very ocean. Missing is the lush, tropical greenness related to Hawaii, this being the dry side of the big island—nearly rainless, a sun lover's Shangri-la. Yellow blooms burst from the branches of the hau trees, and the thatched roofs of native huts hang forlorn like Beetle mops. In all, there are 70 upholstered huts. Seventy huts minus telephone, radio or TV. Polynesia without problems.

Maybe this is why it's a favorite with Laugh-In comedian Arte Johnson. Of his new-found Hawaiian hideaway he said with humble honesty: "Stepping off the plane at Kona Village is like meeting yourself for the first time." Another guest wrote before returning to the frustrating world of reality: "I believe that each of us needs a citadel

which the confusion of the modern world cannot violate. Such a place is Kona Village." Indeed it is. Only it is not for all men. It is a place to unwind—but swingers should go elsewhere. In the evening a fat Hawaiian fiddles with a guitar, his voice no threat to Frank Sinatra. But then—guests at Kona Village aren't seeking sophisticated night life. It is a place to sun and swim, to cure ulcers and to back off from the cardiac carousel on which the world spins so frantically.

Operated by the Island Copra and Trading Co., Kona Village faces the island of Maui and the crater Haleakala, waves washing against a sugar-fine beach. Until recently the only method of invading Kona Village was by air taxi. Either that or by boat. Now there's a narrow, 7-mile road stretching to the regular island road. Nearly everyone arrives, though, with Royal Hawaiian Air Service, a five-minute hop from Kailua-Kona. There is not just a single beach but dozens. Between the village and Kailua-Kona is a string of deserted beaches, lonely peaceful plots of instant paradise. Former Californian Bob De Grasse (a beach boy of 53) delivers guests by Boston whaler along with picnic lunches, returning for them at the sunset hour.

From the beaches, vacationers cool their ulcers staring off at sweet nothing. Nothing but ocean. Others chase marlin or else study ancient petroglyphs left behind by departed Hawaiians. They hunt for pheasant and flush out quail and wild pig, and they poke through burial caves centuries old. Off near the Samoan huts is an ancient heiau, a Hawaiian temple which stood before the flood of lava stormed across the one-time Hawaiian village.

Once, more than 15,000 Hawaiians lived along this stretch of beach. Now it is as if no one existed. Ever. Not a single soul. Goat herds scatter at the sound of an airplane. Only the animals and birds remain. The Hawaiians are gone. Once a sailing ship, the Fair American, dropped anchor near Kona Village. Hawaiians slaughtered the crew and placed their remains in a cave near the village. Fortunately for tourists who come today the Hawaiians grew friendly. Their boss at Kona Village is Henry Rittmeister, a German-born American who once lived in Tahiti and is married to a woman from the Astral Islands, a classic beauty with huge brown eyes and hair as black and shiny as a raven. The other evening I watched Ritt and his bride strolling along their deserted beach, a dog and a small donkey following close by. It was the sunset hour with the voice of the sea and the soft trades, their figures silhouetted against the evening sky. A

man and his woman and a deserted beach. I thought: How this beats the Hollywood Freeway...

Elsewhere, Hawaii stirs restlessly. For a decade the islands have ridden the crest of a *kai mimikim*, the Hawaii word for tidal wave, one involving the inpouring of tourists and a building boom unknown in the history of any islands in the world. Year after year tourism to Hawaii has continued to increase. The fuse was ignited by statehood. By last spring, though, some feared the fireworks were fizzling out. There was a surprising slump. Then came July and the busiest single month in the history of Hawaii tourism. Business was so good that Dr. Thomas Hamilton, president of the Hawaii Visitors Bureau, found he couldn't find a single car to rent on a visit to Kauai.

New hotels are on the rise on every island. The present room count reaches beyond the 27,000 mark. By the end of 1972 another 18,000 hotel rooms will be added. Newly opening is the \$36 million Ala Moana with 1,300 rooms—Hawaii's tallest hotel. Climbing ever higher is the Sheraton-Waikiki—29 stories, billed as the "world's largest resort convention hall." Highrise Hawaii has gone as modern as Manhattan. The new Sheraton digs will come equipped with a dozen elevators, closed circuit television, language translators for conventioners, three swimming pools and a sauna (although for the life of me I

can't imagine anyone wanting a sauna in Polynesia).

Am-Fac's 502-room Waikiki Beachcomber and the 640-room addition to the Princess Kaiulani are barely completed. On windward Oahu—across the pali from Waikiki—Del Webb is putting together a 500-room hotel and 18-hole golf course. The fever has spread to the neighbor islands as well—to Kona on the big island, to Kaanapali on Maui and the beaches of Kauai. Even long somnolent Molokai is awakening. The question being asked with growing concern is: Will prosperity destroy Paradise? Island developers have a pat answer: You can't stop progress.

Thus, the sound of the piledriver and the jackhammer is heard across the islands. Even with the number of rooms Hawaii has today it's not enough, says retired Pan American World Airways' island expert, Bill Mullahey. He insists that the hotel building program must be doubled if Hawaii is to keep pace with the revolution. By 1975 Mullahey said the jumbo jets will be able to deliver 4 million passengers a year to the islands, four times the present figure. "What it all means," Mullahey said, "is that Hawaii must build another 55,000 rooms."

On the neighbor islands dozens of new hotels have hung out the aloha banner, including Am-Fac's brand new Keahou Beach Hotel on the Kona coast. Back at Waikiki even the Army is getting into step with plans for a 15-story R & R highrise. Down the beach the Hawaiian Village has doubled and tripled again and again—from a modest 70 rooms to a \$75 million spread of more than 1,700 rooms. The millionaires produced by the resort revolution are numerous—the Chinn Ho's, Bill Maus, the Hung Wo Chings, the Dudley Childs, the Lyle Guslanders, to name a few. The peaceful old Hawaiian plantation era came to an abrupt end on a December dawn, long ago in 1941. A war economy was set in motion and the military to this day provides more revenue even than tourists and considerably more than the dollar harvest both of pineapple and sugar. Resorts are spreading in place of pineapple and now tourists outnumber Hawaii's resident population. Pushbutton phones are being installed by Hawaiian Telephone. Numbers are being converted to seven digits to allow direct dialing to the mainland, no operator needed.

Lowell Dillingham stood in his 18th floor office looking down on the Ala Moana shopping center—the world's biggest which he built—and spoke of Hawaii's aloha spirit. "All those people down there," he said, "the Orientals, the Hawaiians, the haoles—it's a beautiful thing how they've come to live to-



BINGO FOR FUND RAISING

EVERYONE HAS FUN!

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

MAIL COUPON TODAY!



BINGO KING

Dept. 662 Box 1178, Englewood, Colorado 80110

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

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

DISCOVER HIDDEN TREASURE
 WITH A JETCO ELECTRONIC METAL DETECTOR

A powerfully sensitive instrument — detects gold, silver, coins, relics, etc. Fully tested — translated — guaranteed.

Send for Free Catalog
 \$29.95
 JETCO, P.O. Box 132 JTE, Huntsville, Texas 77340

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

HOW TO GET CAPITAL
 — FREE TRIAL OFFER —
HOW TO GET \$500 TO \$2 MILLION
 Business capital, loans, grants, cash to start a business. 2,618 sources. Send no money. Helped many others.
 FREE REPORT SHOWS HOW
NATIONAL COUNSELOR REPORTS
 Div. 35 KERRVILLE, TEXAS 78028

REDUCIBLE
RUPTURE AGONY
 Removed (or trial COSTS YOU NOTHING)
WHEN you slip into a low-cost, contour-designed Brooks Patented Air Cushion Appliance! Your reducible rupture will be held in securely yet gently—or the trial costs you nothing! This invention has made millions of sufferers happy. You can enjoy heavenly comfort night and day a work and play—or the Appliance costs you NOTHING. Isn't this worth a no-risk trial by you? If interested, write for free facts now.
BROOKS CO. 316-K, State St., Marshall, Mich. 49068

(Continued from preceding page)
 gether so harmoniously. There is no minority in Hawaii. How did it happen? It is difficult to answer. The people—they are the Aloha spirit." Pan American's Bill Mullahey, born in Hawaii, is confident that with proper planning the beauty of the Islands will survive. Presently less than 1% of the shoreline has been devoted to resorts. There is great room for expansion. "It's a more pleasing Hawaii than when I was a boy," Mullahey said. "When I was a youngster there was only one beach, Waikiki. Now roads lead us to dozens of others. "The exclusive Kahala area—it was an old swamp. Now it's been drained and just look at it. But what we've been talking about is sea level Hawaii. High up on those mountains"—he pointed—"is where Hawaii's future is. I can visualize the day when helicopters will carry tourists to mountain resorts of incredible beauty. It's just beginning, the story of Hawaii."

Before Hawaii began courting tourists in such a grand manner, island developers had developed a pat formula for entertaining visitors. Teach them the hula and then send them off to a luau. It was as simple as that. Hawaii was sweetening its economy with sugar and pineapple and it really wasn't all that concerned with the couple from Des Moines or the secretary from San Francisco. I'm speaking of Hawaii during the immediate postwar years. Visitors paraded up and down Kalagaua Ave. in matching aloha shirts and missionary muumuu; they tasted poi, got addicted to mai tais, got sunburned and went home humming the "Hawaiian Wedding Song." Well, they still parade along Kalagaua Ave. and they still sing the "Hawaiian Wedding Song"—but there's infinitely more for the tourists to do. Hawaii has learned showmanship. Now the tourist is entertained by Don Ho, Ed Kenny, Jeff Apaka, Hilo Hattie and dozens of others.

Highrise Hawaii, though, where most of this entertainment takes place, looks down on one of the last of the low rise holdouts along Waikiki—the charming old hotel Halekulani Hotel which slumbers in the shadow of Sheraton's soon-to-be-29-story next door skyscraper. At the Halekulani guests holiday in cottages spread across 5½ tree-shaded acres, the surf whispering nearby. Launched as a hotel in 1870, cattle grazed at the door and tourists came only by ship. On that 5½ acre plot little has changed. Old Hawaii is courageously perpetuated. Chandeliers of a gaslight era hang in the lobby and guests doze or read beside the huge, unlit fireplace. Missing is the garish pretentiousness of the modern resort hotel, yet it is every bit as comfortable. Flowers are delivered to guests on

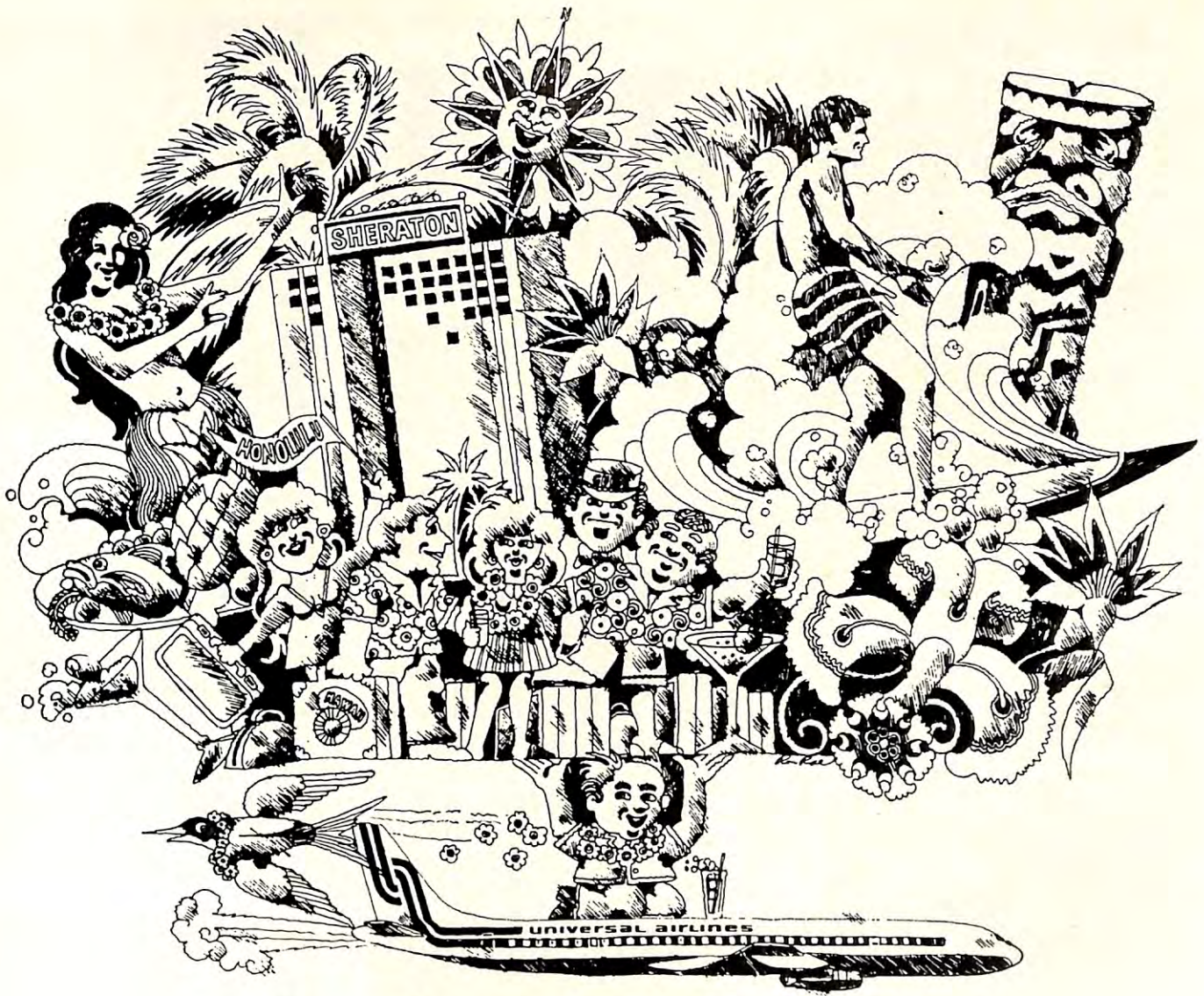
arrival and bouquets of anthuriums grace each table in the seaside dining terrace. Guests take breakfast beneath yellow umbrellas set by the sea and English sparrows beg crumbs while waves roll toward shore and surfers paddle by. The waiters and waitresses at the Halekulani are polite in the aloha way of Old Hawaii. Coconut palms shade the grassy courtyard and soft trade winds whisper among the coconut palms. So long as you don't look up at high-rise Hawaii, nothing has changed. Old Hawaii dies stubbornly.

A good example is Maui. Plans for a Pacific version of Colonial Williamsburg are out of the talking stage and into the acting stage in the old whaling village of Lahaina. The Lahaina Restoration Foundation is seriously involved in a campaign to restore the good life, re-creating a whaler-missionary atmosphere.

One of the chief dreamers is A. W. (Mac) McKelvey, who traded the freeways of Los Angeles—as well as the smog—for a peaceful plot on Maui. (He's a former executive with the architectural firm of Charles Luckman and Associates. The first big toot came with the reincarnation of Smilin' Mac's shiny new narrow gauge Sugar Trolley. Only instead of sweetening the till with cane, McKelvey is making the cash register ring by hauling tourists. He calls his Polynesian Chattanooga the Lahaina-Kaanapali & Pacific Railroad. The title is nearly as long as the train itself, which carries camera-toting tourists between Lahaina and Hawaii's newest Waikiki, Kaanapali Beach.

Leaving Lahaina the Sugar Choo Choo puffs past a ricky ticky pioneer sugar mill, a coconut grove, crosses a 400-foot wooden trestle and groans to a halt a breeze above Kaanapali's beach. The sugar McKelvey poured into his Sugar Choo Choo came to \$1,700,000 or about \$1 million more than he intended spending. In return he extracts from each passenger \$2.50 round trip or \$1.50 one way. The small fry ride for 75 cents and \$1.25. Hawaii's last authentic narrow gauge railroad disappeared from the cane and pineapple fields with the arrival of the truck and trailer. Once they operated on all the islands. Later when the trucks were barged ashore the trains were shipped off to Central and South America. By the time Big Mac got around to fussing with his railroad he had to launch a search on the mainland for locomotives. He found them in Ohio, both retired. In Pittsburgh he ordered three coaches modeled after cars which chugged through Hawaii's cane fields in the 1890s. Finally, with the help of the Makai Corp. of Hawaii, McKelvey launched what he modestly

(Continued on page 46)



Breakaway to Hawaii!

Prices as little as: 8 days, 7 nights, \$355*

That's right. For as little as \$355* per person, *your* groups can now break away to romantic Hawaii. And you can do it all for far less than you ever dreamed possible.

Just look what Universal's Breakaway Tour to Hawaii gives you for *less than the cost of round trip economy air fare alone* aboard a scheduled airline:

- Round trip air fare, cocktails and meals aboard our Fan Jet DC-8.
- Pre-registration and plush accommodations at one of Sheraton's fabulous hotels on Waikiki Beach.
- Festive Aloha welcome and departure with leis and music.
- Your own Universal Hawaii staff to attend to your every need.
- Gala cocktail party.
- All transportation and luggage transfers to and from hotel room and tips.

Attn: Breakaway Tours
 Universal Airlines
 605 Fifth Avenue
 New York, N.Y. 10017

Our Elks Lodge _____

is interested in a Breakaway Tour to _____

from _____ departing _____

number of passengers _____

Please send information to:

Name _____

Address _____ Phone _____

City _____ State _____ Zip _____

Exclusive to affinity groups of 165 or more.



*DC-8 charter from New York, full complement of people. Back to back program. All inclusive with the exception of applicable taxes. Based on affinity tour basing tariff filed with Civil Aeronautics Board—Pro rata air fare \$226. Land package \$129. For example from Atlanta: \$355, Chicago: \$333.

MY GRASS IS NO. 1



by Mike Senkiw

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

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

Your Zoysia lawn drives out crabgrass and weeds all summer long. It stays green and beautiful

in blistering heat when other grass burns out. It cuts mowing by 1/2 . . . it's perfect for summer homes and "problem" areas.

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

To end lawn problems, send for Free interesting facts and low prices of Amazoy incl. Pre-Season Bonus Offer. No obligation. Mail coupon to . . .

Dept. 257, Zoysia Farms

6414 Reisterstown Rd., Baltimore, Md. 21215

Name _____

Address _____

City & State _____

Zip _____

— SORRY — FOR ELKS ONLY



"You can see all . . .
in the VU-ALL"

Elks emblem permanently embossed in MELLO-TOUCH COWHIDE

NOW, IT'S HERE! The "VU-ALL" billfold made especially for ELKS by a company with 66 years of know how in producing leather goods. Patented "VU-ALL" pass case eliminates fumbling for your passes and the clear vinyl windows will never crack or cloud up. Also has a secret bill compartment and two handy spare key slots for an extra car and house key.

FREE EXAMINATION!

SEND NO MONEY — We are so sure that you will be completely satisfied with this CUSTOM billfold that we want you to examine it for 3 days. If you are not completely satisfied, return merchandise.

SEND NOW! \$6²⁵ P. Pd.

If you send cash with order, we ship postpaid. Money back if not satisfied.

THE-CASS-LINE

P.O. Box 85, Galion, Ohio 44833
Ohio residents add 4% sales tax.

Available in Black or Brown

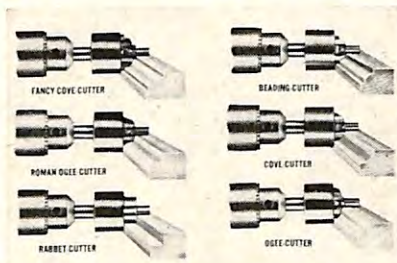
New! 3-D Sight Magnifiers ENLARGES CLOSE WORK SMALL PRINT!

WORTH MUCH MORE!

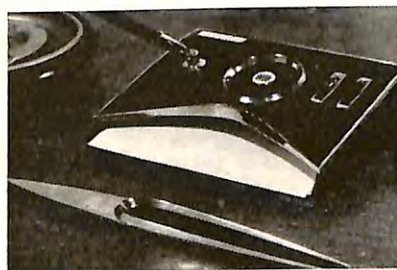
See clearer, work faster, more accurately with less eye strain, less fatigue and tension with HEAD BAND MAGNIFIER. Wear like glasses, they'll magnify about 3x and leave hands free to work. Produces a 3-dimensional effect, where each detail appears to stand out. For CLOSE WORK, REPAIRS, SEWING, HOBBIES, etc. Sturdy, lightweight, adjusts to all sizes. With or without glasses. Powerful prismatic polished lenses. Only \$1.98 + 50¢ for Post. and Hdlg. PPD. (2 for \$3.50, 3 for \$5.00) worth much more! MONEY BACK GUARANTEE. Nu Find Products., Dept. HB615, Box 205, Church St., N.Y.C. 10008



YOUR BIKE BECOMES AN EXERCISER with Convert-A-Bike. Steel converter stand fits under rear wheel of any 26" to 28" bike to keep it stationary while you pedal your way to better health. Has "up hill" or "easy" exertion tension adjustments. #3692, \$9.98 plus 75¢ post. Hobi, Dept. E-1, 35 Engel St., Hicksville, N.Y. 11802.

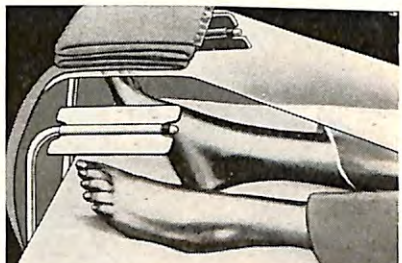


FINISH CORNER, MOULDING, TRIM with Arco cutters on your electric drill. Use on wood, plastic, soft metals. Dual guides assure 3/16" contour cuts. #6 set: Fancy Cove-Cutter, Roman Ogee-Cutter, Rabbit-Cutter. #7: Bead-Cutter, Cove-Cutter, Ogee-Cutter, \$3.95 ppd. a set. Arco Tools Inc., Dept. EI-1P, 421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

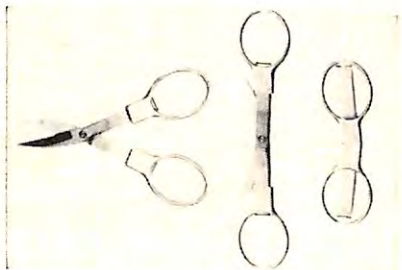


EXECUTIVE'S RADIO DESK SET commands a top spot in a busy office. Gleaming chrome and black with genuine Parker Pen, powerful 8-transistor radio with battery and built-in antenna, note paper, name plate to personalize. 5 1/2" x 7 1/4" x 2". \$12.00 ppd. Niresk Industries, Inc., Dept. R1P-29, 210 S. Des Plaines St., Chicago, Ill. 60606.

ELKS FAMILY SHOPPER



WEIGHTY PROBLEM SOLVED. Folding Deluxe Blanket Support holds heavy blankets and confining sheets above your feet to give you a good night's sleep. Fits all beds, lifts regular, contoured or electric blankets, bedspread, extra covers. Folds flat for making bed. \$6.49 ppd. Better Sleep, Dept. EL-1, New Providence, N.J. 07974.



FOLDING "POCKET" SCISSORS are safe to carry in pocket or purse. Sharp surgical steel blades fold into handles so no sharp edges can cut or snag. When folded, a compact 3" long, easy to carry on your travels. Clever gift idea! Get several! \$3.50 ppd. Stanley-Western Corp., 14323 S.E. Fair Oaks, Portland, Ore. 97222.



COMPACT FIRE ALARM protector of lives and property. Just plug it into any household or shop outlet, 110-120 V. Great for homes, offices, warehouses, stores, motels, hotels, etc. The Ultra Alert Sensor activates the buzzer when temperature reaches 135°F. Satisfaction guaranteed. Only \$7.95. The Dunn Mart, Dept E1171 1701 Alder Drive, Great Falls, Montana. 59401

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."

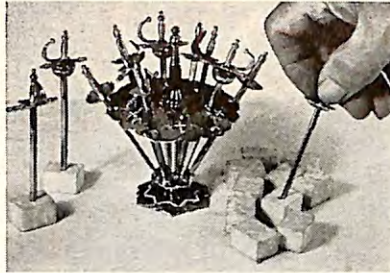


A FAVORITE OF THE STARS
TOP SECRET has been a favorite with famous personalities for years. Exclusive formula imparts a natural looking color to grey or faded hair. Does not streak or injure hair; does not wash out. Send \$4.50 for 6 oz. plastic container. (Convenient for traveling, too.) Ppd. No COD's,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

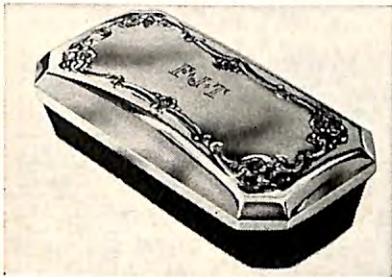
6 OZ. BOTTLE \$4.50
GIANT 13 OZ. \$8.00

ALBIN OF CALIFORNIA
Rm. 11, 1016 No. Hollywood Way
Burbank, Calif. 91505

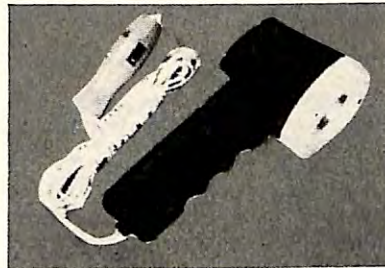
Merchandise shown on these pages can be ordered direct from the companies listed. Enclose a check or money order. Except for personalized items, there is a guaranteed refund on all merchandise returned in good condition within 7 days.



SERVE SNACKS SPANISH STYLE—speared on elegant replicas of Spanish Toledo swords. 3½", all steel and beautifully engraved with famous damascene work. One holder with 6 swords, \$5.50; with 12 swords, \$9.00; with 18 swords, \$12.00; with 24 swords \$18.00. Ppd. Heraldica Imports, Dept. K-6, 4 W. 40 St., New York, N. Y. 10018.



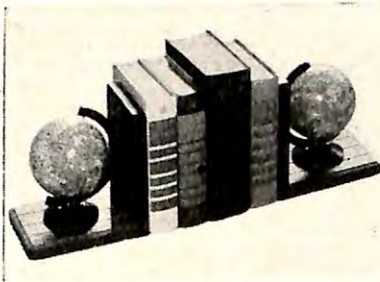
A CLEAN SWEEP by Silverplated "Table Maid" leaves your table free of crumbs and scraps. Revolving nylon brush sweeps up scraps as you roll it across table. Silverplated cover beautifully engraved with your initials. Rich mahogany body. 5¾" x 3". \$6.95 ppd. Klatt & Co., Dept. EL-1, 3342 Curtis, Washington, D.C. 20023.



AUTO SPOT LIGHT—a real life saver when you have trouble on the road. Bright light plugs into cigarette lighter, has 10-ft. cord that reaches trunk, engine, tires. Body glows when lit. A help in reading maps, street numbers too. 12-volt bulb. \$1.98; 2 for \$3.85 ppd. Collier's, Dept. 171EE, P. O. Box 585, Skokie, Ill. 60076.

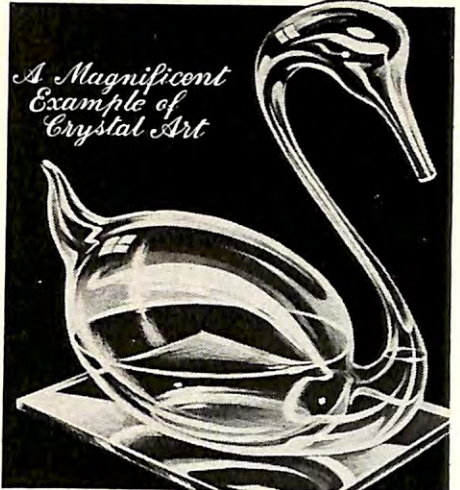


OLD FASHIONED MILK CANS find a new use as pretty and practical canisters in your kitchen. Handsome replicas are stainless steel with chrome nickel tops. Hold 5 lbs. of flour and sugar plus 1 lb. of coffee and tea. Also canister for cookies. \$14.99 plus \$1.00 shpg. Gracious Living, Dept. 568, Berkeley, R.I. 02864.



MOON GLOBES make magnificent bookends. Detailed 4¼" dia., four-color globes pinpoint moon landing sites. Non-slip wooden bookends are 7" high, 5" wide, 7" long in antique walnut or maple finish. Set, \$14.95 ppd. Individual globe, \$3.49 plus 35c post. Visual Factor, Inc., Dept. ELM, P.O. Box 1136, Boulder, Colo. 80302.

TOMORROW'S WEATHER? ASK THE ROYAL SWAN TONIGHT!



A Magnificent Example of Crystal Art

It's fun to be your own Weather Prophet! You'll score high with Royal Crystal Swan. A brilliant ruby liquid rises in swan's neck to warn of storms, drops midway to indicate a change . . . it falls below neck to tell you clear skies are ahead. Remarkably accurate! *It's uncanny!* Truly a masterpiece of the glass blower's art. Deluxe hand made model makes a fine gift!

No. 4134-Swan...\$1.98. 2/\$3.69-3/\$4.94-6/\$7.88

Please add 25¢ postage to each order
N. Y. State residents please add appropriate sales tax.

FOSTER-TRENT INC., DEPT. 512-AB,
349 Boston Post Road, Larchmont, N.Y. 10538

STOP SMOKING IN JUST 6 WEEKS!



TURN DIAL—INHALE LESS

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

64543 "Dial" Cigarette Holder. 4.99. Add 39c postage

BRECK'S OF BOSTON
SINCE 1818
N02 BRECK BLDG., BOSTON, MASS. 02210

GROW YOUR OWN AVOCADO TREE



This you can grow in a beautiful planter which is ceramic with an avocado exterior and a gold-green interior. It's just the thing to get an avocado seed growing into a nice plant with glossy dark leaves. Planter is double-walled and has an opening through which you pour water, it's fed to the plant as needed. Complete instructions included. Money-Back Guarantee \$1.98 plus 30c postage and handling.

DEBBIE GIFTS 110 N. Center St.
Yerington, Nevada 89447.



ACCORDIONS and AMPLIFIERS

BIG SAVINGS ON ACCORDIONS & AMPLIFIERS! Save up to ½ or more on famous make accordions. Over 40 standard & electronic models. Buy direct at low discount prices. Get 5-day home trial. Small down payment, easy terms. Free Gifts. Trade-in allowance. Money back guarantee. Write for catalogs and Discount price list. Accordion Corporation of America, Department K-11, 5535 W. Belmont Ave., Chicago, Ill. 60641.



5 foreign stamp sets, free

We will actually send you, free, seldom seen stamps from Paraguay, Poland, Lebanon, China, and Ceylon. 14 different stamps in all. Just to get your name for our mailing list. And we'll include our big free catalog of stamps, sets, packets and collector's supplies. Send name, address and zip to:

Littleton Stamp & Coin Co., Inc.
Dept. EF-2, Littleton, N.H. 03561

My Man was a King-Size Problem



(Confessions of a Big Man's Wife)



His clothes always looked skimpy on his tall and big frame. Even his shoes weren't in style. Then I saw The KING-SIZE Co. Catalog. Imagine . . . 144 Pages of Shirts, Sweaters, Jackets, Stacks! Bodies 4" longer. Sleeves to 38". Necks to 22". Inseams to 42". Waists to 60" PLUS 200 Shoes, 10-16, AAA-EEE. And what Names! ARROW HUSH PUPPIES, JANTZEN, MANHATTAN, McGREGOR. Everything Fully Guaranteed Before and After wearing.

Let The KING-SIZE Co. solve your Tall and Big Man's Clothing and Footwear problems too. Send today for the FREE KING-SIZE Co. Catalog.

SEND FOR FREE CATALOG

Please Rush your KING-SIZE Catalog for Tall and Big Men.

Name _____

Address _____

City _____ State _____ Zip _____

The KING-SIZE Co. 321 KING-SIZE BLDG. BROCKTON, MASS.



**NOW
GET UP
AND
DOWN
the
EASY
WAY!
with a**

Portable Koshen Erector

Portable Koshen Erector used by people needing help in getting up and down from a chair.

The portable Koshen Erector fits all chairs and wheel chairs. Hundreds in use every day. Safe—quiet—dependable. Automatic shut off. Stops at any height. Upholstered in white naugahyde.

Write for free brochure and complete information:

BURKE ENTERPRISES

P. O. Box 1011, Dept. E1, Mission, Kansas 66202

HOLD-ALL CAR CADDY

gives armchair driving comfort!



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, eyeglasses, pad and pencil, too. Fits all cars without tools. Rugged black morocco finish is waterproof, scuffproof. Measures 15" x 6" x 7". Ideal too, for passengers in rear seat.

Special for Gifts. 2 for \$13.00 ppd. only **\$6.95**

MONEY BACK GUARANTEE. postpaid

Send Check or M.O.

MERIT HOUSE Dept. EK-11 **SAME DAY SHIPMENT**

40-10 150th St., Flushing, N.Y. 11354

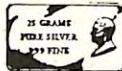
Invest in Coins



UNCIRCULATED SILVER MINT SET

A GREAT GIFT IDEA!

1957 thru '62, \$3.95 ea./1963 thru '69, \$2.95 ea. Special! All 13 sets (44.35 val.) only \$39.95



NOW! Eisenhower

pure silver bar

One 25-gram bar, \$4.95

Ten 25-gram bars, \$3.95 ea.

FREE! Facsimile California Gold Token with each order from this ad.

WORLD COIN CO.

Dept. 18, 6865 Pearl • Cleveland, O. 44130

WAKE UP TO FRESH COFFEE

COFFEE STARTER will have your coffee ready when you wake up in the morning. Put water and coffee in pot night before, plug cord into starter, starter into outlet, set time. PRESTO! Next morning your coffee is ready when you roll out of bed. Next best to having someone wait on you. You'll love being spoiled!



\$6.98, 2 for \$13.85

No C.O.D.'s please

Dept. E-171, Box 585, Skokie, Ill. 60076



BARGAIN FROM LONDON

120 Different Stamps 24c

Unique Collection — British Commonwealth and Foreign Stamps Valuable "export parcel." You get Gt. Britain high-value 2/6, 5/-, Cayman mint set of 4 Easter, Cook Is. & Anguilla "rebel island" Xmas, many other fascinating stamps including Ascension embossed gold, Grenada moon-walk, Rwanda, Brazil, Hyderabad, etc. Total 120 all different — regularly \$1.35 — yours for only 24c to introduce bargain export approvals.

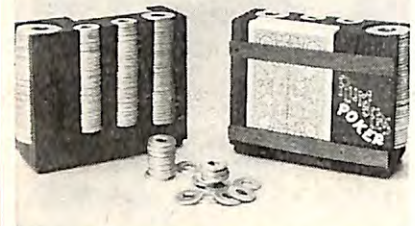
Send 24c in unused U.S. stamps (no coins). Ask for Lot ZM-14



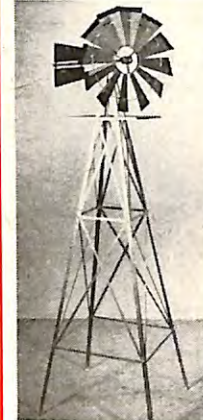
FREE If you act now — set of 5 genuine, large-size NUDE PAINTINGS STAMPS in color.

BROADWAY APPROVALS, LTD.
50 Denmark Hill, London, S. E. 5, England

ELKS FAMILY SHOPPER



REMEMBER PAPA with Plumbers Poker Set. He'll proudly show the boys the zinc-plated washer "chips", stacked in handsome black walnut rack, 4 stacks in 3 sizes, 190 chips in all. Poker deck included. 4 3/4" long x 4" high. \$7.50 ea. plus 75c post. (Ill. Res. add 5% tax.) House of Minnel, Dept. EL-115, Deerpath Rd., Batavia, Ill. 60510.



7 1/2-FOOT WORKING WINDMILL makes a marvelous landmark on your front lawn. The original Doty Windmill. 7 1/2 feet high, has a no-rust, hard aluminum tower, pivot block, all steel wheel and tail vane with 2 ball bearings in wheel. Hand-balanced to withstand hard winds. Silver trimmed with red. \$49.95 ppd. (Sent in 2 cartons.) Drew Industries, Inc., Dept. EL-1, P. O. Box 547, Fort Morgan, Colo. 80701.



TREAT TIRED FEET to a soothing massage by Hitachi Foot Massager. Fatigued feet get a lift from the vibrations of this quality massager. Equally relaxing for shoulders, back, waist, arms and hands. Order #300, \$27.95 ppd. 1-year warranty. Money-back satis. guar. G&W Sales Co., Dept. E-71, 3222 S. 24 St., Omaha, Neb. 68108.



IT'S FUN TO MAKE YOUR OWN WINE and saves money too. Use grapes, frozen juices, bananas, oranges. Federal law permits making up to 200 gallons for your own use. Send \$2.00 for "Home Winemaking & Brewmaster Secrets" and "Winemakers Exotic Recipes" plus supplies catalog. Continental, Dept. E, 1227 Loyola Ave., Chicago, Ill. 60626.

 BLACK FOREST CLOCK Handcarved in Bavaria. Weight driven movement. \$1.84	 ELECTRIC MASSAGE SET Special attachments for scalp, body and face. \$1.50	 8mm MOVIE CAMERA Electric powered no winding! Loads in seconds. \$5.50	 JADE RING 79¢ Hand set in delicate mounting. Men's styles also available.	 DUTCH MOTORCYCLE Deluxe Springmaster model for sporty appeal. \$113.00	 ELECTRIC GUITAR Rugged construction for true amplification. Great electronic sound. \$7.40	 CASSETTE TAPE UNIT Snap in cartridge ready to play. From \$7.50	 FLASH CAMERA 55¢ For indoors or out. Black and White or Color.
 REAL SAPPHIRE RING Sterling Silver mounting. Men's styles also available. \$3.50	 LAMP RADIO Combination Hi-Intensity Lamp and six transistor radio. \$5.95	 INTERPHONE SET Closed circuit telephones for home or office. \$2.40 for two	 CALENDAR WATCH Swiss movement. Tells time and date. \$2.10	 FIELD GLASSES 7 x 35 G.C.F. Clear and powerful. Center focusing. \$2.10	 ELECTRIC HAIR DRYER Feather weight. Whisper quiet. Great for men, too. \$1.50	 FRENCH PERFUME Many delicate fragrances to choose from. 1/3 to 1/2 oz. bottles. 85¢	 MEN'S BRIEFCASE Executive style with compartments. Light weight, easy action zipper. \$1.00
 30 POWER TELESCOPE & TRIPOD Sturdy Metal Construction. \$1.94	 ELECTRIC RAZOR Product of Swiss Craftsmanship. Maker guarantees one full year. \$1.70	<h1>67 FANTASTIC VALUES!</h1> <h2>Buy Below Wholesale</h2> <h3>AT PRICES SHOWN HERE</h3>			 RIVIERA BIKINI American girls go wild over European Bikinis. Exclusive styling \$1.75 from continental designers.	 FISHING KITS Sectional bamboo spinning and fly rod. Flies, hooks and lures in wooden carrying case. \$3.30	
 ELECTRIC CARVING SET Self contained power. Two stainless steel blades. \$1.50	 MINK COAT Full length Mink coat from Scandinavia. \$333				 SIMULATED PEARLS 7¢ Fourteen inch strands. Translucent quality. With clasp.	 AUTO VACUUM Compact car Vacuum works off cigarette lighter. Adjustable nozzle. \$1.80	
 58¢ TENNIS RACKETS Laminated hard wood. Nylon string. Precision balanced.	 WIRELESS INTERCOM Amazing set operates thruout home, office, farm without wire. \$4.95	 ADDING MACHINES Famous design for home and personal use 9¢	 FLASHLIGHTS Bright reflector ideal for outdoor or recreational use. 10¢	 TIGER EYE RING Genuine Sterling Silver mounting. \$1.85	 OLD WORLD CLOCK Clear plastic dome guards German craftsmanship. Great decorator item. \$5.00	 PHONOGRAPH Portable battery operated. Great for mountains or beach. Three speeds. \$3.50	 ELECTRIC CAN OPENER Powerful. Automatic. Opens any size can. \$3.45
 BEDFORDFLEX CAMERA Twin lens reflex. Ready to shoot in seconds. 50¢	 ELECTRIC TRAIN SET Sixteen piece set. Battery operated. Great for kids. \$1.50	 RAINCOATS Plastic Raincoats for men and women. Clear or color. Carry in your pocket. 9¢	 HI-INTENSITY LAMP Rotates in full circle. Ideal for reading, hobby work, sewing. \$1.86	 TELEPHONE AMPLIFIER Transistorized. Hear phone conversation across room. \$3.10	 CAR SPOT LIGHT For six or twelve volts. Extra long cord. Pistol grip. 50¢	 BURGLAR ALARM For office or home. 39¢	 BICYCLE Man-size, latest style, powerful frame. \$16.
 NYLON TIP PENS Fast seller at a fraction of the regular cost. All colors available. 10¢	 HAND-BEADED SWEATER From Hong Kong. Beautifully fashioned. \$5.85 ea.	 TEAKWOOD BOX Handcarved from India. Beautiful finish, lift up lid. 90¢	 STEAK KNIFE SET Six pieces. Stainless steel serrated blades. Only 31¢ set of six.	 BLACK FOREST WEATHERHOUSE Handcarved weather station. Predict bright, sunny or rainy days. 75¢	 ELECTRIC TOOTHBRUSH Four nylon bristle brushes. Battery operated. Up and down action. 45¢	 BEADED HANDBAGS Delicate hand-beading on satin bag. Many colors. 89¢	 MOVIE PROJECTOR 8mm Movie Projector. Battery operated. Built-in screen. \$1.60

1000's of dazzling imports like these help you, spare or full time, start your own **BIG PROFIT HOME IMPORT BUSINESS**

Start fast! See how easy I make it for you! Without previous experience or product investment I'll start you in your own big profit Home Import Business. Cash in quickly. Import bargains I locate for you give profit opportunities beyond your wildest dreams. You can make your first import transaction 10 minutes after you get my proven drop ship plan. Everything done for you;

nothing left to chance. These fantastic bargains go fast to stores, mail order operators, premium users, friends, others. Start anywhere; age no barrier. You've seen amazing import bargains I have shown in my "Passport to Profit" TV series ... now I'll tell you how to cash in on my import "finds" from overseas!

Mail This Coupon Today! Get My Free Book!

More examples of 1000's of import bargains you can get to make fantastic profits up to 200% and more.

Transistor Radio .. \$1.50	Singing Bird Cage .. \$3.75
Fishing Rod .. .50	Golf Balls .. .09
Movie Title Kit .. 1.00	Badminton Set .. .60
Water Pistol .. .05	Beer Stein .. .28
Swords .. 3.00	20 pc. Dinnerware .. 1.25
Spinning Reel .. .96	Leather Ball Glove .. 1.25
Cardigan Sweater .. 2.00	AM FM SW Radio .. 10.50
Walkie Talkie .. 2.50	Rifle Scope .. 1.85
Cigarette Lighter .. .20	Diamond per Ct. .. 90.00
Model Boat Kit .. .65	Electric Shoe Shiner 1.50

Prices subject to availability, price fluctuation.



B. L. Mellinger, Jr.
Famous World Trader, President, The Mellinger Co.

Send No Money!

Do not order from us. I show you how to get these bargains and hundreds of others. Prices shown are direct from suppliers abroad.



DISCOVER PROFITS of IMPORT!

You keep all the profits yourself! My Plan reveals everything you need to step into your own home business at once. You get free membership in International Traders—exclusive world-wide organization that puts you in direct personal contact with suppliers abroad. It is easy to buy below wholesale for yourself or for profit when I show you how. Rush coupon for my FREE BOOK, "How to Import and Export." Get details on amazing buys. No salesman will call. Airmail reaches me overnight.



THE MELLINGER CO., Dept. E 2391
1554 S. Sepulveda Blvd., Los Angeles, CA. 90025

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

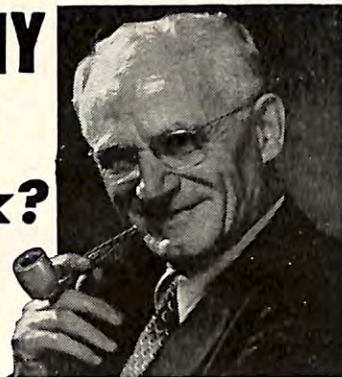
Name _____ Age _____
Address _____
City _____
State _____ Zip _____

Save 3 Days... Give Zip No. For Fastest Reply

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

By E. A. CAREY

All I want is your name so I can write and tell you why I'm willing to send you my pipe for 30 days smoking without a cent of risk on your part.



My new pipe is not a new model, not a new style, not a new gadget, not an improvement on old style pipes. It is the first pipe in the world to use an ENTIRELY NEW PRINCIPLE for giving unadulterated pleasure to pipe smokers.

I've been a pipe smoker for 30 years—always looking for the ideal pipe—buying all the disappointing gadgets—never finding a single, solitary pipe that would smoke hour after hour, day after day, without bitterness, bite, or sludge.

With considerable doubt, I decided to work out something for myself. After months of experimenting and scores of disappointments, suddenly, almost by accident, I discovered how to harness four great natural laws to give me everything I wanted in a pipe. It didn't require any "breaking in". From the first puff it smoked cool—it smoked mild. It smoked right down to the last bit of tobacco without bite. It never has to be "rested". AND it never has to be cleaned! Yet it is utterly impossible for goo or sludge to reach your tongue, because my invention dissipates the goo as it forms!

You might expect all this to require a complicated mechanical gadget, but when you see it, the most surprising thing will be that I've done all this in a pipe that looks like any of the finest conventional pipes.

The claims I could make for this new principle in tobacco enjoyment are so spectacular that no pipe smoker would believe them. So, since "seeing is believing", I also say "Smoking is convincing" and I want to send you one Carey Pipe to smoke 30 days at my risk. At the end of that time, if you're willing to give up your Carey Pipe, simply break it to bits—and return it to me—the trial has cost you nothing.

Please send me your name today. The coupon or a postal card will do. I'll send you absolutely free my complete trial offer so you can decide for yourself whether or not my pipe-smoking friends are right when they say the Carey Pipe is the greatest smoking invention ever patented. Send your name today. As one pipe smoker to another, I'll guarantee you the surprise of your life. FREE. Write E. A. Carey, 1920 Sunnyside Dept. 204-A, Chicago Ill., 60640

**E. A. CAREY, 1920 Sunnyside Ave.,
DEPT. 204-A, CHICAGO, ILLINOIS 60640**

Please send facts about the Carey Pipe. Then I will decide if I want to try it for 30 Days at YOUR RISK. Everything you send is free. No salesman is to call.

Name _____
Address _____
City _____ Zone _____ State _____

OLD FASHIONED VALENTINE

#200

#100

POSTCARDS

JUST \$1.00 PER 24 POSTCARD ASSORTED PACKAGE POSTPAID 3 PKs. - \$2.50, 6 - \$4.50, 12 - \$8.50

(2 different packages available) Assort. #100 and Assort. #200. Lovely old fashioned designs, colorfully reproduced. Space for brief message and address. Mail at postcard rates!

Valentine postcards Box 428 BASCabrök N.H. 03874



Gold—Copper—Silver Coins,
Rings—Treasures and
Mineral Deposits
are detected with

THE FAMOUS GOLDMASTER 66T

The finest all-around Mineral-Metal Detector in its class. Solid state Transmitter-Receiver comes equipped with both 6" and 10 1/2" weatherproof multi-coil loops. In demand by prospectors and treasure hunters alike, the 66-T can detect GOLD, SILVER or COPPER NUGGETS, COINS, JEWELRY, RINGS, ARTIFACTS of all description. This unique instrument sells for just \$269.50. Many models to choose from. WHITE'S ELECTRONICS makes the world's largest line of mineral & metal detectors. \$69.50 up. For your FREE literature, please write: WHITE'S ELECTRONICS, INC., Rm. 503, 1011 Pleasant Valley Road, Sweet Home, Oregon 97385.



NEVER! NEVER! Lose your garbage container to high winds, dogs or vandalism. Made of steel construction "The Mighty Protector" or "The Mighty Twin" keeps all containers and lids, from one to thirty gallons, in place. Send \$4.98 + \$1.75 P&H for single unit or \$9.00 + \$2.50 P&H for twin unit. Pat. Pend.

**ELM PRODUCTS, PO Box 1072
Indianapolis, Ind. 46204**

ELKS FAMILY SHOPPER



HONOR YOUR PAST EXALTED RULER with this beautiful four-color medallion bearing the Elks emblem in color on a gold background and the words "Past Exalted Ruler." With Elks purple ribbon and gift boxed. #PER 18. \$2.95 ppd. Order direct from manufacturer, Fraternal Jewelry Co., Dept. J, Box 8123, Cranston, R. I. 02920.



LOOK-THROUGH COOK BOOK HOLDER keeps your favorite recipes clean as you read them through the clear lucite. Book stays upright with desired page open; leaves your hands free for cooking. Holds any size book. Washable. \$7.95 plus \$1 shpg. J. W. Holst, Inc., Dept. EL-1, 1005 E. Bay St., East Tawas, Mich. 48730.



PERSONAL BEAUTY SET to keep your favorite lady at her best. Attractive travel case holds cordless electric underarm and leg shaver that becomes a massager—plus accessories for different types of massage from gentle face massage to bracing massage. \$14.95 ppd. Item Sales Corp., Dept. EK-1, 24-08 Jackson Ave., L.L.C., N.Y. 11101.

ONLY \$19.95 PPD.



AUTOMATIC CALENDAR WATCH

With Swiss movement; Beautiful but durable. Ideal for men & boys. Shock resistant, dustproof, stainless steel back, gilt colored case, genuine lizard skin band. Wonderful as a gift or get one for yourself.

If not fully satisfied, return within seven days for full refund. Rush your order now for one or more of these fine watches. Send P.O. money order, check or bank draft; No COD'S please! Send \$19.95 to Galaxy Enterprises, P.O. box 230, Dept. #J56, Petoskey, Michigan, 49770. Michigan residents add 4% sales tax.



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.

\$5.98 2 for \$11.85

No COD's please



P. O. Box 585, Dept. 171-E
Stokje, Ill. 60076

ELKS FAMILY SHOPPER



MINI 1900 SEARS ROEBUCK CATALOG contains 388 pages of nostalgia from the days when 2c would buy a tea strainer or a baseball; 50c a lady's girdle, 42c a man's hand-woven madras shirt, 5¼" x 7" replica of the actual 1900 catalog is only \$1.95 plus 25c post. Order #6240. Hobi, Dept. E-1, 35 Engel St., Hicksville, N.Y. 11802.



COLONIAL HUTCH BECOMES A CLOCK in this handcrafted reproduction. Beautifully detailed even to the little white set of Blue Meissen china candlesticks, pitcher and plates. 11¼" high, 5¾" wide, 2½" deep. Ready to plug in. \$6.95 plus 50c post. Colonial Studios, Dept. AHB-12, 20 Bank St., White Plains, N.Y. 10606.



HEAP BIG FUN FOR LITTLE BRAVE who plays in 6 Foot Wigwam, dressed in Indian War Outfit. Wigwam has 14 sq. ft. of interior play area, assembles in a jiffy. Outfit includes harmless rubber tomahawk, bow, arrow, head dress and war paint. #7085, \$3.98 plus 62c shpg. Spartan Sales, Dept. EL-1, 945 Yonkers Ave., Yonkers, N.Y. 10704.



RAINDROPS WON'T FALL ON YOUR HEAD with bright Pixie to keep your hair dry. Pixie Rain Hat pops on in a jiffy, covers hairdo without flattening hair. Contour protects make-up from rain too. Folds to fit in purse or pocket, fits all head sizes. White brocade vinyl. \$1.98 ppd. Keep-Set, 2125 Pound Dr., Placentia, Ca. 92670.

HABAND *man-made polymeric*

NEW PRICE SHOES

Basic Loafer

Wing Tip

Oxford

TAKE YOUR CHOICE OF FIVE STYLES

CASH IN NOW on these Extraordinary Savings! The day of the high priced shoe is over. Folks are paying many dollars less than ever before, thanks to the miracle new "polymeric" shoe materials. This is no "cheap imitation" shoe. It's the real thing: the New Price Shoe that looks and feels and wears as well as any shoe you have ever worn and yet costs a fraction of the price.

SAY "the END" to \$15 to \$30 SHOES!

WE CARRY ALL THESE SIZES!

	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														
EEE														

Please note: At the price we sell shoes, we are not allowed to mention the famous brand name of this new shoe material. Suffice it to say it looks like top grain leather, performs even better. Why pay higher and higher prices? Get in on this astounding low price. Send in now:

TWO PAIRS FOR \$15.95

We will be proud to send them to you for **ON APPROVAL AT HOME INSPECTION**. Your remittance refunded in full if you do not choose to wear them. **See It Yourself!**

Use this Coupon!

NEW PRICE SHOES

SOONER OR LATER YOU WILL BE WEARING THE NEW PRICE SHOES

Today's new man-made shoe materials beat the price out of leather, scuff at scuffs, keep better shape, and *Never Need a Shine*. Why spend even one dollar more for shoes? Here's something **NEW**. Here's something **PROVEN**.

HABAND NEW PRICE SHOES

Over 1,000,000 pairs now walking around.

The Haband Company Paterson, New Jersey

TWO PAIRS FOR \$15.95 INCLUDING POSTAGE

HABAND COMPANY 265 N. 9 St. Dept. E-6 PATERSON, N.J. 07508

O.K. Gentlemen, send me the two pairs of Shoes specified at right. My remittance of \$ is enclosed.

Color & Style	How Many	What Size	What Width
Black Oxford			
Brown Oxford			
Black Loafer			
Black Wing Tip			
Cordovan Wing Tip			
Black Monk Strap			
Brown Strap Loafer			

Special: 3 pr. 23.45 4 pr. 30.50

Name

Street

City & State ZIP CODE

HABAND COMPANY - Operating by U.S. Mail since 1925

STOP

Don't
throw
away
those



Christmas Cards

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

PACK-O-FUN

PACK-O-FUN is the only Scrapcraft magazine. Each of its ten exciting issues a year is crammed with nearly a hundred fantastic ideas for turning throwaways like Christmas cards into baskets, favors and decorations... for converting odds and ends like plastic bottles, spools, newspapers, milk cartons, etc., into Gifts, Toys, Games, Bazaar Items, Knicknacks, Place Cards, Household Items... plus Skits and Stunts.

PACK-O-FUN magazine is edited especially for Hobby-Crafters, Teachers, Den Mothers, Group Leaders, Church Workers, Therapists and Entire Families. **SUBSCRIBE NOW!**

FREE \$1.00 BONUS BOOK
With your subscription to PACK-O-FUN.



"Gifts to Make from Odds 'n' Ends" is packed with quick, easy gifts for fun and profit. Over 100 money-making, money-saving ideas: jewelry, planters, decorations, dolls, banks, novelties. Wonderful for bazaar workers and homemakers.

SEND NO MONEY

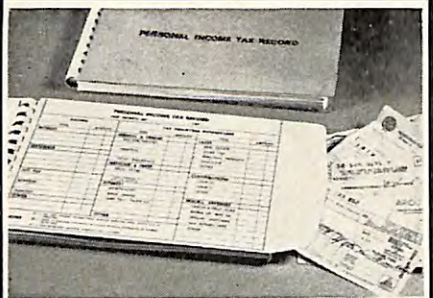
Just mail coupon. We'll start your subscription and send you free \$1 book. After looking over the first issue, if you decide not to continue, tell us and you owe nothing. Free book remains yours to keep.

PACK-O-FUN, Dept. 2611, Park Ridge, Ill. 60068

Rush my free \$1 book and start Pack-O-Fun coming to me for:

- 1-Year, only \$5 (10 issues) 3-Years, only \$10 (3-yrs. for the price of 2)
- I enclose payment. (We'll add one extra issue. Money-back guarantee, of course!) Bill me later.

Name _____
Address _____
City, State, Zip Code _____



BE YOUR OWN UNCLE SAM
with a personal tax record. 12, 6 x 9" envelope pages keep receipts, memos filed by month. Deduction list in front.
6757 - Personal Tax Book\$1.50
2 for only 2.79
Add 25¢ for postage and handling.

Gracious Living

D-867 BERKELEY, R. I. 02864

WORLD'S LONGEST STAMP SET!



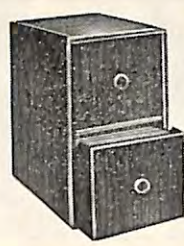
134 Stamps in
One Giant Complete
Mint Collection

A Sensational Get Acquainted Offer

To Introduce You to Our Exceptional Values

Be the one collector in ten thousand to own this scarce, genuine complete mint set released 12 years ago by Turkey. Put yourself in the "Advanced Collector" group now with this unique issue - worth over \$7 at standard catalog prices - but yours for just \$2.95 postpaid (money back if not delighted) while our small supply lasts! We'll also include your name on our list to receive the big Kenmore Catalog plus our next twelve exclusive direct mail offers that can easily enhance your present collection far beyond your expectations. And from our famous Approval Service you get other unusual world-wide complete stamp sets for free examination. Buy any you want, return rest - cancel service anytime. Start today to make your collection more valuable, more rewarding. Order now - \$2.95 postpaid.
KENMORE, Milford LT-684, N. Hamp. 03055

ELKS FAMILY SHOPPER



DOUBLE DRAWER ORGANIZER. Looking for a place to put personal papers, tax records, school papers, correspondence? Super strong fibreboard Double Drawer File holds up to 500 lbs. in two full drawers on sturdy steel frame with wooden drawer pulls. 22" x 13" x 18". \$6.95 plus \$1 shpg. World Co. Dept. EL-1, 1 Park Ave., N.Y. 10016.



SMALL PRINT HARD TO READ? Maybe you need Magnifying Reading Glasses. They make it easier for folks over 40 to read small print, do close work. Not Rx or for astigmatism or diseases of the eye. Latest style, metal hinges, precision ground lenses. State age and sex. \$4.95 a pr. ppd. Precision Optical Co., Dept. EK-1, Rochelle, Ill. 61068.



EVERY SHOE FITS these soft combed cotton Shoe Gloves—perfect for packing shoes in suitcase. Washable Gloves have elastic at each end to make them easy to put on. Stretch to any ladies' or men's shoes. 4 pairs, \$2.00; 12 pairs, \$5.00 ppd. Wittmann Textiles, Dept. EL-1, 6787 Southboro Sta., West Palm Beach, Fla. 33405.



DRIVER AID. "Motorist Left Leg Equalizer" keeps driver's left leg equal and parallel with the right, making his body sit straight. This could eliminate aches of left leg and back experienced by many drivers. Easily installed. \$4.95 ppd. H. D. Bowman Co., Dept. L. P. O. Box 735, Raleigh, N. C. 27602. (Patent Pending.)

"ALWAYS SEND CHECK OR MONEY ORDER
—NOT CASH—WITH YOUR ORDERS"

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

Relax Into A Youthful Shape Without Exercise

Trim your waistline without any effort. 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 bulky, cumbersome weights!

Based on the method athletes use to lose weight fast, WAIST-AWAY is 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 sweat off moisture content in the 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 COD.

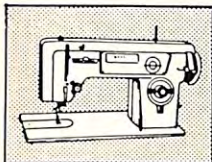


Singer
TONY MARTIN
wears the
WAIST-AWAY Belt
to stay in trim shape for his personal appearances.

10 Day money-back guarantee.
WAIST-AWAY BELT postpaid \$9.95
Add local sales tax. (NYC 6%)

IBEM SALES CORP., Dept. EL-492, 509 Fifth Ave., New York, N. Y. 10017

How Much Did You Overpay Today?



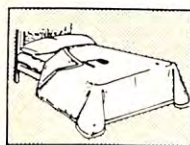
If you just bought this nationally advertised portable sewing machine for \$99.95, you overpaid by \$64.95!

Because you can actually buy the very same sewing machine direct from America's largest factory buying club—Unity Buying Service—and you pay only the rock-bottom factory price of \$35.00.

What's more, you can buy thousands of everyday items direct from this remarkable club—everything from toothbrushes to TV sets—all at factory prices. Factory prices that completely eliminate the fat middlemen's markups you're usually stuck with! Factory prices that we believe are the very lowest anywhere. And our confidential price book (for members only) PROVES the truth of this statement beyond any doubt.

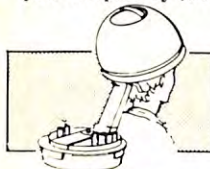
FOR EXAMPLE:

If you just bought this nationally advertised watch for \$39.95, you overpaid by \$21.95!



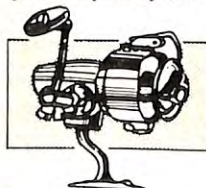
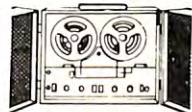
If you just bought this fully automatic electric blanket for \$24.95, you overpaid by \$12.80!

If you just bought this beautiful bone china dinnerware service for \$171.95, you overpaid by \$91.95!



If you just bought this top quality portable hairdryer for \$22.95, you overpaid by \$12.46!

If you just bought this nationally advertised tape recorder for \$399.50, you overpaid by \$249.75!



If you just bought this famous make spinning reel for \$28.50, you overpaid by \$15.68!

For obvious reasons, we are not permitted to reveal brand names in this announcement. (One look at our prices tells you why.) But the names are clearly stated in our catalog—and they include the most famous and respected manufacturers in America . . . brands you'll recognize instantly.

The Best Inflation-Fighter Of All!

For the past 10 years, Unity Buying Service has been battling inflation. And we've found the way to win. A simple, proven way that puts an end to the padded prices you've been paying for almost everything you buy. A way that is so successful, it can save hundreds, even thousands

of dollars a year for each of the more than 400,000 people who have already joined us in our fight. This is your invitation to join.

You Always Buy At The Factory Price

The way Unity Buying Service works is really quite simple. As a new member, you receive our 420-page, full-color current catalog of first quality, name brand merchandise. More than 10,000 dependable, nationally advertised items, the kind featured by reputable department stores and merchants in your area, and in well-known national mail-order catalogs.

But there's one vital difference between Unity's catalog and others you may have seen. The selling prices shown in our catalog are NOT your prices. Your prices are the factory prices which average over 50% less than those shown in the catalog. These astoundingly low factory prices are all provided for you in the confidential Factory Price Book that all club members receive. This Price Book gives you your cost for each of the thousands of top-quality items in your Unity catalog. You pay only the price listed under "Your Cost" plus a modest 6% handling charge.

Guaranteed First Quality National Brands

Everything you order from Unity is brand new, nationally recognized, first quality merchandise in original factory cartons. Everything is guaranteed to please you . . . you must be completely satisfied, or simply return the item for exchange or full refund. All catalog items are stocked in our own modern warehouse where your orders are filled and shipped immediately. (Only exceptions are a few extra heavy or special order items.) You deal directly with Unity—and only Unity—at all times.

Earn Big Money In Your Spare Time!

Now, at last, you can buy dependable, nationally famous brands at factory prices, the way wholesalers and distributors do . . . the same wholesalers and distributors who supply all types of stores including discount houses. Imagine the tremendous savings! Savings so big, you can actually earn a substantial second income by acting as a local buying service, and selling to your friends and neighbors. Here's how easy it is: You offer your customers any merchandise in the Unity catalog at dealer prices or below. And earn an average 25% profit for yourself. For example, let's suppose a friend wants to buy a nationally advertised AM/FM solid state multiplex tuner with 8-track cartridge player and speaker system. The unit carries a suggested list price of \$199.95. Regular dealer cost is \$169.95—but you pay only the factory price, \$122.20. Your friend pays the dealer price and saves \$30.00, while you make a clear profit of \$47.75 on this one sale alone!

Before long, the word will get around, and you could be handling orders for thousands of dollars worth of merchandise. Your substantial profits mount quickly into a sizable year-round income—and all you invest is a few hours of your spare time!

Whether you use your Unity membership for your own orders, for your customers' orders—or both—you can save many times the low membership fee of \$6 with just your first purchase.

Even Greater Bargains!

As a Unity member, you always share in our tremendous buying power. For example, our closeout buyers continually comb the markets to bring you recently discontinued, top quality

merchandise at a mere fraction of the manufacturer's cost! These incredible values are described and offered to you in periodic Closeout Bulletins—available only to Club members, of course.

But remember—whether you select from our Closeout Bulletins or our huge 420-page catalog, you are under no obligation to buy any minimum quantity. In fact, you are under no obligation to buy anything at all. You order as little or as much as you want, when you want it. No need to wait around for seasonal sales at your local stores. Unity's fantastically low factory prices are available to you at all times . . . yours to enjoy 365 days a year!

Prove It Yourself! 30-Day No-Risk Trial!

Accept a trial membership without risking a single penny. Simply mail application. By return mail, we'll rush the Club's beautifully illustrated 420-page merchandise catalog and your confidential Factory Price Book. Examine everything thoroughly at your leisure. You must be convinced that these are by far the lowest prices you've ever seen anywhere for such top quality merchandise. Otherwise, merely return the membership material within 30 days for a full refund of your enrollment fee, promptly and without question.

Take advantage of this no-risk opportunity to get twice as much for almost every dollar you spend from now on! You simply can't lose. Mail the application today for sure!

YOU CHOOSE FROM MORE THAN 10,000 NATIONALLY RECOGNIZED TOP-QUALITY ITEMS AT ROCK-BOTTOM FACTORY PRICES.

Here's just a small sampling of the merchandise available to you as a Club member:

Apparel	Giftware	Silverplate
Auto	Heaters	Sports Equipment
Accessories	Hosiery	Stereo Equipment
Bicycles	Jewelry	Tape Recorders
Blankets	Lamps	Television
Books	Luggage	Tires
Broilers	Musical	Tools
Cameras	Instruments	Toys
China	Phonographs	Typewriters
Clocks	Radios	Vacuum
Cookware	Ranges	Cleaners
Cutlery	Refrigerators	Washing
Encyclopedias	Sewing	Machines
Furniture	Machines	Watches
Furs	Shavers	Wigs

THE GREATER THE INFLATION, THE GREATER YOUR NEED FOR UNITY.

Unity Buying Service, Inc.

Dept. 806, Mt. Vernon, N.Y. 10551

30-DAY NO-RISK TRIAL! MAIL APPLICATION NOW!

Unity Buying Service, Inc.

Dept. 806, Mt. Vernon, N.Y. 10551

Yes, please enroll me as a member of your Factory Buying Club for one full year and rush my giant 420-page current catalog and confidential Factory Price Book for my personal use. I will also receive the 420-page 1971-72 catalog plus special closeout bulletins as they are issued. I understand there is no obligation to purchase anything. However, any merchandise I do decide to buy will always be shipped to me at rock-bottom factory prices. If not absolutely delighted, I may return the membership material within 30 days for prompt refund of membership fee.

I enclose \$6.00 check cash
 money order

to cover one full year's membership.

Print Name _____

Address _____

City _____

State _____

Zip _____

Don't pay
thru the
NOSE
for banquet
tables...

ORDER DIRECT
FROM

Monroe

Churches, schools, clubs, lodges and other organizations save up to 30, 40—even 50%!—on top quality tables, chairs and other equipment by ordering DIRECT FROM MONROE! Find out how much you can save, too! Mail coupon today for FREE catalog!

THE MONROE TABLE COMPANY
90 Church St., Colfax, Iowa 50054
Please mail me your new catalog.

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____



Stop Slipping On Ice!

NEW ARMY

ICE CREEPERS
\$2.00 pair plus
50c pstg.

Adjustable to any size foot. Wear them on any shoe or boot. Sharp cleats cut through ice or sleet to give you sure footing. A must for ice fishermen, hunters, outdoor workers, etc. Money back if not delighted!

FREE Outdoor Catalog

New 48-page fully illustrated catalog contains over 700 exciting and unusual camping, hunting, fishing and Gov't surplus items. Order your FREE copy today.

Money-Back Guarantee of Satisfaction

P & S SALES, Dept. R-1, Box 45095
3818 S. 79th East Ave., Tulsa, Okla. 74145

Ship.....Ice Creepers. Send FREE Catalog.
 Payment Enclosed \$
Charge BankAmericard Master Charge

Acc't No. _____
Name _____
Address _____
State _____ Zip _____

Read the tiniest print instantly!

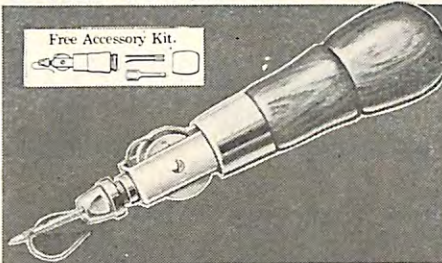


With these deluxe fashionable
"HALF FRAME" Reading Glasses

These "Ben Franklin" style glasses are a perfect aid in reading fine print in phone books, programs, etc. Wear "look over" specs and have normal vision without removing. Black with silver threads, Brown with gold threads, Brown Tortoise or Jet Black. Specify men's or women's. With case only **\$5.95** ppd.

JOY OPTICAL no orders for N.Y. del'y
Dept. 332, 84 Fifth Ave., New York, N.Y. 10011

**SUPER AWL SEWS LEATHER
& ALL TOUGH MATERIALS!**



This SUPER AWL works like a machine. Sews and repairs extra tough materials, like thick naugahyde, upholstery, leather, heavy canvas. Saves you many times its low cost! Sews and repairs convertible tops, seat covers, shoes, luggage, ladies bags, etc.

MAKES DURABLE LOCKSTITCH

This amazing awl actually gives you a lockstitch—just like an industrial machine. Fully automatic! Simply push in and pull out, and it's done! Repairs become even stronger than when new. This is a heavy duty, ruggedly made type awl. Some are in service for over 10 years!

FREE—TO YOU—FREE

You get 2 special needles and a utility wrench that fit in the handle. Extra Bonus: a 30 foot spool of an extra tough, extra strong waxed thread—enough for scores of repairs! Nothing else to buy. You can make repairs immediately after receiving yours. Order now for prompt delivery!

No.5029-Awl...\$1.98 + 25¢ postage=\$2.23
N. Y. State residents please add appropriate sales tax.

FOSTER-TRENT INC., DEPT. 512-A.
349 Post Rd, Larchmont, N.Y. 10538

BE TALLER Instantly!

BY FULL 2"

Tired of being called shorty? Slip these invisible pads in any pair of shoes. Now step into them and add 2 inches in height. THE SAME INCREASE AS EXPENSIVE HEIGHT INCREASING SHOES, to give you new poise and self confidence—a key to success and romance. No one will suspect that you are wearing them. LIGHT-WEIGHT FOAM RUBBER CUSHION CORK PADS fit securely without gluing, interchangeable in any shoes. Scientifically designed for walking comfort, aids posture. Worn by thousands. Durable, shock absorbing. State Man's or Woman's shoe size.



INVISIBLE
"LIFTEE"
HEIGHT
PAD

SEND NO MONEY! Free 10 Day Trial!

Just send name and address. Pay postman on delivery, only \$1.98 plus postage per pair of "LIFTEE" HEIGHT INCREASE PADS. Or send only \$1.98 with order and we pay postage (2 prs \$3.50, 3 prs \$5.00) 10 DAY TRIAL MUST SATISFY OR MONEY REFUNDED.

THE LIFTEE CO., Dept. R871, Box 608, Church St., N.Y.C. 10008

1000 RETURN ADDRESS LABELS

\$1.00

USE YOUR
"ZIP" CODE
RICH GOLD TRIM
FREE HANDY BOX



Quick and easy way to put your name and return address on letters, checks, books, records, etc. ANY name, address and Zip code up to 4 lines, beautifully printed in black on white gummed labels with rich gold trim. 2" long. Free decorative box for purse or desk. Set of 1000 labels just \$1 postpaid. Money back if not pleased. Don't know your Zip code? We'll look it up for you. Send for free catalog.

3291 Drake Building

Walter Drake Colorado Springs, Colo. 80901

ELKS FAMILY SHOPPER



PIGSKIN SUEDE CAP. Smart Ivy League styling plus extra strong leather make this topper a must for country or city wear. Very comfortable. Lined and Scotchgarded; retains shape in any weather. Loden Green or Maverick Brown. Send head size (6 3/4"-7 5/8") \$4.95 ppd. Deerskin Trading Post, Rt. 1 at 114, Danvers, Mass. 01923



YOU CAN LEARN DRAFTING AT HOME by a "Quick Learn" method and qualify for a high salary, prestige career as a draftsman. Send for self-scoring aptitude test to see if drafting is for you and free 5-way drafting instrument. Approved for veterans. No. American School of Drafting, 4500 Campus Dr., Dept. 63801, Newport, Ca. 92660.



AUTO TUNE-UP-TAPE talks you through a complete auto tune-up while you do it. Step-by-Step instructions are like having an expert mechanic at your side. Included is a large diagram of your engine plus a list of the simple tools and parts needed. \$9.95 ppd. State car model. Coursette System, Inc. 104 Fifth Ave., New York, N. Y. 10011.



320 WESTERN & COUNTRY SONGS are part of the Guitar Instructions that will teach you to play in one week. Included are songs with words, music, chord selectors, guitar tuner and complete instructions. No tedious exercises necessary. \$4.98 ppd. Terry Elliott Co., Dept. EG-2, P. O. Box 1918, Grand Central Sta., New York 10017.

ELKS FAMILY SHOPPER



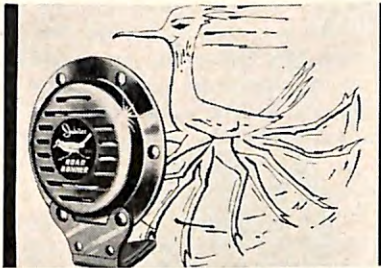
COIN COLLECTOR'S SPECIAL—First edition 1938 Jefferson Nickel. Scarce coin increases in value every year. In collector-quality circulated condition, \$1.98; almost new, \$4.98; brilliant uncirculated, \$8.98. 32-pg. guidebook, catalog with order, free; otherwise, 50c. Coin Guild, Dept. EL-1, 2928-41 Ave., Long Island City, N.Y. 11101.



MEET "SMILEY" a famous Ivy League hand-finished ceramic collector piece. 12" high; blue, yellow or green. Also: The Garden Elf, brown/yellow or blue/light blue; The Happy Skier, green, orange or purple; The Skirted Girl, lavender, pink or yellow. \$9.95 ea. plus \$1.00 shpg. Ivy League Creations, Dept. EL1, 49 W. 44 St., N. Y., 10036.

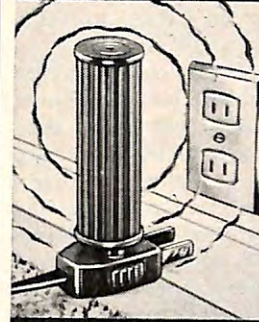


NEW PHOTOLABELS. Your favorite photo is printed with 4-line name, address or message on large 2½" x ¾" gummed labels. Great for business or organization use. Send any photo, returned unharmed (no negatives). 500 labels, padded, \$2.95 ppd. Pa. Res. Add tax. HMR Personalis, Dept. 171 SE, 65 Laurel Dr., Scranton, Pa. 18505.



MAKE WAY FOR "ROAD RUNNER", the horn that lets everyone know you're coming. A tap on the horn button brings the distinctive "Beep! Beep!" 4" x 5½" x 6½", attached to any car. With horn-button control and instructions for mounting. #2493. \$8.98 plus 75c post. Hobi, Dept. E-1, 35 Engel St., Hicksville, N.Y. 11802.

URNS HOUSE
WIRING INTO
GIANT
TV ANTENNA



**BRINGS BEST
TV & RADIO
RECEPTION!**

Amazing electronic invention does the job! No costly antenna installation... no bothersome rabbit ears. Just plug indoor TV antenna into any wall outlet—it instantly turns your own house wiring system into a giant antenna. Uses absolutely no current so there's nothing to wear out. Great for FM radio, too. 3½x2". Instr. incl. 13326 1.99
Add 29c postage

BRECK'S OF BOSTON SINCE 1818
N08 BRECK BLDG., BOSTON, MASS. 02210

COOPERATE

WITH THE ZIP CODE PROGRAM
OF THE POST OFFICE DEPARTMENT

USE ZIP CODE NUMBERS

IN ALL ADDRESSES

Rediscover the 2,000 year-old way to relax

The ancient Romans knew steam soothed as well as deep-cleaned. It's one reason the daily spa was so important in Roman life. We think they had a good idea. So we borrowed it, improved on it, and developed the Battle Creek mobile Nusauna steam bath.

Our Nusauna stimulates circulation. Flushes out ground-in dirt. Wrings out excess body fluids. And massages away muscular aches. The result is you feel better and have more vibrant, younger-looking skin.

What else? During a ten-day, in-home trial you find out our Nusauna wasn't built in a day. It's hand-crafted.



Portable. Compact (only 27 inches wide) yet comfortable for the biggest man. Has a foam-backed five position seat. So watertight, you can even use it on that living room carpet. Requires no plumbing (just plug it in, anywhere). Comes with a timer and thermostat and is UL approved.

So why not send for more information about the Nusauna today? That way you won't have to wait too long before you can start relaxing.

Battle Creek Equipment Co. Dept. 12-A
307 West Jackson Street
Battle Creek, Michigan 49016



Gentlemen:
Get some steam up and rush me your free, full-color brochure which further illustrates and describes the many advantages of the Nusauna, as well as outlines the details of your 10-day, in-home trial offer.

Name _____
Address _____
City _____
State _____ Zip _____

Hawaii

(Continued from page 34)

refers to as "the world's most authentic antique railroad."

Blowing the whistle on McKelvey's railroad is 61-year-old Fernando Villaverda, who came out of retirement to take charge of the locomotives. Before this he blew the whistle for the Pioneer Mill Railroad. There was more than one misty eye as the Lahaina-Kaanapali & Pacific Railroad made its debut several months ago. It was Maui's big splash. Islanders arrived in period costumes of the 1890s. Hawaiian warriors marched across the trestle blowing on conch shells. Spectators stood at attention while the band played the Hawaiian Anthem. There were shouts and there were tears. After this everyone piled into coaches for a ceremonial ride along the six-mile track. Eventually the LK&PRR will chug down the center of a pedestrian mall which the Lahaina Restoration Committee intends to create in the center of the old whaling village. In keeping with the scheme of things, no building may go higher than three stories in Lahaina. Not a shingle can be touched without the approval of the Lahaina Restoration Committee.

Only five years ago waves rolling in from Molokai and Lanai broke on virgin sands. Then Sheraton arrived with its upside down hotel, anchoring it to black rock Promontory. In regards to Sheraton, its hotel fits snugly into the scene. Next came the Royal Lahaina a scattering of cottages beside Kaanapali's magnificent golf course set in the foothills of the Honolulu Mountains. Travelodge has arrived along with a condominium complex called Maui El Dorado. Hilton put ashore a couple of years ago with one of his more attractive hotels, and now Inter-Island Resorts is busy building the 250-room Maui Surf. Presently 1,000 hotel rooms line Kaanapali beach. Within 18 months another 600 will be completed. While the future of Kaanapali Beach is questionable, Lahaina it appears will be saved by its Restoration Committee. At the same time, Mac McKelvey is giving back something of the old Hawaii with his railroad. No, Maui hasn't really gone the way of Waikiki. Not yet anyway. You need only drive off to Fleming Beach to be reminded. Hawaiians cook evening meals over keawe fires, and there's another beach called Pohakupule, which seldom is seen by the tourists. At sunset the sky is drained of its blueness at Pohakupule until it becomes almost transparent. Islanders go there who've never been away from Maui. Do you suppose they know how blessed they are?

I must tell you, though, about a beach called Honopu on the garden island of Kauai. There were only my footprints on the beach as I took an evening stroll. Mine and the tracks of a lone bird of the sea. The sea bird walked drunkenly across the white sand. We were alone in a world that was unchanged through centuries. Sheer cliffs fell to the beach; lava cliffs so high they were lost in the heavens.

Up so far that it looked smaller than a kitten, stood a wild goat, on the very edge of the cliffs. There was no other life. None visible, anyway. Just the goat and sea bird and me. The other world was far away—the world of the atom and the automobile, a world I'd left behind only a few hours before.

This new world of sand and sea and lava cliffs was silent, except for the wind and the waves and an occasional gull crying forlornly. Dead center of this lonesome lovely beach stood an outcropping of lava, perhaps 300 feet high. In the volcanic violence of its creation, in the very beginning the lava had flowed to the sea, leaving behind a natural arch. So huge is the arch a jet airplane could fly through it easily. During succeeding generations the sea and the wind sculpted and polished the arch until today it is a giant frame for the waterfall that spills from the

cliff stretching out behind it.

The arch divides the beach, known as Honopu, into two separate strands. It is, I believe, the loveliest beach on earth, a Hawaiian beach totally deserted, miles from civilization—one's dream when 5 o'clock comes on a Los Angeles freeway. There is only one practical method for visiting Honopu. To come by sea is difficult, if not suicidal, for the amateur, anyway. The tides are powerful. By land the cliffs isolate it from all else. The cliffs are impossible to scale, and the sands of Honopu are much too soft for landing an airplane. So you arrive like the sea bird I spoke of. By helicopter.

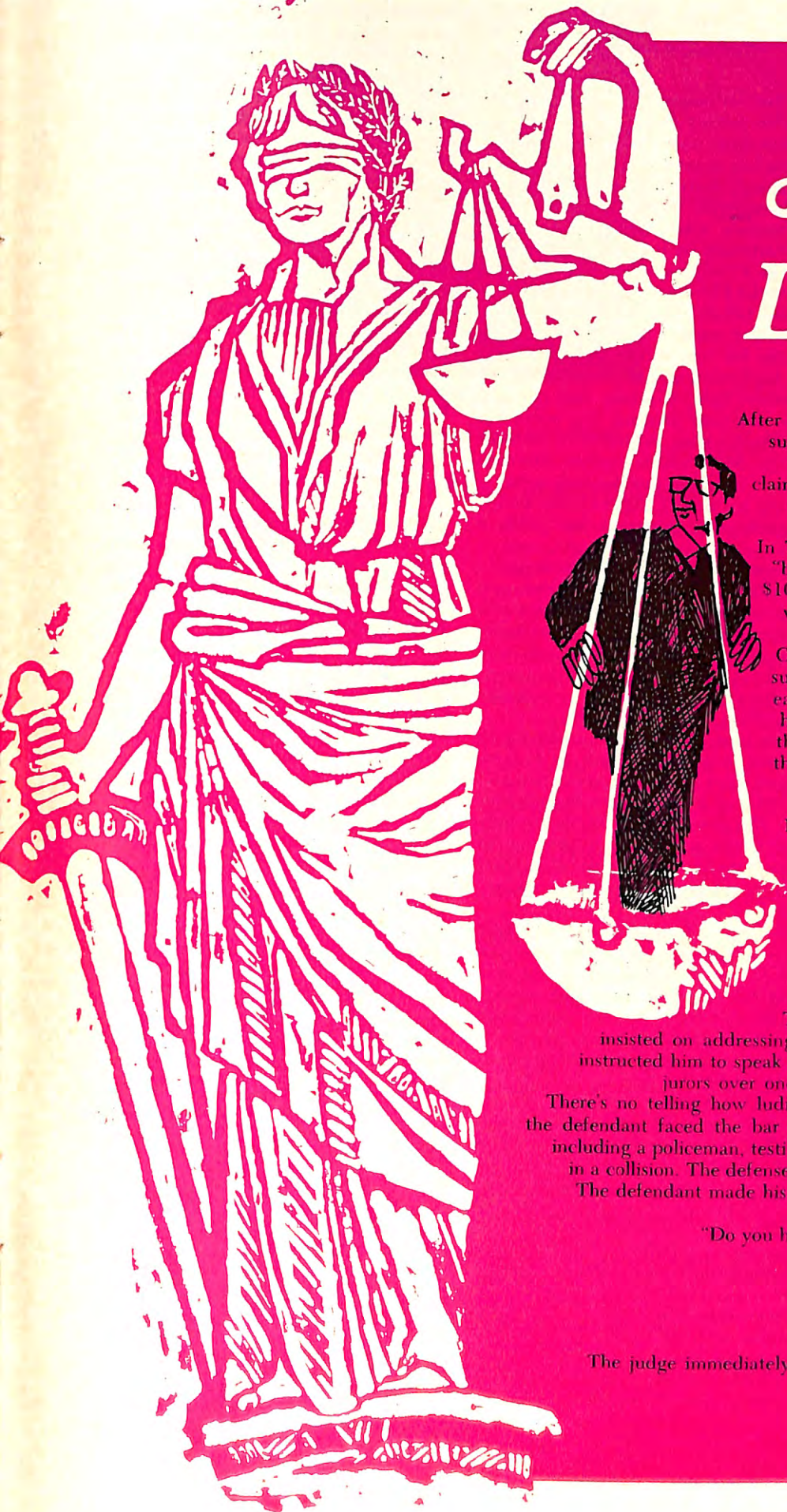
The islands were barely awakening this recent morning as Jack Harter snapped shut the door on his helicopter. Moments later we were cruising above a land without a single trail, overflying jungles that had never known the footstep of man—and probably never will. Ahead Waialeale, the wettest spot on earth, was quilted in clouds. Once the heavens poured 620 inches of rain on Waialeale in a single year. The average, nearly 500 inches a year. Below the stormy plateau, Waikoko Crater is flooded by the runoff waters. Harter flew his helicopter directly into the volcano. It had raged 10 million years ago

(Continued on page 50)



Boy Scouts Honor GER

Paying tribute to the Elks for their continued support of the Boy Scouts, the national office of the Boy Scouts of America in North Brunswick, N. J., honored GER Glenn L. Miller at a special luncheon attended by a host of New Jersey Elks. Brother Miller received a Boy Scout statuette with a desk thermometer from Marshall Monroe, administrative assistant chief scout executive. There are more than 1,000 scout troops sponsored by Elks lodges throughout the country.



Loony Lawsuits

by Frank L. Remington

After an altercation an indignant Kentucky woman sued a neighboring housewife for using foul and abusive language. In the lawsuit the plaintiff claimed \$75 damages, but allowed a \$45 credit for the scurrilous language she had used in return against the defendant.

In Texas, a criminal sued two deputy sheriffs for "breach of contract." He claimed he'd paid them \$100 apiece not to testify against him. The officers violated their contract, the plaintiff declared, by appearing as witnesses for the prosecution.

Court records across the land are loaded with such loony lawsuits. Americans, it seems, sue each other at the slightest provocation, and they hesitate not one moment in bringing suit against the government. Justifiable as the cases might be they frequently seem outlandish to the spectator, as does some of the courtroom action which ranges from the humorous to the bizarre.

In a Fort Worth, Texas, courtroom His Honor told two defendants that their case could be decided immediately, if they would waive a waiting period. Their attorney advised them to waive, whereupon both defendants raised their right hands and waved at the judge.

In another case in Richmond, Virginia, the District Attorney was doing the questioning. The witness was exceedingly co-operative, but insisted on addressing his answers to the D.A. himself. The D.A. instructed him to speak to the jury. The witness thereupon looked the jurors over one by one, nodded affably, and said "Howdy." There's no telling how ludicrous a court case may be. In a recent trial the defendant faced the bar charged with drunk driving. Five witnesses, including a policeman, testified that he had driven an automobile involved in a collision. The defense attorney called his client to the witness stand. The defendant made his way carefully but stumbled on a step leading to the witness chair.

"Do you have a driver's license?" his attorney asked him.

"No," the defendant answered.

"Do you know how to drive?"

"No."

"Why don't you know how to drive?"

"Because I'm blind."

The judge immediately discharged the defendant and directed that
(Continued on page 48)

FINE ELKS JEWELRY

**GUARANTEED,
LOW-PRICED!**



PAST EXALTED RULER RING

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

No. E-3069, without diamond \$28.40
No. E-3069D, with diamond \$41.65

MEMBER EMBLEM RING

Same as above, without P.E.R. bar.
No. E-3026 \$27.45

When ordering rings, please specify size.

Prices F.O.B. Chicago.

SEND FOR CATALOG



Past Exalted Ruler Lapel Button

10K solid gold; post fastener, no button hole needed. No. EB-2, w/o diamond \$6.95

No. EB-2D, with diamond \$20.20



Member Lapel Button

10K gold filled; post fastener, no button hole needed. No. E-81 \$3.50

No. E-81P gold plated \$1.60



Year Member and Life Member Buttons

In gold plate 5-50 yrs. and Life ea. \$2.45

10K gold-filled w diamond 25-50 yrs. and Life ea. \$19.35



RUSSELL-HAMPTON CO.

Dept. E, 15 South Wacker Drive Chicago, Illinois 60606

"Coupon for advertisement on 4th Cover"

HOBBI L-11
2105 Hobi Bldg., Hicksville, N.Y. 11802
Div. of Bevis Industries, Inc.

Please rush _____ imported Snow Melters. Only \$14.95 each plus \$1.00 for postage and handling. If I am not absolutely delighted, I may return order for prompt refund, or full cancellation of purchase price any time within 10 days.
N.Y. residents add sales tax. No C.O.D.s

Check Money Order for \$ _____ enclosed.

Charge my Diners Club # _____

Carte Blanche # _____

Name _____
(signature)

Address _____

City _____ State _____ Zip _____

If Ruptured TRY THIS OUT

Modern Protection Provides Great Comfort and Holding Security

An "eye-opening" revelation in sensible and comfortable reducible rupture protection may be yours for the asking, without cost or obligation. Full details of the new and different Rice Support will be sent you Free. Here's a Support that has brought joy and comfort to thousands—by releasing them from Trusses that bind and cut. Designed to securely hold a rupture up and in where it belongs and yet give freedom of body and genuine comfort. For full information—write today! WILLIAM S. RICE, Inc., ADAMS, N. Y., 13605 DEPT. 13T.

Make Rubber Stamps for BIG PAY



Need more money? Earn \$60-\$75 a week, spare time, at home making rubber stamps for offices, factories, individuals. Hundreds of uses. Hundreds of prospects—everywhere. Right in your own community. Turn out special stamps for names, addresses, notices, prices, etc., in minutes with table-top machine. We furnish everything and help finance you, at less than bank rates. Write for free facts. No salesman will call.

Rubber Stamp Div. 1512 Jarvis, Dept. R-24-AA, Chicago 60626

Loony Lawsuits (Continued from page 47)

the five witnesses be investigated for possible perjury charges.

Most cities and counties must defend themselves constantly from a multitude of damage suits filed against them by local residents. In New York an adamant woman sued the city for injuries she sustained in jumping from a window of a burning building. She maintained the Fire Department should have arrived before she jumped.

Another woman brought suit against the city for "operating the traffic lights in a haphazard and improper manner." A certain light, it seems, had changed while she was crossing the street. In Port Washington, Wisconsin, a motorist filed a \$600 claim against Ozaukee County, charging that he had to buy a hearing aid after a highway cop pulled alongside and deafened him with a siren.

Schools and colleges, too, come in for their share of court suits. In one case an irate mother sued a teacher for telling her little boy the truth about Santa Claus. And a New York college man brought suit against his alma mater, claiming the institution had been remiss in instilling him with wisdom.

Love and marriage frequently figure in court suits. A Lothario in Indiana went to court after his fiancée jilted him and refused to return the engagement ring. The court ruled the young lady could retain possession of the ring to compensate her for the costs of lighting and heating her parlor during the romance.

Another girl missed an important date with her boy friend because the clock in the restaurant where she was eating was running slow. She arrived late for her tryst, but her sweetheart had already gone and never did return. Thereupon she sued the restaurant to reimburse her for her lost lover.

In New York, a lady who lost a thumb in a traffic accident sued the offending driver for \$25,000. The court asked her why she valued the lost digit so highly. "Because," she asserted, "that was the thumb I kept my husband under!"

Patients frequently sue their doctors. Suffering from an injured hand, a Detroit woman arrived at a hospital, where orderlies wheeled her into an operating room and a doctor began removing her gall bladder. He was halfway through the job before someone discovered he was operating on the wrong patient. But it was too late by that time. The woman valued her missing organ at \$100,000 and sued the surgeon for that amount. Another woman brought suit against a surgeon for \$200,000.

He'd removed her appendix a quarter of a century ago—and left a surgical needle within the incision.

The medical men frequently strike back with their own litigation. A New Orleans physician brought suit against a newspaper for libel for the most surprising reason: the journal had praised his skill as a surgeon. It developed that practice in public prints can damage a doctor's reputation, for it might be construed as advertising. And that is strictly contrary to medical ethics. The court awarded him a sizable judgment.

Participants at court trials frequently inject comical and singular notes into the proceedings. One defendant was granted a new trial because a jury returned a verdict of "Guilty, I guess." Likewise a new trial had to be called in a Pennsylvania case. The twelve "good men and true" sat through hours of testimony, then deliberated the case for thirty minutes before it was discovered that one of its members hadn't heard a word of any of it. He was stone deaf!

On occasion a witness turns the tables on an attorney. One day a young doctor, apparently flustered by his first appearance in court, took the stand to testify in a traffic suit. The plaintiff's lawyer, noting the physician's inexperience, pompously set out to discredit his testimony. "I imagine," he said, "that you are thoroughly acquainted with all types of brain concussion?"

"I think so," the medic answered,
(Continued on page 57)



Freedom Week January 17-23

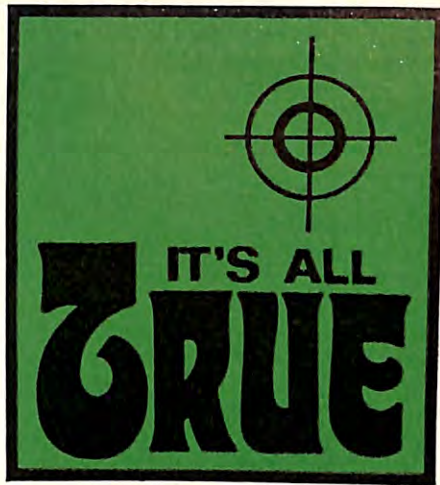
Sincere and lawful dissent has always been a way of life in America, but there are now elements of our society whose stated purpose is to destroy American institutions and overthrow our present form of government. It is no longer enough for Elks to depend on a committee of officers to carry out the patriotic aims of our Order; each member must assume the responsibility of good citizenship that will assure our basic freedoms will continue to exist every week in the year.

Freedom Week, January 17-23, 1971, is a good time for every Elk to rededicate himself as a freedom fighter to defend what has been acquired at a great cost on the part of so many Americans and what is envied and sought after by so many others in the world.

Elks serve America better because it is traditional with the Order to set aside this week in January to pay tribute to those who provided us with the freedoms we cherish so much. Every Elk serves America when he takes a stand to preserve them.

Edward L. Harbaugh, Chairman
GL Americanism Committee





BY BILL TRUE

World Professional Casting Champion

STALKING THE KEYS "ELECTRICALLY"

Calling for skills learned at both fishing and hunting, stalking the gamefish of the Florida Keys "flats" is one of my favorite kinds of angling. But there have been drawbacks. The skilled Keys "Back Country" guides—those who specialize in bonefish, permit, and tarpon in shallow water—have since time immemorial had to rely on the long pushpole for traveling the flats while actually stalking the fish. Usually the Keys Back Country guide's skiffs are powered by a 100-plus horsepower outboard motor to get out to the fishing grounds. But once there, the motor is tilted up and the guide starts the laborious process of poling his angler over the flats in search of the fish.

Since the bonefish, permit, and tarpon are among the wariest gamefish in the world, the outboard is out while you're doing the actual fishing. And you literally stalk the fish you're after. You sight the fish, sneak quietly as possible into good casting position, then attempt to lure a specific fish into hitting your offering. Tough, exciting fishing indeed, calling for patience, good eyesight, casting skill—and silence.

Now something new has been

added to obtain that necessary silence in the shallow water. In place of the ubiquitous pushpole (which often spooks the fish with the noise it makes hitting the bottom) you will find more and more Keys guides using the little electric fishing motors I have told you about in the past for fresh water fishing. They are silent. And I recently was among a party fishing the Lower Keys to see just how well they work for this most demanding style of angling.

I fished with Arlin Leiby, a noted Marathon guide, and Bill Laurent, tackle company executive. In a single morning of fishing near the Content Keys, we were able to get within 20 feet of a school of permit—wariest of the wary—five feet from a big cruising tarpon, and so close to bonefish that I could look down from the bow of the fishing skiff directly at a big "bone" quietly finning and totally un-spooked by the motor. In each case, the little electric fishing motor was running at full power at the time!

So add a new dimension to fishing the salt water flats. It's only a matter of time that the sight of a guide poling a boat in the Keys becomes a rare phenomenon.

TIP OF THE MONTH

If you're interested in the exciting fishing to be found in the Florida Keys year around, here are a couple guides you can contact for bookings, either with them or with other skilled professionals who fish the Back Country:

Capt. Jim Brewer
P. O. Box 965
Islamorada, Fla. 33036
305-664-4606

Capt. Arlin Leiby
813—30th St., Ocean
Marathon, Fla. 33050
305-743-6566

FLORIDA DISCOVERY CRUISES



M/V MOUNT HOPE

Cruise Florida's Inland Waterways from St. Pete — 3, 5, and 10 day trips. New 40 passenger air-conditioned mini-liner. 20 cabins, each with own facilities. Sails smooth inland waters to beautiful semi-tropical islands, up scenic rivers across Lake Okeechobee to Cape Kennedy Space Center. Costs little more than motel living. November thru April. New England and Canada Summer Cruises from Warren, R. I. For brochure and information write Dept. E American Canadian Line, Box 368, Warren, R. I. 02885

NAME _____
STREET _____
CITY _____ STATE _____

LAS VEGAS NOVELTY SALES

Suggests

Play BRIDGE and other card games with the same high quality playing cards CASINOS and the professionals use here in Las Vegas.

One Set, Two Decks, Plastic Bridge Cards neatly boxed \$8.50 plus 50c post each. One Deck, U.S. Playing Card Bee Brand, Regular or Pinochle \$1.00 ea. plus 25c post.

also

An authentic Dollar Chip key chain from a world famous Las Vegas Casino (2) \$2.95 ea. plus 25c post.

Las Vegas Novelty Sales, P.O. Box 5061
Airport Branch, Las Vegas, Nevada 89111

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-1 and free bonus offer.

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

BRONZE PLAQUES
FOR ALL OCCASIONS
Write for FREE Catalog P12

Engraved Plaques Catalog T12

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

BASEMENT TOILET

FLUSHES UP

to sewer or septic tank
no digging up floors.

WRITE . . . McPHERSON, INC.

BOX 15133 TAMPA, FLA. 33614



be a TAX CONSULTANT

Income unlimited in ever growing profession. Our students are earning lucrative fees in dignified full or part time home-office business preparing income tax returns during busy tax season. Many operate profitable Business Tax Service with steady monthly fees of \$10-\$50. No bookkeeping experience necessary. We train you at home and help you start. Licensed by N.Y. Education Dept. No agent will call. Write for free literature. Accredited Member National Home Study Council, Veteran Approved.
National Tax Training School
Monsey 12cc. N. Y. 10952

HOW TO PUBLISH YOUR BOOK

Join our successful authors in a complete and reliable publishing program: publicity, advertising, handsome books. Speedy, efficient service. Send for FREE manuscript report & copy of Publish Your Book.

CARLTON PRESS Dept. ELL
84 Fifth Ave., New York 11, N. Y.

(Continued from page 46)

but now it was dead. Silent and flooded. Everywhere waterfalls spilled furiously, one with a drop greater than Angel Falls in Venezuela. The helicopter was like a bird riding a thermal. We flew directly toward the lava wall and suddenly air currents picked us up like a leaf and carried us safely out of the crater. The world's largest high altitude swamp, the Ala Kai, stood at the top of Kauai with floating islands of grass and 5,000-foot drops. The lehua ohia tree, which normally grows 30 feet tall or more, was dwarfed, barely a foot high, stunted by the torrential rains and a lack of sunshine. So wet is it in the heavens of Kauai it is hard to build a fire. The trail is poorly marked. Sometimes climbers get lost on game trails dug into the soil by wild boar, and so it is safest to see it by helicopter.

After circling the rain mountain, we flew south toward the sea. Below, the earth was incredibly green, fed by waterfalls and rivers, the only navigable rivers in Hawaii. The green wetness was everywhere. Along the northern shoreline, Hanalei Plantation took shape on the same beach where Hollywood came to film *South Pacific*. The resort looks off toward the magnificent 4-mile stretch of white sand called Lumahai. From the air I could make out the very place where Mitzi Gaynor tried to *Wash That Man Right Out of Her Hair*. Precisely where Lumahai ends, the earth turns green again, with rice paddies and taro patches, all of it bathed by trade winds and perfumed by the fragrance of tropical blooms. Far below the helicopter, the coastal road came to an end at Haena, marking the beginning of the awesome Na Pali coast, 20 miles of inaccessible shoreline with sheer cliffs dropping hundreds of feet to the sea, blue and green waters slamming into them, white foam rising up to outline this meeting place. Millions of years of ocean anger have dug into the cliffs, creating lonely, deserted beaches. Sometimes in the winter they disappear altogether when huge stormy waves roll in from Alaska.

Ahead was Honopu, the beach where Harter would drop me. He pointed to a valley with an immense waterfall and a natural pool that fed into the sea. It is a favorite spot for honeymooners.

Beyond the honeymoon hideaway, campers are dropped into Kalalau Valley, sometimes for as long as a week. From the sea a trail reaches into the canyon for 2½ miles to a Park Service cabin, or else there is a cave close by the ocean that provides a natural shelter. Garden Island Helicopter Service

(Continued on page 55)

(Continued from page 17)

month!" But what about the fellow who rushes to sign up for such an "opportunity?" Is he greedy or ignorant or stupid—or all three of these? The way to get \$30,000 a year for "just a few spare-time hours each month" is to have \$400,000 in capital paying you 7½% interest. If you want to be successful as an operating franchisee, be prepared to put in a lot of time and hard work in your operation.

Make a thorough investigation!—This includes an investigation by your legal and accounting representatives of the legal and financial aspects of the venture you're planning to go into (on whatever basis). It includes inspecting some of the existing operations in that franchising company, and talking both to some present franchise holders in it and also to some former franchisees (if any.)

Some Opportunities "to avoid!"—These include: (a) enterprises of the "Make Money at Home!" type (many of which are con-game schemes to sell some kind of product to naive low-income individuals who don't realize that they won't be able to sell what they produce at home!); (b) any franchisor who's just operating "out of his hat" (a mail-and-phone service, no bank references, etc.); (c) the low-priced franchising ventures which are simply "initial-fee grabbing" schemes (once they've got your payment for their worthless "franchise," you won't be

hearing from them again!); (d) any franchisor—or franchise promoter—who tried to rush you into signing up or tries to talk you out of consulting a lawyer (avoid those outfits like poison!).

Investor-Operator? Then know your field!—If you know a lot about retail-foods merchandising but very little about proprietary educational services—well, you get the point. (Keep in mind the distinction between being simply an investor and being an investor with managerial responsibilities!)

Be sure you understand the terms!—Too many franchisees have signed up without even bothering to try to get a full knowledge of the agreement they were entering into. In some cases the franchisor pressured them into signing up—but in the final analysis they had only themselves to blame. (You can see why some of the reputable franchisors insist that the franchisee's lawyer be present at agreement-signing time!)

Forget about "the Romance of Franchising!"—Franchising has been called "the last frontier of the small-businessman" and "the idiot-proof self-employment opportunity" and so on. Forget it! Franchising is a tough, competitive industry—with increasing emphasis on large investment and on salaried management at the local outlet level. There definitely are opportunities for the "little fellow"—if he's careful and is willing to work hard.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

(Act of October 23, 1962: Section 4369. Title 39. United States Code)

1. Date of filing: September, 1970.
2. Title of Publication: THE ELKS MAGAZINE.
3. Frequency of issue: Monthly.
4. Location of known office of publication: 425 W. Diversey Parkway, Chicago, Cook, Illinois 60614.
5. Location of the headquarters or general business offices of the publishers: 425 W. Diversey Parkway, Chicago, Cook, Illinois 60614.
6. Names and addresses of publisher, editor, and managing editor:
National Memorial & Publication Commission
—B.P.O. Elks of U.S.A., 425 W. Diversey Parkway, Chicago, Illinois 60614.
General Manager: Wm. H. Magrath, 425 W. Diversey Parkway, Chicago, Illinois 60614.
7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or

more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given.)

Benevolent & Protective Order of Elks of the United States of America (a National Fraternal Organization), 2750 Lakeview Avenue, Chicago, Ill. 60614.

8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities (If there are none, so state): None.

9. For completion of nonprofit organizations authorized to mail at special rates (Section 132, 122, Postal Manual) The purpose, function, and non-profit status of this organization and the exempt status for Federal income tax purposes have not changed during preceding 12 months.

	Average No. Copies Each Issue During Preceding 12 Months	Actual Number of Copies of Single Issue Published Nearest to Filing Date
10. EXTENT AND NATURE OF CIRCULATION		
A. Total No. Copies Printed (Net Press Run).....	1,573,406	1,572,295
B. Paid Circulation		
1. Sales Through Dealers and Carriers, Street Vendors and Counter Sales.....	— 0 —	— 0 —
2. Mail Subscriptions.....	1,556,969	1,563,866
C. Total Paid Circulation.....	1,556,969	1,563,866
D. Free Distribution (including samples) By Mail, Carrier or Other Means.....		
E. Total Distribution (Sum of C and D).....	4,109	3,824
F. Office Use, Left-over, Unaccounted, Spoiled After Printing.....	1,561,078	1,567,690
G. Total (Sum of E and F—should equal net press run shown in A).....	12,328	4,605
	1,573,406	1,572,295

I certify that the statements made by me above are correct and complete.
Wm. H. Magrath, General Manager

War Dog Bootcamp

by Ted Pyle

WHEN THE UNITED STATES became involved in Viet Nam, there began one of the most unusual recruiting campaigns in the annals of military history. The Air Force, recruiting for the three branches of the military, scoured the country in an intensive drive to enlist 2000 dogs for service as sentries and scouts. Within weeks, hundreds of green recruits began arriving at Lackland Air Force Base, San Antonio, Texas, for their first taste of military life, war dog bootcamp.

The basic training period lasts for eight weeks and is rugged from start to finish. Obstacle and confidence courses are run daily so the dogs and handlers can reach tip-top condition in minimum time. High performance diets and regular medical checkups are part of the

boot's daily routine; when he graduates from recruit to soldier, a war dog is in the best physical condition of his life. Handlers graduate at the same time, and with their dogs, are sent to duty stations scattered throughout the world where they form one of America's first lines of defense against enemy infiltrators and saboteurs.

Fondly nicknamed "four-footed radar" by GIs, these dogs can scent an enemy a half-mile away. And there are many recorded stories of their heroism and valor that have come from the steaming, snake-infested jungles of Viet Nam.

For example, in August, 1965, Airman 2C Clifford Davis of Knoxville, Tennessee, and his sentry dog were on guard duty at an airbase somewhere in Viet

Nam. The night was quiet as they walked their post along the outer perimeter of the base. Suddenly, the dog—one of the smallest war dogs ever to graduate from Lackland—lunged against Davis, knocking him to the side of the trail. A small yelp of pain and a rustling in the grass told the story. The dog, sensing a deadly snake coiled by the path, knocked his master out of striking distance and took the bite himself, full on the shoulder. Death came in minutes.

In July, 1968, Judo and his handler were walking point for a recon patrol near Da Nang airbase. It was night. Clouds hid the moon. Walking ahead to scout a sharp bend in the trail, Judo suddenly began showing signs that "Charley" was near: ears pricked for-

(Continued on page 58)

At the USAF Sentry Dog School, both handlers and dogs go through intensive training to prepare for their jobs. Confidence courses keep both dog and trainer in shape and builds the dog's stamina, agility, and self-confidence.

A close friendship develops between war dogs and their handlers. They comprise a crack team of highly trained, well-disciplined canine forces that protect our military bases in all parts of the world. Dogs and handlers are never separated.

The moment of truth arrives as this Marine chopper gets set to offload a Marine patrol and their war dog for a two-day patrol in Viet Cong territory. It is for this that handlers and dogs undergo many weeks of intensive training.





TWO GIRLS were the recent recipients of Marquette, Mich., Lodge's Safety and Courtesy award of the month after they found a wallet containing a large sum of money and turned it in to the police department. Those present for the commendation were (from left) Est. Loyal Kt. Don Frailing, Terri Sandstrom, Capt. Roy Matson, Mary Dagenais, and ER Wayne P. Riopelle.

A HANDSOME AWARD, the championship trophy of the Butler County Swim League, is presented to Hamilton, Ohio, Lodge's ER Joseph M. Belvens (left) by Brother Max Stover, chairman of the Swim Boosters committee. The lodge-sponsored swimming and diving team had a dual-meet record of 8 wins, 0 losses, and 1 tie, winning the league championship meet and finishing first among six teams. The team is part of the lodge-sponsored youth activities program.



WINNERS of the Kansas Elks baseball tourney, Chanute Lodge's championship team, pose with their trophies. The team defeated Hay, 5-4; Manhattan, 5-4, and Liberal, 2-0 to win their honor. Champions are (front row from left) Marc McCoy, Kim Childers, Tim Allen, Marty Savedra, C. C. Harris, (middle row) Tom Stockton, team manager, Albert Gutierrez, Joe Ward, Craig Harris, Kevin Follmer, Mickey Ratliff, and (back row) Jerry Ward, Steve Rausch, Steve Edwards, Tim Fairchild, Dave Noland, and Dean Oliver, coach.



NEW ALBANY, Indiana, Lodge honored the recent 50th wedding anniversary of Brother and Mrs. George Dillow Sr. (seated), whose family members all belong to the lodge. Posing behind the celebrated couple are (from left) PER George Dillow Jr., PER Charles E. Dillow, Brother Ronald Dillow, and Brother Carl, a son-in-law. The family, as a whole, represents 76 dedicated years of Elkdom.



DIGNITARIES who attended the recent initiation of nine candidates into Watertown, Wisc., Lodge are (seated, from left) state Secy. C. F. Katzenmeyer, Beaver Dam; PDD Robert W. Speaker, Kenosha; ER Richard A. Johns, and VP Herbert M. Miltzer, GL Auditing and Accounting committeeman, Beaver Dam. Initiated were (standing, from left) Brothers John Bubernak, Robert H. Miller, Fran H. Porter, Michael A. Counsell, Dave Wood, Robert Thompson, Dr. William Ehlinger, LeEarl Peterson, and Frank E. Harvey Jr.



THE CORNERSTONE for the new Parma, Ohio, Lodge quarters was placed during a recent ceremony. Present for the event were (from left) VP Irving W. Davies; Brother Stanley Wojas; Est. Lead. Kt. Donald Kaplan; Brother Lynn W. Leary; In. Gd. Alfred Fitz; Trustee John Pritekel; ER Russell P. Rowland; DDGER W. R. "Doc" Gentile, Willoughby; PER and Trustee Lloyd A. Rashke; Chap. Dr. Wade Harris; Treas. Clarence Mattern; Est. Lect. Kt. John Bokmiller; Est. Loyal Kt. Miles Mattern; PER William E. Platten; Esq. James Geekie; PER Michael J. Oberth; PDD and Secy. David W. Straight; PER Arthur Lang, and PER Raymond L. Mattern.

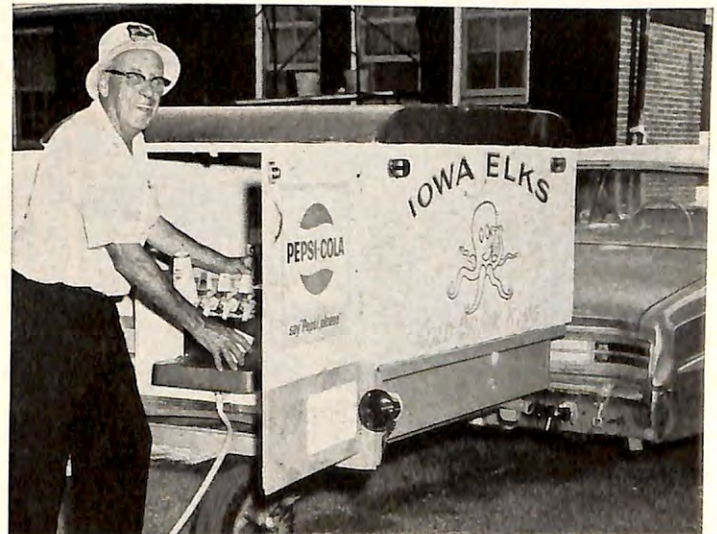


A \$700 CHECK was recently donated to Bismark, N. D., Lodge by the Bismark Duplicate Bridge League. Al Thal (left), league director, makes the presentation to ER Connie Scholl (center) and Brother Chet Wynn-garden, crippled children's committee chairman.

AN ELECTRIC CLOCK designed to chime each evening at 11 p.m., was recently dedicated in the Ionia, Mich., Lodge clubroom. Presented to the lodge through funds raised by the lodge's ladies auxiliary, the clock is the first in the lodge's history. ER Wilfred J. Baragrey (left) received the gift from Mrs. Julie Pierce (center), Elks' ladies president, during ceremonies honoring DDGER Theodore Leemgraven (right), Cadillac. Approximately 100 Elks and guests were present for the dedication.



SIX CANDIDATES sponsored by Brother Bill Wagner (right) pose after their initiation into Wisconsin Rapids, Wis., Lodge. The class of 34 members was the largest in the lodge's history. Present for the ceremony were DDGER Charles W. Gurtler and PDD and PSP Maurice Pohl, Sheboygan.



SUMMER MONTHS are busy ones for Brother Paul Stump. He serves refreshments each week, from June to September, to patients at Knoxville VA Hospital from the little one-wheel trailer designed for that purpose. Brother Stump has been a representative for Oskaloosa, Ia., Lodge at the hospital for the past five years.



A KEY TO THE CITY is presented to Brother Roland McGinnis (center) by St. Joseph, Mich., Mayor W. H. Ehrenberg (left) as ER Mercer P. Fisher looks on. Brother McGinnis was given the key for promoting the visitation of disabled veterans from Chicago to St. Joseph. These trips have been arranged on a regular basis since the end of World War II.



HISTORICAL FLAGS of America were flown on Eau Claire, Wis., Lodge's float entered in the recent Sawdust City Days parade. Americanism from the early days of the wood chopper to the moon landing was displayed on the lodge's parade entry.



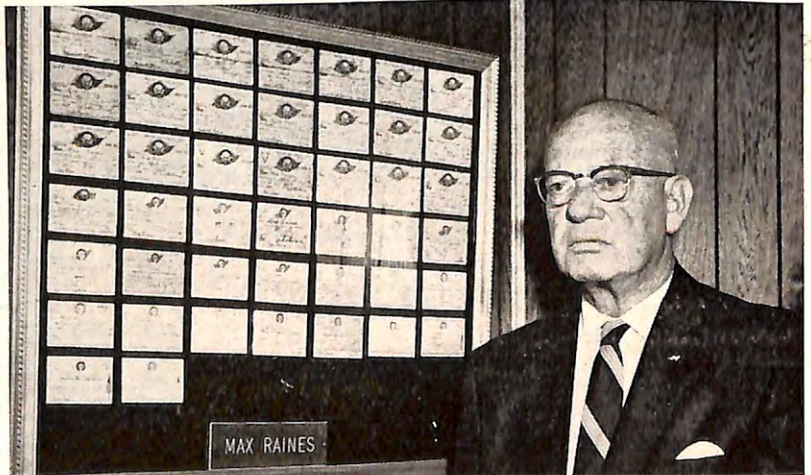
A CAKE to mark the 92nd birthday of Mrs. Mae Greene is presented to her by Brother William Graff. Mrs. Green received the 100th cake furnished by Manistique, Mich., Lodge's project for birthday patients of the Medical Care Facility.



A SPECIAL COMMENDATION, signed by President Nixon, is presented by ER F. L. Fowler (right) to Dr. Robert Bathke. The certificate was awarded in recognition of Omaha, Neb., Lodge's participation in handicapped scouting. Dr. Bathke is chairman of the scout committee which serves as co-ordinator for Omaha handicapped scout troops and cub scout dens.



THE RECIPIENT of Denton, Tex., Lodge's first Elk-of-the-Month award, Brother Parel Milchan (left) was presented a pin by ER Thomas A. Garbacik during a recent ceremony. ER Ray M. Hall, Mesquite Lodge, recently initiated a class of four into Denton Lodge as a tribute to Brother Milchan and the wonderful work he has done for Elkdom in the past 24 years.



MEMBERSHIP CARDS representing each of the 44 years Brother Maxwell Raines has been an Elk are on display in Marysville, Ohio, Lodge. Brother Raines served as the lodge's treasurer for 30 years, from 1938 to 1968.

BIRTHDAY GREETINGS were extended to PER Harry L. Bord Sr. (left) during a recent celebration at Youngstown, Ohio, Lodge. Brother and Mrs. Bord were truly surprised when 90 guests attended a dinner to honor Brother Bord's 80th birthday. Waiting with Mrs. Bord for Brother Bord to blow out the candles are his two sons, Brother Fred Bord Jr. (second from left) and Brother Harry Bord Jr. (right).

Hawaii

(Continued from page 50)

and Kauai Helicopters make daily drops of groceries, liquor and ice. From Haena, where the road ends and the Na Pali Coast begins, there is an 11-mile trail which leads into Kalalau Valley, but it is narrow and the cliffs are treacherous, so it is easier to fly.

The beach with the arch, Honopu, came into view as we rounded a curve along the coast. Harter maneuvered his helicopter to a landing pad beside the arch. I got out. He handed me a sleeping bag and a box containing groceries. As he started to slam the door I reminded him to bring ice when he returned the following day. We'd forgotten it this trip. I like martinis, but not that dry. Moments later the helicopter rose from the beach. Then it was gone and I was alone. I stood beneath the arch. A natural shower fell from the cliffside, drenching the beach, a shower of ice cold water. In a valley framed by the arch I saw the waterfall I mentioned earlier. It spilled into a deep pool that fed into a river running clear to the sea.

The world was startlingly peaceful,

with only the voice of the wind and the sigh of the ocean and the muted thunder of the waterfall. I swam in the river. It was icy cold. Later I built a fire beneath the arch. The arch was a natural shelter. No sunset on earth could compare with the one that evening. The tumbling sun ignited clouds on the horizon. They burst into flame and later turned purple as the sun fell still farther into the sea and disappeared, finally, altogether. Below this redness, the sea was the palest of blues and then darkness came. Not a single light shone anywhere. Only the campfire gave off its glow. The stars—millions upon millions of stars—reached across the sky, an incredibly black sky.

I switched on my transistor radio. The announcer's voice identified the station as the "Coconut Wireless" in Honolulu. He read the latest news reports. The war continued in Vietnam. The stock market was in another slump. Los Angeles had suffered a smog alert. The war and the smog and everything else seemed a world away. My world for the moment was this beach with the skyful of stars and the concert of the sea. I fell asleep, listening to the ocean and the waterfall and the wind blowing through the arch at Honopu.

Obituaries



PAST DISTRICT DEPUTY Frank S. LaBar, a longtime member of East Stroudsburg, Pa., Lodge, died August 24, 1970, at the age of 76. Brother LaBar had served as Exalted Ruler and Trustee of East Stroudsburg Lodge.

In addition to serving as President of the Northeast Philadelphia Elks Association, Brother LaBar was appointed District Deputy Grand Exalted Ruler of his state's Northeast District for 1941-1942.

PAST DISTRICT DEPUTY Harry E. McClain, a longtime member of Shelbyville, Ind., Lodge, died October 21, 1970.

In addition to serving a term as his lodge's Exalted Ruler, Brother McClain was appointed District Deputy Grand Exalted Ruler of his state's South Central District for 1935-1936.

He also served as State President of the Indiana Elks Association for 1943-1944 and as a member of the GL Lodge Activities Committee for the 1944-1945 lodge year.

PAST DISTRICT DEPUTY James G. Meighan, a longtime member of Wilkes-Barre, Pa., Lodge, died August 25, 1970.

In addition to serving as Exalted

Ruler of Wilkes-Barre Lodge, Brother Meighan was appointed District Deputy Grand Exalted Ruler of his state's Northeast District for 1944-1945.

Brother Meighan was presented a life membership in November, 1962.

PAST DISTRICT DEPUTY William F. Hogan, a 50-year member of Everett, Mass., Lodge, died September 20, 1970.

In addition to serving a term as Exalted Ruler of Everett Lodge, Brother Hogan had served as President of the Massachusetts Elks Association.

He was appointed District Deputy Grand Exalted Ruler of his state's Northeast District for 1943-1944. Brother Hogan also served as a GL Ritualistic committeeman from 1955 to 1958.

PAST DISTRICT DEPUTY A. R. Fryer, a longtime member of Cody, Wyo., Lodge, died September 26, 1970, at the age of 67.

Brother Fryer served as Exalted Ruler of Cody Lodge and also served a term as President of the Wyoming Elks State Association.

He was appointed District Deputy Grand Exalted Ruler of Wyoming in 1946—the last one to serve the entire state.

Brother Fryer was the first recipient of the Grand Lodge Elks Distinguished Citizenship Award from Cody Lodge.

Coupon for advertisement on 3rd Cover
SATISFACTION GUARANTEED—MAIL HANDY COUPON
J. CARLTON'S, Dept. EC07
176 Madison Ave., N.Y., N.Y. 10016
 Gentlemen:

Please rush me _____ #2278 Perfection Coffee Makers at \$14.95 plus \$1.00 for p.p. and hdg. I understand that if I am not completely satisfied, I may return for a full refund or cancellation of all charges.

Enclosed is \$ _____ (Check or M.O.)
 Charge my: Diners Club American Express
 Master Charge

Acc't # _____

Name _____ (Please Print)

Address _____

City _____ State _____ Zip _____

GIFTS! Send me your catalog of fine gifts. I enclose 25c.

FREE CATALOG **TABLES!**

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

Adirondack **CHAIRS!**

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

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

HEARING AIDS

Huge savings on tiny, all-in-the-ear, behind the ear, eye-glass and body models. New space age models are so tiny and well concealed your closest friends may never even notice. **FREE HOME TRIAL.** No down payment. Low as \$10 monthly. Money back guarantee. Order direct and save. Write today for free catalog and confidential booklet. **PRESTIGE, Dept. D-11, Box 10947, Houston, Tex. 77018.**

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

BUSINESS OPPORTUNITIES
 Home Import Mail Order Business. Free Book. Mellinger, Dept. E1301, Los Angeles 90025.

MONEY MAKING OPPORTUNITIES
 ADDRESSERS AND MAILERS Needed. Send Stamp For Information. Lindbloom Marketing, 3636 Peterson, Chicago, Illinois 60645.
 \$150.00 Weekly! Home Addressing! Details 10c. Smith, Box 2469-OR2, Newark, New Jersey.

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

OF INTEREST TO WOMEN
 \$46.00 DAILY POSSIBLE addressing—stuffing envelopes (typewriter or longhand). Information: Send stamped, addressed envelope. American, Excelsior Springs, Mo. 64024.

OF INTEREST TO ALL
FABULOUS OLD TIME Radio Programs on tape. Catalog \$1.00. Box 254, Woodinville, Wash.

BOWLING
SECRETS OF BOWLING STRIKES will increase your average 35 pins minimum or no cost. 101 actual photos show exactly how, plus Spot Bowl Secrets. Only \$2.00. Refundable. Felton, Dept. B-01, 100 E. Ohio, Chicago 60611.

REAL ESTATE
ARIZONA Ranch: beautiful acreage for homesite or vacation, near Prescott National Forest. 2 acres, \$1,495, low terms. Mrs. Young, Glenarm Co., 2233 No. 7th St., Phoenix 85006.
FREE Florida Homesite Color Brochure. Fabulous homesite buy for superb year-round living or investment. Sky-blue lakes right on property in Central Florida's famed Interlachen Lakes Estates. Ideal fishing, boating, sunbathing. Lavish lake sites available now—No Money Down. Write today: Interlachen Lakes Estates, Dept. 179, Box 1718, Miami, Fla. 33138.
REAL ESTATE IN A Nutshell—Increased Earnings, Investments. \$3.50 (Refundable). Author John Morrissey, 4568 Purdue N.E., Seattle, Washington.

PERSONAL MISCELLANEOUS
LODGE EMBLEM Key Tags—60c. Francis Moyer, Raymond, Milton, Pennsylvania 17847.

ADVERTISERS—AGENCIES
"SECRETS OF SUCCESSFUL CLASSIFIED ADVERTISING" tells short-cuts to bigger mail response and profits. Includes copy-hints plus where to place your ads and why—and much more. \$1.00 Postpaid. Refundable. Free Details about millions-of-prospects for your "offer." Write, S. Omessi, Dept. SO-03, Classified, Inc., 100 E. Ohio Street, Chicago 60611.

INVEST

6¢

in your family's future

Send for your FREE copy of "Your Future as a GBS Area Director" today. Just mail the coupon, and discover the remarkable new career possibilities through an exclusive franchise to provide much needed services to small businesses. If qualified, as a GBS Area Director, you will have unlimited income potential . . . own a business with no labor problems, no perishable inventories, no high overhead. \$10,500 investment required. Send for FREE book today . . . the return on your 6¢ stamp investment could be astronomical!



Mr. C. E. Gaw, Exec. Vice Pres.

General Business Services, Inc.
7401 Wisconsin Ave. N.W.
Washington, D.C. 20014

Rush me a FREE copy of "Your Future as a GBS Area Director."

Name _____
Address _____
City _____
State _____
Zip _____
Phone _____

A-47

Red Ram

(Continued from page 28)

then be financed by men in the community and Seaberg and Roderick would lend the Ram name and concept of doing business.

"We simply franchised a good name and a good concept," Seaberg says. "By July, 1967, we had five Rams across the country plus two in Colorado, and Holmes was in Europe looking at the overseas market."

"Red Ram Saloon and Brate Stube" the sign would say. Customers were delighted with the new word "saloon" in glittering gold letters. Then one day a liquor inspector walked into a Colorado Red Ram. He told the manager the word "saloon" would have to come off that day or the operation would be closed down. The whole concept was built around that word, the manager argued. An image was being destroyed. The inspector replied that the word "saloon" in any form of advertisement was against the law.

Seaberg returned to his Western research. He learned the law was one of many outdated laws still in existence. About 1930 New York Gov. Al Smith, worried that prohibition would not be repealed, promised Anti-Saloon leaguers that the word saloon would be sacrificed if prohibition was broken. In a Red Ram survey of all states west of the Mississippi, only two permitted advertising the word "saloon."

State laws are often repealed with a rider. Seaberg discovered he could obtain a referendum for a cost of \$55,000—lobbying fees, legal documents and lawyers—and still the case wouldn't stand a chance," he said.

Red Ram was having other problems. While Seaberg and Roderick were busy financing more Ram outlets, lampshades were being changed in an Iowa Ram because the franchisee's wife liked a different color. Another Ram offered variations on the German menu because the franchisee's brother thought it would be good for business. Soon each Ram outside of Colorado began to lose its identity and its profits.

Although Red Ram growth had been fantastic, finances were spread too thin to support the weight of economic loss. Many Ram franchises failed; but while the Ram's scattered problems of liquor laws, remodeling costs, and food control were sapping its financial strength, the franchise industry itself was heading for disaster.

One pizza franchisor was demanding its franchisees buy supplies and food-stuffs from the franchisor. Another was forcing franchisees to buy supplies and

food and equipment from designated suppliers, and still another was forcing its franchisees to purchase paper goods at marked up prices.

To find some answers to Red Ram problems, Seaberg was told to clamp down on his controls, to be careful whom he franchised to and to make franchisees adhere to Red Ram standards.

In 1969 Red Ram of America aligned with Elsters of California, a franchise consulting house. Elsters assist in drawings, site locations, equipment financing, and kitchen procedures.

"Now we're no longer selling an idea," Seaberg says. "I could sell 25 Rams between Demember and February if I moved an office to Georgetown. The idea sells itself. But we've tightened controls and have a uniformity that the franchisee must adhere to. We can offer an exciting investment opportunity that should make the strain of our supervision easier to take. Last year Denny Mintle did \$205,000 in gross volume."

Today the potential Red Ram investor must have the financial means to obtain \$40,000. He is interviewed by Ram directors and if he passes he must make a \$7,500 down payment before Seaberg and Roderick look at his proposed site. If the site is judged a lemon he gets his money back. If the site is approved the franchisee goes through a four week training program at one of the Ram facilities. Ram personnel help him with his opening and a local CPA is permanently hired to help with tax benefits and operating costs. A guideline is furnished for food, labor and cost of goods. Bids are submitted on remodeling (in the past they went on time and materials) and Red Ram pays up to \$7,500 for building improvements. Territorial rights extend over a city and the franchisee pays a 3.5 per cent royalty assessed against his gross sales in exchange for the parent company's continuing support.

Today there are six Red Rams across the country, one more than in 1967. "In the beginning," Seaberg says, "all we did was sell and negotiate. Our mistakes were painful, but we learned. Now we're in the management business and we intend to live off our royalties, because we expect to have 85 Rams operating in five years."

Of the franchisee, Seaberg says, "The main thing is how many dollars we put in that guy's pocket at the end of the year. Then maybe he'll say: 'What a beautiful idea for a franchise.'" ■

Loony Lawsuits

(Continued from page 48)

taking an immediate dislike to the questioner.

"Let's suppose," the attorney continued, smiling confidently at the jury, "that the clerk, Mr. Walker, and I were to hit our heads together sharply. Do you think either one of us would suffer a brain concussion?"

Without batting an eye, the young physician replied in a cold, vindictive voice: "Mr. Walker might."

Deliberations in the jury room sometimes reach ridiculous heights. In one instance, a lawyer asked \$100,000 on behalf of his client. Knowing the case was weak, the attorney and his client expected the jury to decide against them in short order.

But ten hours later, the jury still remained in session. At this point, though, they filed back into the courtroom, inquiring of the judge whether they could award the plaintiff more than the \$100,000 specified. "No," His Honor told them.

The jurors again retired and the lawyer and his client congratulated themselves, believing they'd won. A few minutes later the jurymen came back with the verdict: they found the defendant not guilty and no damages for the plaintiff.

Later the astounded plaintiff's attorney questioned the jury foreman about the verdict. "We were always 11 to 1 against you," the foreman said. "One man, though, held out and wanted to award you the decision. Actually, he wanted to give you more than you asked. We told him that couldn't be done; he insisted it could. Finally we decided to ask the judge. If we could award more damages, we would switch our votes to you. If we couldn't this one man would change his decision and vote against you!"

Judges who preside over court cases usually are very human. In New York one magistrate invited a criminal to sit with him on the bench and enjoy a cup of coffee. On the other hand, defendants who try to flatter His Honor usually end up on the short end. In Galveston, Texas, a judge asked a defendant accused of drunkenness if he had an excuse. "Sure," he answered. "I heard you were running for District Judge and I was celebrating it."

His Honor cogitated for only a moment. "Twenty-five dollars and costs," he ruled.

Loony as many lawsuits may appear, they do reflect the right of every citizen to air his grievances in court. Seldom does a judge show any partiality,

though one did fall asleep throughout an entire case. But the defendant asked for and got a new trial.

In most instances, though, His Honor bends over backward to insure both the plaintiff and defendant receive impartial hearings. Indeed, one magistrate went to such great lengths to be fair that he refused to rule that a man known to have been alive 792 years before was dead beyond all doubt. After all, he reasoned, according to the Bible, Methuselah lived close to one-thousand years. And if one man lived that long someone else might, too. ■

Lodge Bulletin Competition

As in the past, the 1970-1971 lodge year will feature another competition among the many outstanding bulletins published by the lodges. As usual, this contest will be sponsored by the GL Lodge Activities Committee, and Omer C. Macy, 47 Elm Ridge, Mattoon, Ill. 61938, will be the committee member in charge.

Awards this year will be in five membership classifications: fewer than 300 members; between 301 and 600 members; between 601 and 1,000 members; between 1,001 and 3,000 members, and more than 3,001 members.

Entries will be judged on the basis of local lodge news coverage, as well as publicity given to state, district, and Grand Lodge programs. Human interest stories, quality of pictures, format and makeup, readability, and timeliness of the news coverage will also be considered.

Bulletin editors should select any three consecutive issues between April 1, 1970 and January 31, 1971. All entries must be in accordance with Section 214 of the Grand Lodge Statutes. The three issues should be placed in a plain binder and mailed to Brother Macy in time for him to receive them no later than February 15, 1971.

All lodges publishing bulletins are urged to enter in order to make this year the best ever.

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

Franchising is a Changing Business

(Continued from page 24)

vestment, as a good place for the middle-class American to put his money?

Shulman: It depends upon what you mean by an investment. If you mean a traditional investment of money, maybe I would answer no. Putting your money into a franchise and then walking away from it is not a good way to get a good return on your dollar. Franchises require investment of both time and money. The time factor is important. What franchising does is create an involved management. That's why it is so successful, in my estimation. The difference between a man working only for a salary and a man working for a return on his own, personal invested money is all the difference in the world. Franchising is a highly sophisticated form of profit sharing.

Roalman: One last question: Where does someone, interested in owning a franchise, turn for guidance?

Shulman: I have many people who come to me for guidance. I give it to them, but I first suggest that they take the "mirror and telephone test."

I ask them to look into the mirror and learn what they really want. What kind of a person are they? Are they a person who lives on their feet or on their seat? Do they like to stand up and sell, or do they like to think and consider performing acts of social good? Can they make decisions? Or do they want others to make the decisions for them?

Once they've found out what kind of business would really interest them, they then can go to a telephone book and study the kinds of franchises listed there that might appeal to him. Look at all those that involve, for example, selling fast foods. Or dresses. Or automotive products. Or whatever is most liked by them.

Then the critical thing is to go out and taste the product. Taste the food. Or buy the product. Is it a fad? Or is it something durable. If it's a fad, it has a limited lifetime.

After that, talk to other people who own the franchise that interests you. The important thing for anyone going into the franchise business is that involvement is important. Franchising really forces a person to understand his life style. Getting advice from your lawyer is not enough. That can be too sterile. You need to know if the franchise in which you're interested is a franchise that is compatible with what you believe and enjoy.

After a person has done all of these
(Continued on page 58)

War Dog Bootcamp

(Continued from page 51)

ward, hackles rising, nose searching the breeze. The handler stopped in his tracks, then, in a crouching run, returned to warn the patrol leader. He divided his patrol and fanned them out on both sides of the trail in a flanking move. Judo and his master probed slowly ahead on the trail to attract the enemy's attention, and, if need be, draw his fire. Luckily it never came. The patrol jumped two VC as they raised their weapons to fire.

The Air Force Training Program is no snap—not even for a dog. Here, a shepherd hurdles a four-foot wall in preparation for even harder things to come. Trainers believe the more rigorous the training, the better the dog will be when he graduates boot.



700 PSI, and a sense of smell rated at 10-million-to-one better than man. Because of their acute hearing ability (20 times better than man), Shepherds are used mainly at night when surprise attacks and infiltrators are most expected.

The military recruits dogs from all over the U.S. and Canada. But relatively few dogs ever complete the rigorous physical and mental training at Lackland. As many as 90 percent are rejected for one reason or another and returned to their owners. But the ones that graduate as combat-ready war dogs take their places alongside America's servicemen and carve an enviable niche for themselves in our country's military history. ■

New recruits soon learn to look forward to mess. Balanced diets keep dogs physically healthy and mentally alert.



During the bootcamp training program, as well as on missions, the dogs never leave their trainers' sides.

It is imperative that each learns how the other thinks, acts, and feels—in fact, their very lives may depend upon it.



As these examples illustrate, just any old mutt can't make the grade as a war dog. It takes a special kind of canine to measure up to standards set by military regulations, and the important tasks required of the dogs. To qualify for military service, a dog must be German Shepherd (although some Dobermans are used), but not necessarily pedigreed, male or spayed female, one to three years old, weigh at least sixty pounds and stand a minimum of 23 inches at the shoulder. The Air Force has leaned toward German Shepherds because they show all the characteristics necessary for animals destined for such exacting work—work where one small mistake can mean the death of many men. Besides having an IQ comparable to a seven-year-old child, a German Shepherd can learn and execute about 100 commands. He has a bite equal to

Franchising is a Changing Business

(Continued from page 57)

things and thinks he has found a franchise that he would like, he should do three things: Investigate. Investigate. Investigate.

Consultation with your lawyer or accountant is important. Talks with your wife and family are important, because they well might be asked to commit themselves to a lot of long hours to make the franchise work profitably.

Still there is more. Scout the competition. What do critics say about the franchise you are considering. You're going to have to defend your franchise, so you might as well know the worst

about it early in the game.

By now, if you're still interested in a franchise, here are some specific places you can turn to for guidance:

The National Association of Franchised Businessmen in Washington, D. C.; the International Franchise Association in the same city; the Small Business Administration; the U. S. Department of Commerce; and, certainly I would say this, because I edit and publish *Franchise Journal*, turn to the pages of *Franchise Journal*. We have in there a check list that anybody considering the franchise business should read. ■

A DECADE OF BOOMING MEMBERSHIP

While sports writers spend the winter months working up statistics to serve to the Hot Stove League, we engage in a similar occupation looking into Elk membership data. The start of a New Year is a good time to reveal what our labors have produced, based on March 31, 1970 reports.

A 10-year study revealed some interesting figures. It showed that the Order's membership jumped from 1,260,007 in 1960 to 1,508,050 in 1970, for a gain of 248,043 or 19.68%. The gain for the first five years was at a rate of 8.05% which increased to a rate of 10.76% in the second five-year period. This should prove dismal reading for those who have long predicted a dark future for Elkdom.

For the 10-year span, membership gains were registered by 43 of the 49 State Associations, evidence that Elkdom's progress was shared by every section. The largest gains, however, were concentrated in 22 Associations which equaled or bettered the percentage gain of 19.68 for the entire Order. Even here, however, the high gainers included Far West, Mountain, Midwest, Southern and Eastern State Associations as shown by the table above ranking these Associations by percentage increase:

1. Nevada — 81.37	12. Arkansas — 31.09
2. Nebraska — 73.39	13. Colorado — 28.02
3. Washington — 69.42	14. Minnesota — 27.60
4. North Dakota — 67.15	15. Kansas — 27.54
5. Utah — 65.74	16. Florida — 27.12
6. Oregon — 53.31	17. Connecticut — 26.94
7. Md., Del., D.C.— 52.07	18. New Hampshire — 26.01
8. Mississippi — 48.37	19. Tennessee — 24.15
9. New Mexico — 43.92	20. Massachusetts — 23.75
10. South Dakota — 37.26	21. New Jersey — 22.66
11. Vermont — 32.88	22. Arizona — 20.48

In number of members added in the decade, Washington was way out in front with a huge bulge of 43,289. Others in the first 10 were Oregon with 27,629; California, 23,563; Nebraska, 13,804; North Dakota, 10,295; Florida, 9,609; Massachusetts, 9,456; New Jersey, 9,085; Colorado, 8,659 and Pennsylvania with 7,554.

In those States where the Order's membership is showing the greatest sustained growth, by and large are to be found outstanding major projects of

a public service nature, splendid lodges with excellent facilities in the spirit of family participation, strong State Associations and all-around good leadership.

Furthermore, in our opinion, the unequivocal stand taken by the Order in recent years for law and order, our manifestation of an uninhibited love for our country and its institutions while giving the back of the hand to extremists of all persuasions have earned for Elkdom a healthy respect that is reflected in the Order's healthy growth.

GOODBYE, MR. PERELMAN

"Love it or leave," is the slogan carried on the Elks Flag decals, more than 1,300,000 of which have been distributed. Whether S. J. Perelman got the idea from the decals is not known, but in any event the playwright and humorist announced some weeks ago that he couldn't stand it here any longer and was moving permanently to England.

While he was not quoted in the press as saying that he didn't love America, he did have a good many uncomplimentary things to say about his native land and its people, all of which suggested a strong lack of affection for it and for them. He emphasized that his

disaffection included "every hard-hat and red-neck in this country."

His reference to red-necks is obscure, but the meaning of his inclusion of hard-hats in his pantheon of hates is very clear. We don't like to make decisions of this kind, but if we have to choose between Mr. Perelman and the hard-hats, then we'll take the hard-hats.

One of the things that bugs all of the hard-hats in this country, including those who never walked the high steel, is people like Mr. Perelman who find such satisfaction in tearing down America, even to the extent of carping about some faults that exist only in their imagination. Goodbye, Mr. Perelman.

STOP SAYING . . .

"I CAN'T AFFORD TO TRAVEL"

8 BOOKS THAT GIVE YOU THE FACTS ON HOW YOU CAN TRAVEL TODAY WITHOUT BEING RICH

AROUND THE WORLD BY FREIGHTER

Where and how to travel by freighter —the lower cost way to travel

For no more than you'd spend at a resort, you can take a never-to-be-forgotten cruise to Rio or Buenos Aires. Or through the Canal or to the West Indies or to England, France, the Mediterranean, etc.

And what accommodations you get — large rooms with beds (not bunks), probably a private bath, lots of good food, and plenty of relaxation as you speed from port to port.

Travel Routes Around the World names the freighter lines (700 of them, with sailings from practically every port in the world), tells where they go, what they charge, briefly describes accommodations plus life on your freighter, clothes to take, etc.

To stop saying that travel is expensive get your copy now. Price \$1.50.

AMERICA BY CAR

This big book is your insurance of seeing all the 4-star sights in whatever corner of the U.S., Canada, or Mexico you drive to. Whether you're visiting New England or California, Florida or the National Parks, the Great Lakes, the Mississippi, the East, the South, the Southwest, the Indian country, etc., it tells you day by day and road by road the scenic way to go and it always directs you to the important sights along the way and in the cities. In Niagara or Los Angeles, Washington or New Orleans, the Black Hills or Montreal, it takes the guesswork out of travel.

America is so big you can easily overlook or forget important sights or make many a wrong turn. So get *America by Car*, the book that makes sure you'll see everything of consequence and always travel right. Only \$3.50 for this 170,000 word book (as big as 3 ordinary sized novels).

SPECIAL OFFER: All 4 books above—*Travel Routes Around the World*, *America by Car*, *Fabulous Mexico* —*Where Everything Costs Less*, and *Off-the-Beaten Path*—(\$9.50 value) for only \$5.95.

BARGAIN PARADISES OF THE WORLD

West Indies, Mexico, Californias Abroad

This is a book on how to double what your money can buy. For that is what spending a few weeks or months, or even retiring, in the world's Bargain Paradises amounts to.

Throughout this big book you learn where to spend a while in the West Indies, South America, the healthful islands of the South Seas, and the marvelous Balearic Islands where two can live like kings for \$50 a week.

You read about cities and towns where it's always spring, about "Californias Abroad," about "Four Modern Shangri-Las," about mountain hide-aways, tropical islands as colorful as Tahiti but nearer home, about modern cities where you can live for less, about quiet country lanes and surf-washed coastal resorts.

If you've ever wanted to travel but wondered how you could afford it; if you have a little income but wonder how you'd ever be able to retire on that; if you want a life of luxuries on what you'd get only necessities back home, then you want this book. \$1.95.

FABULOUS MEXICO—WHERE EVERYTHING COSTS LESS

The land of retirement and vacation bargains where you can build a modern home for \$6500 and an American retirement income looks like a fortune, and your vacation money can buy double or more what it might back home. Norman Ford shows you vacation and retirement values where you can live like a prince on what you might just get along on in the U.S.A. He pinpoints areas that look like the South Seas, others where it's like June all year round, towns where many other Americans have retired; shows where to find modern flower-bedecked hotels and inns that charge hardly half of what you'd expect to spend in even such a land of vacation and retirement bargains as Mexico. Plus a big section where to start your money earning so much more than in the U.S.A. \$2.

OFF-THE-BEATEN PATH

—these are America's own Bargain Paradises

Where to retire or vacation at what look like prewar prices and no one ever heard of nerves or worries.

Off-the-Beaten Path names the really low cost Florida retirement and vacationing towns, the top-notch values in Texas, the Southwest, California, the South and East, Canada, and a dozen other areas which the crowds have not yet discovered:

—Fabulous places like that undiscovered region where winters are as warm and sunny as Miami Beach's, yet costs can be 2/3rds less. Or that island that looks like Hawaii yet is 2000 miles nearer. Or France's only remaining outposts in this part of the world . . . or a village more Scottish than Scotland . . . or resort villages without crowds or high prices . . . or island paradises aplenty in the U.S. or Canada . . . or areas with almost a perfect climate. And for good measure you also read about low cost paradises in Hawaii, the Virgin Islands, and Puerto Rico.

A big book, with about 100,000 words. Yet it costs only \$2.50.

WHERE TO RETIRE ON SMALL INCOME

This book selects out of the thousands of communities in the U.S. only those places where the climate is right, living costs are less, the surroundings pleasant, and nature and the community get together to guarantee a good time from fishing, boating, gardening, concerts or the like.

It covers cities, towns, spas, resorts, etc., throughout America—from New England south to Florida, west to California and north to the Pacific Northwest. It includes both Hawaii and the American Virgin Islands.

Some people spend hundreds of dollars trying to get information like this by traveling around the country. Frequently they fail—there is just too much of America to explore. This book saves you from that danger. Yet it costs only \$2.50.

A good trip begins with a Harian book
Publishers since 1935

WHERE WILL YOU GO IN FLORIDA?

Florida needn't be expensive—not if you know just where to go for whatever you seek in Florida. And if there's any man who can give you the facts you want, it's Norman Ford, founder of the world-famous Globe Trotters Club.

His big book, *Norman Ford's Florida*, tells you, first of all, road by road, mile by mile, everything you'll find in Florida, whether you're on vacation or looking over job, business, real estate, or retirement prospects.

Always, he names the hotels, motels, and restaurants where you can stop for the best accommodations and meals at the price you want to pay. For that longer vacation, if you let Norman Ford guide you, you'll find a real "paradise"—just the spot which has everything you want.

Of course, there's much more to this big book. If you want a home in Florida, he tells you just where to head. If you've ever wanted to run a tourist court or own an orange grove, he tells you today's inside story of these popular investments.

If you want to retire on a small income, Norman Ford tells you exactly where you can retire now on the money you've got, whether it's a little or a lot. Because he always tells you where life in Florida is pleasantest on a small income, he can help you to take life easy now.

Whatever you seek in Florida, *Norman Ford's Florida* gives you the facts you need to find exactly what you want. Well over 100,000 words but it costs only \$2.50—only a fraction of the money you'd spend needlessly if you went to Florida blind.

ALL ABOUT ARIZONA —the healthful state

Just as a road map shows you how to reach your destination, this big book leads you to whatever you want in this fast growing state of sun and scenic wonderlands.

What do you want to know about Arizona? Where to retire at low cost? Where are summers cool, winters sunny most of the time? Where are the leading places for a job, a home, etc.? What must a newcomer watch out for? Is it true that living costs are less than in the East? What about salaries?

Or do you want to tour this Grand Canyon State? What's the most scenic way to see Arizona by car or otherwise? What is really the most satisfying way to see the Grand Canyon? The Indian reservations? The other 4-star sights? What are the outstanding places to eat and stay? What are the sure ways to cut travel costs in this big state?

Filled with facts, over 100,000 words long, this book almost brings Arizona to your door answering these and a hundred other questions. To know all you should about Arizona before you go for a home, a job, retirement in the sun, or a really memorable vacation, read this book. Price, \$2.50.

Mail to HARIAN PUBLICATIONS,
39 Elm Drive
GREENLAWN (Long Island), N.Y. 11740

I have enclosed \$.....(cash, check, or money order). Please send me the books I checked below. YOU WILL REFUND MY MONEY IF I AM NOT SATISFIED.

- Travel Routes Around the World* (travel by freighters). \$1.50.
- America by Car*. \$3.50.
- Fabulous Mexico—Where Everything Costs Less*. \$2.
- Off-the-Beaten Path*. \$2.50.
 - SPECIAL OFFER #1: All 4 books above for \$5.95.
- Norman Ford's Florida*. \$2.50
- All About Arizona—the healthful state*. \$2.50.
- Where to Retire on a Small Income*. \$2.50.
- Bargain Paradises of the World*. \$1.95.
 - SPECIAL OFFER #2: All 8 books above \$18.95 value—for \$10.95.

Print Name

Street Address

City

State Zip Code

Incredible New Way To Make Coffee



Makes
8 Cups Of
"Flavor
Beyond
Compare"
Coffee

TRY IT FOR TEN DAYS

If you don't taste the best cup of coffee ever... if you aren't the envy of your friends for your new-found coffee secret... just return it for a full refund.

#2278 Perfection Coffee Maker **\$14.95** plus \$1.00 p.p. and hdlg.

SATISFACTION GUARANTEED - MAIL HANDY COUPON

J. CARLTON'S, Dept. EC07
176 Madison Ave., N.Y., N.Y. 10016

Gentlemen:

Please rush me #2278 Perfection Coffee Makers at \$14.95 plus \$1.00 for p.p. and hdlg. I understand that if I am not completely satisfied, I may return for a full refund or cancellation of all charges.

Enclosed is \$ _____ (Check or M.O.)

Charge my:

Diners Club

American Express

Master Charge

Acc't # _____

Name _____

(Please Print)

Address _____

City _____

State _____

Zip _____

GIFTS! Send me your catalog of fine gifts. I enclose 25¢.

An end to the bitter cup... the beginning of an entire new adventure in coffee drinking for you. At last... the perfect cup of coffee... brewed to perfection by an entirely new method that challenges comparison.

The biggest difference is in the word BREW! Most other coffee-makers boil the coffee... boil away all the natural good taste... boil it until-at times it gets bitter. The device *brews* the coffee by perfectly controlling the amount of time that the hot water is in contact with the coffee bean... and then filtering it through a series of steps, a very secret process that takes about five minutes and produces an *extract* of coffee... a concentrated liquid that flows slowly into boiling hot water that is already in the bottom container. The concentrated extract... so rich in natural coffee flavor, is absolutely bursting with deliciousness... blends instantly with the pure water to produce... automatically... perfect coffee... ready to be served at just the right temperature.

IT'S SIMPLE AND EASY TO DO. Just boil the water first... pour a small amount into the upper chamber... put the rest in the lower part and wait five minutes. Electrically, the bottom water is kept perfectly heated for proper serving.

WAIT UNTIL YOU TASTE THE FIRST CUP... WAIT UNTIL YOUR FRIENDS BEG YOU FOR THE SECRET OF YOUR COFFEE. There are few ways to make a cup of coffee equal to this one. The aroma alone will make your taste buds tingle as never before. Everyone will know by the aroma that this is a superior cup of coffee before they even taste it! Win raves from your husband, friends, and family for your fantastic coffee.

A QUALITY PRODUCT. Coffee Maker is mainly Silex glass. Heating unit plugs into any electrical outlet. Decorator designed in Avocado.



NOW...WORLD'S FIRST LOW-COST IMPORTED ICE'N SNOW MELTER

MAIL NO-RISK COUPON TODAY

HOB I L-11
2105 Hobi Bldg., Hicksville, N.Y. 11802
Div. of Bevis Industries, Inc.

Please rush _____ imported Snow Melters. Only \$14.98 each plus \$1.00 for postage and handling. If I am not absolutely delighted, I may return order for prompt refund, or full cancellation of purchase price any time within 10 days. N.Y. residents add sales tax. No C.O.D.s

Check Money Order for \$ _____ enclosed.

Charge my Diners Club # _____

Carte Blanche # _____

Name _____
(signature)

Address _____

City _____ State _____ Zip _____

Melts Ice Fast!... Burns Up Snow!

Avoid slipping and dangerous falls—costly law suits! This quality jet-rod melter clears stairs, walks, driveways of even heaviest snow, thickest ice—frees "snowed in" cars. No heart-taxing shoveling—no bending. Easy, clean, one-hand operation from comfortable standing position. No cumbersome cords, no expensive batteries, no costly fuel!

SAFE...SIMPLE...COSTS MERE PENNIES PER USE!

In summer, kills weeds fast, sterilizes ground, gets rid of insect nests, keeps flagstone and cement walks clear, trims borders! Less than 2 pints of kerosene gives 30 minutes continuous use. Completely safe; weighs under 5 lbs.; full instructions included. Do your weeding without bending.

ONLY \$14.98 plus \$1.00 for postage and handling.

Satisfaction Guaranteed.

HOB I DEPT. L-11 2105 Hobi Bldg., Hicksville, N.Y. 11802
Div. of Bevis Industries, Inc.