

LOCKSMITHING... A RESPECTED PROFESSION

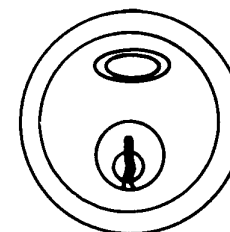


YOUR OPPORTUNITIES IN Locksmithing

LOCKSMITHING INSTITUTE, Inc.

A Division of Technical Home Study Schools, Inc.

LITTLE FALLS, NEW JERSEY



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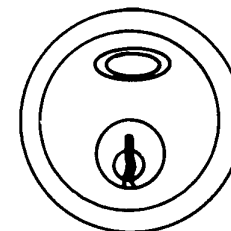


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too, for the foreseeable future. For unless we can win that battle, the war for a better world will again be carried on through long and futile dark ages, after we have been killed, our children have been enslaved, and all that we value has been destroyed. That is not rhetoric and it is not exaggeration. It is a plain statement of the stark danger that is rapidly closing in on us right now. And we ask you in all sincerity, ladies and gentlemen, if The John Birch Society does not play the leading role in stopping the Communists, just who is there to do so?

The Communists pretend to believe, and some of them undoubtedly do believe, that Communism is the wave of the future. We believe instead that the whole world is now tired of so much strife and bestiality, treason and immorality, cruelty and confusion, blasphemy and destructiveness, bitterness and fear, doubt and despair that always go hand in hand with Communism. We believe that mankind may be about ready to arise, shake off this Communist tyranny and terror, and move forward again towards a more enlightened and humane existence. We are doing everything in our power, by all honorable means, to create the understanding that will produce this result.

If you have what it takes, in character and in courage, then by all means join us now in our epic undertaking. With the added effort of people like yourself, and with God's help — when and because we have deserved it — we shall break up this immense criminal conspiracy, and return a world gone crazy to sanity once again.

WHAT IS THE JOHN BIRCH SOCIETY?

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WHAT IS THE JOHN BIRCH SOCIETY?

by

ROBERT WELCH

What Is The John Birch Society first appeared as a full-page advertisement in some three hundred newspapers throughout the country. With slight variations and additions it was then delivered as a speech by Robert Welch on many occasions. It was also put on film, and is being regularly shown by Coordinators of the Society at presentation meetings. This pamphlet is an exact transcript of the speech by Mr. Welch as recorded on film.

Additional copies of this transcript may be obtained at the following prices: 1 to 99 copies, seven for one dollar; 100-999 copies, twelve cents each; 1,000 or more copies, ten cents each. Purchase at any American Opinion Library, or order by mail, postpaid from

AMERICAN OPINION
Belmont, Massachusetts 02178

Ladies and Gentlemen:

What is The John Birch Society? An adequate answer to that question requires two full days. But we'll give you as much basic understanding of the Society in a thirty-minute summary as we can. And for that purpose —

I. Let's Start At The Beginning

The John Birch Society was founded in Indianapolis on December 9, 1958. It was chartered under the General Laws of Massachusetts as a non-profit educational organization. We have lived up meticulously to those specifications (including not making any profit!) for seven years.

During these seven years we have sought to bring into The John Birch Society only men and women of good character, humane consciences, and religious ideals. For we are striving to set an example, by dedication, integrity and purpose — in word and deed — which our children's children may follow without hesitation.

Members of the Society are of all races, colors, and creeds. We are of all social, economic and educational levels. We are individualists who disagree among ourselves about many things, but we are firmly united in devotion to those beliefs, principles, and purposes which we do hold in common. For we have voluntarily joined together:

(1) To combat more effectively the evil forces which now threaten our freedom, our lives, our country, and our civilization.

(2) To prevail upon our fellow citizens to start pulling out of the deepening morass of collectivism and then climb up the mountain to higher levels of individual freedom and responsibility than man has ever achieved before;

(3) To restore, with brighter lustre and deeper conviction, the faith-inspired morality, the spiritual sense of values, and the ennobling aspirations, on which our western civilization has been built. The long range objective of the Society has been summarized as "less government, more responsibility, and a better world."

II. So Of Course We Collided With Communism

For these purposes bring us immediately into conflict with the Communists, on two levels. On the ideological plane the Communists seek always and everywhere to bring about more government, less individual responsibility, and an amoral world. And on the plane of action, until the Communists can be stopped from completing their subjugation of the whole world, there will be no opportunity for us to move forward at all towards our permanent goals.

We have undertaken, therefore, to play a leading role in slowing down, stopping, and eventually routing the Communist conspiracy. We realize that the one thing no conspiracy can withstand is the light of day on its activities. The only danger to their gigantic conspiracy which the Communists fear is exposure. For this reason we do all that we can to bring to our fellow citizens more knowledge and a better understanding of the methods, the progress, and the menace of the Communist machine. In this undertaking we have become a new form of opposition to the Communists which they have never faced before in any of the vast areas they have already taken over.

So the Communists, grasping this fact very early, set out in 1961 to destroy us. The most official Communist publication in the United States is *The Worker*, in which the line is laid

down for the faithful. During the last six months of 1961 there was, we believe, only one issue of this weekly which did not contain an attack somewhere in its pages on The John Birch Society; and a number of issues contained as many as six or seven separate attacks on us at that many different places. The Comsymps got the point, and have been carrying out the indicated program with increasing furor ever since.

Of course the Communists follow Lenin's basic strategy of advancing Communism by non-Communist hands. They could never impose the tyrannical rule of some three percent of a population over the whole population — which they repeatedly do in one country after another — unless they could inveigle enough non-Communists and even anti-Communists among that other ninety-seven percent into doing their dirty work for them. Deceptively appealing, for instance, to every motivation in human character, from sordid selfishness to practical politics to misguided idealism, they have gradually beguiled a lot of very good Americans into joining the attack on us. Until the maligning of The John Birch Society has now probably exceeded, in intensiveness and extensiveness, that faced by any other organization in all American history. And in general our defamers do not even try to refute the facts on which we focus attention. They merely call us names for bringing these facts to light.

III. Next And In Due Course We Stirred Up The Politicians

This was inevitable even though The John Birch Society is, in no sense, a political organization. We simply try to give our members information, understanding, and — we hope — even inspiration, which will make them better citizens. As good citizens they may take an active part in politics. But each member does so entirely on his own, working in the party of his choice, for the candidate of his choice, exactly as do members

of the American Legion or of the Knights of Columbus, or of the Rotary Club or a Baptist Church.

For we regard education as the means, and political action as only the mechanics, for bringing about improvements in government. The mechanics will automatically be used when sufficient education has prepared the way. We mean it quite literally, therefore, when we say that education is our total strategy, and truth is our 'only weapon. Or, as made clear throughout the Blue Book and emphasized on its last page, our gigantic task is simply to create understanding.

Members of The John Birch Society, however, are extremely hard working, highly respected in their local communities, and always earnestly determined on behalf of any cause or candidate that they support. When circumstances bring any appreciable number together behind any particular candidate, their weight is out of all proportion to their numbers. And that weight is usually felt, of course, on the side of the Conservatives — of either party. So the Liberals of both parties naturally raise all the clamor they can against Birchers in politics. As the stranglehold of the Liberals on both parties now steadily increases, even Conservative politicians feel unceasing pressures to improve their images by joining the chorus of attack on The John Birch Society. Very few of them indeed have ever realized the extent to which they were running interference for the Communists.

A related part of the mammoth and many-faceted campaign which the Communists have now generated against us is the deliberate and widespread attempt to associate The John Birch Society in the public mind with the Communist Party, the Ku Klux Klan, and other co-called "extremists of the left and of the right." Our approach to the problems of today is so different from the viewpoint of the Klans that we have never knowingly admitted a member of any Klan into the Society. We estimate that about forty percent of our total membership is Catholic. Many of our finest Chapter Leaders are Jewish.

And we are very proud of our small but growing number of Negro members, who are working so hard — and so courageously — with us to show our fellow citizens, both white and colored, how the Negroes are being used today by the Communists to serve Communist purposes. So we have no similarity or sympathy with the Klans, or with any other group that tries to divide the American people along racial or religious lines.

IV. And Now, You May Well Ask, What Have We Accomplished?

Well first, we have established a nationwide educational army. It has a fully paid field staff. This army is fighting with facts as its only weapons. And the whole army knows that to be better informed is to be better armed.

For help towards informing ourselves first, and then others, we established a publishing division. It is now turning out books and magazines and pamphlets with a retail value of about four million dollars per year. We also serve as very sizable distributors of the Conservative books and reprints of approximately one hundred other publishers. And our members now operate some 350 reading rooms that sell books, scattered throughout the country, — most of them under the name of American Opinion Libraries.

We have certainly helped to re-awaken, restore, and strengthen, in tens of thousands of Americans, the three great basic human loyalties: Loyalty to God, loyalty to country, and loyalty to family. The Communists know that they simply must destroy all three of these foundations of our civilization. For they can never rule peacefully — that is, without constant resistance — in any place or at any time where there is loyalty to anything except the Communist state.

We were the first organization in the United States to start calling widespread attention to the worldwide Communist plot to discredit, demoralize, and destroy local police forces. Our

members have distributed in leaflet form literally millions of our messages explaining what the Communists were doing in this area, and why. As a result, our "Support Your Local Police" drive has now won tremendous backing from patriotic citizens everywhere.

We are engaged in an entirely proper and constitutional movement to bring about the impeachment of the Chief Justice of the Supreme Court. As only one result of our educational efforts in support of that movement, we have awakened hundreds of thousands of our fellow citizens to the vital differences between a republic and a democracy. Many of them have come to realize the lengths to which our Founding Fathers went in order to give us a republic (not a democracy) — if we could keep it! And a growing number now understand how important it is that we maintain it as a republic, despite unceasing Communist efforts to the contrary.

Since 1961 we have worked steadily to expose and oppose Communist hands in the so-called civil rights movement. Our members have distributed huge quantities of books and articles on the subject, including nearly half a million copies of Alan Stang's authoritative history, entitled *It's Very Simple*; and over six hundred thousand copies of the pamphlet, *Two Revolutions At Once*, showing Communist plans to make their Negro Revolutionary Movement, as they themselves call it, a vital part of their broader proletarian revolution of the "have-nots" against the "haves."

We have organized ad hoc committees to reveal the *Truth About Civil Turmoil*, and there are more than 180 of these TACT Committees in the state of California alone. Our Speakers Bureau has a number of patriotic and courageous Negro Americans telling audiences all over the United States, out of their own personal knowledge, how the Communists are ruthlessly trying to use their race, not at all to help the Negroes, but simply to serve Communist purposes. Through these and many other extensive means and methods, we believe we have done

more than all other groups in America combined to wake up the American people to what is being done to them in the name of civil rights — which is exactly what was done in China in the name and under the equally idealistic sounding pretense of "agrarian reform." And while we certainly do not want to deceive ourselves or anybody else about our accomplishments, we believe we have been successful in bogging down this very strategic part of the whole Communist program.

More recently, we have been emphasizing the horror of wasting American lives in Vietnam, in a stage-managed exhibition carried on by Washington for the political advantages of being at war, and without any will to win. Our slogan "When are we going to win this war in Vietnam — and why not?" is now being repeated widely enough to drive home our point in the minds of millions of people. And our further slogan, "Why fight 'em in Vietnam and help 'em everywhere else?" is also making more and more Americans recognize the absurdity of the Administration's pretense that it is really trying to stop the Communists at all. The American people need to grasp the terrible fact that the same road show which was acted out in Korea, with Communist influences controlling both sides, is now being staged at a new location, with *no* change in the plot and little change in the team of producers. And we are doing our part to wake up our fellow citizens to the nature of this tragic and criminal deception.

We are fighting effectively on many other fronts. And we have helped mightily to offset the emotional and extravagant tendencies of the prejudiced and the poorly informed to blame Communism on any one group or race or organization. The historical facts clearly reveal that the international Communist conspiracy reaches through every conceivable body it can utilize in any way to promote its ends. And we have insisted from the beginning that we are fighting the Communists and nobody else.

The Factfinding Subcommittee of the California Senate ended the twenty-five thousand word report of its two-year

investigation with these paragraphs:

"We believe that the reason the John Birch Society has attracted so many members is that it simply appeared to them to be the most effective, indeed the only, organization through which they could join in a national movement to learn the truth about the Communist menace and then take some positive concerted action to prevent its spread.

"Our investigation and study was requested by the Society, which had been publicly charged with being a secret, fascist, subversive, un-American, anti-Semitic organization. We have not found any of these accusations to be supported by the evidence."

What we have accomplished, above all else, is to keep The John Birch Society alive and growing, as a rallying point for the increasing number of informed and patriotic anti-Communists. Our members have achieved this result, through staggering labor and sacrifice, despite unceasing harassments, and distortions of their actions, and pressures amounting in many instances to serious persecution. And we intend to keep on growing. For we believe the incredibly vicious and massive attacks on the Society have been due, in any final analysis, not to our mistakes and our failures, but to our successes and our progress.

V. So We Now Ask A Question Ourselves: Which Do You Choose?

We cannot give you here the full basis for that choice. But let's put down a few point-by-point comparisons of the Society with its Communist enemies.

(1) The Communists seek unlimited power for themselves, over the whole human race. The John Birch Society does not want any power at all over anybody, either now or in the future. Agreeing with Lord Acton that "power tends to corrupt; absolute power corrupts absolutely," the Society seeks to

make progress towards its goals only by education and persuasion.

(2) The Communists believe that any means may be used to attain their ends. The Society believes that improper means are never justified by even the noblest of aims, and that means are as important as ends in any worthwhile civilization.

(3) The Communists always accuse their enemies — such as The John Birch Society — of exactly those crimes which the Communists themselves are committing. We do not bear false witness against anybody, about anything.

(4) The Communists believe that words should be used to conceal thoughts, and that promises are made to be broken. The John Birch Society believes that simple truth is the very core of morality; and that when we can persuade enough people to make truth the prerequisite to all statements and the accepted guide to all actions, at least half of the world's problems will rapidly disappear.

(5) The Communists operate in secrecy and darkness. We follow the preponderant custom, among all American voluntary associations, of not publishing the list of our members. With that exception, The John Birch Society has absolutely no secrets of any kind.

(6) The Communists seek to break down all morality, all tradition, and to destroy the whole spiritual and esthetic sense of values which we have inherited. The Society believes that a reverent continuity in human affairs is of extreme importance; and that even the most desirable change should be made cautiously, in order to be sure that it constitutes improvement.

(7) The Communists believe that man is just a material combination of atoms, with no other purpose than satisfaction of the desires of the physical entity thus assembled. The John Birch Society believes that a Divine Creator has endowed man with a purpose and an upward reach which are far superior to, and frequently prompt a willing sacrifice of, the desires and needs of the individual himself.

(8) The Communists — Lenin, Lunacharsky, and many others — openly preach that “men must learn to hate,” and that only through spreading sufficient hatred can the Communists succeed in ruling the world. The John Birch Society hates nobody, not even the Communists, but only the evil which they do. The Society believes that love for one’s neighbor and good will towards all men should be a fundamental motivation in all human relationships.

We have summarized the differences between the Communist program and our own in the following paragraph:

“We must oppose secrecy with openhandedness. We must publish to the world our beliefs, our purposes, and our methods, as fully as the collectivists conceal and disguise their own. We must oppose conspiracy not with counter-conspiracy, but with exposure, justice, and education. We must oppose falsehoods with truth, blasphemy with reverence, foul means with good means, immorality and amorality with more spiritual faith and dedication, rootlessness and chaos with tradition and stability, relativity with absolutes, pragmatism with deeper purposes, hedonism with a more responsible pursuit of happiness, cruelty with compassion, and hatred with love.”

VI. Finally — How Do We Go About These Ambitious Tasks?

Well, the organizational mechanics of The John Birch Society are pretty well known today, so we’ll make this part of our outline very brief. Most of our members belong to local chapters, usually of from about ten to twenty members each. Each one has a Chapter Leader, who serves without pay. Usually, for every four to eight chapters, there is a Section Leader, who is also a volunteer. Then, for anywhere from forty to a hundred chapters, we have a Coordinator, who is a fully paid

member of our field staff. Supervising from five to ten Coordinators each there is a Major Coordinator. Eventually, as growth and revenue make it appropriate, we shall have District Governors above the Major Coordinators. And the top governing body of the Society is our COUNCIL, while I try, as founder and president, to keep all of this huge educational army functioning as an effective body.

We also have a Home Chapter for those members who, for whatever reason, cannot take part in the activities of a local working chapter. Our dues, in either case, are twenty-four dollars per year for men and twelve dollars per year for women; payable monthly, if preferred, by the members of local chapters. We also offer life memberships at one thousand dollars each, and are very proud of the many hundreds of members we now have in that category. Our dues actually pay only about one-third of the cost of maintaining our field staff, office services, and organizational activities, so we have to make up the remainder by contributions and revenue from many sources. Our publishing and all similar activities are carried on by an affiliated corporation, controlled by the Society, and which we do our utmost to have show a profit on its operations if we can.

And now by this time it should be clear that The John Birch Society is no ephemeral organization of loose ties and uncertain loyalties. We are not going through a lot of pretty motions, but are building very solidly for decades to come. And we mean business every step of the way. So let’s clarify a point on which we have been so widely but so unfairly criticized. For The John Birch Society is, quite frankly, and by design, a monolithic body. We believe a constitutional republic to be probably the best form of government that man has yet devised. And even a republican form of non-governmental organization has many attractions and advantages under favorable conditions. But under less happy circumstances, it lends itself too readily to infiltration, distortion, and disruption. So, for withstanding the stresses and strains of internal differences and external

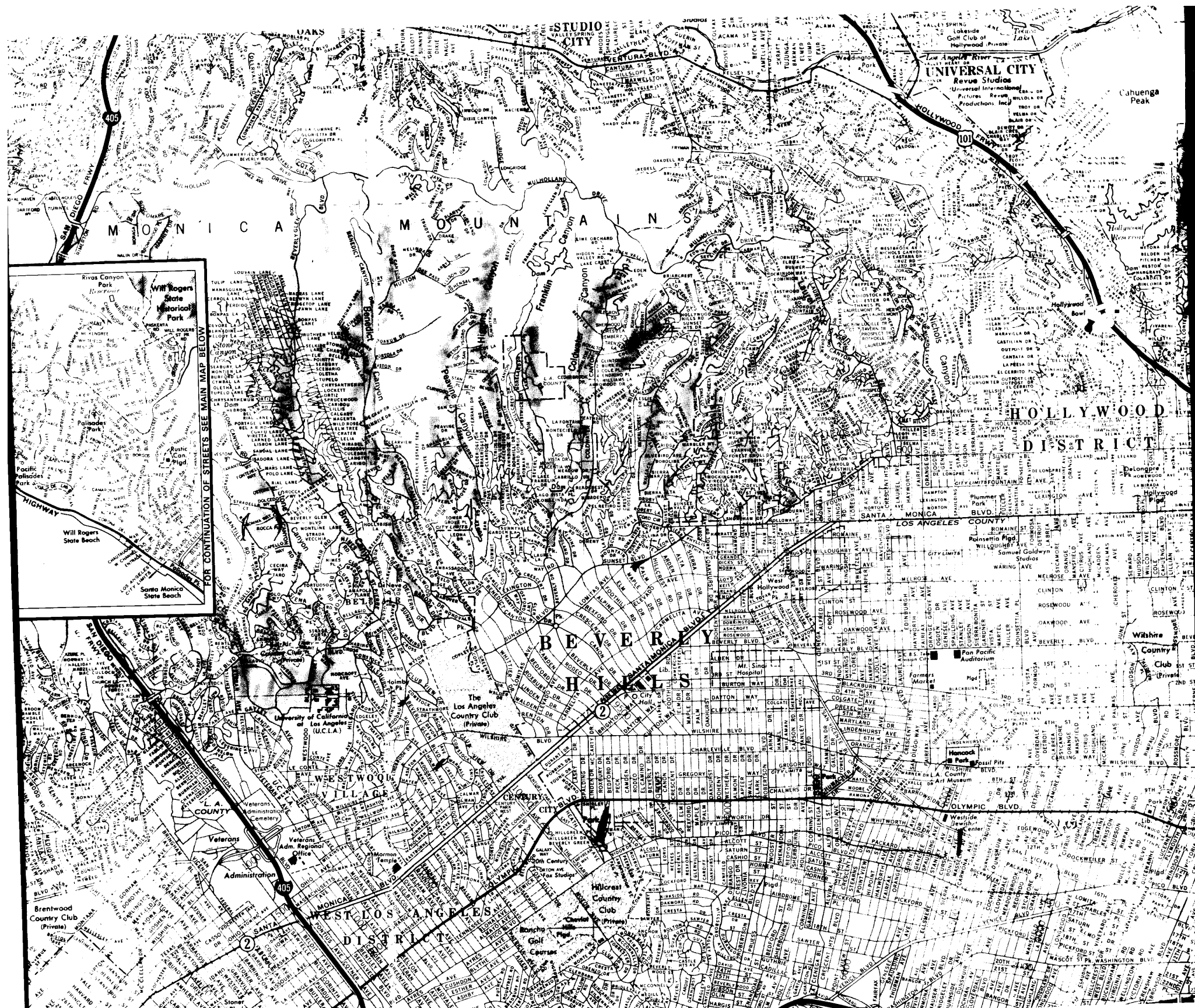
animosities, throughout changing political climates over long periods of time, for the building of morale and loyalty and the feeling of unified purpose and closely-knit strength, for effective functioning in periods of crisis, and a permanence of high dedication throughout more peaceful decades — for these and many other reasons, The John Birch Society operates under authoritative control at all levels. The fear of tyrannical oppression of individuals, and other arguments against the authoritative structure in the form of governments, have little bearing on the case of a voluntary association where anybody can resign at any time and where the authoritative power can be exercised and enforced only by persuasion. And what little validity they do have is outweighed for us by the advantages of firm and positive direction of the Society's energies. Especially for the fight against Communism, which is the first great task of the Society, it is imperative that all the strength we can muster be subject to smoothly functioning direction from the top. We are quite aware that no collection of debating societies is ever going to stop the Communist conspiracy from taking us over. And we have had no intention of adding another frustrated group to their number. For we are not kidding ourselves or anybody else. We really intend to stop the Communists.

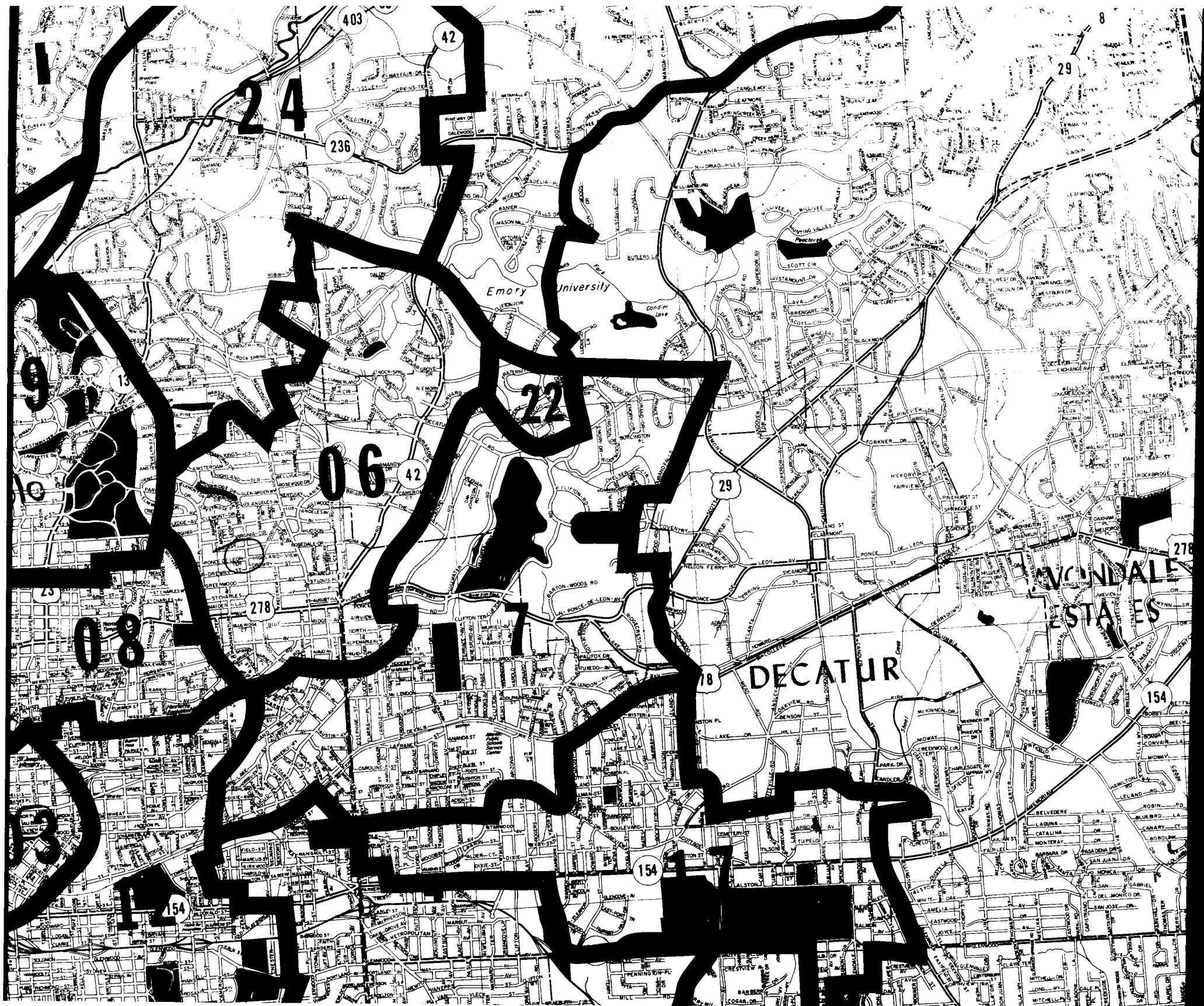
Now we can allow for differences of opinion. In fact, working with tens of thousands of Conservative individualists, we live happily at the center of a beehive of differing opinions about everything from segregation to silver coinage, or from the teaching of Latin in public schools to the proper lengths of women's skirts. We need and welcome advice, and we get it by the tons! You ought to see our mail.

And we use the normal measure of diplomacy always called for in dealing with human beings. But whenever differences of opinion are blown up into acrimonious quarrels at the local level, or get translated into a lack of loyal support for the basic purposes of the Society, we have short cuts, when absolutely necessary, for clearing up the trouble, with as little damage to

morale as possible without going through any congress of so-called democratic processes. We must have, for otherwise, ladies and gentlemen, and this is the whole point, Communist infiltrators could have bogged us down in interminable disagreements, schisms, and feuds before we ever became seriously effective. In fact it would be easy to show today, from actual experiences, how The John Birch Society would have been torn to pieces and virtually destroyed long before now, had it not been for this ability on our part to protect ourselves from undermining efforts of a very professional order.

In conclusion, ladies and gentlemen, let me point out that, when you join The John Birch Society and while you are a member, we are a demanding organization. We expect, and goodness knows we receive, far more work and dedication and far more sacrifice of other interests on the part of our members than you are likely ever to have given or thought of giving to any other organization, outside of your church. Because we are looking for "pullers at the oars, and not passengers in the boat." And you do not deserve a place among what is truly the finest body of men and women in the world unless you are willing to do your share according to your circumstances and your ability. We have established fundamental and permanent objectives, much broader than the fight against the Communist conspiracy, because we are convinced that these ultimate longrange objectives are more important than the defeat of the Communist conspiracy. But also because we are utterly convinced that we cannot stop the Communists unless our efforts are a part of such a broader and more constructive purpose. Yet it is the grip of the Communist conspiracy which engages our attention so urgently today. Stopping the Communists and destroying their conspiracy, or at least breaking its grip on our government, and shattering its power within the United States, not only must occupy the most important spot in all of our thinking; it is the driving danger which should determine our thoughts today about almost everything else, and most of our actions,







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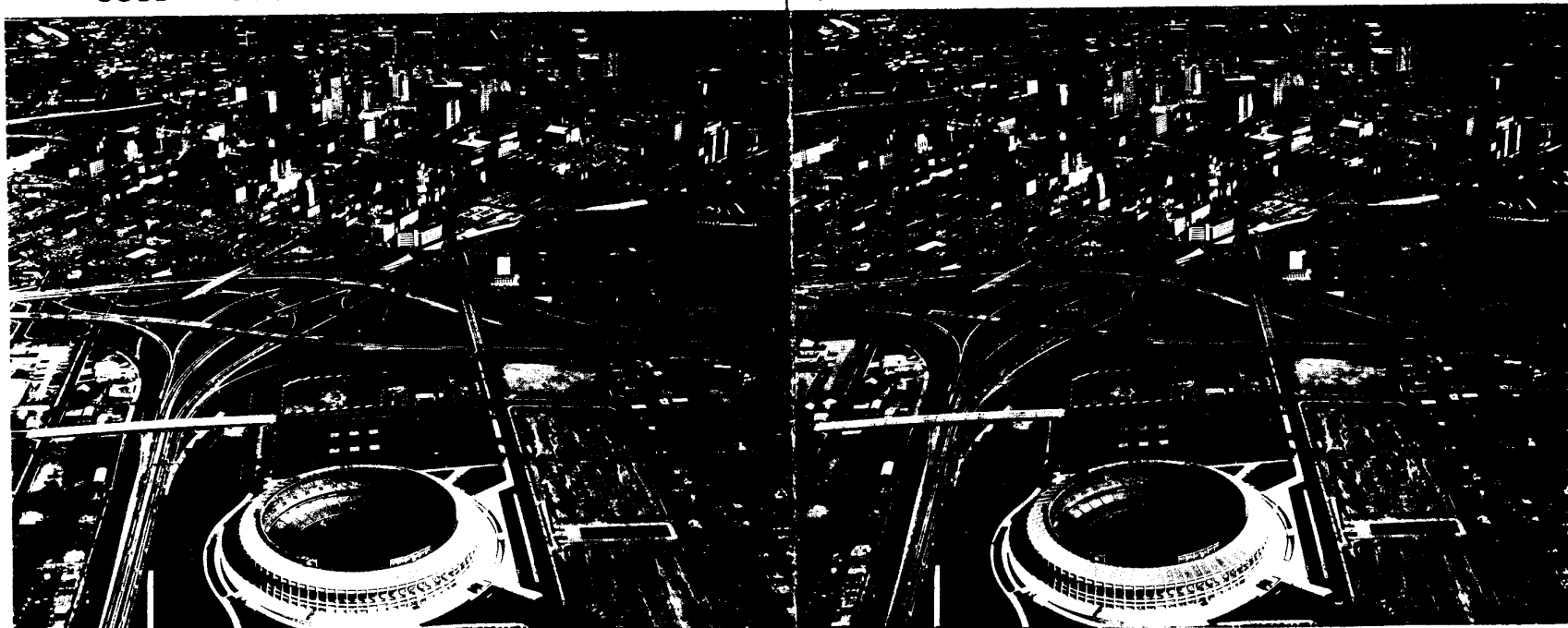
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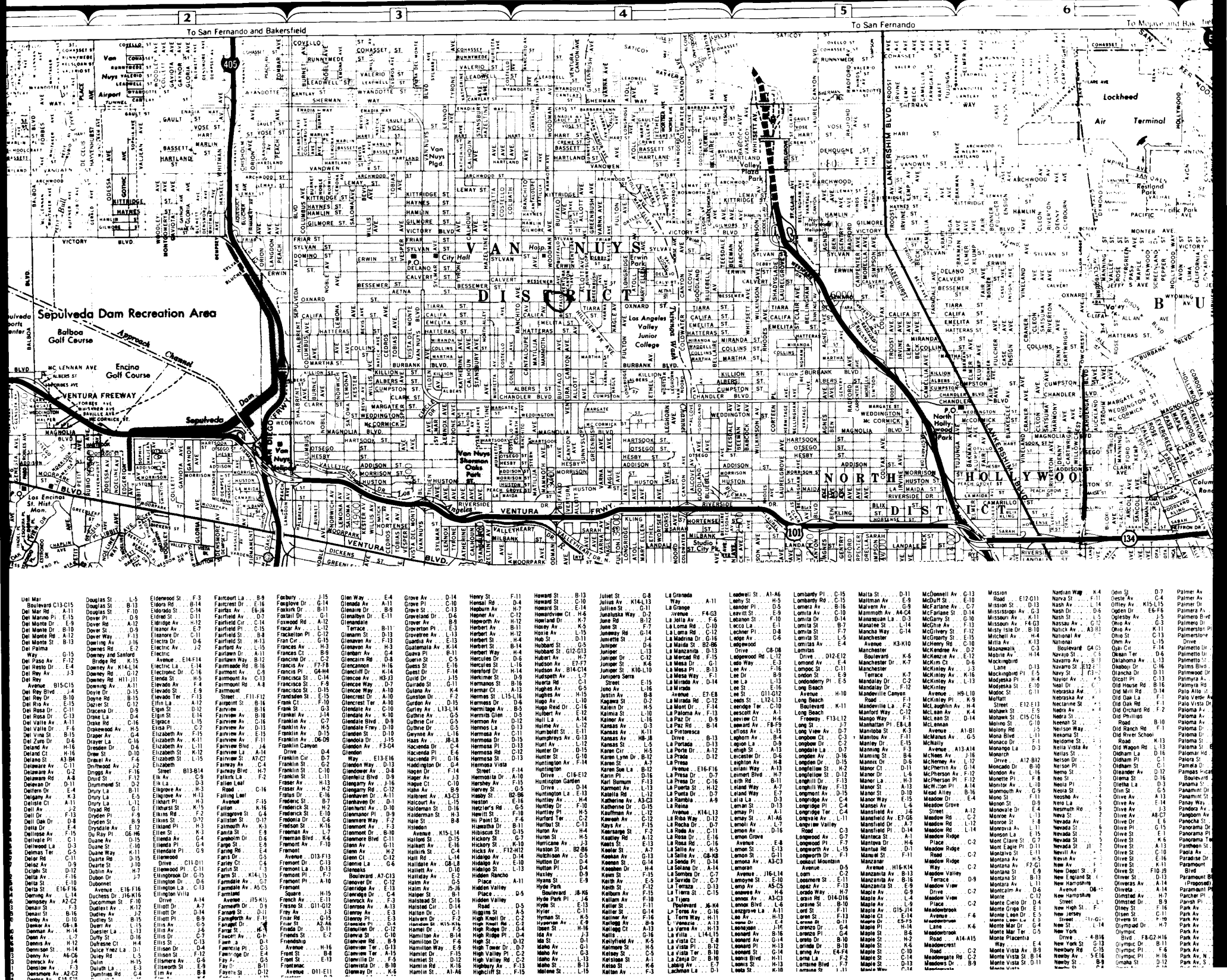
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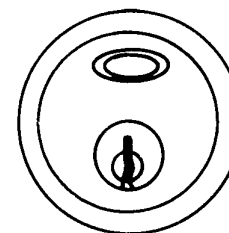


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HOW YOU RECEIVE LESSONS

You will receive every lesson by mail, just as though we were sending you a personal letter. Consequently there will never be long delays between lessons. **WE PAY POSTAGE ON ALL LESSONS AND MATERIALS THAT WE SEND TO YOU.** (You pay postage on all lessons you send to us).

You will receive a loose-leaf binder to keep your lessons in order. When you have finished the course you will have compiled a complete book on locksmithing and key-making. A book like this has never been published in the history of the trade!

CERTIFICATE

At the completion of your course of study you will receive a handsome two color certificate that you will be proud to display to your neighbors and customers. You will find that the certificate will induce confidence in your customers and encourage them to recognize you as a trained and qualified craftsman in locks and keys.



You cannot become a locksmith by merely thinking about it. You've got to learn how!

Now it's up to you. You have read about the course and have seen the many opportunities that it offers. You have seen how you can take this course in your spare time at home. You know that you can "earn as you learn" because you will be able to do some professional locksmithing and keymaking by the time you reach your fifth lesson.

If you are genuinely interested in bettering yourself - - if you are ready to begin to increase your income - - take the first step today. Act now!

It's easy to get started. The enclosed enrollment blank offers you easy monthly terms. Just take out a few moments to fill out the plan that's best for you and send it with the enrollment fee. Now is the time to do it. Launch yourself on a well paying lifetime career with security for you and your family in the future.

You have everything to gain and nothing to lose. Remember that this course is based on a money back guarantee!

MONEY BACK AGREEMENT

We want you to be absolutely satisfied that you will receive just what we advertise. If after you've received your first lesson you are not satisfied in every detail you may return the lesson and the supplies to us within a week and receive your money back in full! This is guaranteed without any "IFS", "ANDS" or "BUTS".

If at any time during the course you want to quit, we will refund in full all advance payments that you have made.

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WHAT OTHERS SAY ABOUT THIS COURSE

I wish I had started the course six months ago!
Calif. **WISH**
A. B.

New Jersey
I think that this is a fine course, and have enjoyed taking it . . .
THANKS

E. S.

Pennsylvania
I have talked to several people in this city and they are very enthused about my shop and think that it will be a good thing for this town.
ENTHUSIASTIC
I. E.

Ohio
This course means more to me than a college education.
MEANS MORE

H. W. G.

VERY INTERESTING

Oklahoma
I think that the course is very interesting and I like the work.
W. F. B.

PLEASE NOTE

If there is some question in your mind that has not been answered in this booklet, please do not hesitate to write us for additional information. We'll be prompt in answering you with a personal, friendly letter.

LOCKSMITHING INSTITUTE

LITTLE FALLS, NEW JERSEY

Canal Zone
I have enjoyed the first few lessons that you have sent me very much and wouldn't think of dropping the course at any time.

M. W. B.

APPRECIATED

Nebraska
I want to thank you again for your comments. They are appreciated very much. I consider them one of the most valuable aspects of the course.
A. K.

GLAD

Conn.
I am very glad I am taking this course from you. You have a good system of teaching.

D. F.

PLEASED

Kentucky
I have been very much pleased with the lessons I have received. They have been very clear, easy, and simple to follow.

C. A. A.

EXCELLENT SERVICE

Illinois
Thanks for the excellent service on my lessons.
M. B.

EXPERIENCE

Penna.
I sure gained a lot of experience and I am glad I've taken your locksmithing course.

A. N.

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QUESTIONS AND ANSWERS

Is this course based on theory and paper work?

Absolutely no! This course is based on the principle "learn by doing." You actually *do* lock and key work under the guidance of expert locksmiths.

Do I have to buy additional materials?

No. We supply all materials and special tools necessary to complete this course. (See center pages).

How long will it take me?

From six months to three years, depending on how fast you want to progress.

Is previous experience with locks and keys necessary?

This course starts from the absolute beginning. No previous knowledge of the field is required.

Can I work on the lessons at night or at odd times and master the course?

Yes. This is a home study correspondence course especially prepared for part-time study.

Is it possible for me to start earning money in locksmithing while taking this course?

Yes, you can begin to make keys for pay after you've completed your fifth lesson!

How will I know if I am doing the work correctly?

All lessons are carefully checked. We will not permit you to go to the next lesson until you have completed the previous one satisfactorily.

How about refunds if I wish to discontinue?

We promptly return the unused portion of the tuition fee that you have paid in advance.

Can I pay the tuition as I go along?

Yes. Please see enrollment blank for complete information.

*Locksmithing Institute is a
Fully Approved, Licensed,
and Accredited School!*

... here are the facts ...

- Established 1948
- Licensed by New Jersey State Department of Education
- Accredited Member of National Home Study Council
- Listed as an Educational Institution in Official School Directories
- Approved for Veteran Training
- Approved for Vocational Rehabilitation
- Staffed by Professional, Experienced Locksmiths
- Financially Sound and Able to Serve Students as Advertised
- Recognized by Trade Publications
- Recipient of Recognition Awards from Lock and Key Manufacturers
- Member of U. S. Chamber of Commerce
- Member of Associated Locksmiths of America
- Authorized to Issue State Approved Diploma
- Hundreds of Successful Graduates



Say YES to SUCCESS ...

*Learn Locksmithing from the School
with a Proved Record of Accom-
plishment and Recognition from the
Top Authorities in Education and
Locksmith Trade Practice !*

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WHAT YOU WILL LEARN

LUGGAGE LOCKS

Suit cases, trunks, overnight bags, and other types of luggage constantly need repairs, replacements, or keys fitted to them. You will learn how to handle these jobs. You will get actual practice in installing locks and fitting keys to these types.

REMOVABLE CORE LOCKS

The removable core lock has been gaining in popularity for the past few years. You will learn all about them and you will also work on them. Many professional locksmiths will admire your knowledge of this subject because it is the first time that it has been taught in such a simple and direct manner.

SCHLAGE LOCKS

These locks while extremely popular, are not of the usual cylinder or disc tumbler construction. Therefore, you will get special instructions on them so that you will be able to service them in the field.

LOCK BODIES AND THEIR INTERNAL MECHANISMS

All about the insides of locks, including night latches, deadlocks, jimmy-proof locks, and large entrance door locks. You will learn how to assemble them, adjust them, and make necessary repairs.

USE THE ENROLLMENT BLANK

FITTING KEYS BY IMPRESSION

This is one of the highest skills in locksmithing. You will learn how to fit a key to a lock just by inserting the blank into the keyway and obtaining marks. You will learn how to interpret these marks and file a key that will fit the lock without having to take it apart.

EXTRUDED PIN TUMBLER PADLOCKS

These locks are the better, higher priced padlocks that give top notch security. They are tricky to work with but you will learn the secrets in this course.

TYPICAL LOCKSMITHING JOBS

There are many every day jobs that a locksmith is called upon to do that require a special skill. Such jobs are: extracting broken keys that are deeply imbedded in the lock; duplicating a broken key; repairing worn keys; adjusting shoulder spaces, and many others. You get practice on these types of jobs throughout the course.

LOCK INSTALLATION

You will get practice in installing locks. This type of work is very profitable for the locksmith. If you can install the lock that you sell, you can make a double profit: first on the lock itself, and then on the service charge for installing it.

**LEARN THIS
PROFITABLE
PROFESSION**

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WHAT YOU WILL LEARN

EMERGENCY WORK

You will learn how to let people into their homes if they are locked out. You will find out how to release a jammed lock. You will learn how to make lock-out keys to prevent unauthorized people from entering; and you will become acquainted with many other types of emergency work.

AUTO DOOR LOCKS

A very profitable part of the locksmithing business is the repair and replacement of the locks that are concealed underneath the upholstery of the car door. You learn how to go about this work in a scientific and practical manner.



READING WAFER TUMBLER LOCKS

To be able to look into a wafer tumbler lock and measure the tumblers so that you can cut the key is quite an art. This technique is one of the great secrets of the trade, but you will learn how to do it easily and quickly when you take this course.

**ALL MATERIALS AND
SPECIAL TOOLS SUPPLIED**

MAKING KEYS BY NUMBERS

A great many locks have numbers stamped upon them. If you know how, you can translate these numbers into directions for making keys. You will receive not only the instructions for making keys according to numbers, but also the codes to help you do it.

FITTING KEYS TO SIDEBAR CYLINDERS

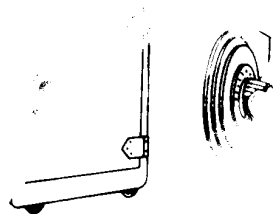
Since 1935 all General Motors cars have used the sidebar lock construction. A special technique is used to fit keys to these locks and to repair them. You will get practice on these locks in this course.

AUTO CYLINDERS — HOW TO SERVICE THEM

To enable you to handle auto switch, door, and trunk locks at a profit, you will learn all about them in this course. You will learn how to fit keys to them, how to install them, and how to repair them.

SAFE LOCKS

You will learn how to service safe locks, how to change combinations, how to test them, and how to prevent lockouts. This is one of the most interesting subjects of the course.



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Modern locksmithing requires a thorough knowledge of the very popular new type locks with the key mechanism right in the knob. You will get full instructions and detailed illustrations on this subject.

The craft of locksmithing is over three thousand years old. The history of these years will give you a better understanding of your responsibilities and the ethics of the trade.

You will learn how to organize and conduct your own locksmithing business. This part of the course is an excellent business education. You will learn about salesmanship, advertising, prices to charge, records that you must keep and many, many other important facts that you will need in this business.

You will be directed to the regular wholesale sources of supplies where you can purchase materials and stock at discount or wholesale prices.

**THESE ARE ONLY THE
HIGHLIGHTS. THERE ARE
MANY OTHER INTERESTING
AND IMPORTANT SUBJECTS
THAT ARE GIVEN IN
THIS COURSE.**

LEARN BY DOING

**EVERY LESSON
A PRACTICAL
PROBLEM IN
LOCKSMITHING**



SUPPLIES AND EQUIPMENT FOR LESSONS

Each lesson in this course is a work project. You learn by doing a real locksmithing job in every lesson. Naturally, you need special tools and supplies. These items are furnished by us without any extra fees or charges of any kind! (See center page.)

Most everyone has the common hand tools such as a screwdriver, a pair of pliers, a hammer, a hacksaw, a small bench vise, and perhaps a small hand drill. Therefore, we do not burden our students with the cost of a duplicate set of these everyday items. (If you don't have all of them now you can pick up the very few you need at your local hardware store).

However, we do furnish all the locksmithing tools and supplies beyond the common hand tools. You will receive files, key blanks, locks, tumblers, springs, lock picks, guide keys, catalogs, and everything else that is necessary to train you in locksmithing. (The Locksmithing Institute specializes in instruction only. It does not sell supplies or equipment. All material that is handled is used only for the lessons in the course. Students and graduates who want supplies for the purpose of going into business are referred to the leading wholesale houses where they can purchase their needs at the same low prices as all other professional locksmiths.)

**BE A LOCKSMITH
IT'S PRACTICAL - IT'S PROFITABLE**

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THESE ARE THE SUPPLIES YOU WILL RECEIVE WITH YOUR LESSONS



Warding Files
Special Key Files
File Handles
Impression File
Locksmith Calipers
Clamp For Keys
Cylinder Key Blanks
Flat Key Blanks
Bit Key Blanks
Double Sided Blanks
Key Rings
Key Blank Catalog
Spacer Keys
Key Tags
Key Machine Catalog
Supply Catalogs
Graphite Lubricant

Locksmith's Tweezers
Trunk Lock
Suitcase Locks
Night Latch
Warded Padlock
Disc Tumbler Padlock
Pin Tumbler Padlocks
Sidebar Cylinders
Rivets and Burrs
Combination Locks
Auto Door Handles
Auto Locks and Parts
Cabinet Locks
House Door Locks
Lock Assemblies
Lever Locks
Warded Locks

Cylinder Locks
Cylinder Cores
Spring Steel
Feeler Gages
Cylinder Pins
Lock Springs
Depth Keys
Mounting Blocks
Extractors
Lock Picks
Tumbler Rakes
Turning Wrench
Reading Tool
Plug Follower
Pin Tumbler Cylinders
Mailing Bags
Looseleaf Binder

PLUS
KEY CODES
AUTO LOCK MANUAL
EXPLODED LOCK
VIEW CHARTS

TOTAL
RETAIL
VALUE
OVER

\$175

INCLUDES
32 SEPARATE LESSONS
AND ADDITIONAL
SUPPLEMENTARY
INFORMATION UNITS

NOTE
WE PAY
SHIPPING
CHARGES ON
ALL ITEMS
SENT TO YOU

EVERY ITEM IS STANDARD — JUST WHAT A PROFESSIONAL USES

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**FOR YOUNG MEN LOOKING
FOR PERMANENT CAREERS**



If you are a mechanically minded young man without a trade or a specialty, you may find that locksmithing will open the door to opportunity. It will give you knowledge and skill that you can offer to a prospective employer. It will give you a background that you can use when the time comes for you to go into your own business.



There are certain types of physical handicaps that would not interfere with the ability of a man to make money in lock and key work. There are many heart and respiratory sufferers who now earn their livings doing pleasant lock and key work behind chain store and hardware counters. Similar types of minor handicaps may permit the same opportunities for others. Although the worker may earn somewhat less because of his inability to do outside service calls, he still has the opportunity to put his time and his efforts to profitable use.

YOU

**CAN BE A LOCK
SPECIALIST IN
YOUR COMMUNITY**

YOU CAN PAY AS YOU GO

**PROFESSIONAL LOCKSMITHING AND
KEYMAKING** is a practical course that will teach you the business in an amazingly short time. By the time you have completed Lesson Number 5 you can begin to earn extra money. You can "earn while you learn" because every lesson gives you another skill that you can turn into cash profit.

The course consists of thirty-two complete, practical lessons. In addition there are supplements and special units that are supplied without extra charge. The reading matter consists of over 400 large size pages with hundreds of clear, black and white drawings to show you in detail how to proceed every step of the way. Each lesson is written in simple, understandable language. If you can understand this booklet, you will have no difficulty in understanding your lessons because they are written just as clearly as the sentences on this page.

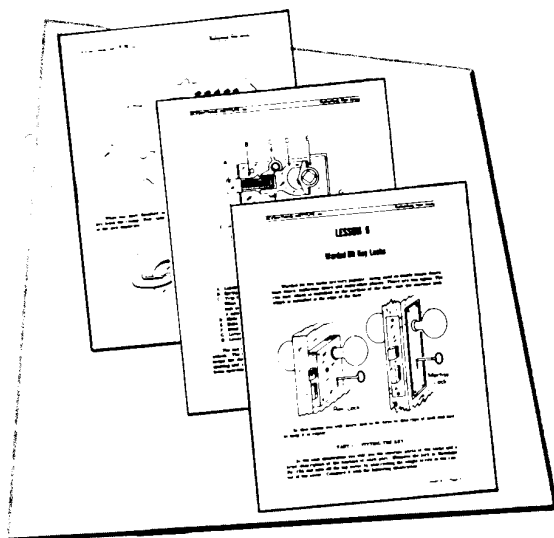
This course, developed by master locksmiths with many years of experience is kept constantly up to date as new and improved techniques are developed. Because they know their field thoroughly you have the opportunity to acquire their knowledge in a matter of months instead of years! In the old days it took an apprentice three years to learn what you can absorb in less than six months! Now you will be able to earn extra money soon after you begin this course.

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EXCELLENTLY ILLUSTRATED

The Locksmithing Institute takes special pride in mentioning the excellent illustrations in the lessons. These drawings were made by one of the country's outstanding illustrators. They are perfect in every detail and can be understood at a glance. Furthermore, each illustration appears next to the printed text. You do not have to turn to other pages or to a separate folder to find the illustration. You can see it and study it as you read your lesson. There's no confusion or interruption.



UP-TO-DATE AND MODERN

PROFESSIONAL LOCKSMITHING AND KEYMAKING is an up-to-date course. It is as modern as this year's automobile. As new techniques and new developments come on the market they are included in the lessons.

WHAT YOU WILL LEARN IN THIS COURSE

● HOW TO IDENTIFY KEY BLANKS

There are over 1700 different key blanks on the market. You will learn how to distinguish one from another, how to use a key blank catalog, and how to select the correct blank for duplication or fitting to a lock.

● HOW TO DUPLICATE KEYS

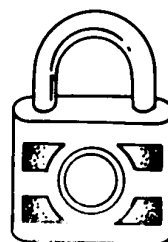
To make another key from a customer's sample is an important part of the locksmithing business. You will learn how to duplicate cylinder, flat, bit and double sided keys. You will learn filing, measuring and shaping keys.

● CARE AND MAINTENANCE OF YOUR KEY MACHINE

Good key machines are expensive. You will learn how to take care of them and avoid abusing them so that they will last longer and maintain their accuracy.

● HOW TO FIT KEYS TO LOCKS

You will not only learn the theory, but you will get the *actual practice* of fitting keys to locks where you do not have any sample key to go by. You will learn how to take locks apart and put them together again.



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**OUR COURSE IS APPROVED
BY THE NEW JERSEY
COMMISSIONER OF EDUCATION**

KEYING ALIKE

People who have many locks are burdened with too many keys. You will learn how to set up their locks so that they will need fewer keys to operate them. You will learn how to key them alike.

MASTER KEYING

Large buildings such as schools, factories, hospitals, hotels and office buildings rely on locks that are master keyed. You will learn the principles behind these systems and you will set up master keyed locks.

LEGAL PROBLEMS

Locksmiths are guardians of public security. Therefore they must know the laws governing their work. You will get complete information on this subject.

DISC TUMBLER LOCKS

The disc tumbler lock is widely used in automobiles, office furniture, game machines, and many other places. You will learn how to fit keys to this type lock.

AUTOMOBILE HANDLES

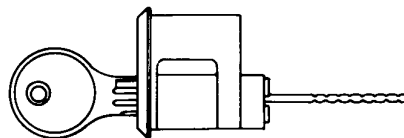
You will learn how to service all types of automobile handles that have locks in them. This includes all makes and models. The course is up to the minute on this subject. It covers the latest models including this year's.

MAKING PARTS FOR LOCKS

Every locksmith has to know how to make springs and small parts for locks. You will make them during the course, and your work will be guided by experts so that you will have an excellent training by the time you enter the professional field.

CHANGING LOCK COMBINATIONS

To make a lock safe after a key is lost, a locksmith has to change the combination and fit new keys. This process prevents the use of the former key by someone who may have found it or stolen it with the purpose of using it for illegitimate reasons. All students learn how to change lock combinations.



CONSTRUCTION OF LOCKS

The mechanical principles involved in lock construction are carefully and skillfully presented to the student. A rounded knowledge of the locks in present day use is the primary goal of the course.

PIN TUMBLER CYLINDERS

A modern locksmith finds the pin tumbler cylinder the most popular form of locking device in use today. This course covers the subject thoroughly and trains you to work expertly on these locks.

YOU CAN PAY AS YOU GO

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The Creed of a Locksmith

A locksmith always remembers his public trust. With him rests the security of property and fortune. As a public guardian he shuns the dishonest, the wicked, and the avaricious. For thousands of years he and his predecessors have placed trust and honor above temptation. His honesty is incorruptible. His allies are the custodians of law and order. He is an artist at his trade and the symbol of skill and integrity to the world.



presented by

LOCKSMITHING INSTITUTE

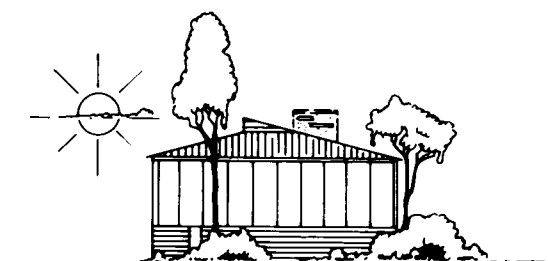
Established 1948

A Division of Technical Home Study Schools, Inc.

LITTLE FALLS, NEW JERSEY

- *Licensed and Approved by the State of New Jersey Department of Education.*
- *Approved by the U. S. Veterans Administration.*
- *Accredited by the National Home Study Council.*

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ARE THERE OPPORTUNITIES IN LOCKSMITHING

For five thousand years the art of locksmithing has been handed down from father to son. The secrets of the trade were jealously guarded. Only the privileged few who were born into the families that controlled the trade could ever hope to become masters.

Twentieth century America, however, has grown too fast and too furiously to depend upon the old customs to produce its craftsmen. The growth of the country has outstripped the supply of skilled workers in locks and keys. There are one hundred times as many doctors as locksmiths. There are fifty times as many engineers. There are many communities without any locksmiths at all to serve them.

In a nation of close to one hundred and ninety million people there are at present less than 10,000 qualified locksmiths to serve them!

Examine the following facts and you'll agree that the need exists for more trained lock and key men. . . .

40 MILLION KEYS NEEDED EACH YEAR

Every year in the United States over forty million keys are lost! Consider the tremendous volume in dollars and cents that is spent to replace them! Just think of the millions of frantic people who don't know where to turn to get someone to fit new keys to their doors, or to open their locked cars.

Every door in your house, (including your front, back and side doors) has a lock.

Multiply your house by the millions of homes all over America and you have not millions, but hundreds of millions of locks now in use!

There are over sixty million autos on the road today. Most of them have more than six locks each - - (ignition, 4 doors, trunk, glove compartment and sometimes a gas cap lock also). Simple arithmetic shows that there are well over 360 million auto locks in the land! What happens when they need servicing?

To complete this picture there are locks in business establishments, on office buildings, hospitals, filing cabinets, desks, woodsheds, juke boxes, parking meters, etc. . . . America is the richest country in the world and it protects its valuables with locks.



THE LOCK AND KEY BUSINESS AS A CAREER

There are several ways in which you can successfully work at the lock and key business. It depends upon your individual needs. It also depends upon your location or where you intend to work at the trade.

Locksmiths have full time job opportunities in many places. Government jobs exist in army and navy bases, in veterans' hospitals, in federal buildings, housing developments, and many other types of government installations. Jobs exist also in state institutions such as hospitals, universities, public works departments and liquor control bureaus.

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Private industry employs locksmiths in the larger plants, hotels, and housing projects. And don't forget, there are always job opportunities to work for other locksmiths or to go into business for yourself.

Locksmithing is a fairly stable business. It doesn't change considerably from season to season (except in resort towns) and it stays on a pretty even keel throughout the year.



HOW MUCH DOES A LOCKSMITH EARN?

A qualified, experienced locksmith earns as much as any other specialist in the mechanical trades. And he has the additional advantage of being able to be his own boss if he so desires. Profits are high in this industry because you get paid not only for what you do, but also for what you know!

You are not limited to repairing alone. You can also sell and install all types of locks and locking devices. As a specialist, you will get calls for special locks and fastening devices that will bring in extra revenue.

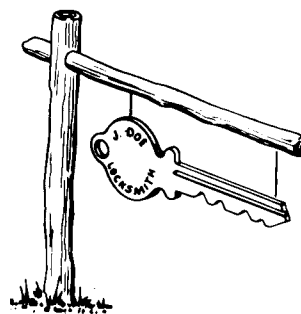
WANTED !

Wanted: I of safe c and fas' Permanent

Wanted: Three expert safe repair men. Must be intelligent, active, sober, reliable and eli- city of 200 permanent position. If interested & with best refer

Wanted: Three expert locksmiths and three expert safe repair men. Must be in- telligent, active, sober, reliable and eli-

with for Virginia P.O. Box



LOCKSMITHING IN SMALL COMMUNITIES

Small communities as well as large cities need professional locksmiths. While they cannot supply the volume of work to be found in a large city, they do provide unusual opportunities for men to make excellent profit if they carry on the trade as a sideline or as part of their regular jobs or businesses. In such cases, locksmithing is a profitable part time profession in conjunction with other services such as saw filing, bicycle repairing, lawn mower sharpening and other mechanical repairing. Many successful lock shops are operated in hardware stores, gasoline stations, garages, electric repair shops, typewriter stores, and many other types of establishments. (As a matter of fact, the lock and key business has been the starting point of many a successful hardware store and general repair shop!)

AGE MAKES NO DIFFERENCE



Age is NOT a handicap in locksmithing. Many an able man is being forced to retire even though he is quite active and full of vigor. If you are such a man, then perhaps the know-how in locksmithing will enable you to supplement your income so that you can enjoy the pride of accomplishment for many years to come.

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