



STATE VISIT—Cuban President Fidel Castro re-views troops in Kingston, Jamaica, during an
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official six-day visit to the island. Opposition Jamaican party is protesting rally for Castro.

AP Wirephoto

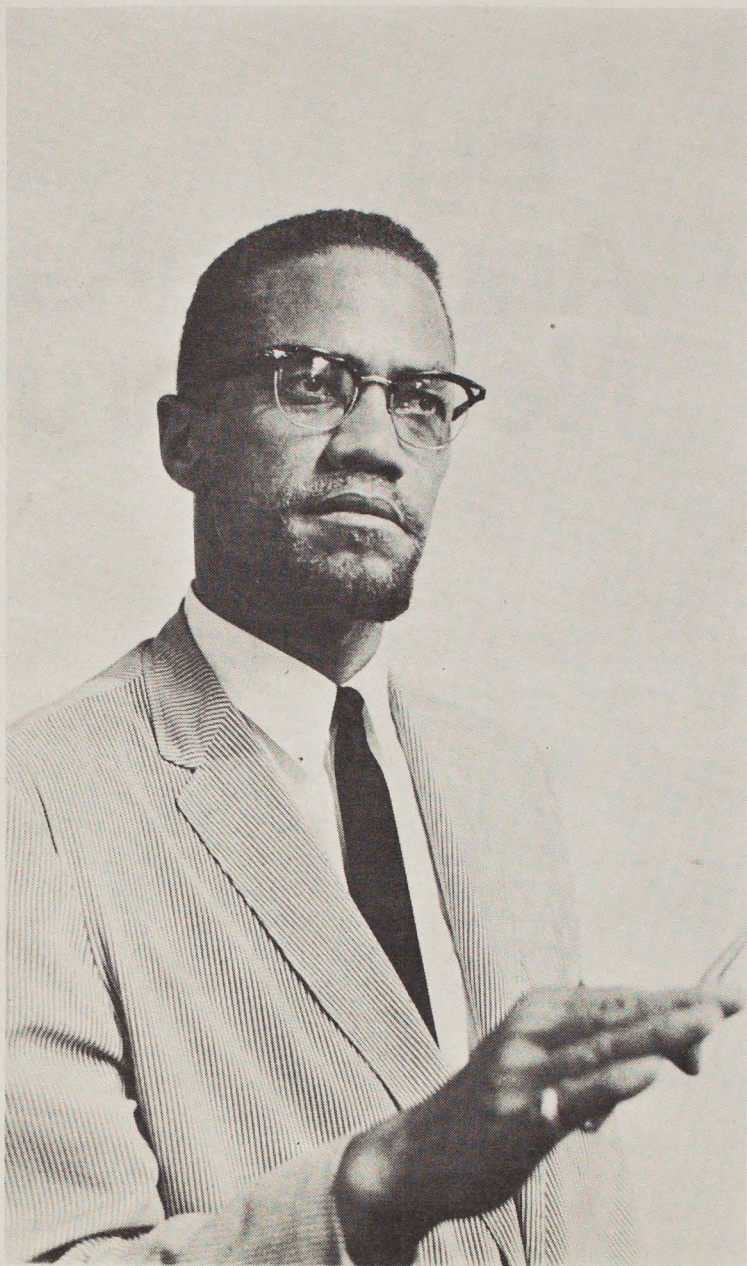


Photo by Robert Parent
Malcolm X addressing the Militant Labor Forum, New
York City, May 29, 1964

**By
Any Means
Necessary**

— May 24, 1970
Parade

YOUR NEW ELGIN IS BETTER THAN THE ELGINS ZAPATA WAS WILLING TO KILL FOR IN 1914.

Emiliano Zapata, the Mexican Robin Hood and revolutionary, tacked up this notice in a western railroad station: "Any engineer or conductor found not carrying an Elgin watch will be killed for concealing valuables."

It seems that the trainmen were tired of having their expensive Elgins stolen, and were trying to substitute something less valuable. It didn't work then and it certainly won't work now.

At Elgin, we've gained a lot of know-how building 70 million watches in over 100 years. Today's Elgins contain parts accurate to 3/10,000 of an inch. That's just one reason they're better than the Elgins Zapata would kill for.

It's a good thing Emiliano Zapata's gone. He'd be stealing Elgins as fast as we could make them.

ELGIN. MAKING THE MOST OF TIME.

E 105 Electronic — \$95.00. Lady Elgin Radiance 14 K, 6 diamonds — \$185.00.

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