

the
Elks

magazine

May 1978



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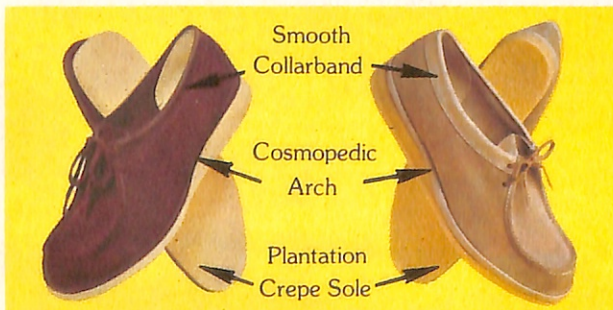
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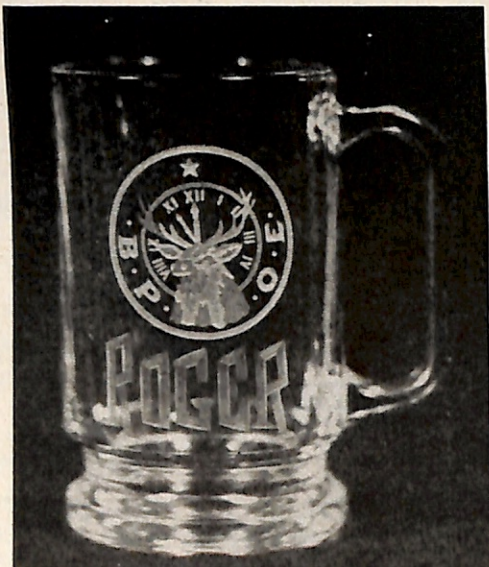
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the **Elks** magazine

VOL. 56, NO. 12 / MAY, 1978

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.

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Michael W. Fedo

"Frankly, I don't place much stock in most gimmicks, except one. That is pull on waders and hit the rivers . . ."

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Cover: Brothers At Home

Friendship and freedom are the Home's philosophy.

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ADVERTISING OFFICES



CHICAGO 60614 425 W. Diversey Parkway (312) 528-4500
NEW YORK 10017 50 East 42nd (212) 682-2810

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

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THE ELKS MAGAZINE, Volume 56, No. 12, May, 1978. Published monthly at 425 W. Diversey Pkwy., Chicago, IL 60614 by the Benevolent and Protective Order of Elks of the United States of America. Second class postage paid at Chicago, IL, and at additional mailing office. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1922. Single copy price 25 cents. Subscription price in the United States and its Possessions, for Elks, \$1.25 a year, for non-Elks, \$2.50 a year; for Canadian and 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.

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"3 inches off my waistline in just 10 minutes"

"...over 8 inches from my waist and tummy"

JIM CHANDLER

LAURIE JENSEN

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Laurie Jensen—"The Astro-Trimmer totally solved my figure problem in just 3 days. That's all the time it took to reduce my waist over 3-1/2 inches—from 28-1/8 to 24-1/2; my tummy 5 inches—from 33-1/4 to 28-1/4. I loved the program, it was fun, it was easy, I didn't have to diet—and the inches stayed off!"

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BEFORE

AFTER
Jim Chandler
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BEFORE

AFTER
Laurie Jensen...her incredible results in just 3 days.

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Cheryl Long—"Unbelievable! Totally fantastic, yet it really happened—in just 3 days the Astro-Trimmer trimmed 3½ inches from my waist and 6½ inches from my tummy. I just love my slim, new shape."

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How many excess inches can I lose with the Astro-Trimmer? How many excess inches do you have? Look what Jim and Laurie did in just 3 days. Many users lose 2 or more inches from their waists and 2 or more inches from their abdomens the very first day. Not everyone will do this. The degree of inch loss will vary with individual body response. However, this matchless body shaper melts excess inches off the waist, abdomen, hips and thighs with such amazing speed that if your waist and abdomen aren't a total of 4 to 8 inches trimmer after using your Astro-Trimmer for just 3 days and if you don't lose these inches without dieting and in only 5 to 10 minutes a day, you may simply return your Astro-Trimmer and your money will be refunded.

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A message from the
Grand Exalted Ruler

OUR YOUTH AND OUR FLAG

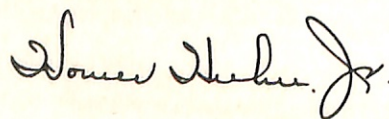
In May, Elks lodges throughout our nation will join in observance of Elks National Youth Week. It is our way of emphasizing our interest in young Americans, of showing that we recognize that young people have a respected place in the community.

With the modern world's social pressures that tug and haul and bewilder it is increasingly important—as well as difficult—to keep open lines of communication between the generations. In National Youth Week we help to make sure that our lines are open to our young people by demonstrating that we care.

Yet Youth Week is but the high point in a year-round program that embraces so many varied and constructive youth-related activities. It's an enormous program, reaching hundreds of thousands of young people yearly, and its benefits to America are incalculable.

Just ahead next month is Flag Day, a time of tribute to the symbol of the freedom and opportunity that were preserved for us, that we preserved for our youth and that we trust them to preserve for future generations. We Elks observe Flag Day because we love our country and are determined to keep it strong against all enemies. Chief among these are indifference and neglect. No other enemy can succeed against us without the aid of indifference and neglect.

So I urge every lodge to exert special effort to arrange a Flag Day program that will challenge the interest and respect of its community, a program that will cause citizens to pause and reflect: Isn't it great to be an American!



Homer Huhn, Jr.



**"Individual
Responsibility
Assures Progress"**





1928

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IRVING LAZAR:



The Peerless Prince of Pitch

"He is a legend in a traditionally nameless trade, a man *Fortune* magazine called one of America's five 'peerless princes of pitch,' whom his friends used to joke about saying, 'he's immortal.' By acquiring the sole right to sell former President Richard Nixon's memoirs, Irving Paul (Swift) Lazar, 70, may well become so."

So wrote Adam Shaw of the *Washington Post* in describing the most successful literary agent of them all, a man whose colossal ego compensates for his small physique. While many of his friends were surprised that Lazar would want to represent Nixon, none were surprised that the former President would want to be his client.

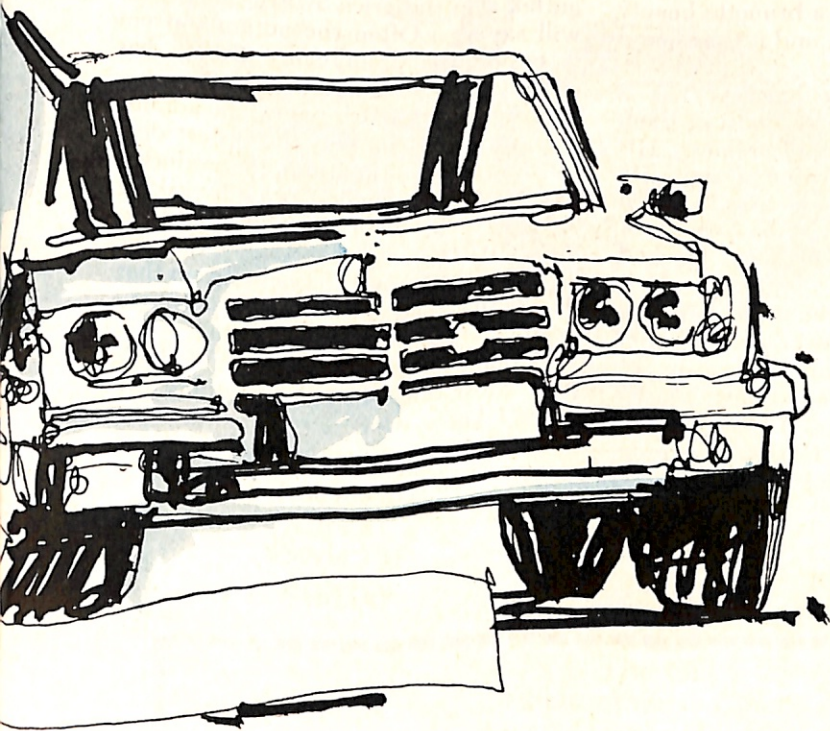
"Nixon went to Swift because he's the best," says Lauren Bacall.

"The key to his career is that his company is so agreeable and his zest for life so contagious that he attracts people into his orbit and, over a period of time his client list became so glittering that it reached a point where even an

ex-president of the United States wanted to be a part of it," says actor Martin Gabel.

"I've been called in by two other Presidents to advise them about their books," says Lazar. "Every President has an opportunity to give his version of his contribution to history and it is very important that former President Nixon, who is an extremely controversial figure, has the same opportunity."

Lazar made his biggest deal on August 31, 1975, over a three-hour lunch with Nixon at San Clemente. Afterwards, Lazar returned home to his Beverly Hills mansion in his black limousine with the exclusive rights to sell the former President's memoirs. It didn't bother him that he had been a lifelong Democrat, had been an industrious fund raiser for John F. Kennedy, or that his Washington representative, Ann Buchwald, wife of political satirist Art Buchwald, quit as a result of the Nixon deal. After all, there was a buck to be made and Lazar has never worried about rules when



by Frank Thistle

it comes to playing the agenting game.

"In a deal you give and take," he says. "You compromise. Then you grab the cash and catch the next train out of town."

The man whom someone has called "the Albert Schweitzer" of literary agents says: "My drive for success is insatiable. It's true of anybody who is really good. . . . But I'm not an artist, I'm a trader. If I were not a trader, I would be a Fuller Brush man, and I would sell more Fuller brushes than anybody else in the world. Or more computers. Or pianos."

But Swifty's business is selling books.

"I call myself a literary agent simply to distinguish myself from actors' agents."

Lazar says that he found Nixon in very good shape both emotionally and physically.

"I found him very forthright with me, and from our conversation I believe that he's going to write a historical book

that will be one of the biggest best-sellers of all time. I think the President has a great story to tell. It's going to be a remarkable document which contains his version of what happened at the White House to cause Watergate. His side has never been told (excluding the David Frost TV shows) and he has a right to tell it."

Swifty discounted the factor of politics.

"I'm not exactly an arch-Republican. The President knows that. I talked to him about a lot of people he doesn't like. I told him I was a friend of Jack Kennedy's and of the Kennedy family. I said that has nothing to do with my qualifications as the top literary agent. Politics isn't my business. My business is to get the big books and sell them. The President obviously agreed."

Nevertheless, Lazar did considerable soul-searching before he decided to represent Nixon.

"He asked the advice of everyone he knows," says Art Buchwald. "But it's probably for the best. When a politician



gets in trouble he deserves the best lawyer and the best literary agent around. You use the agent to pay the lawyer—that's the way it goes."

Nixon represents only the latest in Lazar's star-studded stable of clients. Over the years he has represented Hemingway, Ira Gershwin, Truman Capote, Irwin Shaw, Cole Porter, Richard Rodgers, Neil Simon, Vladimir Nabokov, Herman Wouk, and Buchwald, among many others. In the past 15 years he has negotiated over \$100 million in contracts. His income is around \$1 million a year and he certainly lives like a millionaire.

His California mansion in Beverly Hills is replete with genuine Picassos, Roults, Chagalls, and Dalis and he has a Rolls-Royce and a Mercedes in the garage. He has an elegant pied-a-terre in New York, offices in New York, Beverly Hills, Rome, London and Paris, a custom-made wardrobe, and runs up around \$50,000-a-year in phone bills. A Swiss hotel once refused to put him up because on an earlier visit his calls had swamped their switchboard.

Swift—a nickname Humphrey Bogart laid on him after Lazar acquired three hot screen properties for him within 24 hours—stands five feet three inches in his elevator shoes. He never

picks on anybody his own size. Instead he competes with MCA, William Morris, General Artists, and other such titanic agencies. But year after year, when the dust jackets settle, Lazar walks away the winner.

Described by his clients as "a dehydrated giant" (playwright Harry Kurnitz) and "a new kind of beach toy" (novelist Irwin Shaw), the diminutive dynamo hides his genius under a pink bald head and behind thick-rimmed glasses. During his bachelor days, he dated tall, statuesque brunettes. Rumor has it that at the time he wrote a will naming the wives of his favorite clients as the recipients of his considerable fortune. Then, in 1963, he married Mary Van Nuys, a brunette beauty many years his junior, and it is assumed he re-wrote his will.

Everyone in show business has a favorite Swift story, and most of them concern his craze for cleanliness. His sheets are changed twice a day. He washes the soap before he uses it. When he moves into a hotel he has a path of towels laid on the floor from his bed to the bathroom.

Bogart called him the most unforgettable character he'd ever met. Lauren Bacall has called him a figment of someone's imagination. Others insist Moss Hart wrote him. Lazar owes a debt of gratitude to Hart for helping

put his career into high gear. During World War II, as a second lieutenant and former agent for MCA, he brought together General "Hap" Arnold and Moss Hart (neither of whom he had ever met) by wiring each that the other wanted to see him. Once the two got over their initial amazement, the meeting resulted in the show *Winged Victory*, which added \$5 million to the Air Corps relief fund.

Since then Lazar has never stopped believing in the value of representation with or without authorization. He tells the story about the producer who asked him, "Whom do you represent in this deal?" Lazar answered, "I represent you." His experience is that when the author sees the price Swift can get, he will say yes. Often the author's assent is beside the point, since Swift has already said yes for him.

"I sign everybody's name," he admits.

In any case, he gets the fastest deal by delivering ultimatums to producers and he gets the highest price by asking a higher price than even he would expect. Swift is so busy selling that, as he says, "the canard" has sprung up that he doesn't read anything he sells. He demurs vigorously.

"I don't like to sell anything I don't read. Most times I read everything. At times I know what it is from the sub-

(Continued on page 52)



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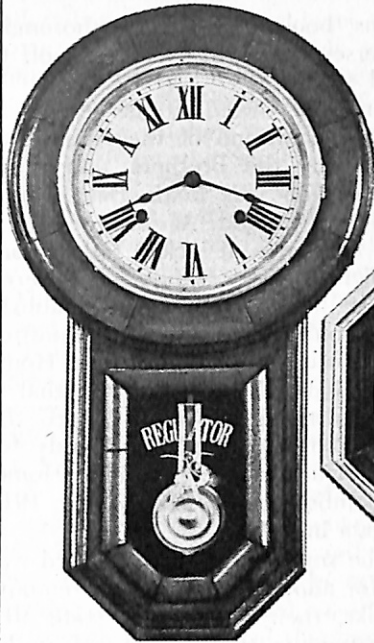


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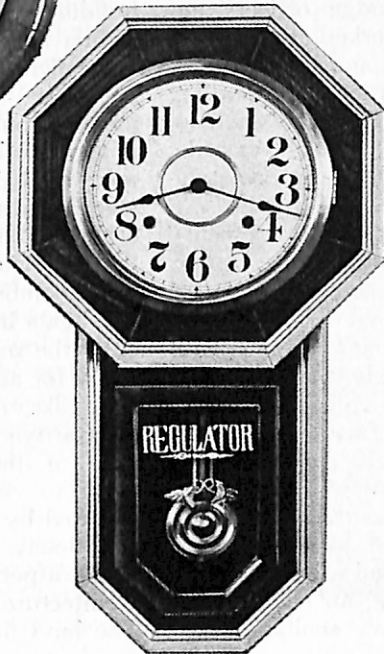
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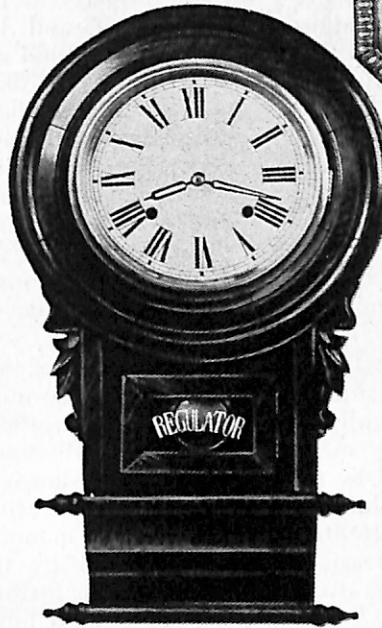
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Schoolhouse
Clock
(Style 12)
\$125.00

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- The Round-Top Schoolhouse Clock (Style 14) @ \$110.00
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(Add \$6.00 for each insured delivery.)

If these clocks are to be Gift orders, please attach a separate sheet of paper stating the name the clock is to be registered to, and name and address for shipment. We will enclose a gift card at your request. On multiple orders, be sure to specify who gets which clock.

My check is enclosed for \$_____ (N.Y. State residents add 5% tax.)

I prefer to charge my (check one)

American Express Bank Americard Master Charge
Account No. _____ Expiration Date _____

Signature _____

Mr./Ms. _____

Address _____

City _____ State _____ Zip _____

The Place To Be...

The Elks National Home

Spring has arrived, and the celebration of life begins again. In Bedford, Virginia, over 250 gentlemen invite you, the members of Elkdom, to share in their celebration of the 75th anniversary of the Elks National Home. Bought at a public sale on June 16, 1902 for \$12,500, the Hotel Bedford was renovated for \$30,000 in less than one year and officially dedicated as the Elks National Home on May 21, 1903. The original building has been replaced since that time, and a great many changes have occurred, but the concept of the Home as a place where the Brothers of Elkdom can enjoy nature's renewal of life has not changed—it is still, foremost, a home where a man has a room of his own.

Back in 1898 during a Grand Lodge session in New Orleans, resolutions which stated the desire to establish a home for the aged and needy members of the Order were adopted by the Brothers. A committee was appointed to investigate the project and, in 1899, it reported that the idea was feasible. During the 1899 Grand Lodge Convention in St. Louis, \$20,000 was collected in 20 minutes, "a rare tribute to

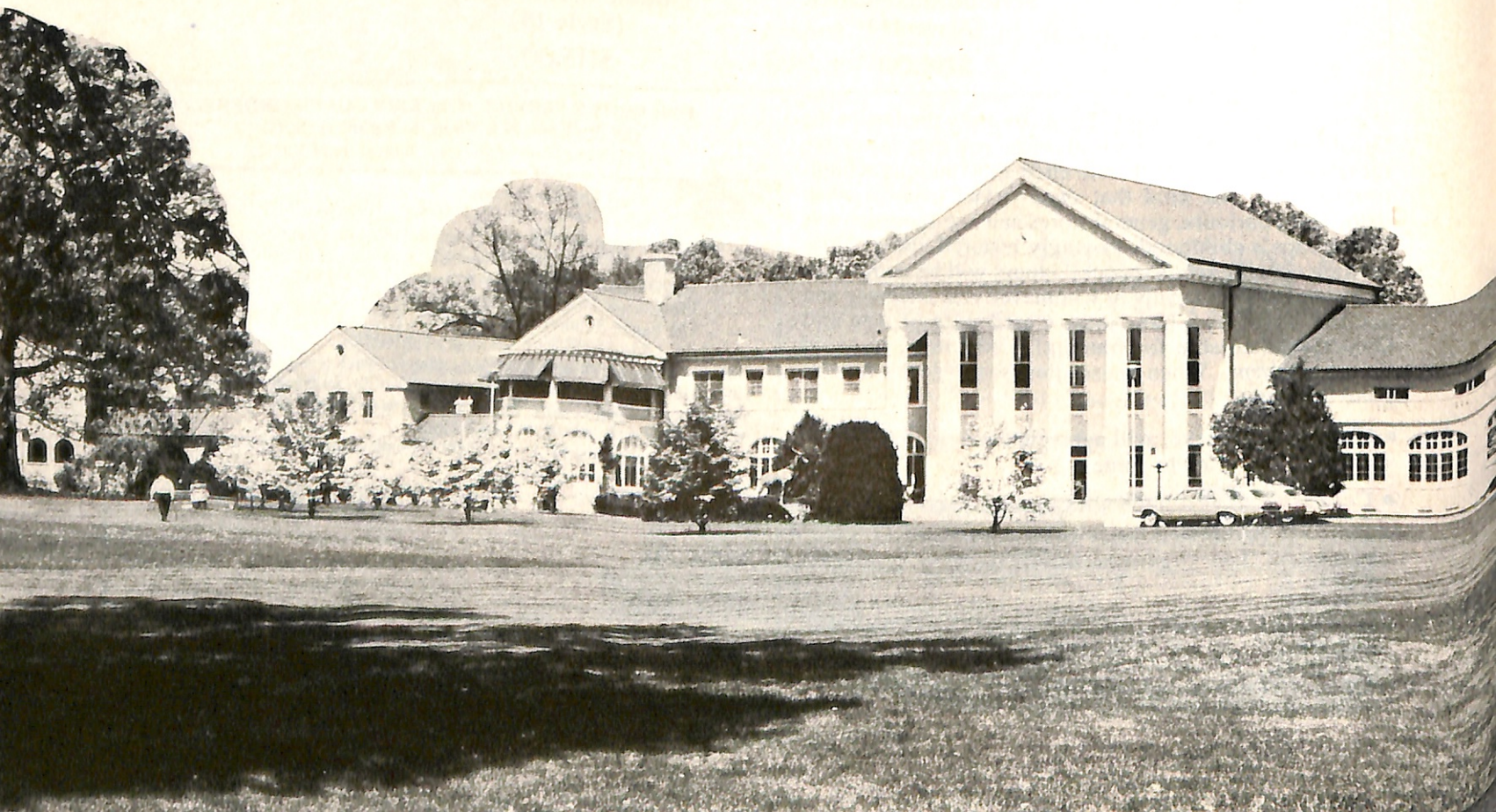
the theory that persistent, systematic practice of charity develops the benevolent impulses of mankind," according to Thurston Richardson in *The Elks' National Home*, which he published in 1905. From 1900 until the purchase of the property in 1902, various committees of Grand Lodge officers investigated sites and worked on the project. About 5,000 Elks and their friends attended the dedication ceremonies, which began with the Roanoke Machine Works Band's rendition of "Wayside Chapel" and concluded appropriately with "Auld Lang Syne."

The original building was crescent-shaped, 200 feet long, and three stories high. There was an observatory tower which provided a view for many miles, and each of the large rooms had a view of the surrounding countryside. Donations of useful and ornamental items from lodges across the country were received during the early years of the home. The reception parlor's oak furniture was manufactured especially for that room by the lodges of one state. The gifts included a combination pool and billiard table, an elk head, a piano, a hall clock, an aeolian, brass

andirons, books, and even a thoroughbred Jersey cow! The Home was off to a good start.

During the Grand Lodge session in 1909, the condition of the Home was discussed by the Brothers, and a recommendation was made that a new building be erected. As elegant as the former hotel was, it lacked the modern conveniences and safety considered necessary to a properly run establishment for older gentlemen. A committee began an investigation of the Home and, in 1911, it was decided that a modern institution would replace the original building. To raise funds for the construction of the new Home, each member was assessed 25¢ in 1911 and again in 1912.

By the summer of 1916, Bedford was ready for another dedication ceremony. The Elks, their guests, and state officials arrived in the small town at the base of the Blue Ridge Mountains, eager to view the new building. Surrounded by what has now expanded to a 180-acre estate, the structure combines aspects of classic and mission architecture with its utilitarian purpose. The land includes a farm with a beef



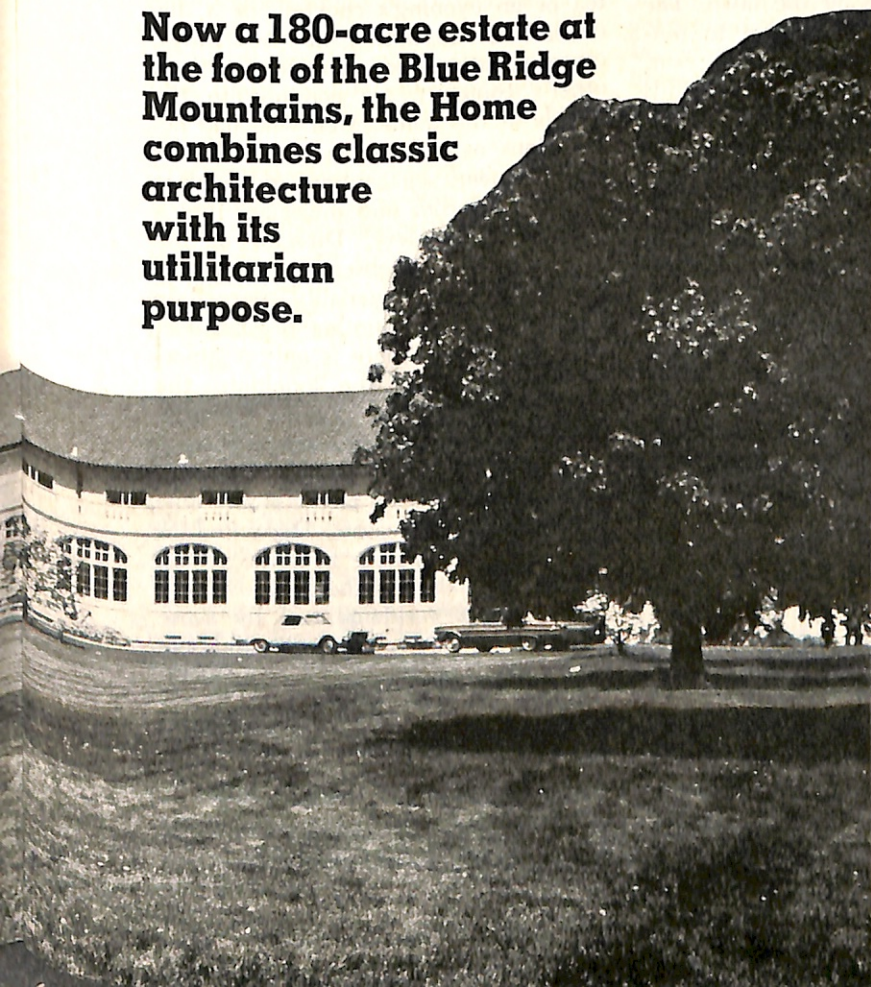
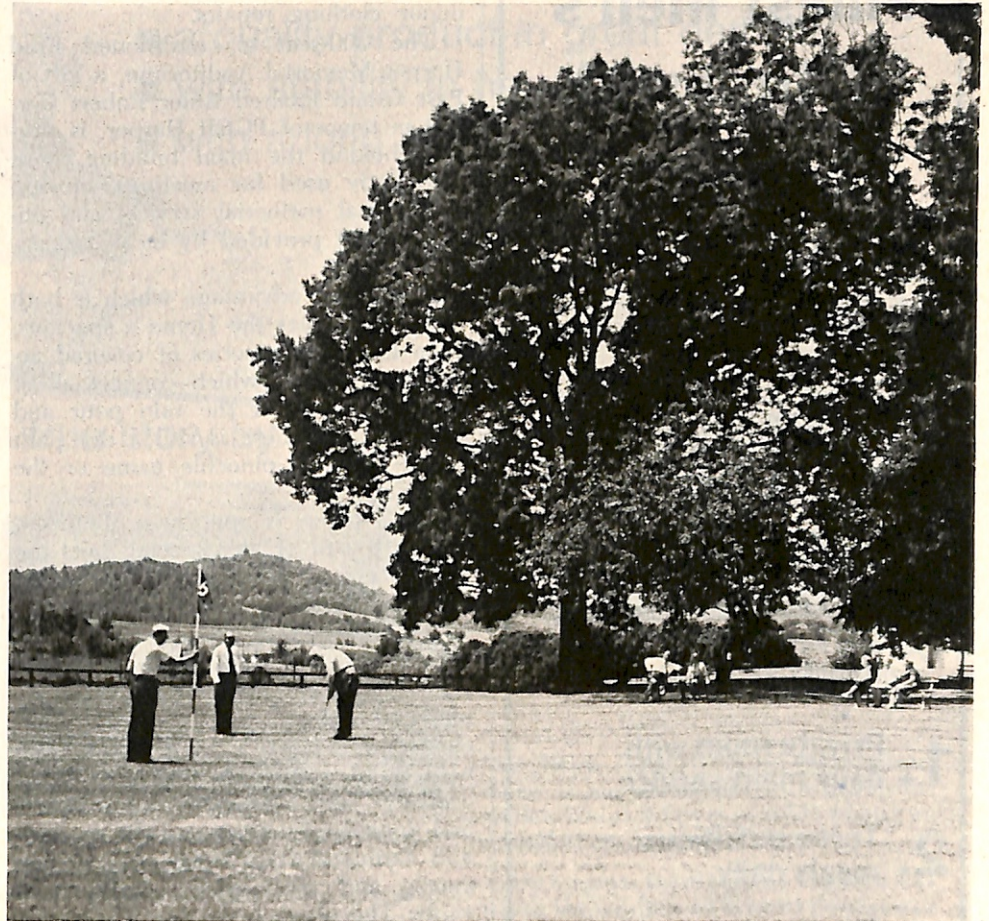
herd and fields for the yearly planting of hay, oats, alfalfa, and other crops. A Bedford farmer farms the land for the Home on a sharecrop basis.

Over the years, through the initiative of the residents and the Grand Lodge, the grounds have been landscaped. A large Memorial Flower Garden, laid out by Brothers who have an interest in horticulture, is full of colorful flowers and shrubbery from spring until fall. One of the newest ventures undertaken by some residents of the Home is a summer vegetable garden. Tomatoes, beets, turnips, peppers, carrots, cabbage, and melons were brought to the main kitchen (and some were carried off by the local rabbits and groundhogs)! The project was pronounced a success though, and will probably be continued as long as there are willing "truck farmers" in residence.

The main building of the Home houses administrative offices, the director's family quarters, the recreation rooms, dining room, kitchen, bakery, barbershop, and library. Laundry facilities are housed in a separate building. In one wing of the Home is a hospital licensed by the state of Virginia. It includes an exercise room and is staffed by registered nurses and a physician who is a specialist in maladies affecting elderly men. Also on the staff is a speech and physical therapist, and an activities and recreational department with a separate director. A number of cottages adjoin the main building. Here, each resident has a private room or a suite of two rooms, with hot and cold running water. There are showers and tub baths on every floor.

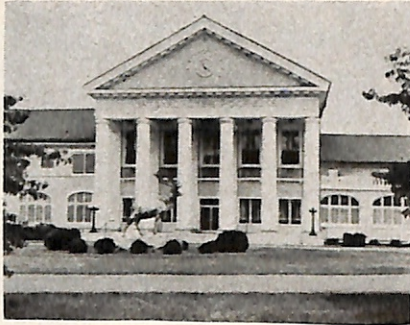
Now a 180-acre estate at the foot of the Blue Ridge Mountains, the Home combines classic architecture with its utilitarian purpose.

The concept of the Home remains unchanged 75 years later... "A place where the Brothers of Elldom can enjoy nature's renewal of life."





One Of The Finest Men's Retirement Facilities Anywhere



If you have been an Elk for five years, and ambulatory, you are eligible for—

1. Private room with daily maid service
2. Three nutritious meals daily
3. Excellent hospital facilities
4. Free monthly laundry and dry cleaning
5. Free haircut monthly
6. The finest recreation facilities
7. Weekly recreational and shopping excursion

**Maintenance Contribution—
\$217 Per Month**

**Vacancies currently exist,
no waiting list**

For full details write:

DORAL E. IRVIN
Dept. 877
Executive Director
The Elks National Home
Bedford, Virginia 24523

The Place To Be...

The Elks National Home

(Continued from previous page)

Maid service is provided as well as free laundry, cleaning, and pressing; there is even a seamstress available for making minor clothing repairs.

The 300-seat air-conditioned Fred Harper Memorial Auditorium, a gift of Past Grand Exalted Ruler Robert Barrett in honor of PGER Harper, is situated behind the main building. It is frequently used for meetings, movies, the annual memorial service, and entertainment provided by local and national talent.

A building advantage which is both useful and gives the Home a spacious, open look, is the series of covered arcades or tunnels which connect all of the buildings. Let the rain pour and the snow fly, there is still a dry path to the evening pinochle game or the next meal.

The kitchen is run by a dietician, who is aware of any special diets the residents may be required to follow. Menus change daily, and special events, such as barbecues, are often provided for the men and their guests. A few years ago the entire kitchen was remodeled and updated; it is now an all-electric operation which sparkles with new, stainless steel equipment.

Along with the indoor recreational and domestic facilities and the gardens and farmland, the Home has a golf course and an outdoor shuffleboard court. The porches are furnished with comfortable chairs, and there are benches and swings on the lawn. The Virginia climate is conducive to outdoor living three seasons of the year, and the arrangement of the grounds and buildings reflects this. Opportunities for activity or relaxation abound at the Home.

Friendship and freedom are not only tenets of the home's philosophy, but also actualities of the Brothers' day-to-day life. Each gentleman may pursue any activity he pleases. One 90-year-old Elk spends a good many hours each day in the wood shop making furniture, while another expresses his creativity in designing holiday cards and all-purpose stationery. The Home's rose garden receives good care from a resident whose green thumb encouraged the flowers to win prizes in annual shows held at Bedford and Roanoke. Like the flowers, the Home's mascot, a congenial beagle, is well tended and enjoys walks with a favorite resident. Many of the men pay regular visits to the library or to the game room where cards, chess, and other games are easily begun. One evening, the pool and billiard tables may be the popular attractions, leaving shuffleboard to the attention of only a

few people. In all areas of involvement, and at any time of day, it is up to each individual Brother to decide which of the many occupations he will pursue.

Parties and gatherings lend variety to the residents' daily routines, ranging from a weekly bingo game in the evening to picnics and entertainment by visiting troubadours. During a summer cook-out, the gentlemen at the Home will often follow the example of a group of visiting entertainers and strike up some tunes on their own. On occasion dancing enlivens the afternoon. Other outdoor events include golf and shuffleboard tournaments, but sometimes the real highlight is the company of the ladies from groups such as the Roanoke Senior Citizens.

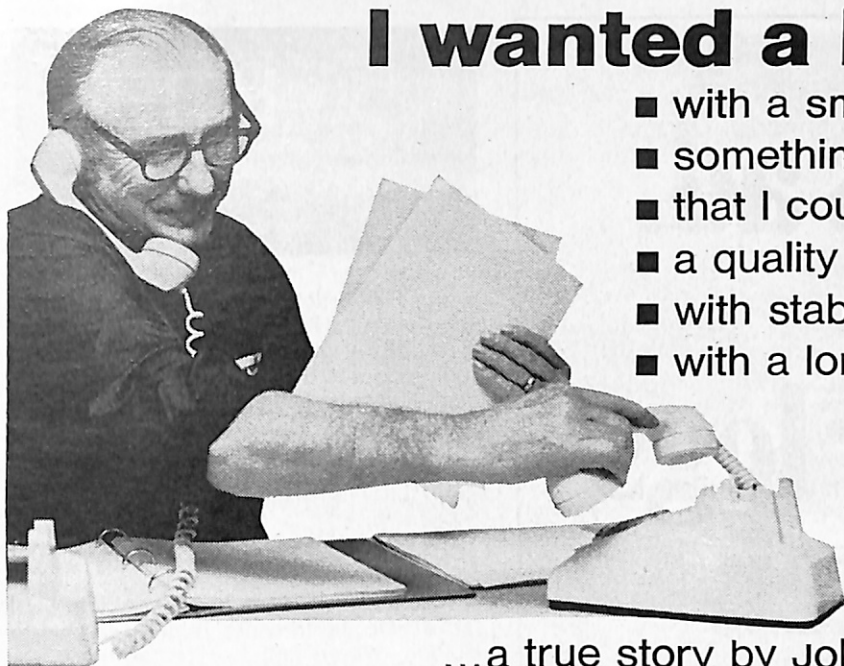
In addition to receiving groups of visitors and individual friends, the Brothers go on outings together as well as venturing on individual excursions. One trip enjoyed by 33 of the residents was to the Roanoke Civic Center where the Pollock Brothers Circus performed. In Paint Bank, VA, the fish hatchery was the destination for a bus load of Elks. The Brothers also travel to visit friends and family, or to see a different part of the world. They return with tales of places such as Maine and Ohio, or Saudi Arabia and Aruba. Perhaps sharing the experiences of a voyage with friends upon the arrival home is as enriching as traveling itself. The exchange of stories and observations exemplifies the friendship which exists among the residents.

Whether it's a bridge or chess game, tea or an evening's cocktail, or a discussion in the library about a novel, communication and enjoyment of each other's company are common to the people at the home. Men who had occupations as diverse as tavern owner and engineer, sea captain and cabinet maker, or barber and musician, find a bond of comradeship. Director of the Home Doral Irvin observed "a sense of friendship and congeniality" pervading the Home and, as another Brother resident explained, "there is only a superficial evidence of the loneliness the men have known . . . I think this [the Home] is a life saver for many."

The Christmas Capitol of Virginia is a suitable description of the Home during the holiday season. Decorated as beautifully as a palace in fantasy land, the transformation of the grounds is enjoyed by the residents and by those who come to view the splendid site each year. The traditional ornamentation conducted by the Brothers creates a festive atmosphere befitting the time and place.

The residents' involvement with the community does not stop at sharing the

(Continued on page 40)



I wanted a business

- with a small investment
- something I could do myself
- that I could work part-time
- a quality product in great demand
- with stability in hard times
- with a long profit

I found it all with Duraclean

...a true story by John Ross

"This is by far the best deal I have ever had. I only regret I didn't find this 25 years ago.

"I have been in many businesses over the years, and I paid to learn. They had all involved a large investment... a drilling rig in the oil field (\$150,000)... a fast food franchise (\$100,000)... a large restaurant (\$155,000). Even though one could make good money, the equipment was usually worn out by the time it was paid for.

"You had to deal with the government on taxes and insurance and, in addition, work yourself to death. Nothing I've had will compare with Duraclean. If I had to put the plus on one side and the minus on the other, I truthfully do not have a single minus on Duraclean.

"As you can see, I don't have a van. I work out of the car which again is a big plus. I buy my wife a new car and I use her car. I depreciate it out, and get her a new one.

"With Duraclean, you don't need a large stock inventory. You get all your money in a short time, with the majority of it when the job is done. You can work as much or as little as you want. In fact, I've hit the saturation point that I can do without hiring labor.

"This is exactly what I have wanted. At 55, with a full-time job and flexible hours at a major airline, we are able to enjoy life with no worry about future finances. It is ideal for us. We have flying privileges with the airlines and we are often in places like Europe, Las Vegas, Australia, Puerto Rico. We could not afford to do this without Duraclean.

"It is surprising how my earnings mount up in this Duraclean business. I put in one week... my largest... a total of 5 jobs that paid me \$1,544.57! My biggest single job was Duracleaning the Hilton Inn at Atlanta Airport. It took 200 hours, including travel time, and paid me \$4,290.00.

"We have so many things now, due to the income from Duraclean, that I can't



believe it. I can't think of anything we want that is beyond our reach.

"I've been with Duraclean for seven years, and I haven't had to look for new customers for the last 4 or 5 years. That's what happened when the word got around about the Duraclean Absorption process that is safe to use on the finest carpeting and furniture. It lifts soil out, freshens and revives fabrics and fibers so they're new-looking again. And I have 6 additional on-location services.

"I've had many interesting experiences. Like one client who had carpeting that was cleaned twice by other people. Her husband told her to replace it. She had me clean it. It looked like new. That was a \$400 job. She has sent me a lot of customers. My business has grown, just with each customer telling others.

"Would you believe I made \$200 in half an hour on one job? I had a phone call at 9:30 AM from an ice company. One of their machines in a sandwich shop had gone haywire and flooded water on the carpet. The owner was furious as it would prevent her opening at 11:00 AM.

"I was on another job but the ice company begged me to get her off their back as she was threatening a law suit. I went over, and in 30 minutes she was ready to do business. Later she had me come in to clean the whole place. In the meantime, the insurance company was so pleased, they paid me \$200. Not bad!

"Yes, Duraclean has made many good things possible for us and I will forever

be grateful to them. It's great to have a service so good that people seek you out. And you enjoy seeing the results of your work. It has proved itself over and over again with the many hundreds of good customers I now have. I too believe with Duraclean that I have the best in the world to offer."

John H. Ross

We thank John Ross for spelling out some of his advantages as a part-time dealer. Think what is possible when you go full time, as most dealers do.

Duraclean furnishes at its own expense the equipment for servicemen you hire. And you have day-to-day guidance in the wise management of your business based on 44 years of know-how. We have helped hundreds of Duraclean dealers in 27 countries to fulfill their ambition for a happy, profitable lifetime career.

If you'd like to know the unusual opportunity in your area for a Duraclean dealership, part-time or full-time, we will mail you all details free, without obligation. No salesman will call. Then you can decide whether you want to own a business of this kind that you can start with as little as \$1985 down. Just mail the coupon for all the facts. Then make your own decision.

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Please mail FREE information about the Duraclean Dealership opportunity in my area and how I can own my own business, part-time or full-time. I am under no obligation. No salesman is to call.

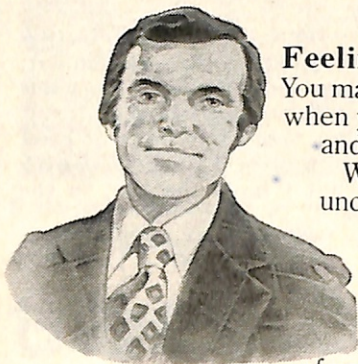
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Address _____

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County _____ State/Zip _____

Read this ad. It will make your legs feel better.



Feeling good all over starts with your legs.

You may feel just great. Ready and rarin' to go. But when your legs feel like they're toting around a ball and chain, it's hard to think about anything else. We call it "leg fatigue." You call it just plain uncomfortable.

And if each day you're becoming more and more aware of aching calves and throbbing leg muscles, chances are you haven't yet discovered Supp-hose Socks.

Supp-hose Socks are the result of years of careful scientific research.

But to really appreciate how different they are, let's begin from the ground up.

Why your legs give out before you do.

Simply stated—poor circulation. You see, when it comes to your circulatory system, what goes down must come up. That's the whole problem.

Blood traveling down to your legs may have a hard time getting back up again. This reduces the flow of fresh oxygenated blood to your legs. The result: leg fatigue.

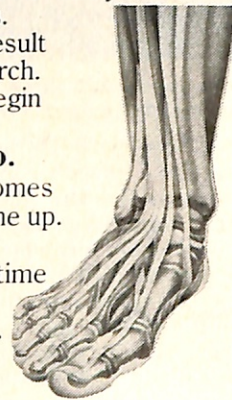
How Supp-hose works.

Even before you slip into Supp-hose you'll know they're no ordinary socks. You'll see the exclusive vertical and horizontal ribbing which actually helps to reduce leg fatigue. Put them on, and you'll feel a perfectly proportioned fit. Snug around the lower leg. Not too tight around the calf.

Supp-hose acts like a gentle massage to ease leg tension and help promote a more even flow of blood through the legs.

Not only will your legs feel good, they'll look good, too. Supp-hose unique support system helps hold your leg muscles in place. And gives your legs a better shape.

If tired legs are slowing you down, slip into Supp-hose Socks. They'll help you remember how good your legs can feel.



Supp-hose® Socks

It must say Supp-hose to be Supp-hose.

Another fine product of Kayser-Roth



• In the article "Hidden Treasure is Everywhere" [February, 1978] pertaining to treasure hunting and equipment, a reference was made to the National Treasure Hunter's League, headquartered in Dallas, Texas.

I am very interested in treasure hunting and would like to join this organization. What is their address?

K. E. Barris
Homelake, CA

• The February issue had a very interesting article on treasure hunting by Larry Holden. Where can I write for more information?

Don P. Ross
Elkhardt, IN

Author Larry Holden suggests contacting these two men, mentioned in the article, as excellent sources of additional information:

Ray Smith
President, National Treasure Hunter's League
11602 Garland Road
Dallas, TX 75218

Charles Garrett
President, Garrett Electronics
2418 National Dr.
Garland, TX 75041

• The article, "Marriage Maintenance and The Art of ZBEB" [March, 1978] is pretty demeaning to all wives and not very funny.

A sensible wife would retaliate by hiding his beer, displacing a tube in the TV set, and spraying Dog off on the couch and nearby easy chair.

In our home any person (man, woman, or child) who practices the art of ZBEB would find themselves hungry, minus clean underwear and very ill at ease.

Virginia Ahern
Albuquerque, NM

• Have been following "Medicine and You" for the past few months. Find it very informative. After the latest on asthma just had to write. It was terrific.

Mrs. Nancy B. McLain
Lancaster, PA

Late Information

The Illinois State Association Convention has been changed to May 12-14 in Peoria.

The Connecticut State Association Convention will be June 16-18 at Swan Lake, NY.

Letters must be signed and may be edited. Address to: Letter Editor, *The Elks Magazine*, 425 West Diversey, Chicago, Illinois 60614.



Gen. Jimmy Doolittle giving pointers during San Jose Lodge dinner

Seventy-five candles glowed on top of St. Augustine, FL, Lodge's anniversary cake when 300 Elks and their guests celebrated the lodge's diamond jubilee. On hand to toast the occasion were PER C. S. Zim, who blew out the candles, Brother Hubert Carcaba, who was the guest speaker, PER A. J. DuPont Jr., who was master of ceremonies, and PER Cecil Zinkan, who received a standing ovation for over 50 years of service to the order.

In cooperation with the Educational School Service District No. 121 of King County, WA, and county officials, Lake City (Seattle), WA, Lodge sponsored the fifth annual Student Leader Day. Over 100 students, representing more than 50 high schools, were paired with county officials and assigned duties. A luncheon at the lodge was held during the students' day of learning first-hand about the county government.

A donation of \$2,000 was made in the name of Siragan Jeknavorian by his son Vic to Big Bear Lake, CA, Lodge's building fund. ER James Jenkins thanked Brother Jeknavorian, who intended the contribution to commemorate his family's appreciation of personal freedom. The Big Bear Lake Elks also received an American flag from Mrs. Judy Tennis Johnson, given in honor of her father, the late PER Ted Tennis.

NEWS OF THE LODGES

Stars and the planets were the topic of a lecture given by astrologer Jeanne Dixon at Noblesville, IN, Lodge. Those who attended the event, sponsored by the Elks' ladies, included ER Gordon Olvey, Mrs. Bernard Smith, president of the Elks' ladies, Mayor Robert Wical, and Mrs. and Est. Loyal Kt. Richard Moses.

A new member of the National Foundation is the baby daughter of ER Claude Dodson of Clear Lake (Kemah), TX, Lodge and his wife Denise. Four minutes after little Helen Lorraine was born, ER Dodson contacted Gulf Coast District Chm. George Griggs who met him at the hospital, where the donation was made.

The completion of Sacramento, CA, Elks' new building was celebrated recently. Including a lodge room, bar, banquet rooms, four handball courts, indoor pool, sauna, locker rooms, and office, the new one-story facility covers 44,000 square feet and cost over one million dollars to build. The Brothers helped apply the finishing touches to the stucco building.

A weekend retreat for diabetic children and their parents was sponsored by Jamestown, ND, Lodge. Although only 34 of the 62 registrants, children and parents, were able to attend due to weather conditions, the retreat received a good response. (From left) ER Robert Monson welcomed Marion Franz, director of nutrition education at the Health Education for Living Program in Minneapolis, Tim Frost, Kathie Haas, Marge Nething of the North Dakota Diabetes Affiliate Committee, and Nancy Mongoven. Diet planning and menu selection were the topics discussed in the morning, while the afternoon session was a discussion of the developmental needs of children.

The Elks of San Jose, CA, Lodge held a dinner and an evening of entertainment for 168 Congressional Medal of Honor recipients and their wives. Organized by In. Gd. Richard Bongiovanni and over 27 Brothers and their wives, the affair was also attended by Elks from throughout the West Central District. The official welcome was given by Past Grand Trustee John Morey. Medal of Honor Society Pres. Carlos Ogden (second from left) presented a

plaque to ER Dan Proost for the lodge's hospitality on behalf of the Society. Among the distinguished guests present for the event was General Jimmy Doolittle (left), who conversed with Medal of Hon-

or Parade Chm. and PER Lou Rossi (right) and Mr. Ogden during the evening.

A bazaar and celebrity auction were held by Mesa, AZ, Elks' ladies to raise funds for the state major project which is the Elks Long Term Care Unit. The profits from the events totalled \$1,165. The Mesa Brothers thanked the ladies for their hard work and continuous support of the lodge.

Berkeley, CA, Lodge held PER Night recently. PER Al Heffley acted as Exalted Ruler for the evening and initiated his two eldest sons, Gary and Dennis, into the order.

Participants at Jamestown, ND, Lodge's retreat for diabetic children





THE NEW CHIEF of Police for the town of Conway, NH, was sworn in at Eastern Slope, NH, Lodge. Following the ceremony, ER Kenneth Kiesman (left) welcomed Chief Donald Lance and Mrs. Lance to the town, while Commissioner C. Robert Gardner (back) observed. The lodge also donated a new flag pole and the national and state flags to the police department.



CHARTERED in 1888, Delaware, OH, Lodge recently celebrated its 90th anniversary. Among the Brothers on hand for the festivities were Past Grand Est. Loyal Kt. Walter Penry, PDDs Thomas Gilliland, Jack Flahive, and James Ekelberry, who is also a state vice-president, and Delaware Lodge's ER Stan Smith.



PORT CHESTER, New York, Lodge honored Rye Town Supervisor Anthony Posillipo (center) with their Citizen of the Year award. The plaque was presented by ER Ron Rezza (left) and Frank Zumpano, committee chairman.



A DOUBLE celebration took place at Troy, NY, Lodge recently. Old Timer's Day and the lodge's 89th birthday were the two occasions which the Brothers honored with a day-long festival. Samuel Weiss (second from left) and Timothy Bayly (third) were awarded their 50-year service pins and life membership cards during the day's events. The presentations were made by ER Thomas Dalton (left) and PER and Chm. Frank O'Grady.



WHILE TOURING North Arundel Hospital, PER James Frye (left) and ER Thomas Rabickow (right) of Glen Burnie, MD, Lodge were given an explanation of a cardiac monitor printout by Alfred Bryan Jr., hospital executive director. The tour of the facilities followed the Brothers' presentation of a \$1,000 payment on Glen Burnie Lodge's \$5,000 pledge to the hospital.



PAST EXALTED RULERS Night at Merced, CA, Lodge was attended by 19 PERs who were honored by the 300 Brothers and guests in attendance at the dinner. A program recognizing the service of the old timers was presented at the lodge after the dinner.



IN HONOR of the diamond anniversary year being celebrated by the Elks National Home, resident Ernest Grady (center) designed the plaque held by Doral Irvin (right), executive director of the Home. Tony Machnik, jubilee chairman, admired the design which was also used on letter seals for the office correspondence sent from the Home in Bedford, VA.



SIXTEEN new members were welcomed to Sussex, NJ, Lodge by Esq. Howard Hilberg (seated, second from left), DDGER Ronald Butto (seated, third from left), ER Leo Grossman (fourth), GL Committee Chm. Edward Connolly (fifth), and VP Art Ross. The class was initiated in honor of Brother Connolly.

A THIRD GENERATION member of the local Skinner family was initiated into Watertown, SD, Lodge recently. Receiving the congratulations of ER Frank Lemer (right) was Herb Skinner III (second from right). The initiate's grandfather Herb I (left) and father Herb II were on hand to welcome the young man.



THE STATE "Hoop Shoot" winners from Ohio were congratulated by State Chm. Michael Mihalick (back row, right) and (from left) District Chm. Leon Kobasier, Waldo Hipple, and Donald Hensel and VP Richard Findlay. Displaying their trophies were (from left) Brad Walke, Kristy Brown, Roby Boothby, Laura Payne, Rick Sudbrook, and Lisa Hrabrusa.

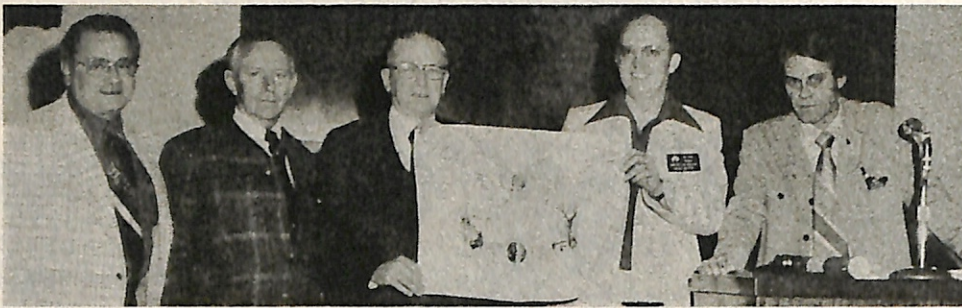




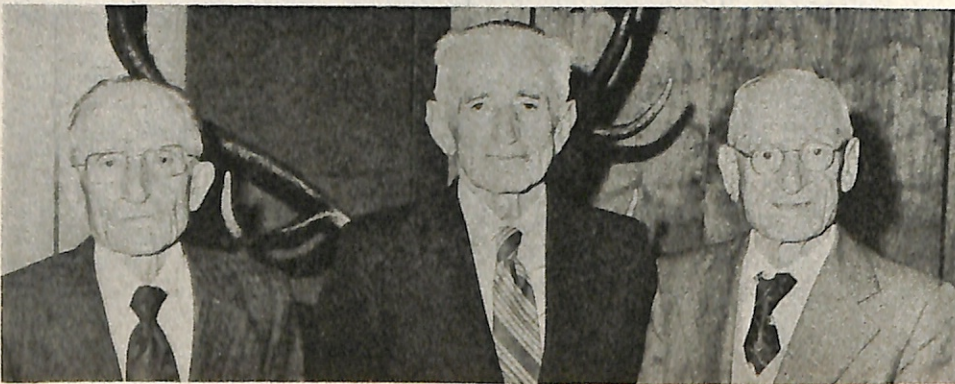
THE ELKS' LADIES presented a check to the Brothers of Sharon, PA, Lodge recently for the purchase of a new pool table. ER Alfred See accepted the contribution from Pres. Helen See (fourth from left), while Julia Neeley, Rita Hughes, Rebecca Rado, and Barb Young were among those who observed.



IN FITCHBURG, Massachusetts, ER Timothy O'Dea (left) had the honor of initiating three members of his family into the local lodge. DDGER William Kallio (right) joined in welcoming the Exalted Ruler's brother Daniel O'Dea (second from right), his son John (third), and his son-in-law Michael Quinn.



DURING a recent meeting of Idaho Elks, PGER Frank Hise (third from left), state sponsor, helped SP James Lynn (fourth) display the dispensation scroll for Payette Lakes, ID, Lodge. Also on hand for the state conclave were (from left) OREGON SDGER Robert Tancredi, Idaho SDGER Philip West, and DDGER L. Dan Rowell.



THE THREE Binsacca brothers (from left), Felix, Angelo, and Attilio, were honored by Salinas, CA, Lodge with the presentation of their 50-year pins and life membership certificates. In 1928, the Brothers were initiated into Salinas Lodge and have been active members since that time.

A GROUP of Eagle Scouts was honored recently by Lincoln, NE, Lodge during a special recognition program. Congratulations were offered to the young men by SDGER Vincent Collura, who was the master of ceremonies, ER Larry Pickering, and Brother John Hanlon, Lincoln coordinator, who cited the lodge for its work with the Eagle Scout program.



ATTENTION!

On page 19 of the March, 1978 issue of *The Elks Magazine*, it was incorrectly reported that "An unusual Elks emblem was presented to Beatrice, ND, Lodge..." **Beatrice Lodge** is located in **Nebraska** and we wish to extend our apology to the Brothers of that lodge in the Cornhusker State.

wade the rivers for smallmouths

by Michael W. Fedo



□ Pump any serious bass fisherman on his favorite subject—the art of catching those legendary thick-bellied “hawgs” that decorate covers of outdoor magazines—and you’ll gather enough data to fill a 600-page volume. Every bass master has favored tricks and gimmicks he uses to fool big bass into bashing his bait.

Frankly, I don’t place much stock in most gimmicks, except one. And that one is to pull on a pair of waders and hit the rivers for the fightingest fish pound for pound that swims—the smallmouth bass. Without special equipment or lures, I’ve pursued old bronze-back for nearly five years, with successes usually associated with those once-in-a-lifetime fishing excursions into Canada’s Northwest Territory. All of this is done on several rivers within an hour’s drive from my home, and some of my best fishing has been less than a mile from Minneapolis.

Most U.S. rivers, trout streams ex-

cluded, are seriously underfished. And many of the rivers that are relatively unpolluted hold smallmouths in abundance. They can be caught quite easily too, by the angler who will join the fish where they live—on the edges of drop-offs, rock clusters, or small backwaters. Any serviceable rod will do, for casting skills won’t be tested here. If you can wade you’ll catch smallmouth bass in rivers.

The smallmouth loves live bait—nightcrawlers and crayfish—and he’s a boon to late risers. Smallies seem to hit best in the rivers from about 10 am until 4 pm, and they’ll keep on biting well into the sluggish dog days of July and August when other freshwater fish slow their activities.

Before wading, however, one is well advised to scout probable bass waters. Simply dropping a lure along portions of rivers in hit and miss fashion won’t produce results. Veteran river bassmen like Al Williamson, who routinely hauls trophy-sized bronzebacks from the Mississippi River in Minneapolis, often walks stretches of shoreline in the late fall, when water levels are likely to be lowest, and when the water is clear enough to see bottom at four or five

feet. Structures are visible at this time, and in the spring he remembers where those submerged rock piles are and can get a good start on the bass.

Williamson looks for piles of rocks close to shore. He suggests checking spots where the water gets deep quickly from the shore, or where it slows down in eddies of small backwaters, and wing dams.

Smallmouth bass will maintain a constant feeding ground, and will congregate in that area for months on end. The rocks form excellent hideouts for crayfish, which are staples of the smallmouth diet.

While river depth is important, the lake angler may become confused. What is deep for a river—say four or five feet—is considered shallow for a lake. I like to fish depths of three to six feet, moving to deeper water toward fall.

But why wade for bass? Why not fish from shore, or load up a john boat? As Al Williamson says, “Fish will spook at noises and shadows. Yet they are curious. Like little kids they want to know what caused the noise, and the smallmouth will take a chance and investigate. They don’t seem to spook

Wade the Rivers...

when you're wading, and they even like to see a little movement in the water. The wader kicks over a few boulders and those bass think some feed is coming their way. But they'll split fast if they see you standing on the shore or in a boat. Maybe because they think the wader is a natural structure in the water, they find him an attraction."

Williamson has held nightcrawlers in his hand about six inches below the surface, and has had bass feed from his hands, which seems to give credence to his theory about bass not fearing the wading angler. He also fishes on occasion with a 24 inch rod and dangles the bait between his legs, scant inches beneath the water. As often as not he'll take bass that way.

One day last summer I saw a wader pause to light a cigarette, his rod under one arm, the bait floating on the surface just in front of him. A three-pounder hit the worm, broke water, kissed the old boy with a tail slap in the face, and knocked his hat into the drink. What all this indicates is that the wader who knows his water may find it hard not to catch fish.

I've put the wading concept to test numerous times during the last four summers. Using crawlers or crayfish

from the same bait box, one man fished from shore while another waded. I haven't kept accurate count, but during three hours last summer, which were representative of most outings, the shore fisherman produced one sheepshead and a channel catfish. The wader took 19 bass.

Boat anglers may at times come up with larger average bass, but in my observations, they have not scored as consistently as those who wade.

My method is deceptively simple. Wade in until the depth of the river reaches the crotch. Face upstream, and let the bait drop from the end of your rod until it hits bottom, then jig it up and down slowly. In swift current, use a heavier sinker—one that will keep the bait close to the bottom.

I use 8 pound monofilament line, and find it a good all-around line for rivers. It gives action, and is sturdy enough to take the scrapes against submerged rocks and limbs that snap lighter lines.

While I mainly use live bait when wading rivers, there are those who employ artificials with good success. I don't normally recommend them for waders, however. For one thing, smallmouth holes in rivers tend to be rocky. And a sinking lure you've paid a couple bucks for isn't going to catch any bass if it's wedged between boulders.

But an inexpensive number 4 hook tied directly to the line causes little concern if irretrievably snagged. Simply break the line and tie on another. Though a floating lure often works well from a boat, it doesn't equal live bait's effectiveness for the wader.

I've enjoyed successful smallmouth fishing on four rivers within easy access to the Twin Cities metropolitan area where I live: The Rum, Crow, St. Croix, and of course, the Mississippi. One afternoon two summers back, Al Williamson and I caught nearly a hundred bass in three hours off Nicollet Island near downtown Minneapolis. We kept only 9, but the action was heavy, and when we quit we were too arm weary to continue.

Fishing for smallies in rivers presents bonuses too. Walleyed pike frequently inhabit similar waters, and it's not unusual to pick up walleyes while fishing for bass. An occasional channel cat may also grab your offerings. Carp are common too, and catches of ten pounds or more are not unusual. A large carp tossed in the smoker is a real treat as an hor d'ouvres with a cold beverage.

And let me say right now, it's high time to put to rest all those misconceptions about the flavor of bass, be it smallmouth or bigmouth. Bass is sup-

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THE JOY OF GIVING

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Certificates were presented (from left) by ER Thomas Wheeler to Thomas Blake, Albert Lavalley, W. W. Jones, George Redmond, George Hellein, Walt Waynick, and James Whitley. The seven Brothers made the Foundation contributions recently at Greensboro, NC, Lodge.



For the fifth consecutive year, Mrs. Francis McCanna (left) presented a \$1,000 check to ER Donald Branning of Rockford, IL, Lodge. Brother Branning thanked Mrs. McCanna on behalf of the Foundation for her generosity.

Joe Burval (center) of Des Plaines, IL, Lodge was congratulated by PER David Seaholm (left) and ER William Luby for his \$1,000 donation to the National Foundation. Brother Burval accepted his founder's certificate from PER Seaholm.

ELKS NATIONAL "HOOP SHOOT"® FINALS: 1978

Over 2.8 million boys and girls from age eight to 13 took part in the Elks National "Hoop Shoot" this year, according to Gerald L. Powell of Peru, Indiana, National "Hoop Shoot" Director. They battled in six divisions according to age and sex. Starting on the local level last November, said Powell, the youngsters had to compete in local, district, state and regional contests shooting a best of 25 series to advance to the sixth annual Elks National "Hoop Shoot" finals in Kansas City, MO.

"The "Hoop Shoot" experience is one which the contestants and their parents will never forget," said Ron Fahnestock of Canton, Illinois, father of one of the finalists. "Most lodges run their local contest in connection with the school system," added Fahnestock, a highly regarded Illinois high school basketball referee, "an excellent way to build public relations with a community."



"Hoop Shoot" National Director Gerald L. Powell (right) looks on during registration as contestant signs map indicating hometown.

Great local interest is generated when a community sends a finalist to Kansas City. Fahnestock feels that this will undoubtedly increase participation in next year's "Hoop Shoot" program from his part of Illinois. While the finals can be more nerve-wracking for the parents than for the contestants, the other parents agreed with Fahnestock that the entire experience is most worthwhile for all concerned.

On Saturday morning, March 11, the sixty regional winners, representing Elks lodges in all fifty states filled the lobby of the Plaza Inn in Kansas City, MO. Accompanied by their parents, brothers, sisters, and the ten Regional Directors of the "Hoop Shoot" program, the youngsters gathered for the final "shoot out" of '78 to decide the National Championship winners.

Five busloads of contestants and family members left the Plaza Inn for a bus
(Continued on page 40)



Winners of the 1978 Elks National "Hoop Shoot" with trophies presented by Grand Lodge dignitaries. (Front row, from left) Kelly Lane, Mary Lee Legreid, Lydia Ann Butler, Ray Swanson, Kenny Anderson, and John D. Correll. Presenting the trophies (from left) were Mr.

John Traynor, Chairman, Grand Lodge Youth Activities Committee; Dr. Leonard Bristol, Chairman, Board of Grand Trustees; PGER George B. Klein; PGER Willis C. McDonald; PGER Robert Yothers and; PGER Edward W. McCabe.

FIRST PLACE WINNERS of the Elks National "Hoop Shoot" Free Throw Contest 1978 are:

Age 8-9

**Lydia Ann Butler
John D. Correll**

Home Town

Welcome, North Carolina
Mahomet, Illinois

Sponsoring Lodge

Durham No. 568
Champaign-Urbana No. 2497

Age 10-11

**Mary Lee Legreid
Ken Anderson**

New York Mills, Minnesota
Greeley, Colorado

Wadena No. 2386
Greeley No. 809

Age 12-13

**Kelly Lane
Ray Swanson**

Vincennes, Indiana
Pocatello, Idaho

Vincennes No. 291
Pocatello No. 674

1978-1979



Candidates For Grand Lodge Office

Pulaski, VA,
Lodge Presents
**Alexander M.
Harman, Jr.**
for Grand Trustee



Whereas: Alexander M. Harman, Jr., has faithfully and selflessly served his fellow man through the Benevolent and Protective Order of Elks, at every level of Elkdom; and

Whereas: He served as the Exalted Ruler of Pulaski, Virginia, Lodge No. 1067, in 1961, and in capacities of the Virginia State Elks Association; as Chairman of the State Scholarship Committee from 1959 through 1963, as President of the State Association during the year 1963-1964, and as a Trustee of said State Association from 1964 until 1969, having served as the Chairman of the Board of Trustees in the year 1968-1969; and

Whereas: With total dedication, he has served this Brotherhood at the Grand Lodge level since 1966, having been appointed as the District Deputy Grand Exalted Ruler of the Virginia-Southwest District during 1966-1967, and from 1967 until 1970, he was a member of the Committee on the Judiciary, as the Grand Esteemed Loyal Knight in 1970-1971, appointed Special Deputy by the Grand Exalted Ruler during the period 1971 through 1973, as a Justice of the Grand Forum from 1973 until 1977, and as the Chief Justice of the Grand Forum during our year 1977-1978; and

Whereas: Brother Harman has distinguished himself in his community and state, first as a practicing attorney, as a Judge of the Circuit Court, and presently as a Justice of the Supreme Court of Virginia;

Now therefore be it resolved that the brothers and the officers of Pulaski, Virginia, Lodge No. 1067, of the Benevolent and Protective Order of Elks, are proud and honored to present to the 1978 Grand Lodge Convention, the name of Brother Alexander M. Harman, Jr., as a candidate for election as Grand Trustee.

Steve M. Pearce, Exalted Ruler
Harry L. Loftus, Secretary

Orange, CA,
Lodge Presents
Oscar Stutheit
For Grand Inner
Guard



Whereas: Brother Oscar Stutheit, an Honorary Life Member of Orange Lodge No. 1475, has been an outstanding and dedicated leader of his lodge for the past 38 years, serving on many lodge committees and in all the chairs of the lodge, including Exalted Ruler in 1947-48, and as Trustee for five years; and

Whereas: Brother Oscar was a charter member of the California State Ritualistic Judges Panel and served as a member of the Board of Trustees and the California-Hawaii Elks Major Project for six years; and

Whereas: Brother Oscar received the 1975-76 "Man of the Year" award from the California-Hawaii Elks Association Major Project in recognition of his outstanding achievements as founder of, and advisor to, the great pre-school vision screening program, dedicated to preserving our children's precious gift of sight; and

Whereas: He has served our Order with distinction as District Deputy Grand Exalted Ruler in 1955-56, and as a member of the Grand Lodge New Lodge Committee and the Grand Lodge State Associations Committee; and

Whereas: Brother Oscar has been a successful businessman and civic leader in his community for over 40 years and has contributed generously of his time and talent to various civic, community and religious activities, including service as Trustee of Orange High School Board of Trustees and Chairman of the City of Orange Recreation Commission;

Now therefore be it resolved that Orange Lodge No. 1475 is honored and privileged to present to the delegation assembled in Grand Lodge Session at San Diego, California, in July, 1978, the name of Oscar Stutheit as a candidate for election to the office of Grand Inner Guard of

the Benevolent & Protective Order of Elks for the year 1978-79.

Ron M. Moeller, Exalted Ruler
Lester W. Smith, Secretary

Puyallup, WA,
Lodge Presents
J. Paul Meyer
for Grand
Esteemed Leading
Knight



Whereas: Brother J. Paul Meyer has served Puyallup Lodge No. 1450 for 28 years, as chair officer, as Exalted Ruler in 1956-1957, and in many other capacities, all with honor and distinction; and

Whereas: Brother Meyer has been active in the Washington State Elks Association as Chaplain, Vice President and as President in 1968-1969; has served as Trustee of the Washington Elks Therapy Program for Children, Inc., for over 15 years; has served as Chairman of the State Ritualistic Committee, Public Relations Committee and served on numerous other State Elks Committees; and

Whereas: He has further distinguished himself by serving as District Deputy Grand Exalted Ruler in 1962-1963, served three years on the Grand Lodge State Association's Committee, and three years on the Grand Lodge Lodge Activities Committee, one year as its Chairman and has assisted in the formation and institution of many subordinate Lodges in the state of Washington and has served as Special Deputy Grand Exalted Ruler for the last two years;

Now therefore be it resolved that Puyallup Lodge No. 1450 is honored and privileged to present to the Grand Lodge Convention to be held in San Diego, California in July, 1978, the name of J. Paul Meyer as a candidate for election to the office of Grand Esteemed Leading Knight of the Benevolent and Protective Order of Elks of the United States of America.

Dee Zimmerman, Exalted Ruler
Gerald Turner, Secretary

Kearney, NE,
Lodge Presents
Chester O. Marshall
for Grand
Esteemed Lecturing
Knight



Whereas: Brother Chester O. Marshall, in 29 years of continuous membership, has served the Benevolent and Protective Order of Elks with honor and distinction at the levels of his local lodge, the Nebraska Elks Association, and the Grand Lodge of the Order; and

Whereas: he has served his lodge No. 984 in the subordinate offices, as Exalted Ruler, and has served for the past 20 years as lodge secretary; and

Whereas: Brother Marshall is a Past President of the Nebraska Elks Association and has served for the past 14 years as secretary of the Nebraska Elks Association; and

Whereas: Brother Marshall has also served the Grand Lodge as District Deputy Grand Exalted Ruler and also served as secretary to Grand Exalted Ruler Herbert L. Blackledge in 1957-1958;

Now therefore be it resolved that Kearney Lodge No. 984 is honored and privileged to present to the Grand Lodge Convention to be held in San Diego in July, 1978, the name of Chester O. Marshall as a candidate for election to the office of Grand Esteemed Lecturing Knight of the Benevolent and Protective Order of Elks of the United States of America.

Robert D. Eckwert, Exalted Ruler
Donald R. Bond, Acting Secretary

Kearny, NJ,
Lodge Presents
Fred A. Padovano
for Grand
Esteemed Loyal
Knight



Whereas: Brother Fred A. Padovano has served Kearny Lodge No. 1050 with honor and distinction for 29 years and is an Honorary Life Member of his lodge; and

Whereas: He has served his lodge as Exalted Ruler in 1954-1955, was a Trustee 10 years and is the present Secretary; and

Whereas: He has served the New Jersey State Elks Association as Chairman of the following Committees: Youth Leadership, Veterans Service, Memorial, Membership and Lapsation, was a State Trustee and is a Past State President; and

Whereas: Brother Padovano has further distinguished himself by serving the Grand Lodge as District Deputy Grand Exalted Ruler of the Northeast District in 1959-1960 and as a member of the Grand Lodge Ritualistic Committee; and

Whereas: The members of Kearny Lodge No. 1050 are proud and appreciative of

Brother Padovano's unselfish and outstanding service and of the honor and distinction he has brought to Kearny Lodge No. 1050; and

Whereas: Brother Padovano is eminently fitted by service, character and integrity to serve with honor in this high office;

Now therefore be it resolved that Kearny Lodge No. 1050 is honored and privileged to present to the Grand Lodge Convention in San Diego in July, 1978, the name of Fred A. Padovano for election to the office of Grand Esteemed Loyal Knight of the B.P.O. Elks of the United States of America.

Robert P. Stankus
Exalted Ruler
Thomas C. Holzschuh
Chairman, Board of Trustees
Acting Secretary



Dickinson, ND,
Lodge Presents
Kenneth P. Mann
for Grand Tiler

Whereas: Kenneth P. Mann in over 38 years of membership has served Dickinson, North Dakota Lodge No. 1137 of the Benevolent and Protective Order of Elks in many capacities and with great distinction; and

Whereas: Brother Mann served as Exalted Ruler of Dickinson Lodge No. 1137 in 1948-1949, as Vice President of the North Dakota Elks Association in 1964-1965, as Chairman of the North Dakota Elks Association Ritualistic Committee from 1950 to 1955, as District Deputy Grand Exalted Ruler in 1976-77, member of the Board of Trustees of Dickinson Lodge No. 1137, member of the Investigating Committee of Dickinson Lodge No. 1137, Chairman of the Remodeling Committee in 1952, member of the National Foundation Committee of Dickinson Lodge No. 1137; and

Whereas: He has served his community as President of the Dickinson Chamber of Commerce, President of the Dickinson State College Alumni Association, President of the Dickinson Rotary Club, as Chairman for over thirty years of financial drives for the Boy Scouts of America and a promoter of 4-H programs, as a Director of the Dickinson School Board; and

Whereas: By his numerous accomplishments and continued devotion to the interest of Elkdom, has demonstrated leadership and ability for high office in our Order;

Now therefore be it resolved that Dickinson Lodge No. 1137 is honored and privileged and proudly presents the name of Kenneth P. Mann for the election to the high office of Grand Tiler of the Benevolent and Protective Order of Elks for the year 1978-1979.

Norman Jespersion, Exalted Ruler
Martin Jonason, Secretary

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Portugal is Europe's travel bargain. Travel is cheaper than anywhere else on the Continent.

by Jerry Hulse

If there is a bargain remaining in Europe it has to be Portugal. With the possible exception of certain Eastern European nations travel in Portugal is cheaper than anywhere else on the Continent. And so it was that several weeks ago I surveyed Lisbon, seeking out its little-known and inexpensive hotels for Elks who travel.

To begin with, there is my personal favorite, the elegant little Principe Real. Only a five-minute walk off the Avenida da Liberdade, the Principe Real is without a doubt the slickest small hotel in Lisbon. It sparkles from top to bottom, and each of its 24 rooms are decorated differently. Lavender perhaps in one. Yellow in another. (Even the toilet tissue matches.) So impressed is the government tourist office that it gives the Principe Real four stars, and certainly it deserves each one of them. To point up its exceptional service and quality, the famed Ritz sends over guests whenever that deluxe hotel overflows with visitors. Conveniently situated in the center of Lisbon, this small gem at 53 Rua Alegria offers singles for \$10.50 a day and doubles at \$17. The prices (alas, they will be increased

soon) include a breakfast that is served in a sunny cheerful dining room overlooking the rooftops of old Lisbon.

Not only is the Principe Real anti-septically clean (its red tile floors shine like polished marble), it is perhaps Lisbon's friendliest small hotel. Whenever the bartender wanders off, guests slip behind the bar and pour their own drinks. The management trusts them implicitly. As far as anyone knows, no one has ever defrauded the innkeeper. Oriental rugs and antiques crowd the Principe Real's small and relaxing lounge, and the staff appears genuinely pleased that you've chosen their hotel. Little wonder why it is packed to capacity during the busy April-November season.

Similarly popular—although not quite so conveniently situated—is the Albergaria da Senhora do Monte (figure on a 10-minute cab ride from the Alfama). Never mind, though. Its hill-top position makes up for this slight inconvenience. With its superb view, it offers glimpses of both the old and new sections of the city. Facing the Albergaria da Senhora do Monte from another hilltop is the Castle of St.



George as well as Our Lady of Grace Church. Below the hotel, Moorish structures run together in a casbah of sorts, and just next door a grassy belvedere offers a breathtaking view of Lisbon at night.

The lobby of the Senhora do Monte is small and intimate and only steps away from a three-stool bar. Rooms face the Tagus and vines crawl a trellis that overlooks a small garden. If you are a romantic, this could be your hideaway in Lisbon. With 27 spic-and-span rooms, the Senhora do Monte (39 Calçada do Monte) is priced from \$8 single and \$10.50 double with breakfast and taxes included.

For a different experience there is York House which gets similar raves. A former monastery, it dates from the 1600s and is ranked as Lisbon's oldest hotel. Wrought-iron lamps cast a yellow glow and the outer walls are smothered with vines. The proprietress, a French woman, has filled her rooms with antiques and a good deal of charm; they feature marble fireplaces, gilt-edged mirrors, bronze chandeliers, coat of arms and red-tile floors. Although only three-quarters of a mile from the center of the city—the streetcar passes directly in front of its doors—York House is not particularly easy to find. First, there is no sign. Second, it is hidden above a stone stairway leading from the street to a garden crowded with potted plants and geraniums, cobbled walks and ancient trees. Tell the driver 32 Rua das Janelas Verdes, and should you get lost drop a coin in the box and telephone 66-25-44.

Be advised this is not a contemporary hotel. It is terribly old, with twisting hallways and rooms of every imaginable shape and size. Because the Amer-

ican, British and French embassies are near, it attracts a sizeable crowd of diplomats. Likewise, it is popular with artists, writers and ordinary adventurers. Rates begin at a low \$5.75 a night, this for a room without bath. Top-rated rooms start at about \$14.50-\$30 double, breakfast included. Add to this \$4.50 for either lunch or dinner and York House represents one of Lisbon's better buys. Whenever York House is filled, overflow guests are accommodated in the hotel's annex at 47 Rua das Janelas Verdes. Personally, I found the annex charming, its dozen rooms offering a bit more luxury than York House, along with a certain amount of Old World atmosphere.

For convenience, the Hotel Rex is another excellent choice. Although contemporary in design, it is popular with those visitors desiring a more central location. At the Rex, guests are only steps from the Hotel Ritz, Avenida da Liberdade and Edward VII Park. Its 70 tastefully furnished rooms are priced from \$11 single and \$15 double. Each contains a TV set, a refrigerator and a bedside console for signaling the maid or porter. If this sounds a trifle like a Holiday Inn, it is only because the management has been led to believe that American guests expect such extras. At any rate, no one is likely to complain about a tiled bath, warm shower and a balcony for watching the lights of Lisbon as they twinkle on at night. The same lights appear equally bright from a heavenly perch atop the hotel where guests gather for the evening meal. The view reaches as far as the Tagus and takes in the stream of traffic moving toward the harbor from the Praça Marques de Pombal.

In the same general neighborhood—

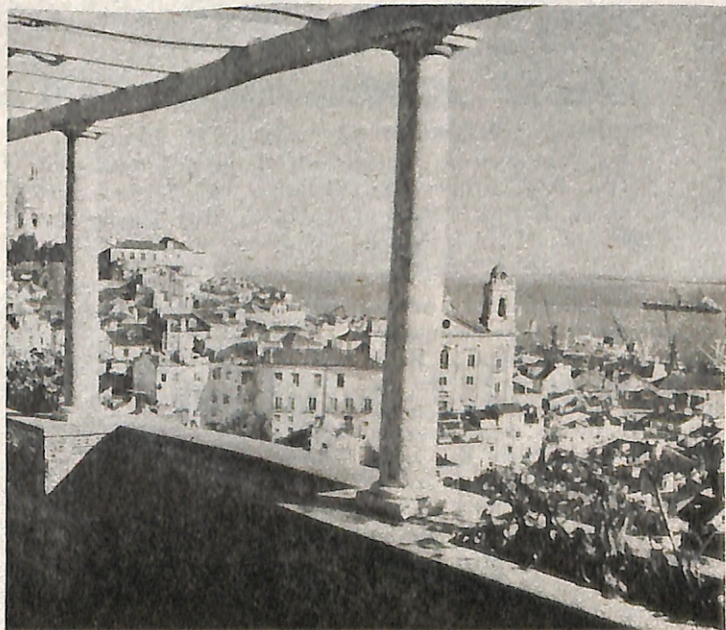
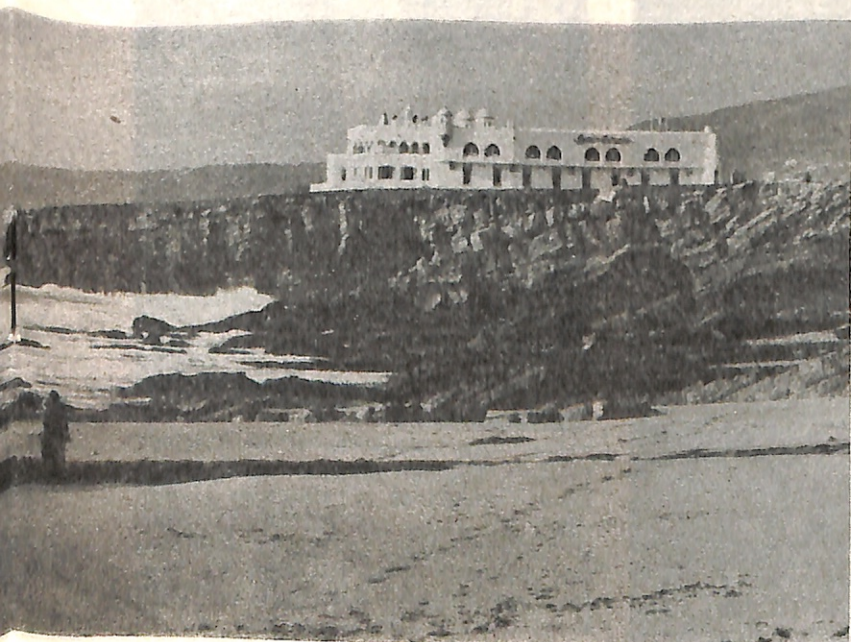
only a block off Avenida da Liberdade—the Diplomatico deserves its rating as a four-star hotel. Scattered among its 11 floors are 90 rooms, all with private baths. Rates start at \$15 single and \$20 double, with suites available for as little as \$23.75. The Diplomatico is the choice of legions of Americans due to its excellent location—about 10 minutes from the city's fashionable shopping district and 20 minutes from Lisbon's International Airport. The address: Rua Castilho No. 74. Note: The Diplomatico features a sun deck outside its 10th floor bar, with impressive views of Lisbon's storied hills.

After the Diplomatico, our file on special hotels lists the Tivoli at 185 Avenida da Liberdade and the companion Tivoli Jardim. Although the Tivoli can scarcely be considered in the small hotel category (it features 350 rooms), nevertheless it provides comfort, a spacious lobby and two excellent restaurants. Figure on about \$19 single and \$26 double.

Personally, I prefer the smaller (120-room) Tivoli Jardim which rises close by. For one thing there is less traffic noise; secondly, if you're driving, it offers ample parking. At the Tivoli Jardim a single costs \$13.50 and a double \$15. These minimum rates include breakfast. The Tivoli Jardim is particularly rewarding if you happen to be suffering from the jet lag. Especially when hunger strikes at some ungodly hour. Say 2 o'clock in the morning. In such a case just slip down to the snack bar and tell the chef, "Scramble two."

For those who prefer accommodations outside the city we have several suggestions which we're certain will please. In the village of Sintra—a charming hill town 20 miles outside of

Golden beaches are perfect for a stroll. A room with a balcony and Lisbon is a crazy-quilt below.



Lisbon—we recommend the venerable Hotel Palacio de Seteais. Without a doubt, the Palacio de Seteais is one of the finest small hotels in all of Portugal. And not so small at that. Although it contains no more than 18 guest rooms, it leaves the impression that one is entering Buckingham, or a grand chateau in some remote region of France. Hand-woven rugs cover its floors. Chandeliers glow in the soft evening and tapestries grace its walls. A grandiose 18th-century palace, it sheds its warmth on the traveler who seeks respite from the pace of Lisbon.

Originally, the Palacio de Seteais was the home of a Dutch merchant. Later the estate was acquired by the 5th Marquis de Marialva who gathered together several carriage loads of friends and pulled off a number of spectacular parties. At the same time he added a number of rooms and acquired a parade ground that later would serve as a garden. Alas, weary of all the merry-making, Marialva died in 1803. Upon his passing the estate lost its luster and eventually was abandoned. For more than a century it stood idle until finally the government came along with a bag full of escudos and the old haunt was refurbished and turned into a grand hotel.

Legends abound. Some insist that murals in the grand salon were execu-

ted by the French painter Jean Pillement. Perhaps, though no one offers positive proof. Others say that King John VI ordered a replica of the royal Portuguese crown placed above its entrance. Whether the facts are true or false is of little consequence. What matters is that the Palacio de Seteais is a charming inn, tastefully furnished and spilling over with antiques and skillfully executed reproductions. No two guest rooms are alike. Each provides a distinct and personal air. Year-long they are sought after, particularly during the busy summer months.

Stepping through the entrance, the visitor is confronted with an imposing hallway and two staircases; one leads to guest rooms on the second floor, the other descends to the dining room and a bar with a Steingracher piano, a relic nearly 200 years old. Manager Alberto de Vasconcelos shrugged. "If they wish, my guests are free to play this grand instrument." His manner indicated, however, that he'd prefer they merely admire the old museum piece.

Windows in the Palacio de Seteais face gardens landscaped with scalloped hedges, trees, flowers and fountains. It was there among the roses that Lord Byron sniffed the sweet pure morning air, declaring that this indeed was a "glorious Eden." It was a steal in his day, a room in the old palace. It still is.

Rates run \$23.50 single and \$32.50 double, breakfast included. What with inflation, though, no one guarantees such bargains will remain in effect.

In the heavenly hills of Sintra ancient villas look down on the village itself. Dominating the scene is the ancient Royal Palace, for six centuries the summer residence of Portuguese kings. It is a pleasant place, this small village with its cobbled square. Verdant hills rise about it and visitors crowd the little shops, buying up souvenirs and strolling in the warmth of the sun. Facing the Royal Palace is Antonio Raio's Central Hotel whose 15 rooms are best described as romantically tacky. Although somewhat threadbare, the Central is surprisingly reasonable even for Portugal, its doubles priced at \$30 a day, including three meals. During the day guests gather at tables on the cobbled square, sipping *compari* and espresso and watching horse carts carry visitors to hillside gardens and still another palace, and to Monserrate with its lovely arbors, lakes and waterfalls.

Only a few miles away, others seek accommodations in hotels and inns down along the coast. Rising like some Moorish wedding cake is the Hotel do Guincho. Originally a 16th-century fortress, it was restored recently, with 33 rooms available for \$28 a day double.

(Continued on page 55)

ELKS NATIONAL SERVICE COMMISSION

"So long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him."



A truckload of 20 television sets was presented by Clearfield, PA, Lodge to the Altoona VA Hospital. Gathered for the send-off of the donations were (from left) Earl Cline, Paul Millard, P. J. Strunk, John Walthers, Jack Lockett, Vets Chm. Joe Francemore, Glenn Bunnell, Cortez Graham, Tom Ogden, Bart Thompson, ER Ronald Harper, Matt Thompson, and DDGER Sherman Coudriet.

A party which included a seven-act program and refreshments was given by Sherwood "Robin Hood," OR, Lodge for the patients at the Portland Veterans Hospital. Among those who enjoyed the event were Est. Lead. Kt. George Anderson, Trustee Harry Steele, Secy. Jerry Barron, Bob Thorton, Trustee Howard Gillingham, ER Gil Sternes, Jack Olds, Est. Loyal Kt. Ruben Miller, and three of the hospital aides.

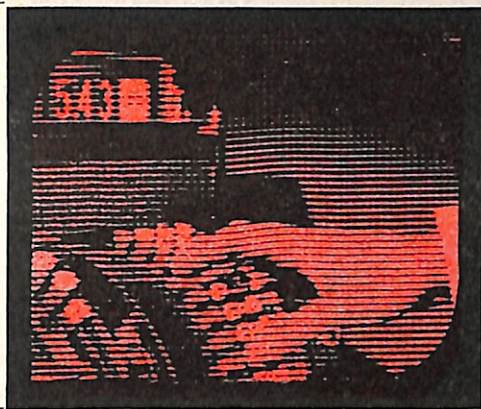


Thanks were offered by R. B. Wimmer (center), hospital director, to ER Joseph Landry (right) of St. Matthews (Louisville), KY, Lodge and ER Edward Black of Louisville Lodge for the 10 televisions they presented to the Louisville VA Hospital. The donations were made on behalf of the Kentucky Elks Association.



IT'S YOUR BUSINESS

by John C. Behrens



CONTRACT LABOR PROVIDES ALTERNATIVES

Can contract labor—that is, the independent contractor—provide a solution to the growing personnel problems and the rising cost of fringe benefits that plague American businessmen today?

A number of my readers think so. So do financial analysts and accountants who have discussed the subject with me.

It's certainly not a new concept. It's as old as newsboys and gardeners. But it has become much more attractive because of the increased number of complicated headaches dumped on the businessman by the courts and state and federal legislatures.

Ironically, governmental units have been contracting for all kinds of services for years. The reason? Allegedly to cut the costs of the mushrooming bureaucracy. Unfortunately, it's hardly dented the state and federal budgets I've read.

It's definitely annoyed the unions. Just recently, the Civil Service Employees Association of New York ran ads in dailies throughout the state complaining about the situation.

"She's a victim of contracting out... and so are you!" the CSEA ad says in bold black headlines opposite a pathetic picture of an older citizen clutching a shawl. "When the state dumps tens of thousands of mentally disabled people out of state institutions into unwary communities or private agencies, as it's doing, it's really part of a much bigger problem—contracting out for goods and services! When the State Department of Mental Hygiene hands out tens of millions of dollars in contracts to private firms annually, as it does; when the state office of General Services awards more than 90 contracts in excess of \$100,000 each to out-of-state firms in a six month period as it did this fiscal year, when virtually every major state department awards millions of tax dollars annually to private firms, many from out of state, it's all part of the same disgraceful problem."

Obviously the CSEA is complaining about the loss of jobs. But the inescapable point is that the state government is doing what it frequently refuses to allow those in the private sector to do: cut costs and paperwork.

"That's the frustrating part of all this. While the state can quietly reduce its own costs and paperwork, its agencies—such as the tax department—would take a

dim view of the businessman doing the same. We're monitored, they're not," one businessman wrote me.

What is the legal definition of an independent contractor?

Most lawyers and accountants I've talked to agree with Samuel G. Kling's explanation in his book, *The Complete Guide to Everyday Law*. The independent contractor, he says, is not subject to the control and supervision of the person who employs him. An employee or agent is. An independent contractor is liable for his work or negligence and the performance of those he hires.

Independent contractors, then, are not covered under the employer's workmen's compensation, Social Security program, or other benefit arrangements unless the contract specifically says so.

The difficulty for the average businessman, though, is determining how to arrange such a contract, oral or written, without losing his control or right to supervise the work. For example, the definition would make it virtually impossible for a store owner to enter into such an agreement with clerks or the owner of an insurance agency to contract out work with a receptionist. Yet it would be possible for a bookkeeper, accountant, maintenance man or someone else offering a service to be an independent contractor.

In the months ahead, proprietors may turn to such methods as a last resort simply to avoid the rising costs of actually employing personnel. Those businessmen I've talked with in the past few months are worried about the increased Social Security payments which will escalate again next year and the minimum wage hikes recently enacted, and few are optimistic. What aggravates the situation more, they contend, is that they are receiving less productivity from employees generally for additional dollars spent. "I feel as if the government regulations are forcing me three steps backward for every small gain I get," one told me. "I'm having enough trouble finding people who will actually do a week's work. I can't afford to pay what larger stores offer. I want to stay in business but I'm continually forced to pay more, more and more and expect less, less and less. Does the public really know what government and apathy are doing to those of us who believe in free enterprise?" a store owner

(Continued on next page)

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It's Your Business

(Continued from previous page)

lamented to me not long ago.

"Congress keeps talking about more credit for expansion and its attempts to help the businessman. The fact remains that the crux of the problem is the government's interference in labor-employer relations and how the employer manages his business. Congress doesn't want to hear about that," said another.

Contract labor, however, can increase productivity and reduce costs or at least keep expenses at competitive levels, I believe.

How are some enterprises using independent contractors?

▶ A small college in upstate New York has contract arrangements with maintenance workers, cafeteria staff and security;

▶ a flower shop and a dry cleaning establishment contract out for deliveries;

▶ a newspaper independently contracts its printing and distribution;

▶ secretarial services provide a wide variety of "temporary" contracts for businesses with fluctuating needs;

▶ answering services provide messages and information for a variety of business owners and professional people;

▶ bookkeeping services pooled by a number of businesses on a contractual arrangement.

That, of course, may just be the tip of the iceberg, too.

The benefits?

Says Edward Jones, a CPA in central New York, the advantages outnumber the disadvantages. "First, the contracts can be for a much shorter period of time and thus you are free of the responsibility

for a fulltime employee. Secretarial, typing or clerical help may only be needed at peak periods so why pay someone to be there all the time? Certainly a second reason is that the employer consequently has little or no paperwork. The contractor must assume the burden of filling out governmental forms and meeting government regulations. For many smaller firms, that's as important as additional wages," he says.

Another benefit is that there are no worries about employment guarantees. Equal opportunity conflicts and sensitive problems of discrimination are also the responsibility generally of the independent contractor. Further, the contractor must also deal with the delicate matter of dismissal if those involved can't handle the tasks.

Yet there are some drawbacks, Jones conceded. "There can be continual turnover. Personnel changes can create additional problems within your store or business. Constant training or familiarization with personnel and techniques can be a headache when you're using an independent contractor. Then, too, time can be a factor. If the contractor is on an hourly rate, you may find your cost is so high for the specialty it would actually cost you less to pay the salary of a good employee . . . if you can find one."

One thing is clear: businessmen who plan on a future may be forced to consider creative ways to use independent contractors.

What do you think?

Address your comments and questions to John Behrens, c/o The Elks Magazine, 425 Diversey Parkway, Chicago, Illinois 60614.

FLAG DAY, 1978

June 14th is Flag Day, a day when the Order of Elks will again have a special opportunity to honor our flag and pay tribute to our great nation. Each lodge should make every effort to present an outstanding program—one which will demonstrate to the community the Elks' dedication to the principles of our country's founders.

If possible, invite the Boy Scouts and Girl Scouts, American Legion, VFW, and other service organizations to join with you in your program. State and local officials would also be happy to participate.

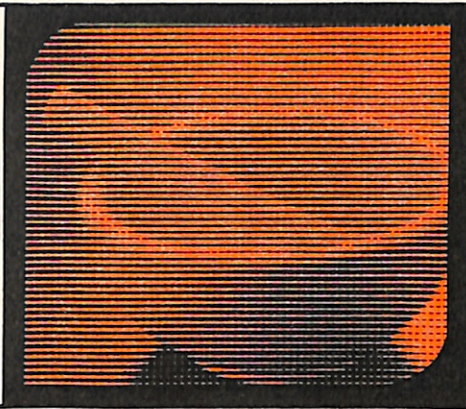
Don't forget that the Grand Lodge sponsors a Flag Day Contest. Save your newspaper clippings, pictures, and other items covering your activities, and make up a brochure to be judged by the Americanism Committee at the Grand Lodge convention in San Diego. Contest rules are outlined in the Americanism brochure. The address for submissions to the contest will be announced.

Remember, Brothers, we can point to Old Glory and say, without reservation or qualification, that it is truly "an emblem of freedom, a symbol of unity." Do your part to honor this heritage by honoring our flag.

James W. Damon, Chairman
GL Americanism Committee

MEDICINE AND YOU

by Larry Holden



NEW PROCESS PUTS "FREEZE" ON LEUKEMIA

A bold new program aimed at rescuing dying adult leukemia patients—and eventually victims of other types of cancer as well—has been developed by an internationally known Dutch researcher at a Texas hospital.

Dr. Karel A. Dicke is chief of the recently established Bone Marrow Transplantation Service at the University of Texas M. D. Anderson Hospital and Tumor Institute in Houston. The service is the first in the world where patients' own bone marrow cells are being collected while they are in remission for transplantation to them when otherwise irreversible relapses occur.

"The idea of injecting a leukemia patient with his own healthy bone marrow cells when he becomes critically ill isn't new," explains Dicke, "but not until we produced this new technique was it possible to actually do it. It's like in 1920 mankind talked about the idea of going to the moon, but we didn't have the technology to do so until 1968.

"Two breakthroughs were the primary keys to the success of our research," points out the noted physician. "First, is the ability to freeze and store bone marrow cells, which usually die within 24 hours of removal from the marrow. The freezing process keeps them viable for a couple of years—ready for use when they're needed. Second, is the cell fractionalization method we developed that separates normal cells from the leukemic.

"When these two procedures are teamed with our already-proven capability to bring a patient to a state of remission, a disease-free period, the new process is set in motion."

Dicke says that while treatment for acute leukemia in adults "has improved considerably during the last few years, even the best centers report only about 30 percent of the patients live for two years or longer after diagnosis.

"Our new autologous (derived from the same person) bone marrow transplant program is organized to help that other 70 percent who likely will die within 24 months."

Better combinations of drugs available now mean the vast majority of adult leukemic patients can achieve a good remission or period when they are disease-free.

"What we're doing is collecting the patients' own bone marrow while they are in remission, fractionating the cells in order to get rid of any stray leukemic cells then

freezing and storing the cells.

"Then when patients have a relapse and are in danger of dying we can consider transplanting their own cells which, of course, will be compatible and we can avoid many of the problems of donor transplants," Dicke states.

Bone marrow from donors has been transplanted to leukemia patients for several years with only limited success.

Dr. George Santos, professor of oncology (tumors) and medicine at Johns Hopkins Oncology Center in Baltimore, Maryland, is a pioneer in bone marrow transplantation from donors. "Our results in that area admittedly haven't been that good, but we keep trying," comments Dr. Santos. "And we're very aware of Dr. Dicke's work, which certainly avoids the problems of using foreign bone marrow since the patient's own marrow cells are utilized. We're definitely interested in his results and research data."

"Due to problems in finding matching or compatible donors, Dicke adds, "It is likely less than 20 percent of all adult leukemia patients could be considered for bone marrow transplants. And of that number perhaps only 30 percent would accept the cells and be considered successful recipients."

Dicke's technique should increase those percentages substantially. The remarkable procedure is so new that only

two patients at the Houston facility have had autologous bone marrow transplants. Both died after about three months.

"One definitely had a recurrence of leukemia. The other died of a viral infection. Neither had been a good candidate for the procedure because cells collected during their remissions were not sufficient to offer the immunological protection they needed. Their remissions were not complete.

"Some extremely encouraging results were noted in both cases, however. After the transplantation procedure was accomplished their infection cleared and the patients were able to go home. This was an enormous boost to our work. If patients whose cells had been removed during a poor or partial remission were helped that much, the benefits of cells removed during a complete remission are certainly potentially greater."

The trouble with aggressive combination chemotherapy given to adult leukemia patients, observes the acclaimed researcher, "is that the drugs kill many healthy cells along with the malignant ones, leaving the patients helpless to fight even ordinary infections.

"Many patients also have radiation therapy, another form of treatment which eradicates normal as well as cancerous cells."

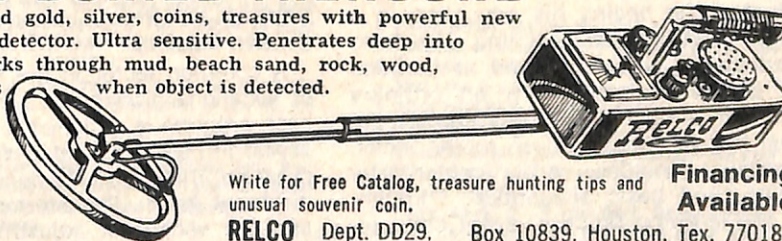
"But the type of program we are establishing cannot be done with patients alone. We need extensive—and expensive—backup research."

Until much more investigation is done in the laboratory and with leukemia patients, he says application of the transplant technique to other types of cancer cannot be predicted.

While Larry Holden cannot diagnose, he is interested in any questions or comments of a general nature and news of developments in the medical field. Write to: Larry Holden, c/o The Elks Magazine, 425 Diversey Parkway, Chicago, IL 60614. Because of the volume of mail received, individual replies cannot be made.

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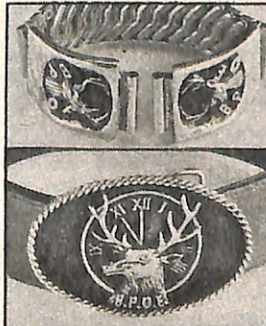
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MAJOR PROJECTS

This is part of a continuing series on the state major projects. All state chairmen have been contacted by The Elks Magazine and have been asked to forward information for upcoming articles.

Parental dedication and love inspired the establishment of Laradon Hall, a comprehensive center for the mentally retarded in Denver and the **Colorado Elks'** major project. Joseph and Elizabeth Calabrese could not find a suitable place within the existing educational system for their two retarded sons. In 1948, they turned to their own resources, rented a house, and converted it into classrooms and living facilities. The Calabreses were devoted to developing learning programs for the retarded. Their hard work was **recognized and supported by Colorado Elks** when, in 1951, the Brothers purchased a school building for Laradon's permanent home. Since that time, Colorado's major project has grown into a center for the retarded with innovative programs which have earned the attention and praise of experts in the field.

Laradon Hall basically includes two programs: the School and Residential Center, and the Vocational Training Center. There are no admission requirements for either program and both are concerned with helping each of the over 300 enrolled individuals utilize his abilities to the fullest extent. A staff of over 150 professionals, paraprofessionals, administrative personnel, and volunteers work year around to help the retarded overcome handicaps.

Pioneering in the field of teaching educable and trainable children has proven to be successful at Laradon. After a child goes through a period of observation, during which his capabilities and needs are evaluated, he begins his education in a system of Functional Teaching. This form of education was originated at Laradon and differs radically from an ordinary classroom situation. The program emphasizes the development of motor skills, perceptual faculties, sensory-motor integration, and basic academics. Throughout the learning process, every child receives extra attention and support to aid him in his problem areas. His total educational program, however, is concerned with wholistic development, and thus the child also continues work in his stronger areas.

Within the educational division of Laradon Hall, there are four programs with an enrollment of approximately 120 students. Children from birth to five years of age may participate in the Laradon Early Education Program (LEEP), which provides home services for multiply handicapped infants and day care services for

3 to 5-year-olds. In both aspects of LEEP, team diagnostic evaluations are made and technicians as well as therapists work with the children.

If a child is too old for LEEP, he may enter the School Program. Here, specialized training is provided for children through 16 years of age. The classes are small and the activities are structured to encourage the maturing of environmental interpretation and of social and emotional development, as well as to foster intellectual advancement. A student progresses through ten levels of training at his own rate.

Two work-study programs are designed for those at Laradon Hall who are older than 16. One, the Industrial Class, is geared towards persons in the trainable range of mental retardation. Reading, numbers, perceptual and motor training, and music and practical living skills are the areas of concentration. The Job Readiness Program deals with those who are in the educable range of retardation. It serves as a transition from the educational to the vocational divisions and its goal is to encourage attitudes necessary for learning job skills.

In the field of vocational training, Laradon Hall has proven to be an innovative leader. The intent of this program is to prepare the participants to be socially and vocationally productive. The success of Laradon's vocational training has shown that retarded people can live and work within a community; each year, 50 trainees are placed in competitive positions in industry.

A common factor in the four divisions of vocational training at Laradon is that each program is designed to resemble an actual job setting. In the Work Activities program, three learning phases—the employment group, the intermediate group, and the vocational adjustment group—are designed for persons who will be unable to join the competitive job market in the near future. The Vocational Workshop is geared towards those who have potential for placement in a job within a short period of time. Work habits such as attendance and consistency are emphasized, and team work, individual responsibility, and acceptance of supervision are areas concentrated upon. Advanced Training supplements acquired good work habits with the sophistication of occupational skills. A Sheltered Workshop is also part of vocational training and is for

those who have completed training and have good work habits but are unable to handle a competitive job.

The participation in these programs may be followed by work with a job placement specialist and/or assistance in keeping both the employee and employer satisfied once a job is found. For someone like Ms. C., a 37-year-old trainee with a long history of institutionalization, such satisfaction was the factor which raised **her self-esteem**, and the regard others had for her. Ms. C. had been diagnosed as mentally retarded and had also suffered from social deprivation and family stress. Although she had never held a competitive job, she had satisfactory motor and intellectual abilities but they had not been developed. Her training at Laradon has helped her become a productive citizen.

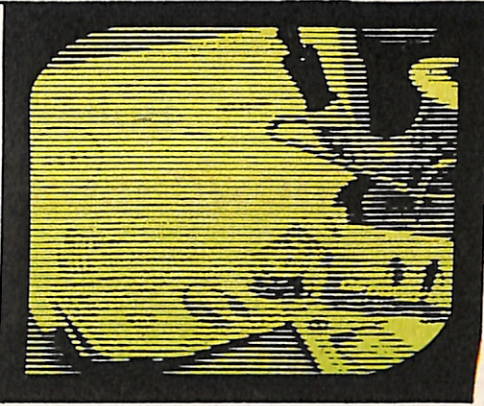
The facilities at Laradon Hall, located on two square blocks, include 14 classrooms, an infirmary, cafeteria, auditorium, swimming pool, vocational training center, sheltered workshop, and laundry facilities. Six cottages for educational students, two dormitories for vocational trainees, and two apartment buildings for retarded citizens compile the major project's residential housing.

The budget of Laradon exceeds two million dollars. To keep up with the expenses, the Hall has four main sources of support: community support from businesses, industry, and organizations such as Colorado Elks, proceeds from its own workshop, tuitions and fees, and federal and state funding. Laradon has given the Colorado Brothers special thanks for their consistent help which has been maintained through a quota of one dollar per year levied on each member, and through various fund-raising events. A state-wide raffle is held by the Elks annually, and individual lodges have activities such as dinners and dances to supplement the major project fund.

In monetary terms, Colorado's major project fulfills an important community service. It costs the state over \$400,000 to support one person for life in a custodial institution, while Laradon spends \$20,000 to help an individual return to the community as a contributing member. In humanistic terms, Laradon certainly renders society a service in helping someone like Ms. C. discover the self-esteem which belongs to every human being. ■

YOU AND RETIREMENT

by Grace W. Weinstein



YOUR EYES AFTER 50

Did you know that the average 60-year-old needs seven times as much light as the average 20-year-old to perform the same tasks? It's true, says the American Optometric Association. Due to changes that take place within the eye as part of the aging process, older people need more light to see effectively. Older people are also more bothered by glare than younger people.

What should you do about it?

⊙ First, and most obvious: use more light for reading, sewing, card-playing, and so on. If you have been using 100-watt bulbs, try 150-watt bulbs. Use incandescent light; its yellowish light is more comfortable for the older eye than the bluish light of fluorescent bulbs. Avoid glare, from direct light or from reflections. Keep more than one lamp on in a room so that your eyes do not have to adjust from light to shadow. And give your eyes an occasional rest by looking off into the distance.

⊙ Be particularly careful in poorly-lit areas. Add light to stairwells. And, if you must go into a basement storage area or into the back of the garage, carry a small flashlight.

⊙ Be especially careful if you must drive at night. Be sure headlights are clean, especially in winter months when slush is kicked up from the road and can create a film of dirt. Keep the windshield clean, both inside and out. Choose a car without a tinted windshield if you can.

⊙ Have your eyes examined each year. Regular eye examinations are important after the mid-thirties, essential after age 55. Regular examinations will detect changes in vision, often correctable through glasses, and conditions, such as glaucoma and cataracts, which become increasingly likely with age.

An eye examination may be conducted by an optometrist or by an ophthalmologist. An optometrist (the word comes from the Latin term referring to measurement of the eye) is educated, trained, and state-licensed to examine the eyes and related structures to detect the presence of vision problems, eye diseases and other abnormalities. The optometrist may correct vision problems through eyeglasses or therapy, but if disease is detected the patient must be referred to an ophthalmologist. The ophthalmologist is a medical doctor who has specialized in the eye; he or she may prescribe drugs and/or perform surgery as well as prescribe

glasses. (Opticians and oculists grind lenses and fill prescriptions dispensed by optometrists and ophthalmologists; optometrists may also fill their own eyeglass prescriptions.)

The most common condition of the eyes affecting the older adult is *presbyopia*, a gradual decline in focusing ability. The decline may seem to be sudden, but it isn't. It begins in childhood but we notice it, usually, in the mid-forties, when reading at the usual distance becomes blurry and difficult; by the mid-sixties most eyes need help. Presbyopia is not a disease, just a normal condition of the aging eye. It is treatable with corrective lenses, either reading glasses for those difficult moments, bifocals with prescriptions for both near and distant viewing (the newest bifocals have blended lenses

so that observers can't tell), or even trifocals with correction for near, intermediate, and far distances.

But don't get glasses once, and think you're set for life. There are three reasons for regular eye examinations:

✓ Vision changes continue. Regular lens changes may be necessary to compensate for the continued gradual loss of focusing ability. You'll be able to tell if: you are mildly uncomfortable or nervous while reading—and beginning, as a result, to dislike reading, or are finding it hard to concentrate on written material and just can't seem to keep up with any close work at all.

✓ The risk of developing either glaucoma or cataract becomes increasingly higher with advancing age.

✓ Other medical conditions—such as hardening of the arteries, hypertension, or diabetes—may be detected in their early stages through examination of the eyes. Some such conditions are related to changes associated with age; if they are detected, in the blood vessels of the eye, you will be referred to an internist or appropriate medical specialist.

For more information: "Your Vision, the Second 50 Years," is available free from the Communications Division, American Optometric Association, 7000 Chippewa, St. Louis, MO 63119; send a self-addressed, stamped business-size envelope. "Seeing Well As You Grow Older" is available free from the American Association of Ophthalmology, 1100 17th Street N.W., Suite 901, Washington, D.C. 20036. ■



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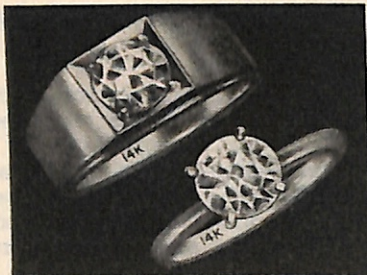
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1977-1978 Bulletin Winners

Showcases For The Order

THE WINNERS of the 1977-1978 Lodge Bulletin Contest were chosen from the 213 entries received by GL Lodge Activities Committeeman Gerold Lamers. The editorial talents of the many bulletin editors were on display during the contest. Many excellent bulletins were submitted to be judged and the competition was very keen. The vast amount of time, effort, and money that the lodges expend on this means of communication is representative of the desire to carry out GER Homer Huhn, Jr.'s program of "Individual Responsibility Assures Progress."

The top three winners in each of the five divisions of this year's Grand Lodge Bulletin Contest "F" are listed below, and the first-place winners are shown.

A—Lodges under 301 members

1. Severna Park, MD
2. Amarillo, TX
3. Grandview-Hickman Mills, MO

C—601 through 1,000 members

1. Kenosha, WI
2. Ferndale, MI
3. Gainesville, GA

B—301 through 600 members

1. Freehold, NJ
2. Biloxi, MS
3. Eustis, FL

D—1,001 through 2,000 members

1. Honolulu, HI
2. Orlando, FL
3. Keizer, OR

E—2,001 or more members

1. Long Beach, CA
2. Bakersfield, CA
3. San Jose, CA



Severna Park, MD



Freehold, NJ



Kenosha, WI



Honolulu, HI



888 ELKS CHIMES SEPTEMBER 1977

Long Beach, CA

LODGE VISITS

GRAND EXALTED RULER HOMER HUHN, JR.



Governor of the state of Washington Dixie Lee Ray (right photo, right) and GER Homer Huhn, Jr. (left) shared a humorous story during the dedication of Bremerton, WA, Elks' new lodge building recently. A group of about 400 Brothers and their wives, who included SP Ivan Harlan and Grand Trustee Frank Garland, were on hand to hear the dedication addresses delivered by both the GER and the Governor. Prior to the ceremonies, Brother Huhn (top photo, center) visited the old lodge building with ER John Drane (left) and DDGER Stan Sarver.



GER Homer Huhn, Jr. (second from right) joined PGER Edward McCabe (right), state sponsor, at a recent meeting of Mississippi Elks hosted by Biloxi Lodge. (From left) State President-Elect M. Ray Peterson and Biloxi ER James Poulos were among the 300 Brothers and their wives who greeted the Grand Lodge officials.

◀ Pascagoula, MS, was the scene of a visit by GER Homer Huhn, Jr. (right) and PGER Edward McCabe (left) with Mississippi Elks dignitaries who included PDD and PSP Francis Larson, also known as King Arthur XXI, reigning Monarch of the 1978 Knights of Columbus, Council 1605, Carnival Ball. The Brothers and their wives attended a breakfast at the invitation of "King Arthur," where they were joined by DDGER and Mrs. Tullus Castor, President-Elect M. Ray Peterson, and SDGER and Mrs. Raphael Franco.



The Past District Deputies of Milton, PA, Lodge gathered for a luncheon recently which was attended by GER Homer Huhn, Jr. (third from right) and PGER E. Gene Fournace (second from

left). Extending a welcome to the two visiting dignitaries were (from left) PDDs Ned Cook, Stanley Bower, Myers Enterline, and Barner Zellers.

NEWS OF THE LODGES

(Continued from page 22)



THE WINNERS of the New York Central District ritualistic team competition were the Brothers of Herkimer, NY, Lodge. (Front row, from left) Coach Frank Gabler, Est. Lead. Kt. Paul Reilly, ER Charles Noonan, Carl Casciere, and (back row) Est. Lect. Kt. Charles Collins, In. Gd. Paul Jouben, Esq. Dominick Petucci, Est. Loyal Kt. Terry Wissick, and Coach James Emrich prepared to compete for the state championship.



THE DEDICATION of Glens Falls, NY, Lodge's new building was celebrated recently. Visiting dignitaries included (from left) Grand Trustees Chm. Leonard Bristol of Saranac Lake Lodge, PSP John Sweeney of Troy Lodge, and SP Perry Miller and PDD Joseph Casey, both of Saratoga Lodge, who joined ER Lawrence Fredella in participating in the ceremony. The initiation of 81 new members, an Old Timers Night, and a dinner-dance were held to commemorate the occasion.



DURING a Past Exalted Rulers Night held at Springfield, MA, Lodge recently a class of 55 candidates was initiated into Elldom. Eleven of the new Brothers (front row) are sons of lodge members and were congratulated by PER Richard Zapponi (back row, left), who officiated at the ceremony, and ER David Barry (back row, third from right).

A FIVE hundred dollar check, donated by PER Bert Horwitz (center) on behalf of Sebring, FL, Lodge to Harry-Anna Hospital, was accepted by lodge Chm. James Frazer (right). The Sebring Brothers also displayed a road sign advertising the hospital, which is the state major project. Another \$500 check, which, like the first, was raised by the fourth annual Sebring Elks Invitational Golf Tournament, was given to lodge Chm. Jesse Melanson for the National Foundation.



A CLASS of 15 Brothers was initiated into Hillside, NJ, Lodge recently. DDGER Arthur Cutillo (right) presided at the initiation ceremony and joined (from left) ER Franklin Mann, PER Jerry Padovano, PER Andrew Karlick, and PDD Frank Balter in greeting the new members. During the same meeting, Brothers Karlick and Balter received life membership pins.



FATHERS and sons came together for a recent initiation held at Peekskill, NY, Lodge. (Front row, from left) Brother Perley Heady sponsored Paul Fox and his son Michael Fox, as well as David Matthews Sr. and his son David Jr. On hand to welcome the new members were (back row, from left) PER Vincent Fanzo, for whom the class was named, ER Thomas Ryan Jr., and Secy. Ellis Finch.



A DINNER and dance were held by Ashland, PA, Lodge to raise money for scholarships recently. Visiting SP C. Bennett Dry (center) was welcomed to the fund-raising affair by (from left) Est. Lead. Kt. James Lex, Esq. Vincent Cuthie, PDD Leo Hardnock, ER Michael Cuthie, Stanley Bowers, State National Foundation chairman, and Past GL Committeeman Edgar Herwick.



THE DEDICATION of Huntington, NY, Lodge's expanded facilities took place recently. ER Joseph Carman (left) joined Trustee Charles Price (second from left), who received the new key from Brother Charles Eckerle (third), chairman of the expansion project, while Brother Robert Vandermark observed.



FOURTEEN candidates were initiated into Lexington, MA, Lodge during the same evening set aside to honor the lodge's PERs. (Front row, from left) PERs Daniel Davis, Gerald Bonnell, Henry Graham, Mansfield Peterson, Louis Bentley, John Garrity, Carl Drevitson, William Chemelli, and William Petrino welcomed the new Brothers to the order.



TWO TABLES with inlaid chess and cribbage boards were contributed by Gloucester, MA, Lodge to the Chelsea Soldiers Home. Miss Kathy Rubbello, a member of the Home's recreational department, thanked Brother Manuel Rocha Sr. for the gifts.



LIFETIME memberships were conferred on six Brothers of Wilmington, NC, Lodge recently. Brother W. H. Fisher joined (from left) George Biggs, Eugene Umstead Jr., Bruce Hinson, Paul Black, and PER William McKee, who were congratulated for their accomplishments and thanked for their service.



EIGHTEEN new Brothers were welcomed to Niagara Falls, NY, Lodge recently. Among those initiated into the order were three brothers, Gary (right), Dennis (back row, right), and Richard Hayes (back row, left), who were sponsored by their father Norton Hayes (left). ER John Webber congratulated the four Hayes Elks.

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"Hoop Shoot"®

(Continued from page 25)

tour to the Truman Library in Independence, Missouri, with a lunch stop at McDonald's. This educational and inspiring trip has become a tradition of the "Hoop Shoot" Finals.

The following morning contestants, parents, officials, and Grand Lodge guests gathered for an eight o'clock breakfast and to draw for position in the big shoot-off. The tension mounted for both contestants and parents as they made their way to Kemper Arena, home of the NBA Kansas City Kings.

Second-Place Finishers

Age 8-9

Doris Ann Carie

Teutopolis, IL

Sponsoring Lodge:

Effingham No. 1016

Kyle McRae

Ceres, CA

Sponsoring Lodge:

Modesto No. 1282

Age 10-11

Toni Renee Wright

Ashland, KY

Sponsoring Lodge:

Ashland No. 350

John Creek

Kalamazoo, MI

Sponsoring Lodge:

Kalamazoo No. 50

The 1978 contest was highlighted by the first perfect score in National finals history. John D. Correll of Mahot, Illinois, shot 25 consecutive free throws in the 8-9-year-old division. Kelly Lane of Vincennes, Indiana, took home her first championship trophy on her third visit to the National Finals.

The first- and second-place winners were presented their trophies at the Annual Awards Banquet by Grand Lodge dignitaries. They then returned to Kemper Arena to put on a free-throw exhibition before a cheering and enthusiastic crowd at half-time of the NBA game between the Kansas City Kings and the Golden State Warriors.

Age 12-13

Vicki Patton

Tucson, AZ

Sponsoring Lodge:

Tucson No. 385

Alan Huggler

Sharpsville, IN

Sponsoring Lodge:

Tipton No. 1012



The eight- and nine-year-old boy finalists await the "Hoop Shoot" breakfast and the draw for position for the final "shoot-out."

The Place To Be... The Elks National Home

(Continued from page 16)

results of their holiday trimming. They are active Elks, concerned with bettering the community in which they live. During one year the Home Lodge sponsored a variety of activities involving non-residents. Along with sending three needy boys from Bedford to the Virginia State Elks' Camp, the Elks held a Halloween party for 720 children. The Boy Scouts of the Seminole District received \$500 from the Home Lodge, which also sponsored a baseball team in the Bedford County League. Keeping informed as to what's happening at the Home would indeed show that the residents carry on many Elks traditions. The *Elks National Home News*, published every two months, provides an illustration of the many activities in which the Brothers engage.

The management policy for the National Home has been aimed at providing a real home for the residents, where they have full freedom of action, and the right to personal privacy. The Grand Lodge takes all responsibility for the maintenance, insurance, and upkeep of the buildings and the grounds.

There are a few principal requirements for residency at the Elks National Home. Any retired Elk may file an

application through his lodge. He must be in good mental and physical health and in good standing in the order for the past five consecutive years. (Of course, if a Brother becomes ill while he is living at the Home, he receives the best of care at the Home hospital, or at one of the nearby city hospitals.)

Songster C. W. Murphy wrote a tune entitled "We All Go the Same Way Home." In the daily administration of the National Home, Doral Irvin, the executive director, seems to keep that thought in mind as he responds to the gentlemen's needs as a group and on a personal level. Director since 1964, Mr. Irvin and his wife Kitty have been credited by many of the residents for being aware of what it takes to make a home comfortable for over 250 gentlemen.

After 75 years of service, the Elks National Home is ready for a very happy birthday. In 1978 its land is fertile and its scenery still beautiful. The buildings have weathered changes and there are always future additions to plan. But it is still the home it was intended to be. A few months ago, one gentleman remarked on life in Bedford, Virginia, "I arrived at the Elks National Home four years ago with a deck of cards to play solitaire with. The deck is still sealed." Happy anniversary to the Elks National Home!

Wade the Rivers...

(Continued from page 24)

posed to taste swampy or mucky. Non-sense. Once the bass' skin is removed by skinning or filleting, you're into firm, sweet-flavored meat.

My family eats fish as often as twice a week, and we like to prepare it in a variety of ways. Pan frying is always reliable, and it is possible to fix bass or any fish using a standard recipe for deviled crab. Aside from the obvious difference in texture of meat, your deviled bass is of the same taste quality as the crab.

But our favorite method for fixing bass is to bake them. After cleaning about two pounds of fish, dip meat in a bowl of milk. Then roll the fish in cracker crumbs. Meanwhile, saute a small chopped onion in butter. Pour this mixture into a casserole and place the fish on top. Next melt an eighth-pound of butter in a pan and add to it 1 to 3 tablespoons of lemon juice, a teaspoon of Worcester sauce and a dash of tobasco. A tablespoon or two of white wine may also be added. Mix thoroughly and pour over the fish. Bake at 350 degrees for about 20 minutes, or until the fish flakes easily.

This savory fish, served with brown rice, cooked carrots and tea will remain a favorite as long as I'm able to patch up those old waders and hit the rivers for the always exciting smallmouth bass. ■

Obituaries

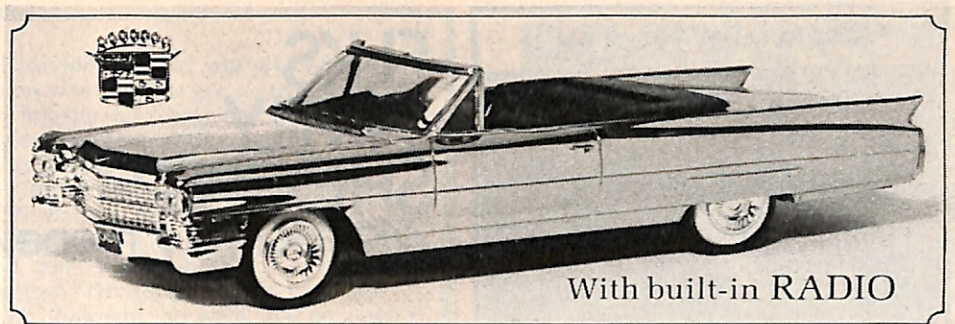
PAST STATE PRESIDENT John M. Lambert of Lebanon, OR, Lodge died March 3, 1978. Brother Lambert was State President for Oregon in 1976-1977, and was serving on the state association's advisory board at the time of his death.

PAST DISTRICT DEPUTY Harold S. Green of Toledo, OH, Lodge died February 1, 1978. In 1950-1951, Brother Green held the office of District Deputy Grand Exalted Ruler for the Northwest District.

PAST DISTRICT DEPUTY Edwin A. Bergfeld of Seguin, TX, Lodge died February 11, 1978. In 1935-1936, Brother Bergfeld served as District Deputy Grand Exalted Ruler for the South District of Texas.

PAST DISTRICT DEPUTY Gerald G. Hemphill of LeMars, IA, Lodge died January 29, 1978. Brother Hemphill served as District Deputy Grand Exalted Ruler in 1959-1960 for the Northwest District.

PAST DISTRICT DEPUTY William A. Beazer died recently. Brother Beazer, a member of Provo, UT, Lodge, was District Deputy Grand Exalted Ruler for Utah in 1959-1960.



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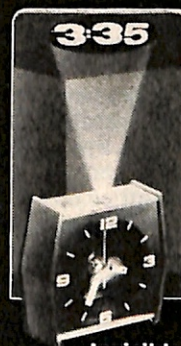
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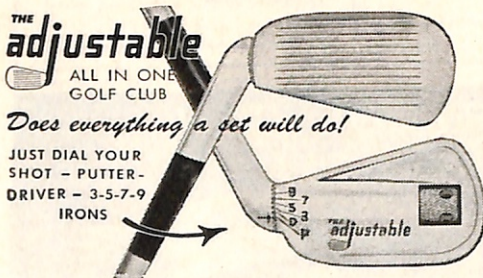
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by Mike LeFan



BARGAINS BLOOM

Attention bargain hunters: the month of May blooms with more than pretty flowers. Moneysaving opportunities are also popping up hither and yon.

Home furnishings—save on furniture and accessories, outdoor furniture, TV sets, rugs and carpets, blankets, and other white goods.

Clothing—save on ladies' purses, jewelry (especially diamonds), and other women's clothing. You'll find good buys on men's and boys' wear and on baby needs.

Miscellaneous—auto tires are sale priced during May, and luggage is again on sale.

Sales to watch—Mother's Day and Memorial Day clearances.

Supermarket Snoop says May's best fresh produce buys are apricots, pineapples, strawberries, asparagus, sweet corn, sweet peppers, green onions, cucumbers, green beans, and lima beans. (Update your *Bargain Calendar* with these latest food savings.)

"Dear Mike: Tell Raymond G. to use copper sulfate on roof moss. It is called blue stone by sheep raisers, who use it as foot rot treatment. It can be purchased at any animal medical center such as farm co-ops. Don't use too strong a solution through a garden sprayer because it is rough on metal and eave troughs"—E. R. Anderson, Richreall, OR.

Thanks for the further word on controlling roof moss, and read on—there's more.

"Dear Mike: In regard to the letter about moss growing on your roof, I

have a shake roof on my house and in cleaning the moss off I use a wire brush. It entails a little work but it does a good job"—Loren Peacock, Menlo Park, Calif.

"Dear Mike: I have a ranch style single story roof of composition shingles. I had the ridge covered with a galvanized strip. It killed all the moss 15 years ago and I have never had any since"—R. R. Richmond, Lake Oswego, OR.

"Dear Mike: Use a stiff broom or wire brush to scrape off the moss. Then spray with a mixture of 1 tablespoon copper sulfate in 10 gallons of water. A sprinkling can may be used instead of a sprayer, if desired"—Spencer G. Williams, Iowa State University County Extension Director.

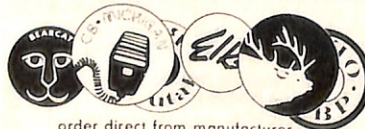
Dear Readers: There you have it—everything you always wanted to know about removing roof moss. Thanks to all who wrote.

Learn the tricks of professional landscaping at the cheapest cost in a new book called *Successful Landscaping*, by professional landscaper Raymond Felice. It has lots of color photos and ideas for unusual lawns, plus hints on vegetable gardens, yard layout, drainage, fencing, bird feeders, patios, and more. This 128-page book is \$4.95 (paperback) at your local bookstore or from Structures Publishing Co., Dept. MM, Box 423, Farmington, MI 48024.

"When using your oven to bake or roast," says E. Malmberg of Clark, NJ, "plan ahead. Mix and bake extra meat loaf, stuffed peppers, or cabbage.

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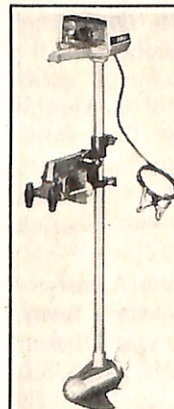
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"Dear Mike: How does a person get rid of chicken mites that have invaded the house? We used to have chickens, and when we sold them the mites moved in the house and nothing has done any good in getting rid of them"—Bob Chavalia, Auburn, CA.

You have a 3-pronged problem, Bob—mites still outside, mites in the house, and mites on you. Unless you clear up all three at the same time, they'll never go away. Call your local city or county health department and explain the situation. They can suggest a solution or may even be able to take care of the problem for you. Good luck.

"Dear Mike: Where can we obtain information on all the discount companies we've heard about—such as Cortens and Healthtex children's clothes, Vanity Fair, Danskins, etc? Is there any place to purchase a discount shoppers guide? I'm the mother of six."—Mrs. Rita Hemphill, Severn, Md.

Okay, Rita, try these: *Directory of Shop-By-Mail Bargain Sources* from Pilot Books, Dept. MM, 347 Fifth Ave., New York, NY 10016, at \$2.95 per copy, postpaid; *Factory Outlet Shopping Guides*, (separate guides for North and South Carolina; Washington, DC, Maryland, Delaware and Virginia; New Jersey; New York City, Westchester and Long Island; eastern Pennsylvania; New England), paperbacks, \$2.25 each from F.O.S.G. Publications, Box 183A, Oradell, NJ 07649; and *Factory & Shopping Outlets in Pennsylvania*, free from Commonwealth of Pennsylvania, Dept. of Commerce, Harrisburg, PA 17120.

"Dear Mike: Could you give me any info on where I may get a crochet pattern for the Elks emblem? I want to do one for our lodge and no one seems to have one in this area"—Mrs. Dotti Hopkins (Parker Lodge No. 1929), Parker, AZ.

That sounds like a nifty idea, Dotti, but I don't know where you can find a pattern. I'm sure some of my readers do, however, so we'll rely on one of them. Come on, folks.

"Dear Mike: Your *Money Saver of the Month* for November, 1977, (about disposing of old motor oil) is both wasteful and polluting. Better yet, do what some of us home mechanics do—take old oil to where you buy your gas. They sell it for reclaiming, which means the oil is re-used, not thrown away. And reclaiming oil takes a lot less power than the original refining. Most stations will be glad to take your waste oil if you don't show up at a busy time"—Robert Simpson, Franklin Lakes, N.J.

Thanks for the idea, Robert.

New—1978 *Budget Motels List* is now ready, with updated and expanded information on cheap sleep, including many toll-free telephone reservation numbers. Send \$1 and a stamped, self-addressed, business-size envelope to Mike LeFan, Budget Motels List Dept. E, 1802 South 13, Temple, TX 76501.

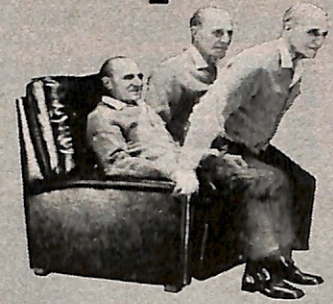
Send in your tip for "Money Saver of the Month" (address below) and get a prize if it's published.

Money Saver of the Month: Mrs. Vincent Buckley of Sioux Falls, SD, says, "This idea is great for women who use mascara. When you think your tube of mascara is used up, get a bottle of eye drops or wash like Visine and use 6 to 10 drops to thin the mascara. Shake, stir, hit, and you've got months of use left. Repeat as needed." Now there's a beautiful money saver. You're welcome.

Send questions and tips to Mike LeFan, c/o More For Your Money, 425 W. Diversey, Chicago, IL 60614.

Because of the volume of mail received, individual replies cannot be made.

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LIKE A HELPING HAND.

Many people—senior citizens, arthritics, and those suffering from Multiple Sclerosis, Muscular Dystrophy or Parkinson's disease—need help getting in and out of a chair. The EASY-LIFT power cushion recliner gently lifts you forward as well as up to a semi-standing position. The lifting angle adjusts to fit your needs, controls are easy to reach, and it runs on household current. EASY-LIFT—like a helping hand.

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**MAMMOTH CAN-
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FOR BLOCKS!** Rugged, Heavy
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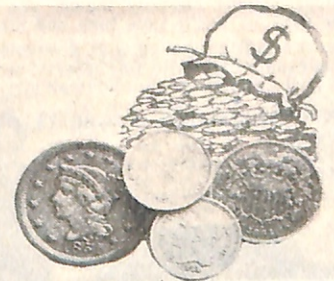
some room decoration when not in use. Hundreds of shots for few cents. Uses carbide. Authentic design. Machined brass mechanism for easy loading & firing. Modern cannons have heavy-duty rubber tractor wheels. World War I cannons have large cast iron wheels. The bigger the cannon the louder the noise. **ORDER NOW**—limited supply. Send check or money order. Your order shipped promptly. Not sold in Michigan. Master Charge, or Visa accepted by mail or phone (313) 791-2900. Give card number & expiration. Full money back guar. Our 64th year.

Modern 60mm Cannon. 9" Long. 2 Tractor Wheels . . . \$10.95
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Carbide Ammo, about 300 shots . . . \$1.00. 3 packs for \$2.75

Add \$1.95 Shipping & Handling Each Cannon

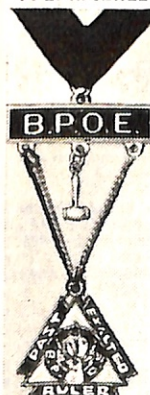
Johnson Smith Co., 35075 Automation,
Dept. 735, Mt. Clemens, Michigan 48043

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Rather than sort overflowing vaults, these are sold by the pound! A GOLD PIECE of the world added! All coins 30-150 years old. May include Indian, Lincoln cents; silver dollars; 2¢; 3¢ pcs. etc. 1 lb.—\$16.50; 2 lbs.—\$30; 5 lbs.—\$72; 10 lbs. (plus 2 gold pcs)—\$115. Add \$1.50 for ins., hndlg. M.C. and BOA (VISA) accepted. Centre Coin Co., Box 1, Dept. L-5, Sherman Oaks, CA 91413.

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PURPLE GROSGRAIN RIBBON
HEAVILY GOLD PLATED
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combination PUSHBUTTON IN-DASH AM/FM Stereo 40 channel CB



Model 63-030 List Price \$359.95

99⁹⁵ Post Paid

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Designed to fit even sub-compact cars / CB circuitry in separate "black box" unit for ease of installation / L.E.D. CB channel indicator, AGC, ANL / Lighted dial, stereo light / Tone, volume, balance, tuner & fader controls / CB standby switch permits CB operation while listening to AM or FM / Remote plug-in microphone w/2-way, 2-button electronic channel selector, squelch control, push-to-talk bar / Complete hardware, connector cable, etc. Easy to follow instructions / Midland nationwide warranty.

ACCESSORIES...

AM / FM / CB Antenna (mounts like reg. car antenna). List \$39.95 now \$29.95	Medallion 5/4" Co-Axial Speakers. 10 oz. magnets. List \$39.95 pr. now \$19.95 pr.
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Carry TEN TIMES a Wheelbarrow Load with INCREDIBLE EASE!

These BIG, strong carts are perfectly balanced on two huge wheels — roll easily over lawns and gardens — carry up to 400 lbs. of load — huge volume capacity means you make fewer trips — you'll save time and steps.

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Neon lights in indoor indicator show wind speed and direction. Decorative indicator with gold dial in dark mahogany case. Designed for desk or wall mount. Outdoor instruments of durable aluminum with electrical parts enclosed in rigid vinyl housings. Easy to assemble and install. Attach directly to roof or pole. Comes with wire and materials for installation up to 60 feet. Uses regular 120V AC. Unique low amp circuit assures absolute safety. A fascinating addition to any home. Five years guarantee. 15 day trial. Satisfaction or money back. Only \$24.95 postpaid.

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Elks Family Shopper consumer/news



It seems battery failure comes at the most inopportune times. Maybe someone left the lights on or the battery simply lost its charge because of bad weather. Jump starts often lead to dangerous and illegal maneuvering to position the cars nose-to-nose.

Now, a new product, "Jumpak" eliminates the hazards of inconveniences of jump starts on busy freeways and crowded streets.

The Jumpak provides terminals for jumping mounted into the trunks. According to the manufacturer, if you can change a tire, you can install a Jumpak with simple hand tools. It will not alter or modify a car's electrical system.

Covered by twelve U.S. and foreign patents the Jumpak can be used as a source of emergency 12V power and a battery charger, also.

Available at better automotive and accessory stores and chain stores coast to coast. Or, order direct from: Jumpak Products, Inc., (Continued on page 46)

FATHER'S DAY! SPECIAL

The Halvorfold

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

With Secret Money Compartment Card Pocket



Exclusive Loose-Leaf Device
BLACK OR BROWN WATER BUFFALO
Lodge No. under inside emblem 75c add'l.
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"NOW in its 51st year" —The HALVORFOLD billfold, pass case, card case. Just what every Elk needs. No fumbling for passes, just unsnap the Halvorfold and each pass shows under separate transparent face, protected from dirt and wear. Ingenious loose leaf device shows 8, 12, 16 or 20 passes, cards or photos. Three card pockets, extra bills. Only genuine leathers are used; tough durable but soft in texture. Nylon stitched.

Free Examination!
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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. We normally ship parcel post. (Postpaid on cash orders) This takes up to 4 weeks for delivery. However if you wish faster delivery please note additional charges below. REMEMBER: Money back if not satisfied.

PLEASE CHECK HERE:

<input type="checkbox"/> Halvorsen, P.C.M., 4868 Victor St., Jacksonville, Fla. 32207 Dept. 130	<input type="checkbox"/> Black Buffalo \$12.00	<input type="checkbox"/> Bro. Buffalo \$12.00
Send the HALVORFOLD with goldstamping as below. If I decide to keep it I will send check at once. If not, I will return it within three days for full refund. Goldstamped with name, address and any fraternal emblem free. If you send cash with order, we ship postpaid. Parcel Post.	<input type="checkbox"/> 12 Pass 25c Add'l	<input type="checkbox"/> 16 Pass 50c Add'l
Name: _____	<input type="checkbox"/> 20 Pass 75c Add'l	<input type="checkbox"/> Elk Emblem Inside FREE
Address: _____	<input type="checkbox"/> Elk Emblem Outside 75c Add'l	<input type="checkbox"/> Lodge No. Under Inside Emblem 75c Add'l
S. S. NO. _____	<input type="checkbox"/> Social Security Number 75c Add'l	<input type="checkbox"/> First class .60 add'l

23K Gold Inside Emblem Please Print

PLEASE USE ZIP CODE

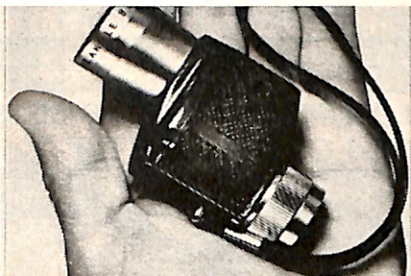


Cheney.
Because
Carol loves
this house.

Carol's illness prevented her from climbing these stairs like she used to. She could move to a one-story house, but she loves this house. A Cheney Wecolator™ solved Carol's problem by letting her ride from floor to floor quickly and comfortably. As the first stairway elevator to be UL-listed, it's virtually maintenance-free and can be installed in just a matter of hours. For a colorful brochure on Cheney Wecolators, or Wheelchair Lifts and Wheelchair Van Lifts, contact your local Cheney Representative or write: The Cheney Company, Dept. EM, 3015 S. 163rd Street, New Berlin, WI 53151. (414) 782-1100.

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Send Check or M.O. 15 day money back guarantee.

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lightweight,
quickfiring,
long-lived, easy
to operate, the
choice of steam
cleaners. L.P.
gas fired and
at a price users
can live with.

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

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2 WAYS** **SUKII** 誰にも使える蒸気洗滌機

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Earn a giant \$200.00 profit per sale. Dozens of different kinds of businesses... service stations, garages, factories, farmers, etc... earn extra profits by saving time and work cleaning their property and equipment. Keeps customers happy, too.

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**Produces
Hot
Steam** **FAST!**

\$259⁵⁰ SHIPPED F.O.B.
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**CLEAN UP RIGHT HERE
Get All The Facts!**

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Tell me how to clean up with newly designed SUKII instant steam cleaning machine!

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STOPS YOUR ROOF LEAK

In Just 5 Minutes!

It's pouring rain and your warm, dry home is invaded by a slow drip, drip, drip of water leaking through your roof. You call your local roofer and are shocked to learn how much roofing repairs cost these days.

While you wait for the next rain to come, the wife is worried about the new sofa being ruined from the down pour of rain water . . . from your leaky roof . . .

But, now at last, the new and truly revolutionary *U.S. Polycoat Roof Coating!* Imagine! A coating so efficient, so unique, that it waterproofs and protects your roof from rains or snow all year long. U.S. POLYCOAT can be brushed or rolled on over almost any surface and dries to a rubber sheet-like film in minutes—no heating—no mixing—use straight from the can. U.S. Polycoat adheres to asphalt shingles, rolled roofing, wood, brick, plywood, cement, tar, aluminum, metal, asbestos, insulation board and even urethane foam. U.S. Polycoat comes in seven colors to match your roof.

U.S. Polycoat protects driveways, sidewalls, patios, mobile homes and parking areas, too. But, if your roof is leaking send for U.S. Polycoat today. You'll have a worry-free waterproof roof that will last for years and years. Waterproof with U.S. Polycoat before you insulate!



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Gentlemen: Please rush me _____ gallons of U.S. Polycoat.

1 Gal. - \$12.95 2 Gal. - \$24.90 5 Gal. Bucket - \$59.75 Include \$1.50 Per Gallon for Postage and Handling. Enclosed is

Check Money Order or total of \$ _____

Charge my order to VISA/Bank Americard

Color Clear Silver Black White Green Red Brown

One gallon covers approx. 50 to 100 square feet. Two gallons covers approx. 100 to 200 square feet. Five gallons cover approx. 250 to 500 square feet. Coverage depends on type of surface.

Print Name _____

Address _____

City _____

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Write now for your copy, featuring diamonds and gold in full color. Popular chains, rings, watches, etc. Save up to 50% off retail prices on comparable merchandise! Write today and get handy ring sizer FREE!

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PERSONALIZED GOLF TEES

2-1/8" wood



THE PERFECT GIFT FOR EVERY GOLFER

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Orders shipped 1st class in 7-10 days

— Satisfaction Guaranteed —

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JOMAR INDUSTRIES, INC.

Box 368 Dept. E - Mt. Vernon, NY 10550

Elks Family Shopper consumer/news

P.O. Box 6551, Anaheim, CA 98206.
Price is \$19.95, postpaid.

If **stress** builds up, say medical authorities, it can cause all sorts of ailments including hypertension, heart attacks, ulcers, diabetes, even backaches—and more.

If you're suffering from considerable stress, it could be time to dust off your health insurance policy and get ready for a long siege. Or it could be time to lift yourself up by your boot straps and do something about it.

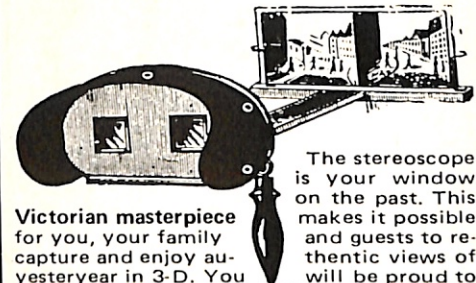
The Health Insurance Institute has prepared this list of ways to ease everyday tensions before they become troublesome:

- Loaf a little. Enjoy personal and family relationships.
- Get enough sleep and rest. Lack of sleep builds tensions.
- Work off tensions. Try exercises: jogging, tennis, gardening.
- Talk out troubles. It may help to confide in a sympathetic friend.
- Get away from it all. Go to a movie. Visit a friend.

Finally, says the Institute, learn how to balance work with play. Schedule recreation time, no matter how busy you are.

(Continued on page 48)

OLD TIME 3-D VIEWER SETS



Victorian masterpiece

for you, your family capture and enjoy a yesteryear in 3-D. You will be proud to display this unique, **HANDMADE WOOD STEREOSCOPE**. It is finished in RICH WALNUT with SOLID BRASS fittings and POLISHED BY HAND with fine wax. The SOLID BRASS hood is HAND SILK SCREENED with a special design and EDGED IN CRUSHED VELVET.

Included with each stereoscope set is the VELVET AND GOLD BOOKLET "The Story of the Stereoscope" and 62 ASSORTED CLASSIC 3-D PICTURES TAKEN BETWEEN 1859 and 1920. They will allow you to step back in time. You will see Gold miners on the Chilkoot Pass, Times Square in 1859, visit the Paris World's Fair, see old-time Santa, the Cardif giant, Buffalo Bill, the San Francisco Earthquake, peek at Victorian risqué and MUCH, MUCH MORE.

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The complete stereoscope set with: the booklet and 62 views is only \$19.95 + \$1.50 pstg. & hdlg. If you already have a stereoscope, the set of 3-D pictures and the booklet are only \$6.95 + \$1.00 pstg. & hdlg. Add applicable sales tax.

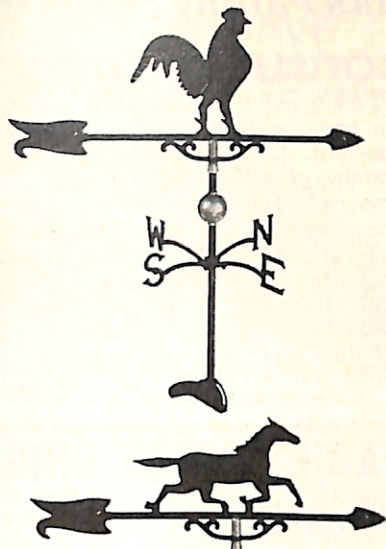
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We buy old stereoscopes, views and cameras. Restoration parts available.

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WEATHER VANES add the finishing touch to your country home! Perfect for your garage, farm or ranch too. Ornamental as well as useful. Precise wind direction at a glance. Balanced arrow on friction free bearing responds to slightest breeze! Made of Anodized aluminum for rust free care with Gold ornamental ball. Complete with mounting bracket and screws. Arrow 23" long. Support 24" to 27" high.

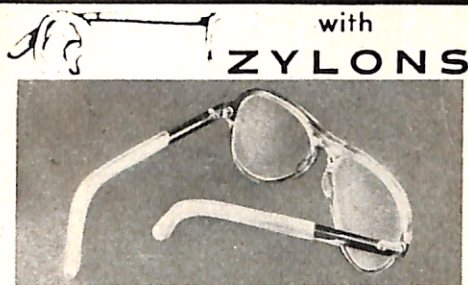
Crowing Rooster \$9.95 + \$2.00 p&h
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SAVE two for \$19.90 \$2.00 p&h Great gifts

Send Check or M.O. 15-day money back guarantee

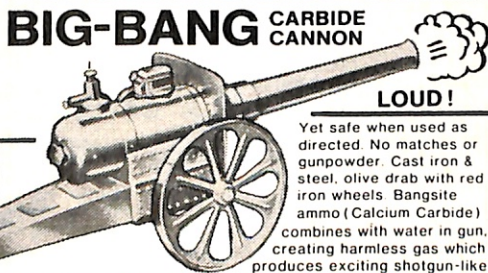
J. W. HOLST, Inc. Dept. EK-58, 1864 E. US-23
East Tawas, Michigan 48730

ELIMINATE PAINFUL Eyeglass Irritation



Eyeglass pressure on your ears . . . until Zylons all you could do was take your glasses off! Now soft Zylon temple covers can cushion your earpieces. Just put them over the backs of plastic or metal frames—and no more pressure. That's a guarantee! Long wearing and invisible—frame colors show through. Instant comfort for only \$1.00 per pair. \$2.33 for 3 pairs, or \$3.33 for 5 pairs. All orders include postage. **FREE** catalog with order.

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Dept. ZY18, P.O. Box 203, Oradell, N.J. 07649



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LOUD!
Yet safe when used as directed. No matches or gunpowder. Cast iron & steel. olive drab with red iron wheels. Bangsite ammo (Calcium Carbide) combines with water in gun, creating harmless gas which produces exciting shotgun-like noise & flash. **LARGEST CANNON IS LOUDEST.** Ammo is extra. 24" cannon 6 lb. \$25.95, 18" cannon 3 lb. \$19.95, 9" cannon 2 lb. \$10.95, Bangsite ammo \$1/Tube (about 200 shots), Flint 35c ea. (order 1 for every 2 Bgst.)

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IT'S LIKE GETTING THE BIGGEST BOWL FREE!

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NO RISK GUARANTEE

If you are not completely delighted with your set, simply return within 14 days for a full refund—no questions asked! Now that's a guarantee in writing!

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Please rush _____ Set(s) or 6 Stainless Steel Mixing Bowls (Z618116) for only \$19.95 plus \$2.00 heavyweight shipping and handling on full money-back guarantee.

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Enclosed is \$ _____ (Pa. res. add sales tax.)

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New Hampton General Store



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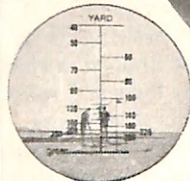
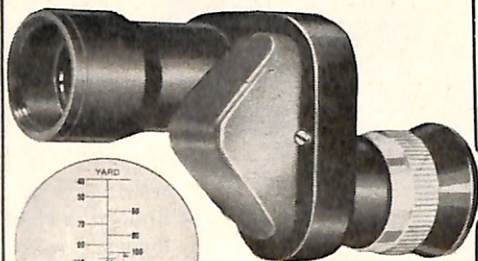
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18. JACK BENNY SHOW — Last Radio Show, 1955 — A Collectors Must!
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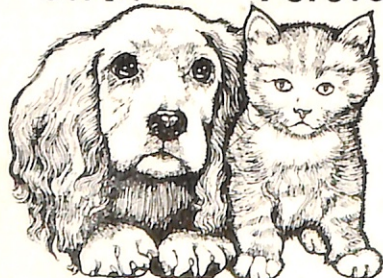


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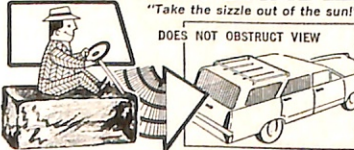


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Elks Family Shopper

consumer/news

It's hard to know what records to keep and what you can safely discard. If you're re-organizing your family or household records (and most of us are now that tax time is here again), the U.S. Department of Agriculture has revised a pamphlet to help you. It's called "Keeping Household Records; What to Discard," and it tells you what you should keep for tax purposes, and what you can safely throw away. To

(Continued on page 50)

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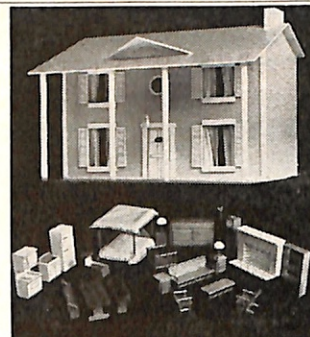
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See Advertisement on Back Cover

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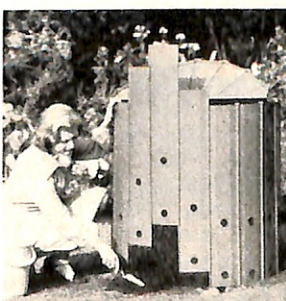
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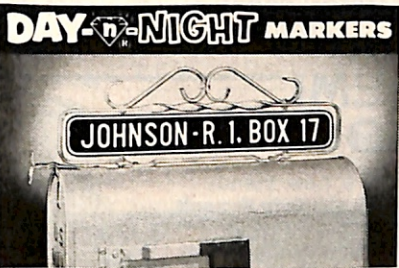
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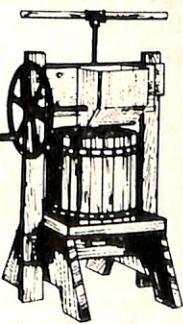
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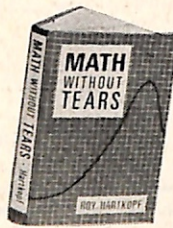
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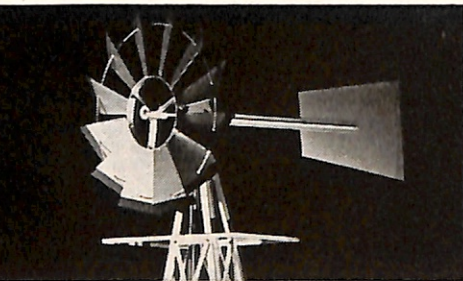
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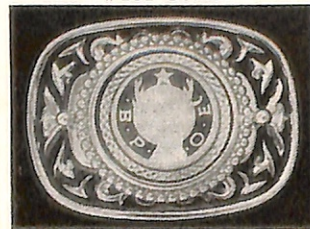
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Elks Family Shopper

consumer/news

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Every family household has some important records, like birth certificates, marriage certificates, or citizenship records. These should be kept in a safe deposit box you can rent inexpensively at your local bank or savings and loan company. The box rental can be claimed as an income tax deduction if you store documents from investment properties or securities in it. But the box should not be used as a catch all for souvenirs and unimportant papers.

When does a paper become unimportant enough to discard? Well, for tax purposes, generally you can safely discard receipts and tax deduction records after three years. The Internal Revenue Service has 3 years in which to audit your Federal income tax return. But, the limit is even longer under special circumstances.

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See Advertisement Inside Back Cover

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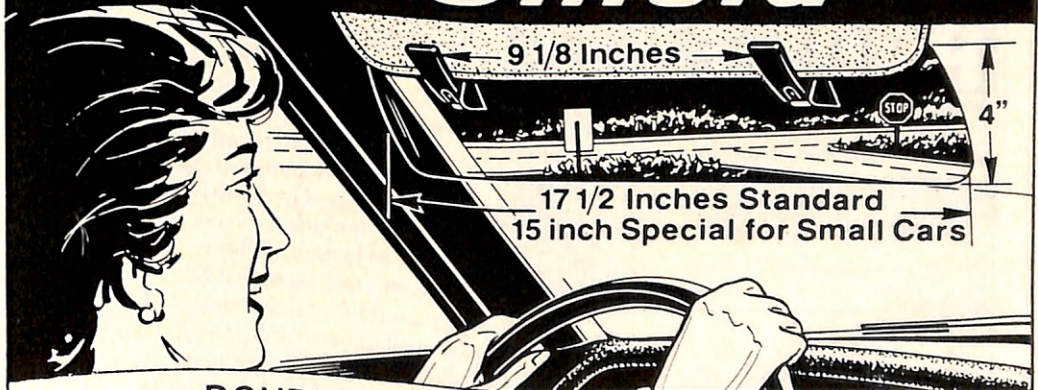


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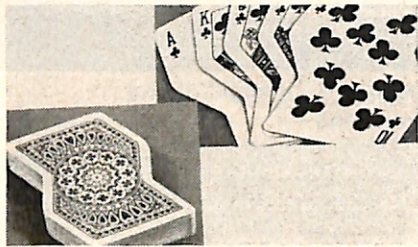


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Original Signature Watch
Size: Approx. 1¼" dia.
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The Peerless Prince of Pitch

(Continued from page 12)

ject matter, and I start in the middle." But his friend and client Alan Jay Lerner once caught him in the act of non-reading. Lerner taped the pages of *An American in Paris* together before giving it to Lazar.

"An absolutely rare work of art," said Swifty later.

Adds Lerner, in awe, "He has the nerve of a one-arm paperhanger."

As a rule, Swifty likes to sell properties before they're published or produced. He sold Neil Simon's *The Odd Couple* when it was only a five-sentence summary dictated by Simon.

"His methods are bizarre," says Simon, "but he gets results."

Before Herman Wouk's *Youngblood Hawke* was published Lazar sold it to Warner Brothers for \$500,000 plus a percentage "by telling the story." The picture was a mega-flop but Warners is still doing business with him. And so, of course, is everybody else.

"Anybody can make an easy deal," says Lazar, "but only a true agent can sell a dog."

The peerless prince of pitch recently took fine advantage of the new influx of capital into the publishing world ushered in by conglomerate take-overs of independent houses. In six weeks alone early in 1977, Lazar sold \$7 million worth of books. They ranged from celebrity memoirs (Tony Curtis, Lauren Bacall) to *romans a clef* for gossip columnists (Joyce Haber, Eugenia Sheppard) to new novels by Elia Kazan and Irwin Shaw, who hit the jackpot with TV's spinoff of *Rich Man, Poor Man* into a mini-series—a brainchild of Swifty's.

Moss Hart persuaded Swifty to become an independent agent soon after World War II. Swifty, his list grew until it included George S. Kaufman, S. N. Behrman, Johnny Mercer, Frank Loesser and George Cukor. And as his personal legend developed, Lazar found himself caricatured in the work of his clients: Hart lampooned him gently, and George Axelrod immortalized his little friend as Irving ("Sneaky") LaSalle, the Hollywood literary agent, in the play *Will Success Spoil Rock Hunter?*

A marksman would have a terrible time zeroing in on Swifty. He works stretches in Hollywood and then zips off to New York and Europe and converges on his clients wherever he is. He never considers himself on vacation. Once, meeting 20th Century-Fox's Buddy Adler by chance in Paris, Lazar sold him Cole Porter's *Can-Can* for \$750,000. On another occasion, he was saving money by flying tourist class when, looking beyond the partition, he

saw Spyros Skouras sitting up forward in Firstville.

"I could have sold Skouras \$300,000 worth of stuff," groans Swifty, remembering. "That was the last time I ever flew tourist."

Few, if any, of Lazar's clients have ever complained that he didn't earn every penny of his 10 percent or that he is anything but the most loyal of friends and generous of hosts.

Lauren Bacall calls him a "totally loyal and devoted friend. He was terrific through Bogie's illness." She echoed the old joke that Lazar never reads the books he sells by saying, "The saving grace is that he'll never have to read Nixon's book."

She recalled a typically grand party Lazar gave in California some years back.

"It was the end of the evening. We'd all been teasing him a lot about being the 'Wash and Dry' king, and finally he had to get up and make a speech. I could see that he was choking up, he was so very moved because he knew we all loved him so. Finally, he rose and said, 'I made you and I can break you.'"

During his career Mr. Superagent has made more people than he has broken—or at least made them a lot of money.

Says Swifty: "When Jack Warner paid \$5,500,000 for the rights to *My Fair Lady*, it was agreed that Vincente Minnelli would direct it if they could get him, and if not, it would be my client, George Cukor. Warner called me later and said he couldn't get Minnelli and how much would Cukor want. I said, 'He'll do it for nothing—or for whatever you will pay.' Warner didn't believe me, then finally offered \$350,000. I said, 'Fine, Jack.' It turned out to be \$100,000 more than Cukor had ever made before.

"When I wanted Josh Logan to direct *Camelot*, Warner said he would decide that weekend while in Palm Springs. I knew he stayed at the Spa and was a very shy man. So the first day I drove out there and went up to him when he was naked, just out of the shower near the sauna. 'Jack, what about Logan?' I asked. 'Swifty, I can't talk when I'm not dressed,' he answered. The next day, I did it again. Jack said, 'If I knew where to put my hands, I'd say no, but as it is, you've got a deal.'

"Then there was L. B. Mayer, who never liked to read. So once I summarized the story of a novel Charles Jackson was writing. I did it so well that Mayer insisted I couldn't leave the room until he bought it. He had me over a barrel, so I sold it for \$225,000. The director was ecstatic, until he read

(Continued on page 54)

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Years ago, when things got hot for clubs that had slot and gambling machines, many of them stashed their machines, away in basements and upper floors, waiting for things to cool down. That was a long time ago, and things have changed a lot since then. But many of the old machines are still in hiding. I'm a machine collector, and most of the machines I find are in clubs and old buildings. Maybe you have some, or know where they are. I pay good money for them, no matter what condition. Shouldn't you be the one to finally get paid for these machines? Larry Lubliner, 1009 Marvell Lane, Highland Park, IL., 60035. Call collect: area 312/432-8321.

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Europe's Bargain

(Continued from page 30)

The do Guincho rises directly next to the Atlantic, its picture windows framing breakers that crash into the rocky promontory with occasional fury. During big storms sprays drench the building. On these days guests light the wood-burning fireplaces in their rooms and listen to the voice of the sea. And behind the hotel, wind-swept dunes drift toward the towering mountain range known as the Serra de Sintra. It is the perfect place to escape the pressure cooker and to unwind.

Between Hotel do Guincho and Cabo da Roca other vacationers seek shelter at Antonio Muchaxo's Estalagem Muchaxo. Operated originally as a restaurant (it was a favorite of the late Portuguese dictator Salazar), the hotel offers 25 rooms with the same dramatic views of the Atlantic as seen from the do Guincho. The sound of the sea, though, is even more furious at the Estalagem Muchaxo even on a clear day, and even when the waves are relatively calm. There is a beach—one of the most beautiful in Portugal—with a backdrop of sand dunes that move constantly. It can be dangerous, though, for bathers who swim very far beyond the shore. Prevailing winds whip around Cabo da Roca, sometimes creating blowing sand and immense waves. An old fisherman offers this advice: if you get caught up in the current, don't panic. The ocean here moves in a circle. Just relax. Eventually it will carry you back to shore. He shrugged. "Of course, it could take several days."

For a vacationer seeking a bit more action, I have a final suggestion, and that is the Estalagem Albatroz down the road in Cascais, the once sleepy fishing village near Estoril. (It's still the playground of former monarchs, baronesses, dukes and the like. Spies used to love the place, too.) The Albatroz, a neoclassic villa more than 100 years old, is heaped with charm. With only 16 rooms, it is booked tight from early spring till autumn, its popularity stemming from its reputation for comfort as well as the finest dining in Cascais. The register lists the names of Princess Grace and Prince Rainier, William Holden, Anthony Eden, Cary Grant, Amy Vanderbilt and the Duke and Duchess of Bedford. In its lounge both commoner, royal head and film star gather to watch the fishing fleet sail away at sunset and to observe huge ocean liners moving gracefully in from the Atlantic. As a testimonial to its popularity, reservations for the summer season are nearly impossible to get. They make no exceptions. Not even for a king or a queen—dethroned or otherwise.

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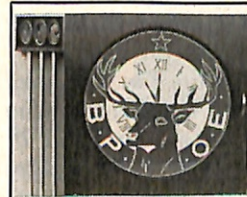


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The Peerless Prince of Pitch

(Continued from page 52)

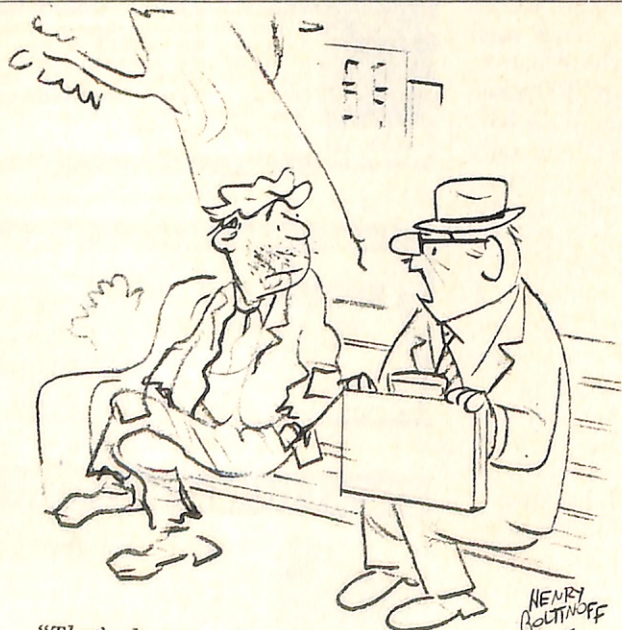
the book and complained to Mayer that it wasn't as good as what he'd been told. But Mayer no longer remembered the story, and I hadn't read the book. I've done that before—but unfortunately, this time I couldn't remember what I had told Mayer, so that movie was never made."

Did that fiasco chill relationships with Mayer in the future?

"No, no. . . He subsequently sent me to Paris to buy *Gigi*. I had told the producer Arthur Freed, that I knew the author, Colette, and that it would be a good idea to engage me to buy the rights. They didn't understand that Colette was dead. She had expired some time before. I was to negotiate with her husband. But Mayer was a great friend of mine. I became his agent after he left the studio.

"Some agents are not deal closers. They negotiate but can't close it. I don't like to negotiate—I like to make a deal. Give a little, take a lot, convince the other fellow he's getting a fair deal, then run and catch the train. What makes a good book is someone with a fascinating story to tell. There is an insatiable desire by the public to know more intimately and directly about other people.

"But personally, I long for the old Hollywood days of 25 years ago. The stories I tell about Jack Warner and the others are not to make them look like a joke. They were quixotic characters who liked to have fun and take chances. I'm the oldest living agent who never wants to be a studio head or producer. They just wait for packages to be brought to them, while I'm engaged every day in 50 deals, planning, selling, everything.



"That's the great thing about America. . . I have the same right to be rich that you have to be poor!"

The peerless prince of pitch doesn't mind working and/or partying into the early hours of the morning, but he is not an early riser. He spends from 9 to 11 a.m. in bed "thinking and collecting myself." Occasionally, he stays in bed to recover from fisticuffs of the previous evening.

At his Hotel George V suite in Paris shortly after his 1963 marriage to model Mary Van Nuys, Swifty had words with producer Raoul Levy. Suddenly, Levy knocked off Lazar's glasses. Swifty countered with a small but solid right, after which Levy knocked him down. At that point Swifty's better half got into the fray and decked Levy with a wine bottle.

Another time, during a heated argument at New York's posh "21," Swifty smashed a water goblet on the hairless head of producer Otto Preminger, a solidly-built six-footer. In court, Preminger claimed 50 stitches. Lazar argued that Preminger had tried to hit Mary. They both got so much publicity that some observers thought the whole thing was a publicity stunt. In the settlement, Swifty donated \$5,000 in Preminger's name to the Motion Picture Relief Fund.

Lazar was born in Stamford, CT, the son of a German Jewish immigrant who ran a thriving butter-and-egg business. Later, the family moved to Brooklyn, and Swifty took his L.L.B. at Brooklyn Law School. Sophie Tucker was one of his early legal clients. He got into agenting when a nightclub impresario mentioned that he needed a Hawaiian musician. Swifty remembered one but could not recall his name.

"I can get you Johnny Pineapple," he said recklessly.

Then he tracked the Hawaiian down, told him his new name was Johnny

Pineapple and booked him into the impresario's club. The musician is still performing as Johnny Pineapple today.

During the Depression, Lazar joined MCA, then a five-man fledgling agency, as legal counsel. After Jack Benny and George Burns pointed out to him that the agents were making 10 percent of their clients' earnings while a lawyer's cut was a mere one percent, Lazar became an agent.

"Booking bands into nightclubs for MCA from 1930 to 1942 were the rough days.

The mobsters were terrifying people to do business with. If they didn't like you—and it didn't take much—you could wind up with 36 stitches when you came to collect the band's fees

"I lived at the Madison Hotel or the Gotham (in New York) and made \$1000 a week during the depression, when I was 28. For a kid it was a fabulous life. It was a marvelous education on how to be an agile agent. You had to go to the till if you wanted your money."

Today Lazar has no such trouble obtaining money. His commission from the Nixon deal alone should bring him half a million. Swifty spends his money almost as fast as he makes it. He is forever throwing parties for the rich and famous, including both client and non-clients. There are few celebrities in the world who Swifty doesn't know personally. And he courts them assiduously. There's no doubt that his success is due to winning friends and influencing people. And in so doing he also has a ball.

"I think it's because if there's nothing going on, I try to create something. You meet Peter Viertel, Ernest Hemingway, and Truman Capote in Alacante to watch a 'mano-a-mano' competition between matadors like Ordonoz and Dominguin. You invite everyone to the best French restaurant with the best food, the best wine and the best talkers. You get the best boxes at the races, the best tickets for the theater or to hear Beverly Sills in an opening-night opera. That's how you do it, if you're as eager to have fun as I am. If anyone doesn't like that idea, let them tell me a better way to live. I've tried it poor, and without making an effort, and it doesn't work.

"Once we were in Switzerland and decided to give Noel Coward a birthday party in London. We sent out 125 invitations to a formal dinner party in the grand ballroom of Claridges. Burt Bacharach sang a new score of his, Lerner and Lowe sang *We've Grown Accustomed to Your Face* while looking at Coward, and then Coward, for the last time in his life, performed. For an hour, he sang all his songs. He was 72 and died soon after that. That is the way to do things. I revel in the generosity of friends—generosity of time, effort and spirit."

Lazar possesses a worshipful affection for his clients and they, in turn, are exceedingly fond of him.

"Of course I adore Irving," says Kitty Carlisle, widow of playwright Moss Hart. "He is a life enhancer who makes charming things happen wherever he is."

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