

the  
**ELKS**  
magazine  
December 1979

in this issue:

**Christmas Ghosts**

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**Chimney Sweeps**

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**Museum of  
Broadcasting**

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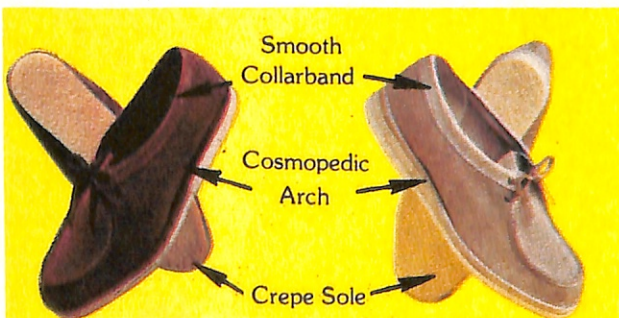
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“ . . . I personally enjoy church attendance and the feeling of reverence associated with it . . . ”

## HOLIDAY EVENTS



A  
MESSAGE  
FROM THE  
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Dear Friends:

IT IS FITTING that this December message mention three events that occur during the month.

THE FIRST SUNDAY in December is set aside as Elks Memorial Day—the officially designated day when we recall our Brothers who are no longer with us. It is not a day of sadness, but rather one of fond recollection of close and dear friends and moments of shared joy. Our responsibility is not only to think about our Brothers and their good deeds, but also this day should be an inspiration to us to do more to **build a better Elkdom**. Surely the good work of our deceased Brothers is simply the beginning, and our efforts are what is necessary to perpetuate the principles of Elkdom.

TWO MOST significant religious celebrations occur in December. The Jewish religion enjoys the 8 days of Chanukah, which commemorates the victory of the Jews, led by Judah, over the Syrians and the release of the Holy City of Jerusalem from paganism and its return to the control of the Jewish people; it commemorates the rededication of the ancient temple in Jerusalem by Judah Maccabaeus and his followers. It was the victory of the faithful over the faithless, of religion over idolatry.

THE BIRTH of Christ is celebrated by Christianity in the month of December. It is unnecessary to dwell to any great extent on the meaning of the birth of our Savior, except to say that this is the most respected, revered and joyous of the feast days.

THERE ARE some who say that the Christmas holidays have become exceedingly commercial and thus have lost their religious meaning. No doubt there is some truth in the allegation that there exists a diminution of the church attendance from years past on these holidays.

WHILE I personally enjoy church attendance and the feeling of reverence associated with it, I am not upset because others desire to worship God in their own way. It is wonderful that we live in a free America where each of us can choose to exercise our right to participate in lawful acts in our own particular fashion.

HAVE THE happiest of holidays.

A handwritten signature in cursive script that reads "Robert Grafton". The signature is written in dark ink and is positioned above the printed name.

Robert Grafton



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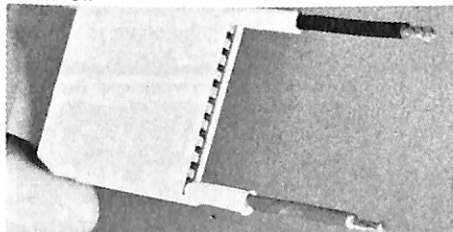
So taking the Koolatron on your trip is like taking a small version of your home refrigerator. Everything - and everybody - stays cool.

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The Koolatron portable cools your food electronically with solid state thermoelectric refrigeration modules. These same powerful modules are used by military and aerospace scientists to cool critical components in rockets and satellites. They use thermoelectric cooling because of its *absolute reliability, insensitivity to motion or level, small size & weight and minimal battery drain.*

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Fits into virtually any boat, van or camper. Carry it on the back seat during car trips. Ideal for fishing and hunting - bring your catch back home fresh (a few loads of fish filets could pay for your portable). Use it for grocery shopping, medicines, carrying film, salesmen's samples. Take it to the drive-in movies, auto races and other sporting events. With an inexpensive battery charger

you can use your Koolatron as a bar fridge all winter and a patio fridge in the summer. Run it in your motel room at night and enjoy a midnight snack whenever you feel like it. We have customers using our portables on construction sites, in workboats, laboratories and even in locker rooms for a "cold one" after the game.

### THE ULTIMATE PORTABLE REFRIGERATOR

It weighs less than most coolers with a block of ice but holds over 40 lbs. of food or 48 pop cans in its large 36 qt. capacity. Plug it in a lighter socket in your car, boat or van or operate it from a 12 volt battery charger plugged into 110 volts. Cold contents will stay cold overnight with unit off. Draws a maximum of 4 amps., averages about 2 amps. at 70 deg. F. with the thermostat on. Keeps your food cold and dry. Exterior dimensions are 21" L x 16" W x 16" H. Interior dimensions are 16" L x 11-1/2" W x 12" H.

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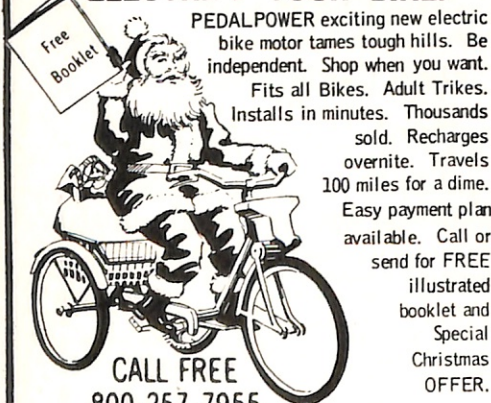
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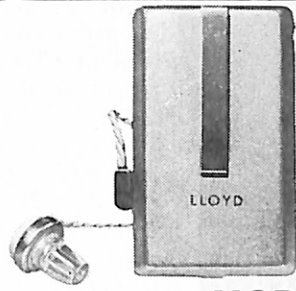


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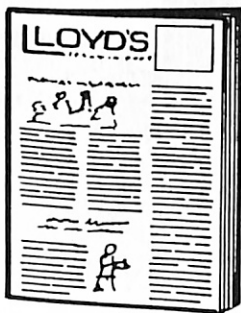
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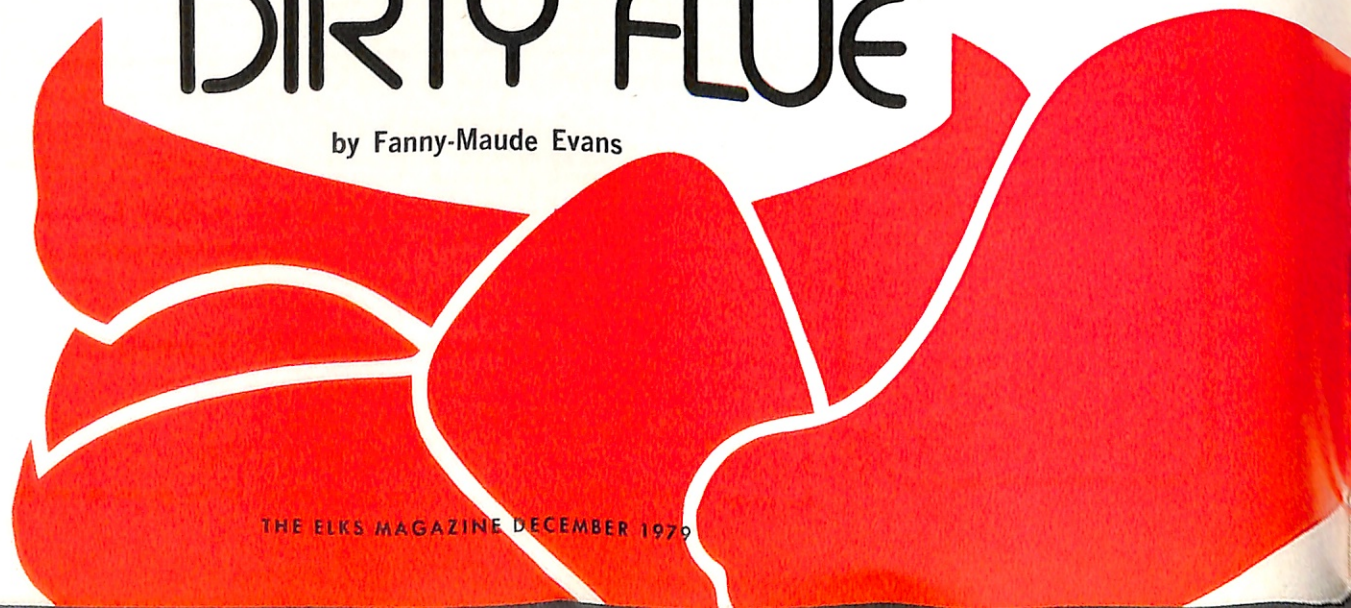
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# A CLEAN SWEEP FOR A DIRTY FLUE

by Fanny-Maude Evans





The young man striding up the walk looked like he'd just stepped out of a Dickens novel. Ringing the doorbell, he tipped his black top hat and handed his card to the woman who answered. She laughed as she read, "Chimney Sweeping by Mr. Chimney Cricket." But she listened as a master chimney sweep told her who he was and what he could do for her fireplace chimney.

For years, few people thought of cleaning a chimney, especially since they sat around a fire only on the coldest of winter days. Now, with energy costs spiraling up the inflation ladder, shivering citizens across the nation are rediscovering the warmth of burning wood.

They're discovering, too, its danger. Wood smoke leaves a coating of black soot and sticky brown creosote on chimney walls. Highly combustible, this sticky deposit can burst into flames as hot as 3,000 degrees. Flashing up through the flue, the fire creates a draft and roars out of the chimney like a thundering volcano. Fireballs of melted mortar shoot like rockets onto the roof. If unchecked, the crackling inferno may spread to the whole house.

Last year, more than 40,000 of these fires swept through homes, causing at least \$19,000,000 in damage.

To prevent such blazes, dedicated young people are choosing the ancient and almost forgotten art of chimney sweeping.

Once, they didn't always have a choice. During the Middle Ages, orphans and children of poverty-stricken parents were often sold to master chimney sweeps. Starved to keep them thin, the boys were lowered inside the chimneys as human chimney brushes. Sometimes they got stuck. Cruel masters built fires, saying, like Mr. Gamfield in *Oliver Twist*, "Roastin' their feet makes 'em struggle to hextricate themselves." But they often suffocated instead.

Child chimney sweeps were outlawed during the 1800s. And as gas and electricity replaced wood for heating and cooking, sweeps no longer wandered the streets calling, "Sweep, sweep, ho!" to advertise their trade.

Now they're walking the streets again, knocking on doors and checking chimneys. Most people know chimney sweeps only through *Mary Poppins*. They stop and stare and even laugh at their strange garb of black top hat, tails and red muffler. But the Chimney Sweep Guild, their professional orga-

nization, has more than 400 members and is still growing. Others, who are not "joiners," prefer to work alone.

Who are these modern chimney sweeps? And why do they choose such a dirty job?

Master sweep Mark Rizzo had an early taste of soot and ashes. As a teenager in a German-Italian town in Illinois, he worked as an apprentice to a chimney sweep to earn spending money. Later, that experience faded when he moved to California and started an export business. One night, when his fireplace began to smoke, chimney sweep memories began to stir. Flipping through a magazine, he was startled to see an unusual ad. It pictured a woman who said her machine washed all the soot out of her chimney sweep husband's clothes.

Mark searched the yellow pages, but discovered there were very few chimney sweeps around. Seeing a need he felt he could fill, he wrote to a member of the Chimney Sweep Guild who helped him get started. Donning his black tails, top hat and scarf, he founded the London Chimney Sweep Company.

How does he do his job?

After closing the fireplace damper, he masks the opening with papers. Climbing to the roof, he perches precariously on the chimney, the bright sun reflecting from his glasses. He chooses a strong wire brush to fit the opening and attaches it to an interlocking fiberglass pole. Lowering the brush into the chimney, he scrubs and sweeps its sooty, crusted walls.

When the flue is finally clean, he climbs down off the roof and squirms inside the fireplace. Using a special vacuum, he pulls the soot and debris out, careful to leave no mess in the room.

Mark not only cleans chimneys. He also relines them, doctors smoky fireplaces, repairs masonry and installs extensions and rotating caps on flues to create better drafts. In spite of the dust, soot and ashes, he loves his work and makes friends with his customers. His lips crinkling into a smile beneath his neat dark mustache, he says, "They often line up their families to have their



Master Sweep Mark Rizzo doffs his top hat from a precarious chimney perch.



Marty and Kathy Kaylor work to clean out a chimney and make it fire-safe.

picture taken with me when I've finished a job." And once his collapsible silk top hat dropped down a chimney. Two delighted little girls, watching below, thought they'd met a magician when he pulled the hat out and put it back on his head. They kept waiting to see him produce a rabbit.

Mark often acts as a counselor, too. "What I want people to know is how to burn," he says. He warns them not to use a fireplace as an incinerator or garbage dump. It just adds to the build-up in the chimney. Some types of colored paper, like Sunday comics, contain enough lead to cause lead poisoning when you breathe it.





Like most chimney sweeps, Mark enjoys sharing his knowledge of folklore. He believes chimney sweeps bring luck. If you see one atop a house, that house will be blessed. And if you shake a sweep's hand or touch his coat, good luck will rub off on you. He's kissed brides and shaken groom's hands at weddings. Tradition says, this will bring a happy marriage and a fertile union. Even Prince Phillip "pumped the hand of a sweep before going to Westminster Abbey to wed Queen Elizabeth," according to the Chimney Sweep Guild. And rumor has it, that same sweep waited outside and kissed the bride as she left the church.

Chimney sweep Bryan Bickley has delved deep into folklore, too, much of it learned from articles by the top authority on chimney sweeps, Dr. George L. Phillips. Bryan has a clean, scrubbed look, as if he'd never been near soot and dust. His card carries the Old En-

glish spelling of his name, "Bickliegh." "Aye yes, Mum," he says, mimicking a British accent, "Bickliegh, a town in old England where my family originated." He believes one or two of his ancestors were chimney sweeps, and he loves to tell a popular story of how the belief in chimney sweep's luck began.

While an English king rode grandly along in his carriage, his horse suddenly ran amok. The king tried desperately to stop the horse, but only frightened him the more. Just as the carriage was about to capsize, a chimney sweep ran out and caught the reins. The grateful monarch bowed to the sweep, who tipped his hat and walked away. Because the king could not identify his soot-covered rescuer, he continued to bow whenever he met a sweep. Each time he would comment, "Now, I feel lucky." Of course, his subjects followed his example and, before long, the belief in sweep's luck became a tradition.

Bryan, employed in a supermarket, works only part-time as a chimney sweep. Like Mark Rizzo, it was a magazine that sparked his interest in the trade—not an ad but an article. "The writer said you could make \$1,000 a week," Bryan laughs. "You could do it all right. But your life expectancy—well, I'd say you'd be dying in a year."

In spite of its money-making claims,

it was a good article and inspired Bryan to contact chimney sweep supply companies. He bought a kit to start and took on a partner, Carl Villareal, who works in the supermarket with him. On their new card he'll be listed as "Sir Carl," to give his name an English flavor.

Though many chimney sweeps advertise, Bryan and Carl don't. "Since chimney sweeping is an old trade, we want to retain the old atmosphere," Bryan explains. "We go around like the guys who used to come to a house to sharpen knives." They expect their satisfied customers to tell their friends.

If they clean a chimney and the customer doesn't like the job, they do it over. If a chimney doesn't need cleaning, they say so. "I'd be a thief and have it on my conscience forever," Carl says, "if I cleaned a chimney that didn't need it."

Both feel that chimney sweeping is dangerous. Not only because of the risk of climbing on steep roofs and perching on chimneys, but breathing the soot and dust. Like other sweeps, they wear masks, but still get some dust. And they wear their top hats and tails to do their job, even though, as Carl says, they get some funny looks. But they don't seal the fireplace. They say it's

*(Continued on page 23)*



## THE JOY OF GIVING

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A total of \$7,000 was contributed by Brother Norman Runions Jr. (center) of Dickinson, ND, Lodge to the National Foundation recently. Brother Ralph Samuels (left) congratulated Brother Runions. On hand for the presentation of certificates was ER William Heth.



PGER Leonard Bristol (seated) joined two new honorary founders at Oceanside, CA, Lodge recently. Brothers Bob Strain (left) and Jack Hinchman (right) received their certificates in honor of the dignitary's visit and the lodge's 50th anniversary. ER Kenneth Goodale (center) offered his congratulations to the contributors.

The National Foundation benefitted from a \$100 contribution made by Brother Russ Roberts (center) of Alameda, CA, Lodge recently. ER Robert Carmignani (left) and Chm. John Miller presented a certificate to the donor. The contribution was the second \$100 donation made by Brother Roberts.





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## IT'S YOUR BUSINESS

by John C. Behrens



### THE DIFFICULT SCHOOL-AGE WORKER, Part II

"Good help is hard to come by." To some employers, this old adage has never been more apparent than today.

"In the old days, you wanted to work. You had to work. The competition was keen to get the job. You didn't have a couple of months to work out either. You either 'caught on' or you were out. When you were out, in some cases, you didn't eat and you were scared . . . so you worked that much harder at whatever they gave you to do.

"Today? There are so many regulations protecting these kids and so much paperwork, it's ridiculous. To make matters worse, you not only have to show them what to do—sometimes over and over again—you have to tell them why, and supervise them every minute to make sure it gets done."

The employer who said that has spent most of his lifetime building his business. He worked holidays and weekends to keep it going and more hours than any two members of his current staff. He struggled with the depression and World War II, and carefully nurtured it to the top in a competitive community.

Although he was eligible for Social Security years ago and could easily step out of the mainstream with a secure income, he refuses. He's an anachronism to some because he loves to work. But he's disillusioned about what he sees these days. "It's rare to find a person 'hungry' for work today," he laments.

There are a number of business owners like him who view the recruitment of young people in the years ahead with skepticism. Others, however, believe there are solutions to the dilemma.

William B. Renner, president of the Aluminum Company of America, sees a turnabout occurring. "There has been a revival of the old Protestant work ethic in this country. We have seen—and the opinion polls bear us out—that young people today have a strong work ethic. While, like most of us, they may not love work, they have discovered that they can get what they want by working, and that work fills a need for them . . . But the work our young folks want today must provide challenge and accomplishment. It must provide the opportunity for participation and contribution."

Some managers say that such advice is fine for large companies and corporations where a larger work force offers mobility, both horizontally and vertically.

However, it lacks meaning for proprietors and smaller enterprises. The daily work is routine and frequently lacks intellectual challenge. Nevertheless, it must be done and done properly. Too often, proprietors have hired teenagers or college students because they were convenient. The popular misconception was that youngsters were more flexible.

Studies show, on the other hand, older workers are more reliable and have less absenteeism, and have more enthusiasm for business and a desire to be involved in productive activities.

"For these reasons, many business managers, and some convenience store executives, are no longer limiting their use of temporary help to such traditional placement situations as filling in for vacationing personnel," said the *Convenience Store Journal* recently. "Many of the temporary positions in convenience stores are from the high school labor force. Now, some firms are scheduling operations to include older temporary workers on a regular basis. It's been noted that older workers, contrary to the stereotype, are more adaptable, since they have learned over the years to adjust to change."

The point is, said one employer in the Northeast, businesses cannot continue to sacrifice productivity with cheaper labor that isn't consistently reliable. "We need motivated workers—whether part-time or full-time—who learn quickly and give us their best hours . . . not just their time. The costs are too high to risk on indifferent employees."

Employee costs have risen dramatically, according to a congressional study in 1978. In 1970, employers paid \$426 per employee in Social Security and unemployment compensation taxes, reported the Senate Budget Committee, which released the results of the survey. By 1977, these payroll taxes totaled \$1,021 per worker.

Personnel difficulties and rising labor costs have caused firms like J.C. Penney to accelerate their efforts to find answers. Some months ago, Donald V. Seibert, chairman of J.C. Penney, told a group of retailers that productivity "is at the top of the list. It has to embrace a whole lot more than individual systems or making people work harder and produce more. It has to be a full program."

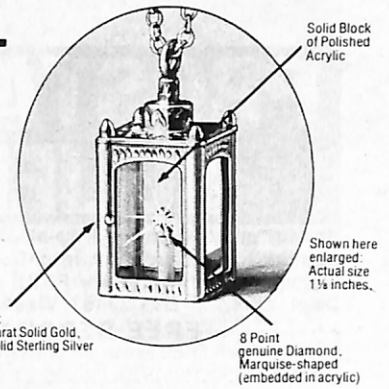
(Continued on page 32)



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We have since sold hundreds of authentic collector reproductions of the famous lantern, with part of the proceeds going to the Old North Church for their building maintenance fund.

In 1978, we created and introduced a small Limited Edition of a new, beautifully crafted "miniature" of the famous signal lantern in the form of an exquisite piece of jewelry — our *Third Century Lantern Pendant*. Each was an extraordinary gift item that was cast of 18 Karat Solid Gold and utilized a beautiful 10 Point Diamond to represent the lantern's flame. They sold for \$450 and were completely sold out in a very short period of time.

Several lower priced Registered Edition versions were also introduced ranging in price from \$95 to \$350. These are made of Solid Sterling Silver or 14 Karat Solid Gold and use a Crystal or an 8 Point Diamond as the flame. Although the molds and tools have now been destroyed, there are still approximately 200 Gold castings and 400 Silver castings remaining to be made into finished Pendants.

The price of Silver and Gold has increased substantially since these remaining castings were fabricated; yet these Pendants are being offered at their original price, but — strictly on a "first-come, first-served" basis. Therefore, by acting promptly, before the small remaining supply is exhausted, you still have an opportunity to be among those collectors who will obtain one of these rare and unusual collector pieces.

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in America's past and confidence in its future as our nation embarks on its Third Century. It makes a charming and thoughtful gift. And — what pleases a woman more than a gift of Gold or Silver and Diamonds? Whether she is a wife, a mother, a sister, or a daughter — or just a close friend, she will be enchanted when she first sees it and delighted as she displays her Third Century Lantern Pendant in public. It is a great conversation piece.

The Limited Editions Collectors Society makes all of its exclusive offerings directly to the public. It is a private organization founded by a group of dedicated collectors, art lovers, and historians. The Society creates and markets authentic reproductions of historic artifacts and has received a number of important awards for excellence. In addition to creating the Official Old North Church Commemorative Lantern, used by former President Ford, the Society has been commissioned by a number of non-profit organizations, including the Winston Churchill Foundation, the United States Capitol Historical Society, the Freedoms Foundation at Valley Forge, and the John F. Kennedy Library Fund, to create and market their official commemoratives to collectors.

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# YOU AND RETIREMENT

by Grace W. Weinstein



## THE FOUR-GENERATION FAMILY

As you make plans for the holidays, do your plans include four generations? If so, you have something special. And you are not alone. The numbers of "senior citizens" who themselves have elderly parents are growing; a steadily increasing life span has produced more and more four-generation families.

There's a great deal of comfort, of course, in a multi-generation family. But there may be strains as well, if your parents' increasing ill health, dependence and, perhaps, financial need, present a burden for which you are unprepared. Your own plans for retirement may have to change. In a practical sense, you may find that you are unable to move, or to travel extensively, if it means leaving a bedridden parent behind. Money may be scarcer than anticipated. Psychologically, you may find yourself in an unfamiliar role, lending strength to your parent instead of the other way around.

Every individual ages differently, although the aging process is the same. One man may be hale and hearty at 80, while another must be hospitalized. One woman may still care for her family as she moves through her 70s, while another may be unable to care for herself. But understanding the aging process may help you to understand your parents' needs. And charting your parents' progress may give you some insights into your own future.

Sensory loss, although gradual, may be one of the milestones of age. Many people of all ages wear glasses, of course, and glasses can do a great deal to correct defective vision. In old age, however, there are other changes; it becomes more difficult to focus, it takes longer for the eye to adjust to changing light, and glare can become a bothersome problem. It becomes more important than ever to maintain adequate levels of light at home. It also becomes important to exercise caution outside the home. Night driving, or even walking, may be hazardous. Be prepared: Your parent may be increasingly slow in moving around, sensing the dangers of a misstep.

Hearing starts to decline in the mid-twenties but, since the highest frequencies are affected first, the loss often goes unnoticed. When conversation becomes jumbled, however, and the individual must strain to hear, loss of hear-

ing must be acknowledged. Properly prescribed and fitted hearing aids can provide some help, but even the best are seldom perfect; all sounds, indiscriminately, are amplified and the wearer may feel bombarded. Some people reject hearing aids, furthermore, feeling that they, unlike eyeglasses, are an indication of declining years. Be prepared: If your parent's hearing fails, increasing isolation may result.

Touch is a sense we don't think much about. But the physical sense of touch frequently deteriorates in the later years, resulting in loss of sensation. Pain may simply not be felt. This sounds good, but pain is an indication that something is wrong; and the elderly individual who fails to feel the stabbing pain of a heart attack or the stinging pain of a burn may be in trouble.

All of these losses—or none of them—may take place. But if and when they become severe, independence may be severely curtailed. When sight or hearing fail, along with memory, elderly parents may become unable to care for themselves. When forgotten pots boil over or bath water runs unchecked, then help may become necessary. This is when adult children are faced with a real challenge: many of the elderly resist all efforts to provide help. Understandably, they do not want to become dependent.

Fortunately, however, it need not be an all-or-nothing proposition. Supportive care can be provided, in many communities, while people remain in their own homes amidst familiar surroundings. All that's needed may be a relative, friend or neighbor to stop by occasionally and run necessary errands. Or a homemaker or home health aide may provide household and personal care when it is needed. Visiting nurse services provide skilled nursing care. Meals on Wheels bring daily hot meals to the homebound in communities across the United States.

Telephone reassurance services are a vital link; you may be able to call your mother on a regular basis but, if you're far away, community volunteers may fill the gap. A regular time is set for the calls. If your mother answers, she and the caller can have a friendly chat. If she does not answer, help is sent to the house. Similarly, more and more communities have transportation services,

(Continued on page 32)



# NEWS OF THE LODGES



Rehearsing for Sebring, FL, Lodge's dinner theater

In conjunction with the Highlands Little Theater Group, Sebring, FL, Lodge sponsored a dinner theater recently. Three performances were held to raise funds for the Harry-Anna Crippled Children's Hospital, the state major project. Brother Jim Rimer (right) was one of the actors in the cast.

A wheelchair was donated by Oxnard, CA, Lodge to a 12-year-old cerebral palsy victim recently. Brother Bud Sinclear (left), visitation chairman, purchased the wheelchair with funds contributed by the Brothers. ER Harry Crosby (right) was on hand for the presentation.

The Elks of Lincoln, IL, Lodge celebrated their 75th anniversary with a banquet recently. DDGER John Heenan was among the honored guests for the occasion, which included a presentation of the lodge's history by PER Robert Steinhour, master of ceremonies. On behalf of Lincoln Brothers, ER Richard Becker received a commemorative clock presented by Elks' ladies Pres. Betty Field during the evening.

Muscular dystrophy victim Mrs. Wilma Hurst of Brigham City, UT, recently received a fully electronic wheelchair from the Utah Elks Association. Purchase of the \$1,500 wheelchair was managed by Brigham City and Logan Brothers. Presentation of the chair was made by Est. Lead. Kts. Joe Harrelson of Brigham City Lodge and Michael Hawthorne of Logan Lodge.



Oxnard, CA, Lodge's wheelchair donation

A charity bazaar sponsored by Vallejo, CA, Elks brought in a total of \$8,500 to be used in charitable endeavors. Over 100 Elks and their ladies worked to make the rummage sale a success. Est. Lead. Kt. and Chm. Orville Young and ER Richard Huffman presented the raffle's first prize, a vacation in Hawaii, to winner Bonnie Priebe. Items sold included books, furniture, clothing, and sporting goods.

The Palm Springs Invitational Golf Tournament was re-named the Chuck Butler Memorial Golf Tournament in honor of the late Brother Chuck Butler, who founded the annual contest. Proceeds from the event benefit the Elks National Foundation, the California-Hawaii major project for handicapped children, veterans hospitals, and youth activities.

Fayetteville, NC, Lodge served as an inn for the Spirit of '76 Fife and Drum Corps of Newark Valley, NY. The youngsters, who were on their way to Atlanta, GA, to participate in a parade, were treated to a barbecue dinner, use of the lodge facilities, including the swimming pool, and breakfast the following morning. The Spirit of '76 went on to win first place in the parade.

The handicapped children of Camp Moore, NJ, enjoyed a picnic sponsored by Westwood, NJ, Lodge. Chm. and PER Rocco Pavese and ER Donato Capasso organized the event, which took place on the campgrounds. Camp Moore is part of the state major project.

Two geriatric chairs were donated recently by Hazleton, PA, Elks to the Lutheran Home. Cerebral Palsy Committeemen ER Harold Hartzel, PDD Henry Rokosz, PER Frank McGeehin, Chm. and PER Thomas Fellin, Ray Schneider, and Fritz Yeakel presented the chairs to Rev. Durrell Seip, administrator of the home, and Nurse Nancy Leipfert.

An educational seminar on the history and traditions of Elkdom was sponsored by Berea, OH, Elks. Guest speakers for the occasion were SDGER Irving Davies, and PDD William Platten, who presented a National Foundation award to ER Theodore Bogater during the occasion. Panel members included DDGER Stephen Dupay, PERs James Kropog, Richard Mohny, James Prain, and John Burke Sr., and ER Theodore Bogater.

Santa Cruz, CA, Elks celebrated their 76th anniversary for three days with Old Timers Night, a golf tournament, and a dinner-dance held at the lodge. PDD R. A. Macaulay was one of the old timers honored during the anniversary events. He was joined by his sons Malcolm and Lee and grandson Scott Macaulay, all of whom are Elks.

Woodbridge, VA, Lodge recently initiated a genuine Elk. Brother Victor Herbert Elk, a first lieutenant in the marines, was initiated by his sponsor, ER Joseph Kaufman, during ceremonies held at the lodge.





PGER William Jernick (second from left) was among those who witnessed the installation of ER John Little (third) of *Hightstown, NJ, Lodge*. The new ER was introduced to his post by his father, PDD Clarence Little (right). PDD George Scribner (left) was on hand to congratulate Brother Little, who is the third member of his family to be an Exalted Ruler.

Scholarships worth from \$100 to \$1,100 were awarded by *Colonie, NY, Lodge* to local students recently. On hand for the presentation were Chm. Robert Archambault (standing, left) and ER Lee Lape (standing, right). The recipients are all attending colleges and universities.



The Brothers of the *California-Hawaii* Elks Association North Central District made a substantial charitable donation recently. PER and Chm. John Chubon (right) of Carmichael, CA, Lodge presented a check for \$40,878 to Dr. Vincent Ciggiano (left), director of the Sacramento Blood Bank. The contribution was made towards the purchase of a blood mobile.



A Hawaiian Luau was held as a charity ball by *Tucson, AZ, Lodge* recently. The proceeds of the event augmented the lodge's welfare fund. Those who enjoyed the festivities included (from left) Chm. Al Bertagna, PDD Cleg-horn McKee of Hawaii, who journeyed to the continent especially for the occasion, VP Dale Young, Mrs. and ER Robert Speer, and VP Earl Wilford.



The Pop Warner League recently received a contribution from *Hillside, NJ, Lodge*. ER Victor Kaspar presented the check to Richard Liput, president of the league, while Est. Lead. Kt. Bud Savarin observed. Football players Nick Christopher and Ralph Klebosis thanked the Brothers for their support.





Hat Point Lookout was the summit from which PGER Leonard and Ginny Bristol (second and third from right) viewed Hells Canyon in *Oregon*. SDGER Robert Tancredi (left) and VP Jack Sweek joined the Bristols to enjoy the panorama. The PGER visited Enterprise Lodge while in Oregon.



A special ceremony was held at the Boys' and Girls' Club of Venice in honor of *Santa Monica, CA*, Elks recently. T. E. Menzie (left), club treasurer, thanked ER Nicholas Kinzer (center) and PER James Schooler (right) for the Brothers' support of the youth organization. A plaque expressing the club's appreciation of the Elks was hung in one of the club's rooms.



A class of 39 servicemen from the Schenectady County Sheriffs Department was initiated into *Schenectady, NY, Lodge* recently. Twenty-one deputies initiated with the class were sponsored by Nicholas Giammatteo (second from left), who received a plaque of appreciation. ER Charles Johnson (right) congratulated new members Major Harry Buffardi (left) and Sheriff Bernard Waldron (second from right) and presented a new collar with an Elks emblem and lodge plate to Pepe, the canine member of the force.



A surprise testimonial dinner was held at *Alliance, OH, Lodge* in honor of Brother Harry Shultz (second from left). Brother Shultz recently retired from the post of lodge treasurer, a position he held for 40 consecutive years. On hand for the event were (from left) Mrs. Charles Sandahl, the honored Elk's daughter, Mrs. Shultz, and Mr. Edward Shultz, son of Brother Shultz. PER William Helman and ER Russell Ramser both presented gifts to the former treasurer.



A National Service Award was presented to *Woodbridge, NJ, Lodge* by State Vets Chm. Frank McCann. The award was proffered in recognition of the lodge's work with disabled vets. On hand for the presentation were (from left) PER Joseph Reyner, Carl Thiel, social director of Menlo Park Veterans Home, Louis Vasquez, veteran, Chm. Joe Pedro, and Co-chm. William Gazi.





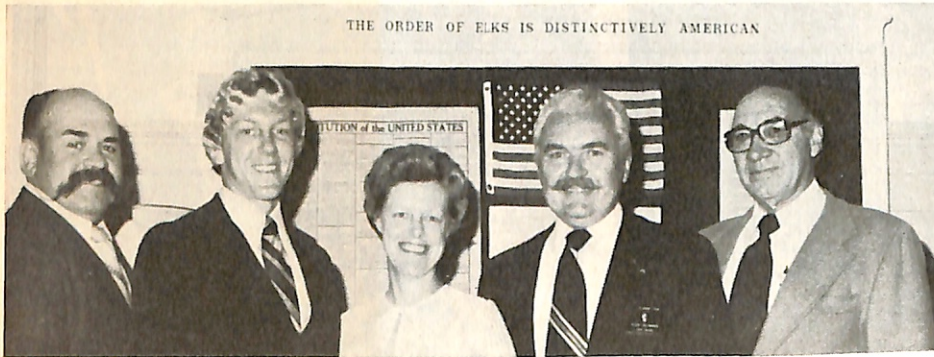
Approximately 3,000 *Massachusetts* Elks attended the annual Elks Night at Fenway Park in Boston recently. The event raised \$3,000 for the National Foundation. Jerry Remy (third from left), second baseman for the Red Sox, joined (from left) State Treas. Donald Podgurski, Brother James Cullinane, chairman for the occasion, SP William Kerrigan, Grand Lodge Trustee Alfred Mattei, and State Secy. James Colbert for the presentation of \$1,000 to the Jimmy Fund.



PCERs Robert Yothers (first row, second from left) and Leonard Bristol (right) were two of the dignitaries present at the *Washington* state conclave. Mrs. Dorothy Yothers (first row, left) and Mrs. Ginny Bristol (third from left) joined their husbands for the meeting held in Yakima. Welcoming the guests were (second row, from left) incoming SP Bill and Mrs. Hood, hosting ER Bruce and Mrs. Warren, and Mrs. and outgoing SP C. J. Hauge.



A *Freehold, NJ*, Brother donated \$1,000 to the National Foundation recently. Brother Pete Kozabo (left) received an honorary founder's certificate during a ceremony held at the lodge. ER Edward Struk (right) congratulated the contributor.



Recent high school graduate Jeff Heimans (second from left) received a \$1,000 scholarship from *Alameda, CA, Lodge*. The 18-year-old award recipient enrolled at the University of California at Berkeley. Congratulations were extended by (from left) ER Robert Carmignani, Pat and Brother Dick Heimans, and Chm. Hal Eifert.



A Night in the Rhineland was held at *Colonie, NY, Lodge* recently. More than 500 members and guests enjoyed a steak dinner, a Black Forest buffet, and German music and entertainment. Thanking the performers were (standing, from left) Committeeman Tony Steyno, PER and Chm. John Frey, Chef Heinz Kullmann, House Chm. Jack Clancy, and Committeeman Jack Chryan.

(Continued on page 39)



# LETTERS

• The column on senility, "You and Retirement," (June, 1979) by Grace W. Weinstein, is one of the best on this subject. As director of the Natchez Senior Citizen Multi-Purpose Center, and through my experience with the older adult, I have developed a genuine dislike for the misunderstood word "senility." There is valuable information about aging in this column, and it is very helpful in clarifying some of the myths on aging.

Frances Troscliar  
Natchez, MS

• It was with great interest that my wife and I read "The Peaceful Islands of Canada" (September, 1979) by Jerry Hulse. We are intrigued by Mr. Hulse's account of Galiano and Saltspring Islands in British Columbia. But can you take your auto on the ferry to either island? What is the weather like in July and August?

Albert Goorwitch  
Tucson, AZ

Yes, you may take your auto. There is a ferry service to both Galiano and Salt-spring Island from either Vancouver or Victoria. The weather in winter is rainy; but it's delightful in July and August. For additional information write: Robert Turner at the Canadian Government Office of Tourism, 510 West 6th Street, Los Angeles, CA 90014.

Jerry Hulse

• My children, somehow, have survived the years they spent in the school jungle, as described in "Can We Curb Violence in America's Schools?" (August, 1979), by Frank Thistle; but they still aren't sure what they're supposed to do with their "education." Some of the skills they learned would certainly come in handy in a guerilla war, but otherwise are largely inapplicable.

Marianne Tong  
Fairfield, CA

• I read with great interest the enlightening article on the Hearing Dog Program, "His Master's Ears" (September, 1979) by Omer Henry. However, although Mr. Henry made many references to Seeing Eye dogs, he never mentioned the Leader Dogs for the Blind. It was founded in 1939 by a group of Michigan Lions to train dogs to lead blind persons, and provide facilities and means whereby the blind may obtain Leaders. Leader Dogs for the Blind is supported by contributions . . . and there is no charge for a Leader Dog or the training program. The training school is located at 1039 South Rochester Road, Rochester, MI 48063.

Norma Jaske  
St. Joseph, MI

(Continued on page 37)

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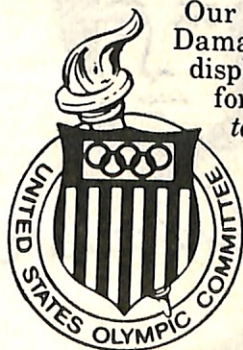
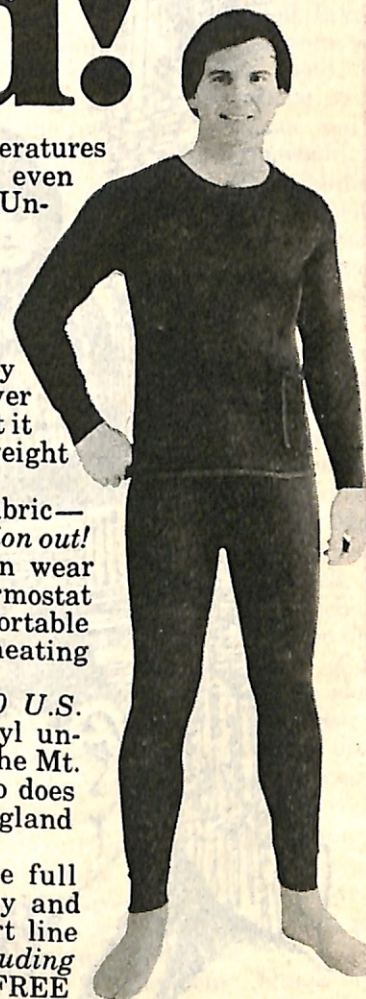
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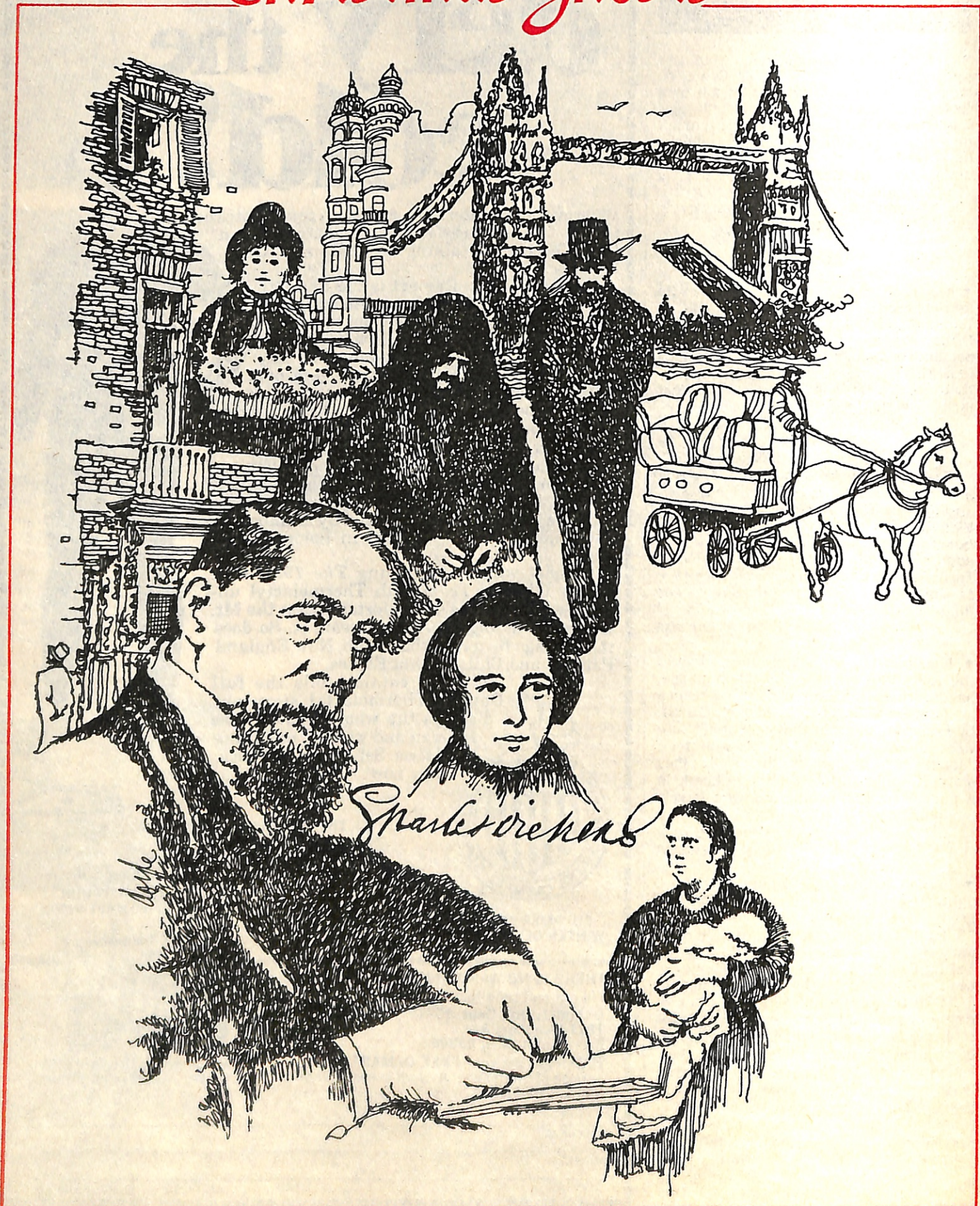
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# Christmas Ghosts





**C**hristmas morning, in the year 1843, was one whose rich memory has not been dimmed by time. It was the beginning of a day destined to play an increasingly significant role in the cultural heritage of the human race.

The scene was a respectable section of London known as Regent's Park. Not long after the sun burst above the horizon, an upstairs window flew open in the neat red-brick dwelling that stood at 1 Devonshire Terrace. A frail young man leaned out, drawing in a deep breath of the frosty air. His eyes were glowing with eager anticipation. His name was Charles Dickens.

The year just past had been full of vexations for Dickens. His new novel, *Martin Shuzzlewit*, was not selling well. His perennially improvident father and his voracious brothers were again hounding him for money. His new Regent's Park residence was expensive to run. He had four small children and another on the way. His publishers, Chapman and Hall—the "scaly-headed vultures"—had infuriated him by suggesting that, due to slumping sales, his monthly drawing account be reduced from 200 pounds to 150.

There was good reason then for this undisguised elation. Only moments before, a note had arrived with the electrifying news that *A Christmas Carol*, that fascinating testimonial of Scrooge's ghostly conversion, had sold out all 6,000 copies on its first day of publication, and a second edition was already on the presses.

Like the rehabilitated Scrooge, Dickens felt "light as a feather, happy as an angel, merry as a schoolboy, giddy as a drunken man." He was 31, and although endowed with only a modicum of formal schooling, nevertheless had such classics as *Pickwick Papers*, *Oliver Twist*, *Nicholas Nickleby*, *Old Curiosity Shop* and *Barnaby Rudge* already credited to his nimble imagination.

Dickens had the mind of a genius driven by the energy of a dynamo. His career never did reach a pinnacle, it was all pinnacle; like a Roman candle it went straight up and then just hung there, shooting off one brilliant shower after another. Why was this man struck by the characteristic of greatness? Not even Dickens knew. A bit on the su-

**Night after night,  
Charles Dickens trudged  
through the cold, dark  
London streets, picking  
his novel characters for  
"A Christmas Carol" out  
of the chilling fog.**



perstitious side, however, he credited much of his literary success to the fact that he always wrote and slept facing north.

"The Carol," as Dickens always referred to it, was written under the stress of intense concentration. It had to be, for the author desperately needed money. He could only hope that a lucky bit of writing would relieve his unfortunate pecuniary situation. A recent American tour had proved his nemesis—it had fallen far short of its financial expectations. Consequently, Dickens had been forced to borrow heavily against his insurance policies and beg large advances from his publishers against books he had not yet written.

With his financial predicament serving as a stimulus, Dickens had decided to correct his dismal position by writing a popular story.

"I'll write it and then I'll sell it myself," he boasted to his friends. "Published on commission, I'll make all the profit myself. . . ."

"Or take all the loss," they gloomily reminded him.

But Dickens had no misgivings; he

was certain the story would sell. In fact, the only thing that gave him pause was what the story should be about. He only knew that it would have to be out of the ordinary—so unique and so appealing that its success would be assured the moment it was published. With this thought in mind, he sat down and began to think—and found himself confronted with a complete mental block. He concentrated harder. No idea came to mind.

Then he remembered that a trip had always stimulated his thought processes. He set out on a journey, after first arranging a few speaking engagements along the way to pay expenses. Suddenly, early in October, while making a speech on public education at the Manchester Athenaeum, from a platform on which sat the famous Disraeli, he received the inspiration for which he had been searching. Something in "the bright eyes and beaming faces" of his audience gave him the idea for a glowing, cheerful, heartwarming Christmas story. He decided it should be a ghost story! Why not? Everyone enjoys a good spine-tingling story with a touch of the supernatural. It would be brought out in time for the holidays; it would sell enormously—he knew it would; he would make at least 1,000 pounds, and his troubles would be over.

Dickens returned home. Quickly his cozy little study overlooking the pleasant brick-walled garden at Regent's Park became a hateful prison where he spent hours in tiresome mental drudgery. Days passed in a frantic probing of his imagination for a suitable plot. With uncanny capriciousness, it eluded him. Finally, in desperation, he donned his greatcoat against the chill and set forth on foot. Always it had been difficult for him to write without the inspiration of his "magic lantern," as he called London.

Night after night, Dickens trudged 15 to 20 miles through the cold dark streets of Old London, picking his characters out of the chilling fog, tracing Tiny Tim's crutch marks in new-fallen snow, finding the proper gloomy building for Scrooge's lonely quarters, seeking out the melancholy tavern where he took his solitary dinner, even discovering the meticulous detail of the thawed



# Christmas Ghosts

blotch of dampness on the street above the baker's oven, "where the pavement smoked as if the stones were cooking too."

He even recalled some of the grim reminders of his childhood, as color for the story. At age 12, he had been yanked from school and put to work in a rat-ridden London warehouse that sagged over the Thames and was called Warren's Blacking Factory. He was paid six shillings a week for a 12-hour day, which began at eight in the morning and ended at eight at night, with an hour off for dinner and a half-hour for tea. While he labored here, his father and the rest of the family went into debtor's prison.

Dickens could picture the leading character's law office as the one in which he himself had worked at 15. Cold water garret flats he'd seen and lived in as a boy, came to life in his nimble mind. A pawn shop where he had mortgaged his own bed crept into the plot. Finally, the atmosphere was complete.

Secluding himself in his study, Dickens began living his story as it took shape in his mind. Finally, it poured itself out of him with such fury that it was completed in little more than six weeks.

As he wrote, Dickens unconsciously became the embodiment of almost every character in "The Carol." He profusely poured into the tale all the humor, the humiliation, the cravings, the deep hurts and sudden joys and triumphs of his lifetime.

All his life, Dickens had yearned to become a great actor. And in the years to come, when he finally realized his ambitions and embarked on his fantastically successful public readings, Dickens was fond of mimicking all the voices, sounding all the nuances, savoring all the delights and absurdities of every character in his little Christmas parable.

He became Bob Cratchit, the debt-ridden drone, who could heroically submerge all his cares in the task of nursing a sick child back to health with delightfully imaginative games and indulgent attentions.

He was nephew Fred, the happy party-giver and party-goer, leading the game of 20 Questions, proposing the toasts, laughing lustily at craggy-hearted old Scrooge, then suddenly transfixed by sentiment, feeling very sorry for him.

But the strangest thing of all was the manner in which his own real-life character was intertwined with that of the irascible Ebenezer Scrooge, a "squeezing, wrenching, grasping, clutching, covetous old sinner." For Dickens drove a hard bargain with his publishers, quibbled over every cent of royalties, ran out on several contracts, fired

two artists without warning and was partially responsible for the suicide of another.

As was Scrooge, Dickens was capable of the extremes of benevolence and malevolence. He was a soft touch for panhandlers, especially out-of-work actors. Paradoxically, he kept a close rein on the family budget and argued vociferously over hotel bills. He was a fond and indulgent parent—he told glorious stories to his children, invented fantastic games, organized plays and gave parties for them on the smallest excuse. Conversely, he was a vain tyrant of a husband. At 46, he became infatuated with an actress named Ellen Ternan and ruthlessly left his wife, Kate, who had borne him ten children, to have an affair with the 19-year-old girl who was 27 years his junior. Characteristically, he promptly wrote a front-page article for his own magazine, *Household Words*, to explain and justify the breaking up of his staunchly Victorian marriage after 22 years. He never saw Kate again, and did his best to prevent any of the children from visiting her.

When "The Carol" hit the book stalls, Dickens' feet were well set on the road to financial security. In later years, he became a wealthy man—at his death in 1870, he left an estate of 93,000 pounds. His book was—and still is—an immensely popular success, one of those rare, happy, hallowed gems that seem destined to pass on from generation to generation of enchanted readers.

However, *A Christmas Carol* is more than a celebration of punch, plum puddings, kissing games, and warmth of heart. In essence, it portrays the cold-hearted arrogance and injustice that was the hallmark of the economic system in Dickens' time. The story is an attack on the business rapacity that was making 19th century England into a wasteland of satanic mills and industrial slums, and a blast against the rationalization of the political economists who defended a heartless system.

In "The Carol," Scrooge becomes an economic machine, degrading his victims into snarling and ferocious beasts, until he has accomplished the dehumanization of men. His conversion is an image of the change of heart in mankind for which Dickens hoped.

Perhaps, on that Christmas morning in 1843, Dickens had a premonition of the book's destiny. He drew on his coat, wrapped a scarf around his neck against the cold, and ran in jubilation to a nearby bookshop—open even on Christmas day. Rushing inside, he picked up a volume and opened it to the title page. It read, *A Christmas Carol*, by Charles Dickens. Hugging the book to his chest, he ran home like a schoolboy to show it to his family. ■

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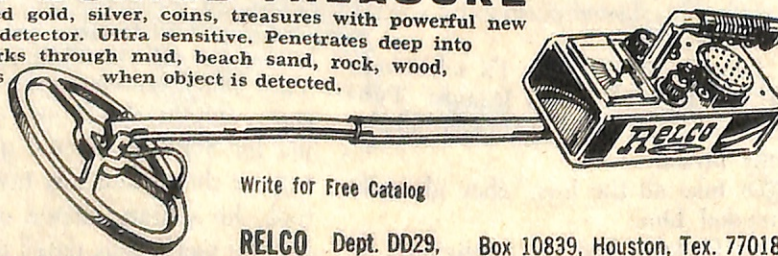
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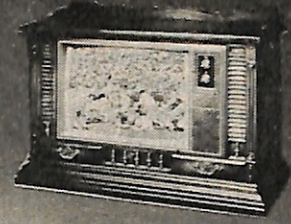
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# Major Projects Wrap-Up

When the Grand Lodge recognized the state associations just before World War I, the members realized that to justify their existence, they must engage in charitable works. Each state began the sponsorship of various projects to aid the handicapped, the underprivileged, and the youth of our nation.

The major charitable projects vary from state to state. Some states have second and even third projects in which the association is engaged. The list of programs and services includes hospitals, rehabilitation and training centers, camps for underprivileged youths and the handicapped, blind, and mentally retarded, distribution and sale of items made by the handicapped, con-

tribution of funds for cancer research, diabetes detection, eye banks, burn centers, and dental, speech, and hearing clinics, and scholarship programs.

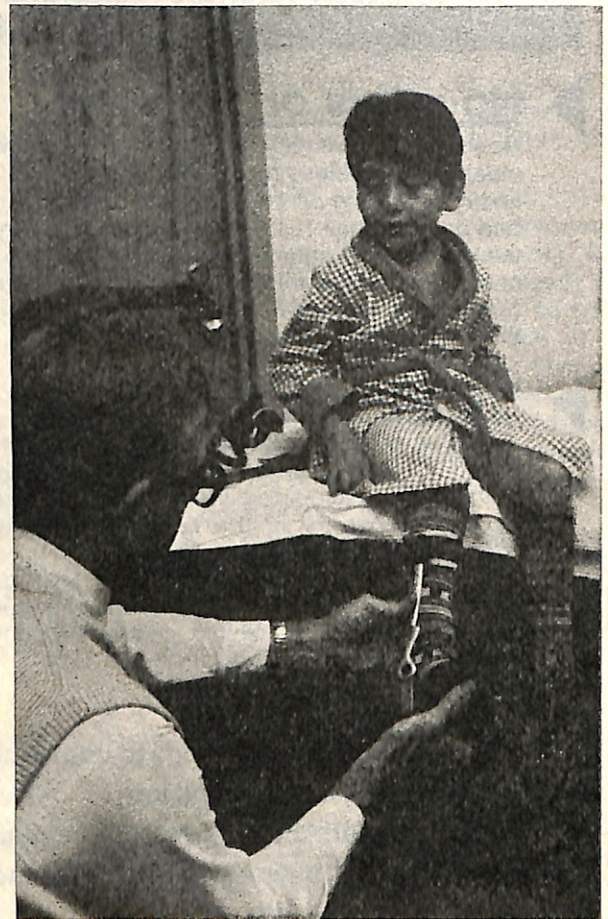
To support their endeavors, the state associations adopted various ways in which to raise funds. The Elks National Foundation assists every state with the yearly contribution of sizable grants. The bulk of the funds, however, is raised by the members of the lodges and the Elks' ladies, who play an important role.

There is a gamut of fund-raising programs. Dinner parties and dances are held, and piggy and penny bank projects are among the ways in which capital is raised. In some cases, the amount

of money raised is phenomenal. At times, funds contributed comes to \$4 per member each year—sometimes even more.

The major projects, then, are a way in which Elks practice the cardinal virtue of the order—Charity—as they build a better Elkdom and a better America.

For two years the *Elks Magazine* ran reports on the state major projects. The articles were compiled from information sent by Brothers across the nation. They have had a special place on the pages of the magazine. Here, as part of the series' conclusion, are a few of the photos which were printed with the articles.



*Fitting a leg brace in Nebraska*

*The Elks Children's Eye Clinic in Oregon*

*The Harry-Anna Crippled Children's Hospital in Florida*





# Clean Sweep

(Continued from page 8)

fine to seal it with paper or tarp. But after you've brushed the chimney and started to clean out the smoke chamber, the dust can get into the room. Working together, Carl uses their big vacuum down below, while Bryan brushes above. The vacuum, with a diatomaceous earth filter like that used for a swimming pool, sucks up the dust.

It's Carl's job, too, to reassure the family. He tells them that the noise that sounds like a shot-put is only the weight on the brush banging against the brick. It will not ruin their chimney.

Carl and Bryan use steel brushes of different sizes for different jobs. Bryan says that bristle brushes don't clean as well. And there's another drawback. People think that even the bristles bring good luck. In England, one sweep accidentally left his bristle brush out in front of a house where he'd worked. When he came back for it, all the bristles were gone, pulled out for luck by those who passed.

Whichever brush they use, some sweeps find more than creosote and soot in chimneys. Though Bryan and Carl are familiar with bird nests and beehives, they say they haven't found

anything very exciting. But they know of sweeps who have.

One they've heard about tried to close the fireplace damper to clean the chimney. Each time he pulled, the damper seemed to automatically push itself open. He tried again and again. At last he reached up into the smoke chamber. His hand closed around a furry raccoon that had climbed down the chimney and objected to having the damper door opened while he was resting.

Another time, Bryan says, a chimney sweep found something he hoped that he and Carl never come across. Called in to inspect a fireplace, the sweep sniffed at a strange decaying odor drifting out from the opening. When he looked inside, he found a decomposing human corpse stuffed up into the smoke chamber.

Bryan has another tale he loves to tell, about his wife's reaction when he decided to go into chimney sweeping. She almost went into shock when he took their savings out of the bank to buy a chimney sweep kit. But now she wholly approves—especially when he makes \$500 a week in the winter, his busiest season. She sometimes goes along on a job, mainly to talk to the customers. And she has her own top hat, tails and scarf. But both Bryan and

Carl think that sweeping chimneys would be strenuous work for a woman, when you have to scrub brick for an hour or more.

Kathy and Marty Kaylor would disagree. They have formed the Oaken-shield Chimney Service, named for the dwarf king in *The Hobbit*. Dressed in their top hats and tails, they go door to door, offering free chimney inspections and estimates.

"Kathy gets the dirty half of the job," Marty says. Because she's small enough to wedge into a fireplace, it's her job to clean out the smoke chamber with its piles of soot. Even though she ties her hair back and wears a cloth flight cap under her hat, some soot and dust sift in.

"Wearing a top hat is supposed to bring you good luck," Marty says. Neither he nor Kathy would think of going on a roof without it. And he knows two theories that explain the origin of the chimney sweep's attire.

European sweeps were once so poor, they had to beg for clothing. When wealthy undertakers gave them their castoffs, the black coat and hat suited the sweeps fine in their sooty job.

Another theory suggests that poor sweeps, at the bottom of European society, began wearing top hat and  
(Continued on page 38)

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# CHRISTMAS CHARITIES

The sound of music fills the air, the scent of pine is on the wind, and when the cities of America come alive with lights, it's that joyous time of the year. From sleigh rides through the woods of New England to bringing the blue spruce home with the horses through the Oregon snow, the celebration is underway. From St. Patrick's Cathedral in New York City to the chimes of Mission

San Xavier del Bac in the Arizona desert, bells ring out the message of Christmas.

That message is giving. In memory of the gift of a child nearly 2,000 years ago, people throughout the world have shared the gift of Christmas with one another. This year, once again, the Elks were part of that universal group as they endeavored to spread the holiday spirit.



Church bells rang out the message of Christmas as Navajo children from the missions of New Mexico were treated to a turkey dinner by Farmington, NM, Elks. The yuletide feast at the lodge was attended by more than 125 Indian children and their teachers. After delivering baskets of food to local families, Santa dropped down the chimney to personally present each child with a stocking full of goodies.



No swirling snowflakes heralded Christmas on the sunny shores of Florida. Undaunted, Bradenton, FL, Elks switched from sleighs to wheels for the delivery of their baskets. To support their program, Bradenton Brothers sponsored both a charity ball and a toy dance, during which the elves worked feverishly to manufacture toys for the children of the Harry-Anna Crippled Children's Hospital. The delighted surprise of the children when Santa Claus arrived provided enough energy to light the Christmas tree.







If the Elks of Palm Springs, CA, were dreaming of a white Christmas, it did not show in their happy smiles. They worked together to bring the spirit of Christmas and brotherly love to 95 families in Palm Springs. The delivery of Christmas dinner to the underprivileged is a long-standing custom at Palm Springs Lodge.



Working behind the scenes—like all good elves—the families of Flagstaff, AZ, Elks helped to bring Christmas to the Arizona desert. Sorting and packing the numerous boxes for yuletide dinners was the hard part; Santa Claus had the easy role of landing on rooftops and sliding down chimneys.



The reindeer of Robinson, IL, Lodge covered 12 routes throughout the county on Christmas Eve to deliver over 100 baskets and an undetermined number of \$10 bills. Public aid recipients and the elderly benefitted from the Christmas trek, a tradition of Robinson Elks for more than 60 years. Between 40 and 50 of Santa's elves delivered the baskets.



Santa's kitchens are crowded at Christmas as his hard-working elves fill the lodge with scents of turkey and gingerbread. Each year in December, the Elks of Lyndhurst, NJ, cook Christmas dinner for thousands of folks in their area. Among those who enjoyed the yuletide feast were residents of South Bergen Mental Health Center, disabled veterans, guests at the lodge's charity ball, exceptional and crippled children for whom the Lyndhurst Elks sponsor a Christmas party, and over 700 senior citizens at the Sacred Heart Center. Santa Claus taste-tests every dish personally.

Christmas of 1979 marks the last Christmas of the often called tumultuous seventies. This past decade, our nation has experienced many ups and downs as it passes through the course of history. During this same time, we in Elkdom have also experienced our ups and downs, but have never wavered in our firm belief of extending a helping hand to those less fortunate than we.

The Elks have much to be thankful for this Christmas season. What better way to share our feelings than to make a special effort to remember orphans, underprivileged children, hospitalized

veterans, and others in need. In many lodges, by tradition, special programs have been set aside to help those less fortunate. Now is the time to review your lodge's Christmas program so that the last Christmas of the seventies will be especially remembered.

These programs enhance our community service image, as well as bring deep satisfaction to those involved. Although the Grand Lodge does not sponsor a contest for this program, a limited number of subordinate lodge pictures and captions will be published by the *Elks Magazine*.

Black and white glossy pictures with attached captions of your Christmas Charity program should be mailed to:

James B. Roberson, Member  
Lodge Activities Committee  
Box 587  
Bingen, Washington 98605

These photos must be submitted no later than February 15, 1980. No pictures will be returned unless they are accompanied by a self-addressed envelope with sufficient postage. Please DO NOT send Christmas photographs to the *Elks Magazine*.



by George Basler



More than 50 years  
of radio and television  
history survive at the  
Museum of Broadcasting.

## BROADCASTING HISTORY FINDS A HOME

**A**t one console, an elderly gentleman is chuckling softly to himself as he listens to an early radio episode of "Amos 'n Andy."

At another console, a group of teenagers are giggling as Ed Sullivan introduces The Beatles "for the first time on any stage in America."

At still another console, an art student is watching intently as "Brave Picasso," a documentary first telecast by NBC in 1957, flashes on the screen in front of him.

It's a typical day at the Museum of Broadcasting in New York City.

Located on the third floor of a mod-

ern office building on East 53rd Street, just off Fifth Avenue, the museum is dedicated to the study and preservation of more than 50 years of radio and television broadcasting history. Since its opening in November, 1976, it's become a mecca for those seeking to explore the brief, but important, past of the electronic medium.

The museum is not a collection of old microphones or dusty artifacts, but a sophisticated archives where more than 2,500 radio and television programs are now stored in a special, climate-controlled vault.

For a nominal contribution, anyone

can enter the museum, look through the computerized catalogue, and select a half-hour or entire afternoon's worth of broadcasting to monitor at a console.

And a lot of people are doing just that. During a typical week, close to 1,000 persons visit the museum to view or listen to the broadcasts on file. They range from serious students of broadcasting history to persons who simply want to relive broadcasts they remember with nostalgia and affection.

"We get a tremendous cross section of people: students, children, researchers, tourists from all over the country and the world, and people just out for



a weekend stroll. They come for serious study, or just plain fun," says Judith Schwartz, the museum's information director.

Pick any major broadcast of the last 50 years, from Lindbergh's triumphal "homecoming" after his trans-Atlantic flight to Neil Armstrong's first step on the surface of the moon, and it's a virtual certainty that the museum will have it on file.

The collection is eclectic, with television programs ranging from "Texaco Star Theatre" with Milton Berle to Edward R. Murrow's "See It Now" broadcasts of the 1950s; and radio programs ranging from Orson Welles' "War of the Worlds" Halloween hoax to the Major Bowes "Amateur Hour," featuring a young aspiring opera singer by the name of Beverly Silverman (later to be changed to Sills).

But, more than a collection of odd bits and pieces of tape, the museum is a kaleidoscopic replay of the life and times of America over the past 50 years. It's a storehouse of memories—some good, some bad, but all indelibly stamped on our minds by radio and television broadcasts. It provides a living memory of 20th century America, from the Jazz Age to the 1970s.

The museum was the brainchild of William S. Paley, chairman and chief executive officer of the Columbia Broadcasting System.

Paley, justifiably, ranks as one of broadcasting's great pioneers. In a speech opening the museum, he remembered, with a chuckle, that when he took over the reins of CBS in 1928, the network still had some trouble hiring good people, because they were afraid that broadcasting was a passing fad of which the public would soon grow tired.

Paley admitted that one reason he started work on the museum was his fear that, unless something was done soon, the work contributed by broadcasting pioneers, himself included, would be lost forever.

"Without such a repository, a precious body of broadcasting history could slip away, leaving only scattered collections and random holdings. These would be threatened by gradual deterioration, destruction, loss or theft," he said.

With this in mind, the Paley Foundation, with a matching grant from the National Endowment for the Humanities, commissioned a series of field studies in 1967 to determine how many broadcast programs from the last 50 years had survived, what they were, and where they were.

The results were encouraging. The studies, which took four years, found that, despite some losses, a great deal of meaningful material still existed from

*William S. Paley, chairman of the Museum of Broadcasting, sits at a broadcast console in the museum's Broadcast Study Center, as Robert Saudek, museum president, looks on.*



broadcasting's early days. This material was filed at the networks, in universities and in private collections throughout the country.

Pleased with these results, Paley and his associates began working in earnest on the museum in 1971.

But they faced a number of obstacles. How would the broadcasts be stored and retrieved? What would be the standards for acquiring broadcasts, since only a small portion of the millions of hours of radio and television programming could be selected? And what legal hurdles would have to be cleared to allow for use of the broadcasts?

One obstacle was cleared when the museum negotiated an agreement with the networks, allowing unrestricted access to each network's archives under three conditions: the tapes never leave the museum, are stored under highly secure conditions and cannot be copied by a visitor.

Another obstacle—the problem of storing and retrieving broadcasts—was solved by using the Sony Betamax video recorder, a revolutionary unit that can record shows inexpensively and easily.

Although its size is about equal to a paperback book, a Betamax videotape cassette contains several hours of programming. This means the museum can store some 22,000 programs before reaching the capacity of its storage space.

Finally, the problem of money was solved when Paley guaranteed the financing of the museum's first five years of operations.

It took endless hours of hard work, but in the end Paley's dream became a reality. The Museum of Broadcasting was finally ready to open its doors.

The fact that the museum is open to the public makes it unique, officials say. Other places have material: Vanderbilt University has news programs and UCLA has material available for scholarly research. The Broadcasting Hall of Fame in New Jersey and the Peabody Awards group in Georgia have some material as well. But the Museum of Broadcasting is the only one geared for unrestricted use by the public.

Its nerve center is a bright, modernistic activity room, equipped with eight consoles—each with a television screen and tape deck. Simply by sitting at a



# BROADCASTING HISTORY FINDS A HOME

console, inserting a cassette and putting on earphones, visitors can turn back in time and relive some of the most memorable broadcasts in radio and television history.

As the museum's president, Robert Saudek, puts it: "Time and imagination have shown us that we can't be satisfied to build a mausoleum to memorialize dead objects. Our goal is to design a theatre where life abounds, and where the history of a period can be seen in action."

Saudek, creator of television's prize-winning "Omnibus" series in the 1950s, is in charge of overseeing the museum's daily operation. He's aided by curator Mary V. Ahern, a former executive producer of network television and documentary films, who has the mammoth job of condensing the 50 years of broadcasting history into a few thousand hours of tape.

Even though the museum plans to have 18,000 programs on file by the end of 1981, her job is difficult and sometimes controversial. Space is limited, and Ms. Ahern must make the tough decisions on what programs go into the vault and what programs, for one reason or another, do not.

How does she do it?

"I choose programs that I've seen myself or know about through other

## Departed Brothers

### PAST GRAND ESTEEMED LEADING KNIGHT

Nick H. Feder died recently. A member of Belleville, IL, Lodge, Brother Feder was District Deputy Grand Exalted Ruler for the Southwest District in 1941-1942. He served on the GL Lodge Activities Committee in 1948-1949, and was chairman of the GL State Associations Committee in 1949-1950. From 1951 through 1955, Brother Feder served on the Board of Grand Trustees, for which he was chairman in 1955-1956. He held the position of Grand Esteemed Leading Knight in 1957-1958.

**PAST GRAND TRUSTEE** Joseph A. McArthur of Lewiston, ID, Lodge died September 22, 1979. Brother McArthur was a member of the GL Youth Activities Committee in 1960-1961. He served on the GL Americanism Committee from 1961 through 1964 and was chairman of that committee from 1964 to 1968. From 1968 through 1972, he served on the Board of Grand Trustees.

broadcast sources," she says. These sources include books and journals on broadcasting; the Emmy, Peabody and other major awards; and historians and professionals in the field.

"The general public is also a big help," Ms. Ahern says. She remembers one visitor with a long memory who told museum staffers that the last reunion of the three Marx Brothers—Groucho, Chico and Harpo—was on the "General Electric Theatre" television program of March 8, 1959. Delighted at this piece of news, Ms. Ahern contacted CBS, which aired the series, and received a copy of the reunion for the museum.

In selecting programs, the first consideration is one of historical significance. Visitors can relive FDR's fireside chats, the Army-McCarthy hearings of the 1950s, the assassination and funeral of President John F. Kennedy and the Apollo moon landing—to name just a few events.

"Our presidential collection is already substantial," Ms. Ahern says proudly, "with the voices of Presidents Harding, Coolidge and Hoover from the 1920s, Franklin D. Roosevelt in the 1930s and '40s, and all seven Presidents of the television age."

Besides history, another main consideration is selecting programs that were highly rated and/or won major awards. So it's not surprising that the museum's collection includes the birth of Lucille Ball's "television baby" on "I Love Lucy" in 1953; the first appearance of "The Beatles" with Ed Sullivan in February, 1964; and all eight episodes of "Roots."

But there's plenty of room for Ms. Ahern and her staff to make subjective choices, too. And they've made some offbeat selections. To name a few: a St. Louis Cardinal baseball game of the 1930s with Dizzy Dean on the mound for the Cardinals; the propaganda broadcasts of World War II by Axis Sally, Tokyo Rose, Lord Haw Haw and Ezra Pound; and shows from the early days of television that will never win any awards, but, nevertheless, have a warm spot in many people's hearts (like "Ozzie and Harriet," "December Bride" and "The Real McCoys").

The museum even has commercials. That's right, commercials! On file in the vault are three one-hour television tapes of nothing but commercials, including such "classics" as the dancing Old Gold cigarette pack, "Winston Tastes Good" cigarette jingle and "Bert and Harry Piels."

Believe it or not, Ms. Ahern says, the commercials are among the broadcasts most requested by visitors.

"We hope we have broadcasts on file that will appeal to everyone, from scholars to people who are just whiling away an afternoon," she adds.

Assembling this collection, of course, wouldn't be possible without the help of the radio and television networks, and museum officials go out of their way to credit their complete cooperation.

When the museum requests a television broadcast from one of the networks, the network makes a  $\frac{3}{4}$ " Umatic and  $\frac{1}{2}$ " Betamax video cassette of the program from its kinescope, film or videotape copy of the show. These two cassettes are then turned over to the museum—one for storage and one for use by the general public.

When the museum requests a radio broadcast, the network lends a copy of its radio disc (the radio stations recorded the live broadcasts on large glass or acetate record discs) to museum officials. Technicians, using filter and equalizer systems, then painstakingly recreate the sound of the original broadcast and transfer it to a  $\frac{1}{4}$ " tape for storage and an ordinary cassette for public use.

"With all the modern technical devices at our disposal, we can improve the sound of most old radio broadcasts. But this is done with great restraint, so that we don't destroy the integrity of the recording while improving the audibility," James Rieser, the museum's technical director, says.

The Museum of Broadcasting wasn't an overnight success. For the first few months of its operation, it remained a relatively undiscovered jewel in New York City's cultural landscape. But gradually, through word of mouth, the number of visitors increased. The first year, 17,000 persons came to the museum, Saudek says. The number skyrocketed to more than 53,000 last year.

Visitors have come from all 50 states and 31 foreign countries, including Argentina, Japan, Indonesia, the USSR and nearly all of the countries in the western hemisphere and western Europe.

They've included Jacqueline Onassis, who came with her children to see her White House Tour when she was Mrs. John F. Kennedy; Joe Smith of the unforgettable comedy team, Smith and Dale, who visited from the Actor's Home in New Jersey on his 95th birthday; and Mrs. Paul Whiteman, who came to hear a radio broadcast of her husband's orchestra with the Rhythm Boys.

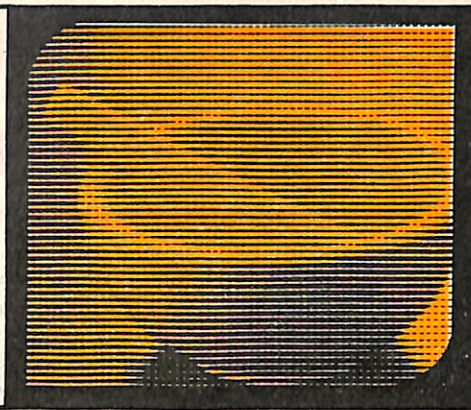
But most of the visitors will never make any headlines. They come from all walks of life and use the collection in a variety of ways, librarian Gwendolyn Sloan says. A historian used it to research a book on the politics of the 1950s. A Julliard student viewed broadcasts of Arturo Toscanini to examine his conducting technique. A stand-up comic searched the files for comical inspira-

(Continued on page 38)



# MEDICINE AND YOU

by Larry Holden



## HEAT: WEAPON AGAINST CANCER

Medical science is using a blend of revolutionary techniques to unravel clues and treat the various forms of cancer. Besides experimental vaccines, better diagnosis, microwave detection, improved use of radiation and intense light therapy, one of the newest weapons in the on-going battle against this major killer is heat.

Internationally-acclaimed research at the University of Texas M.D. Anderson Hospital and Tumor Institute is attempting to confirm nearly century-old evidence that heat may be an effective weapon against cancer. Only recently have technological advances made scientific studies of the effects of heat treatments on cancer—called hyperthermia—feasible. Two M.D. Anderson projects treat cancer by elevating the temperature of a patient's entire body (whole body hyperthermia), while a third study focuses on raising the temperature of the tumor only (local hyperthermia).

Dr. O. Howard Frazier, an assistant professor of surgery, heads one of the research groups studying whole body hyperthermia. Dr. Frazier points out that cancer cells seem to have an "increased sensitivity to heat," a weakness that his group is now exploring clinically.

In 1976, Dr. Frazier and Dr. Leon Parks, now at the University of Mississippi Medical School, began to work with the idea of adapting, for their own purposes, the heart-lung machine that circulates, oxygenates and cools a patient's blood during heart surgery. "But the machine could heat as well as cool," says Dr. Frazier. The result was a heat-regulating unit that automatically heats or cools the blood passing through it, based on information received from temperature-sensing probes placed in the patient's esophagus and bladder. The procedures are done under general anesthesia in a fully equipped operating room.

"With the internal monitors, we can control the patient's temperature to within one-tenth of a degree," notes Dr. Frazier.

Initially, patients were kept at 41.5 C (106.7 F) for several hours, but recently Dr. Frazier has begun what he calls "pulse hyperthermia," to take patients to even higher temperatures. "Patients can stand a temperature of 43 C (109.4 F), without damage, if it is for a short time," states Dr. Frazier. "We

raise their temperature rapidly to 43 C and then drop it back immediately to the safer 41.5 C. This is repeated several times over four or five hours."

Dr. Frazier's group has only treated a very small number of patients so far. He cautions, "It is too early for us to even speculate on results."

Dr. Barthel Barlogie, assistant professor of medicine in Anderson's Department of Developmental Therapeutics, also is studying the effects of whole body hyperthermia. But his main interest lies in combining the use of heat with anti-cancer drugs. "We have strong indications that certain drugs given before, during or following hyperthermia will give better results than either treatment used

alone," he says of his experimentation combining heat and drugs.

Dr. Barlogie reports that in a preliminary whole body hyperthermia study, in which 18 patients' bodies were heated with hot water blankets, several of the patients had definite reductions in tumor size. However, these results were observed with the hyperthermia alone, not as a result of the anti-cancer drug the patients were given. Presently, Dr. Barlogie is conducting two laboratory studies to identify drugs whose anti-cancer effects are enhanced by heat.

Dr. Peter M. Corry, associate professor of biophysics, is working in collaboration with Dr. Barlogie to study the use of ultrasound (sound waves above the level of human hearing) and radio frequency fields to produce heat only in the tumors themselves. In both ultrasound and radio frequency treatments, the transducer that produces the heat is strapped in position directly over the tumor. Cold water is circulated through the transducer to keep the patient's skin cool and prevent burns. Patients are treated for one hour on three consecutive days a week for three weeks. Dr. Corry's group also has treated patients by implanting radio frequency field electrodes directly into the tumors.

Temperatures achieved, using ultrasound and radio frequency fields, are much higher than those in whole body hyperthermia, Dr. Corry says. His group takes the temperature as high as 50 C (Continued on page 37)

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# NEWS OF THE STATE ASSOCIATIONS

GER Robert Grafton was the main speaker for the Montana state conclave. He addressed 544 conventioners at the Grand Exalted Ruler's Banquet held during the July 25-28 convention in Butte. Other dignitaries attending the meeting included PGER Raymond Dobson, Grand Est. Lead. Kt. Frank Dorcharque, and Edward Alexander, then-chairman of the GL Pardon Commission.

A parade through the main uptown area was held in honor of GER Robert Grafton. The conventioners also enjoyed a Past State Presidents' Dance, golf tournaments, ladies' tours, luncheons, the Grand Exalted Ruler's Banquet and Ball, and musical entertainment provided by a variety of performers.

During the business sessions, reports were delivered by state officers and the various committees. New committee members were appointed, and the 1979-1980 state officers were installed. The slate of the incoming officers includes SP Horace Chadwick of Cut Bank Lodge; Vice Presidents Donald Leary, Missoula "Hellgate"; Fred Gedney, Miles City; and Secy.-Treas. Fred Balkovetz, Butte.

Montana Brothers scheduled a mid-winter meeting for January 17-19 in Lewistown, where the ritualistic contest will be held. Next year's state convention will be in Bozeman, August 6-9.

For the second consecutive year, South San Francisco, CA, Lodge captured the ritualistic contest championship at the California-Hawaii Elks Association Convention held May 16-19 in Anaheim, CA. There were 4,360 Brothers and 500 Elks' ladies and guests at the conclave.

The opening ceremonies of the meeting included welcoming remarks from outgoing SP Robert Robb, Mayor John Seymour, and hosting ER Charles Bobb Sr. PGERs R. Leonard Bush, Robert Pruitt, Horace Wisely, and Gerald Strohm, then-GER Leonard Bristol, and Arizona SP Leonard Bellgardt Jr. were all introduced. PSP Donald Luce presented the memorial service.

During the business sessions, reports from the outgoing VPs and from the chairmen of the various state association committees were presented. PGER Gerald Strohm introduced then-GER Leonard Bristol, who delivered a message. The assembly was also ad-

dressed by PGERs Horace Wisely, Robert Pruitt, and R. Leonard Bush. Chm. Lawrence Stevens presented a report on the major project, support of handicapped children, and the new Theme Child was introduced to the conventioners.

SP Don Dapelo of Coalinga, CA, Lodge heads the slate of new state officers. Brother Dapelo's assisting officers are Vice Presidents Jack Burgin, Richmond, CA; Charles Henry, Tracy, CA; Harry Rolfi, Tulare, CA; Pinkham McClellan, Kailua, HI; Richard Bishop, Mojave, CA; Gerald Fasoli, Los Angeles, CA; Eugene Shook, Paradise, CA; John Parker, Marysville, CA; Marion Malson, Alturae, CA; Carl Clark, San Rafael, CA; G. Larry Seal, Newport Harbor, CA; Lawrence Crispo, Alhambra, CA; Eugene Bishop, Palm Springs, CA; John DiMassa, San Pedro, CA; Earl Rose, Redondo Beach, CA; George Otto, San Diego, CA; John Gordon, San Bernardino, CA; Eugene Pellegrini, Santa Clara, CA; Thomas Friscoe, Santa Barbara, CA; Kenneth Moore, Corona, CA; Arthur McDevitt, San Rafael, CA; Melvin Starkel, Fresno, CA; John Marvin, Glendale, CA; Carlton Beyer, Nevada City, CA; Garry Vivaldi, Sacramento, CA; Henry Lorenz, Anaheim, CA; Mickie Bodell, Paramount, CA; Roy Goodwin, Sunnyvale, CA; Secy. Edgar Dale, Vallejo, CA; and Treas. C. D. McCulley, Redondo Beach, CA.

The Exalted Rulers' March contributed a total of \$1,262,814 to the major project. A budget of \$1,722,000 was set for the 1979-1980 fiscal year.

Among the non-business activities were golf, bowling, and tennis tournaments, a tour of Universal Studios, luncheons for the new SP and for secretaries and trustees, and a President's Dinner with entertainment. There was also a delegates' and officers' dinner-dance, an award champagne breakfast, and a ladies' luncheon. Many enjoyed pistol and trap shooting.

Plans were made for a semi-annual meeting of the California-Hawaii Elks Association in Santa Monica, CA. San Jose, CA, was selected as the location of next year's May 14-17 state conclave.

Greetings were extended by Mayor Vincent Cianci Jr. to 250 conventioners who arrived in Providence for the June 16-17 Rhode Island State Elks Association Convention. The mayor is a member of the hosting lodge.

Heading the state association for the 1979-1980 lodge year is SP Reggie Sassi of South Kingstown Lodge. Other state officers include Vice Presidents Raymond Woodcock Jr., Pawtucket; Rudolph Pistacchio, Smithfield; Secy. Walter Kettelle Jr., South Kingstown; and Treas. William Darby, Pawtucket. On hand to offer congratulations to the new officers were GL Committeeman Joseph Mattias, SDGER Fred Quattromani, Past GL Committeeman Clifton Higham, and PSP George Lambert Jr. of Norwich, CT.

Among the events enjoyed by the conventioners was a dinner-dance held in the ballroom of the Marriott Hotel. Memorial services were conducted by then-DDGER Ovide Brindamour. The ritualistic contest was also held, and the Warwick team won the championship. Various awards were presented in recognition of the accomplishments of the past year. The Brothers had not selected a site for 1980's convention before the closing of the Providence conclave.

PGERs Horace Wisely, R. Leonard Bush, and Gerald Strohm were among the dignitaries who attended the June 21-23 Nevada State Elks Association Convention. Other distinguished conventioners were Arizona SP Leonard Bellgardt Jr., California-Hawaii SP Don Dapelo, and Dale Blanton, chairman of the GL Ritualistic Committee.

Three hundred and fifty people attended the state conclave held in Las Vegas. Social activities held during the convention included a dinner show starring Wayne Newton. The conventioners also enjoyed the ritualistic contest, which was won by the Boulder City Lodge team for the first time in 24 years.

A report on the major project, visual and audio screening for preschool children, was delivered. Sufficient funds were collected from the per capita dues, the Exalted Rulers' March, and the National Foundation to balance the \$35,000 budget. There were 19,025 children screened over the past year, and a total of 822 youngsters were referred for further assistance. Nearly 190 amblyopia cases were detected.

Congratulations were offered to incoming SP Ernest Hall of Elko Lodge. Brother Hall's assisting officers include Vice Presidents Billy Dedmon, Henderson; Wiley Griffin, Hawthorne;



Secy. D. Ray Gardner, Elko; and Treas. Carl Merrill, Boulder City. The new officers will conclude their terms in Winnemucca, where Nevada Brothers will reconvene for the June 19-21 state convention. A mid-term conclave precedes the annual state association convention and will be held January 11-12 in Las Vegas.

Alaska's annual state association conclave was held May 17-19 in Kenai. Dignitaries who joined 160 conventioners included PGER Robert Yothers, state sponsor, then-Grand Est. Lead. Kt. J. Paul Meyer, and Past GL Committeeman Duncan McPherson. PGER Yothers addressed the Alaska Brothers during the President's Ball.

The slate of new officers includes SP Charles Ingersoll of Anchorage Lodge and Vice Presidents Robert Howe, Juneau, and Leroy Wittich, Kodiak. SP Ingersoll challenged the conventioners to increase their participation in the National Service Commission, youth activities, and officers training programs and to stave off lapsation.

Ritualistic teams from Wrangell, Seward, and Anchorage lodges competed for the state ritualistic championship. The Brothers from Wrangell emerged victorious, with a lead of less than half a point.

During the convention proceedings, it was reported that the state major project, a physical therapy program in southeastern Alaska, is continuing successfully. A total of \$75,145 was collected for the major project at the convention. A budget of \$90,000 was approved, and it was noted that additional funds from past years are still available to benefit the major project. Mrs. Lenna Meyer collected donations for the therapy program with the help of her tamborine, which she later lent to PGER Robert Yothers to gather donations for the Alaska State Elks Trust Fund. It was decided that the focus of the major project will be expanded to include youth activities.

Entertainment during the President's Ball was provided by Kenai Lodge officers and the Elks' ladies, who performed skits for the conventioners. A midwinter conference was scheduled for January 26 and will be hosted by Skagway Brothers. Juneau Lodge will host next year's May 15-17 annual convention.

Approximately 400 Minnesota Elks gathered at Willmar, MN, for their annual convention this year. Honored guests were PGERs Francis Smith and Homer Huhn, Jr.

The state major project, the Elks' youth camp at Brainerd on the shores of Lake Pelican, is funded by the interest on a \$250,000 fund. Minnesota

Elks plan to continue increasing the fund, which is supported by contributions and by the penny-a-day program. Other resolutions included an effort to increase membership and participation in the National Foundation program.

Festivities at the convention included golf and tennis tournaments and participation in the annual Willmar parade. The Exalted Rulers rode a float in the parade, which was attended by approximately 30,000 people.

Elk of the Year honors were earned by PDD Victor Angerhofer of St. Paul Lodge.

The Minnesota Elks planned a mid-winter meeting in St. Cloud, and the 1980 convention will be held at Bemidji in June. Official dates have not yet been decided.

The new officers for the state association are SP James Leigh of St. Cloud Lodge; Vice Presidents Norman Schultz, Hopkins; Robert Brown, Rochester; Irvin Wilson, Thief River Falls; Alvin Schlegel, Brainerd; Secy. George Carlson, St. Paul; and Treas. Wayne Searle, Rochester.

The Elks of West Virginia convened in Princeton, August 10-12. Guests of honor included GER Robert and Pat Grafton, PGER Homer and Jo Huhn, Jr., PGER Wade Kepner, and Gov. John Rockefeller. Nearly 700 Elks and their ladies were present for a speech delivered by the governor.

During the course of the convention, PGER Kepner transferred his jurisdiction of the state of West Virginia to PGER Homer Huhn, Jr. The ritualistic contest was won by Princeton Lodge.

At the business sessions, West Virginia Brothers announced an expenditure of \$6,045 for the crippled children's camps, which are the state major project. The two camps were attended by 118 children this year. A proposal was also presented for the founding of an official state publication.

The new officers of the state association will be led by SP Albert Yanni of Moundsville Lodge. Vice presidents for the 1979-1980 lodge year are W. C. DeWeese, Morgantown; Hobart Owens, Huntington; and Lester Hess Jr., Wheeling. Donald Finnegan of Weirton Lodge is the new secretary, and the treasurer is Oral Sisson of Huntington Lodge.

Social activities at the convention included a golf tournament, which was won by Princeton Lodge, and two dances, one in honor of outgoing SP Thomas Thornton, and the second in honor of incoming SP Albert Yanni.

The West Virginia Elks plan a mid-year meeting in Weirton for April 10 and 11. Next year's convention, the dates of which have not yet been decided, will take place in Parkersburg. ■

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## You and Retirement

(Continued from page 12)

available on call to those who need them. It may be the volunteer ambulance corps, willing to take an elderly patient to the optometrist. Or it may be a religious or civic association, with volunteers on tap to drive the elderly to the doctor, the store, or the senior citizens center.

To find out what services exist in your community, contact the local Office on the Aging. If there is no office in your vicinity, consult *You and Your Aging Parent*, by Barbara A. Silverstone and Helen Kandel Hyman (Pantheon, 1976). This altogether useful book has a state-by-state appendix listing Offices on the Aging, information and referral services, family service agencies, and programs and services of all sorts for the elderly and their families.

Most people want to remain independent and, with the help provided by such agencies can manage to do so until very late in life. But what happens when your aged parent can no longer live alone?

There are a number of solutions, none of them perfect. The one you choose will depend on where you live, the state of your parent's health, and the state of both your pocketbooks. If your parent is relatively well but unable or unwilling to live alone, a senior citizen residence may be the answer. He or she can have a private room and come and go at will; meals will be taken as a group, however, and companionship will be available when wanted.

Or you might want to invite your parent to live with you. Many such arrangements work out well. But others do not. Before you extend the invitation, think through very carefully whether you and your parent get along well, whether you

really have room to offer some privacy to everyone involved, and whether everyone involved can coexist without friction. Then, work out the details in advance. Discuss how much you will do together and the need for independent activity. Discuss the financial arrangements.

As much as possible should be discussed between elderly parents and their adult children, in general, before the parents become ill and feeble. Ask your parents what they expect and what they want. Discuss the process of aging and your own plans for the future. And you might want to look, together, at some helpful books. In addition to *You and Your Aging Parent*, mentioned above, there is *The Other Generation Gap*, by Dr. Stephen Z. Cohen and Bruce Michael Gans (Follett, 1978), and *When Your Parents Grow Old*, by Jane Otten and Florence D. Shelley (Signet paperback, 1978). ■

## It's Your Business

(Continued from page 10)

The worst approach, Seibert continued, is productivity by subtraction. Some retailers have taken too many people off the sales floor, for example. Penney's, he says, is busy "trying, intelligently and selectively, to put them back."

Sakowitz, a Houston-based chain of fashion stores, started a sales retraining program in 1977 and has decided to

make it permanent. "We have been able to improve the sales results of many of the people who took the course by between 10 and 15 percent," Jerry Murrell, vice president of personnel, said. The program includes video tape replays, use of experts, and coaching by the company's most productive sales people.

Time, says a Houston bank, Southwest Bancshares, is crucial in improving productivity. "But many employees actually don't hesitate to steal time. Part of your time is leased out to your employer and

you owe this much time in full measure for which you are rewarded," house organ editor Elizabeth Caldron told employees in a recent issue of the bank publication.

"Yet, some employees steal time through long lunches, excessive personal phone calls, constant socializing with co-workers, inattention to the job and by being late or absent. We need to get control of our time and spend our budgeted hours and days in more profitable ways—for ourselves and our employer." This sound advice could well apply to many young employees who waltzed through high school, and even college, without learning the value of attending classes or showing up at the appointed hour.

But the burden for improving worker productivity will continue to fall squarely on the employer or owner. If the proprietor wants diligent workers he's going to have to set the example and become a teacher at the same time.

"Alcoa now has a variety of training programs at all levels . . . Key to this program is the interaction between supervisor and subordinate. The supervisor has the responsibility for training the key people under him . . . right up to training his successor," says Renner. "And vital to this whole program is attitudinal change, which must begin at the top and filter down. This change requires a realization that every employee has a definite worth, talent, and ability to manage his own environment."

In a supplement prepared for the Small Business Administration, Terry Maris and Robert Mathis offer advice that's too often ignored.

"Your staffing aim is to attract and retain employees who know what they are doing and who produce for you. The more you know about your business and modern personnel practices, the more successful your staffing effort will be," they point out. "Once you hire employees, orient them to your business. Ask yourself: what does the employee need to know? What does the employee wish to know? Make new employees feel welcome. Let them know what is expected of them and what they can expect from the job and your company." ■

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# CHARLESTON

## Cultural Capital of the South

by Jerry Hulse

It's called the South's *most livable town* . . . Gas lamps flicker outside the leading hotel, and the echo of horses' hoofs is heard as carriages pass in the night. Magnificent homes, 300 years and older, line its cobbled streets and narrow, tree-shaded alleys, and the buildings drip with Spanish moss and are grown over with jasmine, honeysuckle, magnolias, crepe myrtle and crawling fig vine.

By now you must have guessed: it's Charleston, South Carolina. Charleston has a refinement that escapes the eye in other cities today; it produces one of those rare experiences that rings strongly in the mind—a city perfumed with the fragrance of dozens of blooms and washed with breezes that blow up from the Ashley River. Before the Revolution, Charleston was called "Little London" and the "darling of the British crown." Its wealth grew from indigo, rice and cotton, and its women dressed in Paris fashions. Then the ravages of earthquake, fire and two wars left a legacy of poverty and struggle.

In 1776, while delegates to the Continental Congress met in Philadelphia, the issue of war with Britain was met in Charleston when a Colonial garrison repelled the enemy in the first decisive victory of the Revolution. Later, it

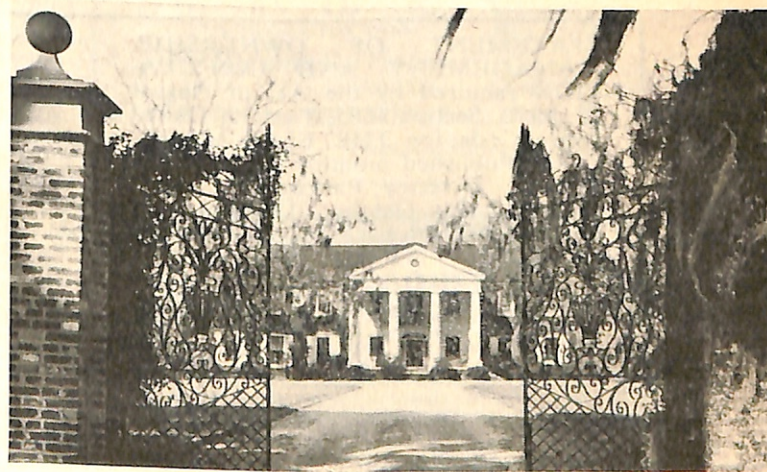
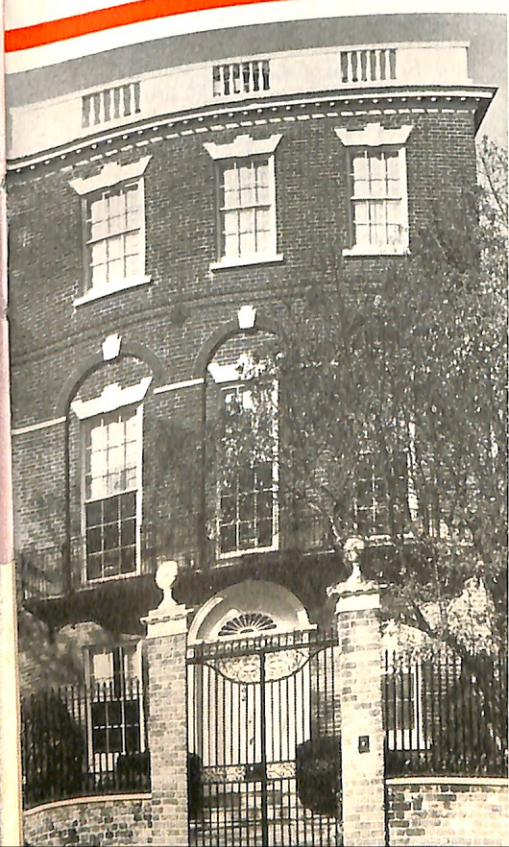
was from Charleston that the first shot of the Civil War sent its telling echo among the former colonies. Afterward, with slave labor ended and the disappearance of cotton and rice, Charleston languished. Pre-revolutionary homes fell into disrepair; ancestors of many of the present owners were "too poor" to paint, too proud to whitewash." Still, Charleston held tenaciously to its properties—the old homes, churches, forts and plantations. As a result, Charleston today is among the nation's best preserved cities. It has been called the "cultural capital of the American South" and the "most civilized town in the world" as well as the South.

Until recently, though, it was known also as America's "best-preserved secret." Change took place a couple of years ago when Italian impresario Gian Carlo Menotti chose Charleston as the setting for what has since been described as the world's most comprehensive art festival. Called Spoleto (after the town in Italy where the festival originated), the yearly event features music, drama, opera, dance, film, ballet, jazz and the visual arts during a two-weeks-plus event in late springtime. It is described by Charleston's youthful mayor as "the most important happening in Charleston in this century." Spo-

leto Festival U.S.A. is set in Charleston's luxurious gardens and theaters and even on an island. It brings together scores of artists, among them talented musicians recruited from schools and colleges across the nation. Their music is heard in historical Dock Street Theater, in parks and Charleston's magnificent old mansions.

These same homes (as well as a number of plantations) are unlatched to the public during an earlier springtime celebration when crowds gather in the old Federalist, Georgian, Adam, Regency and Greek Revival mansions. During candlelight concerts, shadows play on 14-foot-high ceilings—and one is returned to those moments of Charleston's earlier splendor. Four of the homes remain open to visitors year-round. Heyward-Washington House, with its period antiques, provided shelter for George Washington during his visit to Charleston in 1791. A few blocks away, ladies of the Historic Charleston Foundation lead visitors through the Nathaniel Russell house with its flying staircase and oval music room.

Hundreds of mansions and other structures occupy an 860-acre parcel in historic Charleston. And while the majority are privately owned, not a screw may be turned without an of-



Visitors to Charleston are fascinated by the wrought iron balconies and picturesque gateways at sights such as the Nathaniel Russell House (far left) and the antebellum home (above). And just 23 miles from Charleston, Seabrook Island (left) offers a championship 18-hole golf course and beach club.



# CHARLESTON

ficial nod from the Historical Foundation that presides over the preservation of Charleston's priceless legacy. Vacant since 1970, the 25-room Rhett Aiken home at Judith and Elizabeth streets was acquired recently as a museum; during the War Between the States, it was looted by Union troops. Built in 1818, it features half-tester beds, gas-light fixtures, whale oil chandeliers and a floor-to-ceiling painting of Harriett Lowndes, wife of South Carolina's then governor, William Aiken. Curator Kenneth Jones figures the bill for restoring the old mansion will come close to \$500,000.

Only a few blocks away, DuBose Heyward chose the old tenement area of Catfish Row for his novel, "Porgy." It was followed by the Gershwin-Heyward operetta, "Porgy & Bess." Though no longer a tenement, Catfish Row survives, featuring a knickknack shop called Porgy and a ladies' shop called Bess. Otherwise, no one has chosen to get cute with Charleston.

Horsedrawn carriages deliver visitors through the city, while motorized tours take in the citadel, the carrier Yorktown, Ft. Sumter, Magnolia and Boone Hall plantations, Cypress Gardens and Middleton Place with its sculptured gardens, fountains and reflecting pools. Nearly all of Charleston is a garden—fragrant and green with jasmine, wisteria, daphne, palmettos, azaleas, dogwood, redbud, silverbell, sweet pepperbrush, mimosa, chinaberry and red buckeye. Even Vendue Inn, in the heart of old Charleston, is perfumed by blooms that grace its door. Here, Evelyn and Morton Needle have transformed a 180-year-old warehouse into Charleston's

most charming public inn. Each of its 18 rooms with their tester and four-poster beds is decorated differently. Rather than numbers, the names of prominent South Carolinians appear on the doors. In the small, tidy lobby, a portrait of Andrew Jackson greets arriving guests. And only steps away—in an elegant, indoor courtyard—complimentary wine and cheese are served to guests of an afternoon. On occasion, it is accompanied by chamber music performed by small groups rounded up by the hosts. During the rest of the day, coffee and tea are served in the little courtyard with its spiral staircase and hanging planters. Rates at the Vendue are \$48 a day single and \$53 double. Included is a continental breakfast that's delivered to the guests' rooms by a white-haired black man, Silas Spears. The Vendue isn't an inn really—it's a love affair, one that the Needles have going for this marvelous old shelter in historic old Charleston.

And then there is Battery Carriage House: Set in a walled garden behind wrought-iron gates, this pre-Civil War mansion was acquired by a retired army colonel with the desire that it serve "as a meeting place for men of good will—from both the North and the South." Its present owners, Mr. and Mrs. Frank Gay Jr., elect not to argue the issues of the war; rather, they good naturedly pour sherry for their guests while exchanging pleasant banter.

Furnished in 18th-century style, the inn's dozen rooms are priced from \$48 single to \$53 double. Additionally, a couple of suites are available in this mansion that faces the gardens of White Point and Charleston's historic Battery. Rates include a continental breakfast consisting of coffee, juice and the choice of cheesecake or English muffins buried in strawberry jam. A

complimentary bottle of wine is delivered daily to guests, and bicycles for touring the town are provided as well.

Not far from Old Scots Presbyterian Church, David and Suzanne Redd host guests at Swordgate, an 18th-century inn with five guest rooms: \$44 single, \$48 double. Here, the complimentary breakfast consists of grits, cinnamon apples, English muffins, strawberry jam, juice, and tea or coffee. The meal may be taken in one's room or in the walled courtyard outside. Besides presiding over Swordgate, David Redd is the choir-master at the First Baptist Church and the organist and carillonneur at the Citadel, the military college of South Carolina.

Other accommodations are up for grabs at the fashionable Mills Hyatt House, a 230-room hostelry that combines modern conveniences with antebellum refinements. Singles start at \$45 a day and doubles at \$55. Candles, carnations and crystal await the diner in the Barbados Room, and gaslights flicker just outside the door. This is the South, and hospitality hangs heavy on the air—like the jasmine itself.

Meanwhile, if you want to learn how Scarlett O'Hara lived before the War Between the States, hustle on down to Seabrook Island, a few miles outside Charleston. Seabrook is a barrier island on the Atlantic in the heart of South Carolina's low country. Gnarled old oaks spread their shade among salt marshes, creeks and lagoons; pine and palmetto turn day into darkness. Seabrook isn't an island of the sort that comes to mind when one imagines an ocean island. Instead, it is flush up against the mainland, with creeks and a narrow river flowing around the perimeter. It is 2,000 acres of coastal land on which handsome villas and gracious homes have risen. Spinnaker beach houses face sand dunes—mile after mile of undulating oceanfront; tarpon pond cottages line Seabrook's fairways, and hidden among the oaks with their webbing of Spanish moss are graceful high-hammock villas.

Sea oats and pampas grass flow among the dunes, and whitetail deer peer from the woods, as do raccoons, opossums and bobcats. White herons stroll gracefully along the beach and brown pelicans nest on Deveaux Bank, an offshore sand bar and sanctuary. Those who get their kicks rubbing up against nature, sense the hypnotic spell of Seabrook Island. Barely beyond the breakwater, porpoise play and gulls tag along behind shrimp boats as they move up the north Edisto River.

Living the good life at Seabrook comes to \$55 a day for a two-bedroom cottage and \$150 for a three-bedroom, three-bath villa set flush up against the beach. Folks at Seabrook—if they were

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# LODGE VISITS

GRAND EXALTED RULER

**Robert Grafton**



The observation deck of a railway car was one vantage point from which GER Robert Grafton (second from right) viewed Alaska. (From left) PGER Frank and Betty Hise, PGER Robert and Dorothy Yothers, and Mrs. Pat Grafton joined the GER aboard the train. The group of visitors waved their farewells as their journey continued.

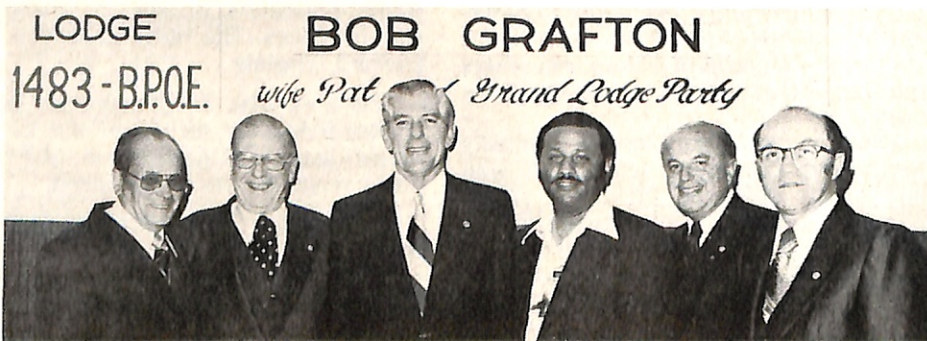


◀ The convenioneers at the Colorado state convention included GER Robert Grafton (second from right). Joining the visiting dignitary were (from left) PER William Rilea, convention chairman, outgoing SP Jay Hatfield, PGER George Klein, and hosting ER William McNamara. The conclave was held in Colorado Springs.

GER Robert Grafton (left) and his wife, Pat (second from left), were two honored guests at the North Dakota Elks Association Convention. The Graftons had a chance to meet some of the other convenioneers after the business sessions. Dickinson, ND, was just one of the stops made during a three-week trip to Alaska, Illinois, Iowa, and Colorado.



Fresh fish for dinner was one advantage of the GER's visit to Valdez, AK. Meeting with Alaska Brothers was another pleasure of the trip. GER Robert Grafton caught a coho salmon on a fishing excursion.



The travels of GER Robert Grafton (third from left) brought him to Cordova, AK, Lodge. Greetings were extended to the GER and his wife, Pat, by SP Charles Ingersoll (right). Those who joined Brother Grafton at the lodge included (from left) Washington SP Bill Hood, PGER Frank Hise, Est. Lead. Kt. Harold Richardson, and PGER Robert Yothers.



## Letters

(Continued from page 17)

• I was greatly concerned by the underlying tone of the column, "It's Your Business," (September, 1979) by John C. Behrens, about the Independent Contractor. The author carefully avoided a value judgment regarding the efforts of the Carter Administration to install withholding requirements on payments made to independent contractors; yet all the "observers," "small business owners," "accountants" and "business associates" (mostly unidentified sources) mentioned by the author seem to categorically decry these efforts. I submit that the proposal, albeit not without serious technical problems, is simply a vehicle to control growing tax fraud.

While I completely agree with legal tax avoidance, I submit that the 46.9 percent of independent contractors that failed to report income are practicing *tax evasion*. Tax evasion is theft—*theft from each and every U.S. taxpayer*. A thief should never be glorified as "someone ambitious enough to hold down several jobs..."

Gregory L. LaFollette  
Sioux Falls, SD

• A group of us were talking in a cafe after a lodge meeting, and the discussion became heated when it was asserted that our country's problems were the result of there being too few "haves" and too many "have-nots."

"Tain't true, Brothers," said the oldest Elk at the table. "Out of all the billions of people who've lived on Earth, this little group called 20th century Americans is the richest generation that has ever walked the planet."

"No king or pharaoh, robber baron or saint has ever had the advantages in health, medicine, communications, shelter, transportation, education, entertainment, and simple comforts that are available to everyone today. Our aged and poor, in a medical emergency, can be taken to a hospital hundreds of miles away in a few hours. George Washington died of a simple respiratory ailment for want of just such care. The apostles of our Lord all lived in houses without electric lights, gas power, washing machines, city plumbing, water heaters, or refrigerators. If they wanted to go somewhere, they walked. Such a standard today is called being 'poverty stricken.' Does that mean Peter, Mark, and even Jesus himself were 'socially deprived?'"

"Before we go crying that some of us are living lives of unjust deprivation because we don't have as much as the richest among us, take a look at the reality of our modern lives. When it comes to 'haves' and 'have-nots,' we're a nation of 'haves' and 'have-mores.'"

James Nathan Post  
Las Cruces, NM

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

## Medicine and You

(Continued from page 29)

(122 F), if it is tolerated by the patient. Of the patients treated with either ultrasound or radio frequency fields by Dr. Corry, 50 percent have had their tumors reduced by at least 50 percent.

Dr. Corry also has been collaborating with Dr. William Spanos, an Anderson radiotherapist, to study the effects of hyperthermia treatments given immediately before a patient receives radiotherapy. They have seen some "remarkable results for very low radiation doses," Dr. Corry explains. "There is a complementary relationship between the heat and radiotherapy that reduces the cancer cell's capacity to cope with the lethal effects of radiation."

To make certain each research group has access to the others' information, Dr. Clifton F. Mountain, chief of thoracic surgery at M.D. Anderson, organized an informal hyperthermia study group. "Hyperthermia probably will not be a solution by itself," he sums up, "but it shows some tantalizing prospects, particularly when combined with other methods of treatment."

Not only is heat being applied to cancerous areas to combat growth, it's also being utilized to pinpoint specific cancer spots within the body. Microwaves are

being used for everything from cooking steak to sending telephone messages. Like other forms of electromagnetic radiation, they can damage tissue at high energies. However, Dr. Norman Sadowski, chief radiologist at Boston's Faulkner Hospital, has been using the body's own "microwaves" to detect cancer. Because of rapid growth and increased blood supply, a tumor is hotter than normal tissue and hence gives off more radiant energy.

Thermography, or heat scanning, concentrates on finding a hot spot with infrared radiation. But such waves are rapidly absorbed by body tissue. Thus, tumors that lie any distance below the skin's surface cannot be readily picked up by infrared sensors. By contrast, microwaves—which are more penetrating—can locate tumors up to four inches below the surface.

Perhaps, between the ongoing research in hyperthermia and the new microwave heat scanning techniques, cancer will someday—hopefully soon—cease to be such a hot topic of conversation.

*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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## Clean Sweep

(Continued from page 23)

tails to try to upgrade and dignify their profession.

Besides folklore, the Kaylor's offer advice with their chimney cleaning. To use a fireplace properly, they tell you to let it burn for thirty minutes. Then, with a poker, slowly close the damper until you see a slight wisp of smoke. Open the damper just enough to eliminate the smoke and your fire will give up to thirty percent more heat.

## Broadcasting

(Continued from page 28)

tion and material for his routines. The list could go on and on.

In fact, the number of visitors has become so large that lack of space has become a serious problem.

"Right now, the demand to visit the museum is more than we can handle. Last summer, the crowds were so large that only one in five visitors was actually able to see the collection," Ms. Schwartz says.

To solve this problem, the museum has undertaken a full-scale expansion of its headquarters.

They say to avoid burning moist, unseasoned wood, as it creates creosote. Use hard woods like oak and ash, and recycle soot and ashes in your garden. Soot discourages snails, and ashes are good for some plants and in the compost pile. The Kaylor's feel that your chimney should be inspected annually and swept after every 250 fires. And they suggest calling a chimney sweep in the slack season, spring and summer. Otherwise, you may have to wait for weeks.

Although the Chimney Sweep Guild warns homeowners to stay in the room

The expansion is designed to quintuple the museum's capacity, Ms. Schwartz says. When it's completed, the museum will have a new 63-seat auditorium with large-screen video, film and slide projectors; two console rooms with facilities for 61 visitors; a library and catalog room for the 2,000 original production scripts dating from the 1920s that the museum has also collected; and administrative and technical offices.

Money for this expansion will come from charitable trusts established by Paley, as well as contributions by ABC, CBS and NBC, which have been the museum's principal sources of funding.

The operating cost of the enlarged

when a sweep is at work because of a few rogues among them, most chimney sweeps are trustworthy and idealistic. They choose their job because they feel it is a needed service. As Marty Kaylor says, "Every time you finish a chimney, that house is a safer place to live in."

The next time you see a chimney sweep walking the street in a Dickens outfit, reach out and shake his hand or touch a coattail. Perhaps it will bring you good luck. And if you invite him in to peer up your fireplace or climb to your roof, he'll bring you the best luck of all—a clean, fire-safe chimney. ■

quarters will be met by memberships and philanthropic contributions being sought from broadcasters, corporations and foundations.

But even as they expand, museum officials plan to never lose the relaxed, informal atmosphere they have now. The pleasure of the general public will always be their main concern.

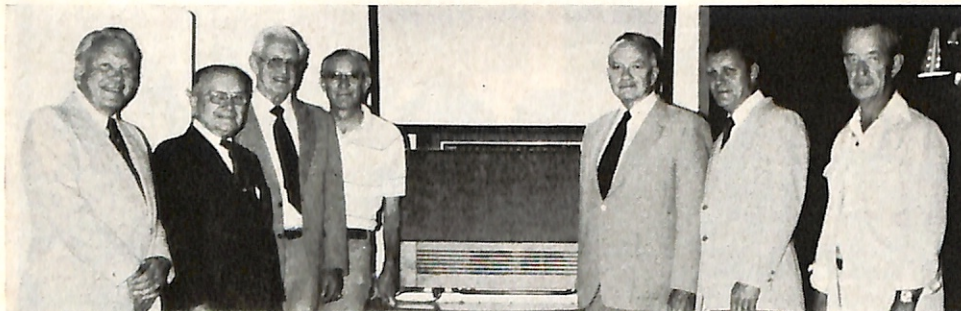
If people believe the past cannot be brought back to life, all they have to do is visit the museum. There they will find memories, new or old, and laughter or tears. For just a few hours, time will stop; and when the visit is over, the present will be just a little more meaningful because of memories captured forever and always. ■

## 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."



Checks for \$600 were contributed to two veterans hospitals by Port Jervis, NY, Lodge recently. Vets Chm. Ed Vanaria (right) presented one of the checks to Dr. Henry Dratz (left), director of the medical center at the Castle Point Veterans Hospital. The other donation benefitted the veterans hospital in Wilkes Barre, PA.



A 60 inch television screen was contributed to the patients at the Salt Lakes Veterans Hospital by Utah Elks recently. On hand for the contribution were (from left) Lynn Kuhn, staff member, SDGER Alton Thompson, State Chm. Bill Van Talge, Jesse Carter, head of volunteer services, Robert Simpson, assistant medical director, VP Dan Wright, and SP W. C. Buckingham. The hospital representatives thanked the Brothers for the gift.



Veterans from Fort Howard Hospital viewed a scene similar to the one which inspired Francis Scott Key to write "The Star-Spangled Banner." Brother Roy Anderson of Glen Burnie, MD, Lodge piloted the boat which carried the vets on a tour around Chesapeake Bay. The cruiser passed by Fort McHenry when the American flag was at full mast.



# NEWS OF THE LODGES

(Continued from page 16)



For the fourth year, *New Egypt, NJ*, Elks sponsored a day of harness racing at the Stanley Dancer Farm. DDGER George Ward III (left) and Chm. John Gilmer (second from right) congratulated driver James Larente and winning pacer Mr. Wight. Pres. Sid Allen (right) of the New Jersey Sire Stakes Board was also present.



At the annual dinner for the blood bank of *Hollywood West, FL, Lodge*, PER Frank Boffi received a certificate for donating five gallons of blood. Presentation of the certificate was made by Chm. Pershing Rennie. Members of Hollywood West Lodge donated a total of more than 600 pints of blood for their blood bank account.



Five members of Boy Scout Troop No. 1837, which is sponsored by *Athol-Orange, MA*, Elks, became Eagle Scouts recently in a ceremony at the lodge. Tim Anderson, Dexter Wood, Tim Kilhart, Brian Allen, and Mark Cunningham received letters of congratulations from President Carter, Vice President Walter Mondale, Senators Paul Tsongas and Edward Kennedy, and Governor Edward King. Athol-Orange Brothers were joined by PSP Edward Lynch in offering congratulations to the young men.



Twenty-three veterans from nearby Rocky Hill Veterans Home and Hospital were among 300 people who attended *Groton, CT*, Elks' Annual Family Day Picnic. Each family served as a host for one veteran during the day. Enjoying the festivities were (from left) ER Ralph Conwell, Picnic Chm. Gary Grimm, State Veterans Chm. Edward Golaszewski, Thomas Mullins, who, at 88 years of age, was the senior veteran on the picnic grounds, and SP Francis Reinholz.



*Scranton, Pennsylvania*, Elks hosted their annual Suburban Conference All-Star Football Classic recently. Players representing 12 local high schools participated in the game, which was attended by 1,200 fans. Jeff Cavanaugh (standing, second from left), most valuable defensive player, and Tom Corcoran (third), most valuable offensive player, were congratulated by (standing, from left) ER Charles Itchkawitz, Chm. George Kahanick, Est. Loyal Kt. Dave Cianfichi, Treas. Mike Lawrisky, and (front row, from left) Brothers Fred Furnari, Joe Fiorini, Sam Toman, Jim Kelly, and Joe Mawn.



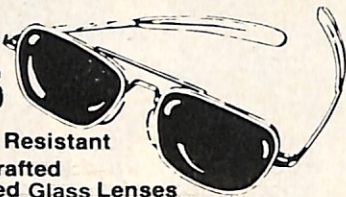
*Fort Fierce, Illinois*, Elks sponsored their second annual golf tournament at the Indian Hills Golf and Country Club recently. Guest speaker at the banquet to honor the participants was professional golfer Al Griffith (second from right). Winners PER Richard Forret (left), Ron Nordquest (second from left), and John Westby (right) were congratulated by Chm. Bob Peppin Jr. (center), Co-chm. Bob Hess (third from left), and ER Martin Folan (fifth).



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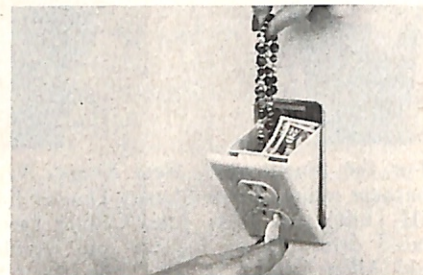
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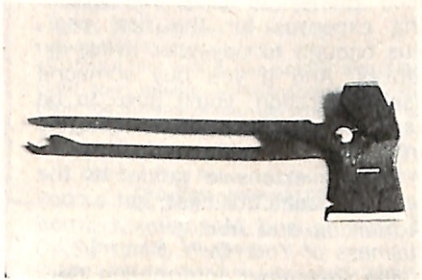
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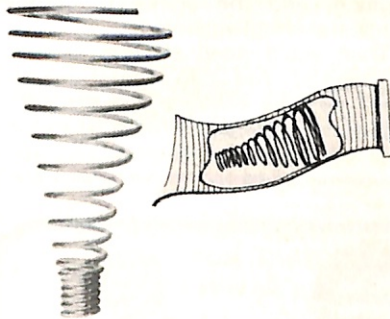




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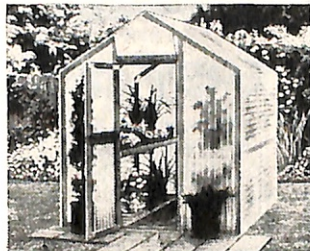
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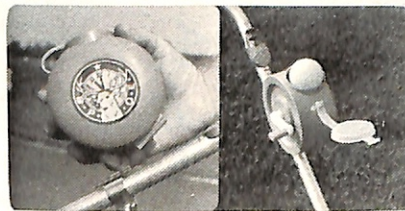
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For an extensive guide to the basics of small business, get a copy of *Starting and Managing a Small Business of Your Own*. Send \$2.40 to the Consumer Information Center, Dept. 100G, Pueblo, Colorado 81009.

Before you begin, ask yourself, "Am I really the type to go into business?" You must have good "people skills," excellent health, and be the independent type. You'll need strong drive, perseverance, and the ability to communicate effectively.

Then you'll need start-up funds or capital. You can raise these from personal savings and assets, friends, banks and credit unions, (Continued on Page 44)



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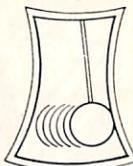
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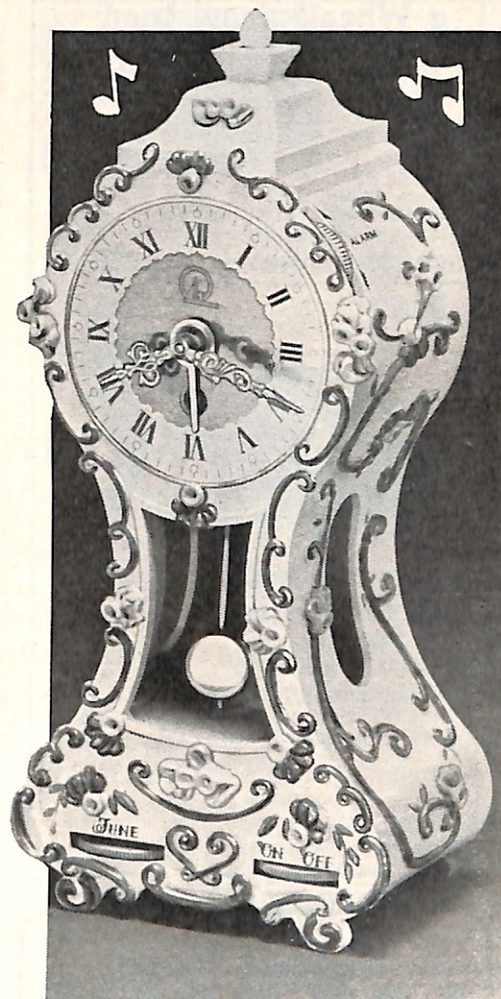
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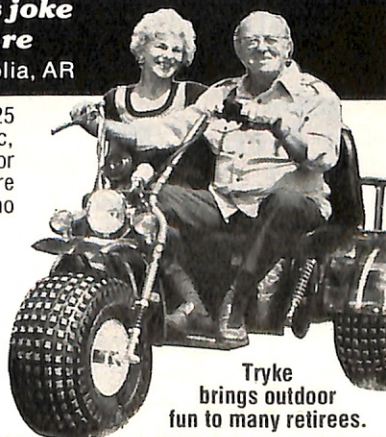
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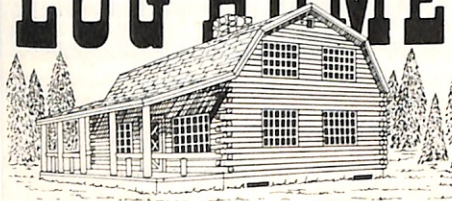
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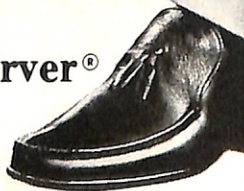
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## Elks Family Shopper consumer/news

and private investors. Suppliers may even offer credit. But to raise funds, you'll have to effectively sell your business ideas and your own ability to succeed.

To do this, you'll need a business plan. Chart expenses, revenues, and projected profits for one or several years, perhaps with the help of a professional accountant. You'll also have to be sure the business complies with laws, regulations, licenses, zoning, and tax provisions.

It may be easier to buy an existing business. You'll save time and the start-up costs involved in a new business, plus you could find a good bargain from someone who must sell out for personal reasons. And you'll also get the benefit of the owner's established trade and reputation.

But watch out for a business being unloaded because of falling profits. Is the owner giving the real reason for selling? Ask to see profit and loss statements, profit projections, and recent tax returns; then, if necessary, get professional advice to analyze them. Be wary of any business that might be going under due to poor location, shoddy inventory, old equipment, or a tarnished reputation.

When your legs start to ache, whether you've been walking or standing a lot, and your veins are standing out and throbbing, take a load off your feet. Sit down and put your feet up.

That's the opening advice in a booklet on **varicose veins** from the Department of Health, Education and Welfare. The booklet talks about the causes of varicose veins and tells what you can do to relieve the suffering. For your copy of

(Continued on page 46)

See Advertisement Inside Front Cover

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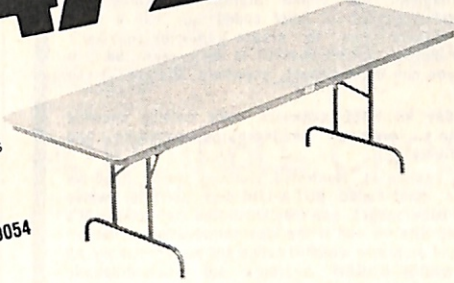
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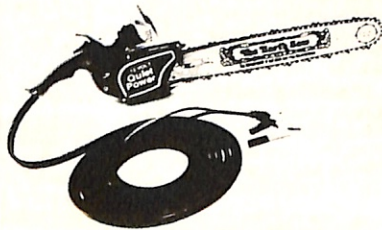
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## Elks Family Shopper consumer/news

*Varicose Veins*, just send 40 cents to the Consumer Information Center, Dept. 90G, Pueblo, Colorado 81009.

If you've inherited a weakness in the structure of your veins, then your susceptibility to varicose veins is increased. Your job, too, can help give you varicose veins. People with work that requires a great deal of standing, such as beauticians, dentists, and salespeople, seem more prone to varicose veins than those with sedentary jobs. But if a job requires sitting in one place for long periods of time, you can also have problems. Walk around or elevate your feet from time to time.

Among women, a contributing cause of varicose veins is the use of tight girdles and other clothing that obstructs the bloodflow and increases pressure on veins. Women can help prevent varicose veins, or reduce severity, by using these garments as little as possible.

If you have a mild case, be sure to get adequate rest, with your feet and legs elevated, and avoid pro-

*(Continued on page 47)*

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# Elks Family Shopper consumer/news

longed periods of standing. You can also try wearing support hose. Bicycling exercises while lying on your back, swimming, and walking are also recommended for people with mild varicose veins. Medical treatments to relieve the pressure of varicose veins include injections and surgery.

Injection treatment is usually used for small varicose veins lying  
(Continued on page 48)

### See Advertisement Inside Back Cover

**New Hampton General Store, Dept. BZ-7782**  
340 Poplar St., Hanover, Pa. 17331

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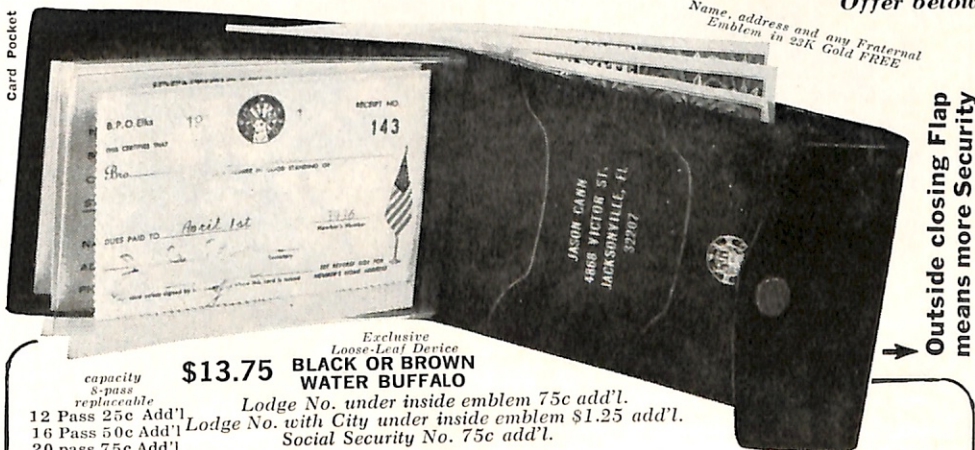
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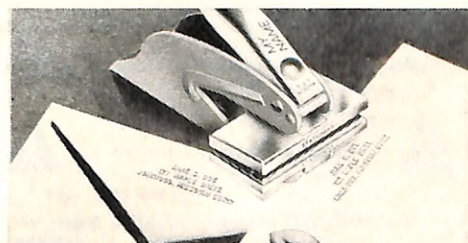
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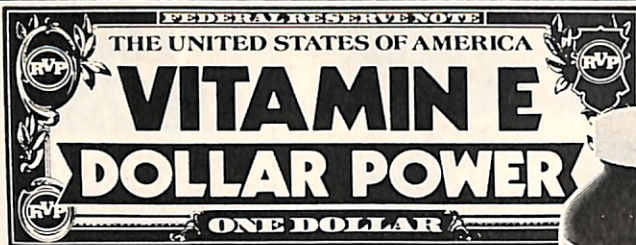
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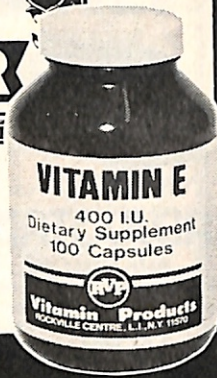
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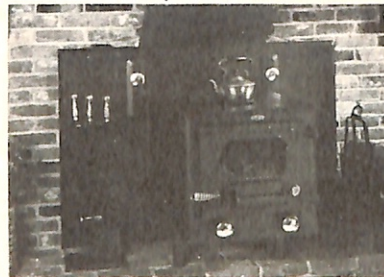
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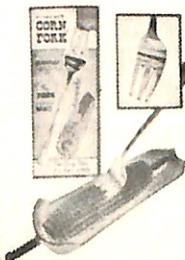


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## Elks Family Shopper

### consumer/news

very near the surface of the skin. The varicose veins are actually given a hardening solution to block off the part of the vein that is swollen. The blood normally carried by that vessel is re-routed through other veins.

Injections have some drawbacks. Permanent results aren't guaranteed, numerous injections may be needed, and elastic pressure bandages have to be worn for the duration of the treatment.

Surgery to "tie-off" or remove the vein is quicker, and the results are more likely to be permanent. If the patient is otherwise in good health, the surgical risk is slight. However, surgery does require a hospital stay and is relatively expensive.

How well can a victim get along without the veins that are injected, tied-off, or removed? The answer is that varicose veins are inefficient in returning blood to the heart. In fact, severely damaged veins can cause the blood to flow in the opposite direction. Thus, blocking or removing the vein can actually improve overall performance. ■



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Turn a special picture into a one-of-a-kind gift: a deluxe 8" x 10" jigsaw puzzle. Full-color or B/W, depending on the photo you send. It makes a perfect holiday greeting, a special thank you, or simply a unique token of affection. Mail print or negative (returned unharmed) and \$4.50 postage paid. For rush orders, send an additional \$2.00 and we'll ship your puzzle the same day it's received.

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cozy... cuddly...

# the Body Bundler™

THE NEW, MODERN  
COMFORTER CONCEPT  
EVERYBODY'S RAVING ABOUT!

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You must be delighted with your 'Body Bundler™'. You must agree it is a quality product that provides warmth beyond compare. If not, simply return it for a full refund of purchase price . . . no questions asked. Now, that's a guarantee in writing!

**New Hampton General Store**  
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**SALE!**  
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NOT \$20  
ONLY  
**\$18<sup>88</sup>**  
Big 30" x 63"  
Standard Size!

**NOTE:** 'Body Bundler™' is economical . . . can easily pay for itself in fuel savings the very first winter! So, turn down your thermostat and conserve energy. (It's healthier, too!)

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