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**Elks**  
magazine

December 1981/January 1982

Elks "Hoop Shoot"<sup>®</sup>  
Schedule 1982  
page 36



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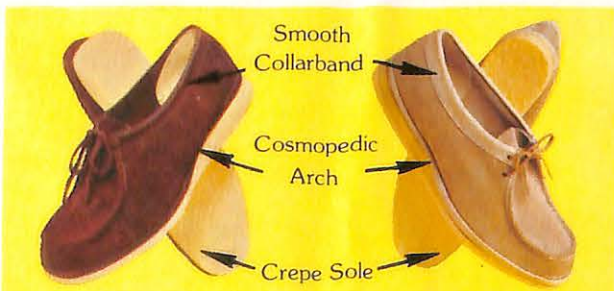
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A Message  
From The  
Grand Exalted Ruler

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## The True Spirit of Giving

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★

With the passing of another holiday season of celebration, merriment and spending, let us retain the deeper feelings of reverence and inspiration the entire year in a true spirit of Christmas and joyous giving.

The festive season is short, lasting only a few weeks, but we can share our compassion for our fellow man all-year-round by making a special effort to be of help to those in distress. Each day of the year can be imbued with the emotions and high ideals reflected in Christmas giving. Allow those feelings to reach out beyond your immediate family and friends and touch someone in need in one of the Elks national, state or local lodge charity programs. Give a gift of financial support or your time in the form of service to a program. Take a few moments to write a letter to a disabled veteran or visit a veterans hospital or a shut-in Brother. And don't forget how needed and worthwhile are your donations to the Elks National Foundation, state major projects, and local lodge charity programs, as well as inter vivos and testamentary bequests. There are so many benev-

olent programs awaiting your participation in the great heart of Elksdom.

Everyone is touched in one way or another during the holiday season, and I think the finest gift I received this year was from a small, severely-crippled boy whom I will always remember for his bright and cheery attitude. At a dinner, this fine young lad presented me with a gift—a check payable to the Grand Exalted Ruler for one million good wishes, from Jonathan and the children of the Crippled Children's Center. I endorsed this check and have been withdrawing from deposit, using one of these good wishes each day.

Since I will have many good wishes left over, please help me to use up the rest as we join together in TELLING AMERICA ABOUT ELKDOM.

*Raymond V. Arnold*

Raymond V. Arnold

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The hoax has forever been a part of the human experience, and the desire to pull the wool over someone's eyes cannot be long suppressed.

Gary Turbak

## 12 Evangeline's People

In 1755, the peace-loving Acadians became victims of one of history's most cruel and ruthless acts.

Henry N. Ferguson

## 24 Common Indigestion--or Hiatal Hernia?

Thousands of men and women, including a great many senior citizens, suffer from a digestive problem known as hiatal (diaphragmatic) hernia.

Gil Crandall

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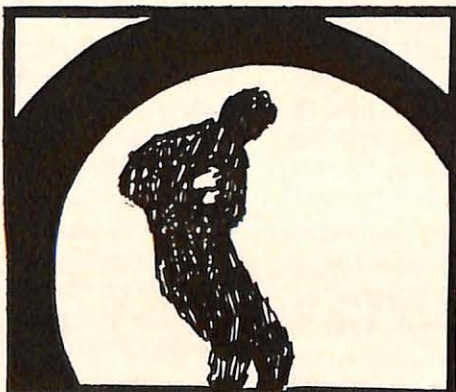
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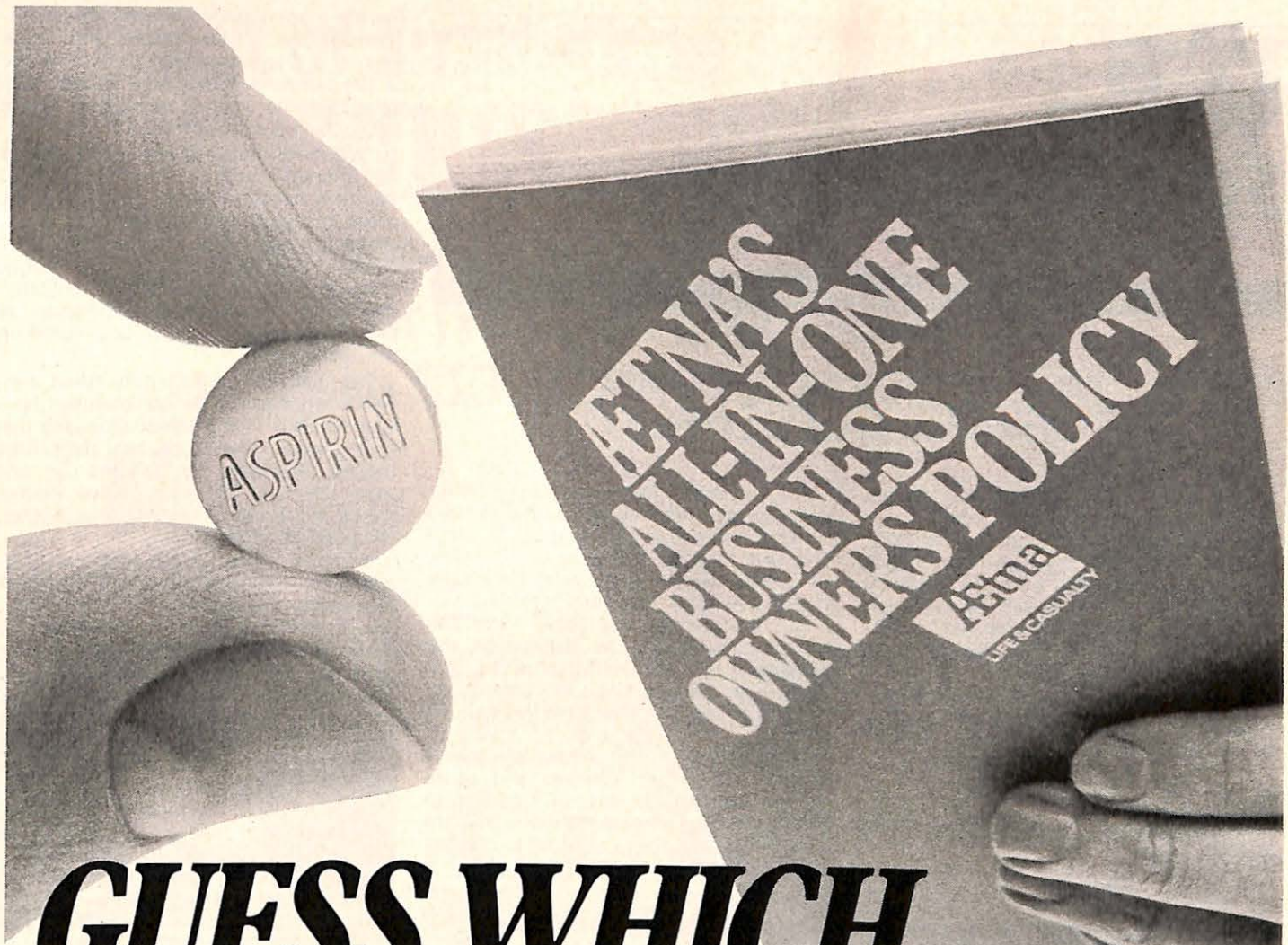


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# IT'S YOUR BUSINESS

by John C. Behrens

## IMPROVING MEDIA RELATIONS

How can you improve your media relations?

A longtime acquaintance, a retail businessman, answered the question recently by offering one of his own. "Why should I? I don't need to improve my relations, the press has to get its own act together!" He had a hard time concealing his anger.

He had been misquoted many times, he said, and "when I tried to offer advice on something that affects many readers and listeners about my industry the editors and news directors told me to take out an ad!"

He was convinced there was media bias.

A local editor, however, had a different account. "He wants us to publish his comments when they apply to products and services available at his store. He simply doesn't understand the nature of our business," the editor sighed.

But the damage has been done. The merchant continues to bad-mouth the newspaper and refuses to advertise. The newspaper, meanwhile, is careful to avoid mentioning the businessman in print.

Such criticism and escalating fallout from word-of-mouth charges and counter-charges can do serious damage to healthy business-media relations and indirectly affect the community. Unless

there's a solid understanding of the responsibilities of the media and some form of a grievance mechanism for those in the business community to communicate ideas as well as complaints, there simply isn't a relationship.

"We have enjoyed the fruits of the free market system for two centuries, as we have benefited from freedom of the press for two centuries. Yet, here we are, business and news media, like two strange dogs circling each other warily, suspicious of each other's intentions," Donald S. MacNaughten, chairman of the Prudential Insurance Co., noted in the late 1970s.

The suspicion hasn't diminished either. Common goals for communities have slipped away in the power struggles that have ensued where the two sides have battled. The scars can be deep . . . and they can last for years. When neither media nor business respect one another, everyone can suffer.

A recent study by the American Management Association called "The Business-Media Relationship; Countering Misconceptions and Distrusts," describes the problem and its implications.

"The study reveals broad areas of disagreement and misunderstanding between business executives and the media, but also some surprising areas of agreement," said John Enell, vice president of research for AMA.

Journalists and businessmen interviewed believe that when business reporting is inaccurate it is because of sloppiness rather than bias. Reporters and business execs surveyed expressed concern that inaccuracies come from newsmen who don't research topics carefully, businessmen who don't spend time or demonstrate patience with media and business owners who are too defensive when they are questioned.

"Probably nothing haunts business-news media relationships more than the commonplace evidence that so many writers, reporters and commentators often don't understand the meaning, uses and benefits of profits," MacNaughten said. "And the men and women of the news media are often frustrated when digging for business news. They find many business executives excessively secretive and often inaccessible or prone to doubletalk.

"The journalists tell us, too, that business arouses their hackles because so many companies press hard for space or air time when they have good news, but remain underground when their fortunes are receding."

I agree.

Good media relations come from a healthy give-and-take and mutual trust, not from cynicism and cheap shots.

Imagine the reaction of the car or the insurance sales person called by a reporter who wants a response to a Gallup Poll that found both occupations on the bottom among a group of professions and businesses surveyed about ethics and honesty. Unless the reporter handles the questions with diplomacy and the story with balance, local business own-

(Continued on page 39)

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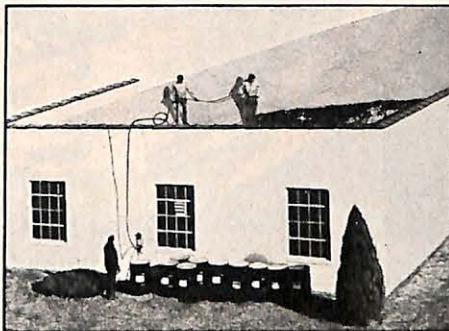
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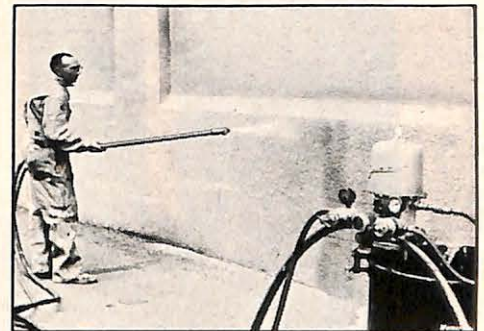
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# THE HOAXERS



The hoax has forever been an indicative part of the human experience, and the desire to pull the wool over someone's eyes cannot be long suppressed.

by Gary Turbak

You've seen the headlines: Scientists Clone A Human! Space Creatures Land In The U.S.! Biography Of Howard Hughes Published! Missing Link Found! The list goes on.

These are, of course, the hoaxes. While the skeptical reserve judgment, the gullible and willing believers rush in. For a few hours or for even a few years the tale may withstand the tests, but in the end truth wins out.

The hoax, it seems, has forever been a part of the human experience. The desire to pull the wool over someone's eyes cannot be long suppressed. One hoax dies away and another rises to replace it.

One of the simplest—and for a time most successful—hoaxes involved a man named William Miller and an astro-

nomical interest rate of 520 percent. The year was 1899, and William Miller was a slight, short youth of 20. Unsuccessful stockmarket dabbling had left him bereft of cash, but one fuzzy, zany, outlandish idea lurked in the back of his mind.

Claiming to possess inside tips on what the stock market was about to do, Miller convinced cronies to invest \$10 each in his expertise. "I'm so confident," Miller told them, "that I promise to pay you one dollar per week in interest. That's ten percent per week . . . or 520 percent per year." Ten investors stepped forward.

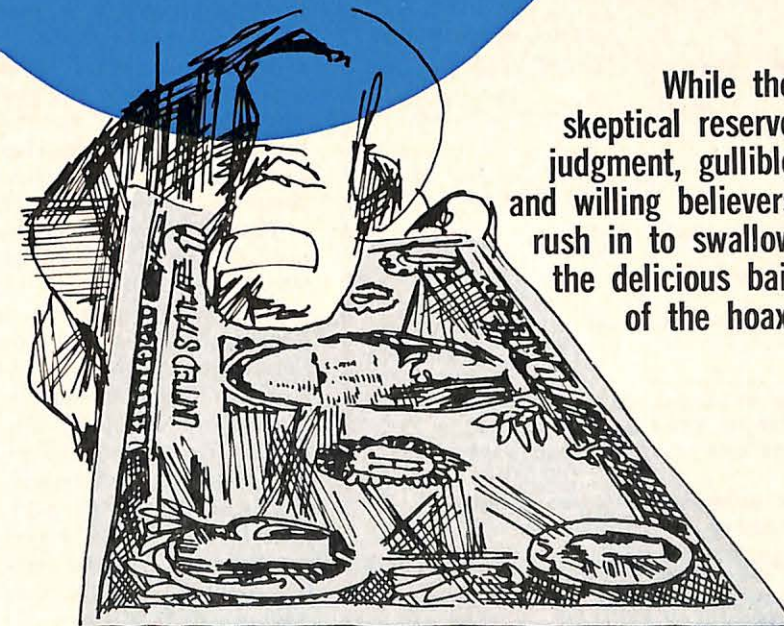
Word of this great investment opportunity soon spread, and Miller's clientele grew. With cash from new investors Miller dutifully paid the interest

due previous lenders. As long as new customers kept coming, the ploy would work.

He had no inside Wall Street tips and did not bother to invest the money at all. Blindly, Miller refused to see where the scheme might be headed.

Business was good. Soon he rented an office and spent each day collecting investments and paying out interest. Crowds of happy investors gathered. No one had ever before paid such a high rate of interest. Police closed the street to traffic so that the swelling ranks of Miller's clients had somewhere to stand. Everyone in New York wanted in on the 520 percent interest bonanza.

Miller hired a team of 50 clerks to handle business, as his tiny office grew to fill an entire building. Money ac-



While the skeptical reserve judgment, gullible and willing believers rush in to swallow the delicious bait of the hoax.

cumulated so fast that assistants had no time to count it, but instead shoveled it into waiting barrels. In just one month Miller took in \$648,000. And always the interest was paid as promised.

The pyramid had grown beyond Miller's wildest dreams, but it was not without cracks. Miller became jittery.

When a few vocal skeptics prompted some minor runs on his accounts, he panicked and fled to Canada. Investigators moved in and quickly exposed the hoax. When Miller returned from Canada he was promptly jailed.

During the year that Miller's 520-percent hoax was the talk of Wall Street, hundreds of investors lost thou-

sands of dollars. But, as with many schemes, the biggest loser of all was the hoaxer himself. Miller ended up in the penitentiary at hard labor.

About the time Miller's fraud was just beginning, John Keely's 26-year hoax was coming to a close. In 1872, scientist Keely claimed discovery of a new etheric force that would revolutionize the world. He could, he said, harness enough energy from a quart of water to run a train from Philadelphia to San Francisco. To a skeptical public he explained: "The atoms and molecules are oscillated by sympathetic equilibrium. All matter consists of atomic triplets, and when I apply harmonics there is etheric disintegration. It is that simple."





And people bought it. Investors quickly signed up, and the Keely Motor Company came into being. Each time the scientist displayed the power of his motor's force, the faith of stockholders soared. In his demonstrations, Keely's motor snapped huge cables as if they were rubber bands. Iron bars

were twisted like pretzels. The mysterious motor worked . . . but only under the inventor's close supervision and only in closely controlled demonstrations. Yet, it was all quite impressive.

Investors snapped up 20,000 shares of Keely stock at \$50 each. When not secluded in his Philadelphia laboratory, Keely proudly sported about the city. An aura of eager expectation surrounded him and his creation.

But no working model emerged. Though Keely labored and tinkered and prophesied, the etheric force remained hidden in his shop. When investors grew impatient, the scientist ushered them into the laboratory for a

snapping, popping, convincing demonstration, and everyone's doubts were assuaged.

Year after year, only promises and predictions rolled off the Keely Motor Company assembly line. The firm sold no product, earned no money, and perpetually operated in the red. As time passed and Keely aged, company directors feared that the great secret would die with its inventor. Keely, stubbornly, confided in no one.

Then, in 1898, Keely died. For the first time, skeptics closely examined the laboratory. What they found was an elaborate system of cleverly hidden pneumatic tubes, some of them the size of common wire. The marvelous, mysterious etheric force had been nothing more than compressed air. Keely's hoax had run for more than two decades and had fleeced hundreds of investors out of millions of dollars.

But profit is not the hoaxer's only driving force. Paleontology seems to attract more than its share of hoaxers, and motives here are not so easily labeled. Certainly the most famous fossil fraud has been the Piltdown caper. In 1912, in a gravel pit near Piltdown, England, amateur fossil hunter Charles Dawson made a spectacular find.

He unearthed a remarkable skull with a human-like cranium and an ape-like jaw. The two fit together perfectly, and the discovery seemed to cement Charles Darwin's theory that man had evolved from apes. This skull, claimed evolutionists, once belonged to a creature who was half ape, half man. The missing link had been found! For decades, the Piltdown man occupied a prominent position in science.

Then, only in 1953, the hoax was exposed. A Neanderthal man had owned the cranium all right, but the jaw came from a 20th century chimpanzee. Someone had expertly altered the counterfeited skull to make it appear ancient. Time, however, had obscured the trail of the 1912 hoaxer, and his identity has never been proved.

Another mischief maker, George Hull of Cardiff, New York, perhaps wins the award for effort and expense expended in a hoax. In 1868 he concocted a plan that later sent all paleontologists scurrying for their textbooks.

First, Hull journeyed to Iowa, where he purchased a human-sized piece of quarried stone. This he shipped to a Chicago stonecutter. Under Hull's guidance, the artisan hewed a human figure out of the rock. The giant stood more than ten feet tall and weighed 300 pounds. The stone man reclined in a supine position, as if he'd been laid in a grave. Streaks in the stone resembled the lines of human muscles and veins. Hull hammered the giant with a

(Continued on page 31)

## Letter To President Reagan From GER Raymond V. Arnold



**GRAND LODGE**  
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**ORDER OF ELKS**  
UNITED STATES OF AMERICA

RAYMOND V. ARNOLD  
Grand Exalted Ruler

Box 1067  
JACKSON, MICHIGAN 49204

September 25, 1981

The Honorable Ronald W. Reagan  
President of the United States  
The White House  
Washington, DC 20500

Dear Mr. President:

I listened with rapt interest to your message to the Nation last night.

Your request for volunteer help will not go unheeded by the Benevolent and Protective Order of Elks of the United States of America. I assure you of our wholehearted support.

Our Order was founded for these purposes 113 years ago-- "to inculcate the principles of charity... to quicken the spirit of American Patriotism."

Last year the Elks donated nearly 20 million dollars to charity and millions of hours of service.

This year I am asking our members 1,600,000 strong to be responsive to your request; to rededicate themselves to our principles and to redouble our effort to provide volunteer dollars and service to insure continued strength of our country and assistance to those in need.

Respectfully yours,

*Raymond V. Arnold*  
Raymond V. Arnold  
Grand Exalted Ruler

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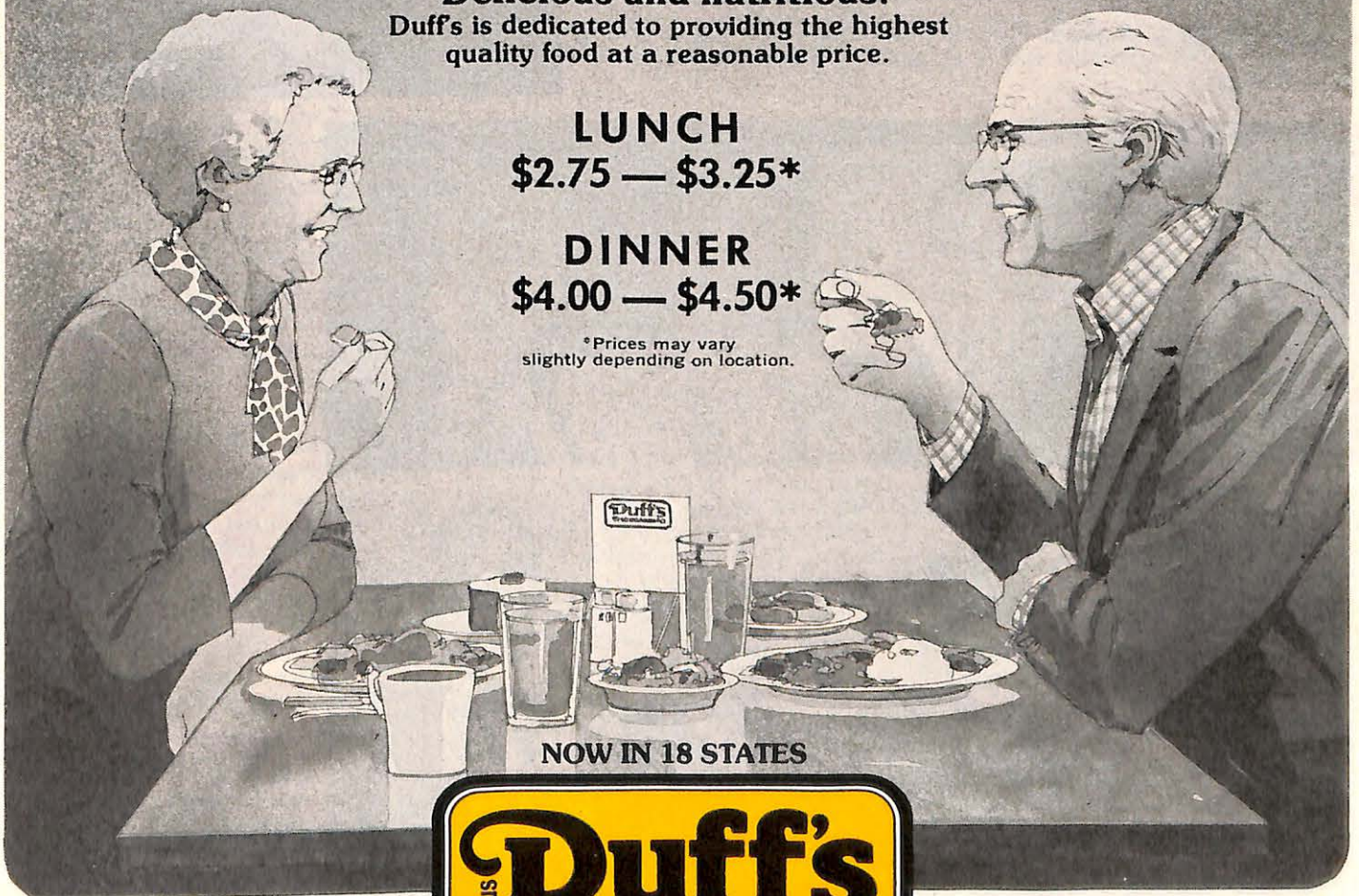
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GER Raymond V. Arnold (center) was present for the dedication of the new facility of Mitchell, SD, Lodge. He presented the key to the building to Trustee Robert Hendrix (left), as ER Felix Murray looked on.

On State Presidents' Night at Plymouth, MI, Lodge, GER Raymond V. Arnold (right) was presented with a personalized license plate by PER Robert Bankey.



GER Raymond V. Arnold (second from left) was the honored guest at the Wisconsin Elks Association's Fall Conference at Stevens Point. He is pictured with SP Francis Kruse, Jr., Wisconsin Gov. Lee Dreyfuss, and PGER Francis Smith.



When GER Raymond V. Arnold (second from right) visited Fargo, ND, Lodge, he presented a first-place Memorial Service Award to Co-chm. James Gompf and PER Basil Walker. ER James Winkler (right) displayed the lodge's award-winning brochure.



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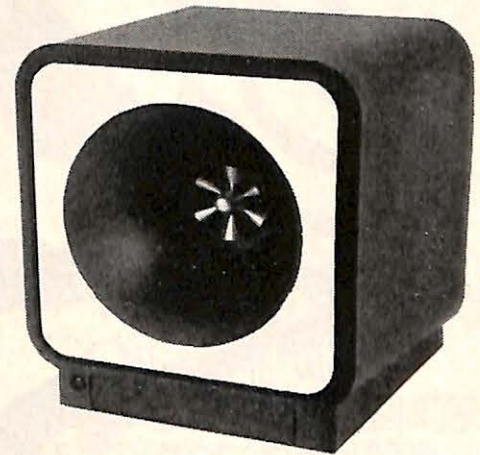
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# Evangeline's People

CAROLINA  
VIRGINIA  
NEW YORK  
PHILADELPHIA  
CHARLESTON  
NEW ORLEANS  
BATON  
ROUGE



by Henry N. Ferguson

The sun nudged its first morning's rays above the eastern horizon on September 5, 1755; the citizens of Grand Pre, Nova Scotia, accepted the event as simply the signal for the beginning of just another day.

Yet, before the sun went down that night they were to become the victims of one of the most cruel and ruthless acts in all human history. It was the beginning of a saga that would see these thrifty, peace-loving Acadians driven from the homeland that had been theirs for a century and a half.

Late that afternoon the people caught sight of an English fleet in the distance, and a nervous murmur raced through the village. Anxiously they watched the vessels sail in with the evening tide, dropping anchor in the harbor.

Soldiers marched ashore, and all the males of the town past the age of ten

were ordered to assemble in St. Charles Church. Four hundred and eighteen men gathered. They listened in numbed silence as an aide to the English governor read a decree. Their fate was sealed with these words: "That your lands and tenants and cattle and livestock of all kinds are forfeited to the Crown with all your effects, except money and household goods, and yourselves to be removed from this, his province."

The men were then declared prisoners of the king and commanded to remain where they were. The soldiers enforced the order.

The perturbing turn of events was not a spur-of-the-moment affair. It had been brewing for many years. This particular section of the New World had been a bone of contention between France and England almost from the time the first French settler arrived in 1604.

Contesting the French, the English had claimed the area by right of the discoveries of the Venetian-born John Cabot. Each nation had several times won possession of this part of southeastern Canada, and as many times had been driven out by the other.

From the beginning, Port Royal had been the focal point around which the area was settled. However, as more newcomers arrived the population flowed outward to the prairie-like section known as Minas. It was a marshy land, subject to tidal flooding. Nevertheless, the soil was extremely fertile and the hardworking Acadians built dykes and reclaimed the land from the sea. It was here that the village of Grand Pre was situated.

In 1713, France and England ended a war that had lasted nearly a quarter of a century. With the signing of the peace treaty Acadia passed out of the

hands of the French for the last time. The Acadians, all of whom were French, were given the privilege of leaving with their movable effects within a year to any place they might choose. They were also free to remain where they were, as subjects of Great Britain, if they so chose.

Determined to leave the country rather than swear allegiance to the English King, they searched for lands in French territory but found none to their liking. Meanwhile, the year passed quickly. Their right to leave was renewed, but this time it contained limitations. They were now denied permission to sell their lands and take their possessions with them.

So, finding themselves in a dilemma for which there was no solution, they did nothing. For the next 35 years they lived as "French neutrals" in comparative peace and prosperity. Resolved to make the best of their situation, they went so far as to resist underground efforts by the French to help them.

The French and Indian War, bitterly fought in America and on the high seas, began in 1754. It was the last of the series of wars between Great Britain and France for control of North America. In July 1755, British Commander-in-chief Edward Braddock marched on Fort Duquesne. Caught in an ambush, his forces were defeated and he was mortally wounded. This so infuriated the English governor, Law-

rence, that he decided to circumvent his government and wreak his own personal vengeance on the innocent Acadians by having them banished.

It was his order of deportation which was read to the group in St. Charles Church. Seized with consternation, the Acadians hastily organized petitions pledging loyalty to the British. They were ignored. Fear and panic spread like wildfire. By the fifth day the younger of the prisoners initially taken became restive, then openly hostile. The English quickly retaliated. There were five transports in the harbor and 50 of the prisoners were immediately ordered transferred to each of the vessels.

The 250 men were lined up between files of soldiers with fixed bayonets. Their families crowded onto the roadway. Cries of anger, pitiful sobs and pleas for mercy were of no avail. Finally, the sorrowing spectators fell on their knees and prayed as the prisoners were marched away. Few ever saw

their loved ones again. It was the beginning of the Acadians' travail.

For the next 11 years this scene was repeated over and over throughout Nova Scotia until an estimated 18,000 persons had been uprooted and sent to alien lands. Families were separated never to be united again. The British applied the scorched earth policy to the region; and the grief-stricken people, forcefully thrust from their land, looked back to see their homes and possessions going up in flames as they departed. The beautiful countryside they had created became a picture of utter desolation.

The first contingent of these deportees was sent to the ports of New York, Baltimore, Philadelphia, Charleston and Savannah. In only one instance had the governor of the colony been notified they were coming. As a result, they were dumped among strangers whose fear and hatred of everything French had been inflamed by the savagery of the French and Indian War.

Carolina and Virginia refused point blank to receive the refugees. Of the 450 originally destined for Philadelphia, only 300 were alive when the ships reached port. Officials refused them permission to land for months. Confined to close quarters many died from malnutrition and smallpox. Those who

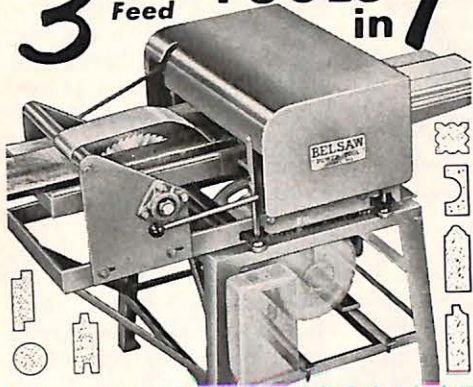


As his people have done for two centuries, a Cajun moss gatherer (right) poles his boat along a bayou. Built in 1830, the Shadows-on-the-Teche (below), one of Louisiana's most famous homes, was once the center of gracious social life. Actress Dolores del Rio posed for the statue of Evangeline (far right) which marks her grave in St. Martin's Cemetery.



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# Evangeline's People

finally did get ashore were neglected until death ended their suffering.

The group assigned to Georgia was immediately banished again and forced out to sea in homemade boats. After unbelievable hardships they finally returned to New York and Massachusetts where their vessels were confiscated and the refugees thrown into prison.

It is not known just when the first Acadians reached Louisiana. Probably some of the refugees from Georgia and the Carolinas traversed the wilderness to the Mississippi and paddled downstream to Baton Rouge.

However, not all Acadians traveled such a direct route to reach this destination. H. J. Boudreaux, one-time Louisiana resident now living in Mobile, Alabama, relates that his French ancestors settled in Nova Scotia in 1642. During the French and Indian War they were captured and sent to England as prisoners of war. When the war ended they were sent to France, where they remained as refugees for 30 years before finally making the journey to Louisiana.

The Acadians arriving at Baton Rouge received a warm welcome from the French and Spanish there and were housed in temporary camps until they could be assigned lands of their own. Given cattle, money and complete freedom again, they moved beyond the Atchafalaya swamp country into the

sleepy, empty bayou lowlands where they settled, passing out of civilization's mainstream.

Other refugees were not so fortunate. Those arriving in New Orleans found that the aristocratic French Creoles there despised them. The Spanish governor sent them on to the wilderness to the west.

Here they joined their fellow Acadians—all now cut off from the rest of the world by the Atchafalaya Basin, a cypress swamp so thick that it took a week to paddle 20 miles. Here time slept, and the people lived in comparative isolation for the next 175 years. Well into the 20th century, customs that dated back to medieval Normandy went unchanged.

It was nearly a century after the pitiful debacle at Grand Pre that Henry Wadsworth Longfellow was dining one evening with his friend, Nathaniel Hawthorne. There, for the first time, he heard the story of the Acadians and of Emmeline Labiche (Evangeline) and Louis Arceneaux (Gabriel). Out of the evening's conversation came one of America's classic pieces of literature, *Evangeline*.

The true story of Evangeline and Gabriel varies somewhat from the one Longfellow told. Actually, when the two lovers were forced out of Acadia they had to leave on separate ships. Gabriel was the first to reach Louisiana. Evangeline—her wedding gown still carefully packed in her small trunk—arrived three years later. Under the huge Evangeline Oak at St. Martinville, which still stands, Gabriel met her. But it was not a joyful reunion. For Gabriel, believing her lost forever, had married another. After all the weary years of wandering, the shock was too



HENRY BOLTINOFF

"The last boss who wouldn't give Harold a raise got ptomaine poisoning."

much for Evangeline and she died a few months later of a broken heart at the home of the Widow Bords in St. Martinville. Longfellow describes her death in these words: "When she had passed, it seemed like the ceasing of exquisite music."

As Longfellow tells the story, Evangeline searches many years for Gabriel, always just missing him. Finally, in despair, she enters a convent. Years later, when she is ministering to the sick in an almshouse, she finds her lover. For a brief moment they are united before he dies in her arms.

The Cajuns, as the Acadians are known in southern Louisiana, lived for nearly two centuries in their water-logged Shangri-La before Governor Huey Long freed them from the swamps with his fabulous network of highways and bridges.

Staunchly Roman Catholic, their ties of religion and the closeness of their society had preserved the Cajuns' identity as a people. Actually only about 2,000 Acadians made it to Louisiana from Canada. Yet today there are one million people in the 22 Acadian parishes here.

The tremendous riches of their tiny empire are magnets pulling these people further into the American mainstream. Rice fields cover half a million

acres, sugar cane adds \$100 million annually to the region's economy; salt mining yields an equal bounty, and Louisiana leads all states in the volume of fish, shrimp and other shellfish harvested—mostly by Cajuns.

But the greatest source of wealth in this area has come from oil and gas production. Firms servicing this industry are turning Lafayette into a little Houston. There are 300 millionaires in this Cajun hub city, population 90,000. There are other boom towns, linked by the smooth ribbon of IH-10.

Conversely, there are still many who live in the old way, trapping, netting crawfish, and hunting to put meat on the table. There are also many places where a man still needs a boat to visit his neighbor; his wife uses the same transportation to go to a friend's house for an afternoon of bridge.

The Cajun country still displays remnants of a distant glory that had nothing to do with the exile of the Acadians. At the time of the French Revolution, royalty fled the doomed court at Versailles, and on the banks of the Bayou Teche northwest of Morgan City set up a glorious social life in what they called *Petit Paris*. Behind a screen of living bamboo on bustling New Iberia's main street is the mansion and gardens of the "Shadows-on-the-Teche," the

fabled home built in 1830 by seven-foot-tall David Weeks. It is just one of numerous similar mansions that dot this area.

In 1929, the motion picture "Evangeline" was filmed near St. Martinville with Delores del Rio playing the leading role. When the filming was finished, Miss del Rio posed and paid for a bronze statue of Evangeline that marks her grave in St. Martin's Churchyard in St. Martinville.

Cajuns have come a long way since that September day in 1755 when they were sentenced to exile. In this new homeland they have finally awakened from their long sleep and are making their influence felt in this 20th century.

Time has healed much of the bitterness that once existed, and the Acadians can now look back over the last two centuries without pain. Their roots are buried deep in the friendly, fertile soil of sunny Louisiana. The fear of the past has been blotted out in the bright promise of the future.

Would they like to have a nation of their own? Cajun leaders are quick to disclaim any notions of separating from the United States. Paul Tate, of the Louisiana Folklore Association explains: "As Americans, we can preserve our own culture, because we are free." ■



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Lake City (Seattle), WA.

## NEWS OF THE LODGES

**LAKE CITY (SEATTLE), WA.** Included in a large class of candidates for initiation at Lake City (Seattle), WA, Lodge was one sightless candidate, Robert Mattson (third from left). His seeing-eye dog "Astro" was made an Honorary Life Member of the lodge, since he accompanied Brother Mattson through investigation, indoctrination, and initiation.

Others in photo are (from left) PDD Thor Copstead, Esq. Jim O'Connor, DDGER Cal Horman, Auditor Warren Donnelly and ER William Shriner.

**SOUTHERN PINES, NC.** Wilbur Jerles (third from right) of Cambridge, OH, Lodge was the winner of the 20th Annual Elks National Amateur Invitational Golf Tournament, hosted by Southern Pines, NC, Lodge. Pictured from left are Russ McGuiney, tournament director; Homer Huhn, Jr., PGER; Larry Boles, ER of Southern Pines Lodge; Jerles; Jack Lockard of Lorain, OH, Lodge, second place; and Coy Lee Justice of Burlington, NC, Lodge, third place.

PGER Huhn was among the 583 Elk golfers who competed for 185 silver trophies. He awarded the championship trophy to Brother Jerles.

The 1982 tournament will be held May 20-22 in Southern Pines. Elks wishing information on the tourney should write to Jimmy Marco, Tournament Director, Box 546, Southern Pines, NC 28387.



**TRENTON, NJ,** Lodge hosted five Eagle Scouts from the Ewing-Trenton area. They and their parents were guests of the lodge for dinner. Each Eagle Scout

received a certificate from the Grand Lodge and a \$25 certificate from Trenton Lodge.

**MUSKEGON, MI.** The local lodge maintains a 70-acre Elks Park, including some 1,500 feet of Lake Michigan frontage. Tours of the park are available to school classes, church groups, Boy Scout troops, and other youth groups.

During the tours, Park Manager Mike Zimmerman points out the beauties and curiosities of nature and, with help from "Smokey the Bear," emphasizes the need for fire prevention.



Southern Pines, NC.



Sturgeon Bay, WI.

**STURGEON BAY, WI,** Lodge held its first annual family-oriented June Jubilee, attended by over 6,000 persons. Highlighting the numerous youth activities was the presence of two Green Bay Packers, wide receiver Ron Cassidy (seated, left) and linebacker George Cumby (right).

Seated between the two players is Chris Colombo, and standing are ER David Colombo (center) and some of the many youngsters who had a chance to meet the Packer players.

**PUYALLUP, WA.** A stag dinner followed by amateur and professional boxing raised \$20,000 for a youth activity room and tennis courts at Puyallup, WA, Lodge. Members donated \$100 each to eat prime rib and "cauliflower" to raise the "cabbage" for the kids.

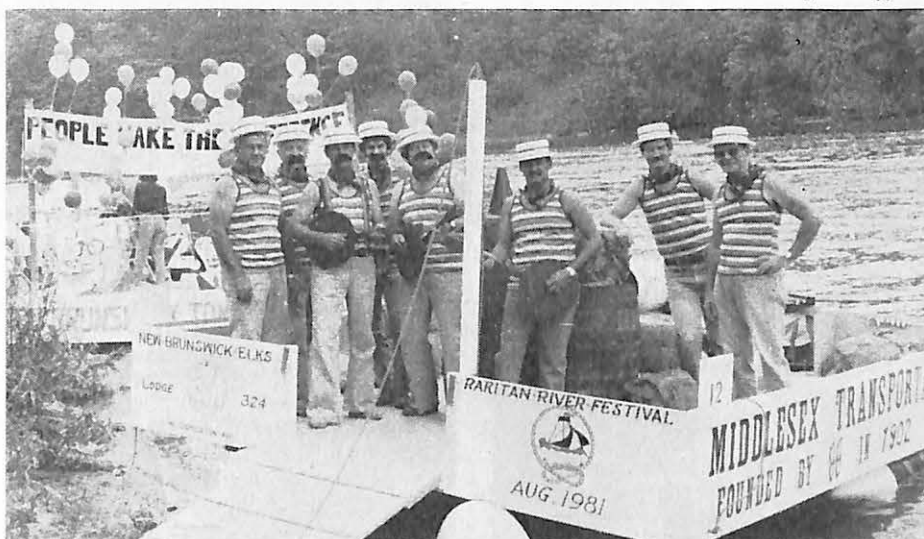
**SCOTTSDALE, AZ,** Lodge sponsored a Labor Day picnic to raise money for the David Mendoza Heart Fund. David is Arizona's youngest heart transplant recipient. The picnic's proceeds of \$2,000 were given to the Mendoza family to help pay for David's medical expenses.

**BILLINGS, MT.** The third annual "Elks Day at the Races" at Billings, MT, was attended by Elks from throughout Montana and Wyoming. "Royal Elk" was the winner of the Elks Feature Race. Following the races, a barbeque was held at Billings Lodge for both visiting and hometown Brothers.

**SAN MATEO, CA.** When San Carlos, CA, held its annual Hometown Days, which over 5,000 persons attended, the San Mateo Elks Band, led by Conductor Gene Dyer, entertained in concert.

**LOWVILLE, NY,** Lodge treated residents of area nursing homes to a sumptuous dinner, prepared and served by lodge members and their wives. The event, which was to have been a picnic, was moved indoors because of inclement weather. It will now become an annual banquet.

Macomb, IL.



New Brunswick, NJ.

**NEW BRUNSWICK, NJ,** Lodge entered this float in the Raritan River Festival and won first prize. The float portrayed "The Start of Shipping Along the Raritan." It carried wooden barrels and bales of cotton and featured lodge members dressed circa 1902 in straw hats and striped shirts, with red bandanas and black handlebar mustaches.

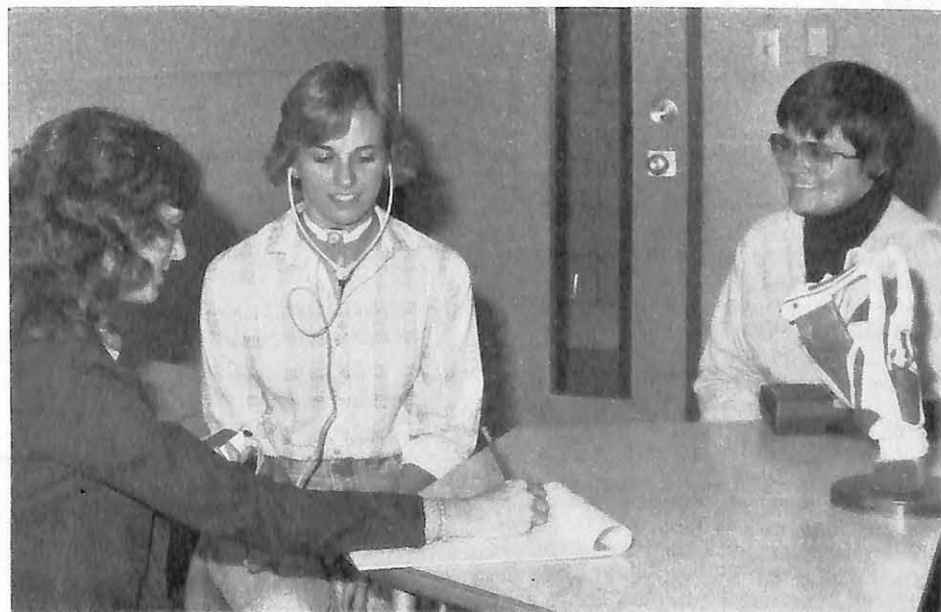
Pictured from left are Chm. George Saloom, Sr., ER James Curry, Ron Weber, Sr., Ron Weber, Jr., Don Boyler, George Saloom, Jr., Vin Cahill and Lou Cicio.

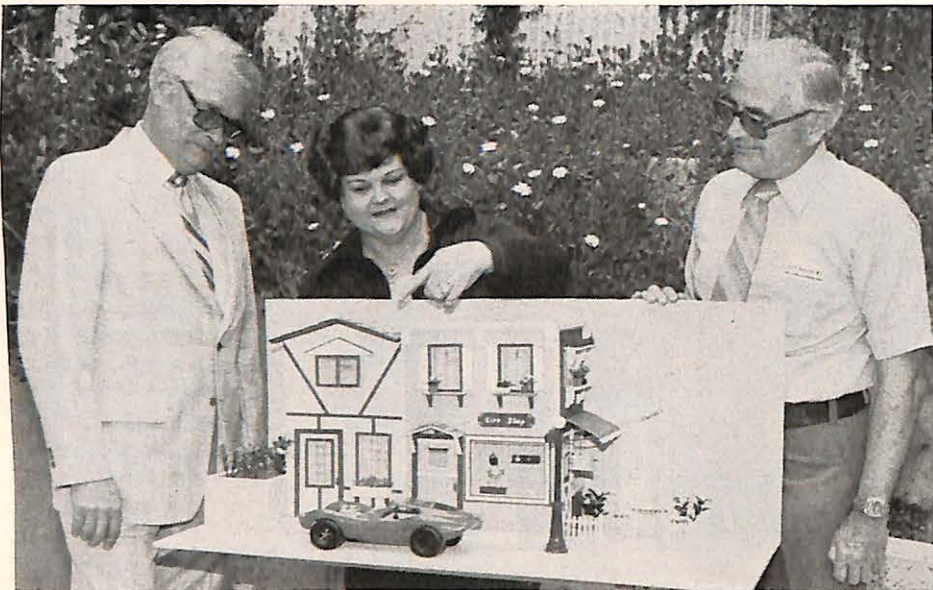
**WATERTOWN, MA,** Lodge held a roast beef dinner for members of the lodge-sponsored Little League team and their families. Trophies were presented to each of the players.

**MACOMB, IL.** The Western Illinois University Speech and Hearing Center received an Edinburgh Masker, donated by the Illinois Elks Crippled Children's Foundation and Macomb Lodge.

The device is intended for people who stutter. When it is worn, the microphone attached to the speaker's neck feeds back sound to the ears and blocks out his voice, causing stuttering to cease.

Demonstrating the device is Pam Coultas, a student. At left is Jeannette Casey-Wolff, clinic coordinator, and at right is Dr. Carolyn Collins, director of the center.





Loma Linda, CA.

ranging from \$400-600. Nearly \$1,000 was raised at the steak fry.

**LOMA LINDA, CA.** Pictured is a model of a "Rehabilitation Village" that was built to ¾-inch scale at the Jerry L. Pettis VA Hospital in Loma Linda, CA. The model and the actual "Rehab Village" were built by patients in the Occupational Therapy Department.

The village is used in training patients in construction skills and furnishing, and in practicing mobility methods in getting in and out of buildings and using appliances.

Persons in photo are (from left) C. Chandler, hospital director; Marlan Kallas, chief occupational therapist; and Dr. Lloyd Brallier, head of the therapy department.

**AUBURN, WA.** A mortgage-burning ceremony was held recently at Auburn, WA, Lodge. Participating guests were SP Dick Mitchell and PGER Robert Yothers.

**BURBANK, CA.** Lewis "Babe" Sterling (right) was honored by Burbank, CA, Lodge for contributing a new organ to the lodge in memory of his late wife Velma. Others in photo are Organist Ozzie Lane, PER, and ER Albert Ferris.

**BALLARD (SEATTLE), WA.** In keeping with GER Raymond V. Arnold's motto, "Tell America About Elkdom," Ballard (Seattle), WA, Lodge held a dinner for over 100 leaders of business and service organizations in the community to acquaint them with the purposes and achievements of the Elks.

Attending this function were leaders from the Rotary, Kiwanis, Lions, Moose, Eagles, League of Women Voters, Chamber of Commerce, Jaycees, veterans service organizations, and senior citizen centers, along with representatives of the city government and its agencies.

SP Dick Mitchell spoke about the Elks Therapy Program for Children and other projects of the state association. DDGER Cal Horman spoke about programs on the national level, such as the Most Valuable Student and "Hoop Shoot" programs.

PDD Joe Morrell explained the Elks National Foundation, and Ballard ER Frank Phillips closed the evening with a summary of the programs of the local lodge.

Biddeford-Saco, ME.



Burbank, CA.

## NEWS OF THE LODGES

**DELAND, FL.** Lodge visited the Harry-Anna Crippled Children's Hospital in Umatilla, FL, in conjunction with the quarterly meeting of the hospital association. Forty-two DeLand Elks and their ladies made the visitation, including Mic Coffin, the lodge clown, who entertained the children in their dayroom.

The hospital is the Major Project of the Florida State Elks Association.

**BIDDEFORD-SACO, ME.** ER Roger Raymond of Biddeford-Saco, ME, Lodge made a television appearance during the Jerry Lewis Muscular Dystrophy Telethon, and with Sanford, ME, ER Frank Ricker presented radio-television personality Tiffany Jones with a check for over \$2,000 raised during the annual Elks Walk-a-thon.

Pictured from left are Trustee Ronald Petit, ER Raymond, Ms. Jones, ER Ricker, Mrs. David Perkins, and David Perkins, Walk-a-thon Chm.

**BLOOMINGTON, IL.** The past exalted rulers of Bloomington, IL, Lodge held their annual steak fry to raise funds for the PER Scholarship Fund. PER R. Hugh Stevenson was chairman of the event.

Scholarships are awarded annually to deserving McLean County students. In 1980, three scholarships were awarded





Troy, OH.

**TROY, OH.** ER Bert Arthur (second from left) of Troy, OH, Lodge presents a game ball to Head Coach John Lang and the co-captains of the lodge-sponsored Little League football team.



**NEWARK, NJ.** PER George Knott, Jr., Chm. of the Crippled Children's Committee of Newark, NJ, Lodge, presented a pediatrics wheelchair to Dr. Robert Greene, orthopedist at the Mountainside Hospital in Montclair, NJ.

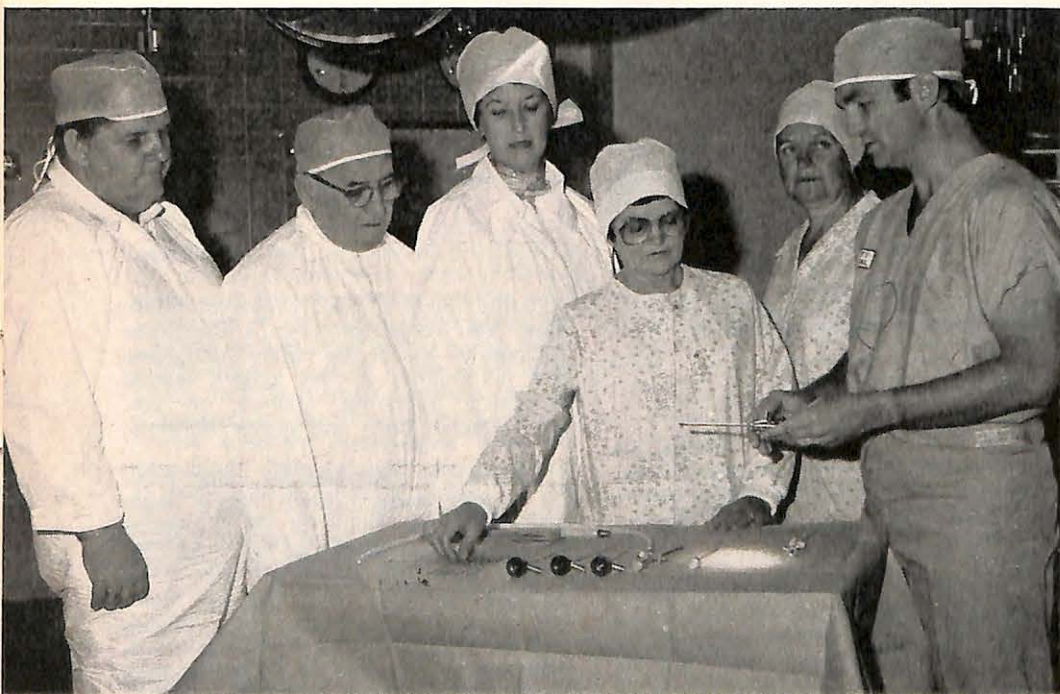
**PORT JEFFERSON, NY.** The local lodge co-sponsored a parade and ceremony in which the residents of Brookhaven Township paid long-overdue homage to Vietnam Veterans.

Many veterans, fraternal and civic organizations took part in the ceremonies. The highlight of the tribute was the raising of the lodge's 30-by-40-foot American flag during the playing of the national anthem.

**WETHERSFIELD-ROCKY HILL, CT.** Lodge entertained a total of 450 senior citizens

Newark, NJ.

Vista, CA.



from both towns on successive evenings. On September 16th, the lodge gave a roast beef dinner for 200 Rocky Hill seniors and provided a dance band for their enjoyment later in the evening. The following night a dinner was held for 250 seniors from Wethersfield. At their request, musical accompaniment was provided for a sing-along.

**WINONA, MN.** Lodge sponsored a high school girls softball team during the summer of 1981. The team won its league title with a 12-0 record and, after two playoff victories, represented Winona in the state tournament at St. Cloud.

PER Jim Ives coached the team, and presented the sponsor's trophy to the lodge.

**BIG BEAR LAKE, CA.** Lodge and Long Beach, CA, Lodge jointly staged five amateur exhibition boxing bouts at Big Bear Lake Lodge. After the exhibitions, the Brothers in attendance made generous donations which will be used to help the young boxers promote their boxing careers. Long Beach Brothers traveled over 200 miles for this event.

**HOMESTEAD, FL.** The family of Brother Paul Dixon suffered a tragic fire which killed five children and destroyed the family home. Homestead Lodge fund raising and generous donations by other organizations and individuals in south Florida have netted over \$11,000 to help the Dixon family.

**VISTA, CA.** Lodge and its Emblem Club donated \$6,200 worth of pediatrics urological equipment to Tri-City Hospital in Oceanside, CA. Examining the equipment before it was placed in use were (from left) Lodge Secy. Paul Tart, ER Paul Rice, Emblem Club President Lenora Wynn, Operating Room Supervisor Nurse Ann Rule, Nurse Mary Lou Shaffer, and Dr. Steven Johnson, who explained the use of the new instruments.

**STREATOR, IL.** Lodge played a dramatic role in the lives of two infants born in a local hospital. In the critical weeks following the premature birth of twins Amanda Beth and Chad David Promenschenkel, their lives depended upon being monitored by perinatal equipment donated through the efforts of Streator Lodge and the Illinois Elks Association.

**MONTEREY, CA.** Over \$1,000 raised by the Monterey, CA, Elks' ladies rummage sale will go to charity and youth programs. A truckload of clothing left over from the sale was donated to the Salinas, CA, Migrant Workers Welfare.

(Continued on page 40)



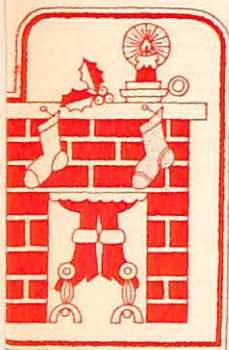
# Christmas Charities



1



2



3



4



5



1. Perched on the lap of Santa (Harry Wisdom) are two delighted Navajo children while he distributes treats and presents at the **Farmington, NM**, Lodge Christmas party. Santa's helpers from left are: Dan Brack, Wayne Guthrie, Chuck Boggs, Ed McCoy, and Dan Coburn.

2. The Jolly Corks of **San Mateo, CA**, Lodge prepare to entertain and add their own warm, lighthearted touch to the festivities during the lodge's Christmas charities program.

3. Loading Christmas boxes for delivery to the less-fortunate are volunteers from **Warren, OH**, Lodge. From left are: Ray Bagaglia, William Poulos, Sam Kopelos, and Daniel Bagaglia.

4. Santa Claus (Hubert Davis) of **Fitchburg, MA**, Lodge presents a Christmas package to one of the happy youngsters and his mother at the lodge's annual Christmas gathering. Looking on are: Alan Boucher (left) and Walter Worthley.

5. Brothers of **Negaunee, MI**, Lodge await the magic moment when they'll begin delivery to the needy of 28 Christmas turkey baskets valued at over \$1,150. In the back row from left are: Virgil Kovnesky, Mike Balzarini, Tom Lee, Richard Dunn, Earl Anderson, Rudy Gagon, and Ralph Coombe. Front row from left: Rick Shepley, Gene Stille, Ed Mallet, Orvo Krook, Duane Stille, and Roger Stott.

# LETTERS

• Just want to tell you how I've been enjoying the articles in our magazine. They are imaginative, topical and interesting. And your October, 1981, issue inspired this letter.

"The German Hyperinflation of 1923" by Bob Karolevitz should be required reading for all our citizens. It might give them a greater appreciation of the need to get our country's current inflation under control. "America's Miraculous Mail: The Pony Express" by Betty Steele Everett is an intriguing glimpse into our past and the hardy people who made history. And "Inside China" by Jerry Hulse provides us with another facet to this nation of a billion population closed to us for so long.

Thank you for the fine mix of articles.  
H. M. Schoelkopf  
Falls Church, VA

• I want to congratulate you on the October, 1981, issue and to especially commend you on the "German Hyperinflation" article. This is something the American public needs to know about. The condition described is exactly what President Reagan is attempting to prevent. If he does not correct it, this country could very well experience the German tribulations of 1923.

Max K. Preston  
Decatur, GA

• "The Chaw" (November, 1981) by Stewart Marsh is a delightful and amusing bit of American history. I wish, however, to take issue with the assertion that "with nicety of manners, spittoons became scarce and tobacco chewing dwindled in popularity."

I am able to recollect some of the last tobacco chewing judges of California. They could sit comfortably and patiently for hours on the bench, savoring their tobacco through the most boring of trials. From time to time they unerringly spat into a large brass cuspidor placed exactly within their range.

The tobacco chewing judges disappeared, but not because of urbanization or nicety of manners. About 40-plus years ago the courthouse janitors were unionized. A union rule was enacted prohibiting janitors from handling and cleaning spittoons. Thus, it is the labor union which must be blamed for ending the era of the tranquil, patient chewing judge.

The cuspidor disappeared from the courtroom. This brought about the era of the cigarette smoking judge . . . who is nervous, impatient and continually calls the court into recess so he may retire to his chambers to light up a smoke.

Maurice J. Hyman  
San Francisco, CA

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# YOU & RETIREMENT

by Grace W. Weinstein

## PETS FOR COMPANY

Are you lonely this holiday season? Or do you know someone who is? A pet—dog or cat, gerbil or fish or bird—may be the answer.

People have known for a long time that pets provide warmth and companionship. Now scientists, conducting studies in nursing homes, hospitals and mental institutions, are proving the value of pets. Elderly patients in nursing homes do better and remain livelier when pets are present; although most nursing homes don't permit residents to keep their own pets, even occasional visits make a difference. Coronary patients have demonstrated much better survival rates when they owned pets. In one study of people who had suffered major heart attacks, six percent of the pet-owning patients were dead a year later; fully a third of the petless patients, in comparison, had died in the same year. And pets have also played a therapeutic role in mental institutions, where great progress was demonstrated by a large number of patients.

You may be perfectly well, physically and mentally. But like many older people you may spend a lot of time alone. If this is so, think about acquiring a pet. A pet will keep you from becoming introverted and self-centered. A pet will also keep you active because you'll be responsible for its care and feeding.

Before you think about a particular pet, however, think about your lifestyle:

© Where do you live? Do you have room for a large dog to romp? Or are you in smaller quarters where it would be unfair (to both you and the animal) to keep a large pet? Do you live in an area where you can comfortably walk a dog? Do you have a private home where you could keep a dog in a fenced yard outside? Are you, instead, in close quarters with neighbors, where a noisy pet might be disruptive? Do you, for that matter, rent an apartment where the landlord forbids residents to have dogs or cats? If so, a less mobile pet may be an alternative.

© Are you home most of the time or do you travel? If you're away very much, even for a day or two at a time, think about a pet which does not require constant care. Cats, for instance, can fend for themselves over a weekend, while dogs need regular walks outside. If you

want to travel and take your pet with you, realize that you may be limited in where you can go and where you can stay. (Airlines don't take kindly to traveling dogs; neither do many motels. You'll have to plan vacation trips very carefully if you want the company of your pet.)

© What does your budget permit? A large dog can be expensive to buy and to feed. So can a small one if your income is limited. Any animal can be expensive to purchase if you want the very best, or inexpensive if personality is more important than pedigree. Look at prices in your local newspaper and at local pet shops before you make up your mind. And don't forget your local Humane Society.

Cats and dogs are the most popular pets among Americans of all ages.

Cats can be cuddled (although they are independent creatures) and don't require much attention. They will eat intermittently all day long (unlike many dogs, who will gobble up everything in sight even if it makes them ill), so it's easy to leave their food out and go away for the weekend. They clean themselves and don't need to be walked.

Dogs require more attention than virtually any other household pet but, dog owners say, are worth every moment. Dogs will respond to human love more than any other pet as well. But they do need to be walked, fed, and groomed. Walking a dog may be a good way for you to get your exercise... but remember, the dog will need to go out rain or shine, foul weather as well as fair. If this will become a burden to you, and you have your heart set on a dog, consider a small species such as a chihuahua; many people have successfully trained chihuahuas to use a litterbox, and they do get enough exercise when given the run of the house.

But don't limit your thinking, or your choices, to dogs and cats. Consider all the alternatives in the pet world:

Tropical fish are very popular, second as a hobby only to photography. More than ten million American households have an average of 25 fish each, colorful fish from around the world providing hours of watching pleasure. Many doctors and dentists keep aquariums in their waiting rooms, finding fish-watch-

ing soothing for patients. You may be able to relax, too, by watching fish swim.

Fish are easy-to-care-for pets. Today's aquariums come in a variety of sizes and shapes, with easy-to-clean filters, automatic heaters, slow-dissolving food tablets, and water treatment chemicals in tablet form . . . all a far cry from the dime store goldfish in a glass bowl, but all are easy to use. The drawback of fish: you can't play with them, cuddle them, or expect them to respond. The advantage: they don't need to be walked, they can be left for short periods without harm, and they're easy to tend. The costs of setting up an aquarium, moreover, can be tailored to your personal financial situation.

Birds are also easy-to-care-for pets, adding a colorful and friendly note to any home. Birds are not warm and cuddly but, unlike most fish, they do respond. Many varieties will chirp to you and many can be trained to come to an outstretched finger. Both birds and their cages can serve as decorative accessories, livening up any surroundings. If you go off for the weekend or even for a few days, gravity-controlled seed and water containers can be left to adequately nourish your feathered friend in your absence. Toys, such as swings and bells and mirrors, will help to keep the bird amused . . . and its antics with these toys will amuse you as well when you are there to watch.

Canaries and parakeets are perhaps the best known household pets among the bird family. But take a look at the finch family as well. Finches come in an array of species, with myriad colors and fascinating personalities. Some species are noted for their silvery songs, while others are noted for their complete color changes during the breeding season. Most finches will put on an elaborate performance to attract attention. But unlike some other birds, finches are liveliest when kept in the company of other finches. You can buy a finch, depending on its type, for as little as \$10; a cage and accessories will start at \$20 and, depending on your personal choice, move on up.

Hamsters and gerbils are other good pets for the apartment-dweller or housebound. Their curious, friendly and playful personalities make them great fun to watch; they'll do "acrobatic" tricks by the hour. They are small, making them easy to house, and naturally clean, making them perfect pets for people who aren't eager to clean up after pets on a daily basis. Because they instinctively hoard food and need very little water, hamsters can easily be left alone for a couple of days. Cost: about \$2.50 per animal, with a cage running from \$5 to \$15.

Dogs may be the most outgoing of pets but any pet will keep you company. Any pet, says the Pet Information Bureau, will love you without reservation or prejudice. Any pet will accept you as you are. And any pet, almost without exception, will accept your affection while becoming an important part of your life. ■

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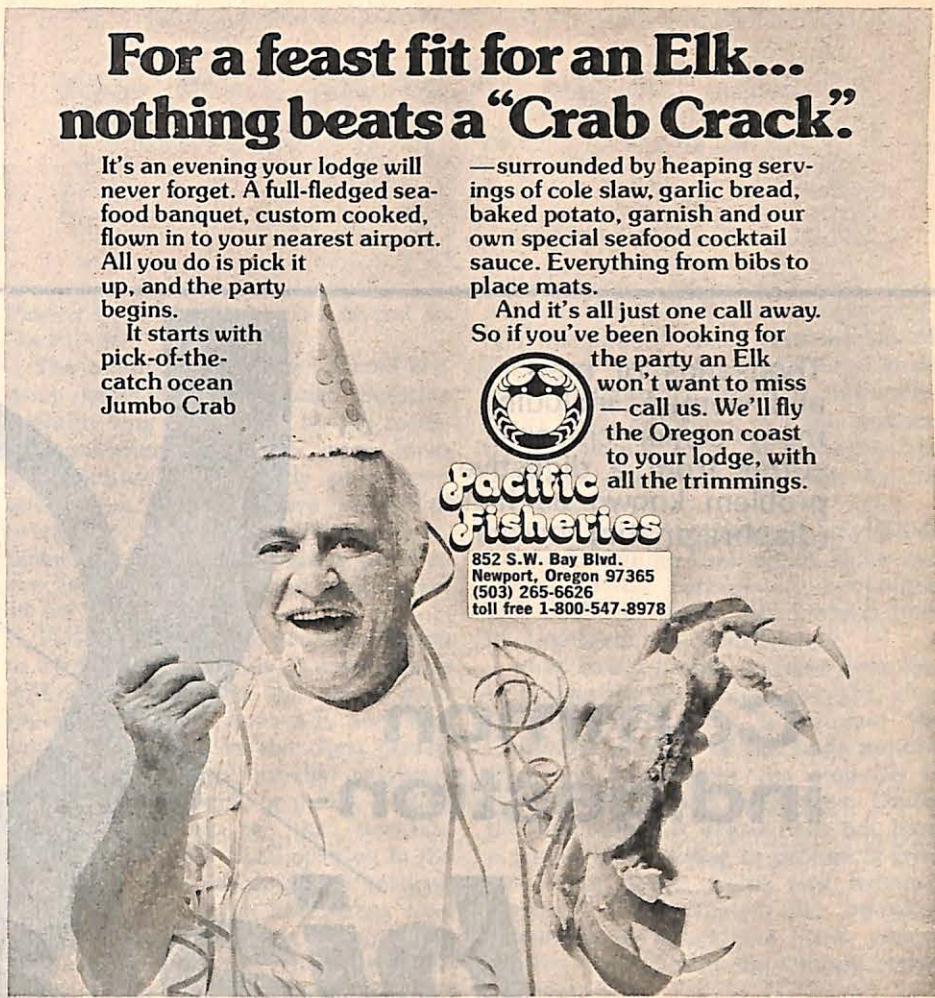
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Thousands of men and women, including many senior citizens, suffer from a digestive problem known as hiatal (diaphragmatic) hernia.

**Common indigestion- or...**



***hiatal  
hernia***

by Gil Crandall

On a warm summer Sunday a dozen or more years ago, Jess Trotter (names have been changed), a stocky, active, 50-year-old man in apparent good health, was driving with his wife to church service. He didn't get there that day—but he did make it to the local hospital.

En route to church, Jess suddenly felt ill, with slight nausea and a constricting pain in his chest. With great presence of mind, he calmly headed for the hospital while telling his wife what he thought was the matter. At the emergency ward, she nervously and excitedly told the admitting nurse that her husband seemed to be having a heart attack.

Then the hospital cardiac team sprang into action. With doctors and nurses working over him, Jess was subjected to a battery of medical procedures and tests. Within a few minutes he began to feel much improved. Later that morning, he underwent a series of X-ray examinations. That evening he felt even better when the attending physician informed him that he had not had a coronary attack and that his heart was sound, but had shown severe symptoms of a hiatal hernia. Then the doctor explained the condition and permitted Jess to go home.

The next day, a friend and co-worker, Hank Hall, on hearing that his associate had entered a hospital, telephoned to inquire about his condition. When he was informed that his friend had already been dismissed, he decided to visit him at home. He was astonished to be greeted at the door by Jess himself, displaying no signs of having been ill.

When Jess explained the cause of his brief, but painful and frightening, attack, Hank simply smiled and said, "Congratulations, you have just joined my club!" He went on to say that he had suffered with a hiatal hernia for many years, though his symptoms had been

limited to indigestion or, as he put it, "heartburn."

The complaint these men shared is a quite common, widely spread digestive problem long recognized by the medical profession. In recent years, however, improved diagnostic procedures and longer life spans have worked to bring more cases to light. Nevertheless, hiatal hernia remains a health problem not too widely known or understood by the public.

This condition, more properly known as diaphragmatic hernia, is a rupture or split in the diaphragm, that tough, muscular sheath that surrounds and supports vital organs in the chest cavity. Such hernias are usually centered where the esophagus, or gullet, leading from the throat to the stomach, emerges through a small opening in the diaphragm. The esophagus, a vertical, tube-like organ about ten inches long and one inch in diameter, is most contracted at that point. When the opening splits or enlarges, the esophagus may bulge out to form a curve where it normally would be straight. This can cause it to constrict and become blocked, impeding the descent of food or liquid on its way to the stomach. This may produce choking or other painful symptoms until the esophagus is cleared. Even more commonly, the rupture creates a digestive problem popularly referred to as acid indigestion or heartburn. The latter discomforts, however, are not invariably the result of hiatal hernia, but may simply be due to over-eating or drinking, or other causes.

Once definitely diagnosed, diaphragmatic hernia usually responds to medication, although drugs cannot heal the rupture. In exceptionally severe cases, corrective surgery may be necessary. Gastrointestinal (G.I.) specialists usually recommend the use of liquid antacids such as Gelusil, Mylanta or other brand-name preparations after meals

and at bedtime. These non-prescription compounds are a combination of aluminum hydroxide gel, magnesium and other proven drugs. In chewable tablet form, according to some doctors, the compounds are less effective. In some cases, tranquilizing drugs may be prescribed.

Hiatal hernia patients are advised to follow a regimen that avoids spicy and acidic foods, carbonated beverages, and alcoholic drinks, all of which tend to aggravate the condition.

Most hiatal hernia patients complain of indigestion discomfort at night, after having retired. This is because the horizontal position of the body permits digestive juices from the stomach to regurgitate into the esophagus. Unlike the stomach, that organ does not have a mucus-like coating to protect it from the strong acidic juices and becomes irritated. This creates the so-called heartburn. At times, the juices ascend to the mouth, with unpleasant consequences.

To eliminate or lessen this problem, doctors advise avoiding the taking of food or liquid several hours before bedtime. They also recommend sleeping with the head and chest elevated higher than the abdomen. Special foam slant pillows are now widely available for that purpose. Another method is simply to raise the head of the bed itself.

Persons with hiatal hernia often experience discomfort when bending forward or stooping. Chores such as garden work and chopping wood are apt to bring on discomfort.

Severe and prolonged hiatal hernia may lead to serious damage to the esophagus. To avoid this irreversible condition, GI specialists may recommend corrective surgery in which the rupture can be repaired. Before such action, however, the patient would undergo a variety of examinations, including X-ray and Esophago-gastroscopy,

## Citizen of the Year

I'm sure that most of you Exalted Rulers have already appointed a committee to select the Elk of the Year for your lodge, but I wonder if you have also appointed a committee to select the "Citizen of the Year" from your community. This program is promoted by the Grand Lodge and is sponsored by the Lodge Activities Committee.

The designation of a "Citizen of the Year" in your community gives notice to the public that Elks are concerned about and involved in the life of their community. The citizen so selected should be a person who has made a significant contribution to the betterment of some aspect of your community life—a doctor who has an outstanding record of volunteer service, a civil servant who has made some major contribution to city government, a businessman who has spearheaded a special charity program, a minister who may have been engaged in a particularly effective youth activity—in short, someone deeply involved in the growth and improvement of the community.

Once the citizen (preferably not an Elk) has been selected, a dinner or other special event should be organized sometime in March for the purpose of bestowing the honor. Public representatives and community leaders should be invited to attend. The "Citizen of the Year" should be presented with a suitable gift and with an inscribed certificate which is available from the Grand Secretary. You should make every effort to generate the maximum positive impact from this very special occasion, utilizing all the media channels available to you. This should be a terrific way to TELL AMERICA ABOUT ELKDOM and to enhance the image of Elkdom in our communities.

I urge all Exalted Rulers to start on this very worthwhile project right now!

Howard W. Nunez, Member  
GL Lodge Activities Committee

Common  
indigestion- or...

## hiatal hernia

by which the specialist is able to view the organs with a special instrument. Other tests may also be performed in order to arrive at a decision as to whether surgery is necessary.

In the not too distant past, hiatal hernia surgery was a rather high risk procedure. Even now it is considered a last resort, although advance techniques have boosted the success rate to over 90 percent.

Like so many diaphragm rupture victims, Jess Trotter has never had another coronary-like attack. Neither has he experienced anything more than an occasional digestion problem. On the other hand, Hank Hall, who lived with the condition for years, finally had to undergo surgery when the hernia showed signs of permanently damaging the esophagus.

In the fall of 1976, after various tests indicated the necessity for surgery, he underwent a six-hour operation. It began with the surgeon making a long incision just under the breastbone and extending several inches below the navel. Employing a surgical technique demanding consummate skill, his doctor repaired the rupture and took other measures to assure a permanent correction of the condition, including severing a nerve that automates the flow of digestive juices to reduce the quantity of this corrosive fluid in the stomach. A duodenal ulcer, quite common among hiatal hernia patients, was discovered and removed.

Hank remained hospitalized for a week following the operation. During much of that time he was fed intravenously, while a bedside electrical pump removed body wastes from the stomach through a plastic tube exiting from a nasal passage. Hank recalls that those days of relatively minor discomfort represented the only significant distress after surgery. Discharged from the hospital eight days following the operation, his complete recovery took several months of total rest. The time span, however, may vary from patient to patient and depends somewhat on age. Today, at 65, Hank is free of digestive problems and enjoys to the fullest the life of a retiree.

Medical authorities do not seem to be able to pinpoint the cause of a diaphragmatic rupture or how to prevent one. Countless thousands of our population, both sexes included, along with



a great many senior citizens, have this disorder. Quite often, as in the case of Jess Trotter, the condition may cause no serious or even noticeable difficulty even after an attack such as he experienced. A great many people have only occasional and mild indigestion. The unfortunate ones, with continual problems, seem to be in the minority.

Hiatal hernia may, at least to some degree, be responsible for the multi-million dollar annual sales of Tums, Rolaids, Alka-Seltzer and similar indigestion remedies. Though heavy and sustained advertising has made these products widely known, it seems unlikely that anyone would elect to use them were they not troubled with a digestion problem. But the fact is that our propensity for eating greasy fast-foods and drinking carbonated beverages is more likely to be the major cause of indigestion than hiatal hernias. Excessive smoking, along with the consumption of large amounts of coffee and tea, probably are contributive factors.

Physicians warn against anything more than the occasional use of antacids, including the old-fashioned and reliable remedy, baking soda. Persons with frequent or severe cases of digestion upsets should consult their doctor. The label on antacid medications warns against repetitive use without a doctor's advice. The ingredients in most such medications can be harmful to persons with kidney disease. They should never be taken in combination with a prescription antibiotic containing tetracycline.

Hank Hall, who has been the full route with hiatal hernia and is now entirely free of symptoms, says, "You may learn to live with a hiatal hernia, but you'll never stop hating it." ■

## 1984 Ritualistic Contest

With the approval of the Grand Lodge Advisory Committee and so directed by the Ritualistic Subcommittee, it shall be mandatory for the Grand Lodge fiscal year 1984-1985 that the ritualistic competing teams shall be composed of the regular elected, appointed and installed subordinate lodge officers of the subordinate lodge year in which the Grand Lodge contest is held.

In other word, this means that the subordinate lodge officers elected in February and installed in April of 1984 shall be the ritualistic competing teams of the district, state and Grand Lodge contests.

Ted Callicott, Chairman  
Grand Lodge Ritualistic Committee

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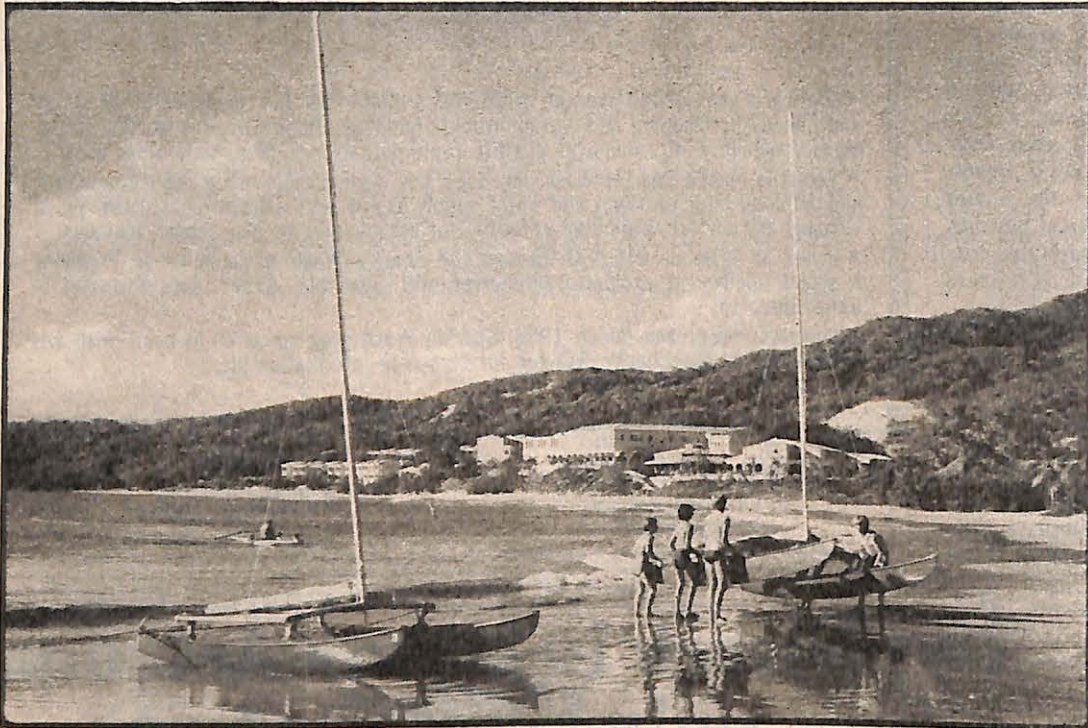
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# Ixtapa:

## Mexico's Vacation Sensation



*Ixtapa offers a whole new world of sunshine and peace.*

by Jerry Hulse

Anyone who has enjoyed the Mexican resort spa of Cancun is in for another pleasant surprise. This time it's the newly developed vacation sensation, Ixtapa (pronounced EES-TAH-PAH). Located three hours by car or bus from Acapulco, that venerable playground of the bored and the beautiful, the new resort features a string of beaches along with more than half a dozen first-class and deluxe hotels: El Presidente, the Riviera del Sol, the sophisticated Krystal, the Aristos, the Viva and a Holiday Inn. Club Med joined the lineup recently and others are scheduled to follow this winter or early next year.

Ixtapa, Mexico's "computerized resort," was built entirely from scratch, carved out of the jungle less than 15 minutes from the popular village of Zihuatanejo. Ixtapa is especially pleasant in the fall after the humidity vanishes along with seasonal rains. The palm-lined beach is picture-postcard

perfect, with parasailing and waterskiing. Hotels feature enormous swimming pools, some with swim-up bars. And for those who wish to be totally alone, there is remote Isla Ixtapa, which can be reached by launch. Active types, on the other hand, are blessed with a Robert Trent Jones golf course and a string of tennis courts.

Ixtapa is a whole new world of sunshine and peace. It all began after the popularity of neighboring Zihuatanejo. A few weeks ago, I drove to Zihuatanejo from Acapulco in search of a dream, a memory. Between Acapulco and Zihuatanejo the road sweeps past magnificent beaches that are framed by coconut plantations and thick jungle. Streams run from the jungle into the sea and beside the streams women do their laundry, leaving the clothing to dry on rocks.

Behind the beaches and the streams, the Sierra Madres rise, mountains of

smoky green velvet. Occasionally the road passes little villages with signs advertising Carta Blanca beer, and sometimes it's necessary to slow down for pigs and chickens that cross the road. Otherwise it's peaceful, this drive to Zihuatanejo; little has changed since another trip several years ago. The real difference is Zihuatanejo itself.

On that earlier visit, the streets of Zihuatanejo were unpaved and the locals rode burros, homeward bound from the coconut plantations. It was the Acapulco of 75 years ago. Or Puerto Vallarta before it was discovered by the film makers. I remember lying back in a hammock and looking up at the Milky Way and thinking how distant the cities seemed. Earlier there had been a storm and, over the bay, thunderheads boiled up, filled with electricity that ignited the evening's twilight. Only the crashing of the waves on the sands of Playa de la Ropa and

the sound of the crickets disturbed the silence. The other world seemed a lifetime away. And when I asked a hotel employee where the action was, he smiled, amused by the question.

"There is none," he said. "Absolutely none."

Zihuatanejo was a place to escape to, to leave behind other cares and frustrations. Vacationers sunbathed on a deserted beach and hung the nerves out to unwrinkle at Jose Armando Acosta's small hotel, the Catalina. It is a bungalow-type affair that faces the beach and adjoins another hotel, the Sotovento. The rate then, to give you an idea of how long ago that was, came to \$18 a day. And that included three meals! It was even less during the off-season.

Each morning, a fishmonger would stop by the hotel to visit with the chef. In the afternoon he would return with fish fresh from the sea: red snapper, sole and shrimp. There were buckets of shrimp. No one wore ties or jackets during dinner. A pair of old jeans and a T-shirt would do. This was the charm of Zihuatanejo. Down in the village, burros kicked up puddles of dust and the walls of ancient village buildings continued to crumble. And across the bay on Las Gatas beach, an old fisherman named Oliverio ran a ramshackle restaurant with a thatched roof and no doors or windows. Oliverio was a content hombre, sipping icy Mexican beer and gossiping with his customers.

Anyway, as I mentioned earlier, I came back searching for the old life and discovered that it's different now. While the bay is still lovely and the beach is only slightly more crowded, the town is changing. The government paved the streets and put in dividers and street lamps and created shopping malls. Now artisans demonstrate their wares and tourists crowd the malls. With success there has been a population explosion, of course. From 1,500 persons in the early seventies, Zihuatanejo and the neighboring new resort community of Ixtapa have grown to a population of roughly 18,000.

I decided that perhaps it was different at Las Gatas. And so I took a water taxi across the bay to visit the old fisherman, Oliverio. First, though, I went



*Club Med at Ixtapa features sailing, swimming, windsurfing and tennis—as well as classical music concerts and Mexican folklore fiestas.*

to check out Club de Playa Las Gatas, the only resort on the remote beach, where Oliverio has his restaurant. As resorts go, it isn't much. Not with fewer than half a dozen bungalows. I've seen places like it in the South Seas, wedged in among palms and hibiscus. The bungalows contain little more than a bed—which is draped with mosquito netting. So if your act is hot water and air conditioning, I'm afraid you'd be disappointed with Club de Playa.

There are no frills. But also, there are no cars or roads or nightclubs. Just a bar with coconut shells for light shades and an outrigger canoe filled with tropical plants. The bartender (when he's through with his siesta) will serve you beer or sangria. No hard stuff. That you must bring yourself, or ask the management to buy it for you. So while the accommodations are simple, the price is right: \$127 a week for

a single, \$200 for a double. Sometimes there's electricity and other times only a candle. But there's peace. Plenty of peace and a sky full of stars that light up the heavens like Times Square.

Days are spent sunbathing, snorkeling, fishing and scuba diving. The best months are September through Christmas. This is when the rains stop (sometimes the heavens let loose between June and the end of August). Leaving Club de Playa, I ran into Gordon Dewar and his pretty wife Joy. They are from Ontario and they come to Zihuatanejo each winter to escape the Canadian cold. Dewar arrived the first time by motorcycle. That was 14 years ago. He was en route to Acapulco and got bogged down in the sand and so he decided to stay. So what does one do in Zihuatanejo?

"As little as possible," he said, uncorking a beer at Oliverio's.

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## Ixtapa

"Where is the old man?" I asked. "Oliverio?" Dewar shrugged. "Over at that new resort, Ixtapa."

"Who runs his restaurant when he's away?"

"His son, Oliverio, Jr."

He called to Oliverio's son. "Meet a new customer," he said.

We shook hands. "Why did your father leave Las Gatas?" I asked.

"Money."

"Money? Doing what?"

"Teaching scuba diving to the tourists over at Ixtapa."

The Canadian interrupted, explaining that Oliverio had become a film star. "He did a movie right here in Zihuatanejo," he said, opening another beer.

Enough. I took the water taxi back across the bay and drove to Ixtapa. The new \$300-million resort, with its half-dozen slick hotels is swelling with visitors and Zihuatanejo is getting the spillover. There are nearly 2,000 hotel rooms and the figure is expected to double in a year or so. The population will grow too—it's estimated to be 100,000 within the next 20 years, and eventually there will be 10,000 hotel rooms. The golf course at Ixtapa is surrounded by coconut and banana plantations, and Mexico's dreamers have in mind a second 18 holes. This plus a small boat marina and a lagoon.

The new Club Med occupies a sandy spread known as Playa Quieta (Tranquility Beach) and features free golf and free lessons at the Ixtapa course. Its three-story casitas face the sea where Oliverio goes through his routine with the scuba divers. Down the beach a thatched-roof restaurant turns into a disco at midnight. And like most Club Meds, the one at Ixtapa features the active life—sailing, windsurfing, biking, tennis (a dozen clay courts), volleyball, basketball, archery, ad infinitum—this plus picnics to offshore islands. As is the Club Med custom, classical music concerts are offered evenings and a Mexican folklore fiesta is featured weekly. The land cost for a week at Club Med ranges from \$465 to \$635, depending on the season, and includes all meals, accommodations, recreational activities and entertainment. (Your travel agent has the details.)

All of this is good for tourism but bad for the gringo in search of a quiet Mexican village. Still, vacationers are arriving by the jetload to enjoy the tennis and golf and to sunbathe on Mexico's finest beaches. And while mourning the passing of the old Zihuatanejo, local hands salute Ixtapa—Mexico's slickest new resort. ■

## Departed Brothers

**PAST GRAND TRUSTEE** Edwin J. Alexander of Aberdeen, WA, Lodge died October 20, 1981. He was a member of the Board of Grand Trustees from 1958-64 and served as its chairman in 1963-64.

Brother Alexander served as chairman of several Grand Lodge committees and was also a past president of the Washington State Elks Association.

**PAST GRAND LODGE COMMITTEEMAN** R.O. Sandusky of Tucumcari, NM, Lodge died November 1, 1981. He served as a member of the GL Committee on Credentials from 1948-50. Brother Sandusky was also a past president of the New Mexico Elks Association.

**PAST DISTRICT DEPUTY** Clarence R. Honney of Windsor, VT, Lodge died November 6, 1981. Brother Honney served as District Deputy Grand Exalted Ruler for the South District of Vermont in 1963-64. He was also a past president of the Vermont Elks Association.

**PAST DISTRICT DEPUTY** Earnest B. Redlon of Aurora, CO, Lodge died September 4, 1981. Brother Redlon served as District Deputy Grand Exalted Ruler for the Central Southeast District of Colorado in 1979-80.

**PAST DISTRICT DEPUTY** Darrell H. Puckett of Honolulu, HI, Lodge died August 3, 1981. Brother Puckett served as District Deputy Grand Exalted Ruler for Hawaii in 1962-63.

**PAST DISTRICT DEPUTY** Rousey H. Clark of Largo, FL, Lodge died September 26, 1981. Brother Clark served as District Deputy Grand Exalted Ruler for the West Central District of Florida in 1968-69.

**PAST GRAND LODGE COMMITTEEMAN** Jack L. Riordan of Palm Springs, CA, Lodge died October 21, 1981. He had just completed three years as a member of the Grand Lodge Lodge Activities Committee.

Brother Riordan also served as District Deputy Grand Exalted Ruler for the South District of California in 1969-70.

**PAST DISTRICT DEPUTY** Paul J. Regan of Watertown, NY, Lodge died September 14, 1981. In 1957-58, Brother Regan served as District Deputy Grand Exalted Ruler for the North Central District of New York.

# The Hoaxers

(Continued from page 8)

needle-faced mallet, creating the appearance of skin pores. A dose of sulfuric acid gave the look of antiquity.

When the work was completed, workers crated the giant and shipped him to New York in a box labeled machinery. Hull returned separately.

Secretly, Hull buried the Giant five feet deep in a marshy area on his cousin's farm. Then he waited. And waited. A year later, Hull's cousin (who was in on the hoax) hired a well to be dug on the giant's secret grave site.

Soon, shovel clanged against stone, and news quickly spread about the discovery of a giant petrified body. Old-timers recalled an Indian tale of huge stone men who once ruled the valley. Entrepreneurs erected a tent over the grave site and charged the curious 50 cents for a peek at the giant. The price soon rose to a dollar. Scientists examined the figure—by now dubbed the Cardiff Giant—and pronounced it to be a true fossil. All of New York state seemed to buzz with the discovery.

And then the bubble burst. A skeptic chipped off a small piece of the giant and had it analyzed. Pure gypsum. Then someone noticed chisel marks. Claims that the figure was a petrified body became more subdued. The good doctor Oliver Wendell Holmes drilled a tiny hole through the giant's head and discovered no evidence of a petrified brain. This led him to conclude that the giant obviously was a "statue of great antiquity."

For years the controversy raged: Petrified man? Ancient statue? Hoax? Then an astute reporter learned of Hull's trip to Iowa, the quarry, and the Chicago stonecutter. The truth was out, and Hull admitted all. Today, the Cardiff Giant resides at the Farmers Museum in Cooperstown, New York, and George Hull has earned himself a place in the hoaxers hall of fame.

Another popular type of hoax has been the creation of people, places, and events that never were. In 1941, a New York stockbroker and sports fan named Morris Newburger decided to invent Plainfield Teachers College and an heroic football quarterback called Johnny Chung.

Each Saturday, the hoaxer telephoned the New York Times and Herald Tribune with the scores and glorious details of Plainfield Teachers' latest victory (of course, they never lost). Beseiged with similar but authentic calls, the newspapers failed to notice the fraud.

As the football season progressed, the two newspapers listed Plainfield Teachers among the few unbeaten

teams in the country. The fabulous Chung, nicknamed the Celestial Comet, became the toast of New York sports fans. Which pro team, fans wondered, would snap him up?

Cleverly, Newburger expanded his ruse. An accomplice in Philadelphia began feeding Plainfield Teachers' exploits to that city's newspaper. Newburger, posing as the school's athletic publicity agent, telephoned the press and sent out news releases on the school's letterhead. The team from Plainfield Teachers was clearly overshadowing much larger schools.

But such an enjoyable hoax was too

good to keep secret. Newburger let a few friends in on the ploy, and soon the word was out. It wasn't long before some blabbermouth snitched to the newspapers, and Plainfield Teachers vanished from the sports pages . . . and with only two easy games remaining in the way of a perfect season.

About the same time but half a world away, two Australian soldiers began a literary hoax that set the world of poetry on its ear. The two, Harold Stewart and James McAuley, conspired to invent a recently deceased poet . . . one Ernest Malley. Their goal? To see (Continued on next page)

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**The Hoaxers**

if devotees of modern poetry could recognize "deliberately concocted nonsense."

One Sunday afternoon in their Sidney barracks, they manufactured the entire poetic output of the deceased, fictitious Ern Malley. To create their poems, they repeatedly opened various books at random and selected unrelated words or phrases. These they wove into nonsensical sentences. They misquoted and made false allusions. They deliberately selected awkward rhymes. A line from their poetry: "One moment of daylight let me have/Like a white arm thrust/Out of the dark and self-denying wave."

Since dead men don't mail letters, they also created a sister for Malley and through her mailed the poetry to

the top modern poetry magazine of the day.

The editors were delighted! Thrilled to their quill tips at having discovered a remarkable new—albeit dead—poet, they printed *all* of Malley's poems. They devoted half the magazine to his work. Editor Max Harris called the deceased Malley "a poet of tremendous power working through a disciplined and restrained kind of statement into the deepest wells of significance."

An American publisher snapped up Malley's poems for an anthology. Young poets around the world acknowledged their debt to Malley. Learned journals carried critical studies of his work. For a brief time the world of poetry bowed toward Australia and her poetic son.

Then the cat leaped from the bag. Stewart and McAuley confessed their

**did you know..**



Several years ago, there was an Elk "Old Timer" who didn't do much in the lodge all year long until it became Christmastime. That's when he began to shine. He could always be counted on to head the Christmas party for youngsters, and his station wagon was always available to deliver Christmas baskets to those in need. He managed to round up school buses to bring the youngsters to the Elks' gala Christmas party—especially those from the children's home. Then while the youngsters were busy enjoying the special entertainment he had arranged, the "Old Timer," who was a tad on the portly side, donned a bright red costume and a great white beard and on cue happily "ho-ho-hoed" his way into the lodge room filled with kids to present each with a treat from Santa.

The lodge honored him when they made him Elk of the Year, and was he ever proud and happy.

Hasn't your lodge a faithful Brother that you'd like to honor?

On New Year's Day, Elks across the nation looked forward to seeing the Pasadena Tournament of Roses Parade on television. This was the second year in recent times that the Order has sponsored a float in the parade. Last year the Elks float captured first place in the fraternal organizations division.

The float this year was once again spectacular with its theme, "Elks Serve Children Everywhere." It was designed to appeal to the public with animation,

sound and extreme beauty. Adopting a theme of the old-fashioned merry-go-round, the extra large animals were synchronized to go up and down. The animals were mounted by children representing the many youth organizations supported by the Elks.

Best of all, Elks everywhere have the opportunity of sharing in the cost of this tremendous float which enhanced the image of Elkdom. Now that you've had the thrill of seeing the float in the parade on television, and if you haven't already done so, sit down and write a check for \$2 or more to the Elks Rose Parade Float Committee, P.O. Box 12446, Fresno, CA 93777.

Elks have a long history of supporting the American Red Cross. Elks also have a long history of helping in times of disaster. Now comes a new wrinkle. The American Red Cross has signed an agreement designating Girard, OH, Lodge No. 1949 as the Disaster Relief Center for Mahoning and southern Trumbull counties.

ER Robert Green reports that this is the first Elks lodge to sign an agreement with the Red Cross for this type of relief center; and the Red Cross hopes to be able to join with other lodges in establishing relief centers to use in the event of a disaster.

Many Elks lodges sponsor Scout or Explorer troops. If you have an interest in Scouting perhaps your lodge would like to sponsor a troop. Elks are concerned about the future and provide facilities for Scouts to meet. There are millions of young boys who have not been able to participate in Scouting because there is no place for them to meet.

Scouting Executives in your area are anxious to meet with Elks and outline the needs of Scouts. They need the help of Elks. Perhaps through your efforts you can give them an opportunity to become better Americans through the efforts of the Order.

hoax, and Ern Malley's fame began fading. But critics of literary faddism praised the pair for having held a mirror to the face of poetry.

A somewhat less purposeful hoax was the one perpetrated in 1824 upon a large portion of the tradesmen of New York by a little old man named Lozier. A wealthy, retired contractor, Lozier (his first name appears to have been lost in the shuffle) commanded a good measure of respect among young New York's working class. That respect, combined with some extreme gullibility and the inventive mind of a practical joker, provided fertile ground for a hoax.

After repeated hints that something big was in the works, Lozier let the story out. He had, he said, been in recent conference with New York's mayor Stephen Allen. The situation was serious, but they had devised a plan. The problem was this: Manhattan Island—because of its many huge buildings—had become much too heavy on the Battery end, and the entire district had begun to sag.

The solution was direct and bold: The peninsula must be sawed off at the Kingsbridge end, towed out to sea, swung about, and reattached with the heavy end anchored solidly to the mainland. It was the classic Big Lie . . . and the people bought it.

Lozier began immediately taking applications from the many laborers and tradesmen eager to work on the project. Butchers were advised to bring in all the meat possible in order that the workers might be well-fed. Orders went out for a great barracks to be constructed near the sawing site, and lumber soon began to pile up near Kingsbridge.

Lozier developed and publicized plans for mammoth saws. The huge

tools were to be 100 feet long with teeth three feet high. It would take 50 men to operate each of perhaps 20 saws. Oars 250 feet long would be needed to row the liberated peninsula into the bay and turn it around. Dozens of blacksmiths and carpenters began ordering materials for the projects. People hailed the endeavor as a boon to the city and to the working man.

The highest paying jobs on the project were to go to the brave men responsible for severing that part of Manhattan lying under water. Lozier personally supervised screenings at which hopeful laborers demonstrated their ability to hold their breath.

Lozier was having too much fun to want to end it all with a confession, so again and again he postponed the project's starting date. Finally, though, anxious workers pressed for and got a date to begin.

All laborers were instructed to meet at Spring Street where a fife and drum corps would lead them to Kingsbridge. Women and children trailed along behind the wagons loaded with tools and materials and food. Flocks of chickens ready for the slaughter were quartered nearby. A gay, festive atmosphere prevailed. All was at the ready, and the colossal undertaking awaited only Lozier's signal to begin.

Which never came. Lozier—probably chuckling uncontrollably to himself—had fled the city, leaving his hundreds of victims behind. As the hours passed and their leader failed to appear, the gullible slowly grew smarter. By nightfall, the crowds and the implements and the chickens had disappeared, and the people mumbled among themselves about the hoax. Several months later, Lozier slipped back into town, but his credibility had forever been lost.

Another hoax had ended. ■

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	Average No. Copies Each Issue During Preceding 12 Months	Actual No. of Copies of Single Issue Published Nearest to Filing Date
Total No. of Copies Printed . . . . .	1,693,636	1,682,370
Paid Circulation		
Sales through dealers and carriers, street vendors and counter sales . . . . .	0	0
Mail Subscriptions 1,676,069		1,665,118
Total Paid Circulation . . . . .	1,676,069	1,665,118
Free Distribution by mail, carrier or other means, samples, complimentary, and other free copies . . . . .	3,534	3,531
Total Distribution . . . . .	1,679,603	1,668,649
Copies Not Distributed		
Office use, left over, unaccounted, spoiled after printing . . . . .	14,033	13,721
Return from news agents . . . . .	0	0
Total . . . . .	1,693,636	1,682,370

I certify that the statements made by me above are correct and complete.

Signed—John R. Ryan  
Publisher/General Manager

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# MEDICINE & YOU

by Larry Holden

## NEW LIGHT ON LEARNING PROBLEMS

Dyslexia, a neurological disorder that can cripple a person's ability to read, spell or even speak correctly, is among the most anguishing of learning disabilities. An estimated 25 million Americans—three times as many men as women—are dyslexic. The disability seems to have little to do with cultural, emotional or family circumstances. The disorder affects those who are otherwise intellectually, emotionally and medically normal.

Learning to read English is not especially difficult. Most children master the task within six or seven years of age. But when d's look like b's and when p's look like q's, the job of learning to read becomes a serious challenge. Confusion in spatial orientation of letters is among the problems faced by those who suffer from the clinical syndrome known as

developmental dyslexia. Even though these sufferers may have no other serious problem, the difficulty in learning their letters is particularly incapacitating in today's modern, highly literate society.

As children, many dyslexics are the subjects of cruel schoolyard taunts and are mistakenly thought to be "backward" or even retarded. Medical research, however, reveals that dyslexia has nothing to do with brain damage or mental retardation or any related emotional problems. In fact, those who have the learning disorder are often bright, perhaps just as talented in art, mathematics, music or some other field as they are handicapped in using words.

Dyslexics are by no means condemned to intellectual mediocrity or lackluster accomplishments. Woodrow Wilson, Al-

bert Einstein, Gen. George Patton, Charles Lindbergh, Hans Christian Andersen, Leonardo Di Vinci, Nelson Rockefeller, W.B. Yeats, Bruce Jenner, Auguste Rodin and Thomas Edison all succeeded in spite of their dyslexia. Many of the top people in both governmental circles and private enterprise overcame learning disabilities on their way to leadership.

The classic example of a dyslexic success story in today's business world is personified in Donald G. Thomson. The energetic Thomson, chief executive officer of Bonanza International and president of the restaurant chain's innovative spin-off venture, Peoples restaurants, is known throughout the industry as "Mr. Turnaround." The nickname comes from his consistently proven ability to take a financially ailing company and, literally, to turn its financial situation around from an operating loss to a profit. During his three years as president of Bonanza, Thomson steered the steakhouse company from a \$7 million loss all the way to a \$7 million profit.

Thomson is quick to admit that his turnaround approach has its roots back in his childhood. Designated retarded by ill-informed grammar school teachers, he never completed high school due to his poor academic performance. What was mistaken for retardation by these teachers was actually dyslexia. Since Thomson's true handicap went undiagnosed and untreated, he succumbed to the enormous peer-group pressure and social stigma. He left school after the ninth grade and later joined the Air Force, where he displayed an exceptional aptitude for math. He submerged himself in the world of computers and communication—and experienced his own turnaround.

Following the Air Force, Thomson worked his way up the corporate ladder at International Telephone and Telegraph. During his 17 years at IT&T, he turned many of the company's unprofitable units into money-makers. His drive to overcome his dyslexia is the same force he applies to his turnaround specialty. Obviously, he's a success at both pursuits.

Medical and social understanding of dyslexia have taken great strides in the last decade. More schools are spotting learning disabilities early and offering special help. In most states, adults who have learning disabilities can get free or low-cost remedial reading courses through state rehabilitation commissions. Dyslexics can also get taped novels and other books rent-free from most state libraries.

The first symptoms of the handicap vary widely. Some children just learning to read tend to reverse letters, syllables and words they see on a printed page. Others have more difficulty focusing on the spoken word and may have trouble memorizing sequenced information, such as the alphabet. Extreme distractibility, poor eye-hand coordination and hyperactivity are also common.

Dyslexia and its effects have been recognized for a long time, but plausible explanations of its cause have been hard

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to come by. Neurological, social and educational factors have been implicated, but none has received strong or consistent support—until now. Many researchers are giving credence to the hypothesis that abnormal cerebral dominance of the brain's hemispheres causes dyslexia. Current experiments in left-right hemisphere processes may spawn a new approach to reading for dyslexics. The approach might provide an optimum balance between linguistic processing (the phonetic approach) and spatial processing (the "look-say" method). Finally, the future for dyslexics is indeed promising.

**Note:** For information on state-sponsored learning disability programs and on LAUNCH, an organization for learning disabled adults, contact John R. Moss, Special Education Dept., East Texas State University, Commerce, TX 75428.

The National Association for Children with Learning Disabilities (ACLD), 4156 Library Road, Pittsburgh, PA 15234, is the best guide to the learning disability capabilities of schools in your area. The ACLD can also provide addresses for the state libraries that have the taped, rent-free novels and books.

*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 W. Diversey Parkway, Chicago, IL 60614. Because of the volume of mail received, individual replies cannot be made.*

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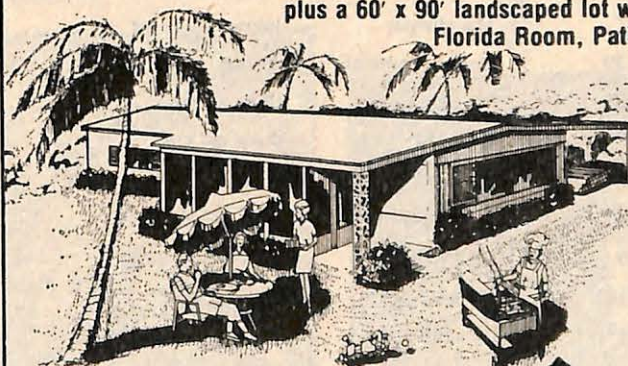
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# 1982 ELKS NATIONAL "HOOP SHOOT" SCHEDULE

STATE	DATE	TOWN	DIRECTOR
ALABAMA	Feb. 13	Birmingham	John Bauer
ALASKA	Jan. 16	Kenai	George Robinson
ARIZONA	Jan. 30	Phoenix	Bob Markwood
ARKANSAS	Jan. 30	Russellville	Eldon G. Lucas
CALIF-HAWAII	Feb. 6	Fresno	Gene Beckel
COLORADO	Feb. 6	Denver	R. Gary Starritt
CONNECTICUT	Feb. 7	Willimantic	John Lescoe
FLORIDA	Jan. 23	St. Petersburg	John J. Frizalone
GEORGIA	Feb. 13	Warner Robins	William Cook
IDAHO	Feb. 6	Twin Falls	Vern Bybee
ILLINOIS	Feb. 13	Normal	Robert Brand
INDIANA	Jan. 16	Lafayette	Robert Pruse
IOWA	Feb. 13	Ames	Richard Froeschle
KANSAS	Feb. 20	Salina	Howard Houk
KENTUCKY	Feb. 13	Cynthiana	Jim Fuller
LOUISIANA	Jan. 31	Opelousas	Brice Palmer
MAINE	Jan. 17	Lewiston	Allan Richard
MD, DE, DC	Feb. 7	Largo, MD	Bruce Howell
MASSACHUSETTS	Jan. 30	Chelmsford	Bill Ferrick
MICHIGAN	Jan. 9	Pontiac	Louis E. Johnston
MINNESOTA	Feb. 13	Hutchinson	Roger Klinghagen
MISSISSIPPI	Jan. 30	Hattiesburg	Raymond Bonones
MISSOURI	Feb. 6	Columbia	Terry L. White
MONTANA	Jan. 9	Bozeman	Robert Semmens
NEBRASKA	Feb. 20	Kearney	Dick Bedient
NEVADA	Jan. 30	Hawthorne	Tom Davison
NEW HAMPSHIRE	Feb. 7	Manchester	Hazen Hayward
NEW JERSEY	Jan. 30	Upper Montclair	Joseph Magnotta
NEW MEXICO	Jan. 31	Albuquerque	Gary Clarke
NEW YORK	Feb. 6	Camillus	Gary C. King
NORTH CAROLINA	Jan. 30	Reidsville	Thomas A. Sanders
NORTH DAKOTA	Jan. 16	Jamestown	Jack Brown
OHIO	Feb. 6	Delaware	Thomas A. Biggs
OKLAHOMA	Feb. 13	Midwest City	William Wolf
OREGON	Jan. 23	Corvallis	William Critchfield
PENNSYLVANIA	Jan. 30	State College	Duane Berry
RHODE ISLAND	Jan. 31	Warwick	George Gil
SOUTH CAROLINA	Feb. 20	Rockhill	Allen Gotbeter
SOUTH DAKOTA	Jan. 30	Pierre	Vern Larson
TENNESSEE	Feb. 14	Murfreesboro	Randall L. Smith
TEXAS	Feb. 4	Grand Prairie	Royce Butler
UTAH	Feb. 6	Springville	Dennis McGuire
VERMONT	Jan. 9	Brattleboro	Lynton Worden
VIRGINIA	Jan. 30	Harrisonburg	Danny O'Donnell
WASHINGTON	Feb. 6	Seattle	Bob Keating
WEST VIRGINIA	Feb. 6	Parkersburg	Bennett Stump
WISCONSIN	Jan. 10	Stevens Point	Leon Rondou
WYOMING	Jan. 16	Casper	Ray Bastow

## Regional Semi-Finals

The following states will appear in the regional semi-finals held at the following locations:

**SOUTHEAST REGION** Feb. 27  
MS, AL, GA, FL, SC  
Auburn University, Auburn, AL  
Director: Tom Preer, 704 Farish St.  
Opelika, AL 36801

**SOUTHEAST CENTRAL REGION** Feb. 13  
WV, VA, NC, MD, DE, DC  
James Madison University, Harrisonburg, VA  
Director: Danny O'Donnell, R.R. #10,  
Box 254D, Harrisonburg, VA 22801

**NORTHWEST CENTRAL REGION** Mar. 6  
MT, WY, ND, SD  
Lockwood High School, Billings, MT  
Director: Dave Todd, 1823 Ave. E.  
Billings, MT 59102

**GREAT LAKES** Feb. 20  
MI, IN, OH  
Bowling Green University, Bowling Green, OH  
Director: Charles Davis, 908 Lambert St.  
Bowling Green, OH 43402

**CENTRAL REGION** Feb. 27  
MO, KY, AR, TN  
Middle Tennessee State, Murphysboro, TN  
Director: Bill Maynard, 1124 Oakleaf Dr.  
Kingsport, TN 37663

**SOUTHWEST REGION** Feb. 27  
NM, OK, TX, LA  
Mac Arthur High School, Lawton, OK  
Director: Bill Wolf, 1436 40th  
Lawton, OK 73505

**NORTHWEST REGION** Feb. 13  
WA, OR, ID, AK  
Park Rose High School, Portland, OR  
Director: Bill Critchfield, P.O. Box 1047  
Corvallis, OR 97330

**WEST CENTRAL** Mar. 6  
NE, CO, KS  
Westminster High School, Westminster, CO  
Director: Joe Gareis, 8581 Crescent Dr.  
Westminster, CO 80030

**NORTHEAST** Feb. 20  
ME, NH, RI, MA, CT, VT  
Bryant College, Smithfield, RI  
Director: Walter Kettelle, 594 Lafayette Rd.  
N. Kingstown, RI 02852

**NORTHEAST CENTRAL** Feb. 20  
PA, NY, NJ  
University of Scranton, Scranton, PA  
Director: Paul Woodring, P.O. Box 125  
Warriors Mark, PA 16877

**WEST** Feb. 20  
CA, HI, NV, UT, AZ  
Las Vegas Convention Center, Las Vegas, NV  
Director: Tom Davison, 1409 E. Wilson Ave.  
Las Vegas, NV 89101

**NORTH CENTRAL** Feb. 27  
MN, WI, IA, IL  
University of Iowa, Iowa City, IA  
Director: Dick Froeschle, Rt. 1  
LeClaire, IA 52753



## Finals

Elks National "Hoop Shoot" Contest finals will be held at Market Square Arena in Indianapolis, Indiana, on March 19, 20, and 21, 1982. Indiana Pacers vs. New Jersey Nets. National Headquarters, Indianapolis Hyatt Regency Hotel.

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# Elks "Hoop Shoot" 10 Years Old

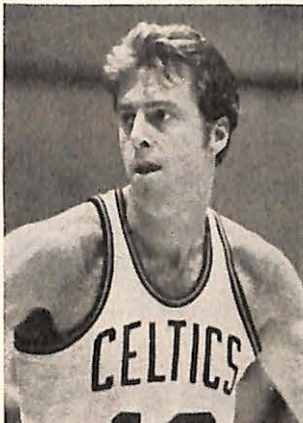
In 1981, 2,771,831 young Americans, representing 1,893 Elks Lodges from all 50 states, participated in the largest youth program of its kind in the nation. Ten states had 100 percent participation from their subordinate lodges in 1981—Nebraska, Nevada, South Dakota, Idaho, Oregon, New Mexico, Oklahoma, North Carolina, Montana and Utah. Another record participation is expected for 1982, culminating in the National Finals in Indianapolis, Indiana, on March 19, 20 and 21. National Champions will have their names, along with all other Elks national champions, inscribed on a plaque at the Naismith Memorial Basketball Hall of Fame in

1982 will mark 10 years since THE ELKS NATIONAL "HOOP SHOOT" program was established on a coast-to-coast scale.

Springfield, Massachusetts.

One of the last year's winners, nine year old Todd Haynes of Shaftsbury, VT, was a bench attendant for the World Champion Boston Celtics when they met the Denver Nuggets at the Springfield Civic Center last October 26th. The game was the highlight of NBA Day in Basketball City, USA. Todd, who was sponsored by Bennington, VT, Lodge No. 567, instructed several of the Celtics on the finer points of free-throw shooting.

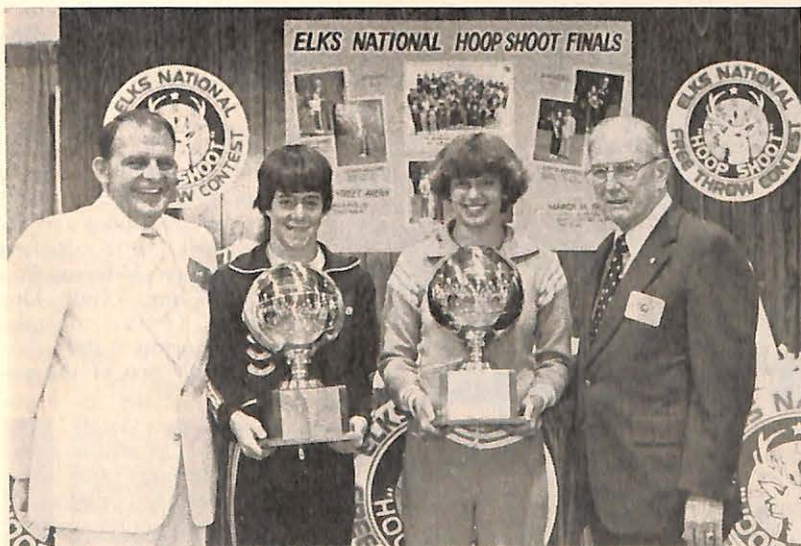
Former Celtic great, Dave Cowans, seven-time NBA All-Star and 1973 NBA MVP, will act as consultant to the 1982 Elks National "Hoop Shoot."



Former Boston Celtic coach and player, Dave Cowans, will act as consultant to the 1982 Elks National "Hoop Shoot."



Kevin McHale of The Boston Celtics practices with "Hoop Shoot" Champ Todd Haynes prior to NBA Day game in Springfield, MA.



The 1981 Getty Powell Awards were received at the Grand Lodge Convention in Las Vegas, NV, by 13 year old Tanya Jorgenson (second from right) and 12 year old Brian Gibbs (second from left). Both Tanya, from Douglas, WY (sponsored by Casper Lodge No. 1353), and Brian, from Kit Carson, CO (sponsored by Lamar Lodge No. 1319), addressed the delegates in Las Vegas. The Powell Award goes annually to the boy and girl who achieve the highest score during national competition. Shown with the two champions are Emile J. Brady, National "Hoop Shoot" Director (left) and PGER Frank Hise, Corvallis, OR, recognized as the founder of the Elks "Hoop Shoot" program.



Shown with nine year old Todd Haynes, a 1981 "Hoop Shoot" champion, are (left to right) National Director Emile Brady, "Hoop Shoot" Consultant and former NBA great Dave Cowans, and Lee Williams, Executive Director of the Naismith Memorial Basketball Hall of Fame.



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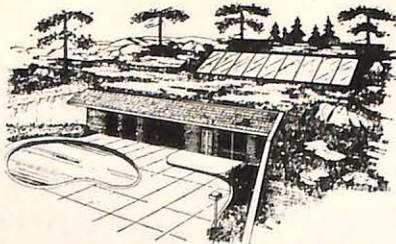
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The Washington State Hospital and Hides Program provided a color TV set equipped with headphone jacks for bedside use in the Palative Treatment Ward at the Vancouver, WA, VA Medical Center. From left are Glenn Mack, visitation chm., and Theron Quarnberg, Elks district hospital chm., both 38-year members of Vancouver Lodge; and David Bevers, chief of voluntary service for Portland and Vancouver VA Medical Centers.



Falmouth, MA, Lodge treated 53 veterans from the Brocton Veterans Hospital to a clam boil at the Lodge. Attending the feast were members of the hospital recreation staff, who presented Falmouth Lodge with a certificate of appreciation for past veterans activities. Pictured with hospital staff members are ER Ernest Baker (third from right) and lodge Veterans Activities Chm. Earl Creemer (right).



Point Pleasant, NJ, Lodge hosted 30 patients from the Lyons VA Medical Center for a day of fishing and refreshments. Bill Reinert (left), lodge Veterans Activities Chm., and Don Westing (right) of the medical center staff are shown with two of the patients.

Bill Royal (left), ER of San Mateo, CA, Lodge; Quint Bravo, Chm., National Service Committee; and PER John Broughan are shown presenting one of 10 television sets donated to the Palo Alto Veterans Hospital by San Mateo Lodge.



## It's Your Business

(Continued from page 4)

ers, who may in fact be more honest and reputable than others, could be maligned.

Such localizing of a national wire service story is commonplace in the newspaper business. An interesting sidebar, most editors would say. But there is rarely an intent to damage anyone with such an assignment.

The problem comes when the reporter, perhaps uninterested in the idea or the angle or trying to be different from the national story, interviews the subject. Blunt questions on sensitive matters can bring negative or defensive answers. The reporter has his responses—those that are printable at least—and the subject feels he's been victimized. Or he's shocked when he sees the story in print at how the reporter took innocent comments and re-arranged them.

There are ways to improve the business-media relations where you live. Since few communities have news or media councils where such issues can be discussed formally, it takes motivated businessmen and media managers and editors to formulate their own local guidelines. It's worth the time and effort to establish such a relationship even if, as the AMA suggests, there is an adversary role for each. The local bar association, for example, meets each month in many communities with a mixture of prosecuting and defense attorneys who are adversaries in court but put aside their differences when together.

1. Don't back away from a sensitive issue. If you service someone's car or home incorrectly, you'll make it good. If the issue involves circumstances beyond your control—a recall of the product or manufacturer error—discuss it or help the reporter find the information he's looking for. Trouble begins when you avoid news people or try to hide pertinent details.

2. Don't lie. A few high government officials in recent years have discovered what every business proprietor should know . . . you can fool some of the people some of the time, but you can't fool all the people all of the time. Lies, small or large, can be more damaging to an individual or a business than the issue itself.

3. Keep in touch with media on a regular basis. Offer information and ideas for stories and be available for help. Don't stay out of touch until a crisis arises.

4. Turn reporter's negative questions to positive answers. Don't become defensive when answering questions that imply criticism or arrogance. Hold your temper and respond rationally. Your restraint and courtesy can give you an edge even with the most hostile reporter trying to stack evidence against you or your firm or industry.

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

# "Magic" Indian Oil CATCHES FISH LIKE CRAZY!

I made this remarkable discovery when my son went on his first fishing trip with me. We hired this old Indian guide in a small town in Wisconsin.

When our guide showed Mark how to bait his hook, I noticed that he rubbed something on the bait just before Mark put the line in the lake. Within minutes Mark had himself a beautiful bass. You can imagine how pleased I was and Mark, of course, wanted more.

So the whole thing was repeated—the guide put on the bait, rubbed it again, and up popped another beauty. Meanwhile, I sat there patiently waiting for my first fish.

This went on all morning. Mark caught 30 bass and I got eight.

When I pulled the boat in at noon and paid off our Indian guide, I noticed that a small, unusual seed had apparently fallen from the guide's pocket into the bottom of our boat. The odor from the seed was quite strong and certainly different from anything I had ever smelled before. This was what he had rubbed on Mark's bait!



It works for me—  
wouldn't be without it.  
D. Hulbutt, Duluth

When we returned home the next day, I gave the seed to a chemist friend of mine. He analyzed it and duplicated it into a spray for me.

I could hardly wait for my next fishing trip. What I discovered on that trip was absolutely unbelievable. I have never before caught fish like that. Every time I baited my hook. I sprayed it and up popped another fish.

I tested some more. I put spray on one bait and nothing on another. The sprayed bait got the fish almost immediately. The unsprayed bait got some nibbles, but nothing more.

I gave some of my friends samples of the spray to try and the results were the same—they caught fish like never before.

I named my spray "CATCH FISH LIKE CRAZY" cause that's just what it does and it works with all kinds of fresh or salt water fish. It works equally well on artificial or live bait.

**Here's what fishermen say about my spray:**  
"What you say is true. I caught fish like crazy—it really works!" K.S. Evansville, Ind.

"I read your ad and found it hard to believe—but sent for it anyhow cause I'm not very lucky—after one day, I'm a believer—I caught Snook and Sea Bass—it was easy!" D.D. Naples, Fla

"I always keep a can in my tackle box. It's fantastic!" K.V. Highland Park, Ill.



I used your spray  
and caught all these fish  
J. Hannon, Chicago

### MONEY BACK GUARANTEE

I will send you my "CATCH FISH LIKE CRAZY" spray. If you don't CATCH FISH LIKE CRAZY—don't even bother to return it—just send me your name and address and I'll return your money immediately.

**SEND  
COUPON  
TODAY!**

© Catch Fish Like Crazy 1982

**CATCH FISH LIKE CRAZY Dept. E012  
508 E. 115th St. Chicago, IL. 60628**

Enclosed is \$\_\_\_\_\_ for \_\_\_\_\_ spray cans. If I don't CATCH FISH LIKE CRAZY you will refund my money at once.

- 2 cans \$10 (SAVE \$2) plus \$1.50 post. & hdlg.
- 1 can \$6 plus \$.75 post. & hdlg.
- 4 cans \$16 (SAVE \$8) POSTAGE FREE!

Ill. Res. add 6% sales tax.

Charge my  VISA  MASTER CARD

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

PRINT NAME \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_



# NEWS OF THE LODGES

(Continued from page 19)



**CLAYTON (ST. LOUIS), MO,** Lodge sponsored a contest to determine the top Air Force recruiter in the eastern half of Missouri and southwestern Illinois. ER James Martin (left) presented a \$100 savings bond to the contest winner, SSgt Chuck Querrey, who topped 40 other recruiters in the area in order to win the award.



**ANN ARBOR, MI.** Ground breaking ceremonies were held for the new home of Ann Arbor, MI, Lodge. From left are VP E.D. Quirk, ER Robert Schapler, and DDGER John Douglass, Jr.



**FORT WAYNE, IN,** Lodge donated \$4,000 to the Fort Wayne Children's Zoo. The money was raised at the lodge's sixth annual Sports Celebrity Golf Benefit. From left are ER George Lindsay, Jr., Zoo Director Earl Wells receiving the check from Chm. Frank Franze, and Co-chm. Danny Collins and Larry Craver.



**PONCA CITY, OK,** Lodge recently celebrated its 25th anniversary. Several charter members and state officers were present. In photo from left are Charter Member Mike Murphy; his three sons, Pat, Bill and Larry; and ER Sam King. The three younger Murphys were initiated into the lodge this year.

◀ **HAMILTON, OH.** Comedian Bob Hope (left) receives a check from ER Dan Wurst of Hamilton, OH, Lodge. The money is a donation to Hope House, a home for problem children in Cincinnati. Looking on are Father Celsus Griese, director of the board of trustees of the home, and Est. Lead. Kt. Miles Mirka.



# You've been planning a financially secure retirement.

## East Hills is especially for you.

Until now, retirement communities that offer complete service and amenity packages with financial security have only been available to the very wealthy or the poor. Unfortunately, most of us don't fit into those categories. That's why East Hills is being developed.

East Hills is a new kind of retirement community. **The membership fee** for East Hills is based on a per person rate and **provides financial security** against catastrophic medical costs by establishing a special fund to help pay for these costs. Additionally, the initial membership fee at East Hills is refundable on a pro-rated basis for up to four years.

At East Hills we've combined this revolutionary concept of care with the most comprehensive services and amenities available in this area. East Hills will be a thriving neighborhood of active people, built in beautiful surroundings that will remind you of retirement communities found now only in the warmer parts of our nation.

East Hills is being built by the Lutheran Home for the Aged Association. An Iowa non-profit organization dedicated to a principle of Christian concern for the fulfillment of life.

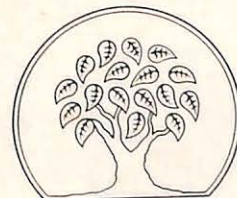
"We believe that your retirement

years should be more secure and productive. And we believe East Hills offers that lifestyle."

Right now, East Hills is offering a special, pre-construction discount on initial membership fees. You can save \$3,500.00 or more and be assured of a wide selection of apartments and cottages if you join now.

Come visit our information center in Midlands Mall, Council Bluffs, to learn more about East Hills, or send us this coupon.

**East Hills . . . It's What You've Been Looking Forward To.**



**EAST HILLS**  
LUTHERAN RETIREMENT COMMUNITY

269 Midlands Mall,  
Broadway at Main  
Council Bluffs, Iowa 51501  
712/322-0557

Please send more information about  
East Hills Lutheran Retirement Community.

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Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

ELK 1/1/82

**HERE'S A BUY!**  
**FLORSHEIM IMPERIALS**  
 HAVE STOOD FOR THE FINEST OF QUALITY  
 FOR MANY YEARS. WE ARE OFFERING TWO OF  
 THEIR BEST FOR... **\$69.90 A PAIR**  
 AVERAGE RETAIL AT \$94.00.



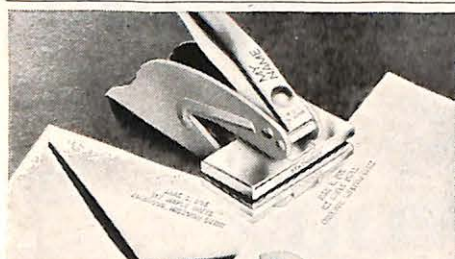
**IMPERIAL LONG WING TIP**  
 A. Black Cashmere Leather  
 B. Brown Cashmere Leather  
**SIZES & WIDTHS**  
 AAA 10-13, 14, 15  
 AA 9-13, 14, 15  
 A 8-13, 14, 15  
 B 7-13, 14, 15  
 C 6-13, 14, 15  
 D 5-13, 14, 15  
 E 5-13, 14  
 EEE 6-12, 13

**IMPERIAL PLAIN TOE**  
 C. Black Cashmere Leather  
 D. Brown Cashmere Leather  
**SIZES & WIDTHS**  
 A 9-12, 13  
 B 9-12, 13  
 C 8-12, 13  
 D 7-12, 13  
 E 7-11

TALJON, BOX 3149, DES MOINES, IOWA 50316

Please send me \_\_\_\_\_ pairs of Florsheims for which I  
 enclose \$\_\_\_\_\_ plus \$2.25 postage & handling per  
 pair or charge it.  VISA  MASTER CHARGE  
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 NAME \_\_\_\_\_  
 STREET \_\_\_\_\_ APT. \_\_\_\_\_  
 CITY \_\_\_\_\_  
 STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 (Over Size 12 ADD \$2.00). Iowa residents add 3%  
**OFFER EXPIRES 2-10-82.** Sales Tax.

COLOR & STYLE	HOW MANY	SIZE	WIDTH
BLACK WING A			
BROWN WING B			
BLACK PLAIN C			
BROWN PLAIN D			



**highly prized for any gift-giving occasion**  
**"MY NAME" EMBOSSER**  
 converts envelopes and plain paper into expensive-looking raised-letter stationery. All steel lifetime construction—no maintenance. Highly prized for any gift-giving occasion including holidays, birthdays, etc. Limit 24 characters and spaces per each of 3 lines.  
**\$13.95** plus \$2.00 post-hdlig. 2 for \$27 post-hdlig. 4 for \$53 plus \$3.50 post-hdlig.  
 If 4 line name and address is required, add \$2.98.  
 Desk Model: Add \$3.00 each embosser

For a variety of uses from same embosser, order extra copyholder including plates and dies—\$11 + \$2 shpg.  
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**"Sing-A-Long"**



**"Slide-A-Song"** PRODUCERS OF  
 MULTI-COLORED SLIDES FOR GROUP SINGING - FOR FREE CATALOG AND SAMPLE SLIDE, WRITE:  
 SLIDE-A-SONG CO.  
 3109R EAST PUGET AVE., PHOENIX, AZ 85028  
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**Elks Family SHOPPER**  
 Useful and unique new products for indoors and outdoors

A Profitable Family Cash Business

**MINI DONUTS**

On Weekends or FULL TIME!



**Earn \$200 On A Weekend**

... with a free-standing or mobile Lil' Orbit mini donut factory. Great family business for fun & profits. Part or Full time. Easy to operate and makes up to 1,250 mini donuts per hour. Make up to \$750 on a weekend at fairs, sports events and flea markets.

**Financing Available**  
 As little as 1/3 down and up to 12 months to pay based on credit acceptance.  
**Free Booklet The DONUT MAN**  
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**SHOWER CADDY \$9.98**  
 plus \$2 shpg.

Enjoy neat bathrooms with this fantastic space saver! Three 8 1/2" white corner shelves provide convenient space for the soap, shampoo, conditioners, lotions, bubble bath, jars and bottles. Sturdy chrome tension pole fits in both corners of either tub or stall shower and adjusts up to 7'3" high. With no-mar vinyl tips and shelf drain holes. **Special:** buy two for extra storage at \$19 plus \$3 shpg. Check, MC, VISA.

**ESSEX HOUSE**  
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**EXCLUSIVE...**



**ELKS PRINTED APPAREL OFFER!**  
 Ever popular Blue Heather T Shirt is now available to Elks everywhere. This shirt is a 50% polyester/38% cotton/12% rayon blend. Available in Blue with Elk print in contrasting Blue. Specialty print as full front or breast. Men's sizes: S,M,L,XL for \$4.95 each. Boys' sizes: S,M,L,XL for \$3.95 each. Add \$1.00 per shirt for postage and handling.  
 Mail to:  
**THE KROLIK CORPORATION, 405 Midland Avenue**  
 Detroit, Michigan 48203 Established in 1871.  
 Member Detroit Chamber of Commerce  
 Member Detroit Convention Bureau



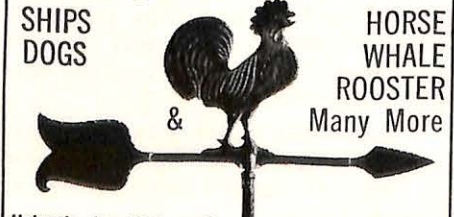
**TROPICAIR™ HEAT-EXCHANGER BREATHING AID.**

A patented device that operates without batteries or chemicals to warm the outside air before it is inhaled. Mask is lightweight and comfortable. TropicAir Breathing Aid weighs only about 8 ounces. Ideal for serious outdoor athletes, all who must work outside, and those with respiratory problems. Free brochure available. TropicAire, Ltd., Dept. EM, P.O. Box 146, Smithville, MO 64089

**POOCH PAJAMAS . . .**

They're soft and comfy! Just the thing for cool days and for sleeping. Great for after bath, for defleaving and as protection from shedding hair. Hood folds. For cats, too! Washable, polyester knit in solid colors. Sizes 10, 12, 14, 16. (Measure pet from collar to base of tail) \$11.98 + \$1 shpg. Catalog, 25¢. Du-Say's, Dept. 503, P.O. Box 1036, Picayune, Mississippi 39466

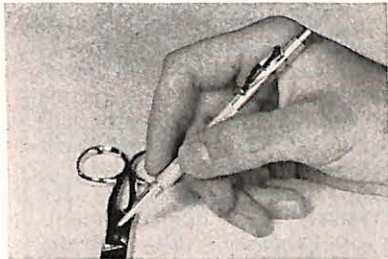
**Thinking About Weathervanes?**



**SHIPS DOGS HORSE WHALE ROOSTER Many More**  
 Uniquely beautiful weathervanes crafted of hand cast aluminum and finished in a tradition sure to add charm to your home. Finest in art metal home decor since 1938.  
**Write to: FREE CATALOG**  
**HOLST, INC.** Dept. EV-182, 1118 W. Lake  
 Box 370, Tawas City, MI 48763



**AIRPORT '80 BIRD-FEEDER.** You'll get hours of entertainment from viewing feathered friends as they feed from this funnel in a globe feeder. The three Cling-A-Wing feeding stations will accommodate only the little guys—like chickadees, finches and nuthatches. Chain and hooks included. Double Birdfeeder \$12.95 + \$2 shpg. Single feeder \$7.95 + \$1.50 shpg. Holst, Inc., Dept. EK-82, 1118 W. Lake, Box 370, Tawas City, MI 48763



**ENGRAVE, SCRIBE, DECORATE** with multi-purpose engraving tool. Marks metal, glass and other hard surfaces without electricity or acids. Handy pocket scriber is as practical and convenient as a ball point pen. The tungsten carbide tip lasts a lifetime. Standard Scriber (no magnet) \$2.95 ppd. Deluxe Scriber (reversible tip and magnetic pickup) \$5.95 ppd. Pointed Specialty Company, Dept. E12, 227 Peterson Road, Libertyville, IL 60048



**SEE-THRU ALARM CLOCK . . .** Fascinating and educational for children, as well as grown-ups. This colorful, double bell alarm clock allows you to see what makes it tick. The time is dramatized through the clock's moving parts of yellow, brass, red, and blue. The clock stands over 5 1/2" tall with bright red case, brass bells and brass trim. Satisfaction guaranteed. \$14.98 ppd. Flare Enterprises, Dept. EE, 6514 W. Main St., Jacksonville, AR 72076

## CUSTOM PINS FOR ALL CLUBS

Lapel, Convention, Tie-Tac, or Key Tag. Top quality detailed work to your design in hard enamel and vivid colors. **NO DIE CHARGE!** Low factory prices. Min. order only 150 pcs.

Write today for free price list.

—KB—  
**SPECIALTIES**  
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Bellflower,  
Cal. 90706  
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# Tall & Big Men

## Send for this FREE catalog

Finally, you can get a good selection of great-looking clothes that fit!

Instead of getting sold short in stores that carry only a limited selection in your size, send for 96 pages of smart-looking clothes guaranteed to fit!



### What a guarantee!

Your order from The King-Size Company is **GUARANTEED** both **BEFORE** and **AFTER** wearing, washing, or dry cleaning. Unless you are fully satisfied, you may send it back for a full refund or exchange.

## IT'S ALL HERE!

- ★ Brand-name shirts up to 22" neck and 38" sleeve
- ★ Slacks and jeans to 60" waist and 38" inseam
- ★ Jackets and outerwear to size 60
- ★ Shoes, boots, work shoes, and sneakers to size 16EEE

## FREE COLOR CATALOG

Please send the latest KING-SIZE Co. full-color Catalog to me at the address below

My Telephone Number \_\_\_\_\_ Area Code \_\_\_\_\_  
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**THE King-Size Co.**

1022 King-Size Bldg. Brockton, MA. 02402



Now available with optional wooden floorboards!

- Our SEA EAGLE 8
- 9'7" x 4'6"
  - Holds 4 adults
  - 3 hp capacity
  - Weighs 31 lbs.
  - Costs just \$220.

## The Quality Alternative to High-Cost Inflatable Boats!

Why pay \$600, \$1000 or more for an inflatable boat?

Sea Eagles pack small, last for years and cost just \$110 to \$540.

For lakes, rivers, ponds, bays and even ocean surf.

Fishing, camping river-running, yacht tending . . . Sea Eagles give you more fun for your money.

Canoes, dinghies and motormount boats.

Write for FREE brochure.

Please rush me FREE brochure

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▶ Sea Eagle, St. James, NY 11780



Or phone 516-724-8900, Mon-Fri, 8:30am-4:30pm EST

EM1B



Enjoy your bath again...  
...with **TUBMATE™**  
Bath Lift

Tubmate is the portable, water-powered bath lift that lets you enjoy your bath again without assistance. Its smooth lifting and lowering action gently assists you in getting in and out of your tub. Write for a free brochure today and start enjoying your bath again soon!

**AMERICAN STAIR-GLIDE CORPORATION**  
Department EQ-012, 4001 E. 138th St.,  
Grandview, MO 64030.



Now... A Professional Pedicure  
In Your Own Home!

Professional  
**TOENAIL SCISSORS**

Avoid ingrown toenails and trips to the doctor. Order Today!

NOW ONLY \$3<sup>99</sup>

Mail no-risk coupon today

**STERLING HOUSE, Dept. TN-3183**  
Sterling Building, Garnerville, N.Y. 10923

YES! I'd like to give myself a professional pedicure—and prevent ingrown toenails. Please send me this specially designed Professional TOENAIL SCISSORS.

1 for only \$3.99 plus 70¢ postage. **SAVE. ORDER MORE THAN ONE NOW!**

2 for only \$6.50 plus 95¢ postage.

3 for only \$8.95 plus \$1.25 postage.

Enclosed is just \$ \_\_\_\_\_

CHARGE IT.  Visa  Master Charge

Card # \_\_\_\_\_

Expires \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

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- Cut the Toughest Nails — Easily and Quickly.
- Precision Instrument in Surgical Quality Steel. Made in West Germany.
- Sure-Grip Comfortable Handles.
- Extra-Long Shank Gives You More Leverage.
- Special Design Tapered Blades for Perfect Control.

**UNCONDITIONAL 1-YEAR MONEY-BACK GUARANTEE**

*Elks Family Shopper*  
consumer/news

Being a parent has its joys—but it can have its rough times, too. One of the greatest fears that parents have today is the possibility that their **child may use drugs.**

To give you some help on how to prevent drugs from entering your family, or what to do if they already have, the Department of Health and Human Services has a booklet called *Drug Abuse Prevention for Your Family*. For your copy send \$1.75 to Consumer Information Center, Dept. 206J, Pueblo, CO 81009.

The truth is that drugs are available. Some, like alcohol, tobacco and aspirin are socially acceptable and are even looked upon as useful substances. But so many people use these drugs everyday with little thought about how this might affect their children.

Legal drugs are available for nearly every kind of human ailment, real or imagined. Unfortunately, many people misuse these drugs by taking them for the wrong reasons, taking them too frequently, or taking several drugs in combination, sometimes creating highly dangerous interactions.

Other drugs are marginally acceptable socially, but still illegal and by no means harmless, like marijuana and hashish. Then there are the dangerous and illegal drugs—like heroin, LSD and PCP.

The easy availability of these drugs is the biggest problem. But you can help prevent drugs from invading your home and involving your children. Remember that you  
*(Continued on page 46)*

See Advertisement Inside Back Cover

**3 LAYER COAT**  
**HABAND COMPANY** ONLY **2995**  
265 North 9th Street,  
Paterson, N.J. 07530 2 for \$59

Gentlemen: Please send me \_\_\_\_\_ coats, for which I enclose my full remittance of \$ \_\_\_\_\_ plus \$1.95 towards shipping.

Or Charge It:  VISA  MasterCharge

Exp. Date: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Acct. # \_\_\_\_\_

**SIZES AVAILABLE**

S	M	L
34-36	38-40	42-44
XL	XXL*	XXXL*
46-48	50-52	54-56

\*Please add \$6 for XXL & XXXL

COLOR	HOW MANY	WHAT SIZE
BROWN	C	
BLACK	A	
BURGUNDY	B	

**GUARANTEE:** I understand that if upon receipt I do not wish to wear the coat(s), I may return it within 30 days for full refund of every penny I paid you.

**724-349**

Name \_\_\_\_\_

Street \_\_\_\_\_ Apt. # \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

**SLEEP WARM—SAVE FUEL**

You Sleep ON IT not under it



New **BED WARMER** goes on the mattress. Enjoy soothing, relaxing radiant heat from below. More comfortable and convenient than electric blankets. Yet, **COSTS LESS** to operate. Drives out cold and dampness.

**SAVE FUEL** by turning your furnace low at night, and still sleep warm. Automatic thermostat adjusts bed warmth for any changes in room temperature. Six sizes for home use, plus 12 volt models for RV's and sleeper cabs. Also seat, back and pet warmers. Send for **FREE** booklet. Describes all Electro Warmth® products, advantages & savings. Great for gifts, too.

**PATENTED PRODUCTS CORP.**

Box A, E-182 Danville, OH 43014

**Carrots Love Tomatoes**

*(But don't plant beans near onions!)*

Hard to believe, but botanical characteristics in vegetables actually help (or hinder) their growth and taste when planted near or apart from other vegetables. Our strange but true new 224-pg. companion planting book tells what to plant together for outstanding results and why. Fun, educational, a **Great Gift for Gardeners!** Only \$6.50 (we pay postage). Send to:

Garden Way Publishing,  
Dept. A1085, Charlotte, VT 05445.

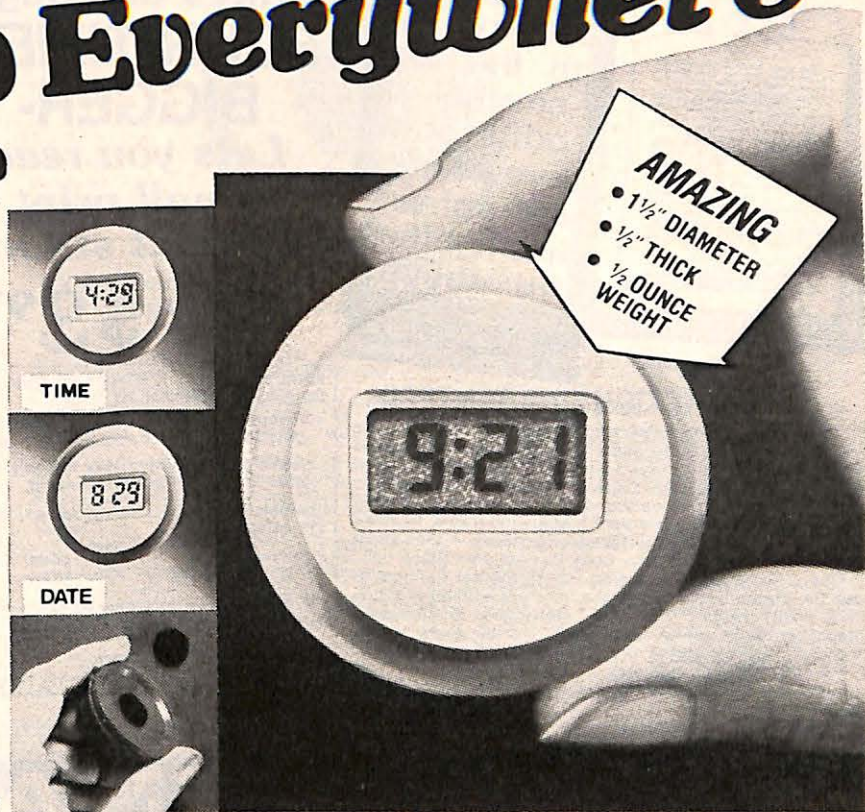
# SALE!

SAVE OVER \$14.  
THOUSANDS OF  
THESE SUPERB CLOCKS  
SOLD AT \$20.00

NOW ONLY \$5.77  
SAVE MORE!  
2 for only \$10.77

# FANTASTIC Sticks-Up Everywhere Calendar Clock

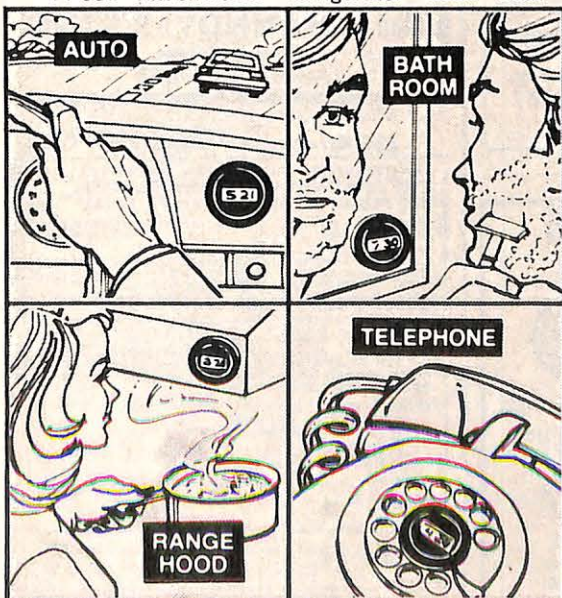
Displays hour and minutes with quartz crystal accuracy—changes automatically every 2 seconds to show month & date!



IT'S SO EASY TO STICK UP EVERYWHERE!

- NO WINDING! NO PLUGS! NO BUTTONS TO PUSH!
- SPACE AGE ACCURACY!
- BUILT-IN COMPUTER adjusts for long and short months!
- EASILY REPLACEABLE BATTERY (included) powers clock for one FULL YEAR!
- SUPER-STICK, DETACHABLE FELT BACKING grips instantly to any surface, lets you stick 'em up anywhere!
- CHOOSE FROM 3 DECORATOR COLORS—red, yellow or beige!

Use 'em everywhere to keep you on schedule:  
• TV set • attache case • refrigerator • desk • boat



## Fantastic Price Break!

Not \$20.00  
Not \$14.95  
**NOW ONLY \$5.77**  
SAVE MORE!  
2 for only \$10.77

Now, at home, in the office, in your workshop or garage, have the TIME AND DATE always just a glance away—with these incredible LCD-DISPLAY CALENDAR CLOCKS!

And now, during this fantastic PRICE BREAK, order extra CALENDAR CLOCKS AND SAVE EVEN MORE! SATISFACTION GUARANTEED or your purchase price refunded. (except post. & hdlg.) RUSH YOUR ORDER TODAY!

**TREMENDOUS GIFT SAVINGS!**  
10 Clocks for \$49.95 (That's \$4.99 each)

Old Village Shop  
Hanover, PA 17331

—SATISFACTION GUARANTEED—MAIL TODAY—

OLD VILLAGE SHOP, Dept. VZ-7693, 340 Poplar Street, Hanover, PA 17331

YES! Please send me one STICK 'EM UP CALENDAR CLOCK #Z530105B for ONLY \$5.77 plus \$1.25 postage & handling!

Color choice: \_\_\_\_\_  
 SAVE! Send me 2 CALENDAR CLOCKS for ONLY \$10.77 plus \$2.25 postage & handling!

Color choices: \_\_\_\_\_  
 SAVE MORE! Send me 3 CALENDAR CLOCKS for only \$15.77 plus \$3.00 shipping & handling!

Color choices: \_\_\_\_\_  
Enclosed is \$\_\_\_\_\_ (PA res. add sales tax.)

GIFT SAVINGS! Send me 10 CALENDAR CLOCKS for ONLY \$49.95 plus \$5.75 ship. & hdlg.!

Color choices: \_\_\_\_\_

CHARGE TO:  American Express  VISA  
 Carte Blanche  Diners Club  MasterCard  
Acct. # \_\_\_\_\_ Exp. Date \_\_\_\_\_

PRINT NAME \_\_\_\_\_

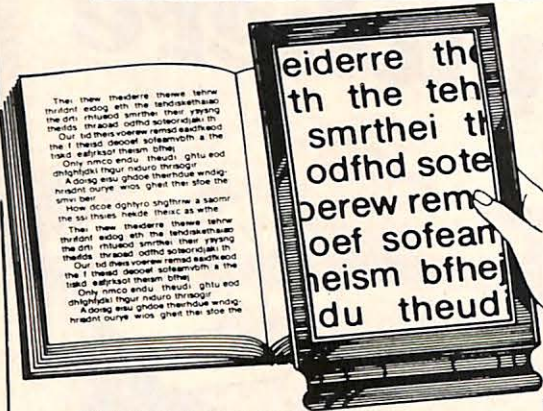
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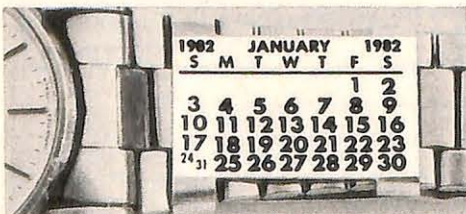
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## Elks Family Shopper consumer/news

are still the single most powerful role model your children have. Giving your children love and affection and consistent, fair discipline can go a long way in helping them avoid drug involvement. Also, try to stay open to your kids' problems and concerns.

How can you tell if your child is on drugs? You might try asking. If you get a "yes," remember that panic or anger won't help either of you. Your child needs your support and understanding more than ever before. Be open and calm. Then try to find out what the problem is. Together you and your child can solve the problem—step-by-step.

If you feel you need some help, or if you're in a family crisis, nearly every community has a drug hot line, or counselors and organizations that can help. Also, each state has a specific agency for drug abuse prevention, usually in the health or mental health department. These state agencies can refer you to help in your community. Or, you can write to Families Anonymous, P.O. Box 344, Torrance, CA 90501.

The final thing to know about  
(Continued on page 48)

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See Advertisement Inside Front Cover

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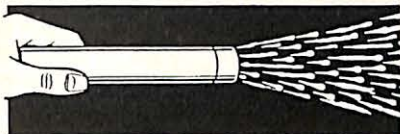
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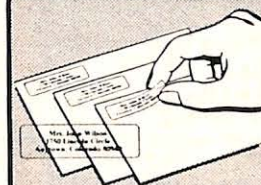


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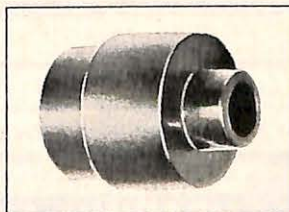
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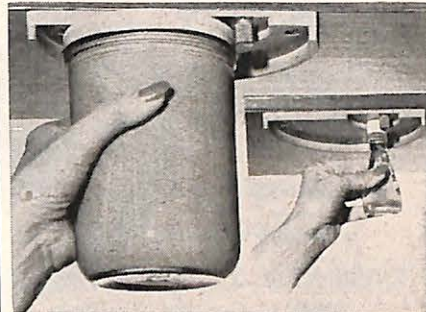
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**Elks Family Shopper  
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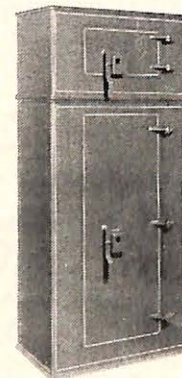
drug intervention is that it works best when it's practiced early. Continued drug abuse not only increases the likelihood of permanent harm, but also the effects of the drugs can quickly overshadow the original problem that triggered the abuse. If you think one of your children has a drug problem, act right away, but act calmly. You can make the difference.

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(Continued on page 50)

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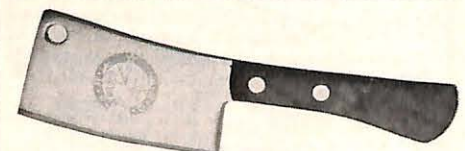


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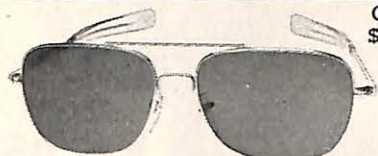
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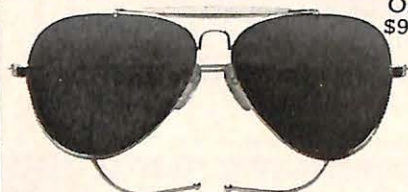
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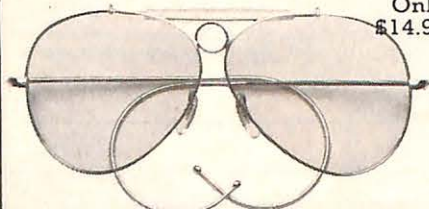
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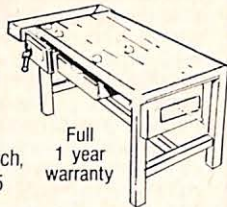
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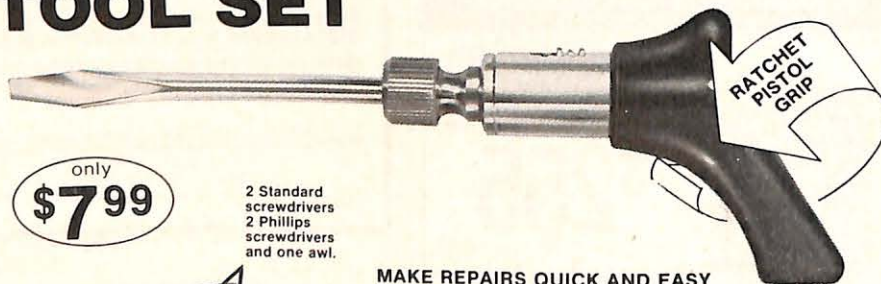


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## Elks Family Shopper consumer/news

ever make sense. Anyway, it would probably take \$537 worth of gribbet wrenches, widget calibrators, and assorted other specialty tools before we could even begin to do anything.

You'll be less easily intimidated if you have a good guidebook to follow. One that's written in ordinary English, and that doesn't assume you know anything to begin with. One of these is just out. *The Backyard Mechanic, Volume III* walks you through a series of repairs ranging from replacing filters to pounding out dents. To get a copy, send \$4.00 to the Consumer Information Center, Dept. 204J, Pueblo, CO 81009.

Say your dashboard lights go out. Not having much of an idea what could be involved, you might begin patting your wallet nervously. It could seem like a complicated electrical problem that could cost a lot.

But armed with a little knowledge, you can check for yourself to see if it's something as simple as a blown fuse. Like houses, cars (Continued on page 52)

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have fuses; only the automotive variety is shaped a bit differently—usually a thin, metal-tipped glass cylinder, no more than an inch in length. Typically, between five and a dozen of these fuses are all mounted together on a flat panel somewhere between the dashboard and the floor or just under the hood. (If you can't locate your fuse panel, find out where it is by looking in your owner's manual.) Each of the fuses on the panel will be marked to indicate the function it controls. For example, "Dashboard lights" might be abbreviated down to "DSH LGT."

A pair of simple metal clips, one at either end, holds each fuse in place. To remove the suspect fuse, just pry it out. *Don't* use a screwdriver, or anything else that's metal—you could give yourself a shock, or even start an electrical fire. A good tool to use is a popsicle stick.

When you've removed the fuse that you think might be bad, take it to a car parts store and get another fuse of the same rating. You may have to buy a box of four or five, but you still won't have to pay  
(Continued on page 54)

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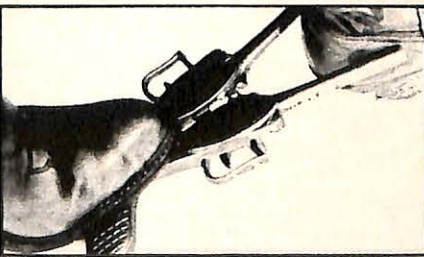
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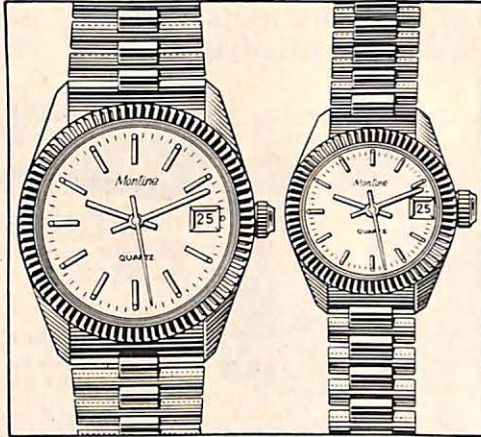



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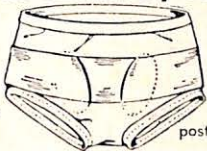
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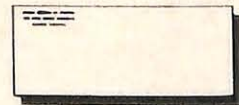
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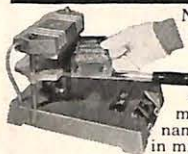
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A near-record number of **Colorado** Elks representing all 55 lodges convened in Boulder September 10-12 for the 78th annual convention of the Colorado Elks Association. Over 1,600 members and wives welcomed GER Raymond V. Arnold and PGER George Klein.

Newly elected officers of the association are President John Heard, Boulder; First Vice-President Charles Watkins, Delta; Second Vice-President James Steers, Northglenn; Third Vice-President William Smith, Colorado Springs; Secretary James Sterling, Canon City; and Treasurer James Flanigan, Aurora.

Major Project Committee Chm. Charles White reported that Colorado Elks had raised over \$200,000 for Elks Laradon Hall in Denver. Elks Laradon Hall is a school for training and rehabilitation of mentally retarded children, and a vocational school for young adults.

National Foundation Chm. C. E. "Gene" Fruit announced that \$102,000 had been donated to the National Foundation and that \$57,000 had been returned to Colorado in the form of youth scholarships and donations to Elks Laradon Hall. Donations to the National Foundation become part of the principal, and only the interest is used for charitable purposes.

In ritualistic competition Brighton eked out a victory over Montrose for the championship in a tight contest which saw eleven of the twelve lodges competing score within two points of the winner. Lakewood was third followed by Littleton, Boulder, Colorado Springs, Del-



During the Colorado state convention at Boulder, GER Raymond V. Arnold (right) was presented with a special "566" belt buckle by ER Jack Deitrick of Boulder Lodge No. 566.

ta, Pueblo, Summit County, Northglenn, Leadville and Monte Vista.

Lakewood's Esteemed Loyal Knight Martin Brasel took the Tatman Trophy as high point man in the contest. Gunnison Past Exalted Ruler Robert Ener won the PER Eleven O'Clock Toast Contest.

A Memorial Service was held on Saturday, with Boulder's James Luckow giving the Memorial Address. PSP Richard Tatman, Greeley, presented the eulogy for Past State President Lew Kitts, Greeley, who died this past year.

The Association scheduled a quarterly meeting to be held in Loveland November 7-8, with the next convention to be held in Pueblo September 9-11, 1982.

Providence was the site of the 45th annual **Rhode Island** State Elks Association convention held June 12-13, 1981.

Friday evening approximately 300 Elks and their guests assembled for the Memorial Service conducted by the State Champion Ritualistic Team from West Warwick. Christ the King Chorale helped with their beautiful hymns to make the Memorial Service, directed by PDD Ovide Brindamour, one to be remembered. Father Albert Brindamour was the guest speaker. Following the ceremony, various presentations were made.

The state association's first Elk of the Year Award went to Ernest Faiola of Providence, for his outstanding work with veterans. A plaque was awarded to Francis Laushway of Pawtucket for having raised the largest sum of money ever recorded for the Elks National Foundation by a Rhode Island Lodge.

Guests present at the Saturday business session were SDGER Fred Quattromani and GL Committeeman Joseph Mattias.

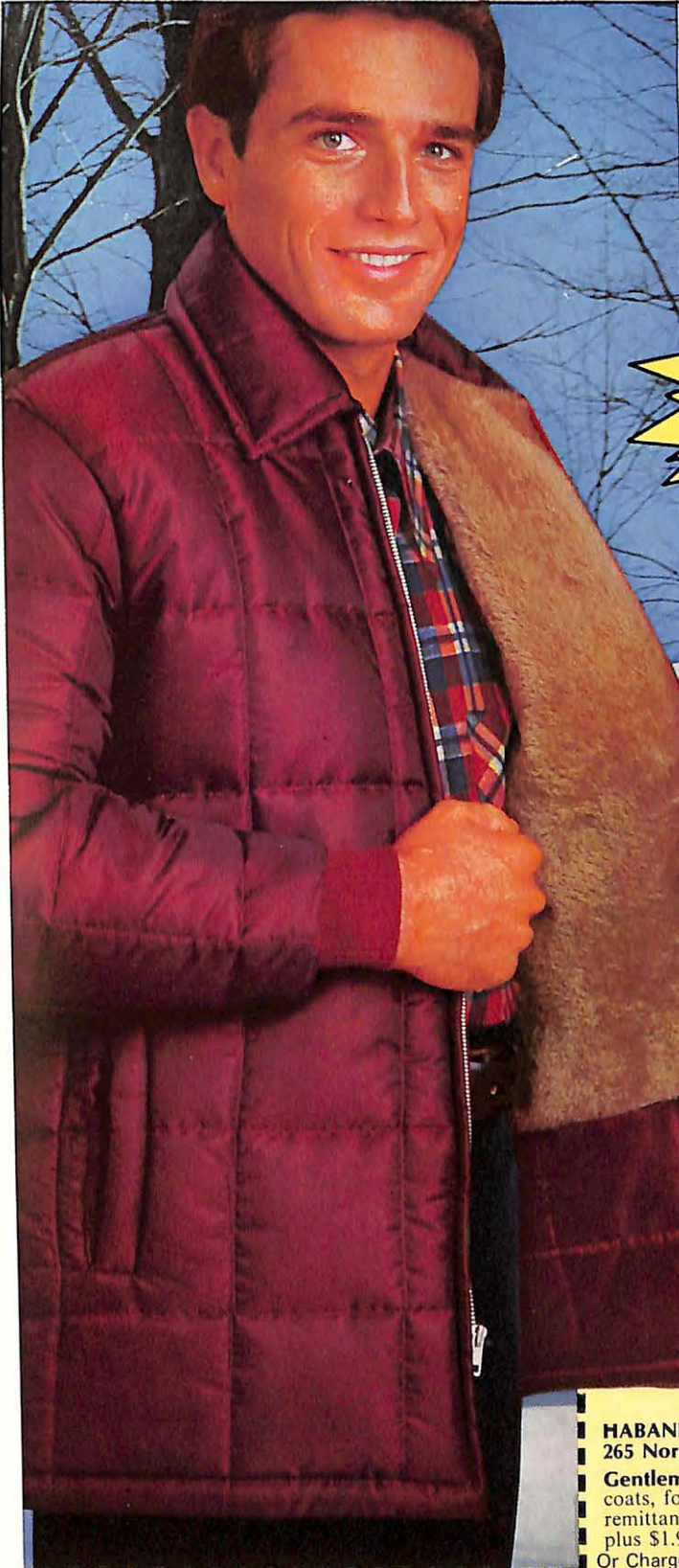
That evening the following officers were installed: President Rudolph Pistacchio, Smithfield; Vice President East Richard Bugbee, Providence; Vice President West Donald Rogers, West Warwick; Secretary R. Peter Hagopian, Smithfield; and Treasurer William Darby, Pawtucket.

A dance attended by over 300 Elks and their ladies ended another enjoyable convention.

Highlighting some of the association's activities was the observance of Flag Day at McCoy Stadium, Pawtucket, before the start of the Paw Sox-Syracuse Chiefs baseball game. Over 4,000 fans watched as Elks from all of the state's lodges honored our nation's flag with an appropriate ceremony.

The Elks were invited to march in Bristol's Tricentennial Parade. The offer was accepted and a large delegation of Elks marched along with their float which won second prize, "Most Beautiful."

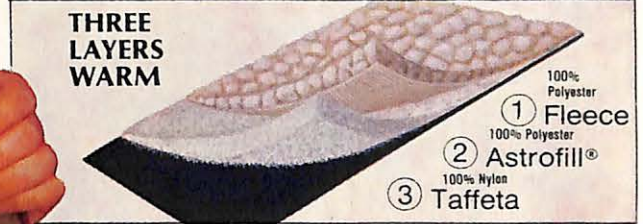
The Rhode Island State Elks Association will hold its 1982 convention on May 14-15 at Hyannis, MA. ■



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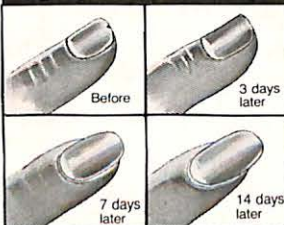
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