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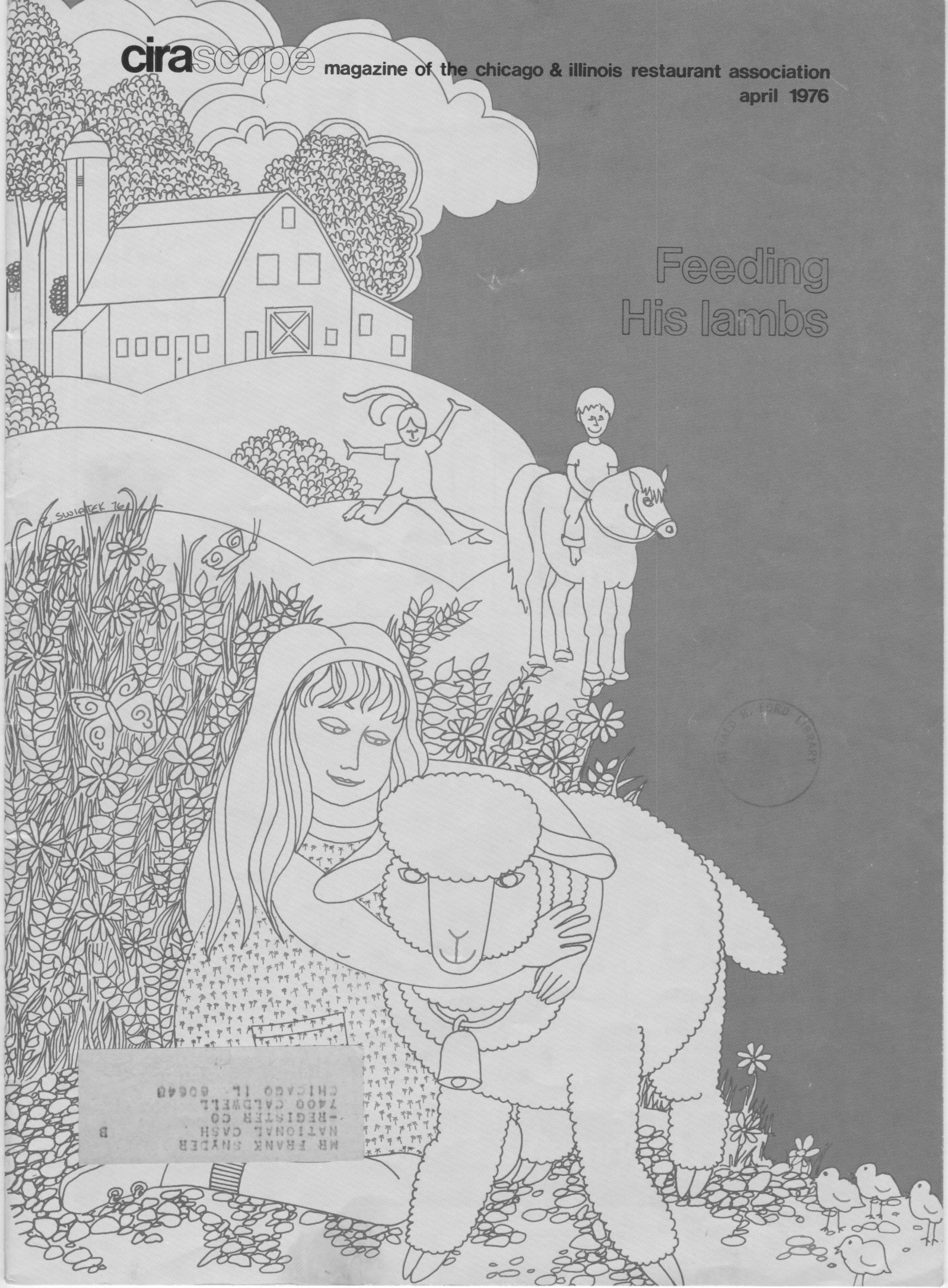
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cira scope

magazine of the chicago & illinois restaurant association

april 1976

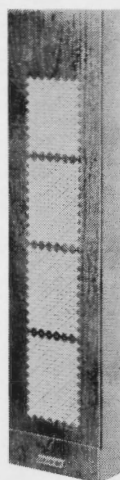
## Feeding His lambs



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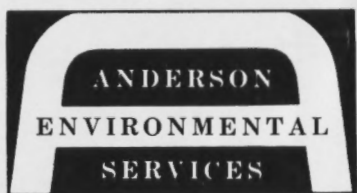
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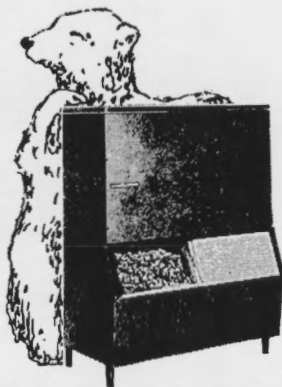
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# cirascope

APRIL 1976 VOL. 64 No. 4

MAGAZINE OF THE CHICAGO & ILLINOIS RESTAURANT ASSOCIATION

## the cover

**Feeding His lambs** Corine Owen and Robert Terese have dedicated themselves to fulfilling Biblical instructions to "feed the Lord's lambs." Freelance reporter Mona Kempinski tells how, on page 8. Cover design by Pat Swiatek.

## features

**Beef grading and revision** A thorough update on current beef standards and specifications. Page 6.

**Whitehall: an illusion of elegance** A report on the opening of a new, sophisticated hotel/restaurant. Page 11.

**NRA beats bureaucracy** A report on how the U.S. Labor Department gave up on the overtime issue for foodservice. Page 16.

**Indian Lakes C.C. to acquire new facilities** A look at expansion plans now underway for new banquet and convention rooms at the Bloomingdale establishment. Page 17.

## departments

**Epigrams** The people column of the foodservice industry, by Susan Shinneman. Page 4.

**Cirascoop** The "scoop" on CIRAmembers. Page 14.

**New members** CIRA welcomes new members and associate members. Page 23.

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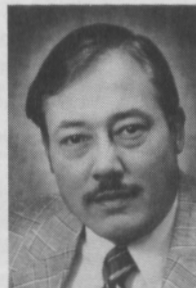
## epigrams

**Leo Slater** of Superior Tea and Coffee Co. has been appointed to the Board of Directors of the Association for Dressing and Sauces, a trade association comprised of manufacturers of these products. Slater has been with Superior since 1960 directly supervising the manufacturing of its dressing and sauces until his recent change to manager-packaging materials and equipment. Congratulations to Slater on the ADS board's recognition of his achievements in the industry.

**Dieter Strohmeier** has been appointed general manager for Szabo Food Service Inc.'s operations in the Standard Oil Building. His responsibilities include management of Stanley's, the employee dining facilities and the newly established catering operation. Prior to this appointment, Strohmeier served as general manager of the three Szabo operations in the Hartford Plaza.



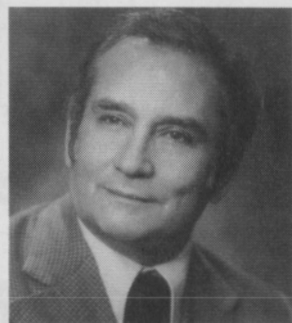
Strohmeier



Demeo

**Leon Demeo** has been named director of export sales for Litton Microwave Cooking Products. He will be responsible for developing export sales of commercial and consumer ovens in markets outside of Europe, Japan and Canada where the firm has subsidiary companies. Demeo will appoint national distributors for Litton products in the export markets.

**William Johnson**, formerly manager of the Ground Round in Norridge, has been promoted to area manager of North Chicago and the state of Wisconsin. He joined the operation in 1974 as a food and beverage coordinator having had eleven years of management experience.



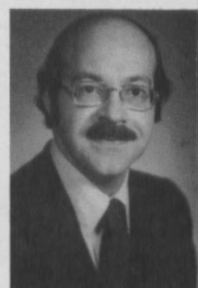
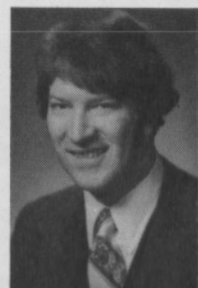
Baer

**E. Robert (Bobby) Baer**, managing director of Shanghai Lil's in Chicago, was honored by Sports Lodge No. 2458 B'nai B'rith at a recent State of Israel Bond dinner. Baer, a director of the lodge, is being feted for loyal and dedicated service.

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**Donald Roby** has joined Calkins and Company's central Illinois food-service department. He has ten years of experience in foodservice sales in the Quad cities and central Illinois areas.

Several appointments have been announced by Stouffer Corporation. **Gary J. Sabath** has been named director of planning and budget and **James A. Henkel**, controller for Stouffer's Hotels. **Charles H. Pimlott, Jr.** has been appointed director of marketing and **William R. Loeb**, vice president-controller (a newly created position) for Stouffer Restaurants.



clockwise: Sabath,  
Henkel and  
Pimlott.

Prior to this appointment, Sabath was a manager of internal auditing for Stouffer's restaurants and hotels. Henkel joined the company in 1975 as a corporate accountant. Pimlott was manager of bakery marketing for Stouffer's prior to this promotion. Loeb joined the company in 1959 as an accountant and has held several related positions with increasing responsibility since then. □

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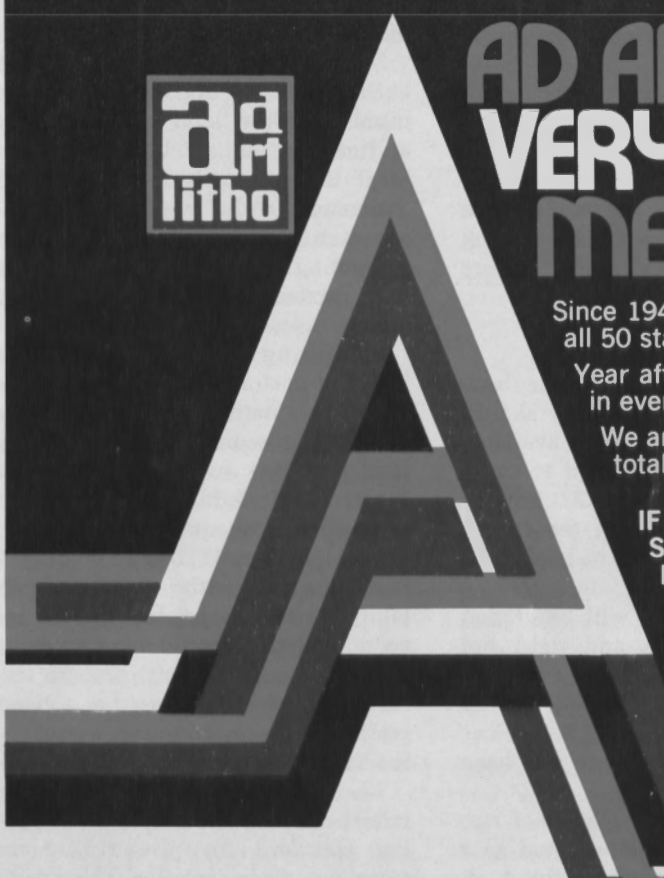
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April, 1976



# BEEF GRADING & REVISION

From the National Meat & Livestock Board, Chicago

Revisions in the government's beef grading standards, which went into effect in February, are expected by many to prove beneficial to the consumer in the long run. Though there were complaints voiced in some consumer quarters when the revisions were announced in 1975, these appeared to spring from lack of understanding of the changes, indeed of the system itself.

There may be some disruptions in the production-processing cycle during the first weeks of transition to revised standards. If this occurs, it is hoped they do not create severe economic stress for packers or producers and are of short duration.

Actually, the differences between the new standards and the previous ones are relatively minor. They reflect changes in production management, genetic improvements of cattle breeds and the availability of grain—all conditions which have occurred since the standards were last updated in 1965. As a matter of fact, similar revisions have been

made every seven to ten years since beef grading was first established in 1927.

First a quick note about the changes. Then a review of grading itself. And then let's return to more detail on these changes.

## Revisions in brief

There really are only four revisions in the standards. They should mean leaner beef being available and, usually, less grain fed to cattle to produce it (We doubt that anyone will notice a change in the flavor, tenderness or juiciness of beef.) The changes are:

1. All beef graded will be graded for both quality and yield, not just one or the other.
2. Slightly leaner beef will qualify for U.S. Prime and U.S. Choice.
3. The U.S. Good grade has been redesigned.
4. Conformation (or shape of carcass) has been eliminated as a factor in determining the quality grade.

Before explaining what these changes are and what they really mean to the beef shopper and to the livestock producer, let's take a thorough look at grading itself, the why and what of it.

## What is grading?

Grading and grades for livestock and meat were first created in 1927 in order to identify the characteristics which generally indicate differences in palatability and therefore in value. Grades also help create an economic incentive for quality production.

Grading is a measuring system to provide farmers, packers, wholesalers and retail distributors with uniform standards for buying and selling livestock and meat. Grades help a consumer identify various levels of quality, too.

Up until grading was established, there was no uniform system for identifying the best and the least, and the progressive livestock producer was apt to be paid the same price for top quality animals as was the producer of lesser quality. But with grading it was reasoned if a meat animal qualified for a given grade, the producer would be paid accordingly. And following in the marketing chain, so would each other processor or handler.

Meat and animal scientists of the U.S. Dept. of Agriculture, in a number of the land grant colleges and at the National Live Stock and Meat Board, a private industry organization in the late '20's were instrumental in developing, then promoting the grading system. It is still carried out under USDA auspices.

Promoting grading to various kinds of customers developed at the outset as a natural outgrowth in our competitive economy. First, quantity food preparers such as railroad dining car services, hotel and restaurant groups were encouraged to buy on the quality grade basis. It helped them purchase with a degree of certainty as to the product they'd receive and thus could plan to have their cooks and chefs prepare accordingly. Meat purchased at a given grade from one supplier would be the same from another supplier.

Then, grocery and meat shop retailers adopted the system as a buying standard for procuring their supplies. Soon retailers began to promote to customers the fact that

they had meat which met federal standards of quality. It gave the ones using grades an edge in sales promotion and grade became a selling tool for aggressive merchants. "The meat you buy here tomorrow will be the same quality you bought yesterday—because it's USDA graded," might well have been a merchandising message.

But other retailers and packers, proud of their own meat selection capabilities, did not use or promote federal grades. They felt that their own store or chain or brand reputation was every bit as solid as the government's in getting supplies and building customer confidence.

These two attitudes prevail even today with some retailers and packers having firmly established their own "house brand" of beef and other meats. Customer satisfaction shows clearly that they've done well. A reputable retailer will put a consistently similar product in the case with or without USDA grade.

But the USDA grade, even when it's not officially used, still is the broad standard by which beef industry people guide themselves eyeing cattle on the hoof, or beef on the rail.

And the customer ought to have an idea, too, even if the beef on the family table is not federally graded, that it is comparable to, say, U.S. Choice, or U.S. Good, etc. Such an understanding will help a meat shopper know if a house brand or house grade in one store or a chain is equal to the USDA grade in a competitor's place, so that price/quality comparisons can be made easily. It will help a meat shopper see the differences between grades, again for price/quality comparisons.

## What are the grades?

There are eight "quality" grades for beef. They are USDA Prime, USDA Choice, USDA Good, USDA Standard, USDA Commercial, USDA Utility, USDA Cutter and USDA Canner. They are variously referred to as "U.S. Choice," or simply "Choice," but officially the full set of USDA initials precedes the designation.

The grade actually appears on the outside fat of the carcass in the form of an official USDA shield. Scores of impressions are both rolled and stamped. However, the stamp frequently is removed by the trimming process and, therefore, is not appar-

ent on cuts in the retail counter.

- U.S. Prime is the "highest" grade. It is produced in limited quantities. Its principal market is the so-called table-cloth restaurant trade or the "carriage trade" in meat shops and gourmet stores. About 4½ percent of total production normally has fallen into the Prime grade. Prime is most suitable for the natural "aging" process because it has a thick fat cover. (In aging, natural enzymes cause tenderizing and flavor development.)

Over the past 30 years, U.S. Choice has become the most popular grade in butcher shops and supermarkets. Choice also is widely distributed in the restaurant trade. As long as it has been economically feasible to produce it, due to abundant and inexpensive grain supplies, the customer demand for U.S. Choice quality has been filled. With scarce grain at high prices in 1974-75, there was less-than-usual Prime and Choice. Choice is leaner than Prime, but still can be aged moderately.

- Both U.S. Good and U.S. Standard, respectively, fall below Choice on the grading scale. Normally they contain less fat, seldom are offered as graded beef, but are more apt to have the store brand on them as an "economy beef" where available. Good generally is not as flavorful, juicy or tender as Choice and, likewise, Standard falls below Good in these palatability characteristics. But they still have pleasing flavor though milder than Choice and Prime grades.

*"The meat you buy here tomorrow  
will be the same quality you bought  
yesterday — because it's USDA graded."*

- The U.S. Commercial, Utility, Cutter and Canner grades usually are not available in food stores. This meat normally is purchased by processors for conversion into ground beef or to be processed as sausage meats, cold cuts, canned stew, luncheon loaf, or other manufactured meat items. Though nutritious and wholesome, these grades lack the palatability characteristics of higher grades. However, this is not a problem since the cuts most always are ground or pre-cooked. The more

tender cuts (ribs and loins) are featured in many popular low-cost "steak-houses."

## Two kinds of grading — quality/yield

It's important to emphasize that there are two kinds of grading for beef. One is the Quality Grading, referred to here-to-fore, Prime, Choice, etc. The quality referred to is based on palatability characteristics, or eating quality—tenderness, juiciness, flavor. This is the traditional grading instituted back in the late 20's.

The other grading is called Yield Grading. This system, which is entirely separate from quality grading, measures how much meat can be taken from a carcass. The Yield Grades are numbered from 1 to 5. A Yield Grade No. 1 has the greatest percentage of meat in the carcass. No's. 2-3-4 respectively have less and a Yield Grade No. 5 has the lowest percentage of meat compared to fat and bone.

Yield Grading was instituted in 1965 and is designed to encourage producers to adapt to management improvements. That is, it provides an economic incentive for producers to use proven but new techniques in feeding and handling, new crossbreeding programs, etc., in order to receive more compensation for meatier animals than for fatter animals. Two steers might weigh the same, but one has greater value because it is expected to yield a higher percentage of meat per animal. In substance, Quality Grading measures palatability characteristics while

Yield Grading measures percent of meat in the carcass. That is: how good, how much!

## Grading is a voluntary system

Grading is not mandatory. A packer can have his beef federally graded or not. But if he does, the packer pays the government the full cost to have a USDA Grader come into his plant to examine every carcass offered for grading for its grade

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# Feeding his lambs at Lambs Farm

by Mona Kempski



"Feed My lambs."

According to the Gospel of St. John, that was the Lord's instruction to Peter, as proof that he really loved Him. And feeding those "lambs"—mentally retarded adults who have a need for satisfaction and fulfillment—is exactly what Mrs. Corine Owen and Robert Terese have dedicated themselves to do.

The result of their efforts to create a work/living shelter for the mentally retarded: Lambs Farm.

Located in Libertyville, Lambs Pet Farm is more than a workshop to develop skills for these young people. The farm now offers a residence so that employees may benefit from the group living experience as well.

These "lambs," moderately retarded adults between the ages of 16 and 40, work and live on a country farm where they do useful and rewarding work and have a chance to gain satisfaction from a job well done.

Co-founders Owen and Terese opened the first Lambs Pet Shop on Chicago's State Street in 1961. Employing 30 mentally retarded adults, the founders decided that the facilities required expansion. After visiting a farm in Libertyville (at Route 176 and I-94), Owen and Terese knew they had found the site of the new Lambs Pet Farm.

That was 15 years ago. Today the farm not only offers visitors a pet shop, but a lovely restaurant featuring buffet dining, a bakery, a gift shop featuring silk screened items, the Market, Heritage House and Tea Room as well.

The most recent development at Lambs Farm is the new employee residence which was recently dedicated by First Lady Mrs. Betty Ford. Mrs. Ford, who toured all of the farm's facilities, was "officially escorted" by two of the adults in the program, Libby Creigh and Herman Banyon.

Not all of the Lambs' 65 employees live on the farm. The new residence houses 34 men and

women and two house parents. The remaining "lambs" commute to homes in the Chicago area.

Activities for the new residents include basketball, swimming, crafts and trips to the library. But that's far from everything which Lambs offers to keep the young people entertained and busy. During business hours, the mentally retarded adults wait on tables in the dining room, prepare food, bake homemade bread sold in the bakery, feed the animals in the pet shop, silk screen greeting cards and weave baskets.

"Lambs has always been a type of shelter for mentally retarded adults. Mr. Terese and Mrs. Owen wanted a community in addition to an activity workshop," said Mrs. Audrey Orawiec, manager of the dining room, bakery and refreshment concessions.

Although Lambs acquires the majority of its special employees and residents through referrals by family doctors and psychiatrists, parents also request to have their children become a part of the Lambs Farm program. Mrs. Orawiec said schools often recommend the farm after a young adult has completed his formal education.

When a family expresses interest in having a retarded young man or woman live or work at the farm, there is an application and interview process which takes place. But according to Mrs. Orawiec, who has worked at Lambs for eight years, "We don't look at I.Q.; we stress things like eye/hand coordination. Then we place them at a job they can do without frustration."

Mrs. Orawiec said, "We must find what they excel in and encourage them to follow those lines." If this is used as a starting point, she explained, the "lambs" will gradually take on more tasks, tasks which they feel are more challenging. Because they feel at ease and without frustration in their initial job, they become further inclined to take on more difficult and challenging chores.

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CIRASCOPE



Lambs program participants Herman Banyon and Libby Creigh "officially escort" First Lady Betty Ford on a tour of the facilities. Mrs. Ford appeared at Lambs to dedicate the new employee residence.

April, 1976



## Feeding his lambs continued



"If we were to find that someone was having problems in the area they worked in, we'd stress that perhaps this simply isn't the area of the person's strongest interest. They need to realize that we all excel in something," the food manager said. There is an advisory board at the farm which can suggest other areas that the young person might find more satisfying.

"Religious affiliation and race are of no consequence—they are all our lambs," said Mrs. Orawiec. "We are involved 100 per cent with mentally retarded adults. We operate on the principle of giving them a dignified place to live and work," she added.

Contributions are the primary means by which Lambs Farm is financed. These benefactors—appropriately called "good shepherds"—offer support for the various projects the farm undertakes, and provides counsel and advice as well as monetary aid. Although the

Others who show interest in Lambs Farm and have not hesitated to offer their support are the Women's Board of Directors and other groups of professionals.

"The Executive Chefs of Illinois, especially Jesse Cobb, executive chef at Allgauer's Restaurant in Northbrook, have been very helpful. They've given us special help and encouragement, and offered professional advice when we opened our dining room," said Mrs. Orawiec.

Spring and summer plans at Lambs Farm include a Country Fair on June 8, a Country Jamboree on July 11 and, into the fall, a Clam Bake is slated for October 3.

The Executive Chefs donate the food for the farm's Country Jamboree. "For all our special events, our benefactors and supporters donate time and merchandise," Mrs. Orawiec said.

The whole idea of Lambs Farm is the young people. "We're here entirely for them," Mrs. Orawiec stated. The basis for this: The "lambs" have a need, and so does the staff. In helping the mentally retarded find satisfaction and accomplishment through usefulness, the staff, too, finds satisfaction.

Convinced that she and all those at Lambs are working with a fascinating group, Mrs. Orawiec pointed out that many people may be concerned about coming to an establishment—especially a restaurant—at which the employees are mentally retarded.

"Where are the retarded people?" Mrs. Orawiec recalls a customer asking. She remembers when a retarded waitress, Patty, overheard one such question and proudly announced, "Here we are. I'm retarded!"

Instilling this pride and ease in dealing with others is the goal of Lambs Farm. A goal which, as Patty proves, is attainable.

There is one "lamb," an original member of the 1961 program, who is now working in the china department of Marshall Field and Co. Mrs. Orawiec called Lambs an "open establishment" in which those involved move and relocate according to their interests and abilities.

There has yet to be a case of the farm "not having room" for a mentally retarded adult who is interested in the program. "There are very few employees who haven't worked out at the farm" according to Mrs. Orawiec.

Mrs. Orawiec summed up the entire intention of Lambs Farm quite simply: "our approach is one of love and affection." She said that in working with the "lambs" they stress the need to be gracious ("visitors come here to see you") and warm. "They know, as we have come to know," the woman said, "the warm and confident feelings that accompany working closely with others."

Lambs Farm operates on the principle that all people, regardless of mental faculties or abilities, need to feel wanted and useful. There is a tremendous sense of accomplishment in the parts that these "Lambs" play in the lives of their peers and those they work with. "A genuine love is as important to them as to anyone," said Mrs. Orawiec. Perhaps more so.

And that love and affection, which is unquestionably genuine and free-flowing, is the foundation of the farm. Lambs Farm is an establishment that insures satisfaction and with the most abundant fruits of human kindness and concern. □

# Whitehall: an illusion of elegance

by Susan Shinneman

A little corner of what makes the Whitehall Hotel and Club impress an illusion of elegance in most Chicagoan's minds is now open to the public. I was recently among the guests at the opening St. Patrick's Day party at the Whitehall Bar. It is separate from the Whitehall Club, but is a repeat of the intimacy, elegance, quality and service reminiscent of the grand style of bars in top European Hotels.

The original Whitehall, a semi-residential hotel built in 1927, underwent an \$8 million modernization and renovation program in 1973-74. The hotel, club and new bar are operated by the British Lex Hotels Inc., a subsidiary of Lex Service Group Ltd., London. The objective of the hotel's management was to create and operate luxury accommodations with an emphasis on personal attention.

Bernd K. Wosgien, vice president

and general manager, feels that quality of this type of service differentiates it from its competitors. The hotel's high level of personalized service includes an English concierge, 24 hour room service, unpacking service for women hotel guests, as well as hair dryers and hot combs, limousine service, complimentary shoe shining, babysitting and maids who turn down the beds.

The Whitehall Club on the first floor of the hotel is a separate and private facility emanating European elegance and the same conscientious service. The intimate, dark dining areas are enriched with luxurious woods and furnishings. Waiters, trained in the European style, serve at the tables and foods are prepared with traditional recipes. The daily menu is supplemented by culinary creations of the day. The room and service depict the high level of quality which has been carried into the

new bar.

The bar which is just off the main lobby is designed in warm ebony wood and luxurious red carpeting. It features complimentary hors d'oeuvres, including stuffed olives, cornichons and pearl onions served on silver serving pieces. The ala carte menu features smoked Scottish salmon, pate en croute maison and beefsteak tartare. Drinks are served in the Whitehall tradition, a generous size crystal goblet. Silverware and fine china are used for all service.

The night of the opening the warm elegance was broken for the festive occasion. An Irish trio entertained and the guests celebrated in the tradition of St. Patrick's Day in Chicago. It was a rousing welcome for the Whitehall bar which joins the hotel and club in emanating elegance for our industry. □

"Here we are.  
I'm retarded!"

major financing of the farm comes from "good shepherd" donations, any profits from the farm's shops are put back into the program, Terese explained.

Lambs Farm does not employ classroom teachers, since it is a combination workshop/living experience for adults, usually after they have completed their formal education. Mrs. Orawiec and Terese, like most of the staff, have had teaching experience. Nurses and a social worker are also on the farm's professional staff.

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 Demon Spirits  
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 The Dragon, the beneficent spirit  
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 happiness and good fortune.



CIRA's Northern Chinese Ethnic Dinner  
 June 21, 1976 Dragon Inn, Glenwood, Illinois  
 Further information to be announced.

## Frank Zarb & Douglas Edwards to address IFMA sales & marketing conference

Douglas Edwards, prominent CBS News Correspondent, will address the 21st Annual Foodservice Sales & Marketing Conference May 19-21 at the Continental Plaza Hotel in Chicago.

Currently anchorman of the CBS Television Network's Mid-Day News, Edwards has anchored a daily television news broadcast for CBS without interruption for 27 years. Prior to his current assignment, he anchored the CBS Afternoon News for six years, and from 1948-63 was anchorman on "Douglas Edwards with The News," which won the 1956 George Foster Peabody Award.

According to Edwards, "There is no generation gap—only a communications gap." "What's Right About America" will be his topic for IFMA in May.

Frank Zarb, administrator of the Federal Energy Administration, will discuss conservation needs and future energy supplies—problems which continue to plague foodservice operators and manufacturers.

The 1½-day Conference will be attended by over 400 food, equipment and supplies manufacturers, brokers and distributors, foodservice operators and manufacturers agents.

The program will include statistical and marketing updates for major foodservice industry segments; fast

food, schools and colleges, health care establishments, hotels and motels, vending and in-plant and others.

Changing distributions patterns will be featured including panel discussions of one-stop concepts, brand vs. private label, backhaul and relationships between manufacturers and distributors.

21st Annual  
 Foodservice Sales & Marketing Conference  
 Continental Plaza Hotel, Chicago  
 May 19-21

Getting and keeping national chain accounts and multiple-account customer relationships will be explored by manufacturers and foodservice operators.

Conference kickoff speaker will be Art Holst, veteran National Football League official with "The Challenge of a Pro."

IFMA's 1976 Silver Plate recipients will be featured at the Wednesday evening, May 19, "Get-Acquainted Reception," and again at the Bicentennial All-Industry Luncheon on Thursday. Students of Triton Junior College in River Grove will present culinary demonstrations at the reception. □

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### Will Co. amused at March meeting

As the Loop looped, the Ferris wheeled and the Tilt-a-whirled at Bolingbrook's Old Chicago Shopping Center, members of the Greater Will County Chapter looked on while they dined in a banquet room at the nearby Columbian House Restaurant. While most members were too full to partake in the rides after the restaurant's lavish dinner, they were treated to a private tour of the shopping center/amusement park facilities.



Business at the March meeting, conducted under the supervision of chapter president Gene Bogdan, included a discussion of results of the chapter's recent Coffee Day (held in behalf of the county's heart fund) and upcoming chapter events.

Euclid Insurance representatives gave a brief presentation on the new Blue Cross/Blue Shield medical and life coverage available through CIRA. Association President Larry Buckmaster then discussed the May 6 Annual Meeting and the recent seminar-sojourn to Greece.

### Central discusses new marketing ideas

The long-standing State House Inn, Springfield, was the site of the March meeting for CIRA's Central Illinois Chapter. Marketing ideas, motivation and legislation were key topics for the evening. A well prepared steak dinner was served by the State House staff.

Representatives from Tyson Foods and Roberts Fish Co. presented a film on marketing ideas for several new food products. Appetizers served during the cocktail hour gave members a chance to sample such products.

Other business included a short outline of current legislative proposals affecting the industry as related by CIRA Member Relations Representative Paul Martin.

Wayne Briggs, chapter president-elect, furnished a motivational film concerning

employer listening techniques. The film presented the benefits of an idea exchange between employer and employees. A subsequent discussion concluded the meeting.

### Welcome McHenry County as new CIRA chapter

CIRA is pleased to announce the formation of the McHenry County Chapter, bringing the total number of active chapters to eight.

The inaugural dinner for the new chapter was held at Port Edward Restaurant in Algonquin in late March. The superb seafood buffet presented that evening was prepared by Lorraine Willeke, chapter treasurer, Ed Wolowicz and the restaurant staff.

CIRA Secretary George Stahl presided as master of ceremonies for the event, and CIRA President Larry Buckmaster addressed a warm welcome to the new chapter.



Above left: Business at the March Will Co. meeting; Above: Old Chicago Amusement Center.

Glen Curry, owner of Jolly Sixpence Pub in Carol Stream and first president of the neighboring Du Page County Chapter, spoke on the importance of chapter and association participation. He outlined the many educational and social events available through CIRA membership.

Chef Louis Szathmary, owner of The Bakery Restaurant in Chicago, also spoke on the foodservice industry in his guest appearance. Szathmary stressed the value of working together to strengthen the industry.

New officers elected for McHenry were President Bernie Ioannacci, Crystal Lake

CC; Vice President Willie Henke, Branded Steak House, Crystal Lake; Treasurer Lorraine Willeke, Port Edward, Algonquin; Secretary Kiki Furrow, Woodstock Inn, Woodstock; Directors Alain Du Checas, La Petite Cuisine, Lillimore; and Rose Brendel, Woodstock Inn, Woodstock.

The support and participation of all foodservice owners, operators and suppliers in McHenry County are welcome. Anyone who is interested in being on the mailing list for chapter news or joining the new chapter should contact the McHenry County Chapter officers or the CIRA office.

### Special menu for Du Page

Jeno Toth and the staff at Cafe Parisien in Elmhurst prepared a culinary delight for members of the Greater DuPage County Chapter in March.

The specially selected menu for the evening, which included baked French onion soup, Caesar salad, asparagus hol-

landaise and cheesecake was complimented by an excellent beaujolais wine. The evening turned out to be a truly outstanding dining experience.

After this dinner, Chapter President Lynn Barnes introduced guest speaker Richard Ireland, who discussed his book, *The Professional Waitress*. Subjects included good service and techniques for improving customer satisfaction.

Euclid Insurance representatives also presented a short program on a new foodservice package available to CIRA members. Other chapter business concluded the meeting.

### Rockford faces water treatment bill

Sam Armato, chapter president, presided over the Greater Rockford Foodservice Chapter's meeting in March at the Eldorado Club in Rockford. Following a steak luncheon served by the club staff, the vital topic of discussion was the city's waste water treatment bill.

A representative from the Rockford Sanitary District answered questions regarding the bill which is effective April 1. He outlined the fee structure, pointing out that fast foodservice operators will give more attention to the type of waste discharged by their establishments.

The subject of minimum wage was then discussed by CIRA Secretary George Stahl. A question/answer session on this topic summarized the meeting.

### Jack Mabley finds best foodservice values at U. of I. Urbana

Chicago Tribune columnist Jack Mabley recently commented on his tour thru the "other Illinois," outside of the Chicago metro area. The majority of his remarks centered on the scenic beauty and small town splendor with one observation on the foodservice at the University of Illinois.

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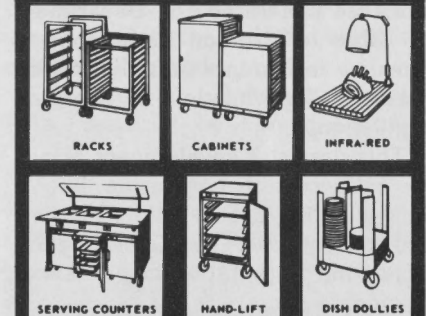


As Good as Mother's  
And Better than Others!

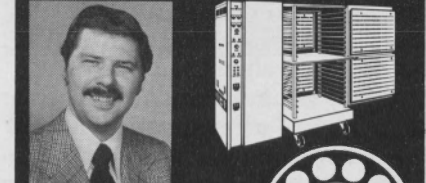
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## NRA BEATS BUREAUCRACY

The National Restaurant Association has convinced the Department of Labor to abandon its attempt to penalize restaurants unfairly and incorrectly for violation of overtime regulations.

This dramatic development brings to a successful conclusion NRA's long-standing debate with the Labor Department over the interpretation of Section 13 (b) (8) of the Fair Labor Standards Act.

This is the basic overtime section for restaurants and it provides a partial overtime exemption from the Act's general requirement that overtime be paid after 40 hours. Section 13 (b) (8) requires that, in the case of employees of a restaurant, overtime is required only after 46 hours.

The Labor Department, however, using a highly technical and strained interpretation of the Act, claimed that if a restaurateur failed to pay overtime as required after 46 hours, he lost the partial overtime exemption and became liable for overtime after 40 hours.

The decision in the Saga case (Dunlop v. Saga Enterprises, Inc.), in the latter part of 1975, upheld the NRA's position that Section 13 (b) (8) created a workweek for restaurants of 46 hours and a restaurateur did not lose the benefit of this partial

overtime exemption if, for one reason or another, he failed to pay overtime compensation after the 46 hours.

NRA had entered this case in support of one of its members against what it strongly felt was an incorrect and unfair assertion by the Labor Department.

Despite the NRA victory in the Saga case, the Association continued to get reports from members around the country that the Labor Department was ignoring the decision and was still asserting claims for overtime after 40 hours if the employer had failed to pay the overtime after 46 hours.

The Labor Department did file with the court a notice of its intention to appeal the Saga decision but the NRA argued that their enforcement policy should be held in abeyance pending the outcome of that appeal.

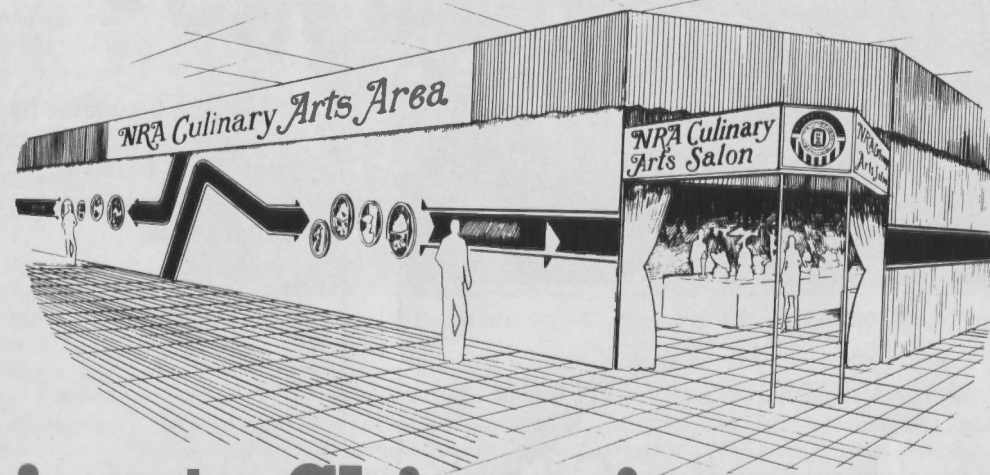
NRA was not only prepared to continue to defend its position on the appeal but also had made preparations to start a separate lawsuit against the Secretary of Labor to force him to recognize and adhere to the Saga decision and enjoin him from asserting any claims against restaurateurs contrary to that decision.

In its negotiations with the Labor Department, the Association continued to insist on the logic and correctness of the Saga decision and also made the Department fully aware of its determination to pursue the matter to its conclusion in the law courts.

The successful conclusion to this long battle came on March 3, 1976, when the NRA was advised by Labor Department officials that they were withdrawing their appeal of the Saga decision and that they had sent a telegram to all their field offices advising them specifically that a failure to pay overtime after 46 hours did not create an obligation to pay overtime after 40 hours.

"We view this as a singular victory as, to our knowledge, it represents one of the very few instances where an industry has succeeded in getting the Federal government to make a complete reversal of a position it had adopted and followed for some time," commented NRA President James W. McLamore. "It shows that you can 'fight city hall' if your position is correct and, even more importantly, if you have the determination to stick to that position through the many frustrations encountered in wrestling with the bureaucracy." □

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big  
one



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## Indian Lakes C.C. to acquire new banquet, convention facilities

Indian Lakes Country Club in Bloomingdale is growing into a major resort-convention-entertainment center. The existing two 18-hole golf courses and clubhouse will be joined in mid-summer 1976 by banquet and convention facilities.

According to James W. Chapman, president of Carson International Inc., an enterprise of Carson Pirie Scott & Co., the first phase of a multi-million dollar program of expansion will see the completion of a banquet convention facility with about 33,000 square feet on two levels and seating for up to 1200 persons for banquet dinners on the upper level. The lower level would be intended primarily as a meeting center and exhibition area.

The new banquet facility is under construction just east of the Indian

Lakes clubhouse already on the 260-acre site, which also includes six lakes, a pro shop, bar, grill, dining room, sauna and squash facilities and the golf courses.

Described by Indian Lakes general manager Richard N. Weber as California-contemporary in style, the new structure will feature an indoor landscaped courtyard with a waterfall and adjoining outdoor garden.

Chapman said that future plans call for a major 250 to 300-room motel west of the clubhouse and a restaurant facility built over a man-made lake.

"The long range building program for Indian Lakes will provide business and recreational facilities similar to those at our Carson Inn Nordic Hills operation in nearby Itasca, only ten minutes from Indian Lakes," Chapman stated.

"We will continue to work the two facilities in a cooperative program, dovetailing sports activities, business meetings, and banquets, with one handling the other's business overflow," he said.

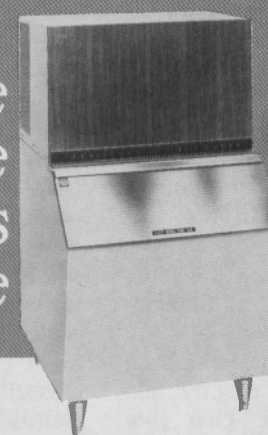
Expansion at Carson Inn Nordic Hills, acquired by Carson Interna-



tional in 1969, was completed in 1973 and includes two 9-story towers with 220 guest rooms, an 18-hole golf course, outdoor tennis courts, an indoor and outdoor pool, dining facilities that can accommodate 650 persons and banquet facilities able to handle 1000 persons.

Architect for the expansion program is Erickson and Stevens, Inc., Des Plaines, and general contractor is George A. Fuller of Chicago. □

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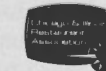
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# BEEF GRADING & REVISION

continued

designation. The grader himself applies the grade stamp. The graders are carefully trained. Most are college graduates with degrees in meat and/or animal science. They are government employees, not industry employees and they, not the packer, decide what grade every carcass gets. This is an important guarantee, assuring the retail or foodservice buyer (and the ultimate consumer) that the beef is what it is purported to be.

In a few areas, municipal law requires that all meat sold within city jurisdiction must have been federally graded. The rationale for such regulation is not clear but has sprung from belief that consumers will benefit. It tends to restrict competition, however, by eliminating a retailer who wants to sell ungraded meat.

Whenever meat is promoted in an advertisement or in the store as "U.S. Choice," or "U.S. ...." anything, it must actually have been graded and it must be the grade that it is purported to be. Otherwise, the seller is liable under the law and may be prosecuted. But in most places, meat may be sold that has not been graded, or it may be sold and not noted as graded if it has been.

Most of the time in these latter cases, the meat will be house branded. Such names as "Bonded Beef," "Table Rite," "Super Right" are among many such store brands that retailers stand behind. They may or may not have been graded, but are certain to be consistently of the same quality. In other words, each has quality specifications which must be met before beef can carry the house brand name.

## Inspection

Grading and inspection are not the same thing. Meat inspection is required under the law in every plant in the U.S. Livestock and the meat processed from it in any packing-house or processing plant must meet rigid standards for wholesome-

ness and sanitation and must be produced in clean surroundings. Inspection is carried out under either municipal, state or federal auspices. But the standards must meet or exceed the federal specification everywhere. Inspection is for fitness for human consumption, while grading is for palatability and yield.

Now, let's take a more detailed look at those February revisions.

### 1. All beef graded will be graded for both quality and yield, not just one or the other.

When a meat packer uses grading (remember, it's voluntary), then all the beef carcasses must be graded for both quality (palatability) and for yield (percent of edible meat cuts). Previously, a packer could have carcasses graded for one or the other or both.

This revision has little meaning to the consumer who purchases beef by the retail cut in a supermarket or meat shop. If one buys a quarter, half or whole carcass at a time, however, in a locker or freezer shop, he should be interested in learning what the Yield Grade number (1-2-3-4-5) is. It can make what amounts to a monetary difference in total value.

Take two persons buying the same quality grade beef (such as Choice). For reasons of comparison, let's say they purchase carcasses weighing exactly the same for exactly the same price per pound. One gets Choice, yield grade 2; the other gets Choice, yield grade 3. But the shopper buying yield grade 2 gets more for his money. Why? Because the carcass that qualified for the lower-numbered yield grade provided more edible meat, less fat and bone. Same number of pounds, same price as the higher-numbered yield grade but more meat, more value.

Yield grades can be particularly helpful if the shopper were making price comparisons between two different provisioners. But in a regular meat counter where the product is sold as retail cuts—not as

carcasses—the yield grade has no significance.

### 2. Slightly leaner beef will qualify for U.S. Prime and U.S. Choice.

The marbling requirements have been reduced slightly. (Marbling is the small flecks of fat sprinkled throughout the lean of beef.) This will permit somewhat leaner beef to qualify for U.S. Choice and U.S. Prime. Previous standards required increased marbling to compensate for increased age of cattle. Now the minimum amount of marbling specified for cattle 9 months old will remain unchanged through 30 months of age.

All the beef that used to qualify for Prime still will qualify and all that used to qualify for Choice still will qualify except for a small portion that will move into Prime. Likewise, some of the "top" Good will move to Choice.

Because there are nine official degrees of marbling for grading purposes, it's obvious that large volumes of beef aren't simply being arbitrarily assigned higher values. These nine degrees are positively established and identified in the Graders' Operating Manual. They are: abundant, moderately abundant, slightly abundant, moderate, modest, small, slight, traces and practically devoid.

Some objections have been raised over this change for reasons that certainly once would have been valid. But USDA says that recent research indicates meat from most of today's Choice and Good cattle will allow the change. In other words; the old reasons no longer apply because the animals have changed.

Objectors had contended that lower marbling requirements would mean lower-quality beef becoming eligible for a higher grade level, commanding a higher price. However, the old standards assumed that to insure maximum palatability, a greater degree of marbling was required as an animal grew older. This once was true.

But the recent research discoveries have revealed that the palatability characteristics of tenderness, juiciness and flavor are not affected significantly by the maturing process of animals under 30 months of age. According to USDA, the research indicates there is no significant difference in the eating quality of beef from animals ranging in age from about nine months to thirty months. It used to be that as an animal got older, it had to have more marbling in order to maintain the palatability characteristics. But all of the production-feeding improvements in the past few years, including new genetic developments and crosses of cattle breeds, have reduced that marbling need.

Because of these changes and since so many beef animals now reach market weight at less than 24 months of age, the previously higher marbling requirements are regarded as unwarranted, even wasteful. The new standard for marbling offers cattle producers and feeders an opportunity to shorten feeding times and utilize fully improvements in breeding and feeding while still providing the eating qualities consumers have come to expect from beef.

Some restaurateurs were fearful that the change would "cheapen" or shorten their supply of U.S. Prime, the product upon which many have established their reputation. While this is a possibility, many authorities think it not probable. A sufficient supply of the kind of Prime and Choice beef that the foodservice industry needs should continue to be available.

### 3. The U.S. Good grade has been redesigned.

U.S. Good, the next grade after Prime and Choice, has been made more restrictive. That is, by "tightening" requirements for Good, the beef that qualifies for it will not have as wide a range of difference as it has in the past.

Because of the change in marbling requirements, some beef previously

qualified for Good now will be Choice or Standard.

U.S. Good should have a more consistent eating quality for those who prefer lean but relatively tender beef.

### 4. Conformation will be eliminated as a factor in determining the quality grade.

Under the old standards and before the big improvements we've seen in cattle production, the shape or conformation of a carcass was pretty important. Shape was thought to be one index to what the grader could expect of eating qualities but more importantly it suggested the potential yield of usable cuts. However, yield grading now defines percentage of usable cuts from the carcass. As a factor in the quality grading, it simply won't mean anything because shape does not effect palatability.

## Nutrition Differences

Nutritive values related to protein, mineral and vitamin content differ only slightly between the grades insofar as the edible lean portion is concerned. The Good grade has more moisture and less fat than Choice because Good has less marbling in the lean. The primary nutritional difference therefore relates to fat...with only slightly more protein, vitamin, mineral content in the leaner meats.

It is biologically true of all animals that lean muscle contains more water than fat muscle. Thus the leanest cuts may "shrink" more in cooking, than less lean cuts.

## What about cookery?

As with the former grading standards, the best assurance of tenderness and juiciness in all grades will continue to be selection and application of the correct cookery method for each cut of beef...and the degree of doneness to which it is cooked.

(The Meat Board publishes a wide variety of booklets and leaflets on proper cookery methods, buying, storage, identification and recipes.

For a list of these and other publications, send 50¢ to cover handling, mailing and cost of catalog to: Catalog, National Live Stock and Meat Board, 36 S. Wabash Avenue, Chicago, Ill. 60603. Be certain to include your name and address.)

## Effects of the Change

Well, what is expected as the long range effects of these changes in grades?

It is believed the new standards should mean more of the leaner high value beef Americans have been asking for with the same palatability characteristics they've come to enjoy. This would be beef from thickly muscled carcasses with a minimum of fat—and produced with less grain.

The category of beef graded as U.S. Choice should eventually be enlarged as farmers aim their production toward the Choice goal.

The greater uniformity of the more restricted Good grade possibly could stimulate increased merchandising of Good through retail outlets.

U.S.D.A. has produced data comparing how steer and heifer beef would grade under the new system if feeding were the same as when their sampling survey was made in 1973-74. Acknowledging that the figures are strictly academic because there have been and will be adjustments in feeding practices, here are the comparisons: Prime 4.5% of cattle slaughter under the old system—6.5% under the new grades; Choice, up to 68.5% of slaughter under the new system, from the previous 54%; Good, down from 40% to 21%; Standard, up from 1.5% to 4%.

It is estimated that cattle feeders will be able to cut back feeding times by two to three weeks and still produce tasty U.S. Choice beef, and that there will be sufficient economic incentive also to produce U.S. Good. There are anticipated savings of 200 lbs. or more of grain per animal fed—more than 5 billion lbs. of grain saved every year.□





# Using your menu as "POP" advertising

by Isaac Hart, Creative Director  
Ad Art Litho, Cleveland Ohio



A menu should readily identify its restaurant, and what better way than to carry the restaurant theme throughout a complete graphics program that merchandises every food and beverage service available. The 14-part program for the "Escadrille" Holiday Inn, Strongsville, Ohio, includes menus for the main dining room, lounge, coffee shop, room service, wine list, banquet menus, specialty menu/place mats and children's menu/toy airplane souvenir.

Anything that attracts children helps build family business. Colorful menu/toys increase children's specialty orders, act as take-home advertising, and keep little hands busy so parents can relax while waiting for meals.



People who want to sell goods or services advertise them, make them appealing, convenient to buy. People who don't promote their products probably don't really want to sell more, or don't know how.

Today, foodservice competition for the discretionary dining-out dollar is fierce and not likely to let up. However, successful restaurants will continue to promote new customers and find new ways to increase their profit-per-sale. One of the most effective tools available to increase profit-per-sale is the restaurant's printed menu, the silent foodservice salesman.

Here is what the ideal printed menu should accomplish: when a customer first picks it up, the menu's combination of artwork and color, plus its overall "feel," should create an instant sense of welcome and ease, a feeling in the customer of being exactly where he wants to be. The menu's first effect should be

immediate, positive indication of pleasant expectations.

As he opens the menu, his attention should be called, irresistibly, to those items the restaurant operator would most like to sell. This is accomplished through carefully created and situated artwork and copy which specifically promotes selected specialties.

By this time, the customer's mouth should be watering slightly as he anticipates a choice of entrees. However, his problem of selecting an entree is quickly narrowed to one or two choices because promotional graphics and copy—along with a limited number of featured specials—help him select the items the restaurant operator wants him to order.

Point-of-purchase advertising (POP), which we see in retail outlets and stores everywhere, usually sells one, or at most a very few items at a time. And it sells hard: POP adver-

tising puts the sales message, features and advantages of the item, right up front where they can't be missed.

And often the customer, who never expected to buy the advertised item when he entered the store (or restaurant), does indeed end up buying it. Because it was sold to him!

There are basic proven principles involved in designing effective menus. For example, certain colors excite appetite more than other colors, and are effective to visually organize and separate items on menus to be read in subdued dining room lighting.

Design of a menu interior dictates a very definite order, with entrees functionally arranged. Faster ordering decisions, and consequently, rate of table turns, can be designed into a menu.

Any art device placed on a menu should be there for a specific reason. continued on next page



Properly designed menu covers ought to become a permanent part of the restaurant theme, while the menu interiors, susceptible to frequent change of price and items, should be capable of easy, economical replacement. The ideal "durable-yet-easily-revised" menu consists of a practically indestructible flexileather cover which looks and feels like leather and can be printed, silk-screened or embossed, plus a separate replaceable parchment or paper interior held in place with a simple elastic barb.





Your restaurant's new custom design menu can be a prize-winner! NRA "outstanding menu" awards are made annually by panels of distinguished foodservice merchandising and advertising experts, based on your menu's overall appearance, originality and effectiveness as a foodservice merchandising tool. Prize-winning menus can be adorned with official gold seals which testify to the menu's excellence, and enhance the prestige of the restaurant which produced it.

## Your menu as "POP" advertising *cont.*

From cover to cover, printed menus should be designed as functionally as any other tool required to perform a complex task. When menus are designed to incorporate the restaurant's sales objectives, they work to increase profits the same way the rest of the trained restaurant team works.

Faced with today's high operating costs, the operator may well ask himself, "Is it worth the cost now to invest in a new custom designed menu?"

He can as well ask if it's worth the cost now to invest in new kitchen equipment he knows will boost productivity and profits.

It takes imagination to compare a printed menu with a new oven in the sense that each can contribute to higher profits. Nevertheless, it is a true comparison. Today, about the only way a customer will be directed to the higher profit items the house wants to promote, is by means of its printed menu.

It is no longer common today for waiters and waitresses to acquire the training and motivation to personally sell a restaurant's higher profit specialties. Actual selling of specialties must be done by the printed menu.

How do you establish the appropriate "quality" level of a restaurant's printed menu? Evaluate your menu in context with the rest of your operation. If your restaurant's



The ethnic restaurant menu is a small portion of some distant place, magically transported to Hometown, USA for the time of a meal or a dinner party. The romance of the ethnic menu starts with a distinctive, mood-setting cover, and grows with vivid interior graphics and copy that recreate native dishes in authentic yet understandable, easy-to-order terms.

interior represents high quality interior decorating art; if the waiters are trained to provide high quality service art; if the chef's specialties are works of distinctive culinary art; then the restaurant's printed menu should embody the best available design art, to further emphasize overall quality.

There are, of course, many types of foodservice, and menus should be designed appropriately for each. Fast food needs a bright menu, rich in color photos. Elegant clubs and dining rooms require distinctive covers and interior graphics which meet the expectations of discriminating guests. Ethnic menus must create a romance of "someplace-else," and quickly convey it to the "here-and-now." Seafood menus should evoke the ocean; steak house menus should say "steak!"

Especially today, the value to a foodservice operation of its own custom-designed menu, properly planned to tell the restaurant story and sell its highest profit specialties,

cannot be overstressed. Many case histories, as the one following, prove the point:

A well known Midwest counter-service operation not long ago introduced a new, two-color custom design menu to replace the conventional menu it previously used for two years.

No other new promotional efforts were made to increase patronage. Yet over the first six months of new menu use, the operation realized a 30% increase in sales of their highest profit specialty, plus a 12% increase in overall patron sales. Obviously, the new menu did its job.

This is very likely a good time to look critically at your old menu in a new light, to see it as a potent point-of-purchase sales tool. It should be designed to sell more or less; that is, more higher profit entrees from a lesser number of actual items on the menu. In general, that appears to be a healthy direction for many restaurants to take today, as a means to improve profit-per-sale. □

CIRASCOPE

## SANITATION CERTIFICATION COURSES FOR SUMMER 1976

Effective July 1, 1978, each foodservice establishment then or thereafter in operation, must be under the operational supervision of a resident managerial person who has been certified under the new Illinois Department of Public Health ruling.

If this is news to you, you should get in touch with us. The Chicago & Illinois Restaurant Association in cooperation with the Illinois Department of Public Health and the National Institute for the Foodservice Industry has set up a program of sanitation courses available to foodservice personnel who need to be certified before 1978. The "Applied Foodservice Sanitation" (NIFI textbook) course is the only program which offers training and certification for foodservice members on a statewide basis.

This course incorporates home study; two class sessions taught by Mike Leisure (professor and registered sanitarian); two weekly assignments from a workbook; a four hour review session which includes a summary of local sanitation codes and techniques for employee training; and a comprehensive exam. Upon satisfactory completion of the course, you will be certified. The over-all program is designed for the foodservice operator and emphasizes the "common sense" approach to sanitation.

Below is the summer course schedule. To participate in a class, fill out the form on the back of this sheet and send it to CIRA.

### CLASS SCHEDULE

*Registration/orientation classes are given at 10:00 a.m. or 2:00 p.m.; all day review/examination session at 10:00 a.m. to 4:00 p.m.*

REGISTRATION/ ORIENTATION	LOCATION	REVIEW/ EXAMINATION
May 25	SKOKIE, Howard Johnson 9333 Skokie Blvd.	July 6
May 26	ELMHURST, Holiday Inn 624 N. York Rd.	July 7
May 27	ELGIN, The Blue Moon 1900 Larkin	July 8
June 1	OTTAWA, Ramada Inn Junction I-80 & Rte. 23	July 13
June 2	MOLINE, Holiday Inn 92 & I-280	July 14
June 3	PEORIA, Hilton 501 Main Street	July 15
June 8	ARLINGTON HEIGHTS, Hilton Euclid & Rolling Rds.	July 20
June 9	PARK RIDGE, Park Ridge Inn 410 Talcott Place	July 21
June 10	ZION, Illinois Beach State Park Lodge Lakefront	July 22
June 15	OAK BROOK, Stouffer's Inn 2100 Spring Rd.	July 27
June 16	JOLIET, Sheraton Inn 214 N. Ottawa Street	July 28
June 17	KANKAKEE, The Yesteryear Harrison at the River	July 29
June 22	EDWARDSVILLE, Holiday Inn I-270 & Ill. 157	August 3
June 23	BELLEVILLE, Fischer's Hyatt Lodge 2100 W. Main St.	August 4
June 24	JACKSONVILLE, Holiday Inn 1717 W. Morton	August 5
June 29	TINLEY PARK, Bremen House Rest. 159th & Oak Park Ave.	August 10
June 30	STICKNEY, Public Health District 6721 W. 40th Street	August 11
July 1	ELMWOOD PARK, Nielsen's Restaurant 7330 W. North Ave.	August 12



## CERTIFICATION MANDATORY BY 1978

Due to the number of foodservice personnel who must be certified in sanitation by 1978, the sooner you take a sanitation course and receive your certificate, the less chance you take of *not* being able to obtain one by '78. Although the course is basically home study, the classes are *limited to 40 participants*. It is to your advantage to sign up as soon as possible.

You can ensure that you are put in the proper session at the proper place (see Class Schedule) by filling out the form below *completely and legibly*. The following instructions should eliminate any confusion. If you need additional information, please contact the CIRA office. We will be more than happy to help you.

### INSTRUCTIONS

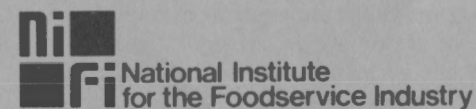
1. The place where the meeting is being held does NOT have the course information. Contact CIRA.
2. Your questions and correspondence should be directed to:

SANITATION PROGRAM  
CHICAGO & ILLINOIS RESTAURANT ASSN.  
20 NORTH WACKER DRIVE  
CHICAGO, ILLINOIS 60606

Please call us if you have any questions: 312-372-6200

3. Courses must be pre-registered by sending a check for the full amount made payable to:  
CHICAGO & ILLINOIS RESTAURANT ASSN.
4. The course tuition is \$40.00 per student. No reduction in cost is made for more than one participant from an operation.
5. Additional people you wish to enroll in this course should be listed on a separate sheet of paper. All of the above information should be included with each registrant and a fee of \$40 per person.

RETURN THIS COMPLETE PAGE WITH YOUR CHECK TO CIRA. WHEN YOU RECEIVE YOUR COURSE CONFIRMATION YOU WILL RECEIVE A COMPLETE SCHEDULE AND INFORMATION SHEET.



### REGISTRATION FORM

print or type all information

LOCATION \_\_\_\_\_

☐ 10:00 a.m. session ☐ 2:00 p.m. session DATE \_\_\_\_\_

NAME \_\_\_\_\_

POSITION \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE (Area code, please) \_\_\_\_\_

official use (do not fill in)

P \_\_\_\_\_ NP \_\_\_\_\_ CK # \_\_\_\_\_

OREN T \_\_\_\_\_ NT \_\_\_\_\_ EX T \_\_\_\_\_ NT \_\_\_\_\_

CERT/LET (date) \_\_\_\_\_ SC \_\_\_\_\_

RET/LOC \_\_\_\_\_ date \_\_\_\_\_

SC \_\_\_\_\_

## new members

Altamont	Stuckey's Carriage Inn David Cosler
Bloomington	Don's World of Beef Valetta Lowe
Bolingbrook	Gourmet Association of Bolingbrook, Daniel R. Spitz
Champaign	Champaign Country Club, William F. Krause
Chicago	J.L.W. Corp. (Orange Julius), Jack Wade Ritz-Carlton Hotel, W. R. Ebersol
Des Plaines	Dog N Suds, Edward J. Reinhart
Downers Grove Du Quoin	Lakeside Club Emporium Maid Rite Cafe, Joe Childs
Evanston	University Club of Evanston, William P. McLaughlin
Georgetown	C.S.Q. of Georgetown David Underwood
Hinsdale	Szabo Food Service, Edward J. Kelley
Lincoln	Hotel Lincoln, Inc. Kenneth Johnson
Lincolnwood	Nu Way Carpet & Upholstery Cleaner, George Goodman
Morris	Romini' Standard Plaza, Glaen Brown
Normal	The Gallery, Inc., Suzanne S. Spakowski
Park Ridge	Landon, Gent, Young & Felker; John M. Gent
Rockford	The Red Door Inn, Thomas Magnafici
Rolling Meadows	Lyon-Weber Management Co., Joseph C. Lyon
Salem	Ruscho, Inc., d/b/a Austin Restaurant
Taylorville	International Dairy Queen, Roger Lundbohn
Tuscola	Monical Pizza, Otha G. Smalling
Wilmette	Westmoreland Country Club, John J. Black
Woodstock	Kaye's Dining Room, Kaye Walter

## SKY HIGH Choice of Ice Machines From MILE HIGH

Restaurants, Bars, Hotels and Motels, Hospitals and Nursing Homes, Food Stores, Schools and Colleges ... all have special ice needs based on how much ice is used, the purpose for which it is used, when it is used, where it is used. Your Sunbeam-Mile High dealer knows each of these markets, and can help you select equipment that will be right for you. When you choose an ice machine from Sunbeam-Mile High....the sky's the limit!

### cubers



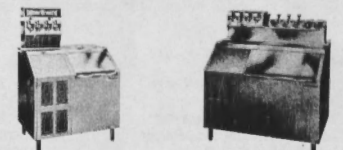
Production capacities to 1,200 lbs. daily. 3 cube sizes. Decorator cubers, Under-the-bar cubers, Low-boy cubers, Mix and match modular units and remote installation.

### flakers



Production capacities to 5,000 lbs. daily. Mix and match production units and bins, Sanitary counter and floor dispensers and remote installation.

### Ice Maker- Drink Dispenser Combinations



Interchangeable parts and optional features give you the equipment you need to serve your customers.

CALL YOUR RESTAURANT EQUIPMENT AND SUPPLY COMPANY OR

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Visit our new display facilities in Northbrook



Foodservice equipment

<b>Air cleaning</b>	
*Air Cleaning Specialists	..637-0730
*Cloud 9 (Mason Engineering & Design)	..696-0427
<b>Air conditioning &amp; refrigeration</b>	
*Du Page Refrigeration & Heating Service	..968-0896
*Johanser & Anderson, Inc., Joliet	..815/723-9385
<b>Ashtrays</b>	
*Ashtray Specialty Co.	..268-0104
<b>Bakery supplies &amp; equipment</b>	
Cres-Cor	..(216) 851-6800
*L. Karp & Sons, Inc.	..593-5700
*Lawrence Foods, Inc.	..437-2700
<b>Bar/soda fountain/liquor equipment</b>	
*A. Barr Sales Co.	..447-7842
*Easy Bar Chicago, Inc.	..766-0700
*Fayette Seltzer Co., Inc.	..484-1710 or 242-3839
*K-Way (Fountain Products)	..595-3100
Speedy Bar	..344-8018
<b>Candles</b>	
*Marion Products	..268-0104
<b>Carpet</b>	
*Kashian Bros. Inc	..251-1200
<b>Cash registers</b>	
*Acme Cash Register, Peoria	..309/688-6641
*Merchants Cash Register Co.	..261-0400
*NCR Corp., Peoria	..309/691-0922
<b>Chairs, tables &amp; booths</b>	
*Shelby Williams Industries	..527-3500
*Richard Winter Associates, Inc.	..527-5320
<b>Chinaware</b>	
American China & Glassware Co.	..527-5777
*Chicago Bar & Restaurant Supply, Inc.	..271-3600
*E. A. Hinrichs (Syracuse China)	..267-0505
<b>Coffee brewing equipment</b>	
Cory Corp.	..463-1700
<b>Cooking appliances</b>	
Cory Corp.	..463-1700
Cres-Cor	..(216) 851-6800
Crown-X	..(216) 851-6800
*Gyromaster Food, Inc.	..279-3061
*Microwave Food Systems, Inc.	..639-5341
*Mister Gyros Foods	..279-3061
Keating of Chicago, Inc.	..544-6500
<b>Bakery products</b>	
Bays English Muffin Corp.	..346-5757
*Burny Bros., Inc.	..376-7000
*Clyde's Delicious Donuts	..486-6767
*Gateway Milling Co., Peoria	..309/673-4493
Haas Baking Co., Peoria	..309/346-0540
*ITT Continental Baking Co., Springfield	..715/523-7808
*Mary Ann Baking Co	..HU 9-5400
*National Baking Co.	..CO 1-6000
*Peoria Colonial Baking Co.	..309/676-4668
*Purity Baking Co., Decatur	..217/423-7585
*Rockford Colonial Baking Co.	..815/963-4891
Rosen's Bakery, Inc.	..826-1614
*Salerno Megowen Biscuit Co.	..774-2000
<b>Beer, wine &amp; liquor</b>	
*Glenn L. Altman, Danville	..217/442-5111
*The American Distilling Co.	..674-3535
In New York	..212/949-4738
*Anheuser-Busch, Inc.	..376-7200
*James B. Beam Distilling Co.	..527-9500
*Bell Beverage Co., Rockford	..815/399-8292
*Capitol Wine & Liquor Co.	..CL 4-9700
*Champaign Distributing Co., Inc.	..217/356-1716
*Continental Distributing Co.	..671-7700
*Louis Glunz, Inc.	..231-7331
*Gold Seal Liquors, Inc.	..WE 9-1100
*Judge & Dolph, Ltd.	..477-6000
*Miller Brewing Co.	..297-5410
*National Distillers Products, Inc.	..693-15000
*Old Rose Distributing Co.	..254-3600
*Pabst Brewing Co.	..EA 7-8585
*R. J. Distributing Co. Peoria	..309/685-2794
Renfield Importers, Ltd.	..321-1040
Schlitz Brewing Co.	..298-6132
*South Shore Liquors, Inc.	..254-6000
*Standard Wine & Liquor Co., Peoria	..309/691-8135
*Valley Liquors, Inc., Aurora	..892-9041
*Wine and Spirit Merchandisers, Inc.	..CL 4-8900
*Wines Unlimited	..254-3939
<b>Beverages</b>	
*Buchman-Hall Beverage Co., Rockford	..815/964-9409
*Coca-Cola, U.S.A.	..775-0900

<b>Crepes maker</b>	
Octopus Enterprises	..376-9433
<b>Dish racks &amp; shelving</b>	
Cres-Cor	..(216) 851-6800
*Metropolitan Wire Corp.	..564-0450
*Hobart Manufacturing Co.	..626-3787
In Rockford	..815/962-8074
<b>Entertainment systems</b>	
*Columbia Video Systems	..432-0725
*Creative Entertainment Systems, Inc.	..894-0444
*Mid States Music, Peoria	..309/673-5141
<b>Equipment dealers, layout &amp; design</b>	
*AA Store Fixture, Inc.	..733-4920
*Bender Store Fixture Co.	..666-0688
*Byczek Equipment Co.	..673-6050
Crescent Metal Products	..See ad on p. 15
See ad on p. 15	..(216) 851-6800
*Edward Don & Co.	..842-6006
*Equipment Manufacturing Co.	..HA 7-0657
*Sidney Harrison Co., Peoria	..309/674-5171
*Institutional Equipment & Interiors	..279-4700
*International Design Assoc., Ltd.	..246-7847
*Raab Equipment Co.	..892-0114
*Stanley Knight Corp.	..296-5586
*Sid Miller Supply Co., Joliet	..815/772-2419
*Schweppe & Sons, Inc.	..627-3550
*T & R Supply Co., Bradley	..815/933-8227
<b>Equipment manufacturers &amp; representatives</b>	
*Como Distributing Co., Decatur	..217/875-1711
*Chicago Scale & Slicer Co.	..455-3400
Clark Products, Inc.	..956-1730
Cory Corp.	..463-1700
*Davis Store Fixtures, Inc., Rockford	..815/962-3729
*Food Safe Corp., Joliet	..815/725-3312
*Fountain Products	..595-3100
*Ed Herbst Co	..392-9797
*Hobart Corp., Rockford	..815/962-8074
*Landon, Gent, Young & Felker	..692-4178
*Ryan Equipment & Supply, Decatur	..217/422-1786
*Richard Winter & Associates	..527-5320
<b>Fire protection systems</b>	
*Airways Fireproofing Systems, Inc.	..LO 1-4687
*Chemical Fireproofing Corp.	..656-9200
Safeguards Fire Prevention Co.	..255-7200
<b>Glassware</b>	
*Libbey Glass, Div. of Owens-Illinois, Inc.	..267-6262
<b>Dairy Products</b>	
*Danville Pepsi-Cola Bottling Co.	..217/446-0123
Joyce Companies, Inc.	..261-2222
*Midwest Carbonic of Peoria	..309/676-5188
*Pepsi-Cola General Bottlers, Inc.	..342-9800
*Pepsi-Cola Bottling Co.	..In Bloomington
In Champaign	..217/352-4126
In Rockford	..815/965-8701
<b>Guest checks</b>	
*TAT Cheque	..564-0484
*Burroughs Corp.	..675-3000
<b>Ice Cream/Soft-serve/milk shake freezers</b>	
*Taylor Freezer Co. of Chgo	..678-0820 or 982-3818
In Pekin	..(309) 346-1883
<b>Ice making machines</b>	
*AAT Sales (Sunbeam) See ad on p. 23	..498-3700
*Automatic Ice, Inc.	..666-8285
Draco Refrigeration See ad on p. 17	..543-2530
*Empire Cooler Service See ad on inside front cover	..733-3900
*Scotsman (Fountain Products)	..595-3100
<b>Laundry &amp; linen supplies</b>	
American Linen Supply Co.	..DE 7-4080
*F. W. Means Institutional Services	..CA 5-2900
In Rockford	..815/968-0471
*Mickey's Linen & Towel Supply Co.	..KI 5-7211
Morgan's Linen Service	..225-5900
*Union Linen Supply Co.	..525-1545
<b>Microwave ovens</b>	
*AAT Sales (Amana)	..498-3700
*Microwave Food Systems, Inc.	..639-5341
<b>Paper products</b>	
*Danville Wholesale Paper	..217/442-0851
*De Hater Paper Co., Peoria	..309/674-8107
*Levin Bros. Paper Corp.	..943-8200
OK Papers, Inc.	..833-2500
*Solo Cup Co., Urbana	..217/384-1800
*Smith-Scharrf Paper Co., Decatur	..217/423-9735
*Sweetheart Cup Corp.	..767-3300
<b>Uniforms</b>	
*Angelica Uniform Co.	..677-9710
<b>Vending machines</b>	
*A. H. Entertainers	..253-2070
Cigarette Service Co.	..482-7080 or 242-1286
*Public Vending Co.	..282-1100
*Springer-Burkund Co., Peoria	..309/691-8631
<b>Water coolers</b>	
*Empire Cooler Service	..733-3900
<b>Water conditioning &amp; filters</b>	
*Wantz Consumer Products, Rockford	..815/968-9691
<b>Manhattan Coffee Co.</b>	
In Lincoln	..217/732-8937
In St. Louis, Mo.	..314/241-8660
*Standard Brands Sales Co.	..585-3700
*Stewarts Private Blend Foods	..484-2500
*Superior Tea & Coffee Co.	..489-1000
*Zees Coffee Co.	..TA 9-0266
<b>Seafood</b>	
*Burhops, Inc.	..644-7818
*Chicago Fish House	..787-0210
*Davenport Food Distributors, Inc.,	..Davenport, Ia.
Davenport, Ia.	..319/386-1000
L. H. Frohman & Sons, Inc. See ad on inside front cover	..667-6256
Gorton's Seafood	..(Roy A. Asmussen & Assoc.)
(Roy A. Asmussen & Assoc.)	..297-2720
Mr. Frosty Seafoods	..832-6944
*Monarch Institutional Foods	..See ad on p. 5
See ad on p. 5	..693-2200
*Oscar Mayer & Co.	..372-8992
Pentecost Bros., Inc. See ad on p. 13	..LO 1-8870
*Sanitary Fish & Oyster Co., Inc.	..969-8312 or 852-2965
*Charles L. Schumann Dist., Inc.	..832-6700
*Supreme Lobster Co.	..226-2571
*W. M. Walker, Inc.	..815/968-0441
<b>Food brokers</b>	
*Roy A. Asmussen & Assoc.	..297-2720
*Gordon Austin Co.	..964-0200
*Calkins & Co.	..309/673-7463
In Peoria	..455-5600
*Conway Import Co.	..309/674-3113
*Glatz Bros., Inc., Peoria	..825-7121
*M. J. Holland, Inc.	..297-2720
<b>Food Products (general)</b>	
Anderson Clayton Foods (Roy A. Asmussen & Associates)	..808/356-8711
*Baraboo Food Products, Inc., Wisc.	..217/446-0954
*Brainin's Danville Food Products, Inc.	..217/529-5401
*Bunn Capitol Co., Springfield	..477-7600
*CFS Continental, Inc.	..678-1818
*Carnation Co.	..297-2720

<b>Guest checks</b>	
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*Mickey's Linen & Towel Supply Co.	..KI 5-7211
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*De Hater Paper Co., Peoria	..309/674-8107
*Levin Bros. Paper Corp.	..943-8200
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*Brainin's Danville Food Products, Inc.	..217/529-5401
*Bunn Capitol Co., Springfield	..477-7600
*CFS Continental, Inc.	..678-1818
*Carnation Co.	..297-2720

Food & beverage products, continued

*Continental-Byman, Calumet City	..221-1600
*Conway Import Co., Inc.	..455-5600
*Custom Food Products, Inc.	..722-7500
*Danner's Salads, Inc., Peoria	..309/691-1835
*Dean's Distributing Co., Peoria	..309/637-3313
*Davenport Food Distributors, Inc.,	..Davenport, Ia.
Davenport, Ia.	..319/386-1000
*Durkee Famous Foods	..384-2500
*Fasano Pie Co. See ad on p. 15	..PO 7-8760
*Fox River Foods Co., Inc.	..896-1991
L.H. Frohman & Sons, Inc. See ad on inside front cover	..467-6256
*Gyromaster Foods, Inc.	..279-3061
*Lloyd J. Harris Pie Co.	..829-3000
H. J. Heinz Co.	..325-9261
*Patrick H. Hibbler Co., Inc., Quincy	..217/223-2330
*Chris Hoerr & Sons Co., E. Peoria	..309/694-4211
*Holleb & Co. See ad on page 17	..595-1200
*Houston Food Ltd.	..666-2100
*Illinois Fruit & Produce Corp.	..In Streator
In Streator	..815/672-2163
In Joliet	..800/892-0591
*Kitchens of Sara Lee, Inc.	..945-2525 x 2464
Kraft Foods	..632-0200
*In Peoria	..309/688-5835
*Lawrence Foods, Inc.	..437-2400
Lipton (Roy A. Asmussen & Associates)	..297-2720
McCormick & Co., Inc.	..495-9265
MeadowGold Butter Div. (Beatrice Foods)	..791-8231
*Monarch Institutional Foods See ad on p. 5	..694-4600
*Nestle Co., Inc.	..455-7330 x 63
*Noon Hour Food Products, Inc.	..782-1177
*Oscar Mayer & Co.	..693-2200
*Paramount Foods	..383-0003
*Proctor & Gamble Distrib. Co.	..887-0500
*Professional Marketers, Inc., Peoria	..309/694-6406
*R. F. B., Inc.	..254-3122
*B. A. Raitlon Co.	..379-8800
Riceland Foods, Arkansas	..501/922-6911
*Ryser Bros., Inc.	..342-6400
*John Sexton & Co.	..437-7552
*Standard Brands Sales Co.	..585-3700
*Swift Edible Oil Co.	..829-7762
Swiss Food Products See ad on p. 11	..225-2188-9
*Tenney Sales Inc., Urbana	..217/367-6760
<b>Carpet cleaning</b>	
*Bissell Carpet Care	..729-7872
*NuWay Carpet & Upholstery Cleaners	..675-2050
*Kashian Bros. Inc.	..251-1200
*Mid American Maintenance	..858-4575
<b>Cleaning materials &amp; sanitation products</b>	
*CFS Continental, Inc.	..477-7600
Clark Products, Inc.	..956-1730
*Counsel Laboratories, Inc.	..344-2213
*Curt & Co.	..498-4949
*Du Bois Chemicals	..247-8300
*Economics Laboratory, Inc.	..297-1530
*Jones Industries	..665-8184
<b>Computer services</b>	
*Comp/Staff	..482-4660
*NCR Corp., Peoria	..309/691-0922
<b>Consultants</b>	
*Continental Cooking Schools	..593-3020
*Harris, Kerr, Forster & Co.	..HA 7-7955
*John A. Koch, CPA, Bloomington	..309/828-0513
*Laventhol & Horwath	..644-4570
*Managing Change	..291-6018
<b>Advertising &amp; publications</b>	
Chicago Tribune	..222-3840
*Crown Enterprises, Inc.	..266-7454
R. H. Donnelley Telephone Directory	..922-4860
<b>Cigars &amp; cigarettes</b>	
*Eby Brown Co. of Joliet	..815/727-4671
<b>Credit cards</b>	
*American Express	..435-2535
<b>Florists</b>	
*Sheridan Plaza Florist	..675-8810
<b>Health</b>	
*Du Page County Health Department	..682-7216
<b>Insurance</b>	
*Wm. F. Buell, Inc.	..676-4545
*Continental Casualty Co.	..822-6721
*Euclid Insurance Agencies See ads on pp. 11, 13, 15, 17 & inside back cover	..833-1000
*Klunick Insurance Agency	..544-3421
*Professional Consultants, Inc.	..682-4800
Stack Copper Co.	..618/457-3304
*Upchurch Insurance Agency,	..Carbondale
Carbondale	..618/



# Blue Cross<sup>®</sup> Blue Shield<sup>®</sup>

and Fort Dearborn Life  
From (EIA)  
Euclid Insurance Agency

We've been working with the foodservice industry for over 25 years. And we realize that you deserve the best possible insurance for yourself, as well as your business. That's why we're proud to announce BLUE CROSS & BLUE SHIELD protection, exclusively for CIRA Members and their employees.

Now you can have the same fine hospital/surgical coverages available to major corporations. All at economical "group" rates.

EIA "Euclid" cares about you. We believe in "Total Insurance Protection" and Chicago-based BLUE CROSS & BLUE SHIELD can provide just that, and life insurance coverage through Fort Dearborn Life Insurance Company, the life affiliate of BLUE CROSS & BLUE SHIELD

## Why BLUE CROSS & BLUE SHIELD?

Their name is recognized nationwide by both doctors and hospitals. Just present your identification card . . . claims are handled quickly and directly with the company.

### CIRA Health Program

Here's what you get:

- Hospital room and board charges, (semi-private) including intensive care
- Out patient emergency room service, including out-patient surgery
- Covered extras like x-ray and drugs

### Plus

- Medical and surgical benefits for doctors visits, anesthetics and doctor's lab fees.

### The "Major Medical" Supplement provides additional protection:

- \$1,000,000 Maximum benefit with \$100 deductible per person, per year
  - \$1,000 Out-of-pocket expense limit
  - \$5,000 term life insurance protection from Fort Dearborn Life Insurance Company
- Consult your EIA Representative for the brochure giving full details on this program

### What are you waiting for?

Because of the mass purchasing power of a group like CIRA, this insurance costs you less than similar protection purchased individually.

Return the reply card to EIA "Euclid" today. You will receive a comprehensive booklet, explaining full details and other features of this program.

### When you're insured with (EIA) Euclid you have (Total Insurance Protection)

## eia Euclid

Mass Marketing Organization  
Program Administrator, Euclid Insurance Agencies, Inc.  
Peter G. Colis, President  
188 Industrial Drive  
Elmhurst, IL 60126

Chicago 312 379-2400  
Suburban 312 833-1000  
Member CIRA

**Exclusively endorsed by Chicago & Illinois  
Restaurant Association.**



Reply Card

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Phone \_\_\_\_\_

Company \_\_\_\_\_

Please contact me: \_\_\_\_\_ A.M. \_\_\_\_\_ P.M.





MAY 22-26, 1976, CHICAGO'S McCORMICK PLACE

**57th National Restaurant  
Hotel-Motel Show**



WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

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Head Table AFI Dinner

THE WHITE HOUSE  
WASHINGTON

Harold Russell

Myrna Loy

Fred Astaire

Mrs. Ford

Talli Wyler

William Wyler

Andrea Hepburn

Merle Oberon

Eddie Albert

Jessamyn West







8730 Wilshire Blvd. Suite 416 Beverly Hills, California 90211  
(213) 657-3500

March 9, 1976

RAYMOND CALDIERO  
Vice President & Special Assistant  
to the President

MEMORANDUM FOR: Mrs. Ford

FROM: Raymond Caldiero *R. Caldiero*

SUBJ: American Film Institute Dinner



The following list represents celebrities attending the American Film Institute Dinner this evening. Those shown with an asterisk\* need to be worked on. Needless to say anything you can do in this area would be greatly appreciated.

\*Charlton Heston  
\*Gregory Peck  
Barbra Streisland  
Eddie Albert  
\*Walter Pidgeon  
\*Greer Garson  
Henry Fonda ,  
Merle Oberon  
Bette Davis  
Audrey Hepburn  
James Stewart  
Harold Russell  
Myrna Loy  
\*James Brolin  
Jack Nicholson  
\*Roz Russell  
Jim Backus  
\*Lee Grant

Charles Bronson  
\*Angie Dickenson  
\*Irene Dunne  
\*Liza Minelli  
\*Gene Kelly  
Burl Ives  
Groucho Marx  
Roger Moore  
Valerie Harper  
Brenda Vaccaro  
\*Robert Wagner  
\*Natalie Wood  
Helen Reddy  
\*Steve Lawrence  
\*Edie Gorme  
Warren Beatty  
Steve Allen  
\*Jayne Meadows



The following represents a listing of the top films directed by William Wyler the AFI honoree this evening:

Ben Hur  
Mrs. Minniver  
Jezebel  
Wuthering Heights  
Friendly Persuasion  
Roman Holiday  
The Best Years of our Lives  
Funny Girl  
The Love Trap  
A House Divided  
Dodsworth  
Dead End  
The Westerner  
The Little Foxes  
The Heiress  
Thunderbolt  
Detective Story  
Carrie  
The Desperate Hours  
The Children's Hour  
The Collector



Message from Maria Downs:

- A. The President dropped by the B'nai B'rith womens function this afternoon...and absolutely "wowed them.. and knocked them dead"...per Maria
- B. Zsa Zsa Gabor has accepted the invitation to the March 17th Dinner.
- C. Angie Dickinson and Burt Bachrach have been invited to attend the March 17th State Dinner.



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# Chicago Tribune Magazine



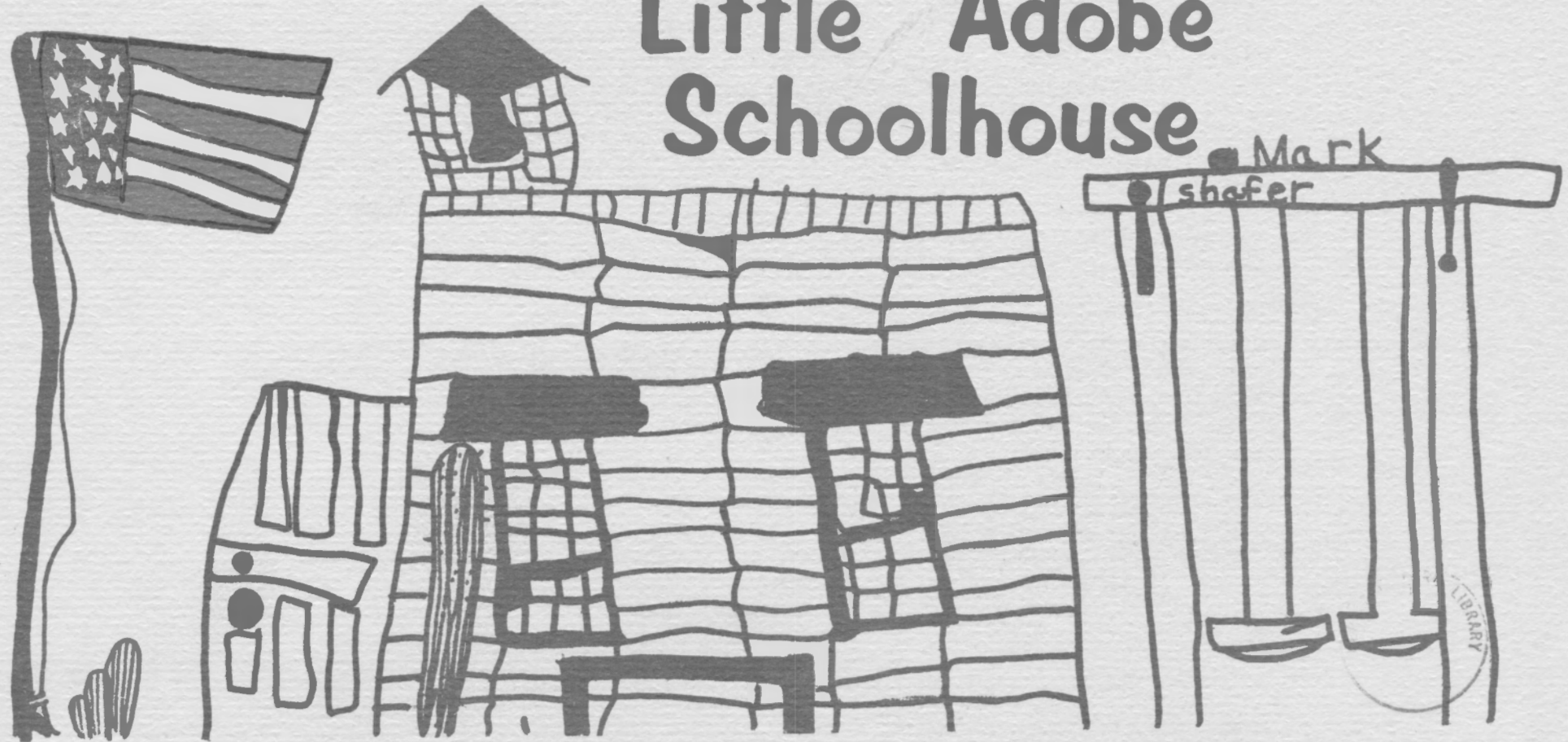
SUNDAY

December 24, 1972/Section 7

**Miracle  
of the Lambs  
page 6**

**Quin Ryan: pioneer  
of play-it-by-ear radio  
page 10**

# Little Adobe Schoolhouse



53 NORTH MACDONALD

MESA, ARIZONA

MARCH 9, 1976

AN OFFICIAL BICENTENNIAL PROJECT



# From an Idea...

The idea of The Little Adobe Schoolhouse as a bicentennial project of the Mesa Public Schools was originally conceived by Annie Priestley, reading resource teacher. She wanted the project to be something that would involve the 29,000 students in all 37 schools. She envisioned it as being something they could regard with pride for years to come. At the ground breaking ceremony on October 29 Annie said "this is a gift by the present for the future in memory of the past."

The first schools in Mesa were held in a tent, a shed and the back of a store respectively, until a permanent building was constructed in 1880. The Little Adobe Schoolhouse which is being dedicated today is a full-sized reproduction of this first permanent building. It is being given to the City of Mesa and the Mesa Historical and Archaeological Society for use as a museum and visitors will be able to enjoy tours.

The building and the furniture were built by the students of the Mesa schools. Others researched the history of that period so that the furnishings and costumes on the mannequins are typical of that era and represent an 1880 one-room schoolhouse of the Old West.

Thousands of students were involved in purchasing materials and antiques used in the schoolhouse and contributions have also been made by the community.

The students have worked hard and long to make the schoolhouse a reality. The fact that The First Lady, Mrs. Betty Ford, is making a special trip in recognition of this project and to share the dedication with them has made it even more meaningful.

Cover drawn by first grader, Mark Shafer, Whitman Elementary

# Program...

Musical Prelude	Mesa High School Honor Band Directed by Ken Zebro
Welcome	Dr. George N. Smith, Superintendent Mesa Public Schools, Master of Ceremonies
Musical Welcome "This Land is Your Land" by Woody Guthrie	Westwood High School Honor Choir Directed by Elizabeth White
Call to Colors	David McCasland, Junior Glenn Finch, Sophomore John O'Rourke, Junior Trumpet Soloists, Mesa High Honor Band
Presentation of Colors	Mike Romo, Cub Scout, Hale School, 6th grade Tamara Hintz, Brownie, Washington School, 3rd grade Jeff Shain, Boy Scout, Lehi School, 6th grade Shelly Olin, Girl Scout, Eisenhower, 5th grade Laura Jean Carter, Bluebird, Lowell School, 2nd grade Brenda Weber, Campfire Girl, Edison School, 6th grade
"Yankee Doodle"	Theresa Becker, 9th grade, Powell Jr. High, Fife Frank Beltran, 9th grade, Powell Jr. High, Drum Grant Kelley, 9th grade, Powell Jr. High, Standard Bearer
National Anthem The audience is asked to rise and join the Mesa High School Honor Band and the Westwood High School Honor Choir in singing our National Anthem. Please remain standing.	
Pledge of Allegiance	Jimmy Wright, 9th grade, Kino Jr. High
Invocation	Wendy Leavitt, senior, Westwood High School

Introduction of platform guests	Dr. George N. Smith
Musical Interlude	
"The Second American Folk Rhapsody" by Clare Grundman	Mesa High School Honor Band
"Strike up the Band" by George Gershwin	Westwood High School Honor Choir
Introduction of Student Speaker	Carolyn Warner State Superintendent of Public Instruction
Dedication of The Little Adobe Schoolhouse	James B. Atkinson, Senior Speaking on behalf of the Mesa Central High School Construction Cluster
Acceptance	Don Strauch, Vice Mayor, City of Mesa
Introduction of Project Chairperson	John J. Rhodes, III, President Mesa Board of Education/Trustees
Remarks	Annie Chase Priestley, Chairperson Little Adobe Schoolhouse Committee
Featured Address	Betty Ford, First Lady United States of America
Presentations	
Benediction	David Jamieson, 9th grade, Poston Junior High President, Poston National Junior Honor Society
"Give Me Your Tired Your Poor" Words by Emma Lazarus Music by Irving Berlin	Westwood High School Honor Choir
Closing Remarks	Dr. George N. Smith

## Little Adobe Schoolhouse Committee

Annie Priestley, Chairperson	
Glen Bartle	Robert Peshall
Roger Benton	Charles Ratajski
Robin Emsley	Jeanette Rogers
Scott Emsley	Eleanor TeSelle
Joanie L. Flatt	William White
Nancy Gearhart	Dan Young

## Mesa Public Schools

John J. Rhodes, III, Board President  
Guy Buckley  
Dr. John Crandall  
Rani Louthan  
Lynn Sharp  
Dr. George N. Smith, Superintendent

## City of Mesa

Eldon Cooley, Mayor  
Don Strauch  
Wayne Brown  
Robert Evans  
Charles Hickman  
Louis Stradling  
David Udall

## The Builders

Special recognition is due to the construction cluster students of Mesa Central High School, who built The Little Adobe Schoolhouse with their time, talent and enthusiasm.

Construction cluster	Dummitt, Ben	Perez, Eddie
Glen Bartle's class	Eaton, Mark	Pihlman, Carl
Abbot, Mike	Gibbs, Mike	Poole, Fred
Alcantar, David	Gomez, Rodrigo	Prather, Allen
Anaya, Ray	Gonzaleus, Frank	Queen, Byron
Atkinson, Jimmy	Hanner, Ricky	Renteria, Nino
Backus, Allen	Harry, David	Rios, John
Barnes, James	Hoover, Allen	Scott, Robbie
Barringer, Kevin	Hopkins, Bill	Salo, Jon
Bendrix, Geno	Janoe, Joe	Shaffer, Tim
Bishop, John	Long, Jerry	Steffy, Don
Blackburn, Dan	Lynn, Clinton	Steinhoff, Bernie
Blair, Steve	Madsen, Chris	Storch, Don
Bond, Jeff	Martinez, Ray	Stevens, Billy
Breen, Dan	Martinez, Ricky	Sykes, Dean
Campbell, Merle	Matthews, Carl	Thompson, Charles
Carson, Rusty	McCans, Ken	Valenzuela, Robert
Chapman, Doug	Moochy, John	Wakolee, Frank
Christie, Pat	Musselman, Randy	Wilkes, David
Davenport, Scottie	Pacheco, Jay	Whitaker, Neil
Drappo, Richie	Pauly, Brad	Wright, Ricky



# The Time Capsule...

**ADAMS**—A picture of their school; Adams school banner; colored pictures of the school's rules and regulations

**EDISON**—A bicentennial stamp; a bicentennial quarter and half-dollar; pictures of various activities of students; an article about Thomas Edison; A day in the life of a student, at different grade levels

**EISENHOWER**—Their school T-shirt; a picture of the faculty; the 1976 Class List

**EMERSON**—The Student Body Class List for 1976

**FIELD**—Their school T-shirt; the class pictures; the history of Field School

**FRANKLIN**—The history and various pictures of Franklin School; an article in the Mesa Tribune newspaper, about their school; a newspaper article about the American Freedom Train with a penny that was run over by the train, attached to this article; various pictures of Franklin School, faculty and students; the program from the rededication of Franklin School; an article about their Media Center

**HALE**—Letters written by various students about today's happenings; the Student Body Class List; the Hale school banner and button; the class pictures; a picture of the school; a report card, their school newspaper, "The Hale Hornet's Nest"; a map lay-out of the school

**HAWTHORNE**—A paper on the history of Hawthorne School; pictures of the faculty; pictures of Hobby Shows with a coin attached to represent various students

**JEFFERSON**—A paper on the history of Jefferson School; a picture of the faculty for the year 1959-60

**KELLER**—The student body class list on a giant poster

**LEHI**—A picture of Lehi School; their school T-shirt; the Student Body Class List

**LINCOLN**—The school brochure (Spanish/English) the class pictures

**LINDBERGH**—A picture of the 1976 faculty; the Student Body Class List; various pictures of students and of the school

**LOWELL**—Their school T-shirt

**TAFT**—Pictures of various students; picture of faculty; ticket stub to see the American Freedom Train, which some students attended; a current record, "The Hustle"; few letters written by students

**WASHINGTON**—Student Body Class List; drawings by students

**WEBSTER**—Writings by various students, "A Day in the Life of..."

**WHITTIER**—Student Council Convention Program; history of some students

**CARSON JUNIOR HIGH**—School pin; history of Carson Jr.; pictures of various students (athletics); school newspaper "The Pathfinder"; Mesa street map; coins; award letter "C"; two records, current songs; Mesa Tribune newspapers with Adobe Schoolhouse article

**FREMONT JUNIOR HIGH**—Picture of school; musical tape of Dynamics and Techniques—9th Grade Girls and 9th Grade Mixed Chorus; letters written by students; school bulletin; Bayless food ad

The brass time capsule was made at Mesa High School by Leo Gardner and his metals class. It measures 13" long, 13" wide, and 9" deep. Under the name of each school listed, you will find the item/items which they have contributed to the time capsule, which is built into the floor of the Little Adobe Schoolhouse.

**KINO JUNIOR HIGH**—Pictures of the new construction going on at Kino, plus pictures of various people doing the construction; a bicentennial quarter and half-dollar; a map of the school, when the construction is completed; the Welcome Message portion of the Kino Handbook; part of the Parent Newsletter, "Kino Courier"; their student newsletter, "Hoof Prints"; Kino's athletic letter "K"

**MESA JUNIOR HIGH**—Various pictures of students; school pin; newspaper, "Small Talk"; Constitution and Handbook; calendar

**OPPORTUNITY HALL**—List of faculty and aides; Opportunity Hall brochure

**POSTON JUNIOR HIGH**—Open House Program; history of Poston; Student Handbook; picture of Freedom Train; school newspaper, "The Panther Press"

**POWELL JUNIOR HIGH**—Contents unknown

**MESA CENTRAL HIGH**—List of students who worked on the Adobe School House

**MESA HIGH**—Tape; athletic schedule, 1975-76; pictures of 1976 beauty hints and fashions; School Brochure; school newspaper, "The Jackrabbit"; Mesa Public Schools lunch menu, February 1976

**WESTWOOD HIGH**—School Brochure; school newspaper, "The War Chant"; list of school activities; pictures of school

**ESL** (English as a Second Language)—Brochure from Sally Orrantia

**MARCH 9**, Copy of Mesa Tribune

**BOARD OF EDUCATION**—A letter from the Board of Education and Superintendent of 1976 to the Board of Education and Superintendent of 2076.

# With Thanks...

THE 29,000 STUDENTS OF THE MESA PUBLIC SCHOOLS

ADAMS ELEMENTARY SCHOOL  
EDISON ELEMENTARY SCHOOL  
EISENHOWER ELEMENTARY SCHOOL  
EMERSON ELEMENTARY SCHOOL  
FIELD ELEMENTARY SCHOOL  
FRANKLIN ELEMENTARY SCHOOL  
HALE ELEMENTARY SCHOOL  
HAWTHORNE ELEMENTARY SCHOOL  
HOLMES ELEMENTARY SCHOOL  
JEFFERSON ELEMENTARY SCHOOL  
KELLER ELEMENTARY SCHOOL  
LEHI ELEMENTARY SCHOOL  
LINCOLN ELEMENTARY SCHOOL  
LINDBERGH ELEMENTARY SCHOOL  
LONGFELLOW ELEMENTARY SCHOOL  
LOWELL ELEMENTARY SCHOOL  
REDBIRD ELEMENTARY SCHOOL  
ROOSEVELT ELEMENTARY SCHOOL  
SALK ELEMENTARY SCHOOL  
STEVENSON ELEMENTARY SCHOOL  
TAFT ELEMENTARY SCHOOL  
WASHINGTON ELEMENTARY SCHOOL  
WEBSTER ELEMENTARY SCHOOL  
WHITMAN ELEMENTARY SCHOOL  
WHITTIER ELEMENTARY SCHOOL  
CARSON JUNIOR HIGH SCHOOL  
FREMONT JUNIOR HIGH SCHOOL  
KINO JUNIOR HIGH SCHOOL  
MESA JUNIOR HIGH SCHOOL  
POSTON JUNIOR HIGH SCHOOL  
POWELL JUNIOR HIGH SCHOOL  
MESA CENTRAL HIGH SCHOOL  
MESA HIGH SCHOOL  
WESTWOOD HIGH SCHOOL  
PARKWAY SCHOOL  
HARRY SCOTT'S AIR CONDITIONING,  
BASIC ELECTRICITY CLASSES  
MESA CENTRAL HIGH SCHOOL  
KINSEY CARRUTH, WESTWOOD HIGH  
LORI WAKEFIELD, WESTWOOD HIGH  
LARRY JUDD, WESTWOOD  
NANCY GEARHART'S ADVANCED  
HOME ECONOMICS, WESTWOOD HIGH  
MAX SCHLARBAUM'S INDUSTRIAL ARTS  
CLASS, WESTWOOD HIGH

PAT COYLE'S MECHANICAL DRAWING  
CLASS, WESTWOOD  
WESTWOOD COOPERATIVE OFFICE  
EDUCATION CLUB  
WESTWOOD GERMAN CLUB  
WESTWOOD STUDENT ACTION FOR  
EDUCATION CLUB  
DR. WILLIAM McCARL'S PAINTING  
CLASS, MESA HIGH SCHOOL  
LEO GARDNER'S METALS CLASS,  
MESA HIGH  
DENNIS FISCUS' AGRICULTURE  
STUDENTS, MESA HIGH  
MESA HIGH VICA CLUB  
POSTON JUNIOR HONOR SOCIETY  
HAROLD MIKESSELL, POSTON JUNIOR  
GORDON MIKESSELL, POSTON  
CHUCK SMITH'S INDUSTRIAL ARTS  
CLASS, FREMONT JUNIOR  
ROGER BENTON'S INDUSTRIAL ARTS  
CLASS, KINO JUNIOR  
GALEN LISONBEE, KINO  
RODNEY BRADSHAW, POWELL  
JOHN THOMPSON'S INDUSTRIAL ARTS  
CLASS, POWELL  
FRANK BENNETT AND STUDENTS,  
PARKWAY  
RON REIMANN AND STUDENTS, PARKWAY  
PARKWAY VOCATION CLUB  
WHITTIER SIXTH GRADERS WORKING  
WITH JEANETTE ROGERS  
KATHY MASSARAND, WHITMAN  
RUTH BARNES, WHITMAN  
DIANNE YOUNG, WHITMAN  
MESA ASSOCIATION OF SCHOOL  
ADMINISTRATORS  
MESA EDUCATION ASSOCIATION  
PHI DELTA KAPPA  
MESA WEST ROTARY CLUB  
CHARLES I. ROBSON, SR., CHARLES  
I. ROBSON, JR.  
GEORGE WILKS, WESTWOOD HIGH  
RONNIE OLIVER, OLIVER CONCRETE  
ROBERT SELLERS, ARIZONA PROPERTY  
EXCHANGE  
THE ROBERT BURNS FAMILY  
REV. JAMES R. HARTLEY, FIRST  
CHRISTIAN CHURCH

## THE COMMITTEE WOULD LIKE TO THANK THE FOLLOWING PEOPLE AND ORGANIZATIONS FOR MAKING THE LITTLE ADOBE SCHOOLHOUSE POSSIBLE:

GUY APPLE, APPLE TRUCKING CO., PHOENIX  
BILL LIBHART, ALLIED CONSTRUCTION  
PAT'S COLOR WHEEL  
JACK BRANHAM, AAA EXTERMINATING CO.  
LYNN SHARP, C.T. SHARP & SON  
MRS. CYNTHIA ELSON  
CLYDE UPCHURCH, HI-FI SALES  
CAROLYN OLSGARD  
VIC AND VICKI LINOFF, OF REVERIE AND  
THOSE WERE THE DAYS  
RUSSELL NIELSON, NIELSON BUILDING  
MATERIALS  
VEDA MANNEQUINS, ST. LOUIS, MO.  
A & P NURSERY  
GUERRERO SIGN CO.  
BUDDY'S FLOWERS  
ARIZONA REFRIGERATION AND SUPPLY CO.  
BILL CUMMINS, WESTWOOD  
GARRY AND KAREN DOTTERER, WHITMAN  
MIKE AND DEBBIE ELLIOT  
AL FRANCE  
DONNA GUINN  
H.B. GRAY, MESA HIGH  
FRED GALLOW, LOWELL  
CHUCK HASSLER, STEVENSON  
GARY LONDER, LOWELL  
MESA SCHOOLS READING DEPARTMENT  
RITA MARKWELL  
DENNIS PIPES, KINO  
BUCK POPE, FREMONT  
DICK PETERSON, MESA HIGH  
RON RHEIN, EISENHOWER  
RAYNELL SCHWARZ  
ZEKE ZIMMERMAN, MESA HIGH  
DAVID EAGLEBURGER, CARSON  
KAREN MECCA  
SANDY ANDERSON  
ANTIQUARIAN COIN AND BOOK SHOP  
KENNETH BADERTSCHER  
JOE BENTON  
SHERRI BAILEY  
THE MESA TRIBUNE  
THE SPUR SHOPPER  
THE JOE BARBER FAMILY  
NICK COCHRANE  
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DR. MELVIN FROST  
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MAURICE BATEMAN

CHARLES LUSTER  
RAMON MENDOZA  
MIKE LEE  
MERLE BUNKER  
LENHART HARDWARE  
LITTLE HOUSE ANTIQUES  
MRS. GEORGE SIRRINE  
ANN SHIMMEL  
JIM SMITH, SUPERSTITION LANDSCAPING  
PETITE GENEVE JEWELRY  
BRAKEBILL DRAPERIES  
BOB AND SUE HETZEL  
MOLLY TURNER  
SUSAN DAHL  
JANE NOHL  
DUANE WHITFIELD  
DON GOMOLSKI  
DICK KILBOURNE  
DR. JERRY EDWARDS  
KEITH TUCKER  
DAUGHTERS OF THE UTAH PIONEERS  
MASTERCRAFT DISPLAY, PHOENIX  
MRS. CARL SATO  
REBECCA AKINS  
GEORGE BOOTH  
DR. DOUG VANCE  
KIRK HANSEN  
MESA SCHOOLS CLASSIFIED PERSONNEL  
ASSOCIATION  
DICK SAWYER'S BASIC AND ADVANCED  
HORTICULTURE AND AGRA-BUSINESS  
CLASSES, WESTWOOD  
JACQUE HATCH'S HOME ECONOMICS  
CLASS, WESTWOOD  
SPECIAL APPRECIATION TO THE CITY  
OF MESA, WHICH DONATED THE LAND  
AND COOPERATED FULLY IN EVERY  
PHASE OF THE PROJECT.  
COMMEMORATIVE PROGRAM AND STUDENT  
GUIDES, POSTON JUNIOR HIGH SCHOOL  
NINTH GRADERS—COMMUNITY SERVICE  
PROJECT.  
HUNDREDS OF PEOPLE HAVE CONTRIBUTED  
TO THIS PROJECT. WE HAVE TRIED TO  
TO THANK EACH ONE INDIVIDUALLY AND  
ACKNOWLEDGE THEM HERE PUBLICLY.  
TO THOSE WHOM WE MAY HAVE  
INADVERTENTLY OVERLOOKED, OUR  
SINCERE APOLOGIES.



Reprinted from the May 4, 1971 issue of

**LOOK**

# **THE LAMBS: A FARM IS A WAY OF CARING**





Robert Terese

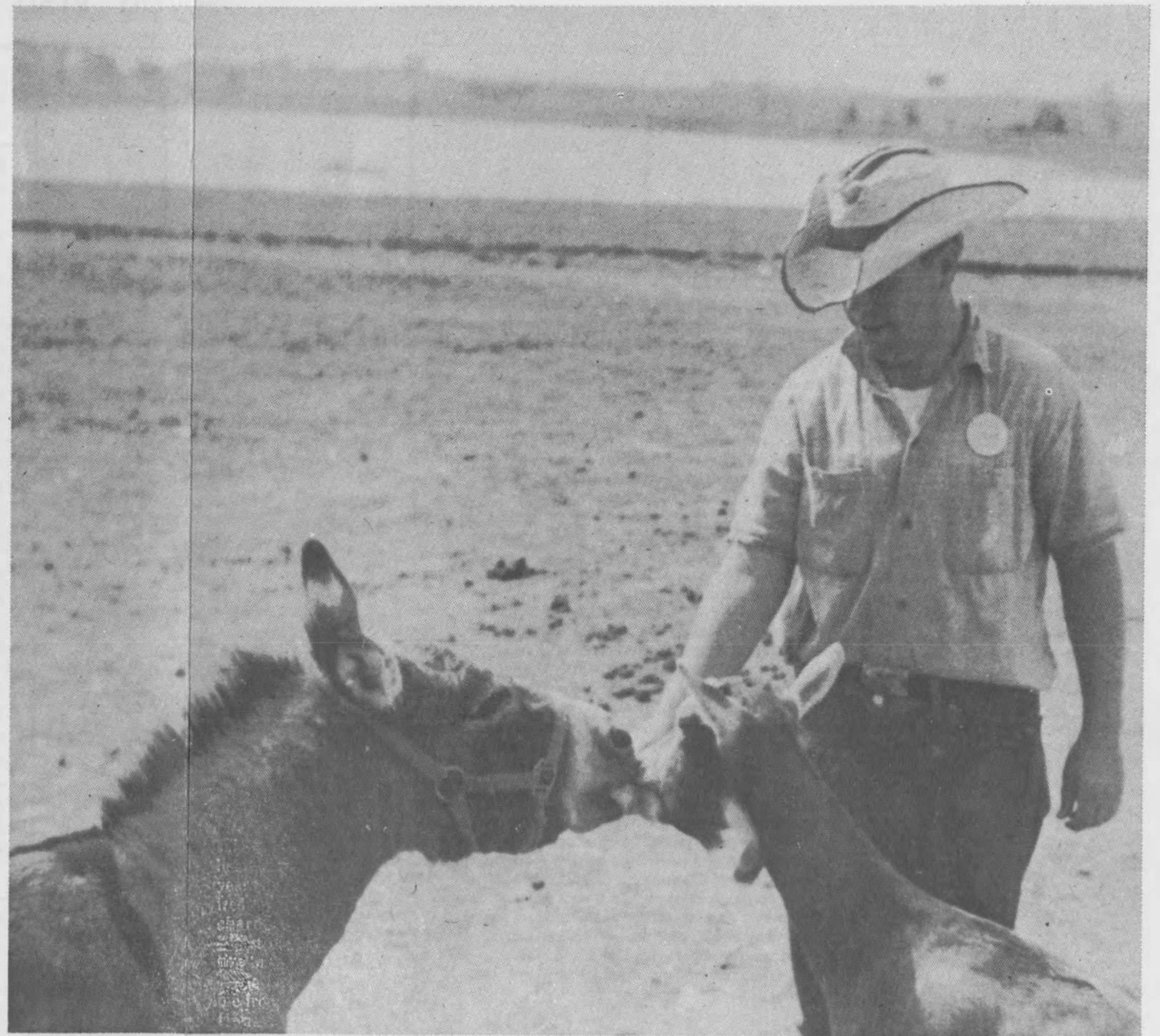
Corinne Owen

# Who's retarded? Couple challenges old attitudes

Providing meaningful work for adults who have been judged retarded and breaking down stereotyped ideas about them — these were the primary motives of Robert Terese and Corinne Owen when they started a pet shop. Today, the Lambs, their organization, has 65 such adults working on a 50-acre farm, where they learn many different skills — from baking to working in a craft shop. One in a continuing Monitor series on the World's Good Samaritans.

By Monty Hoyt

Staff correspondent of The Christian Science Monitor





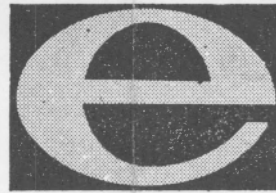


Bob Terese (above) and Mrs. Corinne Owen, co-founders and co-directors of the Lambs Pet Farm in Libertyville.



Photos by M. Leon Lopez

Patty Horgan, 30, a lamb, serves customers in the farm tearoom.



CHICAGO DAILY NEWS

Tuesday, July 16, 1974

**everyday/** *for and about people*



# Lambs: a possible dream

By Sandra Pesmen

God must wake up each morning, look down at the world with disgust — then glance over at the Lambs Pet Farm in Libertyville and say, 'Well, at least SOMETHING's going right down there!'

For the 48-acre tribute to man's humanity to man has been going right, getting better

said, pointing with pride — and some disappointment — to the concrete hole just beyond the Lambs' new small animal barn-yard zoo.

"We had hoped to complete it in 1972, then we thought this was the year — but we couldn't get a building permit until we put in an entire sewage-treatment plant. What you

PATTY, MRS. OWEN and Terese are all confident that action will be taken soon because it always has been, ever since the Lambs became a realistic dream in January, 1961.

Mrs. Owen, a housewife and mother of three, was a teacher of the retarded in a small school in Glen Ellyn. Terese, a Mil-

Bob explained to the Lord that we simply had to have this farm if we were to tend his flock properly, and we gave the owners \$1, in good faith money, to hold it for us 90 days."

On the last day God — and millionaire W. Clement Stone — lent them some hope and some money. (The former the hope, the latter the money.)

# *The Lambs Inc.*



## **A REPORT TO FRIENDS AND DONORS**

### **"LOVE IS BEST OF ALL"**

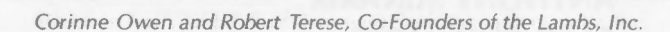
*Dr. Karl Menninger*

"The program of the Lambs Farm emphasizes work and that is good; it emphasizes work that enables the young people to meet and deal with the public and that is better; and it also gives them something to love and something to care for, something dependent upon them, and that is best of all."



Now we have 80 Lambs coming to the farm each day and have added seven other job areas in which the young people can work. We are careful to teach them new skills from the stand-

They have proved that they are physically, mentally and emotionally able to function in a sheltered situation. They have also demonstrated that given care, concern and interest, their response can be even more immediate than that of a normal person.



## FUTURE DEVELOPMENT

The Lambs is not a school, although the retarded are taught to manage themselves and perform work tasks in our business areas. This method employs the basic philosophy of the Lambs: that the mentally retarded can develop beyond the routine. Assumed responsibility, public contact and work variety, all help to develop the potential of the mentally handicapped.

It is unrealistic to expect all retarded adults to be self-sufficient in areas of daily living. Eventually their families die or are unable to carry the constant responsibility. Now we are striving to provide a center for living as well as working. In the fall of 1975 we will open our first residential facility for 34 people. Our goal is to build a total community for 250 retarded adults.



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**RUTH WILKOMER**

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**ROBERT TERESE**

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*Manager, Farmer's Market*

**AUDREY ORAWIEC**

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**NINA KRANZ**

*Manager, Gift Shop and Arts and Crafts*

**KAROL ORAWIEC**

*Manager, Pet Shop and Children's Zoo*



# A MESSAGE TO THE MANY FRIENDS OF THE LAMBS FROM DR. PAUL LAZAR, PRESIDENT OF THE BOARD

When thirty-four people move into our new residence in Libertyville, Illinois, the initial phase of the goal for the Lambs, Inc. will have been achieved. The reality of the first village concept for the mentally retarded will have been realized — people living and working together within their own community.

What is the importance of this successful effort which has been carefully watched by so many? The Lambs, Inc. is a national center serving as a prototype in a burgeoning field for the mentally retarded. Consider the statistics: there are an estimated 330,000 mentally retarded in Illinois alone. In the U.S.A. a staggering three percent of the population or six million people are mentally handicapped. With imaginative programs such as the Lambs, purely custodial care will be reduced to an absolute minimum for only the most severely retarded.

More than 800 educators and professionals visited the farm in 1974 to study and learn our techniques. Plans are underway to create a teaching center at the farm so that we can effectively help others who want to duplicate our pilot program.

The fact that a program such as this was conceived and finally fulfilled in less than 15 years is astounding. It is due to an exceptional staff, an unselfish corps of volunteers, an involved group of parents, a dedicated Board and the generosity of an understanding public.

The legal, medical, educational and emotional problems ahead are infinite.

But most critical are the financial needs that face us now. We have a \$500,000 bank debt which we must service quarterly and obviously want to retire. In addition, we had a 1974 deficit of \$289,000. This is what was needed just to keep the program going.

Now with the opening of a residential program, overhead costs will increase. As more retarded people seek admittance to the Lambs, we will need to expand businesses, job and recreational areas, and housing. The long range plan is to have residential facilities for 250 mentally retarded people living and working on the present farm site.

For all these reasons we need your financial help to provide these people with a decent, meaningful life. They cannot do this for themselves, but you, through your contributions to The Lambs, Inc., will help not only those being served by our program, but indirectly many others across the nation.

When you contribute to The Lambs, Inc. remember that our program is open to all regardless of race, religion, creed or ability to pay. Your contributions are tax deductible. They are also an investment in dignity.

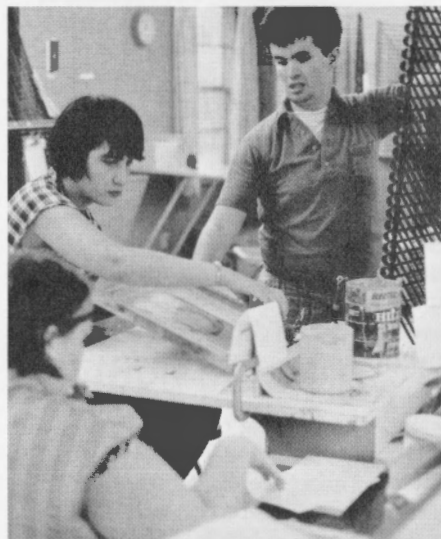
*Paul Lazar, M.D.*

**Paul Lazar, M.D.**  
*President*





Pet Shop



Silk Screen Shop

For most working people, their vacation is the high spot of the year. For our young people, coming to the farm and working is their high point. A day off is long, dull and boring and we find them asking to be allowed to work six and even seven days a week. Also they know that their efforts contribute to the expansion and growth of our program. While they watch the first dormitory reach its final stages, they know that their participation is making The Lambs' goal a reality.

## PRODUCTIVE BUSINESSES RUN BY AND FOR THE LAMBS

There are many basic differences in our young people's work at the farm and work in a "normalized" society. Society uses productivity and creativity as its criteria for success. For our retarded, willingness to try and working at whatever pace is best for each individual is the meaningful measure. It is difficult for them to handle competitive situations and frustration comes when the challenge is beyond their capacity. Within their own peer group, they quickly learn



Tea Room

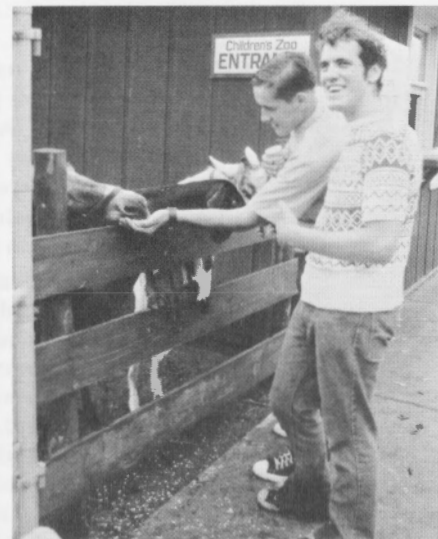


Gift Shop

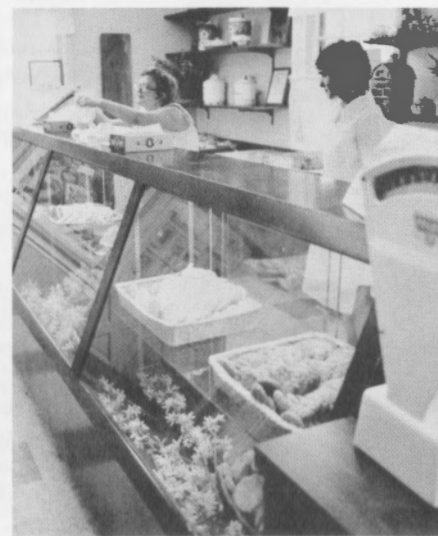


Farmers Market

that their strengths and weaknesses vary in different work areas and they extend help to one another in a way "normalized" society could follow.



Children's Zoo



Bakery

# WHO ARE THE LAMBS?

They are young adults of every race, religion and creed who need your help to function to their fullest capacity.

**SAM**, 19, came to The Lambs after a brief stay in an out-of-town institution. At first he wouldn't talk to anyone — not the other young people, nor the staff, nor the volunteers. Gradually he became aware of our total acceptance and finally he would say one word to one person at a time. As this daily contact continued, he slowly began to relate — first to the staff, then to other Lambs and eventually to volunteers and customers alike. Today he works in the Silk Screen Shop and jokes, chats and laughs with spontaneity.

**BETTY** is 33 years old. From the time she finished special schooling at 18 until she came to The Lambs at age 28 she had no training, no work or recreation program. For ten years her only activity was going to Church. She came to our program and was so stimulated by being with people who weren't bored with her that she was too outgoing. She would run to strangers and kiss them indiscriminately. Betty had to learn to control this uninhibited show of affection. It turned out that being convinced that she belonged was enough to stabilize her jubilation. Now she works in the Pet Shop and greets customers with warmth and ease.

**LARRY**, 38, is living with his blind and aged grandmother and has no other relatives. Larry also had a sight problem with the possibility of being totally blind in ten years. When The Lambs, Inc. was contacted about him, they acted to secure Public Aid Funds which he had not known were available. They arranged for corrective eye surgery and now he has almost normal vision. But the main thing about Larry is that he fully embodies the problem of what happens to retarded people when there is no longer a family to care for them. Without a residential program these people would have to be institutionalized. For Larry this fear has been removed. With the completion of our first living facility, he will be able to have a meaningful and secure life here at The Lambs Farm.

Herman  
Robert  
Kathleen  
Libby  
Betty  
William  
Larry  
Robert  
Kenneth  
Donna  
Arnold  
Thorne  
Philip  
Lorrie  
Jerry  
James  
Donna  
Teresa  
Jeffrey  
Jay  
Lori  
Ruby  
Thad  
Randy  
Dorothy  
Harry  
Nancy  
Mary Ellen  
Nona  
Harold  
Aileen  
Frances  
Louis  
Richard  
Steve  
Matt  
Shirley  
Jon  
Deborah  
Greg  
Joanne  
Virginia  
Sam  
Dennis  
Anne  
Virginia  
Scott  
Mary  
Michael  
Mary Alice  
Bruno  
Pamela  
Pattie  
Barbara  
Dennis  
Barbara  
Suzette  
Davis  
Dennis  
Mark  
Mike  
David  
Peter  
Bruce  
Jennifer  
Patrice  
Linda  
Kathleen  
Steven  
Janice  
Sandra  
Daniel  
Craig  
Vicki  
Heidi  
Joseph  
Patty  
Pam  
Dennis  
Roger

THE LAMBS, INC.  
SUMMARY OF BALANCE SHEET DECEMBER 31, 1974

**ASSETS:**

Cash and Temporary Cash Investments .....	\$ 49,710
Accounts Receivable .....	10,546
Inventory .....	69,507
Other Current Assets .....	11,861
Other Assets .....	5,603
Investments .....	83,017
<b>TOTAL .....</b>	<b>\$230,244</b>

**LIABILITIES AND FUND BALANCES:**

Accounts Payable .....	\$ 16,438
Payroll and Sales Taxes .....	3,456
Accrued Interest .....	11,130
<b>TOTAL LIABILITIES .....</b>	<b>31,024</b>
Fund Balance .....	199,220
<b>TOTAL .....</b>	<b>\$230,244</b>

Complete and detailed audited financial statements  
prepared by Murphy, Lanier & Quinn, Certified Public Accountants,  
are available upon request at our office.

THE LAMBS, INC.  
STATEMENT OF SUPPORT, REVENUE AND EXPENSES: 1974

**INCOME:**

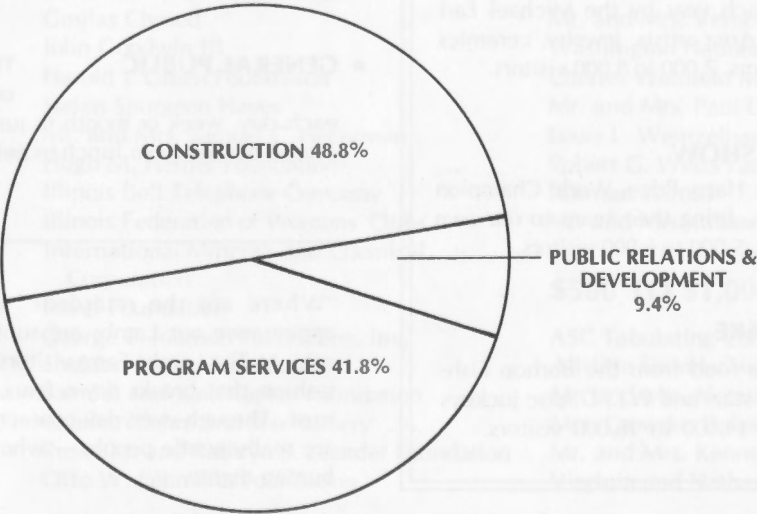
General Contributions .....	\$405,932
Gross Profit From Sales .....	\$319,423
Other Revenue .....	17,000
Investment Income .....	6,685
<b>TOTAL .....</b>	<b>\$343,108</b>

**EXPENSES:**

Salaries .....	\$252,934
Operating Expenses .....	127,064
General and Administrative Expenses .....	198,590
Interest Expense .....	52,968
Other Expenses .....	1,254
<b>TOTAL .....</b>	<b>\$632,810</b>
Deficit From Operation .....	(289,702)
<b>TOTAL .....</b>	<b>\$116,230</b>

**CHANGES IN FUND BALANCE:**

Fund Balance, Beginning of Year .....	776,053
Property and Equipment Acquisitions from Current Fund .....	(693,063)
Fund Balance, End of Year .....	199,220
<b>FUND BALANCE DECREASE .....</b>	<b>\$576,833</b>







## SUMMER CALENDAR OF EVENTS

### • COUNTRY FAIR

W.I.N.D.'s favorite disk jockeys plus Country Fair Food, fun and games for the entire family. 18,000 to 23,000 visitors.

### • COUNTRY JAMBORIE

Country music stars from W.M.A.Q., with Western Food prepared by the Executive Chefs of Illinois. 10,000 to 13,000 visitors.

### • ANTIQUE SHOW

Every type of collectable antique for sale. 40 of the finest dealers in the Mid-West show at the farm. 9,000 to 10,000 visitors.

### • ART SHOW

Sponsored each year by the Michael Earl Foundation. Area artists, jewelry, ceramics and craft items. 7,000 to 8,000 visitors.

### • WATER SHOW

Dr. and Mrs. Harry Price, World Champion water skiers, bring their team to our own 17 acre lake. 5,000 to 6,000 visitors.

### • CLAMBAKE

Delicious sea food from the Burhop Fisheries. Music stars and W.J.J.D. disc jockeys to entertain. 14,000 to 16,000 visitors.

## WHO VISITS THE LAMBS FARM IN LIBERTYVILLE, ILLINOIS?

### • FIELD TRIPS

1974 brought 21,000 youngsters out to the farm. 8,383 were served sack lunches from our refreshment stand.

### • SCHOOL CHILDREN

### • DAY CAMPS

### • SENIOR CITIZENS

Actual reservations in our tea room for 7,934 persons prove the ever increasing interest in our program by these groups.

### • CHURCH GROUPS

### • SOCIAL ORGANIZATIONS

### • STUDENTS

More than 800 came to study our program. Hopefully pilot programs such as ours will be started across the country.

### • EDUCATORS

### • PROFESSIONALS

### • GENERAL PUBLIC

There is no way to estimate the number of people who actually come to the farm each day, week or month to just shop or browse. We do know that we served our tea room lunch to between 45,000 and 50,000 persons in 1974.

"Where are the retarded?" Often we are asked this because in appearance our Lambs are substantially no different from others their age. At The Lambs Farm visitors observe and deal with the retarded in a fashion that breaks down fears, misconceptions, indifferences and distrust. Through everyday contact the public is learning that the retarded are really gentle people — who only ask to be allowed to function with human dignity.

## DONORS

Because this is our first report, donations listed are cumulative from January 1970, through June 1975.

### \$10,000 AND UP

Allport Charitable Trust  
Antioch Mental Health Association  
Alfred Bersted  
Hazel E. Boostrom  
Paul W. Brandel  
George W. Butler Foundation  
Chicago Community Trust  
Chicago Tribune Charities, Inc.  
Mr. and Mrs. Gaylord Donnelley  
Clinton E. Frank Foundation  
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Grainger Foundation  
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Mr. and Mrs. Raymond Kroc  
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Dorothy Wrigley Offield Charity Fund  
Open Hearts for Retarded Children  
Dr. Charles N. Pease  
Rice Foundation  
John Harper Seeley Foundation  
W. Clement and Jessie V. Stone Foundation  
Mrs. Donald P. Welles

### \$5,000 TO \$10,000

Aspergren Charitable Foundation  
Harry and Maribel G. Blum Foundation  
E. B. Boston  
Chicago Tribune Newspaper Readers Agency  
Julius N. Frankel  
Galter Foundation  
Mildred A. Harms  
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Sears Roebuck and Company  
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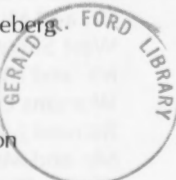
### \$1,000 TO \$5,000

Amoco Foundation, Inc.  
Anixter Bros., Inc.  
Anti-Superstition Society  
A.P.A. Transport Corporation  
George Barr  
Barr-Stalport Company  
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Gmilas Chesebrough  
John Goodwin III  
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Helen Spurgeon Hayes  
Mr. and Mrs. Samuel C. Hechtman  
Hugh M. Hefner Foundation  
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Illinois Federation of Womens' Clubs  
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Jewel Foundation  
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Ann Mikszta  
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Milwaukee Cheese Company  
Miscellaneous Warehouseman's Union  
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Ozite Corporation  
J. C. Penney Company, Inc.  
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Prudential Insurance Company of America  
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Sudan Interior Mission  
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Universal Oil Products Foundation  
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Robert G. Weiss Family Foundation  
Norman Wilton  
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### \$500 TO \$1,000

ASC Tabulating Corporation  
Allstate Foundation  
Mr. and Mrs. Norman Arroyo  
Mrs. Crowdus Baker  
Mr. and Mrs. Kenneth E. Bauer  
Virginia and Nathan Bederman Foundation



Mrs. William J. Benoit  
 R. Willard Carswell  
 George L. Celec  
 Mr. and Mrs. Zollie Frank  
 Willard and Elaine Freehling Foundation  
 Irving Freeman  
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 Services—Operations Staff  
 Independent Order of Foresters  
 Johns-Manville Products Corporation  
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 League  
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 Womans Library Club of Glencoe  
 Richard J. Woodka  
 Mr. and Mrs. James F. Woodward  
 Ziegler Charitable Trust

## \$100 TO \$500

Aaron, Aaron, Schimberg and Hess

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 Mr. and Mrs. Harold F. Adreani  
 Aid-All  
 Mr. and Mrs. Preston K. Aishton  
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 Alpha Epsilon Phi, Omicron Chapter  
 Mr. and Mrs. Frank Ambrose  
 American Chain and Cable Company, Inc.,  
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 Amica Club of Central Church  
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 A. Harold Anderson  
 Jeanette N. Anderson  
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 Mr. and Mrs. Joseph Bernstein, Jr.  
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 Bethany Home and Hospital Residents  
 Mrs. Kenneth A. Bevington  
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 Robert P. Birren  
 Bohnen Family Foundation  
 James and Frank Borsilli  
 Rosa Borsilli  
 Hazel Boren  
 Marjorie Bower  
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 Robert S. Bradshaw  
 Brandywine Women's Afternoon Club  
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 Dr. and Mrs. John Brouhard  
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Elizabeth B. Burpo  
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 Harold C. Chaffee  
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 Chicago Industrial Supply Company  
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 Clarke Foundation  
 Clarence S. Coates  
 Coleman Cable and Wire Company  
 Arthur R. Colwell  
 Mrs. John Conlisk  
 R. C. Connell  
 Continental Charitable Foundation  
 Louis E. Corrington, Jr.  
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 Mr. and Mrs. Kenneth R. Cowan  
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