

# THE HORATIO ALGER

"World's only publication  
devoted to Horatio Alger"



# Newsboy

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monthly except July and  
January for Society members.

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## A PARTIC'LAR FRIEND PASSES

## PRESIDENTIAL PONDERINGS

GEORGE L. SETMAN III, PF-007, 1904-1966

WE THINK OF Alger Society membership potential as being men of the generations who read Alger avidly and who loved his heroes and his stories. Forrest Campbell and I got to talking about this the other evening when he visited me in Mendota. We suddenly realized this is not entirely true.

George had suffered, and survived numerous heart attacks in recent years, but the end came on August 8th, while vacationing in Ocean City, N.J. Surviving in addition to his wife, Marjorie, are: a son, George L. Setman IV, and three daughters, Barbara Jane, Nancy Ann, and Mary Lou. Burial arrangements were made for Arlington Cemetery, Drexel Hill.

We have numerous young members already who never read Alger as a boy, but who have gotten acquainted with his works through curiosity about Americana; or because the Alger name has become a household word that sends a young student to learn more about the man who caused all this commotion.

George was retired as a Colonel from U.S. Army Intelligence, World War II. After retirement he returned to his lifelong interest in antiques as a collector and dealer. He converted the enormous barn on his farm home property into a country store and glass museum. Even the unused silo was converted into a three room apartment.

This being true, we are able to seek Alger members among students, college men and women, even instructors and professors of English and American literature. We can find members among people who have an insatiable desire to learn all about the people and objects that created the "antique" aura that is now so popular.

My wife and I had the pleasure of visiting them in 1964 and as far as we can determine, we are the only society members to have met George and Marge personally. George took us on a tour of his establishment and pointed out many items which he hoped some day to restore.

THAT INCORRECT BIRTH DATE of Alger's birth keeps popping up. It will take all the ingenuity and initiative this Society can muster to communicate with all the encyclopedias, reference volumes, and other reference sources... and to PROVE to them that we, not the other references, are correct. The latest is a feature story on Alger in The Atlanta Journal and Constitution. The writer (Leo Aikman) got his background material from encyclopedias, which leaned on Mayes. The result is a disgusting and inaccurate diatribe that makes Alger an unwanton profligate who died in rags. Your president has written the author to try to set him straight. Alas, we need to begin with the source books. Every Alger Society member hereby is appointed a committee of one to seek out each inaccurate sketch and submit proof of its irresponsibility.

George was an active man, and freely gave of his time to his church and civic affairs. He was especially interested in Youth Groups, and having a nostalgic interest in Horatio Alger, and also strongly believed in the principle of "Strive and Succeed."

About 1960 he set about to band together all people who would subscribe to these principles, in an organization he chose to call The Horatio Alger Club.

Acting as secretary of his organization, he provided and supplied membership cards to some twenty or thirty members across the nation, then illness prevented him from advancing the Club movement. Learning of the existence of our "Newsboy" newsletter, he sought to enlist our support, which resulted in a transfer of his members to our "Newsboy" Club.

Through the aid George was able to give us, though under doctor's care, the "Newsboy" Club grew and waxed strong.

LATER: Apparently numerous folks knowledgeable on Alger descended on Leo Aikman to correct some of his information and impressions. At least on September 11 he ran another article entitled "Rags to Riches: Horatio Alger's Formula Worked, Enriching Nation's Way of Life" and

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CHANGES OF ADDRESS

PF-045 Mr. Gardner F. Dalton
2080 Golden Rain Rd. Manor 2
Valnut Creek, California 94529

PF-161 Mr. William L. Payne
229 Glenwood Avenue,
Leonia, New Jersey 07605

PF-179 Mrs. Mary Lewis Chapman (\*)
P.O. Box No. 711
Williamsburg, Virginia 23185

(Editor's note: Mrs. Chapman's mailing address in new membership roster is wrong; please correct. Also make necessary adjustments for Dalton and Payne, under Membership By States)

NEW MEMBERS REPORTED

PF-183 Mr. Jim Thorup T-000
P.O. Box No. 468
Alhambra, California 91802
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BACK ISSUES OF THE NEWSBOY

New members are entitled to back issues of the newsletter free of charge, retroactive to the June issue. Additional issues for 1964, 1965, and 1966 are still available. Once in a great while members decide they would like to complete the entire set back to July, 1962. I can supply souvenir editions of July, 1962, but the balance of 1962 and all of 1963 are out of print. There is still a possibility that some of our inactive members, or heirs of deceased members may be able to supply your needs. Please write me for such leads.

THE YOUNG POSTMASTER

Certain chapters of the story supplement are also out of print, however, I can supply a few sets with only two or three chapters missing. The Story Supplement ran for three years, January, 1963 to December, 1965 with a total of 36 chapters. Unfortunately, the stencils for some of the out of print chapters were destroyed, and I do not plan to reprint.

ACKNOWLEDGEMENTS

A nice letter from Mrs. Irene Anderson with a clipping enclosed from the Grundy Register, September 8, 1966. The columnist's name was not revealed, but she wrote five paragraphs on the subject of Alger; all complimentary, --and correct.

A letter from Gilbert Gardner with two recent clippings from the Philadelphia Inquirer. The Variety Club of Philadelphia was scheduled to sponsor "Old Newsboy" Day on September 30th. As Gilbert points out, they are unaware of our existence, and our "Newsboy" publication. The "Inquirer" has made no inquiries in this respect. Our belated good wishes to them.

Jim heard of us through Ralph Gardner. His application was received too late for the September issue, however, it was received in time to be included in the new membership roster. On his application, Jim says that "I read all the Horatio Alger books I could as a boy and have ever since been interested. I feel the youth of today could profit by some of his ideas." Jim's application does not state how many titles he owns.

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MORE ACKNOWLEDGEMENTS

Don Shinner, who has a major interest in the field of stamp collecting, sends a clipping regarding a new commemorative postage stamp to be released in Sioux City, Iowa on October 26th. It will honor our American Service men and mark the 25th anniversary of the Savings Bond program.

Important to us, is the apparent ease of the Sioux City Junior High students in their campaign for this commemorative postage stamp, which began only last winter. Our own campaign for an Alger stamp, approximately a year ago met with discouragement. However, there may yet be hope. The Johnny Appleseed Stamp is supposed to be the first in a series of early American folklore.

And from Mary Lewis Chapman comes this bit of praise: "--certainly do hope you'll (our annual convention) come East one year. I have never gotten so many nice letters from such friendly people. Another one yesterday from Ed Reynolds!"

(Editor's note: We would like very much to come East in 1968, however, Gardner discourages us for New York City as a possible site, but suggests the Boston area, which is rich with Alger lore)

TID BITS

Mrs. Lloyd, our Secretary-Treasurer is planning a trip this month to Vermont and New Hampshire, for the fall colors.

Irv Poznan will be in Las Vegas this month, and hopes to turn up a few Algers.

The Noell's have moved, but their mailing address, Box No. 705 will be retained. Cal is taking a Teacher-Librarian course at Western Michigan University, and majoring in history. He has been working part-time in the Reference Room of our local Public Library. The Noell's have purchased a farm site with 17 acres. The two story, 100 year old or more, house is replete with some 12 rooms and many memories of an interesting past. Virginia, currently the major breadwinner, is to be complimented for her pioneering spirit in this venture. I've suggested a name of "Virginia Dares."

(Editor's note: Just a reminder that there will be no January issue)

## GEORGE L. SETMAN III (continued)

After our Society was officially organized at Mendota in 1965 our president, acknowledging George's efforts in establishing an Alger Club, bestowed upon him the honorary title of "Secretary Emeritus."

Other "Partic'lar Friends" preceding George in death were: Paul J. Schmidt, Sr., PF-056 of Akron, Ohio; Charles M. Clapp, PF-013 of White Horse Beach, Mass. and Louis S. Vosburgh, Sr. PF-130 of Lakewood, Ohio., in this order.

It is not known at this time if Mrs. Setman will carry on with the "Country Store and Glass Museum, or not, but if you can include a visit in your plans of the near future, it will be well worth your while.

Many of the early members have membership cards in George's Horatio Alger Club, but if you do not have one, I have a limited supply with George's signature attached, and you may have one upon request.

While many editorials and feature stories have been written condemning the Alger principles as unworkable, George, in spite of this tremendous opposition, was among the first to recruit support in a line of defense.

Colonel Setman truly has lead us into battle against a barrage of untruths, and a complete and uncompromising victory is within our grasp. Well done, good and faithful servant. Your Partic'lar Friends will carry on!

## CHALLENGE TO PARTIC'LAR FRIENDS

If you are not for us, you are against us. If you are not with us, you are contributing to the support of the opposing forces. If you are delinquent, hardship cases are excusable, and we would like to be informed of such cases. Remember, in addition to payment of membership dues, your officers are donating their time to serve you. Our president adds: "delinquent members after this issue will be removed from our mailing list, reluctantly, you may be sure."

## CORRECTION

In the photo supplement picture entitled WELCOME SIGN, your editor erroneously identified (September issue, page three, column two) Poznan as Ralph Anderson. Irving Poznan is third from the left in the picture. (Our apologies Irv!)

Looking forward to another edition of the photo supplement, we would like to have black and white, glossy prints of yourself, or any suitable Alger subject material, for publication purposes. Remember, a picture is worth a thousand words of descriptive writing.

allowed that Alger did not die in rags, that he accomplished much. He also listed the biographies by Gruber, Tebbel, and Gardner. It is to Jack Barker that we owe the correction, for Aikman quotes Barker: "the Mayes book is unfortunate, cruel, and inaccurate." Someone please sign Jack Barker as a member. We need battlers like this.

MOSTLY THE IMAGE of Alger is good, though. A front page Barron's feature story on a recently promoted stock exchange official characterizes his rise as an Alger story. The references to Alger heroes' careers and titles of Alger stories are not in mockery, but in admiration. This is as it should be, as we all know.

WE HAVE IN MIND a new project. It is a completely new slant on the older "books for libraries" activity. Our fresh viewpoint is frankly, inspired by the excellent display in Milwaukee by their public library. Our plan is to build and assemble a portable Horatio Alger Exhibit that could be shipped in a crate or box. Like the Milwaukee exhibit it would tell the story of the Alger tales, the Alger heroes, and the Alger collecting hobby. In addition to photographs, blowups, illustrations, and placards, the kit would contain 20 or 30 carefully chosen Alger volumes. These would not need to be rare and valuable books, but typical tales and with bright, clean covers, and with binding secure. Books like Hursts, Burts, and Winstons possibly.

Once completed, the exhibit would be loaned for specific periods of time, such as six weeks, to qualifying libraries. A scheduled waiting list would be developed, and the exhibit shipped in turn to those chosen for the displays. Each library would be supplied with a publicity and promotion kit, to insure that the exhibit would be properly set up and fully exploited. It is believed that the story of Alger could thus be spread widely, to the end of acquainting more people with Alger's works and influence, and locating new Alger Society members.

Any member who would be willing to contribute one, two, or more good sound books for such a venture, please correspond with me, giving title and publisher. Once the exhibit is planned and laid out, accepted books could be sent us. Would you be willing to earmark one or more fairly sound editions to such an enterprise? If so, your officers would be willing to plan and execute the project.

THE FEW DELINQUENT DUES are in the process of being paid. The Society cannot serve with its publications and services unless paid. Every bit of the \$5. goes to serve members and to build the Society and its useful projects.

Your Partic'lar Friend,  
Ken Butler

## OUR WESTERN WEEK

Our Western Week began with a quick dash diagonally across the State of Illinois, ending at sun-down in the beautiful City of Quincy. Illinois being my home-state, I felt quite at home most of the way, however, I had never had the pleasure of visiting Quincy before. In the early hours of a late summer evening, we went for a stroll through the business district. Window-shopping in a strange new city is always a pleasure. The shops were now closed. The streets were empty and quiet. The occasional chirping of a cricket added a soothing effect to tense nerves of a long day enroute. Quincy is a river town, and I wondered if Horatio ever stopped off here on his trip west.

The trip through Missouri ended with a short visit to Unity Village on the outskirts of Kansas City. Enroute we passed field after field of lush green sorghum, and again in Kansas, Nebraska and Iowa. Kansas City is a fine modern, up to date city, replete with the usual down-town congestion. So we left the car at the motel and took the bus. The fare was 30¢ but the courtesy extended by the driver, to utter strangers was worth it. We found that the hem-lines on Petty Coat Lane were no higher than at home.

The next day, in Kansas, out where the west begins, we visited Topeka, and I fell in love with it. Why? Because I found a used book store. They had two Alger books. I bought half of their stock. In Omaha, the highlight of our visit was a trip through Brandeis; one of Omaha's leading department stores. But of course the climax of the day was entering the State of Iowa, and the little village of Missouri Valley, the home town of Don & June Shinner. Don's accumulation of Alger books in the very short time he has been with us was encouraging, but most amazing was the extent of his interest in stamp collecting. I find there is much more to it than mere stamp collecting. His collection of autographed first-day covers (to name one facet) was amazing. We were treated like royalty. June's culinary skill in the kitchen proved to be delicious and tempting.

The next day enroute to Clarion, and at the advance suggestion of Jack, we visited the old Fort Dodge and museum, then on into the city of Fort Dodge, which in my opinion is a remarkable city, and as nice a city as we have ever been in. Clarion of course was the highlight of the day. The Row's had their flag out in our honor, and the first thing we saw as we entered the door was the welcome sight of Alger's picture. Impatient to be escorted into the inner sanctum of Algerland, we were first treated to refreshing coffee by Beth, then a tour of the house, then a tour of the village, and then, finally, we were admitted into Algerland. (continued at top of page)

Mere words, time, and space cannot do justice to it here. Those who saw Jack's display in Milwaukee, can have only a small idea of what his home display is like. If the State of Iowa is proud of Jack Row, then Clarion should be doubly proud, and I believe they are, for the phone was ringing constantly, it seemed, from the moment we arrived till the time we left. Not all of the calls were for Jack, however. Beth, and the children too, are active in many local affairs.

Jack's enormous Alger collection, is not his only interest in books, I found. In addition to representation of just about every juvenile author, I found that he is most proud of a shelf of some 20 or 30 autographed volumes. We expect a public library to have what we are looking for, but to find such an array in one home is amazing. If their public library doesn't have a certain book, I am sure Jack would have it. Jack has an arrangement with the public library there to sell off their surplus books.

The Row's home will never blow away in a high wind, for it is too well anchored with books. Now most of our library is on the second floor. I would not be surprised to come home some day and find the house listing to the leeward. Beth's interest in books is relatively small compared to Jack's, but uppermost in importance to her are, the cook book for which we can attest, after at least four times at her table, and the one she takes to church on Sunday Morning.

Reluctantly, we left Saturday morning, with telephone ringing, to keep a scheduled appointment in Mendota. We joined the Interstate Highway at Des Moines, and as beautiful as Iowa is, these interstate highways all look alike, wherever you are.

Harlan S. Miller, PF-170, in his book, "There's A Man In The House" refers to Iowa as "The Great State." I agree with him.

The Kakusha Motel in Mendota looked forlorn as we passed by. We should erect an historical marker - HORATIO ALGER SOCIETY BORN HERE! Ken and I discussed Alger, and the Society, past, present, and future. The past is now history, but we have learned much from it. The present is not a bed of roses. We need your cooperation, your participation in the services and projects we have undertaken. We need your financial support. We need your criticism, and your suggestions. The future is yours. It can be a glorious future.

Among Ken's enviable Alger collection, there are two outstanding volumes in beautiful condition. NUMBER 91 in a beautiful brilliant red, and WAIT AND WIN in the beautiful blue cover identically as pictured in Gardner's book on page 37.

It was a pleasant week in the west; we hope to be coming your way some day.  
Your Partic'lar Friend, PF-000

## THE HORATIO ALGER CLUB (of Quakertown)

As editor of the Newsboy of the Horatio Alger Newsboy Club, I fell heir to much of George L. Setman's correspondence from his members and prospective members, some four years ago. From this file I take pleasure in quoting this excerpt from one of his letters to me, dated August 12, 1962, shortly after publication of our very first newsletter: "You have done the job that no one dared to undertake...Your Newsboy is terrific."

At least 12 of our current active members were once on George's Charter Member list. Some of the other Charter Members are currently on our inactive list, but PF numbers have been reserved for them, should they wish to become active again.

From this correspondence file, I have just discovered a letter from one of his unannounced Charter Members dated July 19, 1961. Here is an excerpt: "Enclosed is my check for membership in the Horatio Alger Club. Also enclosed is a list of extra Alger copies I have on hand. My personal library is complete with the exception of Seeking His Fortune, and the elusive Timothy Crump's Ward." (signed) Jack Barker.

Jack Barker is mentioned this month in PRESIDENTIAL PONDERINGS. With a casual reference lead from Ralph Gardner, and diligent research on my part, I have found that Jack's current mailing address is: 8260 Jett Ferry Road, Dunwoody, Georgia 30043. The list of extra Alger copies mentioned in the quote above consisted of some 55 different titles from 124 duplicate copies on hand for sale or trade.

It is unfortunate that Jack has been overlooked by our members, who may have known of him all this time, and by myself, as a prospective member. Jack's defensive stand regarding Alger in a recent issue of The Atlanta Journal, pleases us no end, and we hope we can encourage him to join with us.

## THAT NEW INTEREST IN COLLECTING ALGER

Jack Row's idea of buiding sets of beautiful editions, plus all the variations of a given title such as PHIL THE FIDDLER, may not be a new idea, but it may cause us to take a second look at some of our drab, commonplace bindings. Even the Loring editions, coveted as they are, are drab and uninteresting compared to some of the beautiful bindings I have discovered recently. I would like to add here that WAIT AND WIN as illustrated in Gardner's book, page 37, is an A.L. Burt edition. Read Gardner's description for detailed information.

Certain bindings in my collection such as LUPTON and certain PENN editions have caught the eye of other collectors and

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certain bindings in the collection of other Partic'lar Friends, have caught my eye, and so a new interest is created. I have just been introduced to beautiful editions by Caldwell, Wanamaker and New York Publishing. Even some certain Donohues, I must admit are beautiful. I am afraid I have jumped to conclusions in showing no interest in publishing houses beginning with the word New York, such as New York Book; until quite by accident I discovered an edition by New York Publishing Co. It is a much higher quality, and a desirable item.

I am beginning to realize more and more that we dare not think of all volumes produced by a given publisher as being identical with one we may have in our collection. How are we to know what a PORTER & COATES Campaign Series, or a HENRY T. COATES Brave and Bold Series looks like unless we have one. Someone in our membership with more knowledge on the subject than I, could serve us well by doing an article on this interesting subject.

## DID YOU FIND IT?

Last month I asked this question: "What Alger hero spent his first night in New York City, confined in a church? It was Paul Prescott. In this same story, chapter XXXIV (page 214, P&C Campaign Series) I find a letter dated January 13th. Now this date is of course, Horatio's birth date. I am inclined to believe that he did not pick this date at random, but chose it because it meant something to him. There are many dated letters in the Alger stories, and I am wondering now, if others bear this significant date.

## CONGRATULATIONS! —

--to our members in the State of Maryland and Baltimore in particular for winning the A.L. pennant; and the apparent victors in the State of California for winning the N.L. pennant. May the best team win!

--and to Miss Jane Anne Jayroe, our new Miss America from the State of Oklahoma.

--also to WAYSIDE PRESS for our splendid new edition of the membership roster. Ken Butler has attempted to give you an up to date listing, however, some of the responsibility for an up to date listing is yours and mine.

Do not destroy your old copy. If you wish to keep your current copy up to date I will list inactive members in the next issue of the newsletter, and subsequent renewals in succeeding issues. Feeling certain that some will renew, I suggest that you do not deface your copy, or line out the name of an inactive member, but identify with a dot or checkmark which can be erased. We have 28 states represented. Want to make me happy? Just keep adding a new state until all states are represented with at least one member.

Your Partic'lar Friend, PF-000

## THE VICE PRESIDENT'S PAGE

## CRITERION DICTA ABOUT THE PRAIRIE REGION

The Des Moines Session has been set for May 18, 19, and 20th.

## "IT'S A SMALL WORLD" DEPARTMENT

While having lunch one day recently in Lake Mills, Iowa, near the Minnesota border, a chartered bus drove up to the restaurant. About 30 negroes and 3 whites came into the place for lunch. They quickly filled the tables, and two of the negroes and one of the white men sat at the counter where I was eating. Most of the negroes wore colorful robes, and spoke French -- the white man acting as interpreter.

I asked the negro nearest me if he lived in West Africa. He replied in the affirmative, and introduced himself as Roger Adjalla, from Tfanhim, Republic of Dahomey. I asked him if he was familiar with Cotonou and if he knew anyone at the American Embassy -- mentioning Harland Eastman, PF-128. Mr. Adjalla said that he had been to the embassy, and, while he did not know Mr. Eastman personally, he had heard his name. He said he would look up Mr. Eastman when he returned to Dahomey and give him our regards from the states. (Editor's note: Harland Eastman's current mailing address is back in the "states" -- and his current State Department assignment is unknown at this time).

Our peregrinating (Editor's note: ?) editor, Forrest Campbell, and his better half, Rachel, honored us with a visit to Clarion in September. Their visit was all too short -- we didn't have a chance to shift into high gear on our discussion of Alger.

As the pragmatic philosopher said, -- "Nothing remains constant except change." So, I've added two new titles this month, including a nice "Leather Clad" first edition of \$500; or, Jacob Marlowe's Secret.

## "HOBBIES WITHIN A HOBBY" --

Now on my shelf are 22 versions of Phil the Fiddler. Noting some of the variety published by the same companies, it is evident that the collection might require 100 or more, to encompass all variations. Also, upon acquiring my 16th title in "miniature" (4" X 6") I discovered that I was wrong in assuming that all miniatures were published by Hurst; as my latest was published by Caldwell. The Caldwell miniature, "Irie Train Roy," is obviously an older book, probably predating the Hursts by a decade or two.

## PUBLIC RELATIONS

The Clarion Rotary Club membership learned more about Alger and his books than they perhaps wanted to know as a

result of a 45 minute talk and a display of books at their meeting Monday, Sept. 19th. Ralph Anderson, PF-144, has asked for the same type program to be given to his Grundy Center Rotary Club, Monday, October 10th; and an Alger program has been scheduled for the Women's Federated Club in Clarion early in January.

Always prospecting for new members, I've loaned my "Gruber" book to the local high school librarian. I feel sure that she and her husband will become "Particular Friends" soon. I would have loaned her the Gardner book, but I can't get along without it.

DES MOINES SESSION -- It has been suggested that we convene Thursday afternoon, May 18th. Those who have a long distance to travel and want to bring books and materials may desire to arrive early. This will give them time to set up a nice display and to rest from the rigors of their trip. There will be a "Hospitality Room" with refreshments, etc., for early arrivals. Thursday afternoon and evening will be open as far as activities are concerned. The regular "Session" will be Friday and Saturday, May 19th and 20th, with a minimum of planned trips -- and a maximum of options. The last item on the agenda would be a farewell breakfast at 7 A.M. Sunday, May 21st. We are considering the advisability of charging a nominal "registration" fee to cover incidentals, and the cost of the banquet. Ideas, anyone??? We're hoping for a large attendance next May. It will be the kind of meeting you want to have -- with the activities you want -- if you let us know your ideas and suggestions now.

TITLE CONFUSION -- I have been told that any book-length story can be counted as a "title" -- even though it did not appear in book form -- such as "A Fancy of Hers."

I have five title variations of "Five Hundred Dollars" including "Jacob Marlowe's Secret" and I am wondering if a sixth was actually printed. Does anyone have the title variation, \$500. ?

HARLAN MILLER, PF-170, of Des Moines is probably known to more people in the H.A. S. than you realize. Harlan's column, "There's A Man In The House" appeared in Ladies Home Journal for almost 15 years. Harlan served as an officer overseas in both World Wars, has been a journalist and writer for over two generations, and is still almost invincible on the tennis court. He's also an art savant par excellence. He currently writes a syndicated column and is working on a book.

More "thumbnail sketches" will follow on some of the people you'll meet at the Des Moines session. Be sure to mark your calendar for this important event.

-30- Jack Row, PF-101

(Editor's Note: Jack had more material, but unfortunately some of it had to be condensed and deleted)