

P?S

P?S

SECRET

YEARBOOK

JUNE 1969 - SEPT. 1970

P?S-SYB, 69-70



FORWARD

Security Classification: MOST SECRET

This yearbook may not be read except by P?S members and those people deemed worthy by P?S members.

The purpose of this yearbook is to give an overview of the P?S's current activities and serve as a memento to those glorious members who are now leaving us.

This yearbook was produced in one day and run off in Schiff's office on short notice. This explains why it doesn't live up to the usual P?S standards. The editors regret that 1968 Polywog beat us to publication.

No explanations accompany the items on the following pages. This is because

- (i) it preserves security
- (ii) we were too lazy to do a good job.

It is hoped that all P?S members will remember these occurrences from the brief sketches given. If not, feel free to ask other members.

Many gags, etc. may have been left out, because of the rush in preparing this booklet. We hope no one minds; you can add them in yourself.

Box D
333 Jay Street
Brooklyn, N.Y. 11201
8" P 11 333 11201

Public Relations Office
New York City Transit Authority
370 Jay Street
Brooklyn, N.Y. 11201

Dear sirs,

Now that you have inaugurated the exact fare system on buses (for which I must congratulate you), you must have a lot of loose change left over from before the switch-over. I will be happy to take this change off your hands at no charge. If you are interested, feel free to write to me.

Sincerely yours,
Mario DeNobili

Mario DeNobili

Box D
333 Jay Street
Brooklyn New York 11201

ANACIN

Whitehall Laboratories
New York, NY 10017

Dear Sirs:

I am writing to you in the hope that you will be able to help me out of a very big predicament.

I have suffered from terrible headaches for the past thirteen years. Up to December of last year I was able to obtain some measure of relief from the painful headaches by taking large dosages of aspirin. However, on December 15, 1968 I was driving my automobile - a Fiat - when I met with a horrendous accident. I will skip the gory details for it is enough to mention that the steering wheel broke and the column that supports it penetrated my abdomen. The upshot of the whole story is that now my stomach cannot support any sort of acidity however mild. Thus, whenever I took aspirin to relieve my terrible headaches, which seemed to have become worse after the accident, I was assaulted by stomach aches which were much more excruciatingly painful than the headaches. In taking aspirin I was "cutting my nose to spite my face", so to speak. Therefore I quit taking aspirin which solved the problem of the stomach aches but doubled the problem of the headaches.

I desperately need your help and let me tell you why I think you can help me out of my predicament. Recently I saw one of your commercials on TV where you claimed that "two Anacin tablets contain more of this specific ingredient (which is most often recommended by doctors) than four of the other extra-strength pain reliever". A friend of mine told me that the specific ingredient is plain aspirin. If this is so I would like to give the other extra-strength pain reliever a try since, as I told you before, my stomach cannot tolerate aspirin's acidity. Thus, I would be most grateful if you could tell me the brand name of the other extra-strength pain reliever.

Since the headaches are becoming unbearable I really would appreciate a quick reply.

Waiting for a prompt answer, I am,

Sincerely yours,

Mario DeNobili

P.S. I am enclosing a self-addressed envelope for your convenience.



WHITEHALL LABORATORIES

Division of American Home Products Corporation

685 THIRD AVENUE, NEW YORK, N.Y. 10017

EXECUTIVE OFFICES

YUKON 6-1000

October 8, 1969

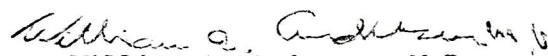
Mr. Mario DeNobili
Box D
333 Jay Street
Brooklyn, New York 11201

Dear Mr. DeNobili:

Thank you for your interest in our product Anacin. Since the other extra strength pain reliever mentioned in our advertisement contains aspirin, it would also be a likely source of stomach irritation.

In view of your past experience with aspirin products, it is suggested that you consult your doctor about pain relief products that contain no aspirin. Several such products are on the market.

Sincerely yours,


William A. Anderson, M.D.
Associate Medical Director

WAA:kg

BOX D
Polytechnic Question Society
333 Jay Street
Brooklyn, N.Y. 11201

September 23, 1969

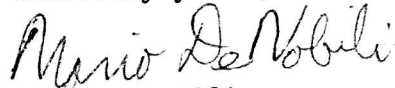
Dear Sirs,

The following question has been bothering me and some friends for several years now, but no one seems to know anything about it. I hope you can answer it for us.

Was there ever a movie entitled "The Monster that Devoured Cleveland"? If so, when was it made and who starred in it?

Thank you very much.

Sincerely yours,



Mario DeNobili

Correspondence secretary

Polytechnic Question Society

Polytechnic Question Society
BOX D
Polytechnic Institute of Brooklyn
333 Jay Street
Brooklyn, N.Y. 11201

19

Dear Sirs:

A group of concerned students at the Polytechnic Institute of Brooklyn have organized into a society to delve into obscure but significant questions of importance raised by its members. We are writing to you in the hope that you can answer our question.

The question is:

We would appreciate a prompt reply if you can enlighten us on this subject. Thank you very much.

Sincerely yours,



Mario DeBibili
President
Polytechnic Question Society

No. _____

Copy _____

THE
COMPUTER



CENTER

USER MEMORANDUM

POLYTECHNIC INSTITUTE OF BROOKLYN

QUESTIONS SENT TO THE DAILY NEWS INFORMATION BUREAU, 220 East 42 St.

- 9/24 Was there ever a movie entitled "The Monster that Devoured Cleveland"?
If so, when was it made and who starred in it?
- 9/25 What is the population of Hoffman and Swinburne islands in New York City?
- 9/26 What is the average annual income earned by tolls on the George Washington bridge?
- 9/27 What was the first civilization to use money/
- 9/30 On what month and day in the Gregorian calendar did the Hebrew holiday of Yom Kippur fall in the year 1492 A.D.?
- 10/1 What are the titles of all science-fiction novels written by A.E. van Vogt?
- 10/2 Who invented the paper clip?
- 10/3 (a) What is the full name of the architect who designed the Outerbridge Crossing, a bridge connecting Staten Island and New Jersey?
(b) How many days did it take to construct this bridge?
- 10/6 How many different episodes of Superman television series (starring George Reeves) were made?
- 10/7 How deep is the deepest spot in the upper Delaware river? Where is this spot located?
- 10/8 The United States Government is the world's largest book publishers. Who are the second and third largest book publishers in the world?
- 10/9 How many windows are in the empire state building?
- 10/10 Who was the first president of the United States?
- 10/13 How many personal checks are cashed daily in New York City?
- 10/14 How many milestones (mileage markers) are on the tracks of the Fonda, Johnston & Gloversville railroad in New York State?

~~10/15~~

~~DEPARTMENT OF ELECTRICAL ENGINEERING~~

Mario DeNobili
Polytechnic Question Society
Box D

October 3, 1969

Daily News Information Bureau
220 East 42 Street
New York, N.Y.

Dear Sirs:

We at the Polytechnic Question Society have now been writing to you for over a week and have not as yet received a reply. We hope that you are taking us seriously. We have a large number of members who are very inquisitive and we would very much like to know the answers to our questions if possible. If you cannot answer some of these questions, or feel that the amount of research would be prohibitive, please say so and perhaps you can suggest places or references where we could look up the information ourselves.

We look forward to your column, "They Want to Know" in the Sunday News eagerly each week. However, we find that all too often these questions are of such a nature that they can easily be looked up in an almanac or encyclopedia by the average person. Thus the answers to these questions are of course well-known to most of our members.

We hope that in the future you will be able to satisfy the unending quest for knowledge in our membership. Thank you very much.

Sincerely yours,

Mario DeNobili
President
Polytechnic Question Society

MD:eb
encl

P.S.- Today's question is enclosed.

DEPARTMENT OF ELECTRICAL ENGINEERING

Polytechnic Question Society
Box D

October 9, 1969

Daily News Information Bureau
220 East 42 Street
New York, N.Y. 10017

Dear Sirs,

It has been a pleasure being in correspondence with you, however, we are still patiently waiting for you to answer our first question. I am having a hard time with several of our members who keep pestering me with, "Has my question been answered yet?" . I just tell them to be patient. They are very loyal but highly inquisitive and are very anxious to have their questions answered.

Occasionally in the past, whenever one of our members has been seperated from our group (and reference collection), he has called you up with a type 1 question and you have always answered his question pleasantly and correctly. One of our members, Charles Fong, related to me that he recently called you up to find out the Roman numerals for 1000, 5000, and 10000. (We are sorry that he bothered you on such a simple type 0 question. You will be happy to know that he has been appropriately fined for his rash action.) You answered his question in 1 minute, 10 seconds, an acceptable but slow time. The point is, that he had first called up the New York Times Information Bureau and they refused to answer his question-- referring him to an Almanac, which he did not have handy. We are glad to know that you are willing to be so helpful.

DEPARTMENT OF ELECTRICAL ENGINEERING

There are several reasons why we don't call you up with our official questions.

1. Most of our questions are of type 2 or higher. In case you are not familiar with the usual classification of difficultness of questions, we reproduce the standard definition below:

Type 0 - the answer is known by a large majority of well-informed people

Type 1 - the answer is readily looked up in a standard reference book such as an almanac or encyclopedia

Type 2 - it takes less than 15 minutes to look up the answer

Type 3 - it takes between 15 minutes and 2 hours to determine the answer

Type 4 - it takes between 2 hours and a day to research the answer

Type 5 - the amount of research necessary to determine the answer is prohibitive

There are other refinements to this classification which we do not go into at this time.

We feel that for questions of type 2 or higher, we should give you ample time to answer our questions. We do not wish to tie up your phone lines while you research the question.

2. We like to keep written records of all our questions and answers for study by our future members.
3. We feel that you need this extra time to formulate a precise and complete answer to our question. We feel that some of the answers you have given to questions published in your excellent column, "They Want to Know...", have been too hasty or imprecise. For example, many of our members were aghast at your answer to the question, "How many major airlines operate out of Kennedy International Airport?" in the October 5, 1969 issue of the Sunday News. You said there were 40 such major airlines, but failed to define what you meant by a 'major airline'. Inasmuch as we knew of at least 48 airlines operating

DEPARTMENT OF ELECTRICAL ENGINEERING

out of Kennedy International Airport, namely

Aerolineas Argentinas
Aeronaves De Mexico
Aeroflot Soviet Airlines
Air Canada
Air France
Air India
Alitalia Airlines
Allegheny Airlines
American Airlines
Argentine Airlines
Atlantis Airways
AVA Austrian Airlines
~~Bahamas Airways~~
BOAC
Braniff International
~~British West Indian Airways~~
~~Canadian Pacific Airlines~~
Capitol International Airways Inc.
Delta Airlines Inc.
Eastern Airlines
El Al Israel Airlines
Ethiopian Airlines
Iberia Air Lines of Spain
Icelandic Air Lines of Spain
Irish International Air Lines
KLM Royal Dutch Airlines
Lan Chile Airlines
Lufthansa- German Airlines
Mohawk Airlines
National Airlines
NY Airways Inc.
Northeast Airlines
Northwest Orient Airlines
Overseas National Airways
Pakistan International Airlines
Pan American Airways
Qantas Empire Airways
Sabena Belgian World Airlines
Saturn Airways
Scandinavian Airlines System
Seaboard World Airlines Inc.
Standard Airways Inc.
Swissair

DEPARTMENT OF ELECTRICAL ENGINEERING

Trans Caribbean Airways
Trans International Airlines
Trans World Airlines Inc.
United Air Lines
Varig Airlines
Venezuelan International Airlines
Viasa International Airways
World Airways Inc.

we felt that you should have clarified your answer.

4. We wish to encourage an active correspondence between us in the future. We sincerely hope that if you get any questions (from other enquirers) which you cannot answer, you will write to us for help. We will be happy to try to help you answer any questions you get, especially type 5 questions.

Furthermore, by asking you so many interesting and non-trivial questions, we are giving you better questions for your column, "They Want to Know...". We are sure that many of your readers are dissatisfied at continually seeing so many type 0 and type 1 questions in this column. For example, the questions you published in the October 5 issue are rated as follows:

1. type 0
2. type 0
3. type 0
4. type 2
5. type 2
6. type 0
7. type 0
8. type 2
9. type 1
10. type 0 .

We know that the people reading your column have such an intelligence level that they can appreciate better questions.

We would also like to suggest to you that you make this column a daily feature. The accurate and censor-free mass distribution of information is an important and priceless commodity which plays a strong

DEPARTMENT OF ELECTRICAL ENGINEERING

part of the backbone of the American way. With these remarks, we wish you luck in answering everyone's inquiries in the future.

Sincerely yours,

Marlo DeNobili
president
Polytechnic Question Society

P.S. - Today's question is enclosed.

INTER-OFFICE CORRESPONDENCE

October 8, 1969

TO: Mr. DeNobill
FROM: Mr. Pete Baxter, Office of Public Relations-PIB

Gen. Spots
I just received a call from a Mr. Brothers, of the Daily News, in reference to your letter to him concerning the POLYTECHNIC QUESTION SOCIETY. He would like you to call him, or his assistant Miss Dunleavy, at MU 2-1234, Ext. 560. He is interested in talking to you, but was unable to reach you through the registrar's office. Would you also call me, please? The Society sounds interesting and, if you're trying to get publicity, we of the Public Relations staff may be able to help you.
I am looking forward to hearing from you.

Sincerely,
Pete Baxter
Pete Baxter
X 2940

POLYTECHNIC INSTITUTE OF BROOKLYN

THIS DOCUMENT IS PRESENTED TO _____ BY A _____
MEMBER OF THE POLYTECHNIC ? SOCIETY
IN RECOGNITION OF:
O Very Good O Service
O Good O Aid Rendered
O Indifferent O Help given to you
O Bad O Questioning
O Very Bad O Disposition
O Quality of product
O Other _____

THIS DOCUMENT IS PRESENTED TO _____ BY A _____
MEMBER OF THE POLYTECHNIC ? SOCIETY
IN RECOGNITION OF:
O Very Good O Service
O Good O Aid Rendered
O Indifferent O Help given to you
O Bad O Questioning
O Very Bad O Disposition
O Quality of product
O Other _____



Polytechnic Question Society
Box D
Polytechnic Institute of Brooklyn
333 Jay Street
Brooklyn, New York 11201

October 28, 1969

Dear Miss Dunlevy,

We at the Polytechnic Question Society wish to thank you for the kind and encouraging words you had to say to us. We regret that you could not answer our questions by mail but we will always remember and cherish the stimulating discussion we had with you.

Since it is prohibited by our charter to call up your bureau with any question of type 2 or greater, we have begun writing to other organizations to get our questions answered. We hope you will not be too envious.

As a supreme gesture of good will, we are enclosing a pamphlet entitled, "FACTS OF INTEREST ABOUT USS KITTY HAWK (CVA 63)", which we are donating to the News Information Bureau. We think that you will find it very useful in answering any question you may get concerning the USS Kittyhawk. We no longer require the pamphlet in our research collection because one of our newer members, Aloysius Dorp, has just completed committing it to memory.

I would like to reiterate again, that if you get any questions which you cannot answer, feel free to forward them to us. We will give it an honest appraisal. Forward such questions to

Poly ? Society
Box D
333 Jay Street
Brooklyn, N.Y. 11201 .

Any question so received will be kept in the strictest confidence of course.

Questioningly yours,

Mario DeNobili
president, P?S

P.S. Today's question is not enclosed.

encl.
MD:ad

Box D
333 Jay Street
Brooklyn N.Y. 11201

October 6, 1969

NBC
30 Rockefeller Plaza
New York N.Y.

Gentlemen (If I may abuse the meaning of the word):

Would you please tell me the name and address of the federal agency which governs T.V. broadcasting? I would like to complain about you! Hoping that you get what you deserve, I am,

Sincerely but not yours,

Mario DeNobili

NATIONAL BROADCASTING COMPANY, INC.

THIRTY ROCKEFELLER PLAZA, NEW YORK, N.Y. 10020, CIRCLE 7-8300

October 23, 1969

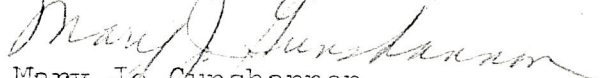
Mr. Mario DeNobli
Box D
333 Jay Street
Brooklyn, New York 11201

Dear Mr. DeNobli:

If you wish to register a complaint about the National Broadcasting Company or any other broadcaster, you may write to the Federal Communications Commission, Washington, D.C.

Thank you for writing.

Sincerely yours,



Mary Jo Gunshannon
Corporate Information



P?S

The items on this page are too secret
to reveal to anyone.

M DeN

BOX D
333 Jay Street
Brooklyn, N.Y. 11201

September 23, 1969

Dear Sirs,

I am terribly impressed by your current advertising campaign for 7-UP, the Uncola, and am seriously contemplating buying a bottle of your product. Before taking this step, I would like to find out more about your product. Please send me any literature you may have describing your product in detail. Thank you very much.

Sincerely yours,

Mario DeNobili



THE

Seven-Up

COMPANY

121 SOUTH MERAMEC, ST. LOUIS, MISSOURI 63105

INTERNATIONAL HEADQUARTERS U.S.A.

October 7, 1969

Mr. Mario De Nobili
Box D
333 Jay Street
Brooklyn, N. Y. 11201

Dear Mr. De Nobili:

Thank you for your recent letter complimenting our "7UP, The Uncola" advertising campaign.

You inquire specifically for more information about our product. The enclosed history of the company and brochure, "Inside the Green Bottle", gives a detailed analysis of 7UP. You may also enjoy reading the accompanying story on the origin of soft drinks.

We appreciate your interest in our company and product and hope not too much time elapses before you become even better acquainted with The Uncola by enjoying one personally.

Very sincerely,

THE SEVEN-UP COMPANY

S. Lee Larkin
Public Relations Manager

SLL/hrs

Enclosures

...Won't you
join us in a 7-Up?



THE SEVEN-UP COMPANY

121 SOUTH MERAMEC AVENUE
ST. LOUIS, MISSOURI 63105

International Headquarters of the 7-Up World

PR-6

Inside the Green Bottle...



the 7-Up Ingredient Story!

Even when it's "on the tip of your tongue," it's impossible to find the word that satisfactorily describes the flavor that is... uniquely and exclusively... 7-Up. Besides, the universal acceptance and world-wide availability of 7-Up in America and some 70 foreign countries make it much easier just to *enjoy* it... and not worry about describing it.

You need only to take a sip of 7-Up to know that here is a soft drink that is as exactly pure as its fresh, clean taste... as delightful as its quick energy lift... and as satisfying as only a real thirst-quencher can be.

And, of course, the "inside story" of 7-Up has never been much of a mystery. For many years we have proudly and clearly listed the ingredients in 7-Up on the bottle for all to see:

CONTAINS
CARBONATED WATER, SUGAR,
CITRIC ACID, SODIUM CITRATE,
FLAVOR DERIVED FROM LEMON
AND LIME OILS.

Of course, this sounds much simpler than it is! Much must be done before these ingredients combine in the crystal clear blend that is 7-Up. For example, water around the world varies in chemical composition, purity, and taste. In order to obtain the purity of water and the uniformity of quality required for 7-Up, every 7-Up bottling plant has its own water filtration and purification system. This purified water has no flavor of its own, and so is an excellent carrier of the special 7-Up flavoring ingredients.

The water is then carbonated — an idea originated by Mother Nature in some natural springs. Today, carbon dioxide is the source of the tiny gas bubbles that add so much life to 7-Up.

People of all ages write to tell us how much they enjoy the unique flavor of 7-Up. This exclusive flavor is derived from the fragrant natural oils in the peel of lemons and limes. After extraction, the essential oils are super-refined by an exclusive process for use in 7-Up. From one gallon of the natural oils, less than five ounces are retained for use in 7-Up, so 7-Up contains only the special 7-Up essence of lemon and lime flavor.

Because it is neither too sweet nor too sour, 7-Up has that “just right” taste. Special flavor components contribute to that good taste and help to give 7-Up its tart accent and add balance to the flavor.

The food value in 7-Up is supplied by sugar—a specially produced, highly refined sugar known as “bottler’s sugar.” This special sugar is used to meet the stringent requirements of the carefully balanced 7-Up flavor. The sugar in 7-Up furnishes quick energy. This is one reason 7-Up is famous for its “quick, fresh lift.”

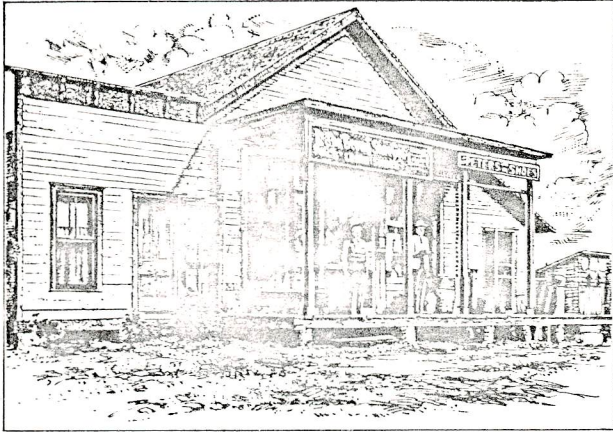
Seven-Up is made in plants that are as clean and as sparkling as 7-Up itself. The 7-Up bottling process begins with the making of 7-Up syrup, using the original 7-Up Extract as its base. When the carbonated water is combined with the 7-Up syrup, the result is 7-Up — the “Fresh Up” drink.

Even the “packaging” of 7-Up is distinctive. The 7-Up bottle is made from a special formulation of emerald-green glass which provides maximum flavor protection. And — the bright red “7-Up” that dominates the front of the 7-Up bottle is one of the world’s best known trademarks—another distinction earned through its close association with the fresh, clean taste of 7-Up itself.

Because 7-Up is made with the finest ingredients, according to an exacting formula, and prepared with the highest regard for sanitation, purity, and uniformity of product, people know they can expect—and will get—the same quality beverage every time.

**THE AVERAGE ANALYSIS OF A
7-OUNCE BOTTLE OF 7-UP IS AS FOLLOWS:**

Calorie value (7 fluid ounces)	85
Sugar (carbohydrate content)	21 grams
Citric acid (Anhydrous)	0.2418 grams
Sodium citrate (U.S.P.)	0.0793 grams
Sodium as Na	
(Except for that present in water supply)	0.0186 grams
Milliequivalents of sodium per 7 ounces	0.8090
Phosphorous	Only as present in treated water.
Calcium	Only as present in treated water.
Iron	Only as present in treated water.
pH	3.25 to 3.45
Fat content	None
Fiber content	None
Water	Treated by super-chlorination-coagulation process with chlorine completely removed by action of activated carbon.
Flavor	From the refined oils from the peel of fresh lemons and limes.
Carbon dioxide	3.75 volumes average.
Vitamin content	None



The general store at Price's Branch, Missouri, where Mr. C. L. Grigg first realized the potential of "selling ideas."

HISTORY OF THE SEVEN-UP COMPANY

It is only recently, since March 1967, that stock in The Seven-Up Company has been sold to the public. Although the company's principal brand—7UP—is the third largest-selling soft drink in the world, and is one of the United States' most widely distributed retail products, many shareholders and friends will be encountering The Seven-Up Company as a corporation for the first time when they read this financial report.

A few introductory words may be in order, touching briefly upon the ideas, events and people that have contributed to the present state of The Seven-Up Company as delineated in the 1968 Annual Report.

Of the half-dozen leading soft drink firms, The Seven-Up Company is the only one which is still managed by direct descendants of the original founders. Therefore, it is particularly appropriate to meet these original founders, especially the man who first gave 7UP life, Mr. C. L. Grigg.

Founder Operated General Store

Born a century ago into modest circumstances in the now defunct village of Price's Branch, Missouri, C. L. Grigg operated a small general store with his brother. Mr. Grigg's lively interest in merchandising and advertising eventually brought him to St. Louis, where for a number of years he engaged in a successful career in wholesaling with a nationally known drygoods firm.

Sought New Challenge

Fascinated by the burgeoning soft drink industry and the mass merchandising and advertising oppor-

tunities it offered, Mr. Grigg joined a St. Louis soft drink manufacturer to promote a new orange drink with considerable success. But, anxious to control his own destiny, he eventually left the firm and looked for new opportunities.

A casual luncheon at the City Club in downtown St. Louis brought him in contact with Mr. E. G. Ridgway, a coal merchant who had just recently sold his mines. Their conversations soon grew into the formation of a soft drink firm, and in 1920 The Howdy Company began business. In 1921 the two partners were joined by a St. Louis lawyer, Mr. F. Y. Gladney, who invested in the business and formed the corporation. Their new orange drink—called "Howdy"—soon enjoyed a modest but solid success, and by the late 1920's it was distributed through soft drink bottlers in many sections of the country.

Time for a New Idea

But an even bigger idea was developing in the back of Mr. Grigg's mind. From his early days behind the counter at the general store in Price's Branch, he had been guided by one principle—"Sell an idea and the product itself stays sold!" Mr. Grigg's big idea was to develop an entirely new soft drink—a drink of the highest quality and most distinctive taste which would offer many benefits and uses and which would really quench thirst.

For several years Mr. Grigg tested new flavors and new formulas. Each formula elicited interest among bottlers, dealers and consumers, but until the 11th formula, Mr. Grigg was not satisfied. On the 11th

test, reports quickly bounced back from bottlers. Their dealers liked the unusual new drink, not only because their customers liked the taste, but because they felt it would be a "repeater"—that it would bring customers back for more.

Marketing Odds Less Than Optimistic

So Mr. Grigg had his new product which he named "Bib-Label Lithiated Lemon-Lime Soda." The marketing odds were anything but bright that the new product would be successful. For one thing, the new product was introduced against a competitive matrix of some 600 lemon-based soft drinks then on the market. Additionally, it would be an oversight to minimize the date of the scheduled introduction of the new soft drink—mid-October of 1929!

Against these and other odds, however, the new product did prosper, year after year. Happily, the name was soon changed from "Bib-Label Lithiated Lemon-Lime Soda" to "7UP," more adaptable to the requirements of labeling, merchandising and the word-of-mouth advertising which was actually the mainstay of 7UP success in its first years.

(Not even Mr. Grigg's son, H. C. Grigg, now chairman of the board of The Seven-Up Company, knows how his father arrived at the unusual name. Many apocryphal stories have been recounted, but everyone agrees that it was a fortunate choice.)

Early Franchising Informal but Successful

Mr. Grigg was already well known in the industry for his sound but imaginative development of Howdy, and the early franchises in the 1930's were often assigned by letter, telephone call or an occasional gentlemen's handshake. Responsible bottlers who met Mr. Grigg's packaging, pricing and promotional requirements were given franchises—at no cost.

They liked 7UP, they liked Grigg's realistic pricing ideas, and they liked the fact they would have the rights to the sale of 7UP in their territories.

From these philosophies grew a loyal and aggressive 7UP "Developer" organization that believed in 7UP and sold it with fanatic devotion and an evangelistic fervor throughout the Depression years and the ensuing years of sugar-rationing in World War II.

Change of Management

In 1939, shortly after the last 7UP territory had been allocated and the name of The Howdy Company had been changed to The Seven-Up Company, Mr. E. G. Ridgway died, followed in 1940 by Mr. C. L. Grigg. Their idea, and their dream, was left in stewardship to others.

H. C. Grigg, who worked under his father from the early days of 7UP development as sales manager and advertising manager, became president, and Howard E. Ridgway, Mr. Ridgway's son, who had joined the firm a few years earlier, became vice president in charge of franchise operations. Mr. F. Y. Gladney continued as secretary-treasurer, legal counsel and director, serving as "elder statesman" until his death in 1961.

In that same period, Mr. Ben H. Wells, a son-in-law of co-founder F. Y. Gladney, became an active participant in the business. His tutelage under Mr. C. L. Grigg in his apprentice years served him well in his later Company assignments as sales and advertising manager, vice-president for sales and advertising and currently, as president.

Post-War Expansion

After the close of World War II, 7UP was in an enviable position for expansion. And expand it did. Within a few years 7UP was alongside or ahead in sales of firms with a corporate history of 50 to 100 years.

Today, with the addition of extensive operations in Canada and over 60 foreign countries, The Seven-Up Company can say that 7UP is the third-largest soft drink brand in the world.

In 1968 The Seven-Up Company observed the centennial of Mr. C. L. Grigg's birth—April 11, 1868. The firm has come a long way from Price's Branch, Missouri (but not too far, it hopes). The belief in selling ideas and the sound business methods upon which the Company was founded still remain. These basic principles are merely being adapted to utilize today's marketing tools and to meet the demands of today's complex market.

16, 46th Street
Weehawken
New Jersey

October 29, 1963

Crest Toothpaste Division
Advertising Dept.
PROCTER & GAMBLE
Cincinnati 1
Ohio

Dear Sirs:

The reason for this letter is your commercials, appearing regularly on T.V., in which you claim that people who brushed their teeth with Crest toothpaste had a certain percent fewer cavities than the people who brushed with the Crest formula but without fluoristan.

I have an idea which, I believe, will give to the afore mentioned commercials a much more powerful impact by merely changing one spoken line.

Since the change I propose is based solely on mathematical grounds I urge you to read carefully the following for it may prove profitable to you.

The line I would like to see changed is: "My group had X percent fewer cavities." I propose that it be changed to: "The other group had Y percent more cavities than we had."

A little logical thinking will reveal the reason why I suggest this change:

Y is always larger than X

To show this rigorously we must use mathematics. In order to simplify notation let us assign symbols to the different ideas. Thus, let

X = percent fewer cavities with Crest
Y = percent more cavities without fluoristan
a = number of cavities with Crest
b = number of cavities without fluoristan

Then,

$$X = \frac{b - a}{b} \quad \text{and} \quad Y = \frac{b - a}{a}$$

Since a is smaller than b, Y will always be larger than X. Q.E.D.

To emphasize this point I am going to use this theory on the two figures most frequently used by you on your commercials namely, 21 and 34 percent fewer cavities.

We have on the first case $X = 21\%$ or $X = 21/100$ or $X = .21$.
Therefore,

$$.21 = \frac{b - a}{b}$$

or $.21 b = b - a$ or $a = b - .21 b$ or $a = .79 b$

Now we proceed to find Y,

$$Y = \frac{b - a}{a} = \frac{b - .79 b}{.79 b} = \frac{b (1 - .79)}{.79 b} = \frac{.21}{.79}$$

or $Y = .26+$

That is, "The other group had 26% more cavities than we had."

Although an increase of 5% (26 - 21) is a substantial one, it is not as dramatic as the one obtained when the 34% figure is used.

In the second case we have $X = 34\%$ or $X = .34$
Therefore,

$$.34 = \frac{b - a}{b} \quad \text{or} \quad a = .66 b$$

And

$$Y = \frac{b - .66 b}{.66 b} = \frac{.34}{.66} \quad \text{or} \quad Y = .51+$$

That is, "The other group had 51% more cavities than we had."

You will agree that this high figure will have a rather powerful impact on the viewer.

PROCTER & GAMBLE - 3

As an aside I would like to call your attention to the fact that I needed not have any knowledge whatsoever of the actual number of cavities in either group to reach my results.

I have other ideas, all based on mathematics, on how to improve your commercials and will be glad to let you know about them.

Sincerely yours,

Eloy Bauleth
Eloy Bauleth

POLYTECHNIC INSTITUTE of BROOKLYN

333 JAY STREET · BROOKLYN 1, NEW YORK · ULster 5-8000

PIS WINS (2nd Place) IN SAC's SCAVENGER HUNT

The Polytechnic Question Society (PIS) came in second place in SAC's scavenger hunt held October 16-18. The PIS scored 58 points out of a possible 100. Only in existence from the beginning of this term, the PIS has reached great heights as witnessed by this achievement. Under the inspired leadership of the now almost mythical figure of Mario Q. DeNobili, who single-handedly obtained fifty two of the fifty eight items, the PIS now boasts of over 25 active members.

Mr. DeNobili could have boosted the PIS's score by another 15 to 20 points had he been able to show up at the judging. Unfortunately, he had to attend the annual meeting of the International T Society in Hoboken, New Jersey.

The PIS is an independent Poly organization (not recognized by the student council) because of its membership requirements. Membership is by personal invitation from Mr. DeNobili only. The PIS by-laws prohibit divulging the nature of its myriad activities to the general public. Interested parties should contact Mr. Aloysius Dorp, Box D, Poly mailroom for further information.

DEPARTMENT OF ELECTRICAL ENGINEERING

Polytechnic Apple-picking Society
c/o Robert O. Dorman
Box D

Saturday librarian
Pleasant Valley Library
Pleasant Valley, New York

Dear librarian,

On Saturday, October 4, you were kind enough to help us find our way to Terhune's Orchard. In deep appreciation for this kind act, we are enclosing a memento from our sponsoring organization, the Polytechnic Institute of Brooklyn, for you; and in addition, we are donating the enclosed book to your library.

Sincerely yours,

Robert O. Dorman
chief climber

Stanley Rabinowitz
Corresponding secretary

Herbert Jacobs
vehicular manager

COMPUTER CENTER

September 24, 1969

Dear OS User Group Member:

We have recently implemented release 17 of OS and noticed the following:

"Any FORTRAN or COBOL program that is ingialized must be made so immediately upon entering it."

I hope that this information will be of value to you.

Sincerely yours,


John Orman
Systems Programmer

*This was sent to all members of
the "OS Eastern Region Users Group"!*



Mario DeNobili
Box D
333 Jay Street
Brooklyn, N.Y. 11201

November 3, 1969 Anno Domini

Mr. Willard B. Brown
Magazine Buyers' Service
P.O. Box 744
Great Neck!, New York 11021

Dear Mister Brown:

Thank you for your undated letter (enclosed as exhibit A) which begins "Dear Customer" ... and ends "...Sincerely, Willard B. Brown".

I wish to emphatically state before G-d and my peers that I did not order any merchandise from your esteemed company. Please correct your records to reflect the contents of this curt letter inasmuch as I do not want any such merchandise and under no circumstances will I pay for same. If this cruel and unwarranted harrassment continues, I shall be forced to refer the matter to my cousin. Further exhibits are enclosed proving conclusively your complicity in this nefarious conspiracy beyond a shadow of a shadow of a doubt.

Also, I consider it a severe personal affront to me and my forefathers', that you despoiled the proud and noble name of DeNobili, which has valiantly withstood the corrossive erosion of time for 36 generations, a name which has always stood for honesty, integrity, and the Italian way of life, a name which has become known in all far-reaching corners of the entire world, a name which has terrorized the infidel and evil-doers of Lower Sardinia, a name which always meant civilization and progress for the savage of the Upper Amazon, and a name which is synonomous with the highest of the high echelons of nobility of blood and spirit. Please insure personally that the pertinent corrections are entered upon your permanent records.. In Italy, this breach of honor would be settled only by the shedding

PPS

of blood in the field of honor; but in the United States,
a letter of apology will be quite sufficient if it includes
your solemn oath that you were not responsible and that you
see that this degrading happenstance does not recur.

I reiterate-- I did not order any magazines. I do not want any.

Sincerely yours,

Mario DeNobili
Count of Milano

ACCT NO.

318827



c/o Box D
 Polytechnic Institute of
 Brooklyn
 333 Jay Street
 Brooklyn, N.Y. 11201

April 9, 1970

Dear Mr. Vassilakis,

I just received my copy of Software Age, and was surprised to see your problem on Automorphic numbers since I have run across them before while pursuing my hobby of theoretical mathematics. Several months ago I had completely characterized automorphic numbers and discovered a simple algorithm for generating them.

At that time though, I didn't calculate them as high as you required, but since I knew the general method, I was able to figure them out by hand to over 100 digits long.

The automorphic numbers with ¹⁰⁵~~110~~ digits are
 26390~~3953007~~395300731910816980293850989006216650958086381
 1000557423423230896109004106619977392256259918212890625
 and
~~33609~~~~11110~~33609268009173319706149010992780349341913618
 8999442576576769103890995893380022607743740081787109376.

All smaller ones can be obtained from these by the general theory, as you must know.

Since the time of submission is very important, I am hurriedly submitting these now; and within a week I will send you an explanation of my simple algorithm for computing them, together with a complete proof of why the method works and how I can be sure of getting all automorphic numbers with a given number of digits.

When I get some computer time, I will square the above numbers to check my arithmetic; I can also program my algorithm in FORTRAN or SNOBOL4 to go up much higher (in a relatively short amount of CPU time).

Incidentally, I would like to suggest that in the future you give prizes for the best solution (by a certain date) not the first, since Software Age is not delivered to everyone at the same time. I received the March issue yesterday, April 8, and have been up all night calculating. (Perhaps this was due to the mail strike?) I hadn't received the issue containing the factorials problem until after the deadline had been up.

The Poly Question Society does not accept answers without complete explanations, so I apologize for this incomplete solution, but emphasize again that my detailed analysis will follow shortly.

May your next question be a good one.
 Questioningly yours,

Mario DeNobili



Box D
Polytechnic Institute of
Brooklyn
333 Jay Street
Brooklyn, N.Y. 11201

April 13, 1970

Dear Mr. Vassilakis,

I thank the Almighty Questioner, that my calculations have proven to be correct.

I wrote up my algorithm in FORTRAN and ran the program using FORTRAN H (OPT=2) on our IBM360/50. The program and output are enclosed. I am ashamed to say that it took 5 minutes to calculate only 200 digits. It confirmed the 105 digits I sent you previously. The program could have been speeded up by a factor of 3 by storing 3 digits per word instead of one digit per word; however, I deemed the longer method better since it used only machine-independent USA Standard FORTRAN.

Several people told me I could make the algorithm execute faster by writing it in assembly language, so I learned the assembly language for the PDP-8 which we have at Poly. I wrote the program and executed it and produced all automorphic numbers up to 1,024 digits long. It is interesting to note that the machine was 1/0 bound for the first 150 digits. The result is enclosed. I am very sorry that I was only able to calculate 1,024 digits but I had very little time, and our PDP-8 has only 4,096 words of memory. I realize that this is not a valid excuse and will try to send you better results in the near future. Note that although I guarantee the program to be correct, only 894 digits of the result has been checked by hand. I cannot at this time send you an assembly listing, since I found it easier to program directly into machine language (in octal) and key the program directly into the computer from the console switches.

My detailed mathematical explanation of how my method works and proofs of other properties of automorphic numbers is nearly completed and I will send it to you within a few days.

Questioningly yours,

Mario DeNobili

P?S

COMRADES IN QUESTION:

As you already know I will not be participating tonight in that festival of physical aptitude known as "Scraps Nite '69." You are all aware that I never awaken before midnight, and except for meetings of the International ? Society I never break my rigorous schedule.

I am sure, however, that my spirit and enthusiasm will stay with you. You are to go forth and perform for the greater glory of the P?S. Remember, you are part of THE society and your heroic deeds will enable us to climb to ever greater heights. Play tonight, remembering that you are doing so for God, Emperor, and THE Society.

I leave you with one parting word,

EXCELSIOR

Mario De Nobili

Brooklyn Heights Poker and Literary Guild
182 Sullivan Street
New York, N. Y. 10012

Rev. Aben Rudy, Chairman
Jerry Ralya, Vice Chairman
Joseph T. Rigo, Secretary
Richard D. Smith, Treasurer
Hannah Suzanne Schwimmer, Program Director

APRIL 14, 1970

MR. M. DE NOBILI
POLYTECHNIC QUESTION SOCIETY
BOX D, 333 JAY STREET
BROOKLYN, NEW YORK 11201

RXQ-443/□ ≈ .1009

4083

DEAR SIR:

THE GUILD IS CURRENTLY ENGAGED IN A PROJECT TO TRACK DOWN
AND CATALOG ALL ORGANIZATIONS IN THE BROOKLYN HEIGHTS AREA.
WE WOULD APPRECIATE ANY INFORMATION YOU CAN GIVE US REGARDING
YOUR SOCIETY.

Rich N Smith 100 Sullivan 966-9734

VERY TRULY YOURS,

Aben Rudy

ABEN RUDY, CH. D.
CHAIRMAN

AR.Dox

AR/MNE

Joe T Rigo
182 Sullivan PR 7-2011

BWI enter
679 9254

Abel A. Rudy 633-9825

Jerry Ralya 4 Park Ave 679-2806

[SIC]

Brooklyn Heights Poker and Literary Guild
182 Sullivan Street
New York, N. Y. 10012

Rev. Aben Rudy, *Chairman*
Joel Rudikoff, *Vice Chairman*
Joseph T. Rigo, *Secretary*
Richard D. Smith, *Treasurer*
Madelaine Aria, *Program Director*

May 5, 1970

Advisory Council

Fred Bethke
E. Randall Bolsinger
T. A. Donovan
Valerie Enright
Dianne Schloeder
Angela Sigillito
Maira Sullivan
Robert Winters

Mr. Bartholemew Drachma
Poly ? Society
54 Lawrence Street
Brooklyn, New York 11202

Bernard Scholl
La Casa
Route de Grasse
06 Vence, France

Edward Macintosh
Santa Cruz
Galapagos, Ecuador

Dear Sir:

Please thank the Society for its recent Questionnaire, sent in response to our query of 14 April 1970.

We are saddened, however, that we cannot complete said questionnaire without a supply of special continuation forms. (The form's form number is RIFM-1, dated October 3, 1969.)

Upon receipt of these forms, we shall provide you with the information you need to provide us with the information we need.

Very truly yours,

Aben Rudy

Aben Rudy, Ch.D., S.T.B.
Chairman

AR/mts

P.S. - In the parlance of Rapid-Transit Chess, the above stratagem is known as a "stall."

Brooklyn Heights Poker and Literary Guild
182 Sullivan Street
New York, N. Y. 10012

Rev. Aben Rudy, *Chairman*
Jerry Ralya, *Vice Chairman*
Joseph T. Rigo, *Secretary*
Richard D. Smith, *Treasurer*
Hannah Suzanne Schwimmer, *Program Director*

May 13, 1970

Poly ? Society
333 Jay Street
Brooklyn, New York 11201

Gentlemen:

The Brooklyn Heights Poker and Literary Guild is a non-profit organization supported by federal and municipal grants and by charitable contributions. Our purpose is to provide meaningful occupations and pleasurable diversions for a number of our senior citizens afflicted with the inevitable neurological impairment of advancing age. The members of the Guild are warm, wise, gentle human beings who deserve to bask happily in the setting sun of their twilight years. They are not "vegetables."

As a service to the Brooklyn Heights Historical Society, a number of our members undertook to compile a list of local organizations. They did this on their time, with their own resources, and of their own volition. It was a project that was both useful to society and beneficial to our members. Have you any idea, gentlemen, can you conjure up the image, of the disruption and turmoil which the receipt of your "funny" response wrought on the lives of our members?

There are no words to express the utter disdain and contempt that our directors feel for you and your organization. You are a group of insensitive, immature collegiate pranksters, undeserving of the blessings of youth, intelligence and education that have been bestowed on you.

Our first reaction was to ignore you entirely, but conscience (a word you may not understand) dictates that we follow the course of turning over to the Dean of Students of your college all of the Xeroxed material you mailed us. We shall also be sending a church representative in a few days. Meanwhile, we hope you can search your souls and make peace with yourselves, if that is at all possible.

Yours truly,

Aben Rudy
Aben Rudy, D.D.
Chairman

AR/mea

Brooklyn Heights Poker and Literary Guild
182 Sullivan Street
New York, N. Y. 10012

Rev. Aben Rudy, *Chairman*
Jerry Ralya, *Vice Chairman*
Joseph T. Rigo, *Secretary*
Richard D. Smith, *Treasurer*
Hannah Suzanne Schwimmer, *Program Director*

May 26, 1970

Student Council
Polytechnic Institute of Brooklyn
333 Jay Street
Brooklyn, New York

Gentlemen:

The Brooklyn Heights Poker and Literary Guild is a non-profit organization supported by charitable contributions. Our purpose is to provide meaningful occupations and pleasurable diversions for a number of our senior citizens afflicted with the inevitable neurological impairment of advancing age. The members of the Guild are warm, kindly human beings who deserve to bask happily in the setting sun of their twilight years. They are not "vegetables."

As a service to the Brooklyn Heights Historical Society, a number of our members undertook to compile a list of local organizations. They did this on their own time, with their own resources, and of their own volition. It was a project that was both useful to society and beneficial to our members.

As part of the project, the Guild placed an advertisement in the Brooklyn Heights Press requesting all organizations in the Heights area to contact us. Among the many phone calls we received was one from the Brooklyn Poly Question Society (P?S). The call -- from a young lady identifying herself as Josephine DeLuca -- sought information about the Guild. In return for this information, Miss. DeLuca said, the P?S would furnish us with both its organizational structure and its aims.

Innocent as babes in the woods, we sent off the Guild Brochure. In three day's time there came a response, a response in the form of a 36-page questionnaire, 36 pages mind you, an infernal questionnaire. And I do not use the word "infernal" lightly. Let me tell you, gentlemen, I will be honest, candid, and frank, let me tell you truthfully, if I were to be told that Satan himself were the author of this outrageous document, I would believe it, would believe it with all my heart, with all my soul, and with all the fire that burns within me.

You may wonder what the questionnaire contained that would cause me to speak of it in terms so vexatious. I give you a simple answer, a one-word answer, questions: thousands of

questions, questions upon questions, questions within questions, questions leading to other questions, questions asking about questions, questions on our membership, questions on their dates of birth, questions on the number of children each member had, questions on their children's marital status, questions on extra-marital affairs, questions on institutions with which the Guild is affiliated, questions, questions, questions, 36 pages of questions, 36 pages that would require perhaps a 1000 pages of answers.

So what, you ask, why couldn't we throw the questionnaire away? Gentlemen, WE, the Directors of the Guild, could have. But the questionnaire came not into our hands. It came directly into the hands of one of our elderly members, and -- to remind you -- while our members are not "vegetables," they do lack what those in the Psychological professions call "discrimination." These gentle folk are unable to make any effective decisions as to what is important and what is not; they cannot "discriminate."

Now perhaps you can understand my anger. Our members began to answer the questions, questions that would drive a normal man to distraction. It was only a short while before they were reduced to tears and utter frustration. We may never be able fully to measure the toll taken of these poor people by Miss DeLuca and her Question Society, but the directors of the Guild are reminded daily of the disruption and turmoil which the receipt of her questionnaire has wrought upon the lives of our members.

Conscience (a word Miss DeLuca and her cohorts may not understand) dictates that we call this matter to your attention. We feel sure this group of immature collegiate pranksters -- so undeserving of the blessings of youth, intelligence, and education that have been bestowed on them -- is not representative of your school. We ask you, as the Student Council, simply to clean your own house. Our trust is in your hands.

Very truly yours,

Aben Rudy

Aben Rudy, Ch.D.
Chairman

AR/mts

re ex- ing... 60 percent from 1969. Last year, second quarter earnings totaled \$25.9 million or 39 cents per share on sales of \$761.2 million.

ERS

any

pany
anu-
rm-
n es-
Union
Corp.
mputer

rp. said
percent
, called
rminals
ita Re-
Union
ocessing
will each
at interest

e, president
ch, will be
chief executive
national Data,
headquartered
rdale, Fla.

Antidote for stock market blues

Anyone interested in profits may take a jaunt to Las Vegas and participate in a game of Blackjack with certain security of winning, that is, if he uses the system invented by Allan Goldberg.

Former stock market analyst and computer programmer, Goldberg has announced his system is now available to the public because he has been barred from every casino where he is recognized. His winnings have been too consistent to be welcome in the casinos, he claims.

The system he has devised has reportedly been statistically verified on a computer and is simple enough for a grade school child to learn. If interested write him at 5106 Hollywood Blvd., Hollywood, Calif. 90027 or call 213 656-9079. He contends he will send the details free.

h:
TO
spees
dling
manu
been p
U.S. Pe
tion pro
Anno
chase .
week: f
velope.
Tokyo
Ltd.,
Co., u
handle:
The
about \$
stack r
thickne
up to 2
accordir
er. The
detect a
on e
piece
No
new
but
that
sales
macl
expe

Dear P?S —

We're not sure what we'll do. But it seems to us you might have lots of questions to ask.

Yours,
BHP & LG



Box D

May 28, 1970

To whom it may concern:

Recently, the Poly Question Society received a disturbing letter from the Brooklyn Heights Poker and Literary Guild concerning our conduct. The letter intimated that Jo DeLuca had sent them some sort of questionnaire using our name. We know that Miss DeLuca has no great love for the P?S, but knowing her kind nature, we wish to give her the benefit of the doubt before pursuing this matter any further. The respected name of the P?S has been impuned and we do not take this incident lightly.

Even the name, "Brooklyn Heights Poker and Literary Guild", sounds phony, and we are not sure whether this is a real society or a figment of Miss DeLuca's imagination.

~~This incident reflects unfavorably on our Institute's illustrious image and therefore we believe that the student council should initiate a thorough investigation of the nature and authenticity of the aforementioned guild and the veracity of their chairman, the Reverend (?) Aben Rudy, if such an entity really exists. We feel that it is imperative that the Dean and/or president Adler be advised at once if you feel that legal action may be necessary, and that the school's attorneys be kept abreast of all developments.~~

We inveigh that you investigate Jo's (possibly involuntary) involvement in various surreptitious activities and invoke your invaluable prerogatives in vigorously pursuing this matter. We do not take this inveigled threat in vain because we are invulnerable to invective inventions of the invisible id!

Once the nefarious culprit who has besmirched the name of the P?S and our beloved college is apprehended, we request that the following three

P?S

page 2

non-negotiable demands be met by this repugnant creature and his acolytes:

1. a sincere public apology
2. disclose a copy of the infamous document
3. call up the Guild in our presence to apologize
4. be subject to disciplinary action by the university

It is unfortunate that this reprehensible incident occurred during the well-publicized absence of our vanglorious leader and sage, Mario DeNobili, who in his eternal quest for knowledge and wisdom, is even now in Washington, D.C., our proud capital, trying to raise funds for an archaeological expedition to the unfathomable jungles of central Mexico and the upper Amazon, as reported in the local press.

We offer our help in ferreting out this misguided soul who gratuitously used our name, because the P?S is now, and has always been, deeply committed to eradicate phony organizations from the company of men of good will and eliminate all manners of pranks, however mild, from the face of this Earth.

We hope the rat who done this gits nabbed soon.

Questioningly yours,


Bartholomew Drachma

Chairman, subcommittee
on extermination

BD:ad

GRISLY MURDER AT BROOKLYN POLYTECH

(Special to the Guild) The usually calm campus of Brooklyn Polytechnic Institute was the scene last night of a grisly mass murder, apparently committed by a college secretary on an insane rampage through the college community. The immediate events leading up to her blind mission of vengeance were not known.

Police identified the alleged slayer as Miss Josephine De Luca, a secretary connected with the student council. Up to the time when she is supposed to have performed the mass murder, she was known as a quiet, retiring girl, who showed no particularly aggressive traits. Co-workers, when interviewed last night, expressed shock and disbelief at the news that Miss De Luca had been arrested in connection with the slayings.

One co-worker, a Mr. Mario De Nobili, stated "she seemed bothered by something lately, but as a rule she was a quiet, retiring girl, who showed no particularly aggressive traits." She had, he added, "been peculiarly restless lately, and had been heard to mutter something about persecution and a society." When asked to supply details about the "society", Mr. De Nobili claimed he knew no details. Obviously shocked by the murders, he wandered vacantly off, murmuring "Why? Why? Why?" to himself over and over.

The possibility that all the slain persons were members of a society was termed by the police "unsubstantiated." "At least, there's no record of it," one police lieutenant said.

Of the seven bodies found, only one has been tentatively identified. The corpse is believed to be either Eloy Drachma or a Mario De Nobili (not apparently any relation of Miss De Luca's co-worker, also named De Nobili). The body was found in the college computing center, his fingers jammed into the electrical connections of the center's IBM 1620 computer, ~~xxxxxxxxxxxxxxxxxxxxxxxx~~ his mouth contorted into the outline of a giant question mark. He had apparently been electrocuted.

The identity of the other victims was not established. Reports did circulate, however, that one of the victims had been referred to as an "animal." Police had no word on this, and no clarification of the remark could be obtained.

Polytechnic Question Society
Box D
Polytechnic Institute of Brooklyn
333 Jay Street
Brooklyn, New York 11201

19

Dear Sirs:

A group of concerned students at the Polytechnic Institute of Brooklyn have organized into a society to delve into obscure but significant questions of importance raised by its members. We are writing to you in the hope that you can answer our question.

The question is:

We would appreciate a prompt reply if you can enlighten us on this subject. Thank you very much.

Sincerely yours,



Mario DeNobili
President
Polytechnic Question Society

No. _____

Approval _____

Copy _____

For office use only.

NOTE: Will not be forwarded unless an original, neat, complete, legible and in ink or typewritten.

To be submitted to: _____

Employment desired: Permanent Summer

(ORGANIZATION)

POLYTECHNIC

INSTITUTE of BROOKLYN

QUALIFICATION RECORD

Print Name DeNobili Mario Q.
(LAST) (FIRST) (MIDDLE)

Soc. Sec. No. 092-41-6771

Home Address 333 Jay Street
(NO.) (STREET) (CITY) (STATE)

Tel. No. { Home TR9 9959
 Emerg. 643 4429

Mailing Address 333 Jay Street B'klyn NY 11201
(NO.) (STREET) (CITY) (STATE)

Marital Status Single Dependents 1 U.S. Citizen* Yes Military Status III-A

Educational Record:

NAME AND ADDRESS OF INSTITUTION			Dates Attended		(4.0 Max.) Cumulative Average**	Degree and Dept.	Date Expected or Received	Specialization
P. I. B.	CURRENT DEPARTMENTAL STANDING	TOTAL NO. IN DEPT.	9/68	1/70		M.S. E.E.	1/70	Communications Computers
	<u>N.A.</u>	<u>N.A.</u>						
<u>Università di Roma</u>			9/63	6/68	3.87*	Diploma in E.E.	6/68	—
			* Different grading system					
+ HIGH, TRADE OR VOCATIONAL SCHOOL AND ADDRESS					4 Yr. Aver.	—	—	

*If not, explain status. **If not indicative of your scholastic abilities, explain in detail (use supplementary sheet).

Are you in the Unified Honors Program? _____ if you are a graduate student, indicate thesis and advisor I. Kohavi-

"Further Investigations in Artificial Intelligence"

Percentage of College Expenses Earned During Terms: 50 During Vacations — Through Scholarships 50

College and Outside Activities: Indicate memberships, offices held, honorary and social fraternities, publications, music, dramatic, debating and athletic affiliations, hobbies, awards, etc. (Use supplementary sheet and attach if necessary.)

President of the P?S. (Polytechnic Question Society).

Member: HKN, IEEE, SX, ACM, AAAS, Chess Team.

Hobbies: Croquet, Numismatist & Philatelist, Spelunking,

sky diving, shell collecting, Free verse poetry, Origami.

Awards: Premio Fartelli (Fartelli prize). NSF grant.

Rhodes Scholar.

Indicate in order of preference the type of work desired: Research, Development, Design, Engineering of Manufacturing, Production, Construction, Engineering Planning, Operations, Sales, etc.

Research

Reasons for your preference — Explain briefly I have a very active mind & lots of imagination. (I have already made contributions)

Geographical location preferred in U.S.A. and why? Any

Are you interested in a foreign assignment and why? Yes. I have lived in Europe.

What country? Italy

EMPLOYMENT HISTORY

Start with Last Position [List ALL employments, whether related or not to discipline (including U. S. Service.)]

PREVIOUSLY EMPLOYED BY	ADDRESS	Length of Service From To	Nature of Work	Reason for Leaving
Polytech Div'n N.Y. Phone Company	333 50th St. 180 Willoughby	9/68 4/69 2/69	Teaching assistant Service representative	Dismissed - Felt too many people Fired - Divulged privileged communcal Lost security clearance Par Marxist activity
Albert Einstein Coll. Medicine	Bronx	Summer 67	Germ Warfare Research	*Deported - Traffic in narcotics
Barcelona University	Barcelona, Spain	Summer 66	Soccer Coach	*Deported - Currency speculation
Free University of Berlin	W. Berlin, Germany	Summer 65	Translator Uidu Translator	*Deported - White slavery
Sorbonne University	Paris, France	Summer 65	Computer Programmer	Dismissed for illegal driving of tips
N.Y. Stock Exchange	N.Y.	Summer 65	Stock analyst.	Fired for cheating.
42nd St. Chess Parlor	42nd. St. N.Y. 387 Boint Ave Bronx	Summer 64	Chess hustler.	Quit. Couldnt stand sight of blood.
Joels Butcher Shop		Summer 63	Fat collector.	
*Charges not proven	in court of law.			

In which of these positions do you believe you did your best work? Explain I did my best work as a chess hustler. I never lost a game. Like I said before I have a great mind and in intellectual pursuits it is tough to beat me.

I hereby authorize the Polytechnic Institute of Brooklyn to make available to this prospective employer pertinent information covering my college record.

Signed Marino DeNobili Date _____

O > R

S N O

R D B Q D S

OR, VBELOF(,7,7.H/QKLROF,/Ø