12-1-1969

Novacrat, December 1969

Nova University

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1970'S READY TO COME SLAMMING IN

MEET YOUR NEW PRESIDENT

STANLEY A. (Stan) EMERSON

Stanley Alfred Emerson has moved up from the Vice Presidency to head the GOLD KEY organization by action of the Board of Directors at their meeting on Thursday, December 5.

“Stan” is an energetic, forward-looking citizen who thinks in broad terms for the good of his community. He has ambitious plans for GOLD KEY which will be outlined in more detail in an early Novacrat issue.

New Year Regarded With Caution and Reservations; Many Are Optimistic, But “IFFY”

Slow Change to Lower Interest Rates

by Earle M. Scott

The year 1969 saw many investments diminish in net worth. The threat of “another 1929” hangs over us like a black thunder cloud, but modern restraints and controls will probably prevent any such catastrophe.

Unemployment of the “unemployables” will rise.

Nineteen seventy will probably signal a very slow reversion to lower interest rates, with minor reductions in the cost of living - - in other words, a return to normalcy, if anything is normal in a world where a beard is no longer a sign of the savant but too often the sign of a young rebel.

Nineteen seventy will also signal another tremendous increase in air transport with no betterment of urban and inter-urban travel. It will probably be far easier in the '70's to go from Miami to London by air than from Miami to Pompano Beach by automobile.

What an incongruous situation! What a corner we are painting ourselves into!
NEW PRESIDENT (Continued)

He and his personable wife "Fran" (Frances R.) reside on Lucille Drive in Fort Lauderdale. He is First Vice President Emeritus of Univis, Inc.

He has been a resident of Fort Lauderdale for almost a decade. He is a member of the Fort Lauderdale Yacht Club, several golf and country clubs, and is active in the Museum of the Arts and a director of the Fort Lauderdale Symphony Society. He is Treasurer of the Boys Club of Broward County. The Emersons spent a late summer vacation this year in England, Portugal, and Spain.

Stanley, who was born in London, is the third generation of his family in the precision optical field. He and his distinguished father, Alfred Henry Emerson, were responsible for the development of the processes and techniques which made possible the production of the many varieties of the Univis series of fused multifocal lenses. He came to the United States to start Univis in the production of multifocal lenses, then returned to England at the beginning of World War II. He was in London through the entire blitz. At the war's end he came to the United States to make his permanent home.

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John E. Morris, Jr., a veteran and dependable Director, was named Vice President.

Gregory J. Barry was re-elected to the office of Treasurer.
SEEN AT ANNUAL GOLD KEY DINNER AT THE SHERATON
DECEMBER 2
Season's Greetings
and
Best Wishes
For the New Year
JUDD SEES GREAT FUTURE FOR FACTORY-BUILT MODULAR HOME

by L.C. Judd

Dollar volume in sales of improved real estate continues to move upward.

Unfortunately, the increase is due more to inflation than to an actual increase in number of sales.

We predict a leveling off in sales of new conventionally built homes. We have reached a price level which makes it impossible for many middle income families to purchase homes.

Our average home sale last year was $24,390.00, this year $29,666.00. High cost of labor and high interest rates are pricing conventional housing beyond the reach of the average family.

The solution as we see it will be in the production of factory built modular homes. Great strides have been made in this type of construction which reduces costs by almost 50%. In our opinion this will be at least a part of the answer to the housing shortage in the '70's.

With mass production of homes and the continued influx of people into this area, we look for an increased demand for land to develop into housing communities.

The direction of our efforts will be altered somewhat; but, without any doubt in our minds, we predict endless opportunities ahead for those flexible enough in their thinking to provide for the demands which will be made upon this area.

A BRIEF NOTE OF PESSIMISM

A note of pessimism about 1970, particularly as to Broward County and Southern Florida, was voiced by members who did not care to be quoted directly.

One points out that he sees no relief for the shortage of money for building apartments and homes at least for the first half of the year and possibly for the entire year. He believes that the Building and Loan Associations locally are heavily committed, and with their inability really to compete for savings due to the limit of interest they are allowed to pay, he cannot see them as a source for funds.

It is known that the large insurance companies do not have any big funds, and are demanding very high rates. It looks to this prognosticator like a slowdown in Broward County as well as in the nation.

BUSINESS AT '69 LEVELS INTEREST RATES TO DECLINE

by Dwight L. Rogers, Jr.

It is my feeling that business activity in South Florida during 1970 should continue at least at the 1969 level; and if interest rates decline, I would expect an expansion in the building industry which should accelerate all business activity in our area.

The demand of new residents, who continue to move into Florida, for housing and the necessities for everyday living should prevent our economy from slowing during 1970.

As you can see, I am an optimist.

GET A FORTUNE TELLER!

A member who prefers to remain anonymous suggests that a Fortune Teller should be interviewed.

He continues: "From what I read in the papers I am confused.

"Inflation and Vietnam are the popular topics; and as far as I am concerned, there are two schools of thought, i.e., inflation will be controlled during the early part of 1970, and the war will continue on a much reduced scale.

"The tax bill in the form passed by the House will not be approved by the Senate, and there may not be a tax bill this year.

"Things are confused."

Merry Christmas
FORMAL OPENING OF GERMFREE LABORATORIES

MANY, INCLUDING GOLD KEY MEMBERS ATTEND OPEN HOUSE CELEBRATION

Between one hundred fifty and two hundred good citizens attended the Open House marking the formal opening in late November of the Germfree Life Research Laboratory of the Life Science Center of Nova University. Many, many more have visited it since.

The staff for this important operation is headed by: Joel Warren, M.A., Ph.D., Director; Miriam Sacksteder, A.B., Deputy Director; Robert Schwartz, Ph.D., Research Associate; and Leon F. Reyniers, A.B., Comptroller.

It is a direct descendant of the Lobund Institute of the University of Notre Dame established in 1930 by Dr. James A. Reyniers.

In September, 1969, it was moved to Fort Lauderdale from its former location in Tampa into specially designed facilities at Nova University. Operating expenses of the Laboratories have been exclusively derived from the National Cancer Institute, National Institutes of Health, Department of Health, Education & Welfare.

The four major research goals of the Laboratory include:

1. Studies To Determine The Significance Of Viruses In Human Cancer
2. The Biological Effects Of Tobacco Tar And Certain Viruses In Combination
3. Growth Of Tumor Cells In Culture And Their Sensitivity To Anti-Cancer Compounds
4. Development Of Specialized Equipment For Germfree Research

TOTAL COST OF CONSTRUCTION TO DATE: $335,000.00 was provided by the generosity and helpful assistance of Leo Goodwin, Sr., Louis W. Parker, Robert Gore, Jr., and The Farmer Foundation.

The Royal Dames of Nova University was organized specifically to assist financially in the operation of the Laboratory.


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DR. BRUNO C. SCHMIDT

A poet’s look into next year
Projects a rather complexed sight;
Out of the vision of his mind
Emerge the coming days - happy and bright.

The Florida sun will shine again;
Some hurricanes may come and go;
Let everyone find his domain
Out of the chaos he has learned to know.

Order and Law shall find, renewed, their place -
Keeping the underworld less bold,
In line with rights for every creed and race;
News dispatches shall the truth behold;
The stockmarket shall fall and rise;
Old folks shall get an S.S. raise -
Xerox shall run business so well,
End of the war with honored grace.

Nixon shall find to his surprise:
That everyone will be computer-trained.
Year Nineteen Seventy will tell
Experiments in space well-gained.
All I can see is: Nova U
Ready to find the ‘Cancer-clue’.

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A JEAN DIXON
I AM NOT