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# Super Senior Sunday

SEPTEMBER 7TH

ON THE PARKWAY

For further information contact:

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- WHAT: Super Senior Sunday
- WHEN: Sunday, September 7, 1980, from noon to 5 p.m., followed by a free concert on Art Museum steps.
- WHERE: Benjamin Franklin Parkway, Philadelphia.
- WHO: Primarily people over the age of 55...but everyone is welcome!
- WHY: To focus attention on the issues of the aging in America. Further, to provide a day of fun and learning for everyone who attends.

- ADDED FEATURES -

FUN - Games, dancing, crafts, contests, music, music, music!

FOOD - A vast variety from the area's finest ethnic and regional kitchens, priced to fit senior citizen purses.

INFORMATION - Booths distributing vital information from such agencies as Social Security Administration, Pa. Department of Aging, the U.S. Department of Health and Human Services.

HEALTH - Free health screening tests for blood pressure, diabetes, glaucoma, sickle cell anemia and hearing. A seminar on sexual awareness. Information on detecting breast cancer and performing cardio-pulmonary resuscitation.

Hosted by Sun Company, on behalf of "Over Easy," the daily Public Broadcasting Service program dealing with problems of aging.

-oOo-

Hosted by SUN COMPANY on behalf of the PBS television program OVER EASY.



- A pipe dream pays off
- Doubling domestic oil supply



**A Sunday celebration  
for senior citizens**

# Around the Sundial



## SUNRISE DAWNS

An acronym for Sun Responds in Saving Energy, SUNRISE is a conservation program aimed at stretching our country's energy resources. At Sun's operating units, employees are developing and coordinating such energy saving projects as car pools, home insulation and storm window clinics, and home energy audits. In addition, about 26 vans ferry Sun employees to and from commuter train and bus connections in Radnor, Pa., Dallas, Houston, and Chester, Pa.

## THERE WILL BE ENOUGH

Sun is making sure there will be enough heating oil for its customers this winter. Special efforts are underway by Sun's marketing arm, Sunmark Industries, to aid local jobbers in building their heating oil inventories. Looking to the future, Sun plans to spend approximately \$25 million at its Marcus Hook (Pa.) refinery to convert heavy residual fuel to gasoline and home heating oil. As utilities switch to coal, the addition of a new vacuum distillation tower will enable the

refinery to take residual fuel normally sold to utilities and upgrade it to more needed products.

## A MILLION DOLLAR SHOW

A year ago, in the autumn 1978 issue of *Sun Magazine*, we wrote about Sun's decision to underwrite *Over Easy*, a Public Broadcasting Service program on the problems and joys of growing older. Since then, Sun's support has increased. The company's initial \$500,000 contribution has been doubled, allowing the show's third season to include 90 new programs. Also, a giant street fair was recently held in Philadelphia on behalf of the program and to entertain and enlighten its viewers. See page 14.

## COSTS ARE UP ALL OVER

While motorists complain about paying a dollar a gallon for gasoline, oil men are equally unhappy about skyrocketing oil and gas drilling costs. Five years ago, reports the *Louisiana Petroleum News*, an oil well cost a Louisiana oil man \$26.62 per foot to drill. Today, he

spends \$78 per foot and drills, on the average, 1,000 feet deeper. Offshore, in the Gulf of Mexico, drilling costs have soared approximately 300 percent from \$55.57 per foot to \$156.38 per foot.

## ENHANCING OUR RECOVERY

Despite a drilling boom, oilmen have found little new oil in the United States. Similarly, oil and gas reserves continue to decline. But the amount of crude that can be extracted might be doubled if sophisticated and expensive recovery methods — such as water flooding or injections of steam, carbon dioxide and chemicals — receive enough economic incentive. See story on page 10.

## AUTO RACING VS. CONSERVATION

Don't all those cars driving in circles and the throngs that pack the bleacher seats waste more gasoline than anybody else? In a word, no. Auto racing ranks below football, basketball and horse racing in fuel usage by spectators and participants, according to a study by Motor Sports Marketing Corp.



## IN THE DRIVER'S SEAT

An extra tug on the harness from Tony Sicone (left), a driver in CAM2 Race of Champions, and Joe Gerber, ROC president, secures staff writer Elaine Reba Rose safely in Tony's modified stock car. A quick flip of the top belt releases the driver instantly in case of



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trouble. For a closer view of Tony during the feverish pace of time trials and racing, see page 6.



**A GRAND OLD MAN**

Jack Pew has followed in the footsteps of his father, J. Edgar Pew, and his uncle, J. Howard Pew, by being honored as the "Grand Old Man of Production" by the International Petroleum Congress. A former Sun senior vice president, Mr. Pew, in his 50-year career, focused on the search for new sources of petroleum both in the United States and in remote areas of the world. He retired in 1968, continued as a director until 1975, and still, at age 77, comes into his office in Dallas every day.

**A CHINA CONNECTION?**

Six engineers from the People's Republic of China recently toured Suncor's oil sands plant (formerly called Great Canadian Oil Sands Ltd.) in Ft. McMurray, Alta. They were invited to examine Western mining operations after China expressed an interest in purchasing a bucketwheel excavator like those in use at Sun's plant. The Chinese are thinking of using the bucketwheel in Mongolian coal mining operations under weather conditions similar to those in northern Alberta. After the tour, one engineer commented: "In China, we had heard of GCOS for many years. We had always wanted to see it."

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Focus on People ..... Inside Back Cover

**ON THE COVER:** There are an estimated 42 million Americans over 55, most of whom are aging artfully and all of whom deserve attention and respect. Sun Company paid a unique tribute to senior citizens in the Philadelphia area when it sponsored Super Senior Sunday, a street fair whose activities were aimed at — but definitely not limited to — the elderly. For one Sunday afternoon, the city's Benjamin Franklin Parkway became a festival, featuring entertainment, special events and information of particular value to senior citizens. A multi-colored, hot-air balloon, tethered at one end of the street, proved to be one of the most popular attractions, lifting young and old alike to a spectacular view of a special afternoon.

**ART AND PHOTO CREDITS.** Cover, pages 2-6, 8, 11 (top), 12, 13: Sonia K. Harris. Pages 10, 18-20: Charles Morris, Jr. Page 11 (bottom): John Messina (Black Star). Page 21: Jules Schick. Pages 26-28: David Freese. Pages 14-17: Charles Morris, Jr./Sonia K. Harris. Pages 22-25: Ron Heflin.

# A \$24 million pipe dream

***A major Sun pipe supplier, George Smith reaps profits while sowing opportunity among poor, uneducated***

by Camille J. Dawson

**C**an a black man with a third grade education invest \$4,000 of his own money in a business and become a millionaire in less than five years? And, more important, can he do it without one penny of help from the federal government?

George V. Smith is living proof it can be done.

"If I hadn't believed I could do it, I wouldn't be sitting here today," says Mr. Smith, in his executive suite overlooking Interstate 10, a ribbon of cement that connects the distant financial and petroleum towers of downtown Houston with its industrial east side.

Original paintings of oil field operations and a metal sculpture of an oil derrick adorn his office, testimony of an entrepreneur whose dreams began in oil country.

"I always had hopes of going into business for myself and selling pipe," says Mr. Smith. "I capitalized on my advantage of knowing hard work as a boy and on my 29 years in the pipe business."

Mr. Smith's handsomely appointed complex of a dozen offices are headquarters for Smith Pipe Testing Service Co., Continental Inspection Co. and Smith Pipe & Supply Co. Together, the companies, ranked by gross sales, represent the largest black-owned business in Texas and the seventh largest in America. They were in 68th place in 1977.

"In a few years we'll be number one in America," says Mr. Smith, who possesses an abundance of business acumen and revels in goal setting.

Smith pipe companies grossed \$5 million in 1977 and chalked up an impressive \$24 million in 1978, a jump of 380 percent.

Although his goal is to have a \$100 million business with 500 employees, his ambition is to reap more than profits. "My prime motivator is giving people an opportunity," he says.

Today 94 employees work for him in

offices, warehouses, pipeyards and supply stores in Houston, Denver, New Orleans, Oklahoma City and Bakersfield, Calif. About 70 percent are blacks.

"We need to quit talking about others hiring blacks and hire ourselves," says Mr. Smith in his frank, direct manner.

A very bright, dynamic person, Mr. Smith's hallmark is the compassion he has for people. For him, growing big and successful took more than ambition and determination.



*The leading black entrepreneur in Texas, George Smith eyes a five-year goal to hire 500 employees and gross \$100 million.*

"It was only possible with God, a supportive wife, hard work and good employees, in that order," he stresses.

Mr. Smith hires school dropouts and gives them incentives to better themselves. He trains them and changes their lives from welfare recipients to taxpayers. In return, he expects nothing less than their best efforts.

"I believe in giving a hand-up not a hand-out," he says.

Conscious of being a success in the

community, Mr. Smith frequently talks about his yesterdays when the road to success was pitted with potholes and the going was rough for a black man.

His roots go back 53 years to Livingston, Texas, where he earned his first 25 cents cutting grass at the age of seven. At eight, he dropped out of school to help support his mother and four brothers and sisters. He picked cotton at 12, followed the rice harvest at 13, cut cross ties for railroad tracks at 15, and operated a paper latching machine for a pipeline company at 16.

His big break came in 1951. In a chance phone call from a friend at a Houston pipe company, he saw the genesis of an opportunity to steer his life in the directions he dreamed of.

He traded his \$1.46 an hour, 40-hour-a-week job as shipping/receiving clerk for Missouri-Pacific railroad for a \$1 an hour, 80-hour-a-week job in a pipeyard.

"I was poor but I clung to my dream," says Mr. Smith, his face serious, almost sad. "In the pipeyard, I learned everything I could. When a piece of equipment broke down, I asked how to fix it because I knew some day I'd own that equipment."

By developing new ways to test pipe, he changed the art of pipe testing, saving his employer time and money.

"I increased production efficiency from testing 18 pipe joints a day with five people to 100 joints a day with two people," he recalls.

Always on the lookout to learn more, he moved to another pipe company where he became a supervisor in charge



Checking pipe inventory, Mr. Smith is flanked by sons Charles (left) and George, Jr., employees in the family business along with their sister, Jackie.

of purchasing the company's oil field material. Eventually, he was named a vice president.

"In those days," he recalls, "I was possibly the only black man in the oil field.

"I always had faith that some day I would have the opportunity to use what I learned," says Mr. Smith, who is considered one of the best appraisers of used pipe in the country.

After 18 years with another pipe company his dream finally came true. In 1974, he formed Smith Pipe Testing Co., an operation that began with four men, wire brushes, kerosene to clean pipe threads, rented compressors, air guns and \$4,000.

"We operated out of the trunk of my car and one of the men's wives answered phone calls at home," says Mr. Smith. "In our first year we did \$50,000 worth of business with 10 employees and extra help from a labor pool."

The following year he set up another arm of business, Continental Inspection Co.

"My two companies offered the full range of testing from hydrostatic testing to electronic inspection," explains Mr. Smith.

**B**usiness grew. That same year he journeyed to West Texas to Sun Company's production office in Midland looking for business.

"I landed my first order with Sun to test used pipe," he recalls. Today he is a major pipe supplier for Sun operating units headquartered in Dallas. Sun is one of 100 Smith accounts.

"Recently, Mr. Smith was low bidder among 12 suppliers for line pipe costing more than several hundred thousand dollars," says Edde Adams, manager of mechanical and process equipment pur-

chasing for Sun Gas Company, a unit of Sun.

Smith Pipe was a key supplier in Sun's Minority Vending Program when Sun began seeking ways to boost its volume of business with minority firms.

About half of the *Fortune* 500 industrial companies have established minority vendor purchasing programs, according to the National Minority Purchasing Council, a federally-funded organization supported by some of the nation's largest companies. The council's goals for corporate spending with minority-owned concerns are \$2 billion in 1979 and \$3 billion in 1980.

"A key objective of Sun's program has been to increase significantly the volume of business we do with minority-controlled enterprises," says Karl Shriver, corporate minority and small business economic development manager.

Sun encourages minority companies

*continued*

## George Smith offers school dropouts incentives to change from welfare recipients to wage earners

to develop and provide jobs and useful goods and services at competitive prices for industry.

In addition, Sun encourages its contractors and vendors to implement similar programs to develop minority businesses.

"We analyze the potential vendor's financial position, experience and capability, the product and the existing market conditions," explains Mr. Adams, who early on recognized George Smith's capability as a pipe tester.

Pipe testing alone, however, could not fulfill Mr. Smith's dream of a multi-million dollar business. He needed a broader base of operations. In 1976, he formed Smith Pipe & Supply Co., a distributor of tubular goods, valves, pipe fittings, drilling and production equipment. It was a wise move.

"Gross sales soared 2000 percent from 1976 to 1978," says Mr. Smith.

Endowed with patience and persistence, he persevered six years to acquire the distributorship of three major steel companies.

"No one could convince me I couldn't get a pipe account, even though many said it was impossible for a black man," says Mr. Smith, smiling confidently.

Is he sitting back enjoying it all now? No. This peripatetic businessman is rarely in his office or at home. He's on the road travelling from state to state, company to company, meeting executives, talking with purchasing managers.

"Everybody in the oil industry knows me," he says. "I keep going back until I get an order. I went to one company 17 times before they bought pipe from me. When the purchasing officer asked me why I kept coming back, I said, 'I've got too much invested in plane fares, hotels and meals to stop now.' He gave me a small order which didn't pay my expenses. So I went back an eighteenth time and came home with a \$250,000 order."

Mr. Smith's employees see him as a



*Edde Adams, purchasing manager at Sun Gas, talks about Sun's needs in the field with Mr. Smith, whose company was low bidder this year among line pipe companies for Sun's business.*

man with enormous drive who lives by the Golden Rule.

"He has the energy to work from dawn to midnight, and does, seven days a week," says Bill DeMoss, general manager, Smith Pipe.

Success has brought good things to the Smiths but still he and his wife prefer to live in their old neighborhood in the home they purchased 25 years ago.

**S**uccess has meant several visits to the White House to discuss problems of small businesses. It has taken him to the international front — to Nigeria with State Department and Chamber of Commerce officials to discuss methods of helping people there lift themselves out of poverty.

Last summer the Smiths attended a

week-long International Conference on New Enterprises in Manila with 250 representatives from 43 nations.

"The purpose was to form a giant venture to start businesses in underdeveloped nations," explains Mr. Smith, adding that the trip offered a vacation and thirty-second wedding anniversary celebration in Hong Kong.

But most important, success has made Mr. Smith an inspiration for young people.

"Black children haven't had parents tell them that if they don't have an education or money they can work hard and still make it," he says.

In sermon-like messages, he volunteers his time to talk to troubled black youths in poor neighborhoods.

"If they say they can't do something because they're uneducated, I say, 'I only have a third grade education. Al-





A repeated guest of the Carters at the White House, Mr. Smith confers with the President on problems of small businesses, minorities.

As vice president and secretary of Smith Pipe & Supply Co., wife Evie helps George run business and realize his dreams.

ready you have more than I have.' If they say they're poor, I say, 'On many days I cut pasteboards to fit in my shoes to keep my feet dry, even after my wife and I were married.'

"If they say alcohol ruined their home life, I say, 'Whiskey killed my father.' Then, I say, 'Everyone told me I'd amount to nothing. But no one could prove them right but me. And I made up my mind to prove them wrong.'"

At a school in Bakersfield, he promised to send two dollars to each student in the class who made an "A" in conduct. And, if everyone made an "A," he promised to send a color television. Later the teacher wrote him a letter saying she never saw so many pupils improve so fast.

"There is no reason why you can't be a success," Mr. Smith tells young black people. "But only you can make it happen."

What is he most proud of? "First, that my employees are good workers though many are uneducated just like me," he says. "And second, that I built my companies without loans from banks or the Small Business Administration.

"I wanted to stand as an example to black people that you don't need to borrow to be a success," Mr. Smith says. "If I made it, it would be because I did it, not me and the bank, not me and the government."

George Smith never said it was easy to start a business with so little and move ahead so fast in such a short time. He only proved that it could be done.○



A role model for poor, black youths, Mr. Smith talks frequently with teenagers. He repeatedly tells them: "If you work hard and learn enough, no one can make a failure out of you but you."

*Crowds rooting for their favorite drivers make auto racing the nation's second ranked sport in paid attendance, just behind horse racing.*

*Whizzing past the start/finish line at 90 miles per hour, amateur drivers race for love of the sport more than for prize money.*



*Wide, bald racing tires might cost \$400 a night; a good engine, up to \$25,000, whether it lasts all season or just one race.*

*Helmets, fireproof jumpsuits, harnesses and rigid safety rules help make modified stock cars safer than most U.S. passenger cars are.*



# The Oval Road to Pocono

by Elaine Reba Rose

**T**he oil reserve tank sits freshly welded just under Tony Siscone's line of vision. No one knows why it split as he warmed up number 21's engine for the first time that afternoon. Now that a local welder has repaired it, no one cares.

But it distracts the 29-year-old amateur driver who waits, engine off, as other modified stock cars take off one at a time from the infield onto the oval track of the Atlantic City Raceway in New Jersey.

It's the 18th of 30 qualifying races being held in the United States and Canada for the CAM2 Race of Champions, the Indy 500 of modified stock car racing. It counts. Tony needs this qualifier. He needs to place high — if not win — to gather enough points to send him to the big race in September.

In the pits, other drivers are hopeful, too. Dozens hover around their cars. Like scientists, they take tire pressures and measurements, logging every change and engine adjustment on the machines that will carry them to speeds upwards of 100 miles per hour.

The sheet metal bodies of the late model compact cars are only cloaks for the high-powered engines. The shells disguise heavy steel cages that protect the drivers. The cars have no head or taillights and the doors are welded shut.

Though summer temperatures have the pit crews in jeans and t-shirts, the drivers are covered with fireproof jumpsuits. They climb feet first into the molded seats, belt themselves securely into the cockpits and pull on their helmets. Their engines come alive to join the roar of the cars already on the track.

At this point, the pit crews, good friends who donate their time and mechanical expertise to the drivers and owners, can do no more for the machines. They climb on their pickup truck roofs for a better view of the track. Helping each other to doses of mosquito

repellent and sharing a can of lukewarm soda, they debate baseball scores as the cars cruise over to the infield, where Tony still waits his turn.

Tony's nervous, but not about the danger that accompanies high speed. He's safer in his modified stock car than most passengers on an American high-

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## ***CAM2 Race of Champions drives pros and amateurs to endure dust, flat tires to win a spot in the classic***

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way. The gas tank on the baby blue Gremlin is lined with a protective fuel cell. The chances of it exploding on impact are almost nil.

The safety regulations are rigid and strictly followed. Even though the driver in the car next to him has a steel plate in his head and four missing ribs, danger isn't on Tony's mind.

"I'm only afraid I won't do well," he says. "I haven't tested the tank or the new brakes. It will split my concentration and I won't run as fast as I want to."

It's Tony's turn. The flagger signals. He starts his engine. Swerving back and forth on the runway, he scuffs his tires, warming them up for more traction.

He's alone on the track now. In time trials, the only strategy is speed.

In the stands, 2,000 spectators stay reasonably quiet during time trials. It's still light and they are several features away from the night's main event. These auto race fans have the same dedication to their avocation as most sport fans. They have favorite drivers and attend the local races regularly.

They have plenty of company, too. Auto racing is second only to horse racing in paid attendance.

Meanwhile, back on the track, Tony runs his race against time, but all the fans aren't cheering.

"He wins too much and no one likes someone who wins too much," notes an ambulance attendant, her medical wagon standing with two others in the infield.

Still, she watches with admiration as Tony slows up on the corners and opens up on the backstretch, picking up time.

"But he's a good driver," she admits. "You can't take that away from him."

By his fourth turn past the stands, he clocks 93 miles per hour, breaking the track record. Even before the announcer makes his time public, the crowd knows he's done well.

The day is only half over and already the pit crews and drivers have put in four hot, dusty hours. It's only a fraction of the time they spend on the cars during the week. Throughout the season, Tony drives four cars at four tracks in Pennsylvania and New Jersey, running as often as four times a week.

The Gremlin he's driving in this race is the only one he personally maintains, though he doesn't own it. He couldn't afford it. The wide, bald tires might cost \$400 a night. A good engine could cost from \$9,000 to \$25,000. Some engines last a season. Some last one race.

**T**ony is among more than 400 other amateur drivers on the East Coast circuit who not only have the same hobby but the same dream — to drive in the 29th running of the CAM2 Race of Champions, held at Pennsylvania's Pocono International Raceway in late September.

Some less talented drivers would settle for just starting the big race. More skilled drivers like Tony hope to at least finish. The few professionals, who make a living from the prize money, want to

*continued*

*A frequent winner, Tony Siscione finds racing fans are so close to the action that drivers' personalities play a role in who gets cheered.*

*Pitching in to help prepare for the race, driver Tony Siscione bolts wheel to the modified stock car he'll drive at Atlantic City.*



*Pit crews and drivers make last minute check before race, logging every engine adjustment, checking each tire's pressure.*

*The roar of engines, the suspense of a spinout, the thrill of speed and competition grab fans early and foster dreams of their own cars.*

*The road to the pit area at Atlantic City is paved with oil and grease, but auto racing people and cars create a glamor of their own.*

win. It means not only prestige but \$15,000, too.

Like Tony, the amateur drivers all have other vocations. George Wagner is a highway patrolman and a safety instructor from Levittown, N.Y. Tom Green is a New Jersey ice cream manufacturer. Roger Treichler, who won the Race of Champions in 1971, is a florist. The oldest competitor in the race, 65-year-old Frank Myroncuk, takes houses off of their foundations and moves them.

Tony, an accounting and data processing teacher in a New Jersey high school, turns race car driver every April. It's nothing new for him. He started racing at age 11 when his father put him in his first go-kart.

Although the winnings carry him, his wife and ten-month-old baby through the summer, he does it more for love than money. An amateur with a good record can earn as much as \$15,000 in the five-month season or as little as \$50 in a race. The four or five professionals in the circuit can earn \$100,000 for their efforts all year.

"Auto racing is more sophisticated now," says Tony. "It's more than just speed. You're putting yourself against other good drivers. You watch what's happening ahead on the track and inside your own car.

"It's also you against your car. It must perform efficiently and withstand a hard race."

It's very technical, too. Tony and the other drivers and mechanics keep constant records of every adjustment to their cars.

The summer racing season takes more than effort and money.

"You give up all your leisure time," Tony continues. "That means no summer vacations or family picnics. Thank God my wife understands and loves it as much as I do."

**B**ut it's skill, not love, that earns the points and breaks the records. Joe Gerber, president of the historic Race of Champions, explains the psychology of a good driver.

"The champs wear thin shoes and no gloves. They can feel what's going on with the car through their hands and feet. They can feel a tiny blister on their tires through a wobble in the steering wheel."

The Race of Champions is the second oldest continuous race in the country,

according to Mr. Gerber. It was started by his late father, Al, who had been a race track promoter and owner since 1948. The Yellow Jacket Speedway, a dirt track for midget autos in North Philadelphia, was his first.

When the more sophisticated Meyer-Drake Offenhouser engines replaced the outboard motors that powered the midgets, Al Gerber and his partner moved into modified racing. In the first Race of Champions in 1951, 100

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### **Florist, teacher, ice cream maker circle Atlantic City track for sport, giving up family vacations, picnics**

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junk-yard issue 1936 model cars with brand new engines lined up under the eyes of 3,000 fans at the Langhorne Speedway — a mile-long dirt track.

Today, the smooth macadam of Pocono International Raceway is the home of the race. It stretches around a three-cornered oval where 25,000 spectators cheer for their favorites of 60 drivers.

This year, for the first time, the 300-mile competition is commercially sponsored. Suntech Group, the research and development unit of Sun Petroleum Products Company, is sponsoring the race as well as the CAM2 Trail of Champions, 30 qualifying races held throughout the summer at tracks from Canada to North Carolina.

Sun has a 13-year history with race promotion dating back to 1966 when it sponsored the first championship Penske road racing teams. CAM2 motor oil was developed and tested in the road races and is now sold commercially to the general public.

"Many automotive products were developed through racing," says Jerry Kroninger, an automotive engineer at Suntech. "CAM2 motor oil has sponsored entries in almost all forms of racing. The sport's top drivers, including Mario Andretti, the late Mark Donohue, Bobby Allison, Tom Sneva, Bobby Unser, Don Prudhomme and the latest Indy 500 winner, Rick Mears, have carried CAM2 colors and used the same CAM2 motor oil that's sold to the general public."

The race at Pocono is different than the small town operation at Atlantic

City. There are no rough spots on the track to take cars out. There aren't the same jeering crowds who begrudge Tony his talent. The facilities are smoother. But so is the competition.

At the Atlantic City track, Tony is wearing out his welcome and the challenge. But tonight's challenge is still important. He wants to win his chance to race in the big one at Pocono.

The last time trial is over. The top ten drivers have been assigned randomly to starting positions. Tony is number four.

It's 10:30 p.m. A breeze cools the night down but the drivers sweat under their protective gear. A flashy, red Porsche, the pace car, leads the stock cars around the track and finally veers off, leaving the racers on their own. The race begins.

It doesn't take long for Tony to pull ahead to the front of the pack. He's hanging just behind the lead car. As they round the track together, Tony sticks to his tail, waiting for the opportunity to move around him and take over the lead.

Suddenly, behind them, a car spins out and takes two more with it. The yellow flags wave and the race stops as debris is dragged away. No one is hurt.

**T**he race resumes. Before this race ends, blown tires and engines cause three more pile-ups and, each time, the drivers pause. The seemingly demolished cars all wind up back in the pits. Most can return, repaired, for next week's race.

The two leaders round the track 20 times. The race is nearly half over for them. They're two laps ahead, leaving the others to their own competition. It's obviously Tony or his adversary who is headed for the winner's circle.

In the first turn of lap 21, Tony pulls to the outside. Some fans see him deliberately swerve into his competitor. Others see him take the first blow defensively. In the dark it's only certain that the two cars have tangled.

A week later, in the area racing newspaper, the photo of the mishap shows Tony clearly making his way around the lead car. It becomes obvious that the other driver veered into Tony, knocking both cars out of the race.

Three weeks later, Tony races in another qualifier and wins his starting spot for the CAM2 Race of Champions. He can stop being nervous; he'll race at Pocono. ○



# Squeezing more out

*Pipes injecting water into a secondary recovery effort frame the pump jack and storage tanks of a producing well at Fitts field in Oklahoma.*

**I**n the world of oil production, the phrase "I live by squeezing from a stone" is more than just a line from an Elinor Wylie poem. It's a job description.

That job is essentially what will be required to release billions of barrels of oil trapped beneath the United States in rock pores and fissures.

Since 1869, when Edwin L. Drake hit a pocket of oil sand near Titusville, Pa., bringing in the world's first successful oil well, some 453 billion barrels of crude have been located under U.S. soil and its offshore regions.

More than one quarter of that has already been used up. Of the 335 billion barrels left, equal to about 50 years worth of fuel at today's rate of use in America, the oil industry is currently capable of recovering only 28 billion with conventional methods.

With sufficient economic incentive,

## **More economic incentives could help develop the technology that would double recoverable oil reserves**

by Peter Brakman

technology can be developed which could double these recoverable reserves.

"We think a reasonable estimate is that another 33 billion barrels in remaining deposits can ultimately be produced by one method or another of enhanced oil recovery," says Dr. Larry Smith, recovery research specialist in the Richardson, Texas, laboratory of Sun Production Company.

Enhanced recovery basically involves injecting gas or liquid into a well to restore the flow of oil when natural pressure gives out.

"The trick is to capture as much of the oil as you can and get the droplets to go where you want them to go," says Dr. Smith.

Industry estimates range far above and below Dr. Smith's 33 billion barrels, but, ultimately, what will be produced by enhanced recovery will be determined by complicated technological and economic factors. And the 275 billion barrels or so that won't be recovered will be in pockets too small, too deep or too remote to ever be economically produced.

While development of enhanced recovery offers no panacea for America's petroleum predicament, a concerted effort to maximize domestic production has important implications for the nation's energy future.

The current domestic crude oil output — 8.5 million barrels a day (excluding natural gas liquids) — is but half of

what Americans consume each day. And today's 8.5 million is expected to decline to about 7.7 million barrels by the mid-1980s.

"With enhanced recovery, though, the goal is to increase the rate of production from each field," says Dr. Smith. The process is neither cheap, easy, nor sure, although over the years the petroleum industry has been getting steadily more efficient.

Before the 1930s, getting an oil field to yield 10 percent of its riches was relatively easy. Just drill a well and let the oil flow. Conservation and engineering eventually pushed the recovery rate to 15 and 20 percent.

**A**n accident one day that flooded an oil reservoir with water led to the discovery that waterflooding techniques could improve production yields.

Today, waterflooding accounts for nearly half of all U.S. oil production. It works by injecting water through separate wells into the oil-bearing rocks, thus maintaining reservoir pressure and forcing more oil toward the producing wells.

Thanks largely to waterflooding, the average domestic recovery rate is now up to 32 percent.

Still, since 1970, known oil reserves in the United States have been declining and so has domestic production, despite a spate of exploration activity. The number of wells drilled each year since 1973 has nearly doubled to a total of 50,000.

Sunmark Exploration Company, a unit of Sun Company, will participate in up to 87 onshore exploration wells this year, up from 62 completed in 1978.

"It's harder to produce a barrel of oil today in this country than it ever was before," says Bennie Franks, vice president of production operations at Sun Production Company.

During the 1960s, he recalls, for every gallon of oil brought to the surface, two gallons of water came with it. By the early 1970s, the ratio was about three and a half gallons of water to one of oil.

"Now, we're pumping up almost seven gallons of water to get just one gallon of oil," Mr. Franks says.

Enhanced oil recovery techniques could add from 350,000 to nearly 2 million barrels a day to domestic production by 1985, according to the National Petroleum Council. By 1995, the extra production could range from 250,000 to

3.5 million barrels daily. What determines whether the high or the low estimate comes true? It could be price incentives.

Currently, controlled domestic oil prices average \$13.40 a barrel. Should the federal government continue the phased decontrol program which went into effect last June, domestic prices would rise to the world price level, now about \$20, within two years.

The National Petroleum Council says, however, that to achieve maximum production rates with enhanced recovery, the price has to be \$25 a barrel in 1976 dollars.

Currently, Department of Energy regulations permit producers to charge more for increased oil produced by enhanced recovery methods. Waterflooding, though, doesn't normally fall within this definition.

Several years ago, the Maxwell lease in Taft, Calif., was producing 500 barrels of oil a day. At the time, the price was \$4.00 a barrel. A rise in price to \$10.50 per barrel made the use of enhanced recovery techniques more economic. Subsequently, daily production increased more than ninefold to 4,600 barrels, although selling price increased only two and a half times.

"We need price incentives to push ahead with enhanced recovery," says Mr. Franks. "To date, price incentive has not been sufficient. As prices con-

tinue to move, we will continue to improve our recovery rates. It will give us the confidence to take the added risks. That's what pricing is all about."

Many oilmen subscribe to the "one-third" theory of oil recovery: Of a producing field's total reserves, generally one-third is recoverable through natural

*continued*



*Brooks L. Deese (left) and E. J. McCullor at Nabors field check pen recorder that marks amount of gas sent to an interstate utility.*



*Equipment required to increase recovery by injecting steam into one of Sun's older fields in California underlines the need for sufficient incentives to make such investments attractive.*

earth forces, supplemented, if necessary, by waterflooding. The second third can be retrieved by some method of enhanced, or tertiary, recovery. The remaining third is beyond economic reach.

There are, of course, exceptions to every rule. In some of the prolific oil fields of East Texas, waterflooding will ultimately coax out 85 percent of estimated original oil in place.

Good results have been achieved, too, at Sun Production Company's Bull Bayou field in Louisiana's Red River Parish. Bull Bayou had been plugged and abandoned in the 1920s after yielding about 20 percent of its deposits. Purchased by Sun and injected with water, the field reached a maximum of 4,000 barrels per day and is now producing some 1,400 barrels of oil per day.

But even after waterflooding, a lot of oil can still be left behind.

Jack H. Thompson, recovery research manager at the Richardson labs, likens an oil reserve to a grease spot on a shirt.

"Much of the grease can be removed with water," he notes, "but the remaining spot is best attacked with a dry-cleaning fluid or detergent.

"Scientists at Sun's Richardson lab hope to unlock the oil remaining in a deposit after waterflooding so we can clean it up."

As the rising price of oil, cited by Mr. Franks, makes further efforts financially feasible, attention is being given to

## **Chemical methods of enhanced recovery might be able to push out 40 percent of unrecovered oil, but it would cost \$32 a barrel to produce**

thermal, chemical and other methods of enhanced recovery.

Thermal methods, including steam injection and in-situ combustion, aim to reduce oil viscosity and improve oil movement with heat. Gases produced by the in-situ process of underground burning propel the heated oil toward the production wells.

Chemical flooding entails the injection into the reservoir of special chemicals which act much as laundry detergents to lower the surface tension between oil and water. Chemically thickened water is then injected to push the oil toward a producing well.

Non-hydrocarbon gases such as carbon dioxide and nitrogen can also be injected to lower oil viscosity and prepare oil for a more friction-free ride to the surface.

"Enhanced recovery under the best of circumstances is an iffy and expensive undertaking," says Dr. Larry Smith. "Each field is unique and responds in its own way."

The enhancement method chosen must take into account the temperature and salinity of the reservoir water, rock porosity, stratigraphic configuration, the oil's viscosity and chemical makeup and numerous other variables.

For many years, natural gas produced from Sun Gas Company's Fordoche oil field near Baton Rouge, La., was recycled back into the reservoir to sustain the pressure necessary to force the oil and condensate to the surface.

However, with the steady rise of energy costs through the 1970s, recycling the gas began to cost more than the revenues from the recovered oil and gas.

**S**un had to find another method to recover the valuable oil, condensate, and gas.

Injecting pure nitrogen, synthesized from air at an on-site extraction facility, became a viable alternative. Gas produced from the field was mixed with the nitrogen and injected.

Computer studies indicate that Fordoche's life expectancy has been extended another 19 years. An additional 9 to 10 million barrels of oil and 19 billion cubic feet of gas will be produced.

Of all the enhanced recovery technologies, chemical flooding may have the widest application. Some experts believe the process has the poten-



*New waterflood installations and development drilling are expected to significantly reverse the declining production at Sun's Nabors field.*



*Core samples, like the one analyzed by Dr. Earl Malmberg of Sun's Richardson lab, give details of rock composition to help determine which method of enhanced recovery will work best.*





*Drilling pipe lies ready for use at Nabors, a successful Sun waterflood project even though water injection still leaves much oil in the ground.*

tial to recover up to 40 percent of the oil traditional methods can't reach.

The bad news is that right now it's prohibitively expensive. Oil produced by this process costs up to \$32 a barrel.

Earlier last summer, after four years of preparation, Sun Production began a chemical flood test on a one-acre pilot project in its North Government Wells field in southwest Texas. On the surface, the effort looks more like a small petrochemical operation than an oil recovery venture. The chemicals are mixed in five 400-barrel tanks. From there, a network of piping transports them into the ground. A comprehensive monitoring procedure will provide data to show the effectiveness of the recovery process.

Cost to this point for the one-acre project: \$1 million.

"We're stepping up our field projects," says Bennie Franks. "But our deep belief is that the industry is going to need hundreds, if not thousands of projects using a variety of processes to start demonstrating both recovery efficiency and our proficient use of these processes."

Mr. Franks expresses no doubt that tertiary recovery will work.

"The American petroleum industry has the best technology and the best people to produce maximum hydrocarbons from any reservoir in the world," he says. "All we need is the right to explore and the price incentive to warrant the risk." ○



*Of the approximately 1,300 properties operated by Sun Production Company, about 75 percent are either in enhanced production or are candidates for it. Most are waterflood projects.*





# Super Senior Sunday

by Beverly Dotter

Youth is a gift of nature, writer Garson Kanin once observed, while age is a work of art. On National Grandparents' Day, a sparkling September Sunday, a first-of-its-kind tribute was paid to the many "works of art" in and around Philadelphia. The event was Super Senior Sunday, a giant seven-hour street fair whose purpose was to honor senior citizens, but which entertained and informed people of all ages. Held on Philadelphia's scenic Benjamin Franklin Parkway, Super Senior Sunday was sponsored by Sun Company on behalf of *Over Easy*, the daily Public Broadcasting System program, underwritten by Sun, dealing with problems of aging.

The day started in typical Philadelphia fashion — a Mummers string band strutted down the Parkway — and ended with a concert by the Philadelphia Senior Orchestra in front of the city's art museum. In between there was entertainment, featuring music to suit every taste, dancing, theater and strolling street performers. Agencies for

*continued*





the elderly provided information about legal, social security and community benefits. Local hospitals had free health screening tests for blood pressure, diabetes, glaucoma, sickle cell anemia and hearing. *Over Easy* cook-in-residence Narsai David demonstrated how to prepare economical and tasty meals for one. The estimated 120,000 people who came to the Parkway also had an opportunity to participate in a sexual awareness seminar, take a hot-air balloon ride and throw a frisbee.

Bob Cressor, Sun's vice president of Constituency Relations, says that "through its underwriting of *Over Easy*, Sun recognizes that older people are one of the country's most valuable resources." At Super Senior Sunday, this special group of people got the attention and respect they so richly deserve. And, in the words of one senior citizen, they also "had a ball."



# Viewpoints

## Toward a national energy policy

The shortage of gasoline and the rising prices experienced this summer highlighted a deep and serious national problem: Our country has developed its use of energy far beyond its ability to produce it. Consequently, we have become vulnerable to the high costs and undependable supplies of the world market.

To reestablish the dependability of our energy supplies will require a broad range of conservation measures and development of the full spectrum of America's energy resources. This effort must be supported by a national energy policy which pulls together the intellectual and financial strengths of the American people, government and industry.

Several elements are key to such a policy:

- Conservation is particularly important, because every barrel of oil we save is a barrel we don't have to import. Opportunities for conservation exist in every form of energy consumption. Use of mass transit, formation of carpoools, tuning up and driving your car conservatively all save gasoline. Home furnaces also can be tuned up. Insulating and turning down thermostats save oil, too.
- More conventional oil and gas can be supplied from American sources, if we are willing to accept some trade-offs. For example, removing price controls from crude oil and refined products produced in the United States would enable significant reinvestment in additional productive capacity. Selective relaxation of environmental controls would make it possible to obtain more gasoline from each barrel of crude oil.
- America should lead in the development of a comprehensive energy plan with other Western Hemisphere nations to encourage exploration and production of oil from non-OPEC areas.
- Natural gas and liquefied petroleum gas (LPG) have the capacity to substitute for oil in a number of uses, thus reducing our need for imports. However, price controls on natural gas make it uneconomic to expand gas supplies by developing the more expensive reservoirs. The government has also been slow to lease additional acreage for exploration.
- Coal is the most abundant fuel in the United States. However, coal will also require some trade-offs before it can make its optimum contribution to the American energy mix. Environmental restrictions should be relaxed where air pollution is not a problem. Surface mining should be permitted where reclamation can restore the area.
- Nuclear energy also has the potential for reducing reliance on imported oil. However, government action

to ensure safety and the proper disposal of nuclear wastes is required before the American people will feel reassured about moving ahead with further development of this important energy resource.

- Synthetic fuels and other unconventional resources cannot be expected to make a significant contribution in the near future. However, development of them must begin promptly with appropriate governmental encouragement and support.

America has the necessary resources for solving its energy problems. All it needs is the determination. ○

## A new visibility for Sun

We hope you have been seeing Sun people and the name of Sun Company in a variety of new and perhaps unexpected places lately.

Sun has always been innovative. It has traditionally been a company greatly interested in serving well its customers, shareholders, employees and humanity in general. Today, these two aspects of our character are moving us into a much broader view of corporate "service."

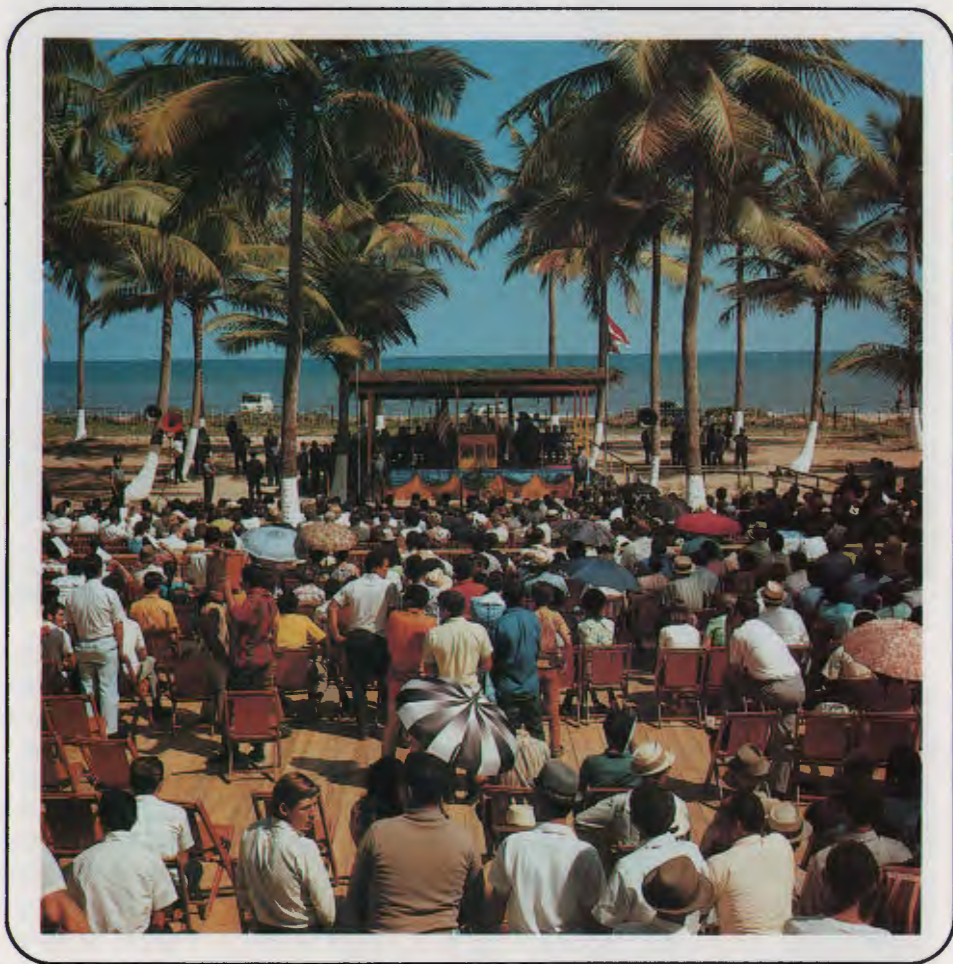
Some of our new visibility is energy-related. Throughout the energy shortages of this year, Sun people have made themselves easily available to radio, television and newspaper reporters in an effort to be sure that the facts were at least available. They have appeared on talk shows and phone-in programs, held many press briefings, and appeared before a wide variety of audiences.

Further, as our business interests have broadened, so have our social interests. For example, Sun Company has become a major supporter of the nation's public television broadcasting system. Currently, we are underwriting *Over Easy*, which is the only national television program that deals with the problems of aging.

And there is a lot more on the way. Starting in late January, Sun will sponsor over public television a three-part educational program about the U.S. presidency called *Every Four Years*. We will be organizing Town Meetings in four cities around the country to bring together thoughtful people for constructive discussion of important social and economic issues. Sun's senior executives will become much more visible as they begin seeking out opportunities to be heard on topics of national interest.

Community involvement and service has been a long-standing tradition at Sun. As we continue to explore new opportunities to expand our services, you'll be seeing a lot more of us. ○

*Overlooking the blue Caribbean from the southeast coast of Puerto Rico, dignitaries and citizens of that island, along with officials from the U.S. mainland, gathered in 1969 to break ground for a crude unit and lubricating oil plant. The decision to build there was one of Sun's big moves in the last 30 years.*



## Milestones of Three Decades

**I**t's an idyllic setting: A quiet, wooded landscape, the Brandywine Creek flowing softly nearby. The perfect spot for a library, particularly one with a name like Eleutherian Mills.

The birth of the DuPont Company is in its blood, you might say, since the library is near the site of a gunpowder factory E. I. duPont owned in the early 1800s.

It was only natural, then, that the duPonts dedicated the library to the study of the business and industrial history of the Middle Atlantic states.

Stocking the library are the important papers of such companies as DuPont, Reading Railroad, Lukens Steel and Sun Company.

In Sun's section, for instance, shelf after shelf holds more than 250,000 items dating back to the 1880s, including the important papers of Sun's retired

### ***Oil sands project, custom blending top the list of significant business decisions Sun has made since World War II***

Chairman of the Board Robert G. Dulong, which tracked the company's movements from 1947 to 1974.

But the insights and lessons to be gained from archive material make them too valuable to sit waiting forever on shelves.

A scholarly study has already been done on Sun's history from day one through World War II. Recently, Sun's manager of records management, Woodruff E. Benson, thought the Dun-

lop papers would be a good basis for a sequel: The past 30 years of Sun.

It was time to get the history off the shelves, Mr. Benson reasoned, and the availability of the executives who had helped form that history made the project even more timely.

Sun's management agreed, and the search was on for an author.

"We wanted a book that would make a contribution to business history," says Robert W. Donahue, senior vice president and deputy chief executive officer at Sun. "Rather than get involved in a complete chronology of events, we found the papers stored at Eleutherian Mills could provide a detailed picture of Sun's decision-making process — what kinds of decisions were made and how we went about it."

The committee of Sun executives that selected the author chose a business his-

torian with six other books on business and business-government relations to his credit. He's Dr. Arthur M. Johnson, whose own philosophy that business must earn its franchise to operate in society matched the philosophy of Sun's Creed.

Dr. Johnson's books range from the history of pipelines to a biography of Chase Manhattan's Winthrop Aldrich.

He began a sabbatical leave from his post as history department chairman at the University of Maine at Orono in the fall of 1978 to research the Sun book.

**W**hen completed, besides being a record of the period for Sun's internal use, the book would have potential as a text for business school classrooms.

"Not only will it give business history students a chance to see the problems of coping with change, which is the key to corporate as well as personal success," says Dr. Johnson, "but it will also let the general public see the relation between the energy sector and the government, and trace the roots of the energy crisis."

In 1978, Dr. Johnson expected to take two or three years to finish the research project. By the fall of 1979, he was polishing off the final chapters.

"The Dunlop papers proved to be an unusually complete record," he says. "The two graduate students I sent to Eleutherian Mills came back with a 10-foot high stack of copies of relevant documents."

On top of the material from Sun's archives Dr. Johnson piled interviews with Mr. Dunlop, Mr. Donahue, H. Robert Sharbaugh, former chairman of the board, and William F. Pounds, a Sun director and dean at Massachusetts Institute of Technology. Dean Chaapel, of Sun's Corporate Communications department, provided liaison with company personnel and documents.

What is developing, says Dr. Johnson, is a study of "the management of a petroleum company that gained its place in the industry by adherence to classical principles of entrepreneurship and competition and then, to survive, adapted them to the radically changed business and industry environment of the late twentieth century."

Chapter by chapter, copies of the manuscript were sent for comments and information to Sun executives who were involved in the big news of the era. In addition, an advisory committee consisting of Mr. Donahue, Dr. Thomas C.

*continued*



*In 1975, retired Sun Board Chairman Robert G. Dunlop (left) turned over his business, civic and cultural papers to Dr. Richmond Williams (right), director of the Eleutherian Mills Historical Library, before Woodruff Benson, manager of Sun's record management.*



*Custom blending was a unique response to expanding engine octane requirements of 1950s.*



Following 1964 dedication, J. Howard Pew, then Sun's chairman of the board, and the Honorable Ernest C. Manning, premier of Alberta, study the terrain where Sun's GCOS plant would be built.



Three years later, Great Canadian Board Chairman W. Harold Rea welcomed over 600 guests, including J. Howard Pew (left), to the formal opening of the oil sands facilities near Ft. McMurray, Alta.

Cochran, a distinguished U.S. historian from the University of Pennsylvania, and Dr. Gordon Haaland, representing the University of Maine, added its comments.

What his research revealed, Dr. Johnson says, were not surprises.

"Basically, the 30-year period can be broken down into the time under the Pew family management, a transitional period under Mr. Dunlop as Sun moved away from direct owner management and, finally, the '70s, which broke down into a number of interesting topics."

According to Dr. Johnson, though, the most interesting and important topic since World War II took shape in the '60s.

**N**ot only the dollars invested but the timing and the consequences make Great Canadian Oil Sands Sun's biggest decision," he says. (GCOS, recently merged with Sun's integrated Canadian subsidiary to form Suncor Inc., is now the Suncor Oil Sands Division.)

"The company invested more than \$300 million in the '60s against a crude oil shortage in the '80s. In my view, that's a big decision. And it influenced

### ***Book provides a close look at how a corporation copes with change while remaining dedicated to its traditional principles***

other decisions, too. Because Sun had to keep feeding money into GCOS, it limited Sun's expansion into petrochemicals and may even have led to the merger with Sunray DX."

For a while, both Dr. Johnson and Mr. Donahue agree, the GCOS project was viewed by some as an albatross around the neck of management, but now it looks like it's paying off.

"That's the intriguing nature of a book of this type, seeing how a corporation makes decisions," says Mr. Donahue. History is proving J. Howard Pew's decision on GCOS to be correct, thus pointing out an advantage of having owner managers.

"An entrepreneur is able to take bigger risks than a professional manager would, because he is usually the largest shareholder."

It was the management by the Pew family and the character it gave to the company that led Dr. Johnson to consider Sun unique. In his opening chapter, Dr. Johnson notes that at the end of World War II, after five decades of growth, Sun was one of the few major U.S. companies still both owned and managed by the founding family.

Adds Mr. Donahue, "The book is a study of a company in transition, from family management to totally professional, and also from an inside board of directors to a mostly outside board."

Following that introductory chapter, entitled "Tradition of Entrepreneurship," Dr. Johnson's 15-chapter manuscript addresses the major decisions of the company.

"It's not a functional approach, with the typical chapters on production, refining and marketing," says Dr. Johnson. "Instead, I took the subjects as I thought they were important."

Those subjects include Sun's fight against federal controls and bureaucracy at the time Mr. Dunlop was testifying before the Petroleum Administration on Defense in the postwar period.

The Pews from the word go were very concerned about the role of govern-



ment, Dr. Johnson explains.

"If you look at what J. Howard Pew said in the immediate post-war period, you'll see he had remarkable forecasts that have affected the strategy and profitability of Sun.

"I think one of the major things that has come out of this study is that the government's management of the energy sector has created as many, if not more, problems than it has solved.

"Look at the testimony. Mr. Dunlop was saying this, and so were many others in the oil industry and in Sun: If you keep going this way you're going to be in a lot of trouble. Now we are in a lot of trouble."

The book also studies the decisions leading to the development of the "innovative and productive" custom blending pump, number two in Dr. Johnson's ranking of Sun's major decisions.

Another chapter spotlights the refinery begun in Puerto Rico in the late '60s.

"The archives show," Mr. Donahue explains, "that there's more involved than just building a plant here and there. There are reasons for placement."

A key reason in this case, says Dr. Johnson, was U.S. oil import quotas, which led to similar decisions by other refiners.

Other sections of the book focus on the merger with Sunray DX, environmental requirements and social responsibility. The energy crisis is addressed both from the standpoint of national fuel allocation and Sun's search for both production and diversity.

**D**r. Johnson's opinion of the reorganization of the mid-1970s underscores his position as an independent observer and chronicler.

"Sun's reorganization wasn't unique, except that it was done from the inside. Gulf did the same thing almost at the same time from the outside. In fact, Du Pont and Standard Oil did it years before," Dr. Johnson says.

In all, Dr. Johnson doesn't see Sun being as different as he expected. "Except in custom blending and GCOS, both of which are terribly important, Sun has taken few advanced leadership positions in the oil industry," he says. "Sun is usually in the middle of the pack in financial results; it didn't go overseas or

offshore early. Even the merger was done at the height of the merger trend in America."

While Dr. Johnson is frank and open, he commends Sun for the same qualities. "No contemporary oil company historian that I'm familiar with," he says, "had access to business records to the extent I have."

History is complex, but Sun's is closer to reality, Dr. Johnson feels, because of the availability of Sun's archives and executives.

Reality to Dr. Johnson isn't just rates of return and charts, but people, the decisions they make and the places that are affected.

"I'm not interested in personalities as such but in how they affect the way the organization comes to grips with change," he says.

Still, it's easy to see the personalities of Mr. Pew and Mr. Dunlop stamped on Sun.

"You get a sense of the integrity and principles of the company and the individual from the Dunlop testimony in the 1950s," says Mr. Donahue. "The exchange of letters and the actual bases of disputes give a sense of the value systems."

There are lots of other books in other libraries on the personalities and relationships of various founding families. In the book about the past 30 years of Sun, however, describing Sun management's character isn't the purpose. It's the by-product of an examination of how a corporation copes with change.

The specific ways in which the decisions were made, as well as unwavering dedication to private enterprise, also reflect the personalities of the decision-makers in what, why and how Sun's milestones were achieved.

The history book stops on December 31, 1977, when the outside members of the board were in a majority but hadn't had years of experience working together. It was a time when Sun was preparing to launch a major diversification program. It was a time, Dr. Johnson feels, that's too close to view as history.

"We can't judge the impact of Mr. Sharbaugh's work, not to mention the work of the present Chairman Theodore A. Burtis, until the last of the '80s, at least," Dr. Johnson says.

And that will be material for the archives at Eleutherian Mills and for another history book. ○



*With portraits of Sun founder, J. N. Pew, and sons Joseph N., Jr., and J. Howard looking over their shoulders, Sun's Senior Vice President Robert W. Donahue (left) and Dr. Arthur M. Johnson of the University of Maine review manuscripts of research project.*

2dr., new tires, A/C, best offer

# Buying a used car



by Bill Simmons

**I**nflation and spot gasoline shortages have driven more and more motorists to shun all but the smallest, most fuel-efficient autos. New luxury car sales first turned sluggish last spring. Meanwhile, sales of small cars are soaring as consumers, squeezed by spiralling costs, find it more difficult to afford a sleek, new car.

However, if you don't drive excessively and prefer the comfort of a larger, heavier car, you can make exceptional deals in today's used car market.

Actually, more Americans buy used cars than new ones — by approximately 30 percent. A recent government study showed that American consumers, over the past decade, spent \$21 billion to buy 13.5 million used cars.

That makes used cars a big business, increasing in direct proportion to the rise in the cost of new cars. Many motorists, obviously, are turning to late-model used cars as an inflation-fighting alternative.

There is a lot of logic in that and, if this were a perfect world, used cars would solve a major financial problem

for a great segment of the motoring public. But, of course, it isn't a perfect world and the used car industry has a reputation as one of the least-perfect enterprises going.

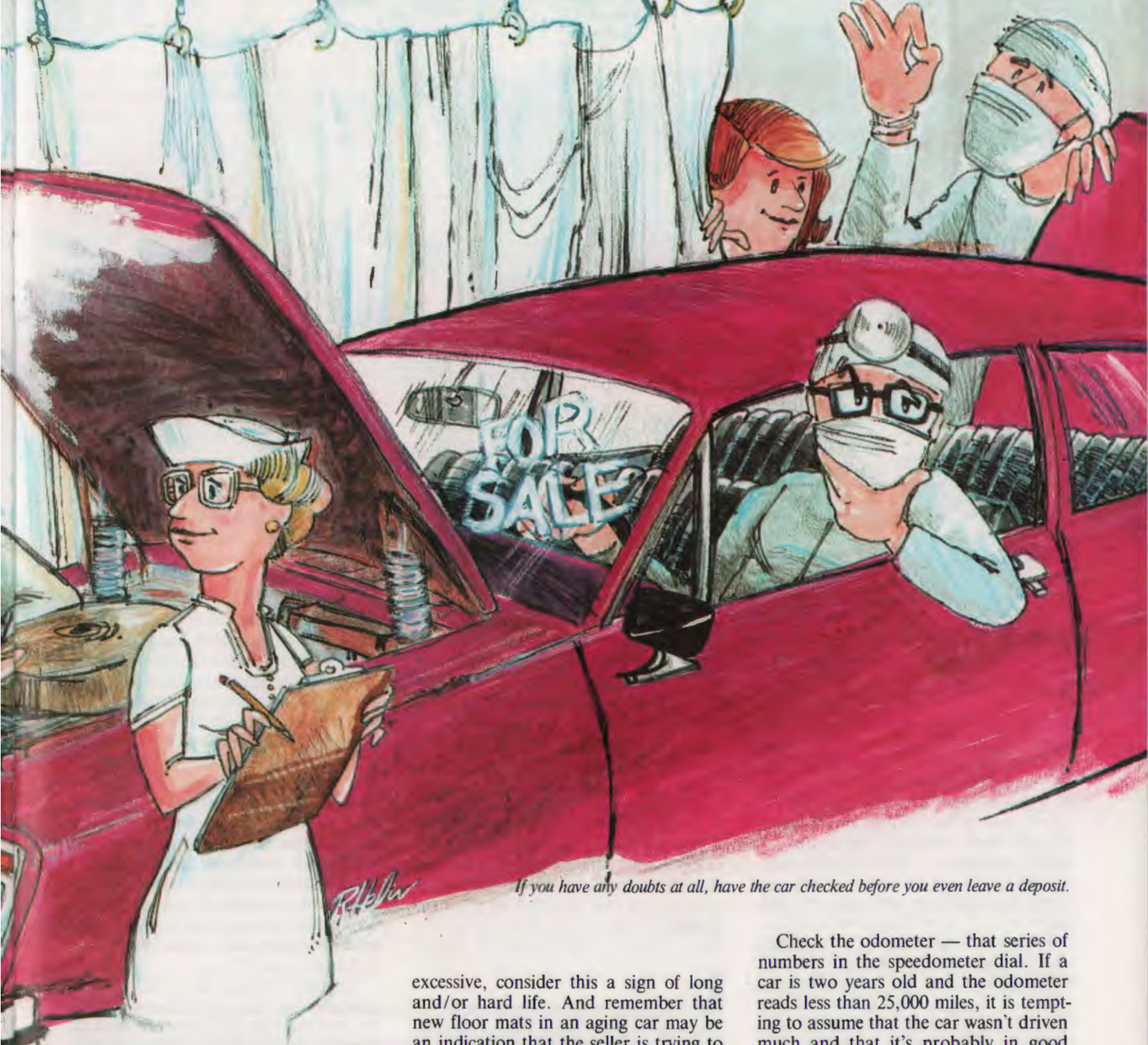
Virginia Knauer, former special assistant to the President for consumer affairs, said that the auto industry in general, and used cars in particular, generated more complaints from the public than any other subject.

Buying a used car has been compared, in the extreme, to negotiating one's way through a mine field. For the great majority, buying a used car is certainly an adventure, resulting for the

most part, though, in great personal satisfaction and considerable savings.

But the lingering possibility of a costly, aggravating nightmare remains. It can never be eliminated completely. But those who are willing to arm themselves with prior knowledge can reduce the risk to acceptable proportions.

For instance, would you believe that a cursory examination of a car's left-front door can tell you a lot about the vehicle's history? If it doesn't close easily with a familiar "thunk," there may be a serious problem. If a handle, either in-



*If you have any doubts at all, have the car checked before you even leave a deposit.*

side or out, is loose, be aware. If the window rattles or doesn't roll up and down easily, watch out.

Any or all of these symptoms indicate frequent use — something you might expect from an older car, but not from one that's relatively new, say, two years old with less than 25,000 miles.

**B**efore you sit down, examine the driver's compartment. Examine the accelerator and brake pedals as well as the floor mats for heavy use. If wear seems

excessive, consider this a sign of long and/or hard life. And remember that new floor mats in an aging car may be an indication that the seller is trying to hide something. Check underneath for signs of rust or other damage.

Look closely at the seats and upholstery for signs of wear. When you sit, be conscious of whether the seat feels firm or if it has gone mushy. Seats don't normally sag before, say, 40,000 miles and a spongy seat or well-worn armrests are a good indicator that the car has had sustained use.

If the seats are covered, this should be like waving a red flag at a bull. Check under the covers for split seams, tears and/or discoloration of the original upholstery.

Check the odometer — that series of numbers in the speedometer dial. If a car is two years old and the odometer reads less than 25,000 miles, it is tempting to assume that the car wasn't driven much and that it's probably in good shape. That isn't necessarily the case.

For starters, the figures, even if they are accurate, do not reflect a car's entire history. When a car averages 10,000 miles a year or less, the chances are it was used primarily for short trips. That kind of stop-and-go driving is much more wearing than 20,000 yearly miles of primarily highway operation with proper maintenance. The reason is that the engine rarely gets a chance to warm up to normal operating temperatures on short runs.

And you can never assume that a car's odometer figures are correct. Even

*continued*

**There's more to getting a good used car than finding a seller with an honest face. Know what to check to save headaches.**



*When starting the engine, look for excessive smoke, which may mean a small leak or big trouble.*

though federal law prohibits tampering with mileage figures, there are some shady characters out there who are willing to gamble to turn a few extra bucks.

Examine the odometer carefully. If the figures are out-of-line, even slightly, consider this a warning signal. It isn't always the case — some odometers are misaligned when new. But one that has been tampered with will always be that way.

If you have any doubts, check under the dashboard where the cable joins the speedometer. If you see greasy fingerprints or mangled clamps or fasteners, it's a pretty good bet someone has tampered with the unit.

If the car passes these tests, proceed to the accessories. Check everything you can get your hands on — the radio, windshield wipers, windshield washer, dome and dashboard lights and, with the engine running, the air conditioning and heater. If the radio is AM-FM, check both bands since one can work without the other. If a CB unit is included, break on channel 19 to make sure it's both transmitting and receiving.

Check all external lights — high and low beams, turn signals, brake lights, warning signals and side markers. If you don't have a friend along, ask the owner

to help as you observe from the outside of the car.

And while you're out there, carefully examine the car's exterior for evidence of rust damage in such vulnerable areas as around the bottom of the doors (open them and also check the sills), the rocker panels and the bottom of the rear fenders.

**L**ook for indications of repair or repainting of body panels. Sighting lengthwise along the side of the car often reveals slight ripples, indicative of body work. Since accidents happen and most of them are minor, it isn't enough to cause you to immediately reject a car that has had body repair. You can often determine the difference between major and minor damage by examining the other side of such panels as fenders, hood or trunk for more serious structural damage.

Check the chrome trim, especially the edges, for evidence of paint. If the entire car has been repainted, be aware, because a late-model car should not require it under normal conditions.

Check the tires carefully, including the spare. Inspect the tread. Uneven wear may indicate that front-end alignment work is needed. If the front tires look good and the rear ones show uneven wear, the seller may have switched them to cover up the problem. Alignment itself isn't all that expensive, but it often requires replacement parts and that can run into money.

This kind of needed service might also indicate that the previous owner neglected other maintenance such as tune-ups, oil changes and chassis lubrications.

If the tires are just plain badly worn, you'll have to figure on buying new ones and it might be a good idea to reduce your offer by a comparable amount should you decide you want the car.

And don't forget the trunk. A worn spare or a missing jack will cost you later. And examine the interior. A beat-up liner could indicate the car was used to haul rocks or logs or some other heavy item on a regular basis, putting undue strain on the drivetrain.

Push down hard on all four corners of the car to check the shock absorbers. If the car bounces more than twice, the shocks probably need replacing. Next, stand back and make sure the car is level. If it isn't, a spring may be broken or sagging and need replacing.

Next, open the hood. The following checks are the most important because these are the areas of repairs that cost the most. If everything is spanking clean, be cautious. Very few car owners

are so fastidious as to keep the engine bay spotless, although it's a good idea because it reduces operating temperatures and cuts engine wear in the long run.

There should be minimal amounts of dirt, grease and grime. Excessive amounts could indicate one or more oil leaks. Examine the fan and accessory belts at the front of the engine. If they're worn, they'll have to be replaced. Squeeze the hoses. If they're mushy, new ones are necessary.

Examine the battery. Pull the caps (unless it's maintenance-free) and make sure the plates are covered. If not, it could be another indicator of improper maintenance, as could excessive corrosion around the posts and clamps. Make sure the cables are tight and in good condition.

Check the radiator for any signs of discoloration which could indicate a leak. By the way, if the radiator has been recently painted it might indicate deception.

With the engine off, pull the dipstick to check the oil level. If it's slightly low, that should be of no concern. But if it's down by more than a quart, this could indicate excessive consumption or a major leak. Unless it was just changed, it will not appear clean. This is because dirt particles are suspended in modern detergent oils so as to remove them at oil-change time. Rub some of the oil between your thumb and forefinger. If it feels excessively gritty, the oil probably hasn't been changed in a while.

Next, start the engine and look for smoking, which indicates a leak. If the car has an automatic transmission, this is a good time to pull the transmission dipstick to check both the fluid level and color. Most transmission fluids



Pay attention to dripping oil, freshly painted radiators, and suspiciously clean engines.

are a cherry red (some Ford products use a deep purple fluid). Discoloration could indicate imminent transmission problems.

Now it's time for a test drive to check steering, transmission, engine and braking performance. If there is no power steering, test the play in the steering wheel while the car is standing still — more than two inches indicates wear in the steering linkage.

**P**ower steering should be tested while driving the car. Make several sharp turns to the right and left. If the steering stiffens up or if there's an unusual noise, something is amiss.

If it has automatic transmission, it should shift smoothly and solidly. Any

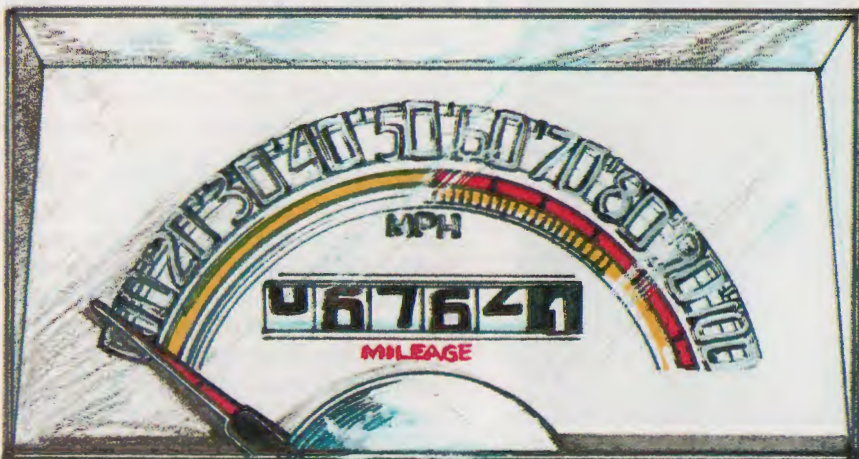
jolts or hesitation indicate expensive problems. With manual transmissions, shift through all the gears on both acceleration and deceleration, listening for unusual noises from the clutch, gearbox or rear end.

When you return from the test drive, apply the emergency brake and put the transmission in neutral. After letting the engine idle for a couple of minutes, step hard on the gas pedal a couple of times while watching the rear-view mirror for signs of excessive smoke. This might indicate a need for something as minor as a carburetor adjustment or something as major as an engine overhaul.

If you have any doubts at all, the car should be checked by a mechanic before you even give a deposit. Any dealer or private seller who won't agree to this is trying to hide something. If you have a regular mechanic, he'll probably check it for nothing. Otherwise it could cost you up to \$25, but that's well worth it, if the car has serious ills.

A couple of other points. First, you'll probably get a better price for the same car from a private seller since dealers have overhead to contend with. Secondly, avoid the so-called 50/50 guarantees if you buy from a dealer. That's where you pay for parts and they pay for labor. They charge list price for the parts which they bought wholesale and have the mechanics do the work on down time when they have nothing else to do.

Taking the time to check out a used car both personally and professionally will help make sure you'll like what you've bought, because once you've bought it, it's yours. ○



Out-of-line odometer numbers are a warning that mileage figures may have been changed.



*From his executive suite, Bob Kinney oversees General Mills' diversified mix of packaged food items, clothing, games, toys, restaurants and furniture.*

*The Sun director who commands General Mills*

# E. Robert Kinney

**B**ob Kinney, 62, a Minneapolis businessman, struggled down the aisle of the plane, spotted an empty seat and fell wearily into it.

He was returning home from a football game in New Orleans.

Four decades earlier, Bob Kinney was a 128-pound quarterback at Bates College and, while he never could be mistaken for a gridiron warrior, he's a sure tackler in a football trivia game.

He began talking football with the

---

by Bob Finucane

---

man in the next seat who, it seems, also was flying back from the game. As the plane punctured the cloud cover, Mr. Kinney's companion asked — with the bewildered air of a man accustomed to instant public recognition and not getting it — “Don't you know who I am?”

“No, I don't. Should I?” Mr. Kinney answered and asked.

“I'm Howard Cosell.”

Mr. Kinney's recollection of the incident stops there, but if the loquacious Mr. Cosell was on his game it's unlikely he gave his patter partner a chance to introduce himself: E. Robert Kinney, chairman and chief executive officer of General Mills, Inc.

“I don't watch that much television,” is the way Mr. Kinney shrugs off his

failure to recognize America's most/least popular sports announcer.

"When you're dealing with scores of operating companies, it means doing a lot of work at home each evening."

Last May, E. Robert Kinney was elected a director of Sun Company, Inc., a corporation dipping into the diversification waters as a hedge against the day it drills for oil and finds none. He feels comfortable in the Sun board room because, just as Sun is more than oil, General Mills is more than flour — it's furniture, clothing, toys, restaurants, cereals, bubblegum and coins.

**H**is early assessment of Sun: Huge and complex. He finds Washington's interest in the petroleum industry no less aggravating than the interest it takes in the food business. "Food and fuel," Mr. Kinney muses. "Everyone throws rocks at them."

On the Sun board, Mr. Kinney serves on the compensation and audit committees, where his experience during a three-year stint as General Mills' chief financial officer is not wasted.

In *Fortune*, Mr. Kinney was once described as having "good, gutsy, Maine business sense." He was born there, in 600-citizen Burnham, in 1917. His father was a farmer and horse trader. Maybe Bob Kinney inherited some of the shrewdness usually associated with the latter activity, because at 24 he borrowed \$300 to start his own business.

This was after Bates College ('39) and Harvard Graduate School prepared him for the cruel world. The borrowed \$300 funded an idea: Packaging crab meat. In those days, lobstermen threw away the crabs that invaded their pots. Mr. Kinney proposed a trade — pennies for crabs — and in 10 years his company, North Atlantic Packing, was grossing \$2 million.

It was a short crawl from the crab company to the Gorton Corp., an old-line fish company which Mr. Kinney joined in 1954. He coaxed Gorton into convenience foods (fish sticks, pre-cooked dinners) and in four years was president. By 1968, Gorton's sales were \$72 million, seven times as much as when Mr. Kinney arrived.

At about this same time, Gorton merged with General Mills and within 10 years the boy from Burnham was General Mills' chairman and chief executive officer.

Mr. Kinney's career game plan never

included becoming coach of a team with such stars as Betty Crocker, Wheaties, Cheerios, Gold Medal, Lionel, Izod, Monopoly, Bisquick and Ship 'n Shore.

"As a matter of fact," he says, "when I was shifted from line executive vice president in consumer foods to staff financial responsibility, I said to myself, 'Well, this is it for ol' Kinney.'"

It was one of few times he's been wrong.

The past five years represent the greatest growth period in General Mills' 51-year history — a period which corresponds roughly to Bob Kinney's tenure at the top.

He predicts that in the next five years the General Mills employee population will grow to 100,000 from its present 65,000, reflecting an anticipated in-

crease in sales of almost 50 percent.

Mr. Kinney, proud of the traces of his New England accent ("Hope I never lose it!"), works 10-hour days at General Mills' corporate headquarters in Golden Valley, Minn. Once home, he's in bed by 10 p.m., reads until 11, then rises at 6 a.m. for three miles of in-place biking in his suburban Minneapolis home.

He took up skiing at 42 and has enjoyed the sport not only on most of the challenging U.S. slopes but in Europe, as well. He plays tennis once a week, golf once a year.

"Golf seems to take all day," he explains. "Tennis is bang-bang."

A Minnesota Vikings football fan, Bob Kinney finds soccer stealing away a lot of his attention. "It's faster than football."

*continued*



*Taking a break with his cat, Joe, after working his typical 10-hour day, Mr. Kinney relaxes on sun deck at home in suburban*

*Minneapolis. Mr. Kinney got his first taste of the food company business in early 1940s as founder of a Maine crab meat packaging firm.*

*Bob Kinney, a firm believer in corporate diversification, has led General Mills to the greatest growth period of its 51-year history.*



*Growing plump, red tomatoes recalls summer memories of Mr. Kinney's Maine boyhood on the farm in Burnham. In the Betty Crocker kitchens (right), Mr. Kinney and home economist Sally Ashby discuss flour absorption tests for a new cookie recipe. Strolling with his wife, Margee, Mr. Kinney enjoys a flower at home as much as he does flour at his General Mills office.*

A Kinney friend is Vice President Walter F. Mondale. "It becomes Air Force Two when the vice president steps aboard," says Mr. Kinney of the plane in which he accompanied the Vice President to Israel last year.

Although Mr. Kinney is recognized as one of the country's most able executives and boasts membership on some of the most important boards in the United States, his name rings no bells with John Doe. Nor will his prestigious assignment in 1980 — national chairman of the U.S. Savings Bonds campaign — raise his profile measurably.

But Bob Kinney understands. Not only is his not a household name but his company is often confused with General Foods.

Originally just a flour company, General Mills had sales last year of over \$1 billion in non-flour-related goods. This included \$600 million in games — Monopoly, Clue, Star Wars figures, Play-Doh, Lionel trains.

"But nobody associates those products with us," Mr. Kinney emphasizes.

Obviously. Given Bob Kinney's record of success in the business world, it's clear he doesn't play games at work. ○





## Focus On People



### No fish story

Carl Miller tells some big fish stories, not about the ones he catches but about the ones he lets get away.

Take the time he pulled a 14-foot shark up to his 17-foot boat.

"It made me nervous," says Mr. Miller. "One swish of his tail and I could have been thrown overboard like a piece of balsa wood."

Why, then, was he so interested in having a 14-foot shark, or any shark for that matter, as a companion?

"I belong to the American Littoral Society," he explains. "We help preserve wildlife along coastal areas, especially the marshlands around Long Beach Island, just above

Atlantic City, N.J., where many fish spawn.

"We put identification tags on fish, mostly flounder, to study their eating and migration habits."

Mr. Miller, who spends much of his leisure time at the shore, is an area manager for the Philadelphia Division of Sunmark Industries, the marketing arm of Sun Company.

He also tags sharks for the National Marine Fisheries Services.

"The United States is the only country that doesn't catch sharks for food," says Mr. Miller. "If we ever do, we'll learn a lot more about their migrating and mating cycles."

Mr. Miller doesn't tag all the fish he catches. But he still gets more pleasure telling fish stories about the ones he lets get away than about the few he takes home. ○



**Sun Magazine**  
1608 Walnut Street  
Philadelphia, Pa. 19103



*In Canada, it's now ...*

**SUNCOR**

The newest addition to the Sun family of organizations, Suncor Inc., results from the amalgamation of the fully integrated Sun Oil Company Limited and Great Canadian Oil Sands Ltd., Sun's pioneering effort to extract oil from Alberta's tar sands. Suncor is structured into two operating groups. The Resources Group is responsible for searching for, developing and producing natural resources. The Sunoco Group procures and refines crude oil into petroleum and petrochemical products and markets them in Canada and abroad. Heavy oil development, research into utilizing solar energy, and fulfillment of social and economic responsibilities in the Canadian human environment are among the goals of Suncor, now Canada's fifth-largest integrated oil company.

SEPTEMBER 7TH

# Super Senior Sunday

ON THE PARKWAY

ATTENTION ASSIGNMENT EDITORS AND EDITORS OF AMUSEMENT,  
ENTERTAINMENT, WEEKEND, LIFESTYLE AND SENIOR CITIZEN SECTIONS

Philadelphia, Pa., July 7--Super Senior Sunday, a unique street fair which last year attracted more than 125,000 senior citizens and their friends, will be staged on Sunday, Sept. 7, from noon to 7 p.m. at Benjamin Franklin Parkway in Philadelphia.

Specifically designed for people over 55, their friends and their families, Super Senior Sunday will feature special food, entertainment and exhibits, all with the elderly in mind.

The event is hosted by Sun Company on behalf of "Over Easy," the daily Public Broadcasting Service program dealing with the problems of aging.

(More complete information--including maps, transportation routes, booth locations, exhibitors' lists, special events and a schedule--will be forthcoming. Should you require additional information or should you want to begin scheduling interviews, please contact the Sun Company Press Relations Department, 1608 Walnut Street, Philadelphia, Pa, 19103, phone (215) 972-2516.)

-oOo-

Hosted by SUN COMPANY on behalf of the PBS television program OVER EASY.

SUN COMPANY, INC., 100 MATSONFORD ROAD, RADNOR, PA 19087

# Super Senior Sunday

SEPTEMBER 7TH

ON THE PARKWAY

FOR FURTHER INFORMATION CONTACT  
J. Edward Gebhart, Jr.  
(215) 972-2516

FOR RELEASE  
Immediately

SUPER SENIOR SUNDAY, A FUN DAY FOR THE ELDERLY,  
COMES TO PHILADELPHIA'S PARKWAY ON SEPTEMBER 7

Super Senior Sunday, a street fair for the young in heart -- regardless of age -- will be held Sept. 7, from noon to approximately 7 p.m., on Benjamin Franklin Parkway in Philadelphia.

Last year, the event attracted 125,000 Senior Citizens, their friends and their families. Organizers of this year's production confidently state Super Senior Sunday will be bigger and better than ever.

There will be more of everything -- more food, more information booths, larger, more extensive "health gardens," and more music than you can wave a baton at -- from Bluegrass to Big Band to Bach.

Hosted by Sun Company on behalf of "Over Easy," the Public Broadcast Service television show dealing with problems of the aging, Super Senior Sunday is open to everyone, with the emphasis on persons 55 and older. Frank Blair, veteran television commentator and host of the "Over Easy" show, will be in attendance.

Although there will be more than 40 informational booths catering to the elderly and "health gardens" where medical tests will be given, the main thrust behind Super Senior Sunday is to provide a day of fun for Senior Citizens.

Food -- everything from shish kebab to spare ribs to ravioli -- will be supplied by local restaurants and a number of area churches featuring the finest Italian, Japanese, German, Mexican, Middle East, Chinese, French, Spanish and Greek dishes. Special discounts will be given to holders of Medicare cards.

Hosted by SUN COMPANY on behalf of the PBS television program OVER EASY.

# Super Senior Sunday

SEPTEMBER 7TH

ON THE PARKWAY

SUPER SENIOR SUNDAY COMES TO PHILADELPHIA ON SEPTEMBER 7

Page 2

Entertainment will begin promptly at noon with a grand parade down the Parkway led by an outstanding local marching band, followed by authentic antique cars and a host of jugglers, mimes, magicians and clowns (many riding unicycles) who will perform among the crowd throughout the afternoon.

The grand finale will be provided by the Philadelphia Orchestra Retirees who will give a concert on the steps of the Art Museum about 5:30 p.m.

Before that, Seniors will be treated to concerts on stage by the Glenn Miller Orchestra, featuring original arrangements of the most famous group of the Big Band era, and the Phil Giordano Jazz Band, a locally-based 17-piece orchestra that specializes in Big Band and contemporary sounds.

For those who like to move to the music, three special acts have been arranged.

The famed Quaker City String Band will stage a mid-afternoon march down the Parkway, following which the band will perform in concert and instruct Seniors on how to do the Mummers' Strut.

Tracy's Family Band, featuring Bluegrass music, will teach and call square dancing during their on-stage performance.

John Koutsouros' Greek band -- featuring bazooki, doombah and guitar -- will play traditional Greek music and will teach simple folk dances.

And for those who want to be moved merely by listening, there will be a presentation on stage by the renowned 100-voice "Expressions of Love" gospel group from Germantown.

Hosted by SUN COMPANY on behalf of the PBS television program OVER EASY.



SEPTEMBER 7TH

ON THE PARKWAY

## INFORMATION BOOTHS

Philadelphia Corporation for Aging	Temple University
Mayor's Commission on Aging	University of Pennsylvania
State Department on Aging	Free Library of Philadelphia
Social Security	Cheyney State College
Veterans' Administration Center	Grey Panthers
Arthritis Foundation	National Assn. of Accountants
Catholic Social Services	Action Alliance of Senior Citizens
Jefferson Hospital	Pennsylvania Retired Persons Pharmacy
Fox Chase Cancer Center	Retired Senior Volunteer Program (RSVP)
Federation of Jewish Agencies	Pennsylvania Academy of Fine Art
Mature Temps (Employment Agency for the elderly)	National Retired Teachers Assn. (NRTA) & American Assn. of Retired Persons (AARP)
League of Women Voters/RCP	Philadelphia Museum of Art
Nutrition Information	Philadelphia College of Art
Cataract Research Institute	Save-A-Bit Energy Conservation
Over Easy (3 booths)	Medicare
Moss Rehabilitation Hospital	Foster Grandparents
Lions Club	OICs of America
Five-County Mental Health Dept.	Special Organizational Services (Financial advice for the elderly)
Philadelphia Fire Department	Senior Citizen Judicare Program
Philadelphia Police Department	

### TO THE MEDIA

The organizations listed above will have booths and will distribute information at Super Senior Sunday, a street fair for older persons, their friends and their families on Sept. 7, noon to 5 p.m., on Benjamin Franklin Parkway.

For additional information, please contact Sun Company Press Relations, 1608 Walnut Street, Philadelphia, Pa. 19103, or call (215) 972-2516.

Hosted by SUN COMPANY on behalf of the PBS television program OVER EASY.

SUN COMPANY, INC., 100 MATSONFORD ROAD, RADNOR, PA 19087

# Super Senior Sunday

SEPTEMBER 7TH

ON THE PARKWAY

## MUSIC MUSIC MUSIC

### SPECIAL ATTRACTIONS

\* The Glenn Miller Band, playing the late orchestra leader's greatest hits of the '30s and '40s

\* Philadelphia Orchestra Retirees, presenting a concert in front of Art Museum in final event of the day

\* Quaker City String Band, featuring a mid-afternoon march up The Parkway, a concert and instructions on the Mummers' Strut

### STAGED PERFORMERS

\* Expressions of Love Gospel Singers, a 100-piece group from Germantown

\* Al Leopold's Dixieland Band

\* Pennsylvania Opera Theater, five performers presenting excerpts from Offenbach's "La Belle Helene," a sellout last winter, and other popular light operas. A can-can segment will be featured

\* John Koutsouros' Greek Band, a three-piece group featuring bazooki, doombah and guitar. They will play traditional Greek music and teach some simple folk dances

\* Phil Giordano's Jazz Band, a 17-piece group based in Ardmore that plays Big Band sounds of the '30s and '40s, plus contemporary music

\* Tracy's Family Band, a Bluegrass group. In addition to their concert, the group will teach and call square dancing

\* Sounds of Sun, a Sun Company-sponsored group of singers and dancers

### TO THE MEDIA

All of the performers listed above will entertain at Super Senior Sunday, a street fair for the elderly on Sept. 7, from noon to approximately 7 p.m., on the Benjamin Franklin Parkway.

For additional information, please contact Sun Company Press Relations, 1608 Walnut Street., Philadelphia, Pa. 19103, or call (215) 972-2516.

Hosted by SUN COMPANY on behalf of the PBS television program OVER EASY.

SEPTEMBER 7TH

# Super Senior Sunday

ON THE PARKWAY

## THAT'S ENTERTAINMENT PART 2

### Staged Performers

- \* The Pastimers, a retiree band
- \* University of Pennsylvania Gymnasts, 12 gymnasts doing tumbling and trampoline work

### Unstaged (on the Parkway)

- \* Joe Bush, an organ grinder, with his monkey
- \* Gene Judd, magician (he'll also do a stage act)
- \* Barbara Gregson, mime, of "Theater Wunderwurm"
- \* Len Stackhouse, a clown on stilts. He'll also make and distribute balloon animals
- \* Fabrice Trombert and William Boney, mimes, of Kater Street Company
- \* First State Clowns, from Delaware. Five professional and three apprentice clowns will work the crowd and also will do two stage acts, one comedy and one magic
- \* Philadelphia Klown Alley, six professional clowns riding unicycles
- \* Dave Gilles and Fu, three jugglers specializing in comedy and magic

### TO THE MEDIA

All of the performers listed above will entertain at Super Senior Sunday, a street fair for older persons, their families and their friends on Sept. 7, from noon to approximately 7 p.m., on Benjamin Franklin Parkway.

For additional information, please contact Sun Company Press Relations, 1608 Walnut Street, Philadelphia, Pa., 19103, or call (215) 972-2516

Hosted by SUN COMPANY on behalf of the PBS television program OVER EASY.



# Super Senior Sunday

SEPTEMBER 7TH

ON THE PARKWAY

## FOOD GLORIOUS FOOD

The following ethnic restaurants, area church groups and vendors will supply food for an estimated 125,000 Senior Citizens, their friends and their families who are expected to attend Super Senior Sunday, Sept. 7, on Ben Franklin Parkway. Suppliers will either offer special discounts to holders of a Medicare card or will discount the entire menu in honor of the occasion.

### ETHNIC RESTAURANTS

PALUMBO'S NOSTALGIA RESTAURANT (Italian) -- Meatballs or Sausage-and-Peppers hoagie, Ravioli, Gnocchi.

MESON DON QUIXOTE (Spanish) -- Arroz Con Pollo (chicken and rice), Pollo Ajillo (chicken in garlic), Tacos, Cheese Cake, Soft Drinks.

CATERER "HANA" (Japanese) -- Teriyaki Beef, Yakitori (chicken on skewer), Sukiyaki on roll, Shrimp Tempura.

VIETNAM RESTAURANT (Vietnamese) -- Vietnamese Spring Roll, Crabmeat & Asparagus Soup, Wonton Soup, Deep-fried Crab Shuma, Fried Rice Combo.

MIDDLE EAST RESTAURANT (Middle East) -- Shish Kebab Sandwich, Kibbie Burger (wheat germ and lamb patty), Felafel in Pita Bread, Homus Tahini (chick pea dip), Bala Ghanvo (egg plant dip), Baklava and other pastries.

CONVERSATION TEAROOM (French) -- Authentic French Pastry (Napoleans, Apple Tart, Chocolate Tort, Beef Burgandy Bouchees), Sparkling Cider, Mineral Water.

ONASSIS (Greek) -- Gyrus Sandwich, Spanikopitia, Baklava, Tyropita.

### CHURCH ORGANIZATIONS

MOTHER OF DIVINE PROVIDENCE -- Sloppy Joes, Pitzells, Ice Tea.

EMMANUEL CHURCH OF GOD AND CHRIST -- Fried Chicken Sandwich, Ham Sandwich.

JONES TABERNACLE A.M.E. CHURCH -- Bar-B-Q Spareribs on Roll (with cole slaw), Meatball Sandwich, Fried Chicken Platter (with collards and potato salad), Fried Chick Sandwich (with cole slaw and potato salad), Hamburger, Desserts.

CAMPBELL A.M.E. GOSPEL CHORUS -- Fish & Chips, French Fries, Soda.

GESU CHURCH -- Whole Pies and Cake; also sold by the slice

Hosted by SUN COMPANY on behalf of the PBS television program OVER EASY.

SEPTEMBER 7TH

# Super Senior Sunday

ON THE PARKWAY

## STILL MORE FOOD

### CHURCH ORGANIZATIONS (Continued)

SAINTS MEMORIAL BAPTIST CHURCH -- Fried Chicken on a Bun with potato chips.

### VENDORS

ANTIQUUE RED WAGON -- Hot Dogs, Popcorn, Sodas.

YOUR BAKE COMPANY -- New York Style Cheesecake (plain, chocolate chip, amaretto almond), Carrot Cake.

JACK & JILL ICE CREAM -- Large cups, Candy Bars, Chocolate Covered Bananas.

REAL FOOD & CO. -- Shish Kebab on Pita (with the works), Shish Kebab on Stick (with Italian bread), Soft Pretzels with Melted Cheese, Snow Cones, Sodas.

BAGEL NOSH -- Bagels with butter, lox spread, chive spread, vegetable spread, cream cheese, tuna salad, chicken salad, egg salad.

THE YOGURT SHOPPE -- Dannon Yogurt, Yogie Hoagies (pita bread stuffed with vegetables, topped with yogurt sauce), fresh-squeezed lemonade.

PETERSON'S CANDY -- Old fashioned penny candy.

ORANGE JULIUS -- Orange, Peach, Pineapple and Strawberry flavors; California Corn Dogs, Potato Chips, Crackers.

B-WELL BRAND FOODS -- A variety of fresh fruit juices.

LEMONADE/ORANGEADE -- Lemonade and orangeade.

FRESH FRUIT BOWL -- A bowl of fresh fruit.

FUNKY FUNNEL CAKE -- Funnel cake.

### TO THE MEDIA

For additional information, please contact Sun Company Press Relations, 1608 Walnut Street, Philadelphia, Pa. 19013, or call (215) 972-2516

Hosted by SUN COMPANY on behalf of the PBS television program OVER EASY.



SEPTEMBER 7TH

ON THE PARKWAY

## HEALTH GARDENS

During Super Senior Sunday (Sept. 7, noon to 5:30 p.m. on the Parkway) two Health Gardens will be maintained for the benefit of Senior Citizens. The "Gardens" will be staffed by the following area agencies:

- \* Philadelphia Health Management Corporation  
(Providing emergency demonstration techniques in CPR)
- \* Thomas Jefferson University Hospital  
(Blood pressure readings)
- \* American Diabetes Association  
(Sugar count tests)
- \* Elwyn Institutes  
(Hearing tests)
- \* Wills Eye Hospital  
(Screening for glaucoma)
- \* Genetic Disease Center of Pennsylvania Hospital  
(Tests for sickle cell anemia)
- \* American Cancer Society  
(Various tests)

### TO THE MEDIA

For additional information, please contact Sun Company Press Relations, 1608 Walnut Street, Philadelphia, Pa. 19103, or call (215) 972-2516

Hosted by SUN COMPANY on behalf of the PBS television program OVER EASY.

# Super Senior Sunday

SEPTEMBER 7TH

ON THE PARKWAY

For Further  
Information Contact:

Joanne Peterson-  
(215) 972-2517

## PUBLIC SERVICE ANNOUNCEMENT

Time: 10 seconds  
Subject: Super Senior Sunday  
Date of Event: September 7, 1980

Older people, their families and friends, are invited to SUPER SENIOR SUNDAY, a giant street fair on September 7th from noon to 7 p.m., along Philadelphia's Benjamin Franklin Parkway.

Hosted by SUN COMPANY on behalf of the PBS television program OVER EASY.

SUN COMPANY, INC., 100 MATSONFORD ROAD, RADNOR, PA 19087

# Super Senior Sunday

SEPTEMBER 7TH

ON THE PARKWAY

For Further  
Information Contact:

Joanne Peterson-  
(215) 972-2517

## PUBLIC SERVICE ANNOUNCEMENT

Time: 30 seconds  
Subject: Super Senior Sunday  
Date of Event: September 7, 1980

Looking for something to do on Sunday September 7th from noon to 7 p.m.? Come on down and watch Philadelphia's Benjamin Franklin Parkway come alive with the second annual SUPER SENIOR SUNDAY, a giant street fair for older folks, their families and friends. The fair will feature more than 80 booths including free health testing, food, music, dancing and information of interest to older folks. Plenty of fun for everyone, just look for the hot air balloon on the Parkway. That's SUPER SENIOR SUNDAY, September 7th, from noon to 7p.m.

Hosted by SUN COMPANY on behalf of the PBS television program OVER EASY.

SUN COMPANY, INC., 100 MATSONFORD ROAD, RADNOR, PA 19087

# Super Senior Sunday

SEPTEMBER 7TH

ON THE PARKWAY

For Further  
Information Contact:

Joanne Peterson-  
(215) 972-2517

## PUBLIC SERVICE ANNOUNCEMENT

Time: 30 seconds  
Subject: Super Senior Sunday  
Date of Event: September 7, 1980

Philadelphia's Benjamin Franklin Parkway will come alive on September 7th, from noon to 7 p.m. with SUPER SENIOR SUNDAY, a giant street fair for older people, their families and friends. More than 80 booths will feature food, music, dancing, and information of interest to older folks. Free health testing for high blood pressure, cholesterol and glaucoma. Young people will enjoy the day, too. Come on down to SUPER SENIOR SUNDAY--look for the big hot air balloon and have a great time. That's Sunday, September 7th, from noon to 7 P.m. on the Parkway.

Hosted by SUN COMPANY on behalf of the PBS television program OVER EASY.

# Super Senior Sunday

SEPTEMBER 7TH

ON THE PARKWAY

FOR IMMEDIATE RELEASE

FOR ADDITIONAL INFORMATION, CONTACT  
Ed Gebhart (215) 972-2516

## MONKEY HABIT HARD TO BREAK FOR JOE BUSH

WILLINGBORO, N.J. -- There's a monkey on Joe Bush's back, and the habit is getting harder to break.

The habit happens to be organ grinding...a dying art, and the monkey on Bush's back is George, a 10-year old, white-faced Capuchin who shakes your hand while he steals your heart.

Bush and his monkey will be grinding their way down Philadelphia's Benjamin Franklin Parkway from noon to 7 p.m., on September 7, at Super Senior Sunday.

Hosted by Sun Company on behalf of "Over Easy," the Public Broadcasting Service television show dealing with problems of the aging, the event last year attracted 125,000 Seniors, their friends and families.

The Parkway festivities will include crafts, health tests, more than 40 informational booths for Seniors, ethnic foods from local restaurants and area churches and music. A special attraction is the Glen Miller Band playing hits from the '30s and '40s.

Bush, known professionally as "Guiseppe Boscio," began his love affair with the art of organ grinding four years ago at a TV station (WHYY-Philadelphia) where he was working as a camera man.

Hosted by SUN COMPANY on behalf of the PBS television program OVER EASY.

ADD 1 -- Monkey Habit Hard to Break

"People at the station kept telling me I looked like an organ grinder with my mustache," Bush said, twirling his now perfect handlebar. As the comments grew, so did Bush's curiosity. But a year of exhaustive research and financial setbacks threatened to cool the romance. "I spent thousands of dollars on research and travel to find the right equipment," he said. Finally, Bush began to piece together his act. He collected material from the Hunt Circus in Florida, and from libraries and archives across the country. His dad found an old organ grinder in a relative's attic, but an antique dealer in Virginia sold Bush the grinder he uses in his act today. Dating back to 1904, it plays music from the turn of the century: "O Sole Mio," "The Side Walks of New York," and "Little Brown Jug."

To complete the love triangle, Joe still needed a monkey. "I bought George from a Media (Delaware County) family for \$500," he said. "It took two years to train George but the routine is perfected." While Bush grinds his organ and talks to his audience, George is busy shaking hands, collecting coins and occasionally untying shoelaces.

Not all monkey business, Bush has lectured on the historical significance of organ grinding at women's clubs and college groups. "It's a dying art," he said, "There are only eight professional organ grinders in the country, only 20 organ grinding machines and very few trainable monkeys for this type of work."

Unable to survive on the income he earns as a performer, Bush operates a family restaurant in Maple Shade, N.J. He's also appeared on TV and in magazines to earn extra money. Bush, 39, and very self-motivated, is in this business for life. "I'll do whatever it takes to earn a living," he said.

Monkey business? Sure. But more a love affair the audience will remember.



# Super Senior Sunday

SEPTEMBER 7TH

ON THE PARKWAY

FOR RELEASE IMMEDIATELY

FOR ADDITIONAL INFORMATION, CONTACT  
Ed Gebhart (215) 972-2516

LOSS OF HEARING CAN AFFECT  
YOUNG PEOPLE AS WELL AS OLD

PHILADELPHIA -- The first signs of hearing loss in the young or old, may be the need to turn up the radio or TV or to ask people to repeat what they said.

"Eventually, the person may withdraw from all social contact because they can't hear. This could lead to psychological problems," said Betty Ungar Needleman, an audiologist with the Elwin Institutes.

The Institutes, a non-profit organization that provides a wide variety of services to the elderly and handicapped, will be giving free hearing screenings at Super Senior Sunday, Sept. 7, on Benjamin Franklin Parkway from noon to 7 pm.

In addition to two health gardens, Super Senior Sunday will feature more than 40 informational booths geared to problems of the aging, a wide variety of ethnic foods, a host of street entertainers and plenty of music ranging from Bluegrass to Bach and including a performance by the famous Glenn Miller Band. The gigantic street fair is hosted by Sun Company on behalf of

Hosted by SUN COMPANY on behalf of the PBS television program OVER EASY.

ADD 1 -- Loss of Hearing

"Over Easy," the Public Broadcast Service television show dealing with elderly people.

Hearing loss occurs in most people as they get older. Special cells die and aren't replaced.

The loss might be minor. An individual might not be able to hear the high notes of a flute. Or, the loss could be major and result in severs, with drawl with its accompanying psychological problems, Needleman said.

At Super Senior Sunday, people will be offered free preliminary screening tests. They will be asked to put on a set of headphones and signal the audiologist when they hear certain sounds and tones.

"If they show signs of a problem, we will refer them to a hearing center or to a doctor," she said. "The problem might be nothing more than a build-up of wax in the ear. If that's the case, a visit to their doctor will handle the problem."

If the subsequent visit indicates a more serious problem, further professional advice may be necessary.

People who work in noisy environments are particularly prone to hearing problems. For one reason or another -- usually vanity -- people won't wear protective plugs, she said.

"And some think that it can't happen to them. Well, it (loss of hearing) can happen to anyone. Ear structures are the same in everybody and hearing loss can occur in anyone," she added.

It's also vanity that keeps many people from going for medical help. They dislike the idea of wearing a hearing aid, even if it will help them.

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NO CURE, BUT GLAUCOMA  
CAN BE CONTROLLED

PHILADELPHIA -- Some forms of glaucoma, though they cannot be cured, can be controlled if discovered early enough.

That's why it is vital everyone over 50 have their eyes tested for it every year, says Dr. Richard Wilson, a surgeon on the Glaucoma staff of the Wills Eye Hospital.

Medical personnel from Wills will be giving free glaucoma tests at Super Senior Sunday, Sept. 7, on Benjamin Franklin Parkway from noon to 7 p.m.

In addition to the free tests in two "health gardens," Super Senior Sunday will feature more than 40 informational booths for the elderly, a wide variety of ethnic foods, a host of street entertainers and practically non-stop music ranging from Bluegrass to Bach and including a performance by the famous Glenn Miller Band. The gigantic street fair, which last year attracted 125,000 is hosted by Sun Company on behalf of "Overy Easy," the Public Broadcast Service show dealing with problems of aging.

There are between 20 and 30 types of glaucoma, but most people need concern themselves with the two most common, "open angle" and "angle closure" glaucoma.

Hosted by SUN COMPANY on behalf of the PBS television program OVER EASY.

ADD 1 -- No Cure

Glaucoma is a condition in which the fluid normally secreted inside the eyeball cannot escape. The resulting pressure blocks the supply of blood to the eye, eventually leading to damage to the optic nerve.

"The symptoms of open angle glaucoma are very subtle and difficult for the patient to notice," Dr. Wilson said. "They include a narrowing of the visual field and black spots. These are often noticed when a person reads."

Angle closure glaucoma is easier to diagnose. The patient usually feels pain. Lights tend to have a colored "halo" around them. Also, the eyeball is red.

This form of glaucoma occurs over a short period of time and must be treated by operation within a few days if total blindness is to be avoided.

Dr. Wilson said that three ophthalmologists (medical doctors who specialize in treating eyes) are on duty 24-hours a day. A person who suffers from symptoms of angle closure glaucoma should immediately contact the emergency room if unable to contact an ophthalmologist.

On Super Senior Sunday, professionals from Wills Eye Hospital will measure the interocular pressure using a device that can also be used to assess the condition of the optic nerve.

"We will be able to assure people that their eyes are good. But if the pressure is raised, we can advise people to see an ophthalmologist," Dr. Wilson said.

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SEPTEMBER 7TH

ON THE PARKWAY

HELP WANTED

WANTED: 350 Sun Employees, families and friends to make Super Senior Sunday a success. Applicants will be 16 years of age or older and be willing to have a lot of fun on the Benjamin Franklin Parkway between noon and 7 p.m. on Sunday, September 7.

If you are interested in helping out and enjoy making good things happen, please complete the form and send it to your local Super Senior Sunday representative.

Walter Pew III  
Bob Rowe  
Norma Young  
Olive White  
Dick Agnew  
Don Verdiani  
Bruce Williams

Wayne, ext. 302  
Marcus Hook, ext. 1177  
Radnor, ext. 6481  
Valley Forge Bldg. #6, ext. 263  
Valley Forge South, ext. 15  
Phila., 14/1608, ext.4836  
Radnor, ext. 6461

SENIOR SUNDAY PERSONNEL ASSIGNMENTS

Name: \_\_\_\_\_

Company/location: \_\_\_\_\_ Extension: \_\_\_\_\_

Residence Phone: \_\_\_\_\_

For office use only:

Assignment: \_\_\_\_\_

Report to: \_\_\_\_\_ at: \_\_\_\_\_ am/pm

Contact Person: \_\_\_\_\_

Hosted by SUN COMPANY on behalf of the PBS television program OVER EASY.

## ACTIVITIES

Horseshoe demo., kite-making demo., home repairing, clown painting, silkscreen painting on tee shirts, needlepoint/knitting/crocheting demo., gardening, mask making, chess matches, woodcarving.

## ENTERTAINMENT

Al Leopold-Dixieland Band, Contemporary Brass Quintet, Pan's Puppets, Glenn Miller Orchestra, First State Clowns, The Phila. Musical Society, University of PA Tumblers, Lawrence Judd-Magic shows, Britten Management-performing clowns, Tracy's Family Band, Barbara Gregson-street mime, John Koutsouros-Greek band, Phil Giordano's Jazz Band, Dave Gilles and Fu-jugglers, Fabrice Trombert-street mime, William Boney, street mime, Margery Samoff-performance from "La Belle Heline", Len Stackhouse- clown on stilts, Quaker City String Band, Joe Boscio Bush-organ grinder and monkey.

## HEALTH GARDENS

Phila. Health Management Corporation--emergency demo. techniques in CPR, Thomas Jefferson University Hospital--blood pressure readings, American Diabetes Association--Sugar count tests, Elwyn Institutes--hearing tests, Wills Eye Hospital--screening for glaucoma, Genetic Disease Center of Pennsylvania Hospital--tests for sickle cell anemia, American Cancer Society--various tests.

## FOOD

Antique Red Wagon, Mel Fisher-lemonade/orangeade, Mel Fisher-fresh fruit bowl, Your Bake Co.-NY style cheese cake, Jack & Jill Ice Cream, Larry Tindal-Real Food & Co., Bagel Nosh-everything on a bagel, Dannon Yogurt Shoppe, Peterson's Candy of MacDade Mall, Inc.-orange julius, Peterson's Candy of MacDade Mall, Inc.-old fashion penny candy, Middle East Restaurant, Jones Tabernacle A.M.E. Church, William Burwell-B-Well Brand Food-fruits & juices, Mrs. Guong M. Tran-Vinh Hoa Vietnam Restaurant, Meson Don Quijote, Nostalgia Rest., Campbell A.M.E. Gospel Chorus-fish Saints Memorial Baptist Church-chicken, Onassis Restaurant-Gyros sandwich, Funky Funnel Cake, Conversation Tearoom, Mother of Divine Providence-sloppy joes, Emmanuel Church of God and Christ-fried chicken, Gesu Church-pies and cakes.

## BOOTHS

Medicare, Mayor's Commission on Aging, Pennsylvania Dept. on Aging, Social Security, Veteran's Administration, Adult Foster Care Program--Asian-American Elderly Project and Project HEAD II, Arthritis Foundation, Catholic Social Services--Community Svcs. on Aging, HEAD--Retired Sr. Volunteer Program-West, Thomas Jefferson Univ. Hospital--volunteer services, Fox Chase Cancer Center, Counseling Services, Moss Rehabilitation Hospital--Travel Information Center, The Cataract Research Institute, Nutrition Information, Philadelphia Fire Department--Home Safety, Phila. Police Dept.--Crime Prevention, Mature Temps, Phila. Opportunity Industrialization Centers, Over Easy, Channel 12, WCAU-TV Consumer Information, Temple University--Inst. on Aging, University of Penna.--College of General Studies- Cheyney State College--Div. of Adult Education, Free Library of Phila., School District of Phila.--Div. of Adult Education, Gray Panthers, Foster Grandparents, Phila. Corp. for the Aging, National Assoc. of Accountants, Action Alliance of Sr. Citizens, Penna. Retired Persons Pharmacy, Retired Sr. Volunteers Program, National Retired Teachers Association/Amer. Assoc. of Retired Persons, Lions Club Activities, Special Organizational Services, Sr. Citizen Judicare Project, Penna. Academy of Fine Arts, Phila. Museum of Art, Responsible Citizenship Program and League of Women Voters, Save-a-Bit Energy Conservation.



FOOD

Antique Red Wagon, Inc.  
Hot dogs  
Popcorn  
Sodas

Your Bake Company  
NY Style Cheesecake  
Carrot Cake

Jack & Jill Ice Cream

Real Food & Co.  
Shish-ke-Bab on Pita  
bread w/works  
Sno cones  
Sodas

Bagel Nosh

The Dannon Yogurt Shoppe

Peterson's Candy of MacDade Mall, Inc.

Orange Julius of MacDade Mall  
Calif. corndog  
Fruit drinks

B-Well Brand Foods  
Fruit juices

Lemonade/Orangeade c/o Mel Fisher

Fresh Fruit Bowl c/o Mel Fisher

Funky Funnel Cake

Palumbo's Nostalgia Restaurant  
Meatballs or Sausage &  
pepper hoagie  
Ravioli and Gnocchi

Meson Don Quijote (Spanish food)

Vietnam Restaurant  
Crabmeat & asparagus soup  
Rice Combo

Middle East Restaurant  
Shishkebab sandwich  
Baklawa & other pastries

Conversation Tearoom  
French pastries  
Cider  
Mineral water or coffee

Onassis Restaurant  
Gyros sandwich

Mother of Divine Providence  
Sloppy Joes  
Pitzells

Emmanuel Church of God and Chris  
Fried chicken

Jones Tabernacle A.M.E. Church  
Bar-B-Q Spareribs  
Meatball Sandwich  
Fried chicken  
Hamburgers and Desserts

Campbell A.M.E. Gospel Chorus  
Fish & Chips

Saints Memorial Baptist Church  
Fried chicken

Gesu Church  
Pies and cakes

TOTAL POPULATION AND POPULATION 60+ BY STATE  
1978 ESTIMATE

State	Total Population	Number of Persons 60+	Percent Of 60+ To Total Population	Percent Distribution of Population 60+	Percentage of Population 60+ To Total Population	Population 60+	Total Population
Alabama	3,742,000	565,114	15.10	1.69	27	19	22
Alaska	403,000	18,455	4.58	0.06	51	51	51
Arizona	2,354,000	368,783	15.67	1.10	20	30	31
Arkansas	2,186,000	393,541	18.00	1.18	2	29	33
California	22,294,000	3,182,991	14.28	9.51	35	1	1
Colorado	2,670,000	328,945	12.32	0.98	47	33	28
Connecticut	3,099,000	496,164	16.01	1.48	19	25	24
Delaware	583,000	77,962	13.37	0.23	39	48	48
District of Columbia	674,000	99,548	14.77	0.30	30	45	45
Florida	8,594,000	1,952,990	22.73	5.83	1	4	8
Georgia	5,084,000	660,198	12.99	1.97	42	17	14
Hawaii	897,000	99,488	11.09	0.30	49	46	40
Idaho	878,000	125,737	14.32	0.38	34	41	41
Illinois	11,243,000	1,699,707	15.12	5.08	26	6	5
Indiana	5,374,000	782,592	14.56	2.34	33	12	12
Iowa	2,896,000	509,298	17.59	1.52	6	24	26
Kansas	2,348,000	401,013	17.08	1.20	9	27	32
Kentucky	3,498,000	535,103	15.30	1.60	22	22	23
Louisiana	3,966,000	517,190	13.04	1.54	41	23	20
Maine	1,091,000	181,958	16.68	0.54	14	36	38
Maryland	4,143,000	537,541	12.97	1.61	43	21	18
Massachusetts	5,774,000	969,039	16.78	2.89	11	10	10
Michigan	9,189,000	1,232,094	13.41	3.68	38	8	7
Minnesota	4,008,000	626,094	15.62	1.87	21	18	19
Mississippi	2,404,000	359,928	14.97	1.08	29	32	30
Missouri	4,860,000	841,103	17.31	2.51	7	11	15
Montana	785,000	118,352	15.08	0.35	28	43	43
Nebraska	1,565,000	268,783	17.17	0.80	8	35	35
Nevada	660,000	83,973	12.72	0.25	45	47	46
New Hampshire	871,000	132,570	15.22	0.40	24	40	42
New Jersey	7,327,000	1,178,863	16.09	3.52	17	9	9
New Mexico	1,212,000	148,124	12.22	0.44	48	38	37
New York	17,748,000	2,933,368	16.53	8.76	15	2	2
North Carolina	5,577,000	776,408	13.92	2.32	36	13	11
North Dakota	652,000	108,982	16.72	0.33	13	44	47
Ohio	10,749,000	1,581,547	14.71	4.72	32	7	6
Oklahoma	2,880,000	482,384	16.75	1.44	12	26	27
Oregon	2,444,000	398,850	16.32	1.19	16	28	29
Pennsylvania	11,750,000	2,067,004	17.59	6.17	5	3	4
Rhode Island	935,000	167,102	17.87	0.50	3	37	39
South Carolina	2,918,000	367,860	12.61	1.10	46	31	25
South Dakota	690,000	121,521	17.61	0.36	4	42	44
Tennessee	4,357,000	663,258	15.22	1.98	23	16	17
Texas	13,014,000	1,755,675	13.49	5.24	37	5	3
Utah	1,307,000	144,449	11.05	0.43	50	39	36
Vermont	487,000	74,000	15.20	0.22	25	49	49
Virginia	5,148,000	674,347	13.10	2.01	40	15	13
Washington	3,774,000	555,996	14.73	1.66	31	20	21
West Virginia	1,860,000	315,639	16.97	0.94	10	34	34
Wisconsin	4,679,000	750,211	16.03	2.24	18	14	16
Wyoming	424,000	54,377	12.82	0.16	44	50	50
TOTAL	218,065,000	33,486,269	15.36	100.00			

SOURCE: AoA-PI-79-12 and Current Population Reports (series P-25, No. 794, March 1979).

RD:fah  
10/16/79

NOTE: (i) Dade County has (310,622) and Pinellas county (279,398) by themselves more 60+ population than do 17 other states.

(ii) Broward county (257,093) alone has more 60+ population than do 16 other states.

### Size of Place and Urban-Rural Residence

The 1970 census showed a gradation in the proportion of persons 65 and over according to the size of the place of residence, excluding the farm population ("other rural" areas) and the urban fringe; the larger the place, the lower the percentage of elderly people. The highest proportion of elderly persons (13.6 percent) is found in small towns, i.e., rural places of 1,000 to 2,500 inhabitants (table 4-6). The next highest proportion is found in urban places of 2,500 to 10,000, followed in order by urban places of 10,000 to 50,000, central cities of urbanized areas, "other rural" areas, and the urban fringe. In the urban fringe young families with children predominate. One of the lowest percentages (9.6 percent) is found in "other rural" areas (i.e., the farm population).

The high percentage of aged persons in rural places of 1,000 to 2,500 may result from the high rate of out-migration of young people to the larger places. We should expect this reason to apply also to the "other rural" areas but apparently other factors are dominant. A higher birth rate in the farm population may account for some of the difference. More important, many farmers over 65 can no longer operate their farms and so they migrate, not to Florida or other distant States, but to the town closest to their farm.

Of the 20.1 million persons 65 and over in April 1970, over half (55 percent) lived in urbanized areas. Of the latter group about three-fifths (62 percent) lived in central cities and two-fifths (38 percent) in the urban fringe. Thus, about one-third (34 percent) of all aged persons lived in central cities. About one-quarter (27 percent) lived in rural areas.

The distribution of blacks diverged sharply from that for the population as a whole, principally in their concentration in central cities within urbanized areas. Of

the 1.6 million blacks 65 and over in 1970, about 950,000, or three-fifths (61 percent), lived in urbanized areas. Of the latter group 86 percent lived in central cities and 14 percent lived in the urban fringe. Thus, over half (52 percent) of all blacks 65 and over lived in a central city. About one-quarter (24 percent) lived in rural areas, mostly on farms.

The population of Spanish heritage 65 and over is very largely an urban population (86 percent in 1970), much more urban than whites as a whole or blacks at this age. Like the black population the population of Spanish heritage is heavily concentrated in central cities of urbanized areas (51 percent in 1970) and like the white population in general an important share lives in the urban fringe (20 percent). Correspondingly, the share in rural areas is much smaller (14 percent) than for the white population as a whole or the black population. Data from the Current Population Survey suggest that the urban-rural distribution of the elderly Spanish-heritage population is about the same in 1975 as in 1970.

### Summary Note

The following generalizations seem to describe the migration tendencies of the elderly in the United States. Their migration rates are relatively low; with increasing age, people migrate less. If the elderly do migrate, they generally go to various retirement areas within the United States, particularly Florida, or to rural places or small towns (from farms), the country of origin (if foreign-born), or other areas abroad (e.g., Mexico) to retire. On the other hand, they may remain "stuck" in rural hinterlands or large urban centers, particularly the deteriorated parts of these areas.

RR will speak FROM THE

" ROCKY " STEPS

You will hear from

JOHN GARLAND

PHILADELPHIA

"Successfully Coping"  
but fear... limits the  
lives..

SENILITY SOMETIMES REVERSIBLE, TASK FORCE ON AGING REPORTS (Cont.)

lectual functions, as well as loss of some physical abilities, normal aging "does not include gross intellectual impairment, confusion, depression, hallucinations, or delusions. Such symptoms are due to disease and indicate the need for diagnosis and treatment," according to the article.

Estimates indicate that approximately 10 percent of people over 65 show signs of intellectual impairment. A 1978 survey of nursing homes reported 50 percent to 75 percent of the residents were intellectually impaired.

Even those elderly patients who have irreversible conditions can be helped significantly by supportive therapy, reminders of orientation as to time and place and limited changes in surroundings, the task force said.

Reprints of the article, entitled "Senility Reconsidered," are available from Dr. Robert Butler, National Institutes of Health, Bethesda, Md. 20205. --Patrice Giancola

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AGING GROUP QUESTIONS SOME REPUBLICAN PLATFORM PLANKS

Platform positions affecting the elderly adopted at last week's Republican convention contained "noble goals but questionable remedies," according to a spokesman for the nation's largest elderly organizations.

Cyril Brickfield, executive director of the 12-million member National Retired Teachers Association and the American Association of Retired Persons, applauded the platform's emphasis on inflation control, but faulted its lack of specific policies to achieve the goal.

"To assume that the massive tax cuts proposed in the platform will by themselves stem inflation is absurd," said Brickfield. "Surely tax breaks that encourage savings, investment, productivity and real economic growth are needed, but the huge cuts recommended would likely compound the problem."

The platform does correctly identify inflation as the "cruellest" threat to the elderly's economic well-being, Brickfield said, noting it not only robs them of their personal security, but also undermines the financial soundness of such government support programs as Social Security.

The NRTA/AARP did endorse the platform's call for alternatives to institutionalization, especially home-based care for the elderly, and its strong support of Medicare and Medicaid programs.

But the group did note a failure to suggest anything other than "voluntary efforts" to deal with soaring health care costs.

"While the platform comes out against any mandatory health insurance program," Brickfield said, "it contains no proposal that would assure adequate health care protection for the millions of Americans with limited financial access to health care services."

The group also favored the platform's support for the elimination of mandatory retirement, its opposition to the Social Security earnings limitation and to taxation of Social Security benefits.

*Jean FYI RT*

### DEMOCRATS APPROVE PLATFORM PLANKS FOR ELDERLY

For the first time in their party platform, the Democrats have gone on record opposing all forms of age discrimination.

The platform also commits Democrats to eliminating mandatory retirement, according to Rep. Claude Pepper, D-Fla., chairman of the House Select Committee on Aging.

Pepper said the platform committee, which met recently in Washington, D.C., adopted many provisions relating to the elderly proposed by him and brought to the committee by Louisiana Democrat Lindy Boggs.

Pepper seemed especially pleased with the committee's adoption of the mandatory retirement provision. "With the surety of a guillotine, mandatory retirement severs productive persons from their livelihoods, their sense of self-worth and squanders their talents," said Pepper, who is the author of legislation that abolished forced retirement for federal employees and raised the age from 65 to 70 in private employment. Pepper is the sponsor of a bill in the current Congress to wipe out all mandatory retirement.

Social Security Platform writers also adopted strong language in support of the failing Social Security system and said government should maintain its commitment to the integrity of the federal retirement plan. The plank language describes Social Security as "the single most successful social program ever undertaken by the federal government." Democrats urged the government to remain committed to keeping benefits in step with inflation and opposed proposals to tax federal retirement benefits.

The platform also opposes raising the age for full Social Security benefit eligibility. Some proposed reforms have suggested the age be raised to keep more older workers on the payroll and to ease the strain in the Old Age and Survivors Trust fund.

The plank claims Democrats "have a covenant with the elderly to keep the Social Security trust fund sound and solvent." Democrats rejected the idea of taxing those benefits as a "violation of the inviolable contract with the elderly that the American government has made with its people."

Health Care Not surprisingly, Democrats also supported proposals in Congress to expand home health services to the elderly under Medicare and other health programs. "Visits from doctors, nurses and other health personnel are a cost-effective and necessary program for the elderly who often cannot travel to medical facilities," says the platform. "There must be adequate support systems, including occupational therapy, in the home and the community to make it unnecessary to institutionalize people who could lead productive lives at home."

Other platform language relating to the elderly calls for removal of various inequities against women and two-worker families in the Social Security system; adequate funding for energy assistance programs to the poor and elderly; condominium conversion policies that protect tenants, particularly the elderly; improved pension systems with improved portability from job to job; and continued progress toward better housing for the poor, elderly and the handicapped.

The platform planks covering the elderly have been endorsed by the Ad Hoc Leadership Council of Aging Organizations. "It is vital that these issues be addressed in the platform in order to underscore the Democratic Party's continued commitment to the interests and welfare of the nation's elderly," said Cyril Brickfield, chairman of the 22-member Leadership Council and executive director of the American Association of

# America's Elderly Must Begin Using Their Political Clout

By Sylvia Porter

Special to The Washington Star

In Miami, elderly voters are deeply concerned about the lack of housing within their affordable range — and the already severe housing crunch has been intensified by the influx of refugees from Cuba.

Voters 65 or older in Florida represent the largest bloc of this age group of any state in the nation; they will wield enormous power in November. These citizens also are worried about the rising number of

adequate means of transportation during evening hours and on weekends — a lack which ties them to their homes and leaves them unable to use even the free entertainment facilities available.

In Colorado, so rich in coal and minerals, the 65-and-over voters are disturbed by energy developers and young workers moving into the state on a great scale. What, they wonder, will be the impact of this new energy "gold rush" on inflation? How will development dilute their political clout?

And among other worries of the elderly: Their need for more home help services; the effect of taxation on pensions; the negative stereotypes about older citizens; the lack of pre-retirement planning; desire for training in techniques that will help stretch their food dollars; the

yearning for national health insurance . . .

From meetings held in communities across the nation this summer, these concerns have surfaced as the most urgent among our older citizens. From these meetings will come recommendations for the White House Conference on Aging in 1981.

And from this White House conference, alert observers expect some actions will emerge to help deal with these problems.

As the Democrats wind up their convention in New York City this week and the nation takes a breather before plunging into the pre-election hoopla, two points are becoming increasingly apparent:

First, that far too much political attention has been paid and still is being paid to the 18- to 24-year-olds — a large minority of voters, but still a minority.

Second, far too little has been paid and still is being paid to the older voter, from ages 45-54 on to 65-74. These voters go to the polls, no matter what the weather. What's more, they remember what the men and women they elect do and do not do to fulfill the pledges they made in their pre-election campaigns.

Here are figures from the Census Bureau showing the ages of citizens who say they voted in 1978. From 18-19 years, 18.4 percent; 20-24 years, 25.7 percent; 25-29 years, 33.5 percent; 30-34 years, 43.0 percent; 35-44 years, 50.1 percent; 45-54 years, 56.1 percent; 55-64 years, 61.2 percent and 65-74 years, 60.1 percent.

We are an aging nation. Gone is the era when the young could popularize the cry that no one over 30 could be trusted. The issues about which the citizens who vote care

most in this era are the cost of living; the sanctity of Social Security benefits; the chance for jobs; the safety of their private pension funds (if any); affordable housing; adequate transportation that they can afford it; decent health care; improved home care assistance . . . Look back at those issues which surfaced during this summer's community meetings. What more progress do you need?

Also from the age level of the voters themselves, you may anticipate greater efforts to eliminate entirely mandatory retirement age limits, except for health or other compelling reasons unrelated to the age of the retiree alone. You may look for strong drives to wipe out the retirement test, so that older persons will be able to work and thereby preserve their sanity, while still being eligible for Social Security benefits

Your  
Money's  
Worth

"store front" health clinics where elderly adults often receive substandard medical care by unlicensed doctors.

In Springfield, Ill., the elderly are concerned about shamefully inade-



**SELECT COMMITTEE  
ON AGING  
U.S. HOUSE OF REPRESENTATIVES**

**CLAUDE PEPPER, Florida, Chairman**

# NEWS

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**Subcommittee No. 2—Health and Long-Term Care**

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FOR RELEASE PMS TUESDAY, AUGUST 12, 1980

Washington, D. C., August 11 -- Rep. Claude Pepper (D-Fla.), Chairman of the House Select Committee on Aging, today addressed delegates to the Democratic National Convention in New York City, presenting the Party's platform plank relating to aging and human services.

"The 1980 Democratic platform stresses the commitment of the Party to protect the soundness and solvency of the Social Security System, to oppose taxation of Social Security benefits, and to work for total elimination of mandatory retirement and all forms of age discrimination," said Pepper. It was Pepper's bill, signed into law by President Carter in 1978, which eliminated mandatory retirement for Federal employees and raised the permissible mandatory retirement age for most private sector workers from 65 to 70.

Pepper's speech pointed out that "Democrats have reason to be proud of what we have done to make America a better land for our older citizens. But we know how much more must be done to honor our elder citizens as they deserve to be honored."

He praised President Carter's leadership on behalf of the aged, particularly with respect to assuring the fiscal integrity of the Social Security System, and contrasted the President's record with that of the Republican nominees.

"We know and the elderly of America know that the Republican Reagan-Bush ticket should run from their record on older Americans, not on it."

Pepper's speech represented the first major address on aging at a national convention. As well, it marked his first address to a Democratic convention in four decades.

Attached is the prepared text of Pepper's remarks:

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STATEMENT BY REPRESENTATIVE CLAUDE PEPPER, CHAIRMAN, HOUSE SELECT COMMITTEE ON AGING, BEFORE THE DEMOCRATIC NATIONAL CONVENTION -- AUGUST 12, 1980

MR. CHAIRMAN, MY FELLOW DELEGATES, MY FELLOW CITIZENS, WHEN THE LORD HANDED DOWN THE TEN COMMANDMENTS TO MOSES ON MOUNT SINAI, ONLY ONE GROUP DID HE SINGLE OUT FOR PEOPLE TO HONOR, THEIR ELDERS -- THEIR MOTHERS AND FATHERS. THE DEMOCRATIC PARTY HAS KEPT THAT COMMANDMENT. THE DEMOCRATIC PARTY TODAY SALUTES OUR 24 MILLION FELLOW AMERICANS -- AMERICA'S ELDERS. AS THIS DEMOCRATIC PLATFORM FORTHRIGHTLY PROCLAIMS, "NO GROUP IN OUR SOCIETY IS MORE DESERVING OF THE COMMITMENT AND RESPECT OF THE DEMOCRATIC PARTY THAN THE ELDERLY."

UNDER FRANKLIN D. ROOSEVELT AND A DEMOCRATIC CONGRESS, AMERICA LAUNCHED THE GREATEST SOCIAL PROGRAM EVER KNOWN TO ANY NATION, SOCIAL SECURITY. WE DEMOCRATS KNOW WHAT THAT SOCIAL SECURITY SYSTEM HAS MEANT AND WILL CONTINUE TO MEAN TO MANY MILLIONS OF AMERICANS. THEREFORE, I PROUDLY EMPHASIZE THE COMMITMENT THIS DEMOCRATIC PLATFORM MAKES TO THE ELDERLY OF AMERICA. I QUOTE, "WITH THIS PLATFORM, WE MAKE A COVENANT WITH THE ELDERLY OF AMERICA THAT AS WE HAVE KEPT THE SOCIAL SECURITY TRUST FUND SOUND AND SOLVENT IN THE PAST, WE SHALL KEEP IT SOUND AND SOLVENT IN THE YEARS AHEAD." I FURTHER GIVE ASSURANCE TO THE ELDERLY OF AMERICA THAT THE SOCIAL SECURITY SYSTEM IS NOT ONLY GOING TO BE SOUND AND SOLVENT, BUT THEIR SOCIAL SECURITY BENEFITS ARE NOT GOING TO BE TAXED. I QUOTE FROM THIS DEMOCRATIC PLATFORM. "WE, THEREFORE, STAND UNALTERABLY OPPOSED TO THE TAXATION OF ANY PORTION OF SOCIAL SECURITY BENEFITS."

TWO YEARS AGO A DEMOCRATIC ADMINISTRATION AND A DEMOCRATIC CONGRESS PASSED OUR LEGISLATION PROHIBITING ALL MANDATORY RETIREMENT ON ACCOUNT OF AGE IN FEDERAL EMPLOYMENT AND IN NON-FEDERAL EMPLOYMENT BELOW AGE 70. UNTIL THEN PEOPLE FROM ALL OVER AMERICA WERE TORN FROM THE JOBS THEY WERE DOING WITH DILIGENCE, DEDICATION, AND COMPETENCE FOR NO REASON BUT AGE. BUT WHEN PRESIDENT JIMMY CARTER SIGNED THAT BILL IN THE ROSE GARDEN OF THE WHITE HOUSE, I, AS CHAIRMAN OF THE AGING COMMITTEE WHICH INITIATED THIS LEGISLATION, WAS ABLE TO SAY, "MR. PRESIDENT, THIS IS A DAY OF EXHILARATION FOR MILLIONS OF AMERICANS BECAUSE WITH THE ENACTMENT OF THIS LEGISLATION, IN THE FUTURE WHEN

THE LORD SHALL BLESS OUR PEOPLE WITH A 65th BIRTHDAY IT SHALL NOT BE THE DEATH OF THEIR WORKING LIVES!"

AND WE DEMOCRATS, IN THIS PLATFORM, PLEDGE OURSELVES TO OUTLAW ALL FORMS OF MANDATORY RETIREMENT AT ANY AGE AND WE SUMMON THE AGING OF AMERICA TO MARCH INTO THE FRONT RANKS OF THEIR FELLOW CITIZENS IN THE EMPLOYMENT OF THEIR PROVEN SKILLS. WE KNOW THEY WILL THUS DO MORE FOR AMERICA AND LIVE LONGER TO ENJOY THIS GREAT AMERICA BY DOING SO.

WE DEMOCRATS HAVE REASON TO BE PROUD OF WHAT WE HAVE DONE TO MAKE AMERICA A BETTER LAND FOR OUR OLDER CITIZENS. WE ARE PROUD OF WHAT MEDICARE HAS ACCOMPLISHED. WE ARE PROUD OF THE HOUSING WE HAVE BUILT FOR THEIR ACCOMMODATION. WE ARE PROUD OF THE NUTRITIOUS MEALS ENJOYED EVERY DAY BY MILLIONS OF OUR FELLOW ELDER AMERICANS. BUT WE DEMOCRATS KNOW HOW MUCH MORE MUST BE DONE TO HONOR OUR ELDER CITIZENS AS THEY DESERVE TO BE HONORED. WE KNOW WHAT NEW PROGRAMS MUST BE PROVIDED AND WHAT EXISTING PROGRAMS MUST BE IMPROVED. AND WE COVENANT WITH OUR ELDER AMERICANS AGAIN THAT AS JOHN PAUL JONES SAID ON AN HISTORIC OCCASION, "WE HAVE JUST BEGUN TO FIGHT."

WE KNOW ALSO THAT DOING THE JOB THAT NEEDS TO BE DONE FOR OLDER AMERICANS CANNOT BE LEFT TO THE REPUBLICANS. FOR WE KNOW IN THE PAST WHEN THE NATION'S ELDERLY HAVE CRIED OUT FOR HELP THE REPUBLICAN PARTY HAS TURNED A DEAF EAR. WE KNOW AND THE ELDERLY OF AMERICA KNOW THAT A MAJORITY OF REPUBLICANS IN CONGRESS VOTED AGAINST SOCIAL SECURITY, VOTED AGAINST MEDICARE, VOTED AGAINST THE OLDER AMERICANS ACT, AND VOTED AGAINST HOUSING AND SOCIAL SERVICE PROGRAMS. WE KNOW AND THE ELDERLY KNOW OF RONALD REAGAN'S SPEECH AT THE 1964 REPUBLICAN CONVENTION AGAINST SOCIAL SECURITY AND HIS SUBSEQUENT COMMENTS AGAINST THE ENACTMENT OF MEDICARE. WE KNOW THAT GEORGE BUSH, WHILE IN CONGRESS, VOTED AGAINST FOOD STAMPS, ANTI-POVERTY PROGRAMS, MASS TRANSIT, VETERANS BENEFITS, AND SOCIAL SECURITY BENEFITS. WE KNOW AND THE ELDERLY OF AMERICA KNOW THAT THE REPUBLICAN REAGAN-BUSH TICKET SHOULD RUN FROM THEIR RECORD RESPECTING OLDER AMERICANS, NOT ON IT.

WE KNOW IN WHAT WE DO FOR MILLIONS OF OUR OLDER AMERICANS TIME IS OF THE ESSENCE. HENCE, THE NEED IS URGENT. THE CALL IS CRITICAL. LET US, THEREFORE, AS DEMOCRATS IN THE ADOPTION OF THIS PLATFORM AND IN WHAT WE SHALL DO IN THE NEXT FOUR YEARS CONTINUE TO KEEP FAITH WITH OUR ELDERLY CITIZENS, LENDING TO THEM WHEREVER POSSIBLE A HELPING HAND AND LIGHTENING IN EVERY WAY WE CAN THE BURDENS WHICH THEY HAVE SO LONG BORNE. THANK YOU.