Book-of-the-Month Club Features "Ayn Rand's Grand Vision"

Atlas Shrugged, *The Fountainhead*, and *We The Living* are all featured in the September 1995 Book-of-the-Month Club News (page 25), under the headline "Ayn Rand - The Grand Vision of the philosopher/novelist." A stylized photograph of Ayn Rand, courtesy of Culver Pictures, Inc., is prominently displayed next to the three Rand masterpieces. The Book-of-the-Month Club had this to say about Rand's work: *Atlas Shrugged* - "This 35th-anniversary edition celebrates Ayn Rand's epochal novel, the riveting, suspense-filled story of a man who plans a new society based on the oath, 'I will never live for the sake of another man, nor ask any other man to live for mine.'" *The Fountainhead* - "... one of the century's perpetual best sellers... tells the story of a gifted young architect.. whose battle against mediocrity gives a gripping new dimension to the concept of evil." *We The Living* - "This first novel by the author of *Atlas Shrugged* is an introduction to her philosophy of Objectivism and a bold 'protest' against the devastating human cost of communism." In mailings to prospective customers the club also features *Atlas Shrugged* as one of the books offered for joining the club. In a joint survey by the Library of Congress and the Book-of-the-Month Club, *Atlas Shrugged* was found to be the second most influential book of all time in America.

Phonics War Heating Up

Reisterstown, Maryland - AOB member Margaret Resh Tinkler is part of nationwide crusade to bring back phonics. "In the 30's," states Tinkler, "a change in the basic system was effected from phonics to 'look-say' (See Spot Run and other euphemisms as each idea failed). From then on illiteracy has accelerated and 'dumb-down' has become prevalent."

"Since that time," continues Ms. Tinkler, "phonics has been a motivating force for me and is the current hot issue in Maryland (as in the nation) where the Culture War is heating up. I guess I am trying to show you how much more **business now needs employees with the discipline of phonics in their background."**

In a letter published in a pro-phonics flyer under the heading of "How to Produce Lifelong Readers" Tinkler writes: "I would quote the brilliant philosopher Ayn Rand who does understand and can express that understanding in sparkling clarity and concise simplicity" -- (quoting Rand) "The 'Look-Say' method substitutes the concrete bound memorization of the visual shapes of words for the phonetic which taught a child to treat letters and sounds as abstractions. The senseless memorizing of such a vast amount of sensory material places an abnormal strain on a child's mental capacity, a burden that cannot be fully retained, integrated or automatized. **The result is a widespread 'reading neurosis' -- a neurosis that did not exist prior to the introduction of the 'Look-Say' method."**

Appearing in the same flyer with Tinkler was another eloquent letter (by Marjory Zeiler) supporting the need for phonics. Zeiler writes, "Lifelong readers are not only good readers, they also enjoy reading. This is achieved by providing children with the key to unlock, or decode, the world of words. The key is phonics, pure and simple. With a command of phonics, children have the tools and self-confidence to read *anything."*

AOB Will Reprint "Why Businessmen Should Be Honest"

Manchester, England - John Wiley & Sons Ltd., has granted AOB permission to reprint an article by **Ed Locke and Jaana Woiceshyn entitled, "Why Businessmen Should be Honest: The Argument for Rational Egoism." The article currently appears in the September 1995 issue of the British *Journal of Organizational Behavior.***

Professor Locke, who is an AOB member, provided information and support so that *AOB New* could reprint the article. Co-author, Dr. Jaana Woiceshyn is the wife of AOB member Glenn Woiceshyn of Calgary, Canada.

Time Magazine Cover Story Lambasted by Objectivist Jacobson

Plantation, Florida - AOB member Tal Jacobson recently responded to a *Time* magazine cover story of July 17th entitled, "Glimpses of the Mind." The article's conclusion was that "consciousness may be an "evanescent illusion." Jacobson, in a four page letter to *Time*, summed up her arguments with the following statement: "The essential mistake of the article lies in presenting the task of science as the need to prove the existence of consciousness. This is an epistemological error! Consciousness is a metaphysical fact! Science can uncover it's manifestations, but for any science to exist, consciousness must exist."

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Company Seeks To Reinvent Health Care Financing

Newport Beach, CA - AOB member Helen Hamann has been named CEO of MediSmart, a start-up company that will offer medical savings accounts with catastrophic insurance. According to Hamann, "The purpose of MediSmart is to **reinvent health care financing by providing affordable health care coverage based upon the principles of individual responsibility and market exchange.** The company hopes to restore the medical provider as a patient advocate and enhance the employer/employee relationship by increasing employee participation and satisfaction."

"MediSmart will be ready to market its services in the very near future," reports CEO Hamann. Principals of the company are AOB member, Dr. Peter LaPort, and Dr. Arthur Astorino. For more information please contact Helen Hamann at MediSmart, 1525 Superior Ave., Suite 102, Newport Beach, CA 92663, phone (714) 650-2355 or fax (714) 645-9864.

"AmeriCorps is Un-American" Claims San Francisco Writer

San Francisco, California - Fredric Hamber, former executive director of the California Republican League, and current AOB member, was published in the San Francisco Chronicle on July 27th. His article criticized President Clinton's pet program, AmeriCorps, a national service program which pays young people to do "community service."

"AmeriCorps is the manifestation of an idea more typical of a European mode of thinking," states Hamber, "namely, that the state is the fount of all honors and favors, and that an individual's life properly belongs not to himself but to his country."

"Whoever defends his own rights defends the rights of all." - Ayn Rand

Objectivists Respond To Ayn Rand Stamp Proposal

After a news report in the July/August issue of *AOB News* and a related TIA announcement on a proposed Rand Stamp, many Objectivists and Ayn Rand admirers contacted AOB offices to find out how they could help further the effort. The original idea had come to *AOB News'* attention from AOB members Robert Begley, Charles Sures, and Mike Gedge, all of whom continue to actively pursue this goal. Mr. Sures had collected stamps with Rand and was one of the first to petition the postal service to issue a stamp in her honor.

AOB Director-at-Large, Mike Gedge, has put together an eight point plan to help facilitate the goal of having the U.S. Postal Service issue an Ayn Rand stamp by the year 1977. "While the goal of the campaign," writes Gedge, "is to convince the USPS to produce an Ayn Rand Stamp, it also provides an opportunity to introduce her ideas to influential people. Accordingly any letters should contain a brief summary of her ideas especially those defending the morality of the United States and Capitalism. A reference to specific works would enable the reader to find out more."

Robert Begley has recently sent a letter to the retired Jacques Minkus, who published the Minkus Stamp Journal for which Ayn Rand wrote her passionate article on stamp collecting. Begley is attempting to convince Mr. Minkus, one of the most respected names in the world of stamp collecting, to help support the effort. *(If you would like a copy of the eight point plan to get an Ayn Rand Stamp, contact AOB News.)*

ART Makes Offer to AOB

New York City - American Renaissance for the Twenty-First Century, Inc. (ART) has offered all AOB members a complimentary issue of the quality art magazine, *ART Ideas*. AOB President, Ken West, had this to say about the publication, "Alexandra York, Editor & Publisher of *ART Ideas,* has put together a magnificent array of ideas and images that point to a rebirth of beauty in the world of art." For a complimentary issue and information about the goals of ART, write to ART, FDR Station, P.O. Box 8379, New York, NY 10150-1919. Artists, musicians and composers, poets, and writers are also invited to send information about themselves. Tell them that you are an AOB member.