

6/25/79



PRESIDENT

Tribute to Jerry Schellertsen / Columbus OH

- 1- Difficult to resolve / clarify: at former at least 1 person believed so -- II - part with gentium at Oxford Dept
- 2-
... ..
... ..
- 3- Significance: FLOWERS = aesthetic / appearance / manners / presentability / attractiveness ... external
Fruit - essence; substance > style / content > form / internal > referral
- 4- Some people more FLOWED-VALUED ... others: Fruit is universal analytic device ... Italian cultural relig
- 5- Yehuda Halevi: Greek wisdom = ...
- 6- C-orderly: will yield on neither. Can have it all.
... - 4V (so: Rabbi Chay) ...
- 7- is great challenge to achieve this - need for constant growth / upgrading / improv.
- 8- so: Jerry Schattman: FLOWED (courtesy, gentleman, pleasant) = personality; - Fruit (-ic, rel. commitment, philanthropy - MV-BT) = CHARACTER
- 9- so: Bail Jerry - not only "FLOWERS for living" but also "Fruit" -
... ..