

BOOD

A "float" goes something like this: you shut your naked self into an oblong black box, 4 feet by 4 feet by 8 feet, soundproof, and suspend yourself in a ten-inch solution of 175 gallons of water and 800 pounds of Epsom salts, usually for a minimum of an hour. The hourly rental fee averages about \$15 — though Tranquility Tanks in New York offers an overnight special (7 hours) for \$60.

Higgins' Float to Relax has opened 23 centers in the U.S., England and Sweden; franchisees pay a one-time fee of \$23,000 for six tanks (which average about \$3,000 apiece) and a training staff. Competitor John Lademan, president of Oasis Tank Co. in Phoenix, Arizona, reports he sold 30 tanks in his first 10 months of business. Meanwhile, in San Francisco, Glenn and Lee Perry, who opened Samadhi Alliance in 1972 (when they sold only 10 tanks), say that '81 sales will total about 200 tanks. Among the owners of tanks are the Dallas Cowboys and the Philadelphia Eagles football teams, Robin "Mork" Williams, and Yoko Ono.



Counter-Cube Cult Creates Chaos

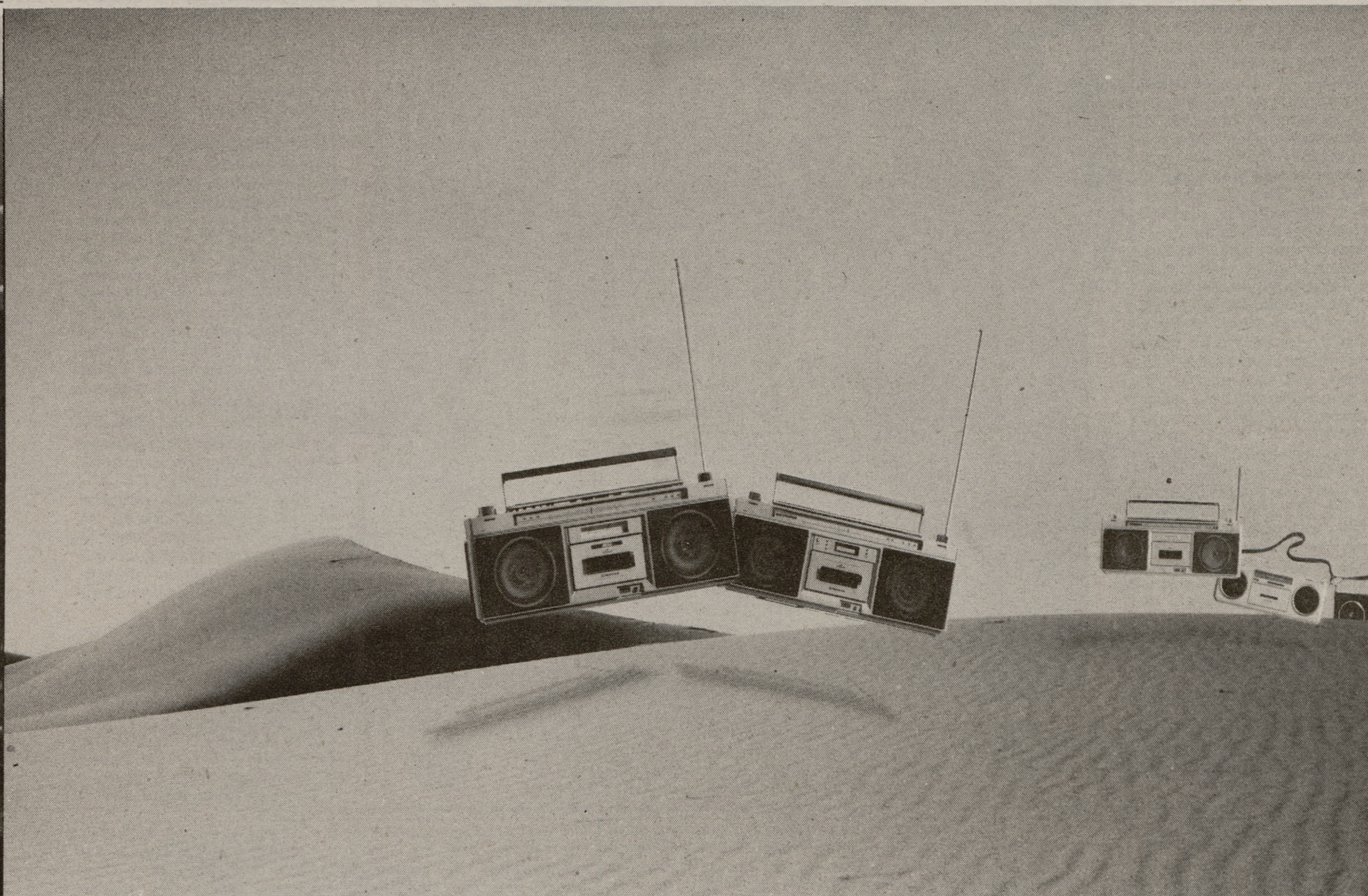
Rubik's Cube, the by-now ubiquitous plastic toy puzzle that has boggled some of the best minds on Earth (and that was dissected in the Fall, 1981 issue of *Beyond*) has finally generated a backlash. First a pair of young California entrepreneurs made a small pile last Christmas with a wooden gift item

called the Cube Smasher. Though adaptable to tasks like walnut shelling, the Smasher is designed expressly for making the exasperating puzzles fly into plastic flinders. The makers claim that several grateful customers have mailed in smashed cube parts along with thank-you notes. Then *Esquire* put a picture of a Rubik's Cube in its Dubious Achievement Awards section at

year's end, asking that the subject never be mentioned again.

Now come reports that teachers, though they initially applauded the Cube's challenge for young minds, are now sick to death of the device. "It's mostly the kids who are bright but don't like school," complains an anonymous California teacher. "They're always fumbling and clicking the damn

things—even in class." As countermeasure, some teachers are confiscating the cubes, promising to return them at the end of the school day, and deviously peeling off the color patches on a few sides of the cubes in order to switch them. "It makes them totally impossible to solve," the anonymous teacher says with a leer. "Drives 'em nuts."



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