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La Salle

ALUMNUS

February, 1955

LA SALLE GIFTS RISE 66%

La Salle College received \$42,457 in gifts during 1954 . . . representing an amazing 66% increase over the 1953 total of \$28,000 from all sources.

\$14,925 was given to the College through the La Salle Endowment Foundation; the alumni contributed \$3419 to the first Annual Giving campaign; \$8650 in gifts were made directly to the College; \$1213 was received from The Foundation for Independent Colleges, Inc.; and \$14,250 in securities were given by friends of La Salle.

In all, it was a year remarkable for the sound progress made toward a full-rounded fund program. With student tuitions the sole source of revenue, and faced with rising operational costs and the traditional financial aids to needy students, the Brothers will have to explore all possible sources for supplemental annual income. There is no easy way.

The results of the first Alumni Annual Giving program, while not overwhelming, were encouraging. Under the direction of J. Russell Cullen, '22, the program produced \$3419 from 217 alumni. A complete Class-by-Class report will be published soon showing the facts and figures, but will reflect only partially the spirit and interest in the welfare of La Salle which the Fund engendered.

This spirit will find a practical expression in the coming years. With a firmer alumni organization, with more frequent communication to all alumni concerning the condition and the plans of La Salle, the Annual Giving Fund can develop into La Salle's most effective mechanism for financial support. It is an excellent way for alumni of all income brackets to express yearly their regard for the education received. Look for steady progress through the years from the Alumni Annual Giving program.

The Endowment Foundation solicited gifts large and small from non-alumni, totaling \$14,925. This sum, and enough additional to make \$15,000 even, was given to the College for application to the Library Building. The Foundation too is looking forward to a year of greater returns in La Salle's behalf, and has been working closely with the College President and the Alumni Office to help achieve perfect teamwork

and understanding of the specific responsibilities of each group.

* * * * *

How can we interest corporations in contributing some part of their income-before-taxes to La Salle's support? That has long been a question given earnest thought by individuals who are anxious to preserve La Salle's strength. Much good publicity in recent years has been given to the great service small independent colleges render industry, not only in supplying trained manpower, but in providing an important counterbalance to the large tax-supported schools. Corporation executives are now aware that as in a free, private, competitive enterprise system, the spirit of competition in education can insure quality and stimulate creative effort.

The climate for corporate support of colleges like La Salle has never been better. The questions corporation officers ask themselves are how? and to whom? To provide a solution to these questions, private colleges throughout the country have banded together in groups such as the Pennsylvania Foundation for Independent Colleges, Inc., providing thereby a tax deductible organization, and eliminating in part the multiplicity of appeals. Last year, Brother Stanislaus, as the President of a member college, visited a great many corporation heads, seeking support for this non-profit organization. All the money given by corporations to this central fund is divided among member colleges, according to a formula. \$1213.81 was La Salle's share last year, compared with \$567 the year before.

The size of our share depends upon enrollment, plant and endowment, and significantly, upon the amount of other gifts to the College. The last is designed to encourage Colleges to develop vigorously and consistently their own fund programs. Corporation spokesmen say they look closely at the kind of support the alumni and friends are giving a College, and judge its worth accordingly . . . a College must be good if its alumni are backing it in large numbers.

The figures speak for themselves on how well La Salle is responding to the possibilities for voluntary support from alumni, friends, corporations, foundations. One year of determined effort to lay a firm groundwork for fund development has produced a 66% increase.

NEWS IN BRIEF . . .

FOUNDATION APPOINTS O'DONNELL

R. A. O'Donnell, '16, has recently been appointed Executive Director of the La Salle Endowment Foundation, Inc. "Ray" brings to the position a good background both in La Salle history and in fund raising.

A forward on La Salle basketball teams from 1912 to 1916 which starred Danny McNichol (and were unbeaten one season), Ray has more recently been President of Whitmarsh Country Club for three years, after holding every elected position in the Club. He was Chairman

of the annual Drive for the St. Edmond's Home for Crippled Children in 1954, and is a member of the Board of St. Francis' Convalescent Home.

MORANZ SPEAKER IN HAWAII

Vincent J. Moranz, '20, is chairman of the Advisory Board of Catholic Social Service, and was principal speaker at a testimonial dinner to Auxiliary Bishop John J. Scanlan, in Oahu, Hawaii in December.

Mr. Moranz noted that "great significance must be attached to the fact that twice in 13 years the Holy See has looked

with benevolence on the laity of Hawaii and assigned Bishops for their guidance and assistance."

SUNDAY LECTURE SERIES

A "You and Marriage" series of lectures conducted by the Sociology Department and the NFCCS, is also for Alumni. A dollar admits two persons to all six lectures, held in the Library Lounge Sundays at 7:30 P.M. The calendar:
Mar. 6—Home, Happiness & Health
Mar. 13—Money Matters
Mar. 20—Our Child . . . God's Child
Mar. 27—Morality & Marriage
Apr. 3—Christianizing Your Home

PERSONAL PATTERN . . .

One of our town's best "private I's" is John Finley, '24, who is Assistant Chief Investigator for the Philadelphia Transportation Co. The Zurich-American Insurance Co. announced that Larry Bowman, '35, is their Agency Supervisor. Joseph A. Rider, '36, told us that he's Assistant Treasurer with the Motorola-Philadelphia Co. Oscar F. Levy, '38, is still a moving force as Supervisor at National Life and Accident Insurance Co. Joseph P. Rhein, '38, is a Technical Representative with the firm of Rohm and Haas Co., and Charles Reilly, '38, is a Claim Manager for the United Benefit Life Insurance Co. John D. Morelli, Jr., '38, is with the Walston and Co.—investment securities. Maurice A. Kelley, '39, is a Records Management Specialist with the U.S. Navy. Cornelius F. Sullivan, '39, is teaching at Northeast High School. John J. Kelly, '39, is a public relations counselor with O'Leary Associates and, as a matter of fact, just opened his new offices at 4700 Frankford Avenue. The appointment of Thomas J. Ryan, '40, as Manager of General Binding Corporation, Sales and Service Division, was announced in December. Tom will be in charge of sales and service of GBC binding equipment and supplies for Philadelphia and surrounding counties in Pennsylvania, the southern part of New Jersey, and the Baltimore area in Maryland. GBC is the world's largest manufacturer of plastic and metal book binding machines and materials.

1941-1948

John O. Graham, '47, sent a nice note from California. They now have three boys and three girls, a new home, and a new business (Bakersfield Cash Register Co.). One of the rising young execs. of the Kirkeby Hotels, Inc., is Frank Manfredi, '47, who is their beverage controller. Another Explorer who's mixing the scholastic with business is Walter Kaiser, '47, C.P.A. who is running the firm of Kaiser & Markmann, and teaches accounting here at school. Jerome H. Park, '47, is with Arrow Floor Covering Co., and Edward A. Nolan, '47, is a mortgage solicitor with Eastern Mortgage Service Co. Ed Walczak, '48, stopped in the Alumni Office on one of his whirlwind vacations at home. "Wally" has just landed the post of Manufacturers representative in a brand new territory in Virginia for Cinderella-Nannette. John J. Robinson, '48, announces the opening of his office for law practice in Upper Darby. "Ted" C. Borek, '48, is Executive Director of the Home Business Association of Northern Jersey, in Hackensack. John J. Leahy, '48, now with the Air Force, told us that he has two nephews in the College, Leo Murphy, '55, and Jim Cullen, '57. Joseph T. Longo, '48, is an accountant with the Progressive Electric Construction Co. Harry Gibbons, '48, is a mortgage supervisor at Beneficial Saving Fund Society. Fred Bernhardt, '48, is still with Prudential, and is happy over the arrival of the third little image. John J. Jardine and Charles J. Dunne were among those representing the Class of '48 at the Signum Fidei Dinner. John is with the Red Arrow Lines, and Charlie is a Controller with the Reliable Plastering Corporation. Daniel L. Quinlan, Jr. '46, Wynnewood attorney, has been named special deputy attorney general for Montgomery County. Dan will handle a substantial portion of the State's legal work there. If you have heard radio and TV commercials on Gimbel's Food Plan, you might have detected the fine head work of Joe Frazer, '43. Joe is the account executive and copywriter for Shaw and Schreiber Ad Agency. The engagement of Emelia Catherine Nasveschuk to Dr. H. Blake Hayman, '41, of Levittown, has been announced. Dr. Hayman was a Flight Surgeon after graduating from Jefferson, and did graduate work at Royal Victoria Hospital in Montreal and at Jefferson.

'49: Louis X. Viggiano has completed his internship at Misericordia Hospital, and is going into general practice. His new office will be in Upper Darby. Eugene F. O'Neill is District Sales Manager for the Globe Ticket Co. in Chicago. Charles G. Heil, Jr., writes from Korea that he's Commanding Officer of the 546th General Dispensary, caring for 1200 troops in the area. James J. Quigley is with the Hall Baking Co. of Somerville, Mass. Mr. and Mrs. Anthony Gringeri named their new arrival Louis Domenic. Charles J. Trois is an agent with the Internal Revenue Department stationed in Reading. The Peter J. Kellys added a new addition to their family tree. Pete is in the graduate school of Finance at Temple, and also with the National Drug Co. George P. McGovern, Jr., Frank C. Yoder, and John M. Connor, all forty-niners, are salesmen for the Chase Bag Co., the Coca-Cola Co. and the Frank S. Gardner & Co. respectively.

'50: Hank Taddei is with the Association of Fire Underwriters, Philadelphia Division. The James E. Dougherty's welcomed a daughter, Carol Ann. Jack Conboy is keeping his fingers crossed these days. He's a First Lieutenant with the First Army, stationed stateside temporarily. Arnold Bulterman is Sales Promotion Manager in the Columbus, Ohio territory for American Tobacco Co.; brother Leo is at Exide Battery. Jim Conboy is a Junior Engineer with Suburban Water Company. Jim and Carolyn welcomed beautiful little Denise in November. Donald R. Burke is with the Shea & Co., Villanova. Tom Walker is a stock broker at Hornblower & Weeks. Heard that William G. Snyder is an Educational Advisor with the Government. William J. Farina is a partner in the Haines St. Lumber & Millwork Co. Ed Szumanski is an administrative assistant at Frankford Arsenal. William F. Burke, III, is an accountant with Modern Laundry and Dry Cleaning Co.

'51: Gene McLoone is up to his old tricks. Studying for his Ph.D. in Education at the University of Illinois, Gene was on a panel with Mrs. McCollum of the famed Supreme Court "released-time" case. The discussion: "Religion and Public Education." Jim Taddei is with C. E. Johnson, Inc. Bill Devlin just returned from his tenure in the Army. Charles H. Higgins is teaching at Trenton Catholic. Nicholas Decandilo, Jr., now a Private in the Army, is doing chemical research at the Army Chemical Center, Md. John Deegan is at Smith, Kline and French Research Laboratories. Dr. Donald R. Linter and Mary T. Donahue of St. Alice, Stonehurst, are making the big day June 18. Joseph M. Fine, Jr. is an Insurance Claims Supervisor for the Aetna Casualty and Surety Co. as is Donald F. McDonnell for the Fidelity and Guaranty Co.

'52: Francis Holdman was married Thanksgiving to Kay Quigley at St. Madeline's in Ridley Park. "Skip" Largay is Germantown Regional Administrative Assistant—Civil Defense Council. Bob Vasoli reports from Notre Dame that they have a representation of La Salle men including: Hank Makowski who will earn his Ph.D. next August in Chemistry and Jim Sullivan is seeking a degree in History; Bob is working for his Ph.D. in Sociology. Jack McNally and Harry White are putting in their first year of grad study in the Department of Chemistry. Rocco Donatelli is a Probation Officer for the city of Phila. Carl Von Hake has been working in Washington as a Geophysicist with the Department of Commerce.

'53: John Manning received his Masters from Fordham and is now teaching here at La Salle. Tony Polcino is manager of the South Phila. branch of the Red Cross. Upon completion of a course for Refrigeration Specialist in school in Japan (Tokyo), Pfc. Edward M. Groody will be assigned to the 19th Quartermaster Co. in Yongdungpo, Korea.

AMONG THE CLASSES . . .

MANAGEMENT CONSULTING SERVICE ESTABLISHED

Dr. Bernard B. Goldner and Mr. Charles A. J. Halpin, '44, faculty members in the college's Area of Business Administration, have announced the establishment of a Management Consulting Service under their direction.

Rapid industrial growth of the Delaware Valley has pointed up the need for such a facility, and represents another of the growing list of services which La Salle offers the Philadelphia community through its alert and excellent faculty.

The management consulting services of the new office will include arbitration, conciliation and mediation, plant layout and plant location, management audits, systems and procedures improvement, collective bargaining, organization planning and development, training programs for supervisors and foremen, in addition to many other specialized services in the field of industrial management and relations.

Dr. Goldner, chairman of the Area of Business Administration at the College, has had extensive experience in industry. He is a member of the American Arbitration Assn., and the Society for the Advancement of Management. Mr. Halpin, a member of the Philadelphia Bar and the Industrial Relations Research Association, is head of the Industrial Relations Department at La Salle.

Inquiries concerning the Management Consulting Service can be directed to either Dr. Goldner or Mr. Halpin at the College.

LA SALLE COLLEGIAN AWARD TO DAVID LAWRENCE

David Lawrence, author, editor of *U.S. News and World Report*, and syndicated Washington columnist, was the winner of the 1955 *Collegian* Award for "outstanding service in the field of journalism" by the La Salle College student newspaper staff. Mr. Lawrence accepted the award at the annual *Collegian* banquet at the Pen and Pencil Club on February 4.

This year's award was given Mr. Lawrence in recognition of the valuable public service performed both by his column and by the magazine of which he is editor. During the past year, *U.S. News and World Report* has published partial texts of many important and timely books before they appeared on the stands. The magazine has also published numerous outstanding articles on national and international topics, and has

been given recognition on the floor of Congress for the completeness of its coverage, its authoritativeness and its thorough research.

The *Collegian* Award was instituted in 1949 and has been given to outstanding men in the writing profession each year since. Previous winners include George Sokolsky, Edward R. Murrow, Red Smith, Bob Considine, Morley Cassidy, and Ed Sullivan.

Mr. Lawrence, a native Philadelphian, has been president and editor of *U.S. News and World Report* since 1948. In addition to his daily column, carried in 230 papers, he has been the author of many books, including "Dairy of a Washington Correspondent," and numerous magazine articles.

BROTHER ANSELM, GOLDEN JUBILARIAN

Brother Edwin Anselm, F.S.C., former president of La Salle College celebrating his golden jubilee as a Christian Brother, was honored at a dinner at the college on Saturday, Feb. 5, 1955.

A native of Binghamton, N. Y., Brother Anselm entered the Christian Brothers in February of 1905, and has had a distinguished career both as a teacher and an administrator in many of the Brothers' schools along the Atlantic seaboard. He was appointed president of La Salle College in 1932 and held that post until 1941. This period was one of great progress for La Salle and the college emerged from it as an outstanding Catholic educational institution. The La Salle College Alumni honored Brother Anselm in 1942 by nominating him Signum Fidei medalist for that year. Villanova University conferred the honorary degree of Doctor of Laws on him in 1929.

Brother Anselm served as principal of West Philadelphia Catholic High School for Boys from 1926 until 1932 and again from 1941 to 1947. He was principal of Calvert Hall in Baltimore from 1919 to 1923.

In addition, he has been connected with the Cathedral, the Precious Blood, and St. Stephen's Parochial Schools in Philadelphia, Rock Hill College in Ellicott City, Md., La Salle High School in Cumberland, Md., and with schools in Augusta, Ga., and Washington, D.C. From 1947 to 1953, Brother Anselm was Vocational Director of the Baltimore Province of the Christian Brothers, and is presently residing at the Brothers' Mother House in Ammendale.

La Salle College Alumni Association

OFFICIAL VOTING BALLOT

(Mark "X" in appropriate box)

- President—John J. Finley, '24
Vice-President (vote for one):
 Thomas Walker, '50
 William Conran, '47
Treasurer (vote for one):
 John Hanratty, '52
 John Biehl, '49

(or if you prefer)

Use space below for write-in votes.

President

Vice-President

Treasurer

(Please detach and mail to Alumni Office no later than March 7, 1955.)
General Alumni Meeting to be held in College Library Lounge at 7:45 P.M.,
March 9th. All Alumni are invited. Votes can be cast at meeting.

The interesting letter below came from Bernard T. Loftus, '49. Bernie is living in New Orleans, has a new daughter and a son Patrick "who will be a candidate for the Class of '74."

Dear Brother Stanislaus:

Last Sunday night (Dec. 5, 1954) my wife Jane and I went to the new field house of Loyola University here in New Orleans to see my old Alma Mater's current great basketball team play the Loyola squad.

The game aroused a considerable amount of interest here in New Orleans. As you know, it was unsegregated as will be all of Loyola's games this season and, I suppose, from now on. The newspapers mentioned the fact that the game would be unsegregated both from the point of view of player participation and a mixed audience. But though they mentioned it, they were careful not to comment one way or the other for or against the idea. Many people here discussed the non-segregation with me, and I heard others discussing it among themselves on the buses, in restaurants, and on the street.

We had reserved seats. When I bought the tickets earlier in the week at a central city ticket office, the clerk advised me before taking my money that the game was not segregated. She added that she had instructions to tell every prospective ticket purchaser that fact. The man who stood behind me in the line was a South American. He told me that he was going to the game mostly because it was to be an historical episode in the southern part of the United States.

At the game, in the two seats directly to my left, sat a Negro couple. Well, I don't know how many times I have sat beside Negroes on the Broad Street Subway (or on the 26 trolley), but this was the first time a Negro had sat beside me since I have been in Louisiana. I don't believe that there were more than four or five hundred colored people in attendance at the game, but I noticed that they were scattered throughout the audience in small groups, mostly couples, and not off to one place by themselves. I wondered how the native born white spectators felt sitting alongside them. . . . I wondered if there would be any trouble. . . . Ironically, the first score of the game was a basket by La Salle's Alonso Lewis, a Negro. I think everybody in the field house clapped for Lewis after that score. The game was well played; the crowd in the stands was orderly; there were no demonstrations either before or after the game; no one seemed to be concerned that his colored neighbors had gained a little bit of equality—the dignity of being able to sit beside a white man at a basketball game. . . . It sounds almost silly, but it's a big thing here.

I think that history was written that Sunday night here in

New Orleans. I think that Father Donnelly and the Jesuits of Loyola are doing a wonderful thing in handling the racial problem from the sports angle. And I'm proud as can be that La Salle College played a part in the undertaking.

In my job I travel extensively throughout Louisiana, Texas, Mississippi, and Alabama. Whenever I am questioned about where I went to school and I answer "La Salle" people invariably say something like, "Oh, that's the school that produces the great basketball teams!" And when that happens I always think of a time, during a class of '49 get-together at Leonard Hall about four years ago, when I remarked to you that La Salle was virtually unknown outside of the Philadelphia area. You probably don't remember the incident, but I never forgot it. La Salle is not unknown now anywhere in the United States.

* * * * *

Every year the U.S. Army sends some coaches to Europe, where they hold "clinics" of various sports for the Armed Forces stationed there. This year, La Salle's track coach, Frank Wetzler, will conduct a track and field clinic at Nuremberg, Germany.

Frank, who also teaches German at La Salle, had been invited last year but couldn't accept because La Salle was the host school for the Middle Atlantic Championships then—the first time La Salle had been so honored, and as a point of mild interest, the first time the Championships had ever been held in Philadelphia, and the first time they had been held by a Catholic school.

Conducting the clinic with Frank will be Don Canham of Michigan and George Rider of Miami of Ohio. They leave the States on April 7th and return May 3rd.

Major Beverly Finkle will be in charge of the team during Wetzler's absence, but the actual coaching will be done by such former track luminaries as Lou Woyce, Jim Webb, Jim Tuppeny, Jeff McDermott and Joe Morrison.

The season starts April 16th with Georgetown. Al Cantello, 1954 All-American javelin thrower, is captain. Al personally is going to try to break the Penn Relays, Middle Atlantic, and IC4A javelin records. His best throw to date is a 219 foot heave during summer competition in Woodbury, N. J.

Wetzler's teams have won the last three Middle Atlantic Championships, four out of the last five. How do we shape up this year? "Not so good," says Wetzler. Any chance of repeating the Middle Atlantic? "Not a chance," says Wetzler wearily. "At this stage of the game it looks like St. Joe's all the way."

LA SALLE ALUMNUS

THOMAS J. HICKEY, Editor
La Salle College
Olney Ave. at 20th Street
Philadelphia 41, Pa.

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