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La Salle
A QUARTERLY LA SALLE COLLEGE MAGAZINE
PROGRAM FOR THE
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CREDITS—Front cover design by Bob Digges; inside back cover, page 1 and 3, Lawrence V. Kanevsky; page 9 and 10 (left), Davor Photos; page 14, Gray and Rogers; all others by Charles F. Sibre.
MIDDLE CLASS RAGE

BY Murray Friedman, Ph.D.

Americans,” too, have very real problems.
Economically, many Middle Americans have moved...
backwards in an "age of affluence."

for the elderly and liquidating the bankrupt system of welfare payments by replacing them with a federal income maintenance floor for unemployed and working poor as recommended by President Nixon and the Heineman Commission are moves in the right direction.

Inadequate as the President's income proposals are, they have made the idea of a guaranteed annual income respectable. Reps. John Conyers (D., Mich.), Jonathan Bingham (D., N.Y.) and Charles Whelan (R., Ohio) have introduced legislation calling for a broader, less restrictive program for a "national living income program" which provides a much larger guaranteed annual allowance. These programs will benefit blacks more than any other group but will be available and acceptable to all Americans. It is significant that while welfare spending is generally assumed to be anathema to many Americans, the Harris Survey reports the President's income proposal is supported by a margin of 44 to 32 per cent.

An effort should be made, also, as S. M. Miller, professor of education and sociology at New York University has suggested, to universalize services such as day care centers for working AFDC mothers, legal aid services and Headstart. Many blue and white collar wives work and have makeshift arrangements for their children. A day care service for all would help them. So would Headstart programs and pocket money and the experience of the Neighborhood Youth Corps.

It is important to understand, also, that tax reform or tax relief has important consequences to working and lower middle class whites and is not simply a conservative ploy to gain more at the expense of the have littles.

—continued
We have been largely unresponsive to the plight of non-public schools.

Congress voted recently to raise social security benefits and the standard income tax deduction from $600 to $750 but only after two years and has plugged some loopholes that benefit the more affluent. These reforms, however, are really quite small. (The AFL-CIO had recommended that the tax paid by a married worker with two children be cut by 42.1 percent if he makes $5,000 a year and 15.9 percent if he earns $15,000. Senators Harrison Williams (D., New Jersey) and Fred Harris (D., Okla.) had earlier introduced bills which would make completely deductible medical expenses, and provide exemptions for daily transportation expenses to and from work.) They put comparatively little cash into the pockets of embittered workers and middle Americans, thereby failing to curb an underlying cause of middle class rage.

Tax relief might also be a means of making available to families of working and lower middle class whites greater opportunities for improving the education of their children thereby raising their economic level and status. During the Congressional debate on the tax bill, the Senate enacted a proposal offered by Senator Peter Dominick (R., Colo.) to allow parents to subtract up to $325 from their taxes for any child's education and there has been public discussion of introducing legislation to amend property tax laws and to provide funds for a multibillion dollar community college program to allow children from less advantaged homes to gain the education necessary for mobility.

In this respect, as Irving Levine, Urban Affairs Director of the American Jewish Committee, has pointed out, too many workers reach a dead end, employment-wise by the age of 35 or 40. We need programs which will encourage working Americans to broaden their educations for the possibility of second careers. These might be modeled after the G. I. education bill and include government support for on-the-job training, upgrading skills and changing job categories thereby making white workers more sympathetic to similar programs for hard-core unemployed.

The education of many working class whites in this country is as much a national scandal as the generally inadequate education endured by blacks in the slums of our cities. The public focus has been on black schools and here the discussion and educational interest has often centered on racial balance and bussing to achieve greater desegregation rather than the broader educational needs of white and black children. Desegregation is important—in fact vital—but bringing disadvantaged blacks into nearby disadvantaged white schools hardly seems to offer improvement educationally or racially. Levine has suggested that some of the most fruitful possibilities for change lie in advanced educational technology and organization including educational parks and campus arrangements which offer greater possibilities for desegregation than most integration plans. He writes:

The possibilities opened up by effective decentralization and community participation, by computer technology, and by a widening of the choice of educational options should be disseminated throughout ethnic America and held up as models for new programs. The granting of a per pupil stipend might encourage new, competing educational systems, relieve the failure-oriented public school apparatus of the total burden and satisfy parents of parochial school children (most of whom are ethnic whites) that their special financial problems are not totally disregarded.

The latter suggestion coincides with the recommendation for subsidized private education for blacks recently made by Christopher Jencks which would pluralize American education further.

If private education is to play a greater role in relieving some of our educational problems, especially those of middle class whites, we need to come to grips with the issue of aid to children in parochial schools. These educate as many as 30% to 40% of the children in major metropolitan centers of the country. This problem has become a major source of anger among many Roman Catholics who possess the most extensive private school system and, to a lesser degree, orthodox Jews. Catholics number approximately one out of four Americans today and more than any other group are the backbone of middle class rage. They are deeply disturbed that their schools are falling behind in educational improvement and, in effect, are supporting two school systems. A report released last spring estimated that 301 Roman Catholic elementary schools in the United States were about to shut down and 111 more were phasing out classes due to rising costs.

Despite some "give" on the part of liberal and civil libertarian groups which resulted in passage of the Elementary and
Secondary Education Act of 1965 authorizing certain limited forms of aid to non public schools, we have been largely unresponsive to the plight of these schools. Many liberals fear new forms of aid will weaken public schools further and destroy the constitutional separation of church and state. A number of suggestions have been advanced to provide various forms of assistance which may not generate constitutional issues such as tax credits, tax deductions and block grants for parents and shared time or dual enrollment. The “purchases of services” bill passed by the Pennsylvania legislature has opened the door to financial aid for certain secular subjects taught in parochial schools but it remains to be seen if the U.S. Supreme Court will accept such aid as constitutional.

In the meantime, many Catholic politicians and voters have been dragging their feet on school bond issues and other methods of improving the public schools, in part, because they see no aid coming to their own schools. In spite of constitutional and other problems that stand in the way, adoption by liberals of a “something for everyone” strategy and cooperation between the two school systems in permissible areas might well tamp down anger here and move us away from the current impasse in which public and parochial school education finds itself today.

One difficulty we have had in recognizing the need for special help to various religious and racial groups—we have accepted doing this for economic or class groups such as trade unions and farmers—is that we are just beginning to study and attempt to understand how an ethnically and racially pluralistic society works. A body of scholarly data has begun to appear which suggests that group identification, values, styles and special needs are tenaciously maintained in spite of the emphasis on the common American nationality. We have become conscious of this as we watch the race revolution unfold but America is going through a period of re-ethnicization in which being Jewish, Polish, Italian and members of other groups is “beautiful” as well. The reasons for this are quite complex but the result is that we are witnessing a series of collisions between and among racial, religious and ethnic groups who are, themselves, at different stages of integration in American life.

We have tended to view the bitter struggles over desegregation of recent years, for example, as moral issues—which they are—but there is another dimension: which group or groups will have to pay the costs of major social change? There has always been a class basis to desegregation confrontations beginning with the Little Rock, Arkansas school crisis in the late 1950's. (Little Rock is divided into working class white and black central city and the rolling uplands of Pulaski Heights where upper class, affluent whites live. Desegregation was begun at Central High School while the brand new high school in Pulaski Heights remained lily white.) As Negroes have sought desegregation in housing, education, employment and other areas of American life, they are most frequently encountering working and lower middle class Irish, Italians, Jews and Poles rather than more affluent WASP's, upper class Jews and other groups whose liberal convictions are sincere, but who as individuals, are often physically removed from the scene of the action.

Andrew Greeley in his perceptive analysis, Why Can't They Be Like Us? points out that ethnic and working class groups that are reacting so violently to Negro move-ins or efforts to bus to achieve desegregation are often those who are still completing their own integration into American life. For them, a move-in by a black family represents a threat not only to the value of their property (although overwhelming evidence contradicts this) but to friendship patterns, homogeneous ethnic churches, familiar landscape and shopping areas, “all those things a man has come to value in that particular area he thinks of as his own.” When this is added to the other anxieties felt by middle America, we are better able to understand why desegregation has been so difficult.

S. M. Miller and Frank Riessman in their book Social Class and Social Policy have urged that society as a whole should help assume the burden and costs of desegregation rather than permitting them to fall on “vulnerable individuals whose recalcitrance and anger reflect the risk and costs they have to bear as individuals, unsupported by any overall programs.” They suggest that neighborhoods experiencing such change should be provided with more money for their schools, expanded recreational facilities, improved police protection and insurance for homes which may suffer temporary loss in value because of the new residents. Last spring, the U.S. Conference of Mayors called for Federal compensation for homeowner victims of “blockbusting” real estate tactics in changing neighborhoods. Obviously, such efforts will only go part of the way in spreading the burden of social change but they would help convince many middle class whites that we are concerned about their problems and willing to try to do something about them.
Students on La Salle's campus: "The human problem (in higher education) ... is terribly complex ..."
Broadening black admissions at colleges and universities through the use of quotas and preferential treatment has also been an issue that has stirred up middle class rage. This was seen most dramatically last spring in the confrontation at City College in New York when the latter considered an arrangement to admit half of its entering class by regular standards and half according to special procedures for impoverished blacks and Puerto Ricans. Lowering standards and allocating scarce places disproportionately to the latter may be more acceptable to upper class and WASP students at elite colleges such as Harvard or Columbia who are relatively secure, can identify more easily with the aspirations and needs of the black poor and have other options generally open to them.

At City College, which has traditionally served as an educational ladder by which lower middle class Jews, Italians, and other groups have moved up in our society, such procedures led to violent confrontation and the temporary closing of the institution. Many white students were worried about opportunities for admission for their younger brothers and sisters and feared that lowered standards would depress the quality and prestige of the institution thereby marring their chances to get ahead. It is not hard to predict that if the rules of college admissions are changed to favor blacks, at the expense of working and lower middle class whites, the City College experience of black-working white confrontation will develop at other public campuses throughout the country.

The human problem here is terribly complex and can only be met by mounting a program of universal and free higher education for all those who desire it. California has introduced such a system by expanding its community college facilities. Open enrollment is scheduled to go into effect next September in the City University’s 15 senior and community colleges. The Carnegie Commission on Higher Education headed by Clark Kerr has recommended a multi-billion dollar Federal program be set up, by 1976, to finance the college education of students who can not afford it. This could do for Americans what the free municipal colleges in New York did for children of immigrants in the first half of this century. In this way, everyone benefits. A bill largely embodying this recommendation has been introduced by Ogden R. Reid (R-Westchester), but has not been passed. Provision can also be made for special tutoring and other arrangements for those not up to standards; abandoning or sharply compromising standards, however, will tend to lock middle class America into a posture of permanent insincerity.

One of the most inflammatory issues that has enraged middle America and made it less amenable to traditional appeals to social progress and change has been the growing fear of violence and personal safety. A character in Jules Feiffer’s play, “Little Murders” describes this fear.

...You know how I get through the day? ... in planned segments: I get up in the morning and I think, O.K., a sniper didn’t get me for breakfast, let’s see if I can go for my morning walk without being mugged, O.K., I finished my walk, let’s see if I can make it back home without having a brick dropped on my head from the top of a building. O.K., I’m safe in the lobby, let’s see if I can go up in the elevator without getting a knife in my ribs, O.K., I made it to the front door, let’s see if I can open it without finding burglars in the hall, O.K., I made it to the hall, let’s see if I can walk into the living room and not find the rest of my family dead. This Goddamned city!

In the first six months of 1969, violent crimes in the United States increased 13%. Armed robbery was up 17%; forcible rape 15%; aggravated assault, 10% and murder, 8%. We have not been sufficiently sensitive to the anxieties this situation has created. Obviously, a number of politicians have capitalized on these fears for electoral gains but it is not enough to dismiss appeals to law and order as code words for racial bigotry or to talk about getting at the underlying forces that make for crime and violence, necessary as this is. It is undoubtedly true, as Irving Levine has pointed out, that “to preach continually that we must eliminate the cause of crime foolishly leads only to a generalized rejection of progressive social programs as encouraging violence.”

We need new and creative programs of law enforcement that will deal with these problems right now while expanding efforts aimed at more fundamental change. This is not the place to spell out a comprehensive safer community program. Many of the ideas are described in the recommendations of the President’s Crime Commission and the Kerner Commission. In essence, these call for greater use of advanced technology and neighborhood and community participation in cooperation with the police. They include utilization of neighborhood people in security roles such as escort services for women, store-front police stations and direct home-to-police burglar systems. If such advanced programs were put into effect and began to have some effect, we might well make inroads on increased gun purchasing and other forms of vigilantism that have been marked in recent months.

In this respect, the liberal community needs to develop new relationships with the police. Some have engaged in day-to-day harassment and physical violence with regard to slum dwellers and overreacted to black and campus militance and demonstrations as the Walker Commission reported in its study of the 1968 Democratic Convention confrontation. These excesses need to be corrected but there has been a tendency on the part of liberals to ascribe to the police unexamined, the stereotypes and conventional wisdom of the Left. There has been little understanding of the sense of alienation of the police, the feeling that they constitute an underprivileged group—drawn, not incidentally, largely from lower middle class white ethnic groups—who are under continuous criticism and danger as they patrol society’s frontiers of racial anger, poverty and youthful revolt. By our failure to attempt to develop lines of communication with the police and support for their legitimate needs, we have, in effect, left them no one to fall back on except groups like the John Birch Society.

A more effective approach to dealing with the police might recognize that they have an extraordinarily difficult job to perform and require our assistance in doing it simultaneously...
with efforts to raise salaries thereby attracting and keeping a higher caliber of officer. Federal Judge George Edwards, former police commissioner of Detroit, reports that the median salary of policemen in cities over 25,000 is $5,843 and in smaller cities it is even less. He has recommended that a fully trained and qualified officer should command a salary of $10,000. He has suggested also, establishment of a National Police College—a West Point for police—and other measures which would raise the professional level of police and provide them with greater status and self respect. If we begin to identify with the legitimate aspirations of police, we would be on firmer grounds in pressing for necessary reforms in the law enforcement process including a greater degree of community participation.

To grapple realistically with the anger and frustration that middle class Americans feel today, we should recognize perhaps its major source: our failure to treat them and their values with respect. These values and beliefs—old fashioned patriotism, a somewhat Puritanical view of morality especially among Irish Catholics, a sense of pride and suspicion of relief-check and expense account society—are often dismissed as out of data or reactionary. There is a tendency in intellectual and elite circles to ignore or mock them as evidenced in the popularity of “dumb Pollock” and “cowardly Italian” jokes. Worst of all, working and lower middle class whites are frequently dismissed as bigots.

Are middle class values and attitudes so negative and unredempting? “Weeks of talking to lower middle income Long Islanders,” Jon Margolis writing in Newsday reports, “unearthed only a small minority who were avowedly racist. Many workers take their religion seriously, and this appears to affect their social views.” Has the attack on “Victorianism” and the greater sexual freedom and openness that has recently bloomed been such a liberating and satisfying experience as contrasted with lower middle class reticence? Even though it is being poured out tragically in an unpopular and unnecessary war, is national pride and patriotism of many working Americans worthy, at least, of respect?

In a fundamental sense, middle class America is the very cement that holds our society together. “If all the PhD sociologists go on strike, no one would notice,” Barbara Mikulski, a Baltimore ethnic-intellectual said recently, “but let the Polish bus drivers do it and whole city falls apart.” Even the traditional conservatism of middle class America represents a visceral understanding of the importance of order and stability in society.

E. Digby Baltzell, the University of Pennsylvania sociologist has pointed out that as important as is the need for reform and change, those forces that hold a community together must also be carefully preserved. Campus revolts against unquestionable inequities, a general decline in traditional morality and the testing of the outer limits of freedom by youths and adults alike have had, undoubtedly, liberating and progressive significance. But they have helped also to destroy our sense of continuity with the past and led to many of the present difficulties we are having in handling the present. Has the time come when we can give two cheers for the middle class?

There is reason to believe that many of us who have long credited ourselves as being sensitive to the needs of the disadvantaged and the masses of Americans in our society have in fact lost contact with large numbers and perhaps the majority of Americans. One of the great failures in recent political life has been the inability to develop liberal leaders who can speak for the needs, values and interests of middle class America while at the same time advancing programs for racial and social progress for the more disadvantaged. This has made even more tragic the death of Robert Kennedy. Campaigning across America just before his assassination, he called for law and order, coupled this with attacks upon bureaucracy and repeated assertions that violence in the cities was unacceptable. (This brought from Senator Eugene McCarthy the rejoinder that Kennedy was offering “a kind of jigsaw arrangement” that sought “combinations of separate interests or separate groups.” This was true although Kennedy and his staff had done considerable creative thinking about the causes and cures of racial disorders.) When the votes were counted in Indiana, for example, Kennedy had won the support not only of the blacks of Gary and Indianapolis by huge totals but carried the Southern-oriented countries along the Ohio River, scored a clear majority among the Slavic minorities in the industrial cities, and won first place in 51 of Indiana’s 92 countries, carrying rural and urban alike.

We are moving into a period of vast social and political change only part of which is visible or understood. The revolt or angry blacks and the new politics symbolized by campus political and McCarthy movement are quite clear. Working Americans and blue collar youth who are considerably more numerous than the campus and McCarthy youngsters are less articulate but they represent a third and growing revolutionary force. Social scientists are just beginning to probe the significance of this but already we have learned that blue collar youth who have no memories of the depression voted twice as heavily for Wallace than they did for Goldwater in 1964.

A preliminary report by the University of Michigan’s Survey Research Center reports that the McCarthy movement was a considerably more complicated affair than is commonly believed. Widely seen as a manifestation of widespread public dissatisfaction with the war in Vietnam and a desire for peace, it was, in part, also a no confidence vote in the Johnson administration and the conventional values of the Democratic Party’s liberal wing. The report notes, “Among his (McCathy’s) supporters in the (New Hampshire) primary those who were unhappy with the Johnson Administration for not pursuing a harder line against Hanoi outnumbered those advocating a withdrawal from Vietnam by nearly a three-to-two margin.” At the outset of his campaign, the report indicates, McCarthy drew racial bigots, Vietnam hardliners and those who were demanding “law and order.”

What is urgently needed is for some of the brilliance which has gone into fashioning the New Deal and race revolutions to be developed to speak to and for middle class America. This should not be seen as bowing to a reactionary mood now extant in the land. Nor should it be based purely on practical politics. What is needed is a rethinking of the aspirations and needs of working Americans who are as legitimate as any other group in our society. The growth of political reaction today is as much due to liberal loss of contact with troubled Americans over the past two decades as any resurgent right wing movement. We have gravitated to a politics of gesture and confrontation rather than a politics of depolarization in which we choose issues and work for those programs that are commonly seen as benefiting large groupings of Americans including, of course, the most disadvantaged.

Dr. Friedman, a Lecturer in La Salle’s sociology department, is the Regional Director of the American Jewish Committee, oldest intergroup relations agency in the U.S. He holds a Ph.D. in political and social history from Georgetown University and is a frequent contributor to La Salle. This article is a follow-up to his “Kensington USA” article which appeared in the Fall, 1967 issue.
MONEY FOR THE MOON
BUT NONE FOR THE MAILMAN
No Living WAGE!
No MAIL
Tom Gola:

“My primary responsibility, of course, is to the people of Philadelphia…”

It began with All America Tom Gola, leading La Salle to a pair of national titles in the 1950s, and ended 15 years later as Tom Gola, city controller, coached the Explorers to a 72-66 win over Rider, last Feb. 25. In two years as coach, Gola won 37 of 50 games, Big Five and Quaker City Tournament crowns and “Coach of the Year” recognition. His 1969-70 Explorers had their ups and downs en-route to a 14-12 record. High points included wins over Georgia, Cornell and Columbia for the Quaker City title, an upset victory over NCAA-bound Niagara and excellent losing efforts at Tennessee and Duquesne. The low points were an 0-4 record against Big Five competition and a 2-9 record in January after the team lost starter Bill Pleas and reserve Jeff Piccone via academic probation. But far more important than wins or losses was the fact that Gola achieved his mission: to get the basketball program back on its feet.

Helms All America Ken Durrett (right) had another super season, breaking a host of records while leading the club in scoring (24.3 ppg.) and rebounding. A unanimous All Big Five selection, he was also named the district’s outstanding player and MVP of the Middle Atlantic Conference. Bob Fields (above) a junior college transfer, averaged 16.4 ppg and impressed with clutch shooting and aggressive defense.
Senior Fran Dunphy (left), co-captain with Durrett, quarterbacked the club, averaged almost 19 points a game, and led team in assists. He scored 24 points against Columbia and was named MVP of the Quaker City Tourney. Tom Gola (below) accepts coaching congratulations for last time from Rider’s John Carpenter, and game ball autographed by team from athletic director Jack Conboy, in locker room ceremony following finale.
Paul Westhead:

"...Basketball is Part of the Educational Process."

When Paul W. Westhead was named La Salle basketball coach on March 9, he figured he had four to six weeks to recruit players for next year's freshman team.

"By that time," he said, "a majority of the high school seniors will have made up their minds where they are going in the fall."

Six weeks is not much time and Westhead knew it, and he knew he'd need something besides charm and good looks to succeed. He'd need a lot of energy—and some luck.

But at 31, Westhead seems to have what it takes. And it's not as if he were a rookie. For the past two years, Westhead has been doing a lion's share of recruiting for the Hawks of Jack McKinney. And before that, he was coaching and teaching at Cheltenham High School.

In fact, he took that schoolboy team all the way to the P.I.A.A. Class A finals in 1968, when Cheltenham hadn't even made it to the playoffs in past years.

And Paul Westhead has a way of convincing you—and the student-athletes he recruits—that he's totally honest and committed to what he's doing. One observer put it this way: "Westhead," he said, "is extremely low key, with a strong undercurrent of excitement."

The low key part probably has something to do with Westhead the scholar—St. Joseph's graduate (1961) and a master's in English from Villanova in 1963 and teaching experience at Dayton, Cheltenham and St. Joe's.

The excitement probably comes through Westhead the athlete—a St. Joe's player under Jack Ramsay following a high school career at West Catholic, and assistant coaching jobs at Dayton and St. Joe's with a four-year stint at Cheltenham sandwiched in.

He has the excitement that comes from taking the St. Joe's
frosh to their best season ever (21-2) this year, good enough to
tie Penn for the mythical Little Big Five title.

He has the excitement of a man who has realized a lifetime
ambition, to coach in the Big Five, and the excited concern
of a new man who finds the old program "needs a new ap­
proach, needs to be set on a different tempo."

The "new approach," said Westhead, will be to the "stu­
dent-athlete, and I don't believe you can separate the two."
(Westhead's master's thesis was on Shakespeare's "Titus
Andronicus.")

"I want to establish the idea that basketball is part of the
educational process. I am a coach. I am an educator. To be
successful, it has to be done in this manner. I'm not here to
win at all costs. We must have our players develop on the
court—and in the classroom."

He speaks deliberately, does Westhead, mulling every word,
but his eyes sparkle, and he grins easily, and there, again, is
that excited undertone.

In one breath he's quoting Shakespeare, ("Something in
nature calls for a change . . .") and becomes the first Big Five
coach in recorded history to do so. In the next breath, he's all
business:

"I don't want to recruit a junior college kid; I am exclusively
interested in recruiting freshmen. I want players who, when I
look behind me, will be there. I will be 100 per cent with
them. I want them to have a fine college experience and to be
able to shake their hands when they receive their diplomas.

"That is the way I want it to be. It is my concept of coach­
ing and if it doesn't work, well at least I'll have tried it."

That was the concept that appealed to the La Salle College
Committee on Athletics that recommended Westhead for the
job.

For the first time, that committee included alumni repre­
sentatives—not just faculty-alumni, but representatives of the
alumni appointed by Alumni President Dr. Harry J. White.

The two new members on the committee from the very
beginning of its deliberations on a successor to Tom Gola:
J. Russell Cullen Jr., '60, executive vice president of the
Alumni Association; and Daniel J. Kane Jr., '49, former
Alumni president and now general chairman of the 1970
Annual Fund.

"I feel the selection of Paul Westhead by the Athletic
Committee represents a proper step in order to develop the
basketball program at La Salle on a continuing basis," Cullen
said. "All alumni should realize the college's obligation to
compete in the Middle Atlantic Conference and the Big Five.
It is my feeling that this responsibility which Paul has agreed to
shoulder during the coming four years will be properly
handled and will show the fruits of his efforts at the com­
pletion of the 1971-72 season."

"In my opinion," Kane added, "Paul Westhead gives every
indication of being able and willing to build a successful
basketball program which will, in time, be a source of pride
to every alumnus of La Salle."

So now Westhead has a contract for four years—48
months to employ that warmth and enthusiasm and to see
how far his low-keyed excitement will take him and La Salle.

He started right away, leaving the press conference an­
nouncing his appointment to go to the coach's office on the
first floor of Wister Hall. He had the key and he tried the
lock and tried it again, but it wouldn't go, and he looked at
the tag on the key and it said, "Mr. Harding."

The key finally did work and Westhead smiled. "I thought
for a minute there they were trying a little symbolism," he said.
How far will your agency's president go to help sell your salesman?

**Ask Jim Finegan:**

Ask Jim Finegan about it and he'll tell you that there are better minds around, and guys around who maybe can do certain things better, and how he's one of the luckiest men walking—but somehow Jim Finegan always managers to be number one.

All through grammar school and high school and college, James W. Finegan, '51, was the top guy in his class. Today, as president of Gray and Rogers, one of the leading advertising and public relations agencies in town, Jim Finegan is one of the top guys in his profession. To emerge as president of an agency that employs 153 people and does over $16 million in billing annually, you have to do something right.

Safe to say, Jim Finegan does many things right. But if there's one thing that Jim Finegan excels at it's showmanship.

What other agency president would pose for a two-page, full-color magazine advertisement dressed as a carnival barker swathed in yellow pages, on one side, and as an old lady, on the other. "How far will your agency's president go to help sell you salesmen?" says the headline of the Gray and Rogers promotional advertisement which appeared recently in Philadelphia Magazine.

"I know it may work against the presidential dignity," says Finegan, "but it is a risk that I think is worth taking most times. This particular ad was, on the whole, well received, but I know that there are those who seriously question the wisdom of doing it."

Through such showmanship, Finegan has helped to establish a climate in his agency where ideas can be candidly suggested no matter how hesitant a person may be about the idea's value or he puts it, "an atmosphere where people can put it out on the table and not be laughed-at or held in contempt."

Outside the agency, Finegan says that such showmanship generates enthusiasm in the sales force of the client. "In this business, if you don't have a sales force enthusiastic about the advertising—if they don't believe in it, it seriously dilutes the impact. We are very dependent on the client's own sales people to give out with the big effort. When they do, the advertising will work; when they don't, all the advertising they could dream up won't help the matter!"

A few years ago, Gray and Rogers was soliciting the lucrative Oldsmobile account. The automobile company's advertising people were sitting in a room waiting for G&R to make its presentation. On cue, the door flew open and Finegan burst in wearing a wild costume and speeling out G&R's pitch. On another cue, two girls dressed in silks and satin and top hats charged in, unswirled a banner and broke into a dance. Finegan climaxed the "presentation" by pulling off his coat and revealing a sweat shirt with the agency's name spelled across it in big block letters.

"The people didn't know what hit them," Finegan recalls. "They didn't know what was going on. But we got the account."

Finegan feels that two characteristics distinguish Gray and Rogers from other agencies—emphasis on its creative work and the capability of its publicity and public relations department. He also says that much of the criticism levied at advertising today is unjustified.

"I think that advertising would be foolish or suicidal in 1970 to try to con..."
EXECUTIVE SHOWMAN

BY ROBERT S. LYONS, JR.

"The public," he says. "The public is smarter, more educated, more cultivated, more skeptical, more probing. Naturally, you stress its (the client's) advantages. But you do not deceive. You do not mislead. I don't think that there is an agency today that is trying to shade matters."

Finegan majored in English-education at La Salle and graduated with the highest index (3.96-two "B"s, everything else "A"s) in the college's history up to the time: "I was lucky," he says. "There were others in my class with keener intellects; guys who were capable of things that had me going up walls."

Professors who were there at the time, however, will tell you that Finegan wasn't lucky. He was simply brilliant. "Not only was he a great student," says Dr. Robert Courtney, professor of political science and current president of La Salle's Faculty Senate. "He was a great athlete and a great competitor. He was one of the best golfers we've had at La Salle. He was creative, imaginative... just an intelligent individual."

"He humbled me (academically)," says classmate Jim Cattani, no slouch of a student, himself, who today is a reporter in the Philadelphia bureau of Fairchild Publications. "What a photographic memory he had. With all the brains, though, the thing you had to like about Finegan was that he was still a regular guy. He was so down-to-earth, you would never know that he was such a great student."

Finegan's class was the last one at La Salle to be dominated by the influx of World War II veterans taking advantage of the GI Bill. "It was a real kick for a kid just out of high school," he recalls. "They were romantic types."

My concept (before entering La Salle) of the returning vets was on of a group tremendously appreciative of the opportunities offered by the GI Bill... real dedicated guys. I saw nothing of that! They were the greatest bunch of easy-come, easy-go guys I ever saw. I couldn't name three (veterans) who were trying to destroy themselves academically, although many of them did real well. It was just that they had all the regimentation and stratification (in the service) they wanted."

After graduation, Finegan attended Navy OCS, at Newport, R.I., was commissioned, spent half of his three year tour on aircraft carriers, and the rest at the Philadelphia Navy Yard.

He spent the next two years a copywriter with the J.M. Korn & Co., Inc., advertising agency, working on such accounts as Downyflake Waffles and Pancakes, Margo Wines, and Crosse & Blackwell Soups & Juices, among others. He joined Gray & Rogers in September, 1956, and served in copywriting, copy/contact and account executive slots until being named accounts supervisor of the agency's "flagship" account, Bell Telephone of Pennsylvania and Diamond State Telephone (which also included the Yellow Pages), in May 1967. He was named vice president and a member of the agency's board of directors in 1963.

Finegan's life outside of the agency is equally as hectic. Among hobbies, he mentions golf ("I'll go anywhere at any time to play the sport of kings"), architecture and interior decorating ("I had a lot to do with the design of our house [in suburban Villanova]... It is so valuable today that we can't afford to live in it"), travel and writing. Finegan has written a soon-to-be-published "How To" book describing a three week trip to Europe, two years ago, from the moment he and his wife, Harriet, decided to go until they arrived home. "You learn a lot of things (taking such a trip) and you make mistakes. This explains how we did it and answers a lot of questions people (who are planning such a trip) have. It details down to the rug on the floor every aspect of every room, every tip, food, restaurant and the cost."

Finegan, who has three children, claims that he is "One of the luckiest men walking. My life has always been lucky, lucky, lucky. Some day, my luck is going to run out."

But not the showmanship.
The last stop on T. H. White’s American Tour was at the college. The British author was quite impressed.

White rented an English laborer’s cottage in the middle of a wood, and, together with two hedgehogs, six grass snakes, a stuffed phoenix, a beehive, six pismires (a kind of ant), and the fourteenth edition of the Encyclopædia Britannica, he set forth to retell for his century the stories of Arthur, Merlin, Lancelot, and Guinevere.

T. H. White moved to his last home on the small Channel Island of Alderney in 1948, announcing to the local inhabitants that he was a seventeen-time bigamist on the lam from London. Alderney is known chiefly for its low taxes and cheap liquor, both of which White seems to have enjoyed.

In the last years of his life, he received some three thousand dollars a month in Camelot royalties and his Alderney house included studios for filming and painting, a swimming pool, and a Temple to the Emperor Hadrian (for architectural rather than religious purposes). Shortly before his death, White remarked that he “could count only seven happy years in all his life,” yet he believed Mankind to be “on the whole more decent than beastly.”

In the fall of 1963, White began a lecture tour of the United States, in order to, as he said, “distract the private unhappiness of old age, rather like knocking your head against a wall when you have the toothache.” His last book, the posthumously published America At Large, included his observations on Philadelphia and La Salle College.

Characteristically, the two things that most impressed T. H. White about Philadelphia were not those things usually considered to be the city’s “tourist attractions.” Instead, the Walt Whitman Bridge aroused White’s admiration and the North Philadelphia Station stirred his indignation. Of the bridge, White wrote:

*There is a huge and graceful bridge named after Walt Whitman. Where is there a bridge in London named after Shakespeare himself? These people are more cultured than we.*

As regards the North Philadelphia Station, White confirmed what perhaps many Philadelphians have suspected for some time:

*So we stumbled bleary-eyed into bed and crawled out again reeling at 6 A.M., to catch the most miserable train in the world at the most miserable station (North Broad Street, Philadelphia, may it shortly fall to bits) . . . It was dirtier and more wretched than any London suburban station on a lost branch on strike. There was a strange, grimy iron fence down the middle of the tracks, presumably to prevent us from committing suicide . . . Oh God! Oh, Philadelphia!*

T. H. White was scheduled to speak at La Salle on November 22, 1963, as part of the Centennial Weekend festivities. But during the hour on that day on which White was to speak, John Kennedy was assassinated, and the author himself lay very ill of mental and physical exhaustion in a New Orleans hospital. White and Kennedy had never met, but they were strangely linked. John Kennedy’s favorite song was “Camelot,” and the two men shared the same birthday. It was the second time that White’s writings had connected him with a dead leader—when King George VI of England died, White’s book, The Goshawk, was found on his bed.
Despite his illness, T. H. White rescheduled his appearance at La Salle and spoke on December 16. The writer had no particular admiration for anything Catholic (He once told two priests, "I had been prepared for baptism into the Catholic Church but had desisted at the last moment on discovering that I don't believe a word of it"), but he was nevertheless evidently impressed by what he found at the college:

La Salle College is in its centennial year—it was founded on March 20, 1863. In 1940 its enrollment was about 400—it is now nearly 5,000. It has no Medicean Grand Dukes (no millionaire benefactors) to support it, no benevolent cardinals to beg for it, and it is not state aided. By its own efforts alone and on a very low basic fee per resident student, approximately $1,600, it has built itself a $2 million Union Building in 1959 and a $2.5 million Science Center in 1960 and now it is after a new library for its centennial. I have been telling these boys all over the U.S. that they are living in the middle of a second cultural renaissance, and here it is with a vengeance.

Although my talk was during their dinner hour and they had to cut down on eating to attend it, enough students turned up to fill the college theatre with many standing at the back. And in this theatre—although there is no course in drama—they have themselves lately produced Death of a Salesman, Carousel, Annie Get Your Gun, Finian's Rainbow, Fiorello, Bye, Bye, Birdie, Fantastic's and, for I was speaking in front of the scenery, Gideon. It has had twelve lecturers since September 20th (and we are costly) while there have been ten concerts since October the 16th, including the Rittenhouse Opera Company in La Boheme. This doesn't seem to me to be bad going.

One of the tests which we have learned to apply to a virile college is to ask whether any of the students took the trouble to make that march on Washington last summer, protesting against segregation. Many from La Salle did . . .

We admired the starched bands or jabots which the Brothers wear. They are called, we were told by the quiet voice of Brother Fidelian (Brother Burke), rabat. He also told us that one of my books had been read to them by the lector in the refectory of their house of studies, which made me feel pleased.

Whatever enthusiasm T. H. White felt for La Salle was more than returned by the audience's feeling for him. After his lecture, White received a tremendous standing ovation—applause that was perhaps louder and longer because the speaker seemed so visibly ill. White spoke on "The Pleasures of Learning" and listed some of the things he had learned how to do in his fifty-seven years: shoot a bow and arrow, ride a horse, fly an airplane, sail a boat, deep-sea dive, paint pictures, build houses, read medieval Latin, write fair second-class novels, and produce hopeless poetry. He echoed a theme that often appears in his writings: The only thing I can find in life which seems to survive most of the disasters of living is learning about things.

Despite his physical sickness, T. H. White managed to brilliantly communicate what he considered to be the pleasures of learning: "The best thing for being said is to learn something. That is the only thing which the mind can never exhaust, never alienate, never tortured by, never fear or distrust, and never dream of regretting."

As White's comments upon learning suggest, his character had a serious aspect to balance his occasional delightful irreverence. Indeed, the central problem of The Once and Future King—and of Camelot—is a moral issue of Might versus Right. Like his hero Arthur, White argues that morality is worth striving after and that the dominant force in human life should be justice rather than force. While his contemporaries were writing of the anti-hero and of moral anarchy, White chronicled the oldest English heroes and advocated the traditional virtues.

In his last public appearance at La Salle College, as in all his writings, T. H. White showed himself to be a disciple of that virtue which beloved medieval past called "humanitye."
La Salle’s Program for the ’70’s:
Expansion in a Decade of Great Economic & Social Change

La Salle’s president, Brother Daniel Burke, F.S.C., Ph.D., announced an ambitious college expansion program for the next decade, on Feb. 12.

At the same time, Brother Burke named three prominent Philadelphia business executives to spearhead the “Program for the 70’s” in which the college would seek to invest at least $20 million in programs and buildings over the coming decade to accomplish the stated goals.

As a first step, the college has begun a three year, $3.5 million campaign to cover its immediate development needs. Some $1.7 million of this amount has already been subscribed.

Appointed co-chairmen of the program were Francis J. Dunleavy, executive vice president and director of the International Telephone and Telegraph Corp., Louis Stein, chairman of the board of Food Fair Stores, Inc., and William B. Walker, director and chairman of the executive committee of the First Pennsylvania Banking and Trust Co.

“We welcome the opportunity to participate in a decade which promises great economic and social change,” said Brother Burke. “We also realize our obligation to meet the changing needs of the community by helping to find solutions to the problems that exist today in an urban society.”

Brother Burke added that the college expects to continue and expand various programs, strengthen its faculty, and increase its endowment for faculty leaves and student aid.

Existing programs due for expansion include those in ecology and environmental quality, criminal justice and urban affairs. A new speech & drama program will start in September. New emphasis will be given to a cooperative program with the Germantown Hospital School of Nursing, and the Urban Studies and Community Services Center.

La Salle has been one of the pioneers in the area of ecological studies and operates the Penllyn Biostation in the Wissahickon Creek area of nearby Montgomery County. This unique facility offers students from La Salle and neighboring colleges and unparalleled opportunity to study the influence of suburbia on erosion, land use and pollution.

A new independent study course on “The City”—concentrating on the city of Philadelphia and conducted by the economics and sociology departments, is now being offered as part of the college’s Honors Program. These departments are also combining for an “Introduction to Urban Studies” course as an interdisciplinary elective for upperclassmen.

“We hope to increase very significantly our human contribution to our community and city,” said Brother Burke, “but we can only do so by maintaining the quality of our faculty and offering financial assistance to as many students as possible.”

Brother Burke stressed the fact that nearly 6,000 of the college’s 13,000 alumni are employed by Greater Philadelphia business and industries. More than 1,000 serve in local, state and federal government and 1,000 are teachers and administrators at all levels of Philadelphia’s educational institutions. Another 600 are in the health professions.

In addition, three thousand of La Salle’s evening division students work full-time in the local business community while attending classes, and most of these students (94 per cent) are pursuing full-time degree programs at night.
Presently under construction are the Hayman Hall Athletic Facilities Building which includes a 1,700 seat swimming pool (above) and a ultra-modern classroom building (left). The new David Leo Lawrence Memorial Library (below) is also in the immediate development plans.
In an era of search for new ideals and changing values, Joe Kirk was the ideal coach—not just in wins and losses, but in his approach to his athletes which scores of his former swimmers describe with such words as "respect . . . character . . . mature . . . education . . . personal interest . . ."

Thus it was that Kirk’s untimely death at the age of 56, on March 23, in Chestnut Hill Hospital, saddened thousands of his former swimmers, alumni and friends of the college. He was buried on March 30 with senior members of the varsity acting as pallbearers.

"I could go on for three days talking about Joe Kirk," said Bill Gallagher, '67, one of his former swimmers. "With him, you came in a high school kid and came out a man. Everybody was a person to him. He will never be replaced."

"You just don't replace a Joe Kirk," said athletic director John J. Conboy. "He had a tremendous influence on me, personally. He had the experience, the savoir-faire that I didn’t have coming into the job. He did an awful lot of work around here that nobody realized—for the athletes and the college."

"He was a helluva lot more than just a swimming coach," said Tom Duffy, '61. "He was like a father and a dutch uncle wrapped up in one."

Tragically, Kirk, who dedicated nearly 30 years of his life to a sport at La Salle without a pool to call home, died only months before seeing his dream become a reality. The dream was a 1,600 seat swimming pool in the new Hayman Hall Athletic Facilities Building, currently under construction, which Joe helped to design.

Shortly after his death, the college’s athletic committee recommended to College Council that the new pool be named in Kirk’s honor.

Kirk was stricken during a meet at West Chester on Jan. 28. Gallagher, who received the Joseph Schmitz, Jr. Award as the senior who "best exemplifies the qualities of leadership, sportsmanship and courage" in 1967, handled the club for the rest of the season.

In 26 previous years at La Salle Kirk compiled an amazing 213-65 won-lost record, including Middle Atlantic Conference titles in 1957 and 1966 and an Eastern Catholic College crown in 1947. His Explorer teams won a record 39 consecutive meets from 1955 to 1958.

He was responsible for the development of 18 All Americans including Joe Verdeur, a gold medal winner in the 1948 Olympics and holder of a host of local records.

Before organizing intercollegiate swimming at La Salle in 1941, Kirk had coached with great success at Lincoln Prep, Northeast Catholic High School, the North Branch YMCA and at the Brighton Hotel, in Atlantic City. He captured the Catholic League crown seven times in nine years at North Catholic and twice won the city title. His 1944 North Branch team won the senior National AAU Championships with a squad of four men.

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**New Speech & Drama Program To be Inaugurated in Fall**

La Salle will offer a new program of studies in Speech and Drama leading to a bachelor of arts degree, beginning in September, 1970, it was announced by Brother Emery C. Mollenhauer, F.S.C., Ph.D., vice president of academic affairs.

The program will be under the direction of Daniel J. Rodden, associate professor of English and founder and managing director of the college’s highly-successful summer Music Theatre.

The new program will accept a limited number of applicants at the freshman level in September at which time the college will be completely coeducational.

Rodden, who urges immediate applications, said that a particular thrust of the program will involve the development of beginning playwrights but that the program of students will embrace the entire spectrum of theatre activities.

At least one full scholarship, sponsored annually by Music Theatre, will be offered. Other scholarship and grant-in-aid assistance may be available.

A member of La Salle’s English faculty since 1949, Rodden directed the college’s undergraduate theater group, the Masque, from 1953 to 1965. He founded Music Theatre, the college’s unique professional summer theatre operation, in 1962.

Rodden is a senior member of Actors’ Equity Association, a member of the National Theatre Arts Conference and the National Education Theatre Association.

Associated with Rodden in the program will be Sidney J. MacLeod, Jr., and Dennis M. Cunningham, both as-
sistant professors of English at the College.

MacLeod, the present director of the Masque, has been technical director of Music Theatre since its inception. Both MacLeod and Rodden did graduate work in Speech and Drama at the Catholic University of America.

Cunningham, who has a master's degree from the theatre department of Villanova University, has completed his course work for a doctorate at Carnegie-Mellon University. He directed the first two productions of the present season of the Drama Guild.

**College Benefactors**

**To be Honored at Gala Dinner Dance May 20**

A GALA DINNER-DANCE honoring members of the college's 1969-70 Century Club and the new Committee of One-Thousand will be held on May 20, at the Bellevue-Stratford Hotel, it was announced by Daniel H. Kane, chairman of the Alumni Fund Council.

Among those attending the black-tie affair will be members of the college's Board of Trustees, Council of President's Associates, and the Christian Brothers' community, as well as prominent business and civic leaders.

Music for the affair will be provided by the Romig, Carney and Lewis Orchestra.

Further information may be obtained from the college's Development Office.

**Former Vietnam Ambassador Urges Bombing of Haiphong**

**Dr. Tran Van Chuong**, former Vietnam Ambassador to the U.S., said that the Paris Peace Talks would never solve the Vietnam conflict, when he addressed an overflow audience in the College Union Theatre, on campus, Feb. 25.

"I'm afraid that our enemies... Hanoi, the Soviet Union and Red China, will never accept any compromise," said the Paris-educated lawyer who served as ambassador to the U.S. from 1954 to 1963. "By humiliating the United States by demanding complete U.S. withdrawal they are undermining and destroying the image of the United States in the world."

Dr. Chuong, who called North Vietnam, "the weakest, most backward communist satellite in the world," said that the Soviet Union is, "by far, the principal sponsor of the war," and stands to benefit the most from it.

"The Soviet Union is waging this war by proxy against the United States at very low cost and without any risk," he said.

Dr. Chuong, the father of Madame Ngo Dinh Nhu, whose husband was assassinated when the Diem regime was overthrown, added that the war "has been immensely more costly to the United States and unbearably more destructive and deadly to South Vietnam" than to the enemy. "This war is costing the United States in two weeks more than it costs the whole communist world in one year."

Dr. Chuong, said that he agreed with President Nixon's "Vietnamization Policy," but added that U.S. troop withdrawals should be done over a long period of time.

"This war has to be terminated as soon as possible and American troops have to be withdrawn as soon as possible," he said. "But not in such a way as there will be mass reprisals. If the United States gets out quickly, it would have destroyed half of Vietnam through the reprisals that would follow, in a vain attempt to save Vietnam. I suggest another way to get out—by winning the war."

Dr. Chuong, who was born in North Vietnam 72 years ago, added that "One hundred mines in the channel to Haiphong and 100 bombs on the docks of Haiphong would do immensely more to paralyze the enemy than 100 tons of bombs on the rest of Vietnam."

**Johnson's Son-in-Law Discusses Pacification in Vietnam**

**FORMER PRESIDENT JOHNSON'S son-in-law** came to the college, on Feb. 17, to discuss "Pacification in Vietnam" and do some recruiting for the U.S. Marine Corps.

Major Charles S. Robb, officer-in-charge of the Marines' Platoon Leaders' Corps college officer candidate program, told an overflow crowd of over 400 in the Union Theatre that the U.S. has accomplished what it set out to do in Vietnam "by preventing a full-scale military take-over by the Communists."

Addressing an audience that included many highly-vocal anti-war protesters, Robb said that "I don't like being engaged in war. I find nothing satisfying about it."

The 30 year-old graduate of Cornell and Wisconsin obviously did not change opinions of the war dissenters with his answers to questions about U.S. policy in Vietnam. But he did succeed in winning over the audience with his calm, sincere personality. His replies frequently received warm applause.

At one point, a student shouted, "You are teaching people to kill. What does this have to do with pacification?"

Robb replied calmly. "Most people know how to kill already. We don't have to teach them that." The audience clapped.

Robb said that total "Vietnamiza-

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**Ambassador Tran Van Chuong**

Senior Walter Boyle shows campus model to Major Charles Robb.
tion" of the war effort could take several years and that it would require the “maintaining of a residual force there for a significant period of time. He added that there is difficulty of having patience” with such a program, but added that patience was necessary.

Robb’s visit was sponsored by the college’s Semper Fidelis Society. The Vietnam veteran spent about five hours on campus discussing the Platoon Leaders’ program with students and showing a Marine film on “The Combined Actor Program” in Vietnam.

Wilson Foundation Selects Five Seniors

Five La Salle students are among the 1,153 college and university seniors designated by the Woodrow Wilson Foundation as "the most intellectually promising" 1970 graduates planning careers as college teachers.

Three other La Salle students were chosen for honorable mention recognition by the Foundation, which selected the winners from among approximately 12,000 candidates nominated by more than 800 colleges last fall.

The La Salle designates and their respective fields of study are: Thomas M. Butler (chemistry), Charles P. Lutcavage (German), Thomas M. McLaughlin (English), Gregory E. Mason (English), and Brother Robert Wilsbach (English).

Recipients of honorable mention recognition were: Brian A. Dursum, Vincent A. Sarino, both seniors, and Wayne Towers, who graduated last June.

A list of the 1970 Woodrow Wilson designates has been forwarded to graduate school deans with the Foundation’s recommendation that they be considered for graduate study awards.

Last year, La Salle produced four Woodrow Wilson designates and three honorable mention.

Faculty Promotions Announced

Five members of La Salle’s faculty have been promoted to the rank of full professor, it was announced by Brother Emery Mollenhauer, F.S.C., PhD., the college’s vice president for academic affairs.

Promoted to full professor were: Brothers Hugh Albright, F.S.C., Ph.D. (mathematics) and John Dondero, F.S.C., Ph.D. (psychology), Charles V. Kelly (English), Dr. Joseph C. Milhalich (philosophy), and Dr. Joseph P. Mooney (economics).

Promoted to associate professor were: Brother Gregory C. Demitras (chemistry), Dr. Ralph Tekel (chemistry), Dr. John P. Rossi (history), Dr. Minna F. Weinstein (history), John F. Gibbons (philosophy), Dr. Frank J. Schreiner (psychology), Brothers William J. Martin, F.S.C., Ph.D. (theology) and Philip Whitman, F.S.C. (accounting).

Promoted to assistant professor were: Thomas M. Ridington (art), Ramon Garcia-Castro (Spanish), Glenn A. Morocco (French), Theopolis Fair (history), and John J. Hanratty, C.P. A. (accounting).

Music Theater Sets Summer Productions

Managing Director Dan Rodden has announced that the college’s highly successful MUSIC THEATRE will present “Bitter Sweet” and “Man of La Mancha” for its ninth season this summer.

Noel Coward’s “Bitter Sweet” will run from July 1 through July 26. The long-running Broadway hit “Man of La Mancha” will be presented from August 5 until September 6.

Returning members of the MUSIC THEATRE staff include Thomas Gallagher, of the Temple University faculty who will fill the newly-created post of general manager; technical director Sidney J. MacLeod, Jr., who is assistant professor of English at the college; set and costume designer Gerard Leahy, '64; musical director Anthony Mecoli, of the Philadelphia Musical Academy staff; choreographers Robert Wilson and Mary Woods Kelly, and director of vocal music Robert Bolsover, '53.

MOVING?

If your mailing address will change in the next 2-3 months, or if this issue is addressed to your son and he no longer maintains his permanent address at your home, please help us keep our mailing addresses up-to-date by:

1. PRINT your full name, class year and new address on the opposite form, and

2. Attach the label from the back cover of this issue and mail to the Alumni Office, La Salle College, Phila., Penna. 19141.
Tribute to the
"GOOD DOCTOR"

"...Well done, Roland Holroyd, and all blessings on you from all of us."

—Dr. Francis J. Braceland, '26
(Jan. 11, 1970)

DR. ROLAND HOLROYD, founder of the college's biology department and a "living legend" to thousands of La Salle students, was honored for 50 years of distinguished service to the college, on Jan. 11. The beloved professor received a diploma indicating his affiliation as a member of the Institute of the Brothers of the Christian Schools at ceremonies (pictured below) in the college chapel. The Most Rev. Joseph T. Ryan, A.F.S.C., D.D., Archbishop of Anchorage, president. Brother John Owens, F.S.C., D. Ped., director of the Brothers' Community at the college, conferred the diploma of affiliation. Immediately afterwards, ceremonies were held in the Union Theatre designating the college's science center as the "Roland Holroyd Science Center." Then, hundreds of "brother" Holroyd's friends (including Dr. Braceland, and Brother James Conaghan, F.S.C., LL.D., in center picture) attended a reception and dinner in honor of the man who has served 11 of the college's 25 presidents.
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MAGNUS J. SCHAEBLER has been named class chairman of the 1970 Annual Fund.

Brother FRANCIS McCORMICK, F.S.C., who is now with the college's Development Office, is celebrating his 50th anniversary as a member of the Brothers of the Christian Schools, 30 of them in teaching and administration at La Salle.

JOHN MICHEL is a chemist with the Gulf Oil Corp., in Pittsburgh.

LAWRENCE BOWMAN has been appointed class chairman of the 1970 Annual Fund.

WALTER A. ZELL has been appointed class chairman of the 1970 Annual Fund.

MATHIAS M. KRATOCWILL has been appointed class chairman of the 1970 Annual Fund.

MICHAEL C. RAINONE was elected for a three-year term to the Board of Directors of the Nationalities Service Center. JOSEPH RITTER has been appointed class chairman of the 1970 Annual Fund.

THEODORE BERRY, M.D. has been appointed class chairman of the 1970 Annual Fund.

THOMAS DARLINGTON has been appointed class chairman of the 1970 Annual Fund.

GEORGE J. BROOKES has been appointed class chairman of the 1970 Annual Fund.

JOSEPH LACEY has been appointed class chairman of the 1970 Annual Fund. Joseph Swoyer has been promoted from account supervisor on Plymouth automobile advertising to senior vice president and account supervisor for all Chrysler Corporation car line advertising at Young & Rubicam.

SIDNEY ORR, M.D., has been appointed class chairman of the 1970 Annual Fund.

JOHN P. BRADY, resident counsel for Wilmington Savings Fund Society, has been named bank secretary. JOHN J. FLANNERY has been named class chairman for the 1970 Annual Fund.

THOMAS BONES & JAMES DEVER have been named class chairmen for the 1970 Annual Fund.

FRANK H. HOWLEY AND JOSEPH T. MACK have been named class chairmen of the 1970 Annual Fund. Mack has been appointed chief of the Red Arrow Division of the Southeastern Pennsylvania Transportation Authority. He had previously been vice president and controller of the Philadelphia Suburban Transportation Co. (Red Arrow Lines).
The Alumni Association’s annual Signum Fidei medal for “noteworthy contributions to the advancement of Christian Principles” will be awarded to James W. Turpin, M.D., founder and president of Project Concern, Inc., an independent, non-profit medical relief program serving Hong Kong, South Vietnam, Mexico and Tennessee.

The presentation will be made at a dinner in the College Union Ballroom on Saturday, April 18, according to Francis K. Donohoe, ’55, chairman of the Signum Fidei Committee. Tickets are available at $6.50 each from the college’s Alumni Office.

Dr. Turpin, a native of Ashland, Ky., is a U.S. Navy veteran and a graduate of the Emory University Medical School, Atlanta. After serving as a general practitioner in Coronado, Calif., for five years, Dr. Turpin founded Project Concern in 1961. Today, the program has 147 doctors, dentists, nurses, pharmacists, technicians and volunteers helping those who lack the basic elements of health, education, food, shelter and job opportunities.

Project Concern presently operates four clinics in Hong Kong. Over 3,000 patients a month are treated in Vietnam where a self-sufficient, village-hospital medical assistant cooperative program between the South Vietnamese government and Project Concern trains local young men and women in the basics of medical assistance. Some 72 such graduates have returned to their villages as certified hospital assistants.

Project Concern also operates medical clinics and child care centers in Tijuana, Mexico and Byrdstown, Pickett County, Tennessee, where clinics and mobile medical teams serve some 34,000 people who have no medical care.

The Signum Fidei medal, which derives its name from the motto of the Brothers of the Christian Schools—“Signs of Faith,” has been awarded annually since 1942. Previous recipients include Bishop Fulton J. Sheen, Sargent Shriver, Senator Eugene J. McCarthy, the Rev. Leon Sullivan, and last year’s recipient, the Rev. William Finley, founder of “Operation Discovery,” in north-central Philadelphia.
been appointed a member of the Metropolitan Regional Advisory Board of Industrial Valley Bank and Trust Company. JAMES J. McLAUGHLIN has been named director of marketing for Rollins-Purle, Inc., of Lansdowne. DANIEL A. MORRIS, senior vice president, First Pennsylvania Banking and Trust Company, has been elected president of the City Bank of Philadelphia. JOHNN C. ROSANIA, special agent with the Prudential Insurance Company's Quaker City Agency, has sold over two million dollars of insurance during 1969. DANIEL KANE & EDWARD TITTERTON, JR. have been appointed class chairmen of the 1970 Annual Fund.

The 20th anniversary of the Class of '50 will be celebrated on May 16 with a cocktail party followed by dinner and dancing in the College Union. Athletic Director JOHN CONBOY is chairman of the Reunion Committee. CLEETE McBRIDE is treasurer. Others on the committee include DICK BECKER, BOB LODES, BOB VALENTI and JOE WAUGH. GERALD L. GUMP was appointed division rate and development supervisor — southern for New Jersey Bell. JAMES Q. HARTY partner of Reed, Smith Shaw & McClay was the speaker for Associate Director Night at the meeting of Beaver Valley Chapter of the national Association of Accountants in November. JOSEPH O'CALLAGHAN is currently associate professor of medieval history at Fordham University. JOHN CONBOY & ROBERT LODES have been named class chairmen of the 1970 Annual Fund.

'51

THOMAS REIFSTECK

WILLIAM O'CALLAGHAN has been named class chairman of the 1970 Annual Fund. ROBERT KURMIN has been named a full partner in the firm of Oliver Brown Conover and Associates of Spring Lake, one of the oldest insurance agencies in Monmouth County, N.J. L. THOMAS REIFSTECK, director of the Career Planning and Placement Bureau at the College, has been elected president of the College Placement Council, Inc. MARRIAGE: JOSEPH P. FARLEY to Kathleen C. TARTAS.

'52

ROBERT DRAYTON

ROBERT DRAYTON was promoted to vice president at Provident National Bank in Philadelphia. JOSEPH G. McLEAN, Editor of the Phila. Chamber of Commerce NEWS, has been named assistant to the vice president — communications in the Chamber's Office of Community and Public Relations. REUBEN G. MILLER has been named Charles A. Dana Professor of Economics and chairman of the economics department at Sweet Briar College, Va. JAMES ROGERS has been promoted to executive vice president for mortgage banking of Kardon Investment Company, Philadelphia. JAMES COVELLO & BENJAMIN TOMOLLO have been named class chairmen of the 1970 Annual Fund. ROBERT DRAYTON & ED VATOLI (Evening) have been named class chairmen of the Annual Fund.

'53

JOHN J. FRENCH has been appointed district traffic superintendent of Bell Telephone Company's Bucks-Jenkintown district . . . WILLIAM C. WAUGH has been named vice president of Baer Insurance Agency Inc., Philadelphia. JAMES SZAREZ is teaching at Lincoln High School in Philadelphia. This year he was a delegate to the International Congress of the African Studies Association in Montreal. He has been awarded a grant by the U.S. Office of Education and the African Studies Association to plan a conference in African Studies for teachers. During the summer he traveled through Soviet Central Asia, Siberia and Mongolia. JULIUS E. FIORAVANTI, ESQ. & JOHN J. FRENCH have been appointed class chairman of the 1970 Annual Fund. DANIEL SHIELDS (Evening) has been appointed class chairman of the 1970 Annual Fund.

'54

ALEXANDER AVALON, senior account manager for Hallmark Cards and president of the Pittsburgh Alumni Chapter, represented La Salle at the inauguration of WILLIAM W. HASLER as president of Indiana University of Pennsylvania. JOHN P. FARRIS recently attended a one-week sales seminar in Morris Plains, N.J. in connection with his post as medical representative for Warner-Chilcott Laboratories. EDWARD HELLER, along with teaching grammar school in Philadelphia, has been writing articles for the Music Journal of New York. His most recent work, a study of "The Bruckner Renaissance," will appear in a forthcoming issue. ROBERT SCHAEFFER, public relations director at the Presbyterian Medical Center, has assumed the chairmanship of the Alumni Downtown Club in Philadelphia. FRANK DECK & WARREN SMITH, M.D. have been named class chairmen of the 1970 Annual Fund. ANTHONY E. VALERIO (Evening) has been named class chairman of the 1970 Annual Fund.

'55

The class will celebrate its 15th anniversary with a reunion on campus on May 16. A cocktail hour will be followed by a dinner dance. DAVE SMITH is chairman; JOHN TEEFY, treasurer; JIM KOCH will coordinate the evening division effort. JAMES MORRIS has been promoted to senior vice president at Continental Bank. JAMES P. PARKS has been named editor of Delaware Business Fortnight, a new Chamber of Commerce publication for the business community of the tri-state area. JOSEPH A. SAPIAHRA, JR., teacher of U.S. History at John F. Kennedy High School in Willingboro, N.J., where he also serves as varsity baseball coach. JOSEPH H. RODRIGUES, a Rutgers College Law School graduate, was named chairman of the general ap-
peal phase of the 1970 Rutgers Fund, which supports projects at the Rutgers Camden Campus. JAMES GILLESPIE & FRANK J. NOONAN have been named class chairmen of the 1970 Annual Fund. JOHN PATRIARCA (Evening) has been named class chairman of the 1970 Annual Fund.

NORMAN BERNSTEIN, Ph.D., Assistant Professor of the History and Philosophy of Education at St. John's University, New York, has been elected to the school policy committee of the School of Education. THOMAS J. CASEY received an engraved silver bowl from The Philadelphia Chamber of Commerce for coming in first in the Chamber's fall-1969 membership recruiting campaign. EDWARD DEVLIN has been named class chairman of the 1970 Annual Fund. RICHARD DYER is chairman of social studies studies department, Methacton High School, Fairview Village, Pennsylvania. Recently he served as discussion leader at the December Conference on the teaching of Modern Chinese History at La Salle College. During the summer he works as a Ranger Historian at Independence National Historical Park.

William Comer is chairman of the civics department North Junior High School, Colorado Springs, Colorado. He is also president of the Colorado Springs Teachers Association. JOSEPH SANQUILLI is chairman of the social studies department, Bishop McDevitt High School. He is presently serving on a committee to revise the social studies curriculum for the elementary and secondary schools of the Philadelphia Archdiocese. FRED LEINHAUSER has been named class chairman of the 1970 Annual Fund. DANIEL E. McGONIGLE (Evening) has been named class chairman of the 1970 Annual Fund.

'58

NORMAN BERNSTEIN, Ph.D., Assistant Professor of the History and Philosophy of Education at St. John's University, New York, has been elected to the school policy committee of the School of Education. THOMAS J. CASEY received an engraved silver bowl from The Philadelphia Chamber of Commerce for coming in first in the Chamber's fall-1969 membership recruiting campaign. EDWARD DEVLIN has been named class chairman of the 1970 Annual Fund. RICHARD DYER is chairman of social studies studies department, Methacton High School, Fairview Village, Pennsylvania. Recently he served as discussion leader at the December Conference on the teaching of Modern Chinese History at La Salle College. During the summer he works as a Ranger Historian at Independence National Historical Park. MAJOR ROBERT J. GRAHAM received a letter of commendation for outstanding performance of duty in ceremonies at the Naval War College, Newport, R.I. JOSEPH R. HARRIS and JAMES F. HOWARD have been selected for inclusion in the 1970 edition of OUTSTANDING YOUNG MEN OF AMERICA. BERNARD MCCORMICK, associate editor and feature writer at Philadelphia magazine, entertained the alumni of the Downtown Club at their St. Patrick's day luncheon. WILLIAM F. McGONIGAL, manager, Pacific Mutual Life Insurance Company, was awarded the Chartered Life Underwriter designation at conference exercises of the American College of Life Underwriters in Washington, D.C. JOSEPH D. GALLAGHER has been appointed Philadelphia District Manager of McNeil Laboratories, Inc. JOSEPH SCANLON is a major in the U.S. Army currently stationed in Germany. In September he was married to Susanne Nitzsche. EUGENE KELLY & JOHN B. KELLY (Evening) have been named class chairmen for the 1970 Annual Fund.

'59

BASIL R. BATTAGLIA was named the Wilmington Jaycees Outstanding Young Man of the Year. He is Republican city chairman and register in chancery and clerk of the Orphans Court. JOSEPH P. BRAK, ESQ., is a candidate in the Democratic primary election for representative from Philadelphia's 173rd district (Torresdale, Holmesburg areas) the Pennsylvania House of Representatives. JOSEPH C. FLANAGAN, M.D. has been named class chairman of the 1970 Annual Fund. WILLIAM A. MILLER (Evening) has been named class chairman for the 1970 Annual Fund. VINCENT VALECE is teaching social studies at Heritage Junior High School, Cherry Hill, New Jersey.

'60

Plans are being made for the 10th anniversary reunion of the class. GENE KING is organizing the committee. To date RUSS CULLEN, TOM CORRIGAN, RALPH HOWARD, TOM HENNESSY, and JOE SAIONI have signed up to help. S. JAMES BOTTOLE has been appointed to the position of hospital promotion product manager at the USV Pharmaceutical Corporation. FRANCIS X. FLANNERY has been named employment manager of Rhom and Haas Company's Philadelphia plant. WILLIAM HANSELL, a doctoral candidate at the University of Wisconsin is teaching English at the Sheboygan campus of the University of Wisconsin System. FRANK P. KELLY has been appointed to the staff of Metropolitan Life Insurance Company in New York as a senior field training consultant. AURELIO LOOSE (Evening) has been named class
John A. Ryan, '51 (right) receives the St. John the Baptist de La Salle "distinguished teaching award" from Bernard Rafferty (left), president of the Alumni Education Association, as college president Brother Daniel Burke, F.S.C., Ph.D., looks on. Ryan, the former president of the Philadelphia Teachers' Union, received the award on Feb. 20.

PROFILE

Building Roads the Sophisticated Way

"The construction business is changing a great deal," says Robert E. Boyle, '58, partner and executive vice president of Westchester Concrete, Inc., Elmsford, N.Y. "It's very much a professional man's business. Companies are becoming very sophisticated."

Boyle, who is also chairman of the board of governors of the flourishing New York City area chapter of the college's alumni association, typifies the "new breed" of today's sophisticated young construction executive.

Three years ago, Boyle and two partners formed Westcon to produce concrete for paving. Since then, they've paved over 100 miles of road and have formed two subsidiary companies—Wren Line, Inc., and Taconic Materials. They now employ 150 permanent employees and gross around $6 million dollars annually.

Westcon has three permanent plants in Newburgh and Westchester counties as well as "portable plants" in Albany, Binghamton and north Jersey. Boyle is chairman of the board of Wren Line, which was founded in 1968 to supply plants with aggregate sand, gravel and stone and has since expanded into the truck leasing business. He is vice president of Taconic, which opened last year and produces the sand and gravel.

Boyle, who majored in social sciences, education and French at La Salle, sees a "tremendous future" in the construction business. "Family-oriented companies are going by the wayside," he says. "Economy minded people are coming into the industry. They're interested in getting a good return on their investment. It used to be that companies didn't know how much money they were making until a year later."

Boyle, who played football with Johnny Unitas at St. Justine's High, in Pittsburgh, was president of his class at La Salle for four years. He was also Student Council president in his senior year and helped organize the first student-run orientation and the first "Tap-Off Rally."

Despite his business commitments, Boyle has been one of the prime movers behind the New York area alumni chapter. "The club has been carrying itself real well," he says. "Real interest in the college keeps them together. A tremendous percentage have real affection for La Salle and a lot of respect, I think, for each other. Every time they see La Salle's name in print, it's almost as good as having their name in print."

Boyle and his wife, Carol, reside in Suffern, N.Y., with their four children: Nancy, 10; Eugene, 9; Tracy, 8, and Brian, 6.

La Salle, Spring 1970
Virginia. He is completing his doctoral dissertation at Duke University, a study of the Last Rise of the Northern Barons in Tudor England. FRANCIS X. WHALON was recently appointed manager of systems and data processing for the Thiokol Company, Trenton, N.J. GERALD LAWRENCE & JAMES MCLAUGHLIN have been named class chairmen of the 1970 Annual Fund. Marriage: Francis J. Moran to Patricia A. Wood. Birth: To Gerald Lawrence and his wife, Rita, a son Brennan David.

JOHN F. CARABELLO, D.D.S., has been appointed to the staff of the Veteran's Administration Hospital in Philadelphia. ANTHONY CLARK (Evening) has been named class chairman of the 1970 Annual Fund. Robert J. DAWSON has been appointed sales representative of the Philadelphia-South Jersey area for J. A. Seldenridge & Associates, Inc., Lancaster. John P. DONNELLY has been promoted to real estate officer at Provident National Bank. William J. Lawless has been appointed as a resident salesman for Bethlehem Steel Corporation in Wilkes-Barre, Pa. Richard JOHNSON is chairman of the history department at Burlington Township High School, Burlington, New Jersey. EDMOND F. LYNCH has been appointed assistant general manager of the Midway Store, Wilmington, Del. Thomas Lynch has been promoted to assistant vice president at the Industrial Valley Bank and Trust Company. WILLIAM REGLI has been serving as President of the Abington-Jenkintown Jaycees for the past two years. Michael Sorrentino has been awarded a Ph.D. by the University of Pennsylvania School of Chemistry. Joseph SPEAKMAN who is working on his doctorate at Temple University recently passed his final written and oral examinations. Joseph J. WALDNER, assistant vice president of the First Pennsylvania Banking and Trust Company, has been appointed manager of the bank's Mount Airy office. Brian WHESMAN has been hired as an economic development analyst by the Northern Tier Economic Development Association. Nicholas Lisi, Esq. & Terry M. Wochek, Esq. have been named class chairmen of the 1970 Annual Fund.

Patrick Conner teaches world cultures and American history at Ambler Junior High School. He is continuing his work for a master of arts degree in administration at Villanova University. JOSEPH A. IATAROLA has been named sales administrator by Menley & James Laboratories, Philadelphia. His administrative duties include recruiting of sales personnel, Richard Luyster teaches in the world culture program at Cardinal O'Hara High School, Springfield. He is also vice president of the Catholic Teachers' Federation and secretary of the Pennsylvania Federation of Teachers. Michael G. Mullen has been named manager of the New England regional headquarters of the Atlantic Richfield Company at Providence, R.I. Michael W. Park, vice president of Third Federal Savings and Loan Association, has been named chairman of the Mortgage Study Committee of the Northeast Philadelphia Realty Board. William Rafferty has been named head basketball coach at Seton Hall University. John J. Robrecht has been appointed assistant auditor for Germantown Savings Bank. William WIXTED received a master's government administration degree from the University of Pennsylvania. Edward Clark, Joseph Evanchik & William Garrigle, Esq. have been named class chairmen of the 1970 Annual Fund. John G. Bakos & Joseph A. Iatariola (Evening) have been named class chairmen of the 1970 Annual Fund. Marriage: Michael J. Kelly to Helene F. McAllister.

Richard B. Paul

Captain Joseph A. Benedetto, D.D.S. has arrived for duty at McGuire AFB, N.J. Michael J. DeSanti, D.D.S., has completed his internship at Beth Israel Hospital in New York City. Mark J. Galagher has been appointed executive director of Big Brothers of Lancaster County, Inc. Robert Gubnrecht (Evening) has been named class chairman of the 1970 Annual Fund. Paul F. Naughton has been appointed as senior analyst specializing in the utilities industries of the F. S. Smithers & Co., Inc. Richard B. Paul has been appointed an account executive in the San Francisco office of Hayden, Stone Incorporated, international investment firm. Captain John D. Snyder has received his second award of the U.S. Air Force Commendation Medal at Lindsey Air Station, Germany. Frank C. Corace & Charles Hug have been named class chairmen of the 1970 Annual Fund. Birth: To Denis Cummings and wife Connie, a son Darrin Christopher.

Jerry Dees

The class will celebrate its 5th anniversary on May 9 with a cocktail hour and dinner dance on campus. The reunion committee, under the chairmanship of Ray Lofts, includes Ted Schoen (treasurer), Ray Duckworth, Dick Flanagan, Paul Kelly, Jim O'Neil, Jim Kelly, Jack Seydown, and Jay Teffy.

Walter R. Blake was awarded the Juris Doctor Degree from the University of Miami in June and was admitted to the Florida Bar in November. Jerry Dees has been named director of the newly-created office of student activities at the college. Donald Dunn is overseas marketing assistant for the Freon Products Division of DuPont. Joseph Henrich is working as an archivist at the National Archives in Washington. He is completing his doctoral dissertation at Duke University, "The Evolution of Jeffersonian Naval Policies, 1779-1809." Stephen F. Krzeminski, Ph.D., has joined Rohm & Haas Company's Research Division at the firm's Bristol, Pa. laboratory. He has been assigned to an analytical research laboratory. William E. Losch has been appointed southeastern district sales manager of the Electronic Products Division, Corning Glass Works. Milton H. Lowe has been named director of over-the-horizon radar systems management at International Telephone and Telegraph Corporation's Federal Electric Corporation. Ralph Madalino has arrived for duty at Wurtsmith AFB, Michigan. Henry Close, Jr. & John J. Seydown, Ph.D. have been named class chairmen for the 1970 Annual Fund. Raymond Duckworth & William Leimkuhler (Evening) have been named class chairmen for the 1970 Annual Fund. Marriages: Robert J. Byrne to Francine Saleron; Robert Dager to Louis Siemien ski; Carl E. Makeeta to Denis Beisinger.
ALBERT C. ACHUFF has received a masters of arts degree in American History from the University of Scranton. He is presently teaching Senior Social Studies and United States History at Bishop Conwell High School, Levittown, Pa. ROBERT BOCK is a sports writer for the Bethlehem Globe-Times in Bethlehem, Pa. MAX DOBLES is a captain in the Army Special Forces. He has just finished a tour of duty in Germany and is now in Viet Nam.

Michael F. Heron has been named director of public information for the American Cancer Society, Maryland Division, Inc. JOHN J. JENNINGS has been hired by the city as a chemist at the Lancaster, Pa. Filter Plant. LOUIS LIPPO has been appointed a Lead Teacher in Philadelphia School System with special responsibility for the training of new teachers.

FRANCIS J. MCGOVERN has been named associate director of development at the college. He had been assistant alumni director. JOSEPH PIRRI has recently been named chairman of the social studies department, St. James High School in Chester. He was awarded his M.A. in history from Villanova in June, 1969. DENNIS SMYTH has been discharged from the Army and will begin full time graduate work in American history at the University of Oklahoma during 1970. RICHARD TUCKER has been appointed executive vice president of the Philadelphia Housing Development Corporation. Thomas Ryan III & Vincent Turzo have been named class chairmen of the 1970 Annual Fund. James Costello & Jerome Flomen (Evening) have been named class chairmen of the 1970 Annual Fund.

Louis J. Beccaria was drafted into the U.S. Army upon graduation from the University of Delaware, where he received a master's of education degree. He is currently stationed at Fort Knox, Ky. as an Army officer. RAPPOL F. BRADFIELD has been appointed sales manager of Systems Inc., a data processing concern. JAMES J. CONLEY has joined Automated Business Systems, Division of Litton Industries, as a sales representative at the company's Philadelphia office. RALPH F. DI DOMENICO has been elected an officer of The First Pennsylvania Banking and Trust Company with the title of administrator officer in the Defense Command at the Stewart Air Force Base, N.Y., as assistant information officer. ANDREW J. GURCZA was awarded a master of arts degree in history at Indiana University of Pennsylvania, January 1970. 2nd Lt. JEROME D. HATCH has been awarded U.S. Air Force silver pilot wings upon graduation at Moody AFB, Valdosta, Ga. RICHARD T. LAWLESS is in Recife, Pernambuco, Brazil with the Peace Corps. Special 4 MARK J. LLEWELLYN has been assigned to the Army Infantry Board at Ft. Benning, Ga. JACK McDERMOTT (evening) has been named class chairman of the 1970 Annual Fund. J. P. MICHEL, a specialist fourth class with the 5th cavalry in Vietnam, recently received the Bronze Star and the Purple Heart as a result of an all-night battle near the Cambodian border. DONALD W. MURPHY was promoted to Army specialist four in Vietnam, where he is serving with the 35th Engineer Group. EDWARD J. NOLFI is now serving with the 101st Airborne Division in Vietnam, EDWARD SHEFFY, F.S.C. is teaching history and comparative government to seniors at Calvert Hall High School in Towson, Maryland. He is also working for a master of liberal arts degree at John Hopkins. KEVIN SMITH received his M.A. from Lehigh University in 1969 for a thesis entitled: "Politics in the Royal Navy, 1793-1801: A Study of the Internal Politics of the Royal Navy on the Conduct of the War Against the French Republic." DENIS SMITH was just appointed principal of Bancroft School, Bancroft, West Virginia and is also pursuing his M.A. in history at Marshall University. He served as Intern, National Teachers Corps, from September 1967 until this past August. BERNARD DEVLIN & DAVID ERVIN have been named class chairmen of the 1970 Annual Fund. Marriages: JAMES F. COLLINS to Susan Fouts; BRIAN D. DANIEL to Barbara Jones; DONALD E. ROYALL to Margaret E. Bailey, and FRANK MALONEY to Janice R. LaBrecque.

Victor Brooks, Jr., is currently a doctoral candidate at the University of Pennsylvania where he is studying the history of Education. CHARLES CARR has begun his graduate studies in history at Bryn Mawr College this past September. JOHN A. CIARLITTO received a diploma for successfully completing a Ranger Course. He was commissioned 1st Lt. in June, 1969 at Fort Benning and is presently at Fort Walters training to be a helicopter pilot. JSEPH DONAHUE, teacher of Latin and German at St. Pius X High School is now serving as head coach there. 1st Lt. EDWARD J. Deal has been assigned to Headquarters, 1st region, U.S. Army Air Defense Command at the Stewart Air Force Base, N.Y., as assistant information officer. ANDREW J. GURCZA was awarded a master of arts degree in history at Indiana University of Pennsylvania, January 1970. 2nd Lt. JEROME D. HATCH has been awarded U.S. Air Force silver pilot wings upon graduation at Moody AFB, Valdosta, Ga. RICHARD T. LAWLESS is in Recife, Pernambuco, Brazil with the Peace Corps. Special 4 MARK J. LLEWELLYN has been assigned to the Army Infantry Board at Ft. Benning, Ga. JACK McDERMOTT (evening) has been named class chairman of the 1970 Annual Fund. J. P. MICHEL, a specialist fourth class with the 5th cavalry in Vietnam, recently received the Bronze Star and the Purple Heart as a result of an all-night battle near the Cambodian border. DONALD W. MURPHY was promoted to Army specialist four in Vietnam, where he is serving with the 35th Engineer Group. EDWARD J. NOLFI is now serving with the 101st Airborne Division in Vietnam, EDWARD SHEFFY, F.S.C. is teaching history and comparative government to seniors at Calvert Hall High School in Towson, Maryland. He is also working for a master of liberal arts degree at John Hopkins. KEVIN SMITH received his M.A. from Lehigh University in 1969 for a thesis entitled: "Politics in the Royal Navy, 1793-1801: A Study of the Internal Politics of the Royal Navy on the Conduct of the War Against the French Republic." DENIS SMITH was just appointed principal of Bancroft School, Bancroft, West Virginia and is also pursuing his M.A. in history at Marshall University. He served as Intern, National Teachers Corps, from September 1967 until this past August. BERNARD DEVLIN & DAVID ERVIN have been named class chairmen of the 1970 Annual Fund. Marriages: JAMES F. COLLINS to Susan Fouts; BRIAN D. DANIEL to Barbara Jones; DONALD E. ROYALL to Margaret E. Bailey, and FRANK MALONEY to Janice R. LaBrecque.

Ronald F. Black Chester J. Orzechowski

Robert Andrejko is working with Teach­er Corps as an instructor in communica­tion skills laboratories in inner-city high schools of the Atlanta public school system. JOHN ANTHONY (Evening) has been named class chairman of the 1970 Annual Fund. LOUIS CEI is working on his M.A. at Ohio University, Athens, Ohio. FRANK FERRO has been named class chairman of the 1970 Annual Fund. ROBERT P. BANDHOLZ, JOSEPH L. GARDNER and THOMAS J. MAHER were recently designated as honor graduates of their respective officer's Basic Courses. RONALD F. BLACK has joined Rohm and Haas Company, Philadelphia, as a chemist. He has been assigned to the Analytical Development Laboratory at the company's Philadelphia plant. The following are currently freshman at the Hahnemann Medical College in Philadel­phia: RONALD A. CODARO, BERNARD M. FELDMAN, JOSEPH MICHAEL, ALAN J. MELTZER, THOMAS M. PENDERS, and JOSEPH H. REICHERMAN, MICHAEL F. COONEY has completed basic training at Lackland AFB, Texas. He has been assigned to Chanute AFB, III., for training in fuel services. FRANK J. D'AMICO has completed the Accounting Specialist Course, U.S. Army Finance School, Fort Benjamin Harrison, Ind. EDWARD DEVER has been promoted to suburban home delivery manager of the Philadelphia Inquirer. GEORGE T. ECKERBRODE has recently been named a Peace Corps volunteer after completing 10 weeks of training at Columbia University. EDWARD C. HUGHES has been commis­sioned a second lieutenant in the U.S. Air Force upon graduation from officer training school at Lackland AFB, Texas. John Oldynsky was awarded a graduate assistantship at Kent State University, Kent, Ohio. HENRY OESTREICH has officially changed his last name to EASTLAND. He is presently attending Cornell Law School, Ithaca, New York on a full scholarship. AIRMAN CHESTER J. ORZECHEWOSKI has completed basic training at Lackland AFB, Texas. He has been assigned to Sheppard AFB, Texas for training as a medical services specialist. MAX M. PAKZY has been elected an officer of the First Pennsylvania Banking & Trust Company with the title of assistant treasurer. AIRMAN ROBERT L. ROSS has completed basic training at Lackland AFB, Texas. He will remain at Lackland for training as a security policeman. STEPHEN VAN BANSHOFT received a master of fine arts degree from Yale Graduate School of Drama. Marriages: STEPHEN VAN BEN SCHOTEN to Virginia Everett; BRIAN J. GAIL to Joan M. Kain.
"Upon the education of the people of this country the fate of this country depends."
—Benjamin Disraeli (1874)
New Boss on the Hardwood