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Robert S. Lyons, Jr., Director

January 3, 1971

FOR IMMEDIATE RELEASE

A course on drugs, believed to be the first such course offered for academic credit by a Philadelphia area college, will be presented by the staff of Eagleville Hospital and Rehabilitation Center at La Salle College, during the upcoming spring (1972) semester.

Spring Semester classes for both La Salle's day and evening divisions start on Monday (Jan. 17). Registration for evening division students will be held from 7:00 to 9:00 P.M. from Jan. 10 to 13 in the College Union Ballroom, on campus at 20th st. and Olney ave. Day students will register from Jan. 11 to 14.

Entitled "Special Topics in Psychology," the drug course will be team taught by psychologists, psychiatrists, physicians, social workers, pharmacologists, lawyers and rehabilitated addicts, according to Dr. Peter J. Filicetti, assistant director of the La Salle College Counseling Center and coordinator of the college's drug program.

Dr. Filicetti said that the course, which would be available only to matriculated La Salle students, will include twelve lecture sessions and five field visits.

(more)
Topics to be discussed include: the pharmacological and psychological effects of various drugs, a historical perspective of drug use, a comparison of alcoholism and addiction, an examination of various locales for drug use, a comparison of alcoholism and addiction, an examination of the addict's cultural, social, and psychological world, the law and drugs, drug rehabilitation and prevention.

La Salle officials expect the college's enrollment to remain about the same for the spring semester—3,800 men and women in the day school and 3,000 in the evening division. Some 400 new students, most of them transfers, will be attending evening sessions while some 105 students will be transferring to day classes at La Salle.

Other new courses being introduced in La Salle's day division include: Biometrics (biology), Seminar in Advanced Physical Geology (earth science), Oral Interpretation of Prose and Poetry (English), acting: Voice and Body (speech and drama), and Selected Topics in Mathematics: Specialized Research (mathematics).

New evening division courses being offered for the first time this spring include: Fundamentals of Management for Inner City Businessmen, Philosophy of Communism, Social Psychology, Development of Jewish Religious Thought, Introduction to Preventive Mental Health Practices in Education and Counseling, The Film as Art, and a seminar on Development of Management Skills.

Spring semester classes for both the day and evening division will continue until April 28. Examinations will be held from May 1-8 with the college's 109th commencement scheduled for 7:00 P.M. on May 17 at Convention Hall.
Robert S. Lyons, Jr., Director

FOR IMMEDIATE RELEASE  January 13, 1971

Six new courses will be offered when La Salle College's day division classes for the spring semester begin next Monday, Jan. 18, and four new courses will be offered by the college's evening division, opening the following Monday, Jan. 25.

College officials expect about the same enrollment for both divisions. Last semester, the first time La Salle was completely coeducational, the day school enrollment was 3,581 and the evening division total 3,015.

La Salle's mathematics department will offer a pair of new courses in the day—"Real Variables" and "Computer Science II." Other new day courses include "Computer Information Systems," in the accounting department; "Public Finance," in economics; "Multi-Media in Teaching," in education, and "Legal Aspects of Local Government," in the law department.

Highlighting new course offerings in the evening division will be "Introduction to Preventive Mental Health Practices in Education and Counseling." Other new courses are "A Short History of the Opera" and "Modern World Literature," both offered by the humanities department, and "Introduction to Computer Programming," sponsored by the mathematics department.

Two new buildings are presently being constructed on La Salle's campus as part of the college's $20 million "Program for the '70s" expansion program—a $3.6 million classroom building and a $3.5 million Hayman Hall athletic facilities building. Both will be open in Sept.

-30-
Civil rights leader James Farmer and award-winning news correspondent Rod Macleish will speak at La Salle College this month as part of the college's spring Concert and Lecture Series arranged by Brother Emery C. Mollenhauer, F.S.C., Ph.D., vice president of academic affairs.

Farmer, who served as national director of the Congress of Racial Equality from 1961 to 1966 and as assistant secretary of Health, Education and Welfare from April 1969 until last month, will discuss "Freedom-When?" at 12:30 P.M. next Tuesday (Jan. 26), in the College Union Theatre on campus at 20th st. and Olney ave.

Macleish, senior commentator for the Group W radio stations and a specialist in Middle-Eastern, Sino-Soviet and Asian problems, will discuss "The Transitional American," at 8:30 P.M. on Thursday, Jan. 28.

Both programs are free and open to the public.
LA SALLE COLLEGE FILMS TO BE TELEVISION IN FEBRUARY

A color film about La Salle College will be shown on a network of 24 television stations from Maine to West Virginia at halftime of the La Salle-Syracuse basketball game on Saturday, Feb. 6, starting at 2:00 P.M. The game will be televised on KYW TV (ch. 3) in Philadelphia.

Titled "In The City and Of The City," the film is one of a series of three, five minute films produced this year by the college's Public Affairs department.

Other films in the series scheduled for local telecast in the near future include "Developing Every Human Value," to be aired by WPHL TV (ch. 17) at halftime of the La Salle-Loyola game on Wednesday, Feb. 3, at 7:30 P.M.; and La Salle "In The Decade of the 70's," to be shown at halftime of the La Salle-Canisius game (ch. 17) on Wednesday, Feb. 10 at 7:30 P.M.
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NEWS INFORMATION:

The Management Department of La Salle College initiated a program in 1969, under the chairmanship of Dr. Bernard Goldner, called SOLID — the acronym for "Students Of La Salle Industry Day", designated SOLID'69. At that time, the program was limited to juniors and seniors majoring in Industrial Management or Industrial Relations, with 40 students participating. In the second year, called SOLID'70, the program was opened up to the entire student body, with over 80 students finally participating. Now we enter our third year as SOLID'71.

What is SOLID? A program in which a participating student is able to "live" with an executive for an entire typical business day, being involved in all the activities of an executive.

The objectives of SOLID are as follows:

1. To establish and maintain professional relationships between the students of the College and the business community of the Greater Philadelphia area.
2. To provide exposure of the student to management positions in his field of interest.
3. To relate academic knowledge to practical aspects.
4. To pass on the students' experience to underclassmen who participate in programs of this nature in the future.
5. To form long-lasting professional friendships.

In SOLID'70, as in SOLID'69, the program was carried out with great effectiveness, and enthusiasm. SOLID'71 looks like another successful year with even greater response from students as well as industry. All previously participating companies are anxiously waiting to be a part of SOLID'71. Some new firms are being added and students from all classes are invited to participate.

An attached listing illustrates typical participating companies.

In expanding the concept of SOLID from the original program, "Students Of La Salle Industry Day" in 1971 will extend from Feb. 10 through April 30.

It is hoped that SOLID'71 will bring our student body, industry and the Greater Philadelphia area even closer together.

We will welcome the help of any individual and organization who will join with us in SOLID'71.

All interested parties are urged to contact Dr. Goldner in the Management Department as soon as possible.
TYPICAL COMPANIES THAT PARTICIPATED IN SOLID AT LA SALLE AND WHO WILL BE WITH US AGAIN IN 1971 ARE AS FOLLOWS:

ALAN WOOD STEEL
AMERICAN SUGAR
ARCO
BELL TELEPHONE
CAMPBELL SOUP
CLARKIES
CONTINENTAL CAN
DEPT. OF HOUSING AND URBAN DEVELOPMENT
DUPONT
EATON, YALE AND TOWNE
FIRST PENNSYLVANIA CO.
FISCHER AND PORTER
FRANKLIN MINT
GENERAL MOTORS
HONEYWELL
IBM
INA
LITTON INDUSTRIES

LOUIS GOLDSMITH
MRS. SCHLORER'S
PAINE, WEBBER, JACKSON AND CURTIS
PENN CENTRAL
PHILADELPHIA CHAMBER OF COMMERCE
PHILCO - FORD
RAYMOND ROSEN
RCA
ROHM AND HAAS
SAFEGUARD INDUSTRIES
SCOTT PAPER
SKF, INC.
SMITH, KLINE AND FRENCH LABS
SOUTHEAST NATIONAL BANK
STANDARD PRESSED STEEL
U.S. CIVIL SERVICE COMMISSION
VANCOR, INC.
WHITMAN'S CHOCOLATE
FOR IMMEDIATE RELEASE

February 16, 1971

"Much Ado About Nothing," the second presentation of Theatre La Salle, in association with the Masque of La Salle College, opens at 8:30 P.M. next Wednesday (Feb. 24) in the College Union Theatre on campus at 20th st. and Olney ave.

Directed by Dan Rodden and designed by Jerry Leahy, "Much Ado About Nothing" will continue through Saturday, March 6. All performances are at 8:30 P.M. except for a 7:00 P.M. curtain on Sunday, Feb. 28.

Appearing in the leading roles of Beatrice and Benedick will be La Salle students Kathy Moller and Don Whisted. John Connelly will play the role of Don Pedro; Gary Brubach will be Don John and Nancy Lapergola and James O'Toole will play the young lovers, Hero and Claudio.

Also featured will be Masque president Robert Jann (Constable Dogberry), Ralph Batman (Leonato), Gerard Furey, Robert Wallace, Olga Howard, Rosemary O'Hara, Kevin Kelly, Kevin Flynn, Joseph Hickey, Emile Greco and James Wright.

Tickets at $3.00 each are available at the theatre box office and reservations can be made by calling VI 3-3192. Special student, group and school class rates are available at reduced prices.
Robert S. Lyons, Jr., Director

FOR IMMEDIATE RELEASE

February 19, 1971

La Salle College's Industry Department will again sponsor a SOLID (Students at La Salle Industry Day) program this year, it was announced by Dr. Bernard B. Goldner, department chairman.

At least 100 students and some 80 companies are expected to participate. Under the program, which continues until April 30, individual students "life" with executives for an entire day and observe all business activities of that executive.

Among the objectives of the program, according to Dr. Goldner, are "to establish and maintain professional relationships between the students of the college and the business community of the Greater Philadelphia area and to provide the student with exposure to management positions in his field of interest."

Among the companies participating in the SOLID program are Alan Wood Steel, American Sugan, Arco, Clarkies, Continental Can, Dept. of Housing and Urban Development, Eaton, Yale and Towne, Fischer and Porter, Franklin Mint, Litton Industries, Philco-Ford, SKF, Inc., Whitman's Chocolate, and Smith, Kline and French Labs.

When the SOLID program was initiated in 1969, it was limited to some 40 La Salle juniors and seniors. The program was opened to underclassmen last year and some 80 students participated in activities of 65 companies located from New York City to Delaware.
Daniel J. Rodden, associate professor of English at La Salle College and managing director of the college's popular summer MUSIC THEATRE, has been promoted to full professor, it was announced by Brother Daniel W. Burke, F.S.C., Ph.D.

Rodden, who lives at Salem Harbour, Pa., is also chairman of the college's new speech and drama department and managing director of Theatre La Salle, the college's new year-round dramatic program.

Brother Burke also announced that five members of La Salle's faculty have been promoted to the rank of associate professor and that four others have been promoted to assistant professors.

The new associate professors (and their major field) are: Dr. J. Sandor Cziraky (history), of 5148 N. Sydenham st.; Brother Edward Davis, F.S.C., Ph.D., (theology); Dr. Peter J. Filicetti (psychology), of 1745 Bantry drive, Dresher, Pa.; Dr. Michael J. Kerlin (philosophy), of 1415 Clearview st., and Dr. Bruce V. MacLeod (industry), of 210 Woodlyn ave., Glenside.

Robert S. Lyons, Jr., Director

FOR IMMEDIATE RELEASE

February 24, 1971

LA SALLE MUSIC THEATRE AUDITIONS, MARCH 7th & 14th

Open auditions and interviews for the company and staff of the La Salle Music Theatre's tenth season will be held at the College Union Theatre, on campus at 20th st. and Olney ave. on Sundays, March 7th & 14th.

MUSIC THEATRE'S 1971 season will open on June 30th with the first of 27 performances of "Knickerbocker Holiday," which will continue through July 24th. "Allegro" will run for 34 performances from August 4th through Sept. 5th.

Manager Dan Rodden announces openings for actors and actresses, singers, dancers, qualified pit musicians, and members of the technical and administrative staff and staff of apprentices.

Prospective La Salle College freshman candidates for the newly-constituted Speech and Drama program will be interviewed at noon on both Sundays and may audition later. All candidates for scholarship assistance within the program must be interviewed or auditioned in connection with the Music Theatre program, although it is not required that they take part in this summer's company.

All staff and apprentice candidates, along with prospective La Salle freshman, will be interviewed at 12 Noon on either Sunday, and may audition later.

Auditionees for the dancing chorus should be ready onstage by 12 Noon.

Singing and acting auditions will begin at 1:30 P.M. on both Sundays, and will resume at 7:30 P.M. after a dinner break. Instrumental candidates will be interviewed, and will be subject to later audition. All company members, including about ten apprentices to be chosen from local high school or college students, are salaried.

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La Salle College's Urban Studies and Community Services Center will conduct a humanist vocational training program for block and community leaders in the East Germantown area, it was announced by Francis X. Delany, director of the center.

The sessions will be conducted at the Urban Center, adjacent to La Salle's campus at 5727 Wister st., on four consecutive Saturdays starting on Feb. 27, at 9:00 A.M.

The program will be supervised and coordinated by Miss Lillie Everett, assistant director of the center, and conducted by Mrs. Clara Moore, a community worker for the Tri-Civic Association.

Participants, who will receive certificates upon successful completion of the course, will be residents of the East Germantown area who have already expressed interest in block leadership and community organizing.

Delany said that the training will be concerned with "the dynamics of community leadership, on translating community needs to service institutions and agencies, and instructions on understanding and dealing with the structures of service agencies."

#    #    #
A panel discussion for high school students, "Prospective for Youth: Jobs and Education," will be presented by members of La Salle College's evening division Society for the Advancement of Management chapter at 8:00 P.M. next Friday (March 5), at the North Hills Community Center, Girard and Chestnut sts., North Hills.

Benjamin Johnson, president of La Salle's SAM chapter and the North Hills Progressive Alliance for Youth, said that the program is designed to illustrate the benefits of higher education for high school students and to encourage qualified students to enroll in night school, either at La Salle or elsewhere.

Johnson, of 349 Chelsea ave., North Hills, added that 75 to 100 students are expected to attend the program which will probably become an annual SAM project.

Speakers on the program, all La Salle evening division students, will be:


Norman Weiss, of 7360 N. 20th st., executive vice president of SAM, will be moderator.
Robert S. Lyons, Jr., Director

FOR IMMEDIATE RELEASE

March 1971

Six La Salle College seniors have been named finalists in the annual award competition sponsored by the Woodrow Wilson National Fellowship Foundation to encourage outstanding young people to consider careers in college teaching.

Of some 10,000 college seniors nominated, 305 students received fellowships and an additional 741 seniors were named finalists. La Salle was the only Catholic college in the Philadelphia area to be represented by any award winners.

La Salle's finalists, who will be recommended for fellowships and assistantships awarded by graduate schools are: Peter G. Byrne (a history major), of 1109 Solly place; Edmond J. Roth (history), of 108 W. Mt. Airy ave.; John E. Sahm (English), of 3433 N. 6th St., Gerald R. Bodisch (economics), of Coplay, Pa.; Brian J. Byrne (philosophy of religion), of Arlington, Va., and Anthony C. Salerno (history), of Lancaster.

Roth and Peter Byrne are graduates of La Salle High; Sahm is a graduate of Cardinal Dougherty High.

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"Designs for Management and the Future" will be the theme of the 15th annual spring conference sponsored by La Salle College's evening division chapter of the Society for the Advancement of Management on Saturday (April 3) at 8:30 A.M. in the College Union Theatre, on campus at 20th st. and Olney ave.

The program, primarily designed for college students, will include a panel discussion moderated by John P. Morrissey, a management instructor at the college and S.A.M. moderator; a luncheon, question and answer session, and film.

Samuel Woffindin, manager of the personnel department of Fischer and Porter, Inc., will be the luncheon speaker.

Participating at the panel (topics in parenthesis) will be: Nelson Werner, vice president sales of All-Luminum Products, Inc. ("Small Business"); Richard Rossbauer, manager systems engineering of Fischer and Porter, Inc. ("Employee Recruiting"); Miss Gertrude Murphy, director of procurement and production at the Frankford Arsenal ("Management Internship"), and Albert Levitt, chief psychologist of the Philadelphia Common Pleas Court ("Drugs and Alcohol").

Tickets for the conference are available at $5.00 each through the college's evening division S.A.M. office, box 729, La Salle College, Phila., Pa 19141.
FOR IMMEDIATE RELEASE

March 27, 1969

La Salle College and Chestnut Hill College this fall will expand an extensive program of co-institutional association for students enrolled at each school.

The plans were revealed by Brother Daniel Burke, F.S.C., Ph.D., vice president for academic affairs and president-designate of La Salle, and Sister Mary Xavier, president of Chestnut Hill. La Salle's day college has an all male enrollment, while Chestnut Hill is a women's college.

Two of the oldest Roman Catholic undergraduate colleges in the area, La Salle and Chestnut Hill began a cooperative program on a small scale some four years ago, but participation has been limited to less than 50 students from both schools.

A much broader program of coordinated programs is planned for this fall in the areas of psychology, fine arts, sociology and modern languages. Joint programs in other fields will follow shortly thereafter. Regular transportation between the two schools is also under discussion.

"The origins of this association, " a statement by Brother Burke and Sister Xavier said, "long precede the present rush toward college mergers. In many ways, the two colleges are very well situated for their association.

"Unlike full-scale mergers that eventually result in the absorption of one institution by the other, " the statement concluded, " the administrations of La Salle and Chestnut Hill see the future in a kind of association that is often found in English and European universities, in which two colleges would be joint components of the same institution."
FOR IMMEDIATE RELEASE

April 2, 1971

William A. Wachter, a La Salle College senior, has been named recipient of a prestigious Danforth Graduate Fellowship for advanced study for a Ph.D. degree.

Wachter, the son of Mr. and Mrs. Walter A. Wachter, of Pottsville, is a chemistry major. He is president of the campus Chymian (chemistry) Society, a member of the La Salle College Concert Choir, and an assistant director of one of the campus residence halls.

The valedictorian of his senior class at Pottsville's Nativity BVM High School in 1967, Wachter has attended La Salle on a National Merit Scholarship.

More than 1,800 seniors from colleges located throughout the U.S. competed for the 107 Danforth Fellowships awarded this year. The Fellowships provide tuition and living expenses for up to four years of study in preparation for a career of college teaching.
Francis J. Braceland, M.D., senior consultant and chairman of planning and development at The Institute of Living, Hartford, Conn., has been appointed executive chairman of La Salle College's new "Letter of Intent" development program.

Under the new program, alumni and friends of the college are being requested to make provisions in their estate plans for the college's endowment portfolio through outright bequests, trust agreements, or assignment of life insurance policies.

Dr. Braceland, a 1926 graduate of La Salle, is the editor of the American Journal of Psychiatry. He is consultant to the Surgeon General, U.S. Navy, and Clinical Professor of Psychiatry, Emeritus, at Yale University.

A recipient of numerous honorary degrees and awards, Dr. Braceland was appointed a Knight of St. Gregory by Pope Pius XII, and Knight Commander by Pope Paul VI. He is a retired Rear Admiral and holds the Legion of Merit awarded by the U.S. Navy.

In announcing Dr. Braceland's appointment, La Salle's president, Brother Daniel W. Burke, F.S.C., Ph.D., said: "The basic strength of a private college is its endowment fund. Traditionally, these funds have been built up by alumni who support programs for scholarships and excellence in teaching, which normally cannot be supported by tuition."

La Salle's new "Letter of Intent" program is part of the college's Bequest and Deferred Giving program under the direction of Jerry L. Watkins.
FOR IMMEDIATE RELEASE

May 3, 1971

The evening divisions of La Salle College and Chestnut Hill College will establish a cooperative program in elementary education beginning this summer, it was announced by Sister Helen Veronica, S.S.J., dean of Chestnut Hill College, and Dr. Thomas M. Coffee, dean of La Salle's evening division.

Each college will offer the bachelor of arts degree in elementary education to its own matriculated students. The program will become the 18th major field leading to a bachelor's degree in La Salle's evening division.

Pennsylvania state teacher certification for course work in elementary school teacher training and curricula instruction will be granted by Chestnut Hill College.

La Salle and Chestnut Hill have successfully participated in dual enrollment and cooperative programs for the past four years in day divisions. La Salle's evening division will begin its 25th year this September. Chestnut Hill began evening sessions in 1968.
Robert S. Lyons, Jr., Director

FOR IMMEDIATE RELEASE

The first three coeds to graduate from the day division of La Salle College will be among the largest graduating class in the college's history when La Salle's 108th commencement is held at 7:00 P.M. on Monday (May 17), at Philadelphia's Civic Center-Convention Hall.

Some 1,064 day and evening division seniors will receive bachelor's degrees from La Salle's president, Brother Daniel W. Burke, F.S.C., Ph.D. Another 27 students will receive master of arts degrees in theology.

The first coeds to be graduated from La Salle's day division will be Linda Crampton, a marketing major of 5630 Spring st.; Catherine Ann Devlin, a mathematics major of 1212 Ripley st., and Barbara Marie Grogan, a political science major of 156 Elan st., New Britain, Conn.

Honorary doctor of laws degrees will be conferred on U.S. Representative Shirley A. Chisholm (D-Brooklyn), and Harold G. Reuschlein, LL.B., dean of the Villanova Law School.

Dr. Thomas M. Coffee, dean of La Salle's evening division will sponsor Representative Chisholm for her degree. Edward J. Domineske, J.D., associate professor of business law at the college will sponsor Dean Reuschlein.

The Christian R. and Mary F. Lindback awards will also be presented to members of the College's faculty for distinguished teaching.

(MORE)
Commissioning ceremonies for 40 Army ROTC and Three Marine Corps Platoon Leader Corps graduates will be held at 11:00 A.M. on Sunday, May 16, in the College Union Theatre, on campus at 20th st. and Olney ave.

The annual Baccalaureate Mass will be held at 11:00 A.M. on Monday, May 17, at St. Timothy's Church, Levick and Battersby sts.

La Salle first admitted women to its day program on a full-time basis last September. The college's evening division has been coeducational since February, 1967.
Robert S. Lyons, Jr., Director

FOR IMMEDIATE RELEASE May 24, 1971

Although most citizens don't think much of the planning methods used by the civic leaders, a majority of Philadelphia area residents still want a Bicentennial celebration--preferably in Fairmount Park.

These are some of the results obtained from a survey of 1,200 citizens conducted by a La Salle College marketing research class in mid March. Some 77 students, under the direction of George R. Swoyer, chairman of La Salle's marketing department, conducted the interviews in and around all sections of the Philadelphia area.

"Since most reaction to the Bicentennial has been localized, political or otherwise prejudiced," said Swoyer, "the class felt the necessity for obtaining an overall picture reflecting the general, overall public reaction to this project."

Besides covering every area of the city, the interviewers worked at the Tri-State, Plymouth Meeting, Neshaminy, Moorestown and Cherry Hill Malls. Some 55.7 percent of the respondents were male, 44.2% female, 71.7% white, and 28.2% non-white.

Some 66.7% of those interrogated favored Philadelphia's hosting of a Bicentennial. Of these, 31.9% want it because of its historical significance, 22.7% because it would be economically good for the city, and 21.8% because it would bring money into the area.

(MORE)
Of those opposing the celebration, 20.7% said there was no need for it; 17.4% said that the city couldn't afford it; 16.1% said the city is not prepared for it, and 11.7% expressed fear that it would cause new taxes.

Some 21.7% favored Fairmount Park as the site; 11.4% indicated the Byberry area; 9.8% mentioned 30th st., and 9.5% preferred the Roosevelt Park area. Main reasons expressed for preferred sites were availability of open ground and the accessibility of the location.

Most people (76.8%) disapproved of the handling of the planning for the Bicentennial. Of these, 17.7% cited indecision; 15.7% said there was no organization of effort; 12.4% said that there was a lack of a basic plan; 10.1% complained of no communication with the public; 8.3% blamed a waste of time and effort; 7.9% cited incompetence; and 5.7% complained of politics.

More than half of the respondents (55.1%) felt that the Bicentennial should be financed by the Federal Government; 9.4% thought that big business should underwrite the project. Other possible sources of capital mentioned included legalized gambling taxes, private investment, and admission charges.

Of those opposing the Bicentennial, almost half (45.2%) thought that the money could better be used for urban renewal. Other suggested uses for Bicentennial money included schools, housing, welfare, roads and health.
Fred Speaker, former Attorney General of the Commonwealth of Pennsylvania, has been appointed chairman of the La Salle College Parents Program for 1971-72, it was announced by Brother Daniel W. Burke, F.S.C., Ph.D., President.

Speaker, who is director of the Legal Services Program, Office of Economic Opportunity, succeeds Brig. General Tobias R. Philbin. As director, he will coordinate communication with parents of La Salle students, requesting their financial assistance in support of the college's "Program of the '70s" capital building program.

A graduate of the St. John's University School of Law, Speaker served as State Attorney General in 1970-71. He served as assistant to Pennsylvania Governor William W. Scranton in 1965-66, and as Counsel to the Majority Leader of the Pennsylvania House of Representatives in 1967, among other positions.

Speaker lives in Camp Hill, Pa. with his wife, JoAnn, and six sons. His oldest son, Mark, will be entering La Salle next month as a freshman.
Students enrolled at La Salle College this year will have the opportunity to take a physics course entitled "Games Physicists Play;" or study "Fundamental Theatre Practices," or Marx and Marxism," or "Business Ethics," or enroll in an interdisciplinary course co-sponsored by the English and earth science departments entitled, "Man and His Environment."

These are some of the 21 new courses which will be offered for the first time when evening sessions of the college begin on Tuesday, Sept. 7, and day classes commence the following morning.

La Salle's evening division is celebrating its 25th anniversary during the 1971-72 academic year. La Salle was the first college in the commonwealth of Pennsylvania to offer degree programs in the evening.

La Salle expects a total enrollment of 6,500 students--3,400 in the day sessions and 3,100 at night for its 109th academic year. Included will be 500 women in the day school--about as twice as many as last year when the college became completely coeducational, and another 500 coeds in evening classes.

Registration for the evening division will be held from 7:00 to 9:00 P.M. on Aug. 30 and 31 and Sept. 1-2, in the College Union Ballroom on campus at 20th st. and Olney ave. Day students will register on the same dates except for out-of-town students who will enroll on Sept. 7.

(MORE)
Students taking Liberal Arts courses will be the first to occupy La Salle's new $4.2 million "Olney Hall" classroom building which will include, among other ultra-modern features, a planetarium, an amphitheater, 39 classrooms, 15 student seminar and study rooms, and 107 faculty office areas.

Much of College Hall, the campus landmark, has been refurbished to house La Salle's School of Business. Science students remain in the Dr. Roland Holroyd Science Center, named after the professor of biology who is starting his 52nd year at La Salle.

Another new building scheduled to open during the 1971-72 academic year is the $4.0 million Hayman Hall physical activities building which will include an 1,800 seat swimming pool and other athletic facilities.

Other new courses being offered in La Salle's day division include: International Economics, Military History, Selected Topics in (Mathematics) Control Theory, and Psychology; Theory in Personality, Business Managerial Economics, Advanced Corporation Finance, Seminar in Management, and Quantitative Analysis; Operations Research Models.

La Salle College's Evening Division will offer an "Inner City Business Program," specifically designed to develop the managerial skills of the minority businessman, beginning this fall, it was announced by Paul N. Wilson, chairman of the college's management department.

Believed to be the first program of its kind ever offered by a Philadelphia area college, it will consist of two courses and will be offered with the assistance of the Greater Philadelphia Community Development Corporation and its executive vice president, Garfield B. Harris.

"A program of this type for minority businessmen is desperately needed in the Philadelphia area," said Wilson, who is also president of Fidelco Associates, Inc., management consultants. "Banks often lose money on their loans because minority businessmen have not been given the opportunity for any formal training that could help them explore some of the problems they face with inner-city businesses. They also need some background in such fundamental management techniques available in such areas as marketing, production, accounting, finance, and personnel."

The first course, "Problems of Business in the Inner City," will be offered on Mondays from 7:10 to 10:15 P.M. beginning on Sept. 13, on campus at 20th st. and Olney ave. The four credit course will be taught by Ragan Henry, prominent local attorney. It will explore the external problems faced by minority entrepreneur.

"Fundamentals of Management for the Inner City Businessman," exploring the internal problems faced by a businessman, will be offered in the spring semester.

(MORE)
Wilson, who has been encouraging banks and civic organizations to help sponsor students for the program, said that the training for minority businessmen will extend beyond the classroom.

"We hope to help improve their skills after the formal phase at La Salle through technical assistance and 'one-to-one' counseling through the Greater Philadelphia Community Development Corporation," he explained.

Businessmen interested in participating in the program are invited to write or call La Salle's Evening Division office at 20th st. and Olney ave., VI 8-8300. Immediate applications are urged since enrollment will be limited to 35 students for each course.

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September 3, 1971

Memo to: La Salle College Faculty and Administration

From: Joe Batory, Assistant News Bureau Director

R : 1971-72 Faculty Bulletin Information

The Faculty Bulletin, a publication of the college news bureau which contains items of interest to faculty and administration, will be issued four times during the 1971-72 academic year.

You may submit materials for the first Faculty Bulletin of October 6 on the attached form to the news bureau (CU 205) at any time until the September 24 cut-off date.

Reminders and information forms for subsequent faculty bulletins will be distributed to faculty and administration at least one month prior to each respective publication date.

The following schedule will be in effect in the coming year:

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Kenneth Woodward, general editor of the religion section of *Newsweek* Magazine, will discuss "Growing Up Catholic," next Tuesday (Sept. 14), at 12:30 P.M. at La Salle College's Union Theatre on campus at 20th st. and Olney ave.

John Simon, drama critic for *New York Magazine* and columnist on the Arts for *Holiday Magazine*, will discuss "The Critic and Public Taste," at 12:30 P.M. next Thursday (Sept. 16) at La Salle College's Union Theatre, on campus at 20th st. and Olney ave.

Both lectures are free and open to the public.
FOR IMMEDIATE RELEASE

Brother Daniel Bernian, F.S.C., Ph.D., president emeritus of La Salle College, has been elected director of the 40 member La Salle College Community of Christian Brothers.

Brother Bernian, who was president of La Salle from 1958 to 1969, has served previously as director of the community from 1960 to 1968. He was succeeded as director by, and in turn succeeds, Brother G. John Owens, F.S.C., director of the college's roster office.

Brother Charles E. Gresh, F.S.C., dean of students at La Salle, has been elected associate director of the community. He succeeds Brother William J. Martin, F.S.C., S.T.D., chairman of the college's theology department, and Brother Arthur J. Bangs, F.S.C., Ph.D., assistant professor of education.

Brother Bernian, who served the longest term as president in La Salle's history, is a native of Baltimore. He received his bachelor's degree from Catholic University, his master's degree from the University of Pennsylvania, and doctorate from Laval University, Quebec. He served at West Catholic High School and La Salle College High School, Philadelphia, and Catholic University before he was transferred to La Salle College in 1951. He returned to La Salle full-time as professor of French this September.

Brother Gresh, a native of Philadelphia, is a 1954 graduate of La Salle. After serving in various administrative and academic capacities at high schools in Philadelphia, Pittsburgh and New York City, he returned to La Salle as an instructor in the English department in 1966. He was named dean of men and director of housing in 1967.
Robert S. Lyons, Jr., Director

FOR IMMEDIATE RELEASE

September 20, 1971


The story was originally published in the November, 1970 issue of Four Quarters, a national literary magazine published at La Salle College and edited by John J. Keenan, associate professor of English at the college.

McClatchy, who lives at 521 Avonwood road, Havertford, is currently on leave from La Salle to complete his doctoral work at Yale University. A graduate of Georgetown University, he also serves as associate editor of Four Quarters.

"Allonym" is the second story from Four Quarters to be named a prize winner in the O. Henry Awards. Last year, six of the 12 stories published by the magazine were listed on the honor roll of distinguished stories included in the Martha Foley collection, Best Short Stories of the Year.
Thacher Longstreth, Republican candidate for mayor, will make two separate appearances before La Salle College groups next week.

Longstreth will appear at La Salle's College Union Theatre, on campus at 20th st. and Olney ave., at 12:30 P.M. next Tuesday (Sept. 28) to address the college's student body. This lecture is free and open to the public.

On Wednesday (Sept. 29), he will address La Salle's Downtown Alumni Club at a noon luncheon at the Tony George, 17 S. Bank st. Reservations should be made for this luncheon through the college's alumni office, VI 8-8300, ext. 421.
November 8, 1971

Joseph P. Batory, Sports Information Director

FOR IMMEDIATE RELEASE

LA SALLE NOMINATES THREE STUDENT-ATHLETES FOR RHODES CONSIDERATION

Three La Salle College seniors, Robert G. Schoenberger, Gilbert J. Golding, and John A. Rodgers, have been endorsed by the college's fellowship committee to compete for the Rhodes Scholarship, tenable at the University of Oxford.

Each candidate has now sent his application to the Pennsylvania Committee of Selection, which will refer two choices from among the statewide nominations to the District II Committee (New York, New Jersey, Pennsylvania, Delaware, Maryland, the District of Columbia, and West Virginia). The District II Committee will announce the names of not more than four scholarship winners approximately December 18, and the scholars-elect will enter Oxford in October, 1972.

In making appointments, the Committees of Selection will have regard to the qualities laid down by Cecil Rhodes in that section of the will in which he defined the type of scholar he desired: literary and scholastic attainments; qualities of manhood, truthfulness, courage, devotion to duty, sympathy for and protection of the weak, kindliness, unselfishness and fellowship; exhibition of moral force of character and of instincts to lead and to take an interest in his fellows; physical vigor, as shown by fondness for and success in sports.

(more)
Schoenberger, 21 year old history major, possesses a 3.97 academic index (out of a possible 4.0), missing straight A's by one B in his freshman year. Bob has been on the college dean's list throughout his years at La Salle, and has ambitions toward college teaching. Formerly, an outstanding track athlete at La Salle Academy in New York City, Schoenberger has spent four years on the intercollegiate cinders, running the 440 yard dash for coach Ira Davis' Explorer tracksters. He is the son of George and Betty Schoenberger, N.Y. City.

The 21 year old Golding has a 3.63 academic index in political science, has appeared consistently on the dean's list, and is pointing toward a career in law. Gil was an outstanding scholastic athlete at Bishop McDevitt high (Philadelphia), playing varsity basketball and excelling at shot put, discus and javelin.

As a sophomore at La Salle (1970), Golding threw the javelin 215'6" to place second in the Middle Atlantic Conference championships. He injured his arm early last spring and was unable to compete, but he's hoping to fully rebound this year. The 1971-72 class vice-president is the son of Joseph M., Sr., and Mary Golding of Philadelphia.

Rodgers, a 21 year old mathematics major, is a 3.68 index dean's list student with aspirations to specialize in Control Theory. A former soccer standout at North Catholic high (Philadelphia) before graduating in 1968, Jack earned honorable mention MAC All-Star rating as an Explorer booter last year. Voted the 1971 team captain, he was sidelined with mononucleosis October 18 after leading the La Salle squad to four victories in six games, and will not play again this season. Jack is the son of John and Dorothy Rodgers of Philadelphia.
La Salle College's Gavel Society picked up one of the most impressive victories in its history last weekend (Nov. 13-14) by defeating Harvard, Yale and 37 other debating teams for the championship of the Wesleyan Free Style International tournament, in Middletown, Conn.

La Salle's brother-combination of Michael and Joseph Woodfield, a junior and sophomore, respectively, of Baltimore, Md., won six straight debates to finish first as the only unbeaten team in the power-paired event. They defeated Harvard's pair in the final round to clinch the championship.

The top ten finishers in the tournament:

1, La Salle; 2, Harvard; 3, Yale; 4, Swarthmore; 5, McGill (Canada); 6, Royal Military College; 7, York University; 8, Amherst; 9, Colgate; 10, Princeton.
La Salle College has received an unrestricted direct grant of $3,000 from the Eastman Kodak Co. under the company's 1971 Educational Aid Program, it was announced by Brother Daniel W. Burke, F.S.C., Ph.D., La Salle's president.

Brother Burke said that the grant would be used for the college's "Program of the 70's" development campaign.

La Salle is one of 139 privately-supported colleges and universities to receive direct grants from the company this year. The grants are based on the number of graduates from these institutions who joined Kodak within five years after graduation and are presently completing their fifth year of company employment.