THE CABLE TV REVOLUTION
Martin F. Malarkey, '39, was one of the earliest pioneers in an exciting new industry. Its growth has been slow but steady and now it's ready to explode. A profile on the man and a progress report on CATV.

AN AMERICAN PREMIERE
La Salle's MUSIC THEATRE hosted its first American Premiere last month. A pictorial report on "Ambassador," which played here for 34 performances enroute from London to Broadway.

A LITTLE MAGAZINE GROWS UP
"Four Quarters," one of the finest literary magazines in print, is becoming a collector's item. A chat with its editor, John J. Keenan, '52.

AROUND CAMPUS
A report on the college's new Independent Study Program, and its largest commencement in history, plus other sundry campus news items.

ALUMNI NEWS
A chronicle of some significant events in the lives of La Salle alumni, a profile of an interesting graduate, and a report on some spring reunions.

CREDITS—Front cover, Charles F. Sibre; Back cover, Lawrence V. Kanevsky; inside back cover, Walter Holt; page 1, Del Ankers; 5-8, Lawrence V. Kanevsky; 13 (bottom right) and 15, Robert Schwaneberg; all others by Charles F. Sibre.
Cable television is about to revolutionize our communicating habits in a manner that literally boggles the mind and one of the prime movers behind this phenomenon is Martin F. Malarkey, '39, who runs Malarkey, Taylor and Associates, Inc., the largest Cable TV consulting firm in the world.
Malarkey and Milton Shapp set up the nation's

A actually when I started I was only looking for a way to sell some of my television sets," recalls the distinguished-looking Pottsville, Pa., native who has helped convert what he considered a sound marketing device into an industry that, though still in its infancy, generated $360 million in subscriber revenues last year. Malarkey missed only by a matter of days in becoming the operator of the world's first commercial community antenna system. That distinction, however, went to a long time friend and business counterpart, current Pennsylvania Governor Milton J. Shapp, who wired the town of Lansford, Pa., in 1951.

Since Shapp and Malarkey started making community antennas a business (the first non-commercial system had been installed for a few neighbors in Astoria Oregon, two years earlier), the industry has mushroomed tremendously. Today there are 2,750 cable systems operating in the U.S. Another 1,950 systems have been approved and are awaiting construction, and 2,000 additional applications are pending before local governments. Systems currently in operation, mostly in rural or isolated areas, reach an estimated 18.5 million viewers in some 6 million homes. Although less than 10 per cent of the nation is currently covered, recently-announced Federal Communications Commission guidelines should enable the entire nation to be "wired" by the 1980s and "change the country's way of life," as TIME Magazine predicted in 1970.

Just what is meant by "Cable Television," which is also known as a "Broadband Communications Distribution System," or simply, "CATV?

Cable television basically does two things. It delivers high clarity TV signals and it increases considerably the channel capacity in a TV set which is probably the most under-utilized appliance in the average home. Most sets are equipped to deliver over 80 UHF and VHF channels but FCC regulations, reception and transmission problems have imposed severe limitations on any such capability. Such reception problems disappear completely simply by installing a strip of copper wire within an insulation sheath only slightly larger than a lipstick tube.

It was precisely this problem—poor reception caused by mountain ranges or other high obstacles located between stations and home receivers—that prompted Malarkey and Shapp and thousands of others who followed them to originate cable systems. Solving this reception problem, however, has since raised a host of related questions regarding access and pole-attachment rights, copyright laws, franchising requirements and standards, and government regulations, among others. But more about these problems later.

Malarkey's involvement in the industry began in 1950 when he was in New York on business and staying at the Waldorf Astoria Hotel. His family had some music and appliance stores in the Pottsville area and those new TV sets just weren't moving. "I was fascinated by the TV reception in my hotel room," Malarkey recalls. "Here there were hundreds of sets in the hotel plugged into one antenna on the roof and I had always been under the impression that you need one (separate) antenna for each TV."

Malarkey returned to Pottsville with a brainstorm. Why not build a tower for a large antenna on Sharp Mountain and offer to hook up any set purchased from our stores. "We were selling antennas for an additional $100," says Malarkey, "but you could still see huge snowflakes on the screen. With the high antenna, reception had to be better."

Malarkey took his idea to the RCA people in Camden, N.J. They liked the potential and helped to work out the technical problems. Within a year he had 1,000 subscribers; at the end of the second year, 3,000. Then came systems in Minersville . . . and Schuylkill Haven . . . and Harrisonburg. By the time he decided to sell his interests in the six systems he built in four eastern states, there were 24,000 subscribers.

During those early days in Pennsylvania the FCC started to express deep curiosity in these new cable systems. Malarkey thought it best to hire a lawyer and form a statewide organization to protect the interests of the cable operators, but before he was finished he and eight other operators found themselves with a national trade organization—the National Community Television Association—with plush offices in Washington, D.C. Malarkey served as president of the NCTA for five terms. The group represents the industry before the FCC, Congress, state regulatory bodies and other committees.

After setting up his systems and insuring their smooth operation, Malarkey found that he was (1) spending more and more time in Washington handling national affairs, and (2) "getting lazy, both physically and mentally." Hence, in 1961 he went with ABC as a European consultant and as the head of the network's newly formed cable TV subsidiary. He terminated that association in 1965 when he found himself besieged with requests from prospective cable operators for independent consulting. Later that year he and a partner, Archer Taylor, opened an office in Washington. Today a staff of ten economists, accountants, marketing specialists, attorneys and engineers provide a variety of consulting and brokerage services to the cable industry.

Selected as one of the "most influential men in the cable industry" by one of the trade magazines, Malarkey's advice has been solicited by the White House as well as by book publishers, newspaper and communications conglomerates, financial firms, colleges and universities and numerous municipalities, among others. Twice he has served as president of the prestigious National Broadcasters' Club. His recommendations regarding cable TV in the Bedford-Stuyvesant area of Brooklyn, N.Y. were quoted in the 1971 Report of the Sloan Commission on Cable Communications. He also has developed and built the Bliss Tower (a high rise office building) in Canton, Ohio.

In the long run, however, Malarkey, Taylor and Associates, Inc., may well be remembered for recommendations made at the request of the White House Office of Telecommunications Policy. The 348 page report, which was released at a press conference at Chicago on May 15, climaxied ten weeks of research conducted to design a pilot program which would determine the usefulness and economic viability of cable TV in alleviating some of the urgent problems plaguing today's society. If accepted by the Nixon administration, Malarkey's recommended project would spell out precisely the tremendous potential of the cable. It would determine if Americans really would use all the new communications services that can now be delivered to them.

Malarkey says that the best way to determine the medium's social benefits would be to install 1,600 test sets—each worth $2,400—in a medium size city—such as Akron, Ohio. Some 1,000 would go into private homes with the others being placed in businesses, hospitals, schools, government offices and offices of doctors, lawyers, and engineers.
first commercial systems

If you were selected to receive such a set, you would be able to watch your favorite TV programs. You could also see first run movies, compute your income tax, shop in a variety of stores, dial up your favorite library book and have such things printed out for you as news, maps, store catalogues, telegrams, and even telephone messages. At least one channel would be equipped with a picture “scrambler” which, for a subscription fee, could be unscrambled into first run movies, sports events, or such cultural programs as ballet and opera.

You would also be able to watch a variety of special interest programs which would now become available because of the increased channel capacity.

Your home communications terminal would be connected via a cable system to a computer in some central location. Through a second smaller screen, a microphone and a keyboard, you could “converse” with the computer. It could help you calculate your income tax, keep your personal records and your bank account up to date, or search a catalogue for merchandise you want to purchase from a store. The store would use the computer to run a quick check on your credit rating.

Another accessory, a facsimile printer could provide such routine items as receipts for merchandise you offered over the previously-mentioned “shopping service” channel. In addition, the printer could deliver a newspaper, photographs, a local bus schedule, your income tax report or homework assignments for your children. In one proposed system, the printer could take telephone messages and telegrams when you are not at home. In all, Malarkey has identified more than 70 public, confidential, or commercial services that could be put into your home communications terminal.

The set’s two way capability could have other uses besides the shopping channel. It could be utilized for educational instruction programs or to vote in elections or public opinion polls.

Malarkey’s engineers estimate that the first test sets which would have the capability to do all the things described above, would cost about $8 million for four years of operation. Part of the cost would be defrayed by companies testing new services to see how people would use them and how much they would pay. “For less than the cost of a new Playboy Club,” says Malarkey, “the government could initiate the experimental program which could lead to the solution of many of the urgent problems of today’s society.”

If Malarkey’s recommended project is implemented—and consequent test shows that enough business can be generated
By 1980, some 30 million homes will be wired

to make the system economical, mass production of a home communications terminal system could bring the price down to $600. Chances are that it would go even lower, or that the service could become available for a small monthly fee, because commercial firms want your business.

There are still plenty of problems clouding the future of cable TV. The cost of laying cable ranges from $4,000 per square mile in rural areas to more than $50,000 per mile in large cities. This is one reason why many of the cable TV franchise holders in the larger cities have been dragging their feet in constructing systems despite the recent much-awaited, FCC ruling which lifted a six year freeze on the growth of cable TV—and the importation of distant signals—in the largest 100 markets.

When Malarkey and Shapp first installed their systems, cable TV was welcomed by the industry and the FCC with open arms. Why? Because it increased the potential size of the audience which, in turn, attracted more advertising dollars. By 1958, however, the broadcast industry began to worry because cable TV operators were starting to "fractionalize" their local audiences, i.e., taking viewers away from programs and stations they normally would watch, thereby causing a drop in advertising revenue. Antiquated copyright laws suddenly became a problem with broadcasters screaming because cable TV operators did not have to pay for the material (talent and programs) with which they attracted audiences while broadcasters paid huge sums to copyright holders. For many years the FCC maintained a strange "hands off" attitude. Finally, under great pressure in 1965, the federal body reversed itself and ruled that it did indeed have the authority to regulate cable systems. Moreover, the FCC required all cable operators in a given community to carry all local TV signals and prohibited them from showing or importing distant programs which duplicated local programs on the same day.

Although the FCC has set down some minimum national standards—and the copyright issue remains unresolved—it has allowed local, municipal, or state authorities to determine the best system for each individual area and allocate franchises accordingly. This is where a Martin Malarkey is worth his weight in gold—to the local government officials who know very little about this new phenomenon.

Authorities in one upstate New York town found out the hard way after awarding a permit for an operator to build a cable system for which 80 percent of the population subscribed. After only four years of a 30 year franchise agreement, officials found that inferior equipment had left half the town without decent service. CATV operators promised to rectify the situation but never did. In fact they merely shrugged their shoulders when city authorities threatened to revoke the franchise. Because if the franchise was revoked, it would take at least two years to build another. Either way, at least half the town would be deprived of adequate service for two years. Ironically, the whole problem could have been avoided if the city had required a Performance Bond or had granted exclusive franchise rights for only five or ten years.

Once some of the wrinkles are straightened out Malarkey and other industry experts see a brilliant future for Cable TV. Installation costs for the home presently range from nothing to about $100 with the average fee $20. Monthly fees average about $4.95. The largest system today—San Diego—carries 51,000 subscribers. By 1980, however, the CATV industry will be serving some 30 million homes with nearly 5,000 systems, and will have annual revenues of over $2 billion and a net worth of $5 billion.

Malarkey, who majored in accounting at La Salle, has a host of interests outside the cable TV industry. Licensed to fly both planes and helicopters, he raced every kind of a sports car from Jaguars to Ferraris for nine years. He is also an avid collector of rare Stevengraphs—silk on silk pictures usually found in exclusive American and European antique shops.

"I've given up racing and haven't had the time to do any flying recently," Malarkey says.

He's too busy helping to create an industry that's going to revolutionize our lives.
An American Premiere at La Salle

Dan Rodden has enjoyed many great moments in the theatre. One of his most memorable occurred on July 4 when his MUSIC THEATRE presented the American Premiere of “Ambassador,” based on the novel by Henry James. Among the attendees was Gale Rothwell Barrow (left), “Miss Pennsylvania” of 1967, who is featured as “Venus” in the current MUSIC THEATRE production of “One Touch of Venus,” which runs until September 3. “Ambassador” is slated for a Broadway opening in the fall.
Robert Bolsover and Joan Caldwell have delighted many MUSIC THEATRE audiences for the past decade and this night was no exception as they sang their way through portrayals of “Lambert Strether” and “Marie de Vionnet.” Before the show, Joan gets some make up assistance and Bob gets a quick smoke as Peter Doyle (“Waymarsh”) and managing director Rodden discuss some final details.
Although the newspaper reviews were somewhat less than ecstatic, Marcus Brown and Kathy Maher reflected the cast's overall satisfaction of a "job well done." And besides, there were still 27 performances to go.
FOUR QUARTERS: A Little Magazine Grows Up

Although its circulation of 700 certainly cannot be considered large by today's mass magazine standards, Four Quarters, the college's literary quarterly, has been carving a significant niche for itself among the nation's more prestigious "little" magazines.

Started 21 years ago as an organ for the college's faculty publication efforts, the magazine's scope was broadened under the decade of editorship of Brother Edward Patrick Sheekey, F.S.C., who started accepting contributions from outside writers.

"Today we receive well over a thousand manuscripts from all over the world a year," says John J. Keenan, '52, associate-professor of English at the college who had served as editor since September, 1970. "In a normal issue we will publish maybe four or five articles out of some 200 stories submitted for consideration."

Keenan concedes that it would be much easier from his point of view to ignore manuscripts submitted "blindly" and concentrate on running articles solicited from "known" writers.

"In that way, though, it would not be fair to all the unpublished or unknown writers who are trying to break into print," he says. "There are so few markets for a serious writer today. Where can the average short story writer or poet go? To the New Yorker? 'Little' magazines play an important role if there is to be any literature at all."

Although relatively unknown, the "little" magazines have indeed played a major role in the development of literature. Famed writers like Ernest Hemingway and James Joyce first made their appearances in these publications which have traditionally served as vehicles through which serious writers can reach an interested audience.

Although it is hard to pinpoint the exact total of "little" magazines—some are mimeographed and appear sporadically; others come out once and disappear forever, it is safe to say that established publications which have been around as long as Four Quarters can be counted on the fingers of one hand.

The success of a literary magazine is not measured in numbers of copies printed but in the quality of its readership—the numbers of prestigious academic libraries on the circulation list. Four Quarters goes to the best libraries—the British Museum, the Library of Congress, all of the Ivy League Schools, Stanford, etc.

"There's a lot of writing talent at La Salle College," wrote B. A. Bergmann, book editor of the Philadelphia Bulletin, in a recent article. "And Four Quarters, the college's literary quarterly, is proof thereof." Bergmann cited the 1972 edition of Doubleday's Prize Stories: "The O'Henry," which includes a short story, "Alonym," which first appeared in the November 1970 issue of Four Quarters. It was written by Joseph D. McClatchy, Jr., an English instructor at the college.

To be included in "Prize Stories" is no small achievement. Only 18 stories were chosen from some 900 entries. Four Quarters joined such select publications as New Yorker (four winners), Atlantic Monthly (two), and Esquire, among others.

Writers who have appeared include the late President John F. Kennedy, but perhaps none of their contributions will have the lasting scholarly impact of the current issue of Four Quarters devoted entirely to the forty year career of famed poet, novelist, critic, teacher, editor and essayist, Robert Penn Warren.

Not only is its 124 pages over three times larger than any previous issue of the magazine, but Keenan feels that this issue will become a collector's item and a future "must" for anyone doing scholarly research on the works and life of Warren.

The idea for the special issue actually developed after Ruth Fisher, a senior English major in the college's evening division, interviewed Warren at his office at Yale University, for a class project. After Keenan saw how successful the interview developed, permission was obtained from Warren to publish the material.

"It (the interview material) was so good that I had to build an issue around it," recalls Keenan. "I wrote to some Warren scholars and many of them not only submitted their own material but suggested other writers. The issue grew so much that it was too good to cut. And Warren, himself, was very cooperative and helpful. He was in Paris at the time but revised much of the interview to make it more extensive . . . ."

Warren has since returned to the United States and is currently recovering from major surgery at a hospital in New Haven.

Although none of the "little" magazines is self-sustaining, Keenan sees a bright future for the better literary publications.

"The college deserves a lot of credit," he says. "Not only for committing itself to such a worthwhile project as Four Quarters, but for continuing it."
A challenging independent study program, believed to be the only one of its type in the area, has helped the college to attract the most outstanding group of freshmen scholarship students in history.

"It's the type of a program that you would normally find on the graduate level," explains John S. Grady, director of the college's Honors Program and coordinator of the three-year-old project. "Quite a bit of independent study is now being offered in high schools, but not to college undergraduates."

Designed for students who are able to show that their research cannot be done suitably in a seminar or classroom situation, the program enables a student to pursue a specific area of interest for academic credit on his own time for one or two semesters. The student works under the guidance of a faculty member with experience in the student's speciality area and prepares a paper describing his research and experience.

Independent study at La Salle was first made available in 1969 when Bernie Poiesz, a pre-med major, requested some time to conduct some research on blood clots. Poiesz, a track star and later a Rhodes Scholarship candidate, wrote such a scholarly paper that it was later read at an international conference in Switzerland.

Three seniors were allowed to pursue independent study in September, 1970. Last year the number increased to ten and, for the first time, juniors were allowed to participate. Two of them—both history majors—collaborated on a joint English class project and presented a play, "The Godly Triumph of King Henry VII."

Grady, an assistant professor of economics and a 1972 recipient of a Lindback Award for distinguished teaching," hopes to level the program off with about 20 students who would earn independent study slots through competitive proposals.

"Given the kind of students we are now getting, something is definitely needed here to nurture their independence," he explains.

If the incoming crop of scholarship freshmen is any indication, Grady figures to have plenty of competition for the next four years. Of the 45 recipients of competitive scholarships no one was ranked below tenth in his high school class. Twelve of the competitive winners ranked first in their class. Although most of them are from the Delaware Valley area, the top freshmen come from as far as Webster Grove, Mo.

Although Grady feels that business students seem to do a more "practical" type of project than arts majors who concentrate more on "academic" research, the students have selected some extremely interesting areas to research. Recent topics include: computer systems (accounting), algebraic topology (mathematics), "Henry James' Religion, Politics, and Philosophy" (Political science), "The Public Relations Professional" (marketing); "Cost Benefit Analysis of Teaching" (psychology), and topics in such disciplines as theology, history and English. One English major has been given permission to write poetry for her independent study project.

Grady reports that the project has been received enthusiastically from all quarters. "The cooperation of the faculty has been excellent," he says.

"As to the success of this project," wrote one student afterward, "I feel that it was extremely worthwhile because I was exposed to what really happens outside the classroom. However, I also came to the realization that there is an ever increasing amount of information to be learned. Information only attainable through experience... (but) I no longer fear the day when I will be able to apply that information."
President’s Council Adds Eight Members

Eight new members—including five alumni—have been appointed to La Salle’s Council of President’s Associates, it was announced by Brother Daniel Burke, F.S.C., Ph.D., president of the college.

The new members are Thomas J. Convilie, '53, vice president, trust department of the Fidelity Bank; John H. Kennedy, '51, vice president and controller of Alco Standard Corporation; Gerald Lawrence, '61, vice president of Yonkers (N.Y.) Raceway; Mrs. Nan Duskin Lincoln, ladies’ apparel store owner.

Also: Thomas J. Lynch, ’62, vice president, marketing, Industrial Valley Bank; Leo J. Perelman, ’33, president of American Paper Products, Inc.; Randolph E. Wise, social services consultant, Archdiocese of Philadelphia; and Forwood C. Wiser, president of Trans World Airlines, New York, N.Y.

The council of President’s Associates—composed of 35 members—was formed three years ago to work in a consultative capacity with various La Salle College administrators on different projects.

Progress by “degrees” urged at Commencement by Ford Co. President

“I’m glad La Salle does things by degrees,” said Lee A. Iacocca, president of the Ford Motor Co., at the college’s 109th commencement on May 17 at Civic Center-Convention Hall.

“Possessed as we are these days by an unholy impatience to do everything at once,” he continued, “we are only beginning to realize that surmounting many of our biggest problems, like climbing Mount Everest, can be done only by degrees.

“The challenge of cleaning up our environment; of reducing unemployment or making our highways safer; the challenge of instilling character in a child or fulfilling the requirements for high scholarship; or making government more responsive can not be met and solved quickly or easily. Frustrating and demanding as it may seem, our common history and uncommon personal experience combine to tell us that the only way to reach such goals is by degrees.”

Iacocca, a native of Chester who received an honorary doctor of laws degree, addressed his remarks to some 10,000 spectators including the largest graduating class in La Salle’s history. Some 1,112 seniors—including 302 evening division graduates, received bachelor’s degrees. Another 37 students received master of arts degrees in theology.

Iacocca added that many Americans seem to believe that almost any goal can be reached or any problem made to disappear simply by doing any or all of three things—passing a law, spending enough money, or applying “that great American magic,” technology.

“Technical progress has brought America great benefits,” he added. “But it has also brought her problems. Thus, often we find ourselves in the incongruous position of extending our technological progress while simultaneously trying to limit its undesirable side effects.

“We are concerned — and with good reason — by the need to reconcile undeniable gaps between the great problems and the even greater promises of our society; between the way we want things to be and our immediate inability to make them so.

“We cannot afford the luxury of despondency, or the self-indulgence of melancholy. Instead I want to suggest that we can apply ourselves to our problems and frustrations with good heart and in fact, with optimism. What I think we need to do is temper our dissatisfaction and impatience with insight, which for me includes discernment, understanding, and empathy.”

Ada Louise Huxtable, architecture critic of the New York Times, received an honorary doctor of fine arts degree. An honorary doctor of laws degree was presented in absentia to Mircea Eliade, Ph.D., professor of the Divinity School, University of Chicago, who was ill and unable to attend the commencement.

Robert V. Trainer, secretary and director of Roller Bearing Corporation of America and a member of the college’s Board of Trustees, sponsored Lacocca for his degree. Brother William Martin, F.S.C., S.T.D., associate professor of theology at La Salle, sponsored Dr. Mircea, and William B. Walker, chairman of the executive committee of The First Pennsylvania Banking and Trust Co., and a member of La Salle’s Board of Trustees, sponsored Mrs. Huxtable.

Brother Bartley named director of admissions

Brother Andrew Bartley, F.S.C., has been appointed director of admissions at the College, it was announced by Brother Daniel Burke, F.S.C., Ph.D., president.

Brother Bartley succeeds Brother F. Christopher, F.S.C., Ph.D., who is retiring from the position after 21 years. Brother Christopher will remain on the staff, however, as coordinator of transfer admissions.

A native of Philadelphia and a 1946 graduate of West Catholic High School, Brother Bartley has been a member of the Christian Brothers for 25 years. He received his bachelor’s degree in English from the Catholic University and his master’s degree in English from the University of Pennsylvania.
Before joining La Salle's admissions staff as assistant director in June, 1969, Brother Bartley had served as the first principal of Trinity College Admissions Counselors and later as assistant director in the National Catholic Educational Association staff as assistant director in Philadelphia's West Catholic High School and Baltimore's Calvert Hall.

Brother Bartley is a member of the National Catholic Educational Association and National Association of College Admissions Counselors.

Athletic teams finish with 55-70-2 record

The best soccer team in the college's history and a host of outstanding individual performances highlighted La Salle's 1971-72 season as the Explorers' ten varsity squads registered a 55-70-2 (.433) overall slate.

Guided by Bill Wilkinson's dynamic coaching, the La Salle booters posted their top record ever (10-3-2, .769), winning more games and scoring more goals (37) than any other Explorer soccer club.

On the basketball front, Paul Westphal saw his inexperienced and under sized seniorless varsity slump to a 6-19 overall mark. The La Salle five actually dropped ten decisions where they held second half leads, but effort and desire go only so far against superior talent and physique.

Elsewhere on the Explorer athletic scene, Jack Lumsdon's 1971-72 swimmers with only three seniors on the 22 man varsity surprised with seven victories in 12 dual meets and a third place MAC finish (5-5). Completing their careers for the Explorers were shortstop Jim White, team leader in batting average (.361), hits (22), runs scored (15), doubles (6), rbi's (11), total bases (33) and stolen bases (9), and two other fine hitters, first baseman George Warrack (.360) and catcher Joe Discavage (.300).

The La Salle pitching staff will be in somewhat better condition next year with junior righthander Joe Casale (4-1, ERA-2.33) and junior southpaw Dennis Sutsko (3-2) back as a solid one-two punch.

Coach Ira Davis' 1971 Explorer harriers, relying heavily on the efforts of eight freshmen on the 15 man squad, could defeat only two of ten opponents (2-8) and finished eighth among twelve competitors for the MAC championship.

Junior Pat McKenna was the top La Salle runner in all races, including the Bergen Cup battle, and eliminated in the semi-finals of the MAC championship.

Individual MAC titles were annexed by senior co-captain Walt Hawkins in the 880 yard run (1:51.6) and sophomore Jim O'Neill in the pole vault (14'6"), while senior co-captain Frank Sutter notched a tough second in the shot with a toss of 51'6".

Other fine MAC efforts came from juniors George Jacobcin (3rd in the shot), Fred Guerrero (3rd in the triple jump), Joe Murray (4th in the long jump and 5th in the triple jump), Zeb Thomas (5th in the 440 IH) and freshmen Bob Payne (4th in the 880) and Rich Jacovini (5th in the mile).

Murray put on the top individual performance during the dual meet season winning four events in La Salle's 97-48 rout of St. Joseph's. In relay competition, the Explorer two-mile relay team (Gordon Fauntleroy, Tony Wojciechowski, Bob Payne and Walt Hawkins) set a new college record of 7:36.8 at the Penn Relays.

The La Salle crew, reorganized by Coach George Hines from previous frosh, junior varsity and varsity boats into junior varsity, lightweight and heavyweight shells, demonstrated a marked improvement.

The lightweight varsity boat, stroked by senior lieutenant Bob Tucker and with senior captain Pete Welsh aboard, achieved a 7-3 overall record, winning the Bergen Cup race, but being eliminated in the semi-finals of the Dad Vail regatta.

The heavyweight varsity shell, a young boat with only three seniors including lieutenant Jim Hart aboard and stroked by junior Jack Edling, registered a 4-2 overall mark, and was fifth in the Kerr Cup race, third in the Bergen Cup battle, and eliminated in the opening Dad Vail Regatta heats.

Coach Jack Connor's Explorer golfers, another seniorless La Salle
varsity, wound up with a 4-11 record, and eighth place MAC showing among 12 competing squads. Top MAC showings by the linksmen came from freshmen Chris Zenner (83-79, 162) and John Connors (80-83, 163), while junior captain Steve Glumac, junior Tom Fuhs and freshman Joe Ellis played well throughout the season.

On the tennis courts, Jack Canney's netmen won two of ten matches and finished sixth in MAC competition (last). The Explorers will return eight of ten players next year, but will miss the services of graduated senior co-captains Pat Farrell and Mike Canavan.

Students “live” with business executives

SOLID, ’72, a program in which La Salle students “live” with a local executive for an entire typical business day, was sponsored again this spring by the college’s management department under the direction of Bernard B. Goldner, Ph.D.

Close to 50 companies and over 100 students participated. SOLID (“Students of La Salle Industry Day”) was originally limited to about 40 juniors and seniors. But the response was so overwhelming that it was opened to the entire student body two years ago.

“Our main objective is to establish and maintain professional relationships between the students of the college and the local business community,” says Dr. Goldner. “We also hope to expose the student to management positions in his field of interest.”

Companies participating in the program during the spring semester were Alan Wood Steel, AMSTAR, ARCO, Automatic Timing & Control, Bell Telephone, Burroughs, Campbell Soup, Clarkies, Continental Can, Dept. of Housing and Urban Development, DuPont, Eaton, Yale and Towne, First Pennsylvania Co., Fischer and Porter, FMC, Franklin Mint.


Brother Andrew Bartley, F.S.C. has been appointed the college’s director of admissions.

Shortstop Jim White became La Salle’s first baseball Academic All American and also led the team in no less than seven offensive categories.
Lt. Col. William F. Burns, '54, delivered the major address at commissioning ceremonies for 27 La Salle ROTC graduates, May 15, in the College Union.

William G. Snyder is inter-governmental coordinator for the City of Des Moines, Iowa. DECEASED: John Herr.

Robert C. Crosson has been appointed general sales manager at North American Refractories Co., Ohio. Albert L. Pearson, Jr., M.D., has opened his office for the practice of general medicine.

Nicholas F. Pensiero has been appointed Director of Government Marketing Services for RCA Government and Commercial Systems, Moorestown, N.J.

Joseph Mohr has become the first athletic director from Atlantic County to be elected president of the New Jersey Athletic Directors Association. John T. Tobin, Jr. has been appointed as the coordinator for all the I.E.A.A. Federal Grants, between the Philadelphia Court of Common Pleas Court and 36 Project Directors.

Charles J. Conway has been appointed vice president of manufacturing for National Foam System Inc. Frank Foti has received his doctoral equivalency in educational psychology and special education at Temple University. John C. McLoone, M.D., was certified by the American Board of Family Practice and re-elected to the Board of Directors of the American Cancer Society’s Phila. Division.

John C. Rosania, special agent with Prudential Insurance company’s Quaker City agency, exceeded the million dollar sales mark in 1971. DECEASED: Nicholas R. Sacchetti.

Ray Agent has organized Personnel Services Agency, Delaware’s newest business service enterprise. Army Lieutenant Colonel William F. Burns received his second award of the Meritorious Service Medal at the U.S. Army War College. Harry B. Gemmell has been appointed regional commissioner of customs in Maryland. Brother Charles E. Gresh, F.S.C., dean of students at La Salle since 1966, has been named the 24th president of St. John’s
College, a Washington, D.C. preparatory school. Louis J. LeHane has joined Allis-Chalmers as director of personnel.

"PR Reporter", a journal that specializes in public relations methods and procedures, held at Holy Family College. Felix M. Pilla was named administrator of Monmouth Medical Center by the New Jersey State Health Commissioner. John H. Veen, director of the La Salle College Union, served as a program session panelist at the 1972 Conference of the Association of College Unions-International.

Cdr. Robert T. Chancer is serving as executive assistant to the Auditor General of the Navy in Washington, D.C. Cdr. Vincent E. Cooke assumed command of the USS Mount Katmai, an ammunition supply ship. Bernard M. McManus has been appointed vice president planning and finance, consumer products, for Smith Kline & French Laboratories. John F. Oros has been appointed procurement planning and analysis manager for Ford Tractor Operations, Troy, Michigan. Walter T. Peters, Jr. has been appointed director of the New Jersey Treasury Department's Division of Buildings and Construction. Henry T. Wilkens, assistant professor of business at Shippensburg State College had an article published in the 1972 Conference of the Association of College Unions-International.

Rev. David Beebe has been named director of religious education for the Camden, N.J. diocese. Army Maj. Richard H. Braue, Jr. has completed the army installation management course at the U.S. Army Logistics Management Center, Ft. Lee, Va. John C. Gyza has been promoted to vice president at the Philadelphia National Bank. Rev. William J. Hultberg, O.S.F.S., has received a master's degree in education at Niagara University, N.Y. Walter C. Lance has been appointed controller for N.W. Ayer & Son, Inc. John Charles McDevitt has received a master's degree in liberal studies at Wesleyan University, Conn. Joseph T. Sanquilli, chairman of the social studies department at Bishop McDevitt H.S., Wynnewood, Pa. was elected vice president of the Pennsylvania Council for Social Studies.

Lawrence J. Colhocker, F.S.C., former principal of Bishop Walsh H.S., Cumberland, Md., will attend the graduate school at Drexel University to study educational media. A. John Steele has been promoted to eastern regional manager for Miller-Morton Co.

R. Raymond F. Kuhl has been appointed assistant managing director of administrative services for the America Society of Chartered Life Underwriters. Mark Lowery, F.S.C., who has been assistant principal at West Catholic Boys' High School, Philadelphia, has been named new principal at Bishop Walsh High School. Joseph J. McElhenny participated as co-chairman of a regional conference of "The Teaching of African History" held at Holy Family College. Felix M. Pilla was named administrator of Monmouth Medical Center by the New Jersey State Health Commissioner. John H. Veen, director of the La Salle College Union, served as a program session panelist at the 1972 Conference of the Association of College Unions-International.

BIRTH: to Judge Jerome A. Zaleski and his wife, Eileen, their third daughter, Valerie.

James Bottone has been promoted to vice president corporate product and acquisition planning at USV Pharmaceutical Corp., Tuckahoe, N.Y. John F. Funchion has been appointed general sales manager by the Arrow Safety Device Co. Joseph W. Heyer coached North Penn High School's basketball team to the Bux-Mont League basketball championship and a berth in the PIAA Tourney in 1971-72. Francis B. McCullough, Jr. is the first Democrat ever elected to the Haverford Township School Board. Augustus J. Sassa won the best supporting actor award in the "One Act Play" Festival in Washington, D.C. He is a member of the Prince William Players.

'56

Alexander J. Butryn has received a doctorate degree at Rutgers University. Anthony DiPrirnio was named a 1972 Loman Research Fellow by the Board of Trustees of the Harry J. Loman Foundation. John P. Farrell coached John Bartram High School's basketball team to the Philadelphia Public League Championship in 1971-72. James J. Pennestri was named director of the New Jersey State Office on Aging. James A. Wilson, M.D., has been appointed to the medical staff of John F. Kennedy Memorial Hospital, Stratford, N.J.

'57

Rev. Lance and John C. Gyza

'55.

Charles E. Gresh and Louis J. LeHane

'58

Walter C. Lance and John C. Gyza

'59

James Bottone

'60

'61

'55

Bernard M. McManus

'56

'57

'58

'59

'60

'61
Domenic F. Basile has received a master's degree in business administration at Rutgers University. Francis P. Brennan has been named Employee Relations Manager for the Utilities Division of UGI Corp. headquarters in Reading, Pa. John F. McKeogh has been named director of bank public relations for the First Pennsylvania Banking and Trust Co. Victor A. Mignogna has received a master's degree in education at Rutgers University. Edward F. Sutter, Jr. has been promoted to night superintendent at the Philadelphia plant of Oscar Mayer & Co. Walter Mathews, Ph.D., who is a faculty member at the University of Mississippi, has been elected chairman of the Mid-South Educational Research Association. Richard F. Zaleski, an assistant professor of business at Camden County College, has been elected to the Washington Township, New Jersey Board of Education. MARRIAGE: Frederick J. Engelhardt to Mariann L. Lynch.

John Paul Christel has received a master's degree in education at Rutgers University. Robert J. Dawson is education product sales representative for the 3M Company in Delaware and Chester Counties, Pa.

John P. Breckner III has received a master's degree in business administration at Rider College. Dennis Michael McHale has received a master's degree in English at the University of Delaware. John M. Pyck has joined Citizens Bancorp of Vineland, N.J. as controller. MARRIAGE: Gordon M. Gray to Michelle C. Fortsch.

Thomas Michael Hickey has received a doctorate degree in chemistry at the University of Delaware. Paul S. Nentwig has been appointed assistant treasurer of the Fidelity Bank. Joseph O'Donnell has been named assistant athletic director at La Salle. He will coordinate activities in Hayman Hall, the college's new athletic facilities building. Charles A. Pizagno has received a master's degree in business administration at Drexel University. Dr. John J. Seydow, assistant professor of English at La Salle, has been named one of the college's two recipients of the Christian R. and Mary F. Lindback award for "Distinguished teaching" for 1971-72. John J. Thomas has received a master's degree at the University of Miami. MARRIAGES: Lawrence Joseph Kelly to Sondra Joanne La Penna; John P. King to Helen M. Riley; E. F. Joseph Siebold, D.O. to Elaine Marie Beldyk.

Army Capt. Warren A. Chunn has received the Air Medal near Plantation, Vietnam. Ralph F. Desiderio has been elected as assistant vice president of Continental Bank. Richard J. Murphy has received an M.D. degree from the Hahnemann Medical College and Hospital; he will be a surgical intern at Greenwich Hospital, Conn. Robert W. Nowak has received a master's degree in management at the University of Scranton. Gary McNulty won the National Biathlon in the record time of 29:34. Each entrant had to run three miles—26 laps around the indoor track at the Central Philadephia YMCA and then run downstairs and swim a half-mile, 44 laps in the 26 yard pool. He is athletic director at Thomas Jefferson University. R. Bruce Wayne has been named marketing director of Environmental Tectonics Corp., Southampton, Pa. Air Force Capt. Stanley S. Zelenski has graduated from the Air University's Squadron Officer School at Maxwell AFB, Ala. MARRIAGE: James J. Kilpatrick to Peggy Jean Finacchio.

Edward J. Burke coached St. Thomas More High School's basketball team to both the Catholic League and Philadelphia city championships in 1971-72. Harold L. Casale has been appointed vice president, administration of AEL-FMTECH Corp., Montgomeryville, Pa. Robert F. Fenkel has organized his own commercial printing firm, Fencor Enterprises, in Jenkintown, Pa. Bruce F. Grocher has received a master's degree at Rutgers University. Thomas H. Hontz received a master's degree in engineering at the Pennsylvania State University. Robert J. Marbach, Ph.D., has been appointed assistant professor of political
science at St. Joseph's College. John A. Michnowicz has received a doctorate degree in Chemistry at the University of Delaware. Gerald F. Moritz has been elected assistant treasurer at Fidelity Bank. Davis A. Suskind has received his M.D. from the Case Western Reserve University School of Medicine. Michael J. Usbka has been named a division manager of GTE Data Services Inc., Washington, D.C. James J. Vitale has been appointed management engineer for the Mercy Catholic Medical Center of Philadelphia. MARRIAGES: John Ambrose to Donna Miller; Philip R. Fiskett to Ann Mary Ryczek; James B. Lanes, M.D. to Karen L. Bowers.

James A Flaherty has received a master's degree in political science at the University of Delaware. Donald E. Johnson has received a law degree from Villanova University. U.S. Air Force Capt. Michael Moran has been selected to participate in the Strategic Air Command's (SAC) Combat Competition at McCoy AFB, Fla. William Reinking has received a master's degree in Education at St. Joseph's College. He will attend Villanova University working toward a Principal's Certificate. William Ring has been named the Philadelphia area sales representative for Ginn and Company. Michael Rudnick has received his M.D. from The Hahnemann Medical College & Hospital. He also was awarded the Alan Edelson Memorial Prize for outstanding service to the college and the class. He will be a medical intern at Hahnemann. Hardy L. Sorkin has received his M.D. degree from the Medical College of Pennsylvania, former Woman's Medical College. Air Force First Lieutenant Kenneth N. Szczepanski, a maintenance control officer, has been assigned to a unit of the Aerospace Defense Command. Air Force Capt. James M. Ward is stationed at Hahn Air Force Base, Germany. MARRIAGES: Joseph E. Connerly to Theresa R. Gambone; Robert Liwacz to Elaine Pecht. BIRTH to James M. Ward and his wife, Malanna, a son, J. Fitzgerald.

A Commuter System Comes Back

When Joseph T. Mack, '46, graduated with an accounting degree, he had no intention of getting into the transportation business. Today, however, he is deeply involved in the problems of transporting hundreds of thousands of commuters in four of the Philadelphia area's busiest counties.

Since January, 1970, Mack has been chief of the Red Arrow Division of the Southeastern Pennsylvania Transportation Authority. Recently he was given the added responsibilities of SEPTA's assistant general manager for administration as well as the added problems of an urban transportation system.

"Sure there are some differences," he explained while sitting in his 20th floor center city office recently. "Naturally you have greater masses of people to move and all the urban social problems in the city. That is not to say that we don't have vandalism in the suburbs, there just isn't as much."

Red Arrow transports 70,000 riders daily, about one tenth the Philadelphia commuting total. "More people (in the suburbs) can choose alternate means of transportation," Mack added. "So we have to sell the system maybe a little better out there."

Mack, who concedes that the system was "terribly run down" when SEPTA took over the operation early in 1970, says that the authority is beginning to turn things around. Almost a third of Red Arrow's 193 busses have been renewed; subway stations are being rebuilt; double tracking is replacing obsolete single track systems, etc.

"Our biggest problem is a permanent source of financing," he says. "We have no taxing power and we don't know until the (State) Legislature passes the budget how thoroughly we are going to operate and make improvements next year."

The Authority which recently added a planning and development division—managed $100 million in capital grants last year to help ease the pressure of a $ billion dollars capital improvement program which should take about six years. "This is just to get the system back in shape," explains Mack. "No great technology or anything like that."

Mack, who says that he got into the transportation field "purely by accident" after a short stint with a CPA firm, started with Red Arrow as an auditor in 1946. He later served as assistant treasurer and treasurer before becoming vice president and comptroller in 1963.

Active in various annual fund drives conducted by the college, Mack lives in Havertown with his wife, Sally, and three children: Marianne, Jean, and Joseph T., Jr.

Continued on page 20
Reunions frequently have their emotional scenarios but seldom do they electrify a crowded ballroom with the warmth generated by this Mother’s Day kiss planted by the mother of former track great Joe Walker, ’54 (bottom right) after the former track star was inducted into the college’s Hall of Athletes on May 13. Also inducted by Alumni Association president Robert J. Schaefer, ’54, was Ken Loeffler (right) coach of the NIT and NCAA basketball champions. Current basketball coach Paul Westhead gets together (below) with Jack Farrell, ’56 (left) and Ed Burke, ’67, opposing coaches in the 1971-72 Philadelphia city championship basketball game. Elsewhere, people just got together as the classes of ’37, ’42, ’47, ’52, ’57, ’62, and ’67 held campus reunions during the spring.
John Becker has received a Juris Doctor degree from Dickinson Law School. William D. Bradshaw has received a master's degree in education at Niagara University. 2nd Lt. James J. Daniel has graduated from the Officers Candidate School of the United States Marines. He is stationed at Pensacola, Florida. Henry B. Eastland has received a Juris Doctor degree at Cornell Law School. Vincent R. Kranz has received a master's degree at Rutgers University. Bernard G. Krimm has received a Woodrow Wilson Dissertation Fellowship at the Northwestern University. Air Force Sgt. Robert L. Ross has been named Outstanding Airman in his unit at Naha AFB, Okinawa. Martin E. Washofsky has received a master's degree in business administration at the University of Scranton, and has been elected to Delta Mu Delta. John M. Delvin, Frank J. Ferro, Thomas R. Hecker, Michael C. Hickey, Jr., Robert J. Kerns, J. Kevin King, Robert A. Lechowiez, Sebastian M. Rainone, Francis J. Sullivan and Donald E. Wydrajnsky have received the Juris Doctor degree from Villanova University School of Law at Commencement exercises on May 16.

MARRIAGES:

MARRIAGES: Daniel A. Chila to Lucille Rose Slattery; James A. D'Emilio to Barbara S. Panseb; Nicholas A. Di Franco to Anna M. Faris; Walter F. Karwacki to Joanne Elizabeth Meyers; Peter Mannherz to Carol Elizabeth Hauber; Rene Claude Payot to Janet Anne Rink.

'70

Marine 1st. Lt. Frank J. Bittner, III has completed specialized training in electronics communications at the Communications Officer's School, Marine Corps Development and Education Command, Quantico, Va. Patrick J. McCullough has graduated from the Infantry Officer Candidate School, Ft. Benning, Ga. Ronald F. O'Driscoll, Jr. has received a master's degree in Education at Niagara University. Thomas Ratchford has received a master's degree in business administration at the Graduate School of Business of the University of Chicago. Army 2nd Lt. Michael J. Wilkin has completed a nine-week air defense artillery officer basic course at the U.S. Army Air Defense School, Fort Bliss, Texas. MARRIAGES: Daniel A. Chila to Lucille Rose Slattery; James A. D'Emilio to Barbara S. Panseb; Nicholas A. Di Franco to Anna M. Faris; Walter F. Karwacki to Joanne Elizabeth Meyers; Peter Mannherz to Carol Elizabeth Hauber; Rene Claude Payot to Janet Anne Rink.

'71

Veronica A. Neary and William K. Mallon

Army 2nd Lt. Stephen M. Donnelly has completed a nine-week air defense artillery officer basic course at the U.S. Army Air Defense School, Ft. Bliss, Texas. Thomas C. Gallagher is an administrative technician in the Philadelphia Mayor's Office. Army Pvt. Lawrence J. Gregan has completed his eight weeks of basic training at Ft. Leonard Wood, Mo. Army Pvt. Leonard M. Horvath has completed his eight weeks of basic training at the U.S. Army Training Center, Armor, Ft. Knox, Ky. Thomas Keating has been commissioned a second lieutenant in the U.S. Army upon graduation from Officer Training School at Lackland AFB, Texas. Army 2nd Lt. Joseph F. Kruszewski has completed a 12-week field artillery officer basic course at the Army Field Artillery School, Ft. Sill, Oklahoma. 2nd Lt. James J. Larkin has completed environmental indoctrination training at Pensacola Naval Air Station, Florida. Francis E. McCall has been hired to teach junior high mathematics at the Sharon Hill public school. Airman William K. Mallon has graduated from the technical training course for U.S. Air Force inventory management specialists. Veronica A. Neary has been awarded a Fulbright Fellowship to study modern German literature at the University of Tuebingen. She is the first evening division coed ever to receive such an award. Army 2nd Lt. Dennis J. Nemeth has completed a nine-week air defense artillery officer basic course at the U.S. Army Air Defense School, Ft. Bliss, Texas. Army Pvt. Francis J. O'Neill has completed eight weeks of basic training at the U.S. Army Training Center, Infantry, Ft. Polk, La. 2nd Lt. Glenn R. Patterson has completed a 12-week field artillery officer basic course at the Army Field Artillery School, Ft. Sill, Okla. Paul F. Zerkow has completed the eight-week armor motor officer course at the U.S. Army Armor School, Ft. Knox, Ky. MARRIAGES: Randall Aiken to Barbara Ann Hause; Jeffrey Jonaitis to Claudia Pizzi; C. Joseph Librandi to Karen Lee Firth; William J. Moskalik to Nancy Sullivan; Michael J. Reinking to Denise McInerney. BIRTH to John J. Gallagher and wife, Laura, twins, Christopher and Beth Ann.

'72

Army 2nd Lt. James F. Leigh has completed a nine week ranger course at the U.S. Army Infantry School, Ft. Benning, Ga. Robert M. Shannon has been named the college's first recipient of a Ford Foundation Doctoral Fellowship for Black Americans. He will concentrate on 17th century Spanish drama at Bryn Mawr College. Suzanne Stefanelli has been named recipient of a Fulbright grant to teach and study in France. She is the first La Salle Coed to win a national post-graduate award.
"Summer afternoon—summer afternoon; to me those have always been the two most beautiful words in the English language."
—Said by Henry James to Edith Wharton (1862-1937)
An American Premiere