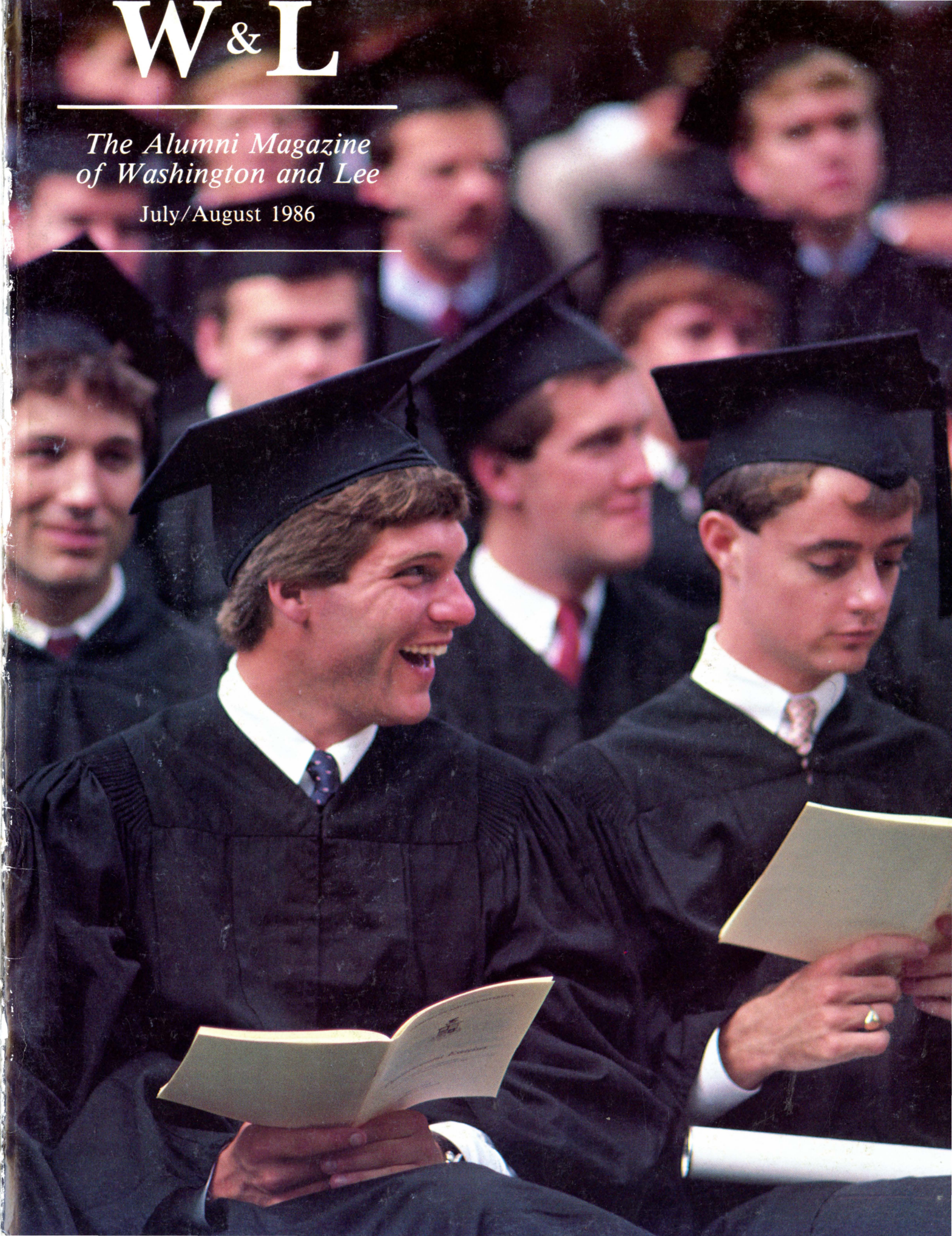


W & L

*The Alumni Magazine
of Washington and Lee*

July/August 1986



Fred C. Cole—1912-1986

Fred Carrington Cole, president of Washington and Lee from 1959 to 1967, died May 6, 1986, at his home in Chapel Hill, N.C. He was 74 years old.

A native Texan, Cole was remembered as a quiet and unobtrusive man who guided Washington and Lee through a period of transition and changing attitudes.

He came to Washington and Lee from Tulane University, where he was successively an associate professor and professor of history, dean of the college of arts and sciences, and academic vice president.

Cole succeeded Francis Pendleton Gaines as W&L's 18th president and worked steadily to sustain and improve the University in a variety of important ways.

Among the most significant accomplishments of Cole's tenure were a substantial increase in faculty salaries to make them competitive with those of much larger universities, a tripling of financial aid available for students, and the establishment of the Robert E. Lee Research Program for undergraduates.



During Cole's administration, Lee Chapel was restored with funds from the Ford Motor Company, a new science building and new dormitories were constructed, and several campus buildings were renovated.

"In a vitally important transition period for Washington and Lee and higher education in general, Fred Cole strengthened the academic stature of the University

by renewing the vigor of the faculty and greatly expanding the financial aid to deserving students," said James W. Whitehead, treasurer of W&L under Cole.

While at W&L, Cole served for three years as president of the Virginia Foundation for Independent Colleges. He was chairman of the Department of the Army's Historical Advisory Council on Research of the Office of Education and was a trustee of the George C. Marshall Foundation.

When Cole resigned in 1967, the faculty of the University adopted a resolution praising his accomplishments. The resolution noted that "because of the progressive attitude which has marked his eight-year tenure in the presidency, Washington and Lee has been brought to a new awareness of the distinctive contributions it can make to higher education."

In a separate resolution, the Executive Committee of the student body called Cole "a farsighted and extremely capable administrator [who] has achieved, despite considerable obstacles, a significant record of progress in solving the problems of Washington and Lee."

Cole is remembered at Washington and Lee as a man who eschewed sentimentality, but spoke with conviction and sincerity. When he left W&L to become president of the Council on Library Resources Inc., he said his fondest recollection would be "the friendship with the students and faculty, one of the finest groups with whom you could have the privilege of associating."

Cole is survived by his wife, Lois F. Cole; three sons, Fred C. Cole Jr. of Columbia, Md., Robert Grey Cole of Oxford,

Miss., and Taylor M. Cole of Wilson, N.C.; one daughter, Caroline C. Cornwell of Providence, R.I.; two brothers, Robert T. Cole of Durham, N.C., and Luther Cole of Franklin, Texas; and a sister, Margaret Elliott of Senora, Texas.

A memorial fund in Cole's honor has been established at Washington and Lee for the purchase of books for the University Library. Contributions should be directed to the Fred C. Cole Memorial Fund, Development Office, Washington and Lee University, Lexington, Va. 24450.

The Washington and Lee Board of Trustees adopted the following resolution at its May meeting in Lexington:

Nearly 20 years have passed since President Fred Cole left his desk at Washington and Lee University. Many who knew him best are no longer here. But for those who remain, news of his death on May 6, 1986, touched them with profound sadness and evoked fond memories of a gentle man who was able, learned and wise, sensitive, generous, and kind.

When he came to Washington Hall in 1959, he stepped into an office occupied for 29 years by his predecessor, Dr. Francis Pendleton Gaines. President Cole was deeply aware of the heritage of his new position, and his commitment to its service was complete.

Reflections on Fred Cole engender sentiments of deep admiration and great respect. . .

He was the wise academician who inspired his faculty by his demonstrated personal concern for their careers, as well as his success in lifting their compensation to nationally respected levels. Financial aid for deserving students tripled under his enlightened guidance. He brought about the restoration and preservation of Lee Chapel. The Robert E. Lee Undergraduate Research Program was part of the outreach of his fertile mind.

He was the sensitive Southerner who worked patiently and diligently with other men of the South, coming to terms with change that must be accommodated, as well as change that is welcomed. Few know of the role President Cole, and others at Washington and Lee, played in helping sustain the public school system in Virginia's Prince Edward County during a time of painful transition. His public profile was low, but he accomplished many things for so many others.

Some of our memories are personally enduring. . .

He was the gentle Texan who insisted that the bones of Lee's faithful Traveller should have a final resting place more dignified than a museum case.

He was the fierce competitor whose battles on the handball courts at high noon changed the exercise and working habits of a dozen close associates.

Relatively few Washington and Lee alumni came to know Fred Cole well, but for every member of the University family he was our President for eight important years. Today, as we contemplate the remarkable achievements of this man and consider our sorrow at his death, we reflect with pride, pleasure, and gratitude on what his life meant for Washington and Lee.

By this resolution the Board of Trustees of Washington and Lee University extends its deepest sympathy to President Cole's wife, Lois; his daughter, Caroline; and his sons, Fred Jr., Grey, and Taylor. We hope they know how much of Fred Carrington Cole endures on the campus that was once his home.

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Type for this magazine was set using equipment provided through the generosity of Mary Moody Northen, Inc., Galveston, Texas.

Published six times a year in January/February, March/April, May/June, July/August, September/October, November/December by Washington and Lee University Alumni, Inc., Lexington, Virginia 24450. All communications and POD Forms 3579 should be sent to Washington and Lee Alumni, Inc., Lexington, Va. 24450. Second class postage paid at Lexington, Va. 24450 and additional offices.

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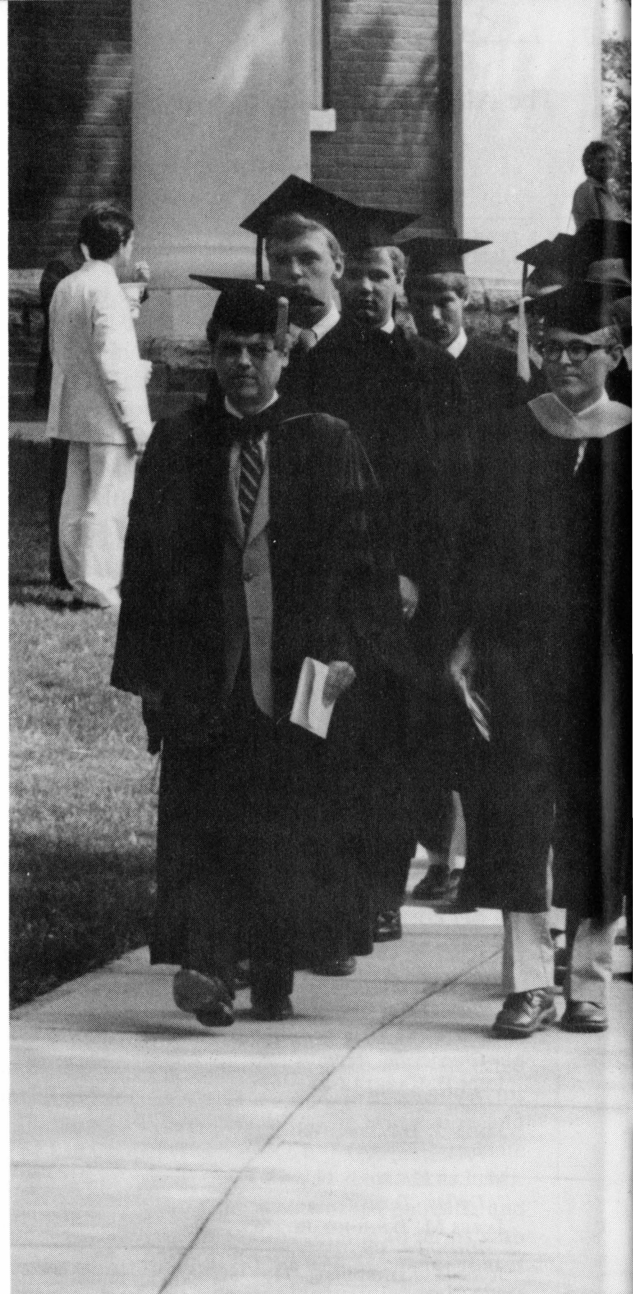
On the Cover: Commencement 1986 was indeed a time to celebrate the accomplishments of four years. *Photo by W. Patrick Hinely, '73*



Celebrating Achievement

Class of '86 Leaves Legacy of Reconstruction

by Anne Coulling



Amid the clicking of camera shutters and the flicker of flashes, the members of Washington and Lee's Class of 1986 processed along the Colonnade and took their places on the Front Lawn for the University's 201st commencement exercises.

Proud parents (and grandparents), brothers and sisters, and friends perched precariously on chairs and peered over the shoulders of their neighbors to catch a glimpse of the graduates and to take snapshots of the momentous occasion.

The graduates' next-of-kin were not, however, the only members of the audience totting cameras. Newspaper and television reporters and photographers were much in evidence, too, drawn by the historic nature of the occasion. This was the last all-male class to graduate from Washington and Lee. (Five women transfer students are scheduled to receive their degrees in June 1987.)

And yet it was not the all-male composi-

tion of this class that primarily distinguished its members. Rather, the Class of 1986, individually and collectively, was remarkable for its record of achievement during the past four years.

In his traditional remarks to the graduates, President John D. Wilson described some of these accomplishments. "There are many outstanding individuals in this class," he said, "but there is a class identity, too. You have been a building class. You have . . . reached out to reconstruct some things that very much needed to be reconstructed. You have seen some institutions within the University that required building up, and you have reached out to do that."

Wilson mentioned specially the efforts of various seniors to strengthen several campus organizations, to revitalize fraternity life, and to help ensure a smooth transition to coeducation.

The seniors had also known their share of sadness during the past four years, Wilson noted, referring to the deaths of two members of the class: J. Christopher Hunter, who died in an automobile accident, and Thomas J. Fellin, who was killed in the Phi Gamma Delta fraternity house fire.

Yet even in the midst of tragedy, Wilson observed, the seniors had their minds on reconstructing and rebuilding. Several weeks before they left Lexington, the class initiated a drive to establish an endowed scholarship in memory of Fellin. With a goal of \$25,000 to be raised over the next five years, class officers anticipate that the first scholarship will be awarded during the 1991-92 academic year.

In his remarks during the ceremony, John B. Lewis of Greenville, Va., president of the student body's Executive Committee, reminded his classmates that their responsibilities to their *alma mater* do not end with



the completion of the degree.

"Graduation from Washington and Lee promises many rewards, but it also has many demands," said Lewis. "We must be the leaders in our community and our nation, in an effort to help them make the correct decisions, so that we can leave this country a better place than we found it."

Lewis continued: "... Graduation from W&L demands that we support her as best we can, both financially and philosophically. We must contribute generously to the Annual Fund and convince the best and brightest students to come here. We must keep abreast of the changes and issues affecting Washington and Lee's traditions, and determine which are hindering, which are constructive, which are merely hollow anachronisms, and which are meaningful to the institution."

In his baccalaureate sermon of the previous day, the Right Rev. Christoph

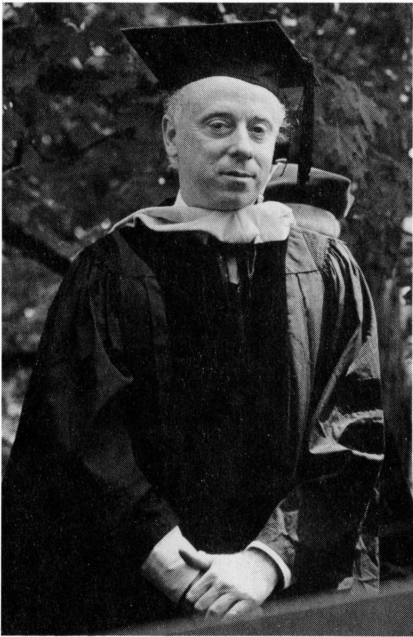
Keller Jr., '39, a Trustee and Bishop Emeritus of the Episcopal diocese of Arkansas, encouraged the graduating seniors to be "visionaries."

Said Keller: "A visionary is someone with the capacity to see more than meets the eye and . . . the capacity to look beyond to what might be." Keller held up the examples of the University's best-known visionaries: George Washington, who "envisioned a new country governed by principles of liberty, justice, and equality, the likes of which had not been seen before"; and Robert E. Lee, who saw "a reunited nation with war and hatred put aside." Explained Keller: "They had these visions and set out to do something about them."

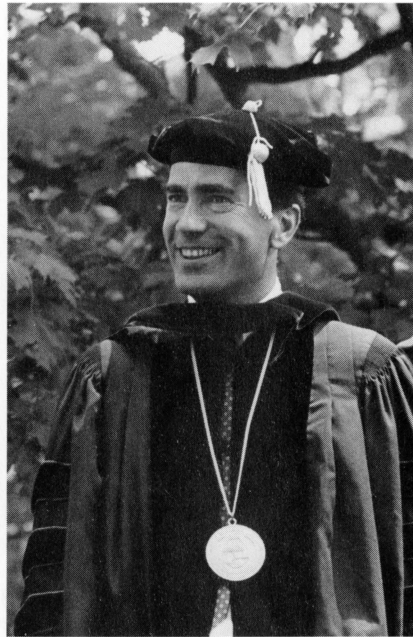
During the commencement ceremony, Wilson exhorted the graduates to look for role models in another group of individuals: the four who were awarded honorary degrees. They were Joseph L. Goldstein, '62,

winner of the 1985 Nobel prize in medicine; the Hon. Charles S. Robb, former governor of Virginia; Lynda Johnson Robb, founder of the Virginia Women's Cultural History Project; and William B. Spong Jr., professor of law at the College of William and Mary and a former United States senator.

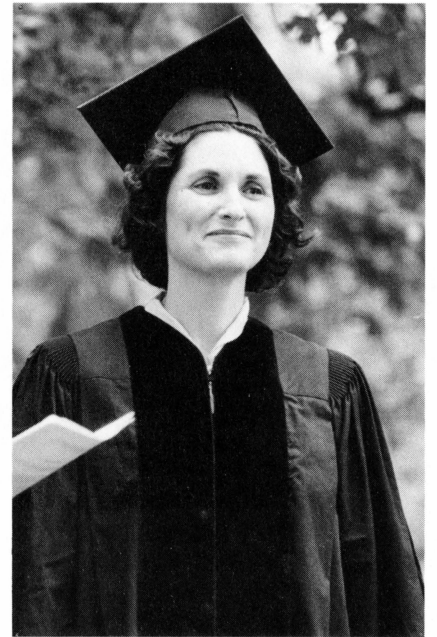
Goldstein and his partner, Michael S. Brown, won the Nobel prize for their research into cholesterol metabolism and cholesterol-related diseases (see the November/December *Alumni Magazine*). Their work has led to discoveries for the treatment and prevention of hardening of the arteries. Goldstein was the 1962 class valedictorian at W&L and graduated with a perfect 4.0 average. Said Wilson: "We can emulate his self-discipline, his dedication, his striving for excellence, his unwillingness to settle for the easy answer, his capacity for thoroughness, his honesty, and his rigor." Goldstein received a doctor of science degree.



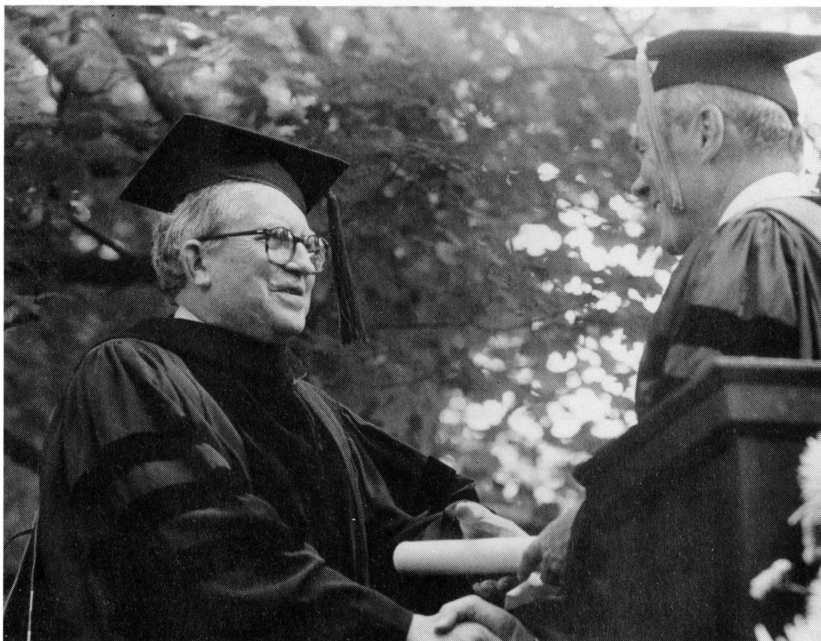
*Dr. Joseph L. Goldstein, '62
Doctor of Science*



*Hon. Charles S. Robb
Doctor of Laws*



*Lynda Johnson Robb
Doctor of Humane Letters*



*William B. Spong
Doctor of Laws*

***“You could do far worse than trying to meet the standards [the four honorary degree recipients] have set for you.”
—President John D. Wilson***

When Charles Robb was governor of Virginia, state support grew for education, with a 37 percent salary increase for teachers. Five hundred new industrial plants were opened, creating almost 33,000 jobs. And more than 600 women and 300 blacks were appointed to boards, commissions, and the bench. Of Robb, Wilson told the graduates: “We can strive for his empathy for others, the confidence he has generated in himself and the collective wisdom of a free people, in his vision of the good society.”

Charles Robb received a doctor of laws degree.

A self-described “professional volunteer,” Lynda Robb has held leadership positions in no less than 62 separate committees and organizations. She created and organized the Virginia Women’s Cultural History Project, which recognized the history of women in the Commonwealth. Of Lynda Robb, Wilson said: “We can aspire to develop the confidence that she has developed that an individual can make a dif-

ference, the ability to unite civic virtues with responsibilities to family, the capacity to care for others, and a willingness to give of oneself to alleviate suffering.” Lynda Robb received a doctor of humane letters degree.

William B. Spong was elected to the Virginia House of Delegates in 1954. Two years later he began a 10-year term in the Virginia Senate and later served a six-year term in the United States Senate. From 1976 to 1985 he was professor of law and dean of William and Mary’s Marshall-Wythe School

of Law. This fall he will be a visiting professor at Washington and Lee, teaching the legal ethics component of the University's program in applied ethics for pre-professional students. Said Wilson of Spong: "We can aspire to his refined ideal of public service, his ability to use the gifts of human experience to develop his compassion and yet his hardheadedness, his generosity of spirit, and the wisdom he has achieved born of reflection and direct experience." Spong received a doctor of laws degree.

Wilson told the new graduates to follow the examples set for them by the honorary degree recipients, adding that "these are your classmates, too. They have taken very different paths [from yours] thus far, but their lives reveal common themes with yours: service to others, a sense or vision of the good society, respect for learning, a reaffirmation of the Greek ideal, the ultimate joy one is to find and seek for in the exercise of the quintessential human attribute of mind. You could do far worse than trying to meet the standards they have set for you."

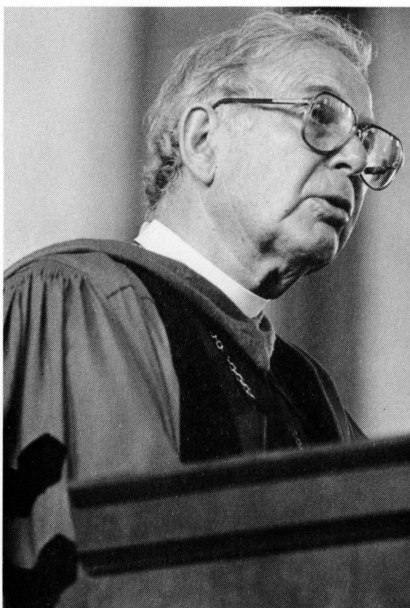
Commencement was a time to recognize the achievements not only of the honorary degree recipients, but of the 275 other graduates as well. In particular, Wilson recognized one member of the class, John-Paul Bouffard of Berkeley Heights, N.J., who was named class valedictorian for completing his years with a cumulative grade-point average of 4.123 on a scale of 4.33. Bouffard also received the Algernon Sydney Sullivan Medallion, awarded by the faculty to the graduating senior who excels "in high ideals of living, in spiritual qualities, and in generous and disinterested service to others."

Bouffard received the bachelor of arts degree with a major in psychology. He was elected to Phi Eta Sigma (the freshman honor society), Phi Beta Kappa, and Omicron Delta Kappa, and he was a finalist for a Rhodes scholarship. He was active in both campus and community life, singing in the Glee Club and Southern Comfort and serving as a volunteer at a daycare center in Lexington.

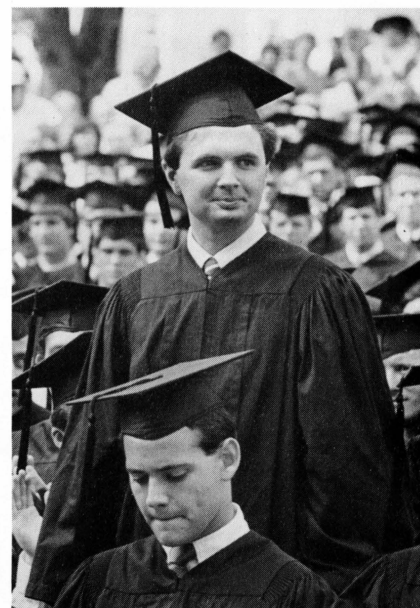
Two retiring members of the University community were also recognized during the commencement exercises. They were Edward C. Atwood, dean of the School of Commerce, Economics, and Politics who is stepping down from that post after 17 years, and E. Stewart Epley, '49, who is retiring after six years as University treasurer.

As part of the commencement day exercises, 25 ROTC cadets were commissioned as second lieutenants during a ceremony in Lee Chapel, where Maj. Gen. Robert E. Wagner, commander of the U.S. Army Cadet Command, was the featured speaker.

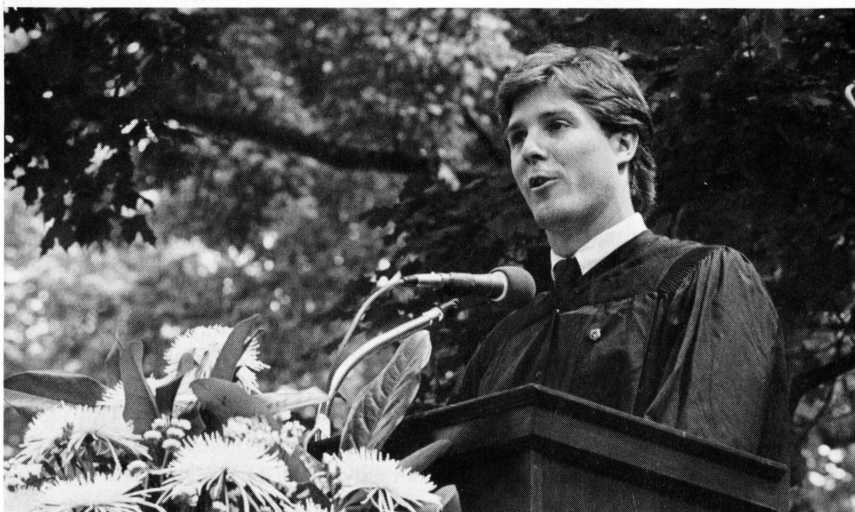
A week and a half before the



Rt. Rev. Christoph Keller, '39



Valedictorian John-Paul Bouffard



Executive Committee President John B. Lewis

undergraduate commencement, the University awarded juris doctor degrees to 114 law students.

That ceremony was conducted in a gentle spring shower, which resulted in a colorful display of umbrellas but failed to dampen the spirit of the occasion. President Wilson took advantage of the rain to point out that the diplomas were the genuine article—i.e., authentic sheepskin. He did so by way of warning the graduates that the diplomas would shrink and dissolve if they were allowed to get wet.

In his brief remarks to the graduates, Frederic L. Kirgis Jr., dean of the School of Law, said he hoped in addition to the friendships with one another, an affinity for the University, and an understanding of the law that they would take from Washington and

Lee a sense of honor and a sense of duty to serve others.

Noting that the Honor System is central to Washington and Lee, Kirgis said: "I fervently hope that all those who graduate from this law school will trust each other, that your clients will trust you, and that you will all be known as lawyers in whom complete trust may be placed."

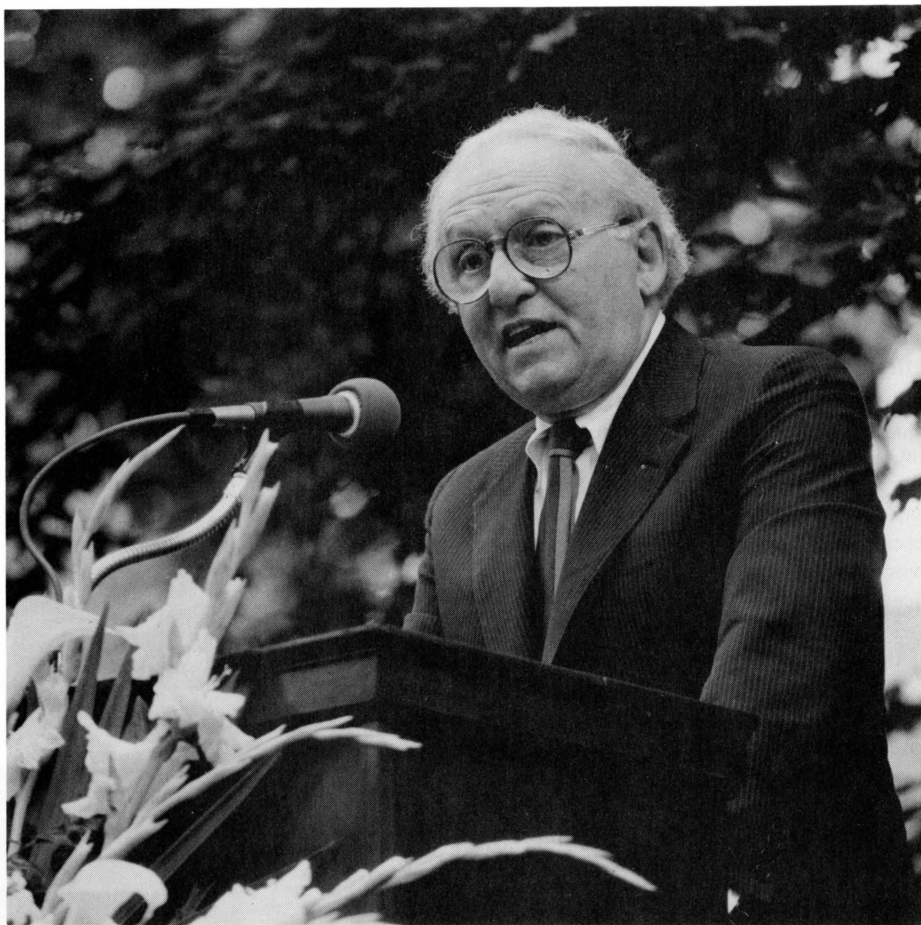
As their principal speaker for the occasion, the graduates had chosen Sydney Lewis, '40, '43L, founder and chairman of the executive committee of Best Products Co. Inc. (See page 6.)

The John S. Davis Prize for Law, given to the graduate who maintained the best record throughout the three-year law school career, was presented to Stokely Gray Caldwell Jr. of Roanoke.

Good Luck!

Lewis Advises Grads To 'Go with the Flow'

by Sydney Lewis, '40, '43L



I am deeply honored by your invitation to speak to you today, on this, the payoff day of the academic calendar.

I have never before agreed to give an address of this sort, because of my feeling that such talks can never be short enough, and thus that the perfect commencement address would probably be none at all. Moreover, what in the world can one tell a group of young people stuffed with seven years of learning and needing most of all *experience*, and not any more lectures from me or anyone else?

But respect and love for one's *alma mater* can induce one to do strange things. And since Washington and Lee represents for me a double *alma mater*, I simply could not resist saying yes when the invitation came. And today, I am really so glad I did.

Tradition demands that I congratulate you, so that we may rejoice together upon your completion of a very demanding course of study. And so: Congratulations!

Tradition also demands that I share with you some substantial thought, usually having to do with the importance of getting up early in the morning, working hard all day,

Sydney Lewis presented these remarks at the commencement exercise for the School of Law. Lewis is the founder and chairman of the executive committee of Best Products Co. Inc. of Richmond. He was selected to speak by the law graduates.

and going early to bed in order to die rich and universally mourned.

Unfortunately, while I do get up early, work hard all day, and go to bed (reasonably) early—I don't believe that such a disciplined, methodical approach to life is enough. And, I'm afraid that I also fear that there may be too many lawyers "out there" already. So, if I must give you some advice, I will. But I am afraid that it will be heretical: in four words, *go to business school*. I did. But I forget! Now there are too many M.B.A.'s "out there" also.

At any rate, it would be rank hypocrisy for me to preach the virtues of hard work and sound planning alone, since luck has had a great deal to do with the course of my life. Luck and something else, which forms the serious part of my message today.

I was 16 and largely unscratched by life when I came to Washington and Lee for the first time. I suppose my age and inexperience had a lot to do with why it made such an impression on me. It was a small school, which was comforting, but a school that preached and practiced the virtue of independence for its student body. And that was not comforting; rather, it was a little bracing.

For me, the intimacy of the place, the Honor System, the close ties promulgated by the fraternity system and the small student body, and the frequent interaction between

faculty and students, all opened up a completely new world, one in which many fields of knowledge and endeavor were naturally assumed to be open to all students, all inquiring minds. That feeling stayed with me through law school.

In fact, it was the merest luck that I attended Washington and Lee at all, since Vanderbilt was my school of first choice. But a basketball buddy of mine persuaded me that I should give Washington and Lee a try, and he would follow me after spending the next year at Woodberry Forest. I did, and he didn't. He went to the University of Virginia. But I have been indebted to him ever since, for this was the first in a series of turning points in my life that I believe were largely due to luck.

The second turning point in my life also happened at Washington and Lee. One night, I had no date, so I offered my car to a fraternity brother who had a date but no car. I offered to drive, and by the end of the weekend something strange had transpired: I had the date and my fraternity brother was driving. I still have the date today, and if you don't think marriage is a turning point, then you don't know Frances.

Nine years ago, on the occasion of the dedication of the then new law school building, I mentioned that the two most important influences on my life, for the good,



had been my wife and a Washington and Lee education. Indeed, over the years, their importance has only increased. Today marks the occasion when you have officially acquired the latter; now—from where I'm standing—you only need a "Frances" (spelled with an "e" or an "i") to guarantee your future success.

But another turning point in my life occurred during my training as a non-commissioned officer in World War II. Among those in my immediate circle, I soon discovered that the only one who had any sense, sensitivity to life, and interest in discussing anything beyond sex and alcohol (in either order) was black. Now that comes as no surprise to you in 1986, but for a Southern boy like me in the early 1940s, it was a revelation and a real turning point in my continuing education.

I would like to think I consciously put all these lessons to work in starting Best Products after the war, but I think that it is more likely that I only learned one thing, and the same one, from each of these lucky "turning points."

Psychologists tell me that this one thing is an attitude consisting chiefly of "remaining open and flexible to new experiences."

A corollary of this attitude, by the way, is Lewis' Rule of Unruliness: never put off what makes you laugh and have fun today,

because if you put it off, you won't do it until you're too old, and you'll just lose those laughs and fun.

At any rate, the ability to "go with the flow" came in handy in getting a fledgling business off the ground after the war. In fact, I had returned to Richmond at my father's request; he needed help in his business. He promised me that I could continue to practice law, which had been my greatest wish since high school days. But I quickly discovered that I was neglecting the law in favor of the fascination of the business world, and loving every minute of it.

Thus, another turning point, and the creation and the experimentation out of which grew the catalog/showroom concept to show and deliver the wares of Best Products Co., resulting in a chain of 215 locations today from coast to coast.

Well, of what conceivable use to you is this highly selective review of what life has forcibly imparted to me, aside from quite possibly an example of what Charles Dickens once called "How Not To Do It"?

Only this: to say to you that I believe that many of the facts and beliefs you have learned in your last seven years of schooling may be excess baggage in your future. That is to say, already obsolete.

As an undergraduate, you dutifully learned biology and sociology and psychology and

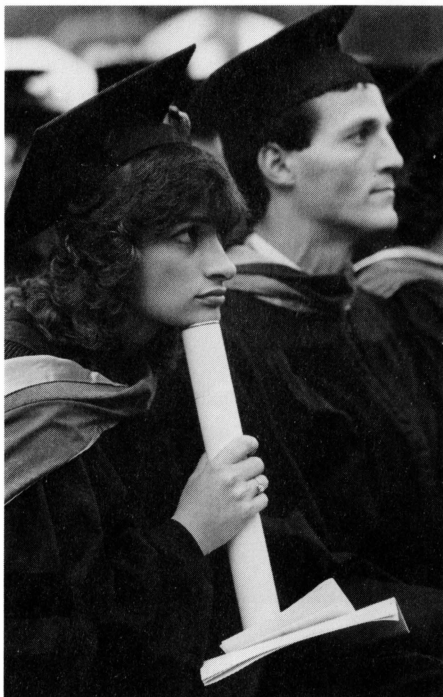
even history that has already been rejected by the most forward-looking of scholars in the particular field in question. The half-life of knowledge in most fields today is less than the few years it took you to learn it.

And law, of course, is rewritten every day. As little as 10 years ago, the notion that lawyers would argue the liability of the tobacco companies for the diseases allegedly incurred by smokers would have been considered the merest foolishness. As I recall, about 45 years ago in my law school days, we labored long over the 14th Amendment. Now it's the First Amendment that occupies the courts.

It is commonplace for newly minted graduates to reflect their satisfaction with the thought that they and they alone possess the latest and the most compelling slant on reality. Unfortunately, the truth is that the latest slant on reality is already out of date.

What then, you wonder, is this speaker and ardent supporter of a Washington and Lee education announcing? That it has all been a waste of time and money?

Of course not! Don't equate the excellence of a law education with the facts that you acquired while you were here rather than with the elegant and vital seminar in how to continue learning after you leave. What will not become outmoded is precisely the set of skills and attitudes that you learned in order



“ . . . if I could leave you with one thought, it would be the important one of remaining open to chance as it throws opportunity in your way.”

to acquire your particular training.

In the crucible of knowledge in which you have been tested, reshaped, stretched, and purified during the last several years, you have developed and refined these essential skills, skills that will serve you for a lifetime in whatever marketplace you hawk your wares, or whatever arena you serve your fellow man, or participate in the arts, or pursue learning for pleasure.

In these acquired skills is to be found the real and lasting worth of a legal education. You have developed the tools with which you may now begin to shape your next effort as you start the lifetime of learning for which these years have been only a preparation—but the best possible preparation, I believe, you could have. A legal education, in fact, teaches you how to stick your nose into anybody's business. When you have learned to ask the right questions and to separate two issues that formerly had been assumed to be one, you have learned what you will need to acquire quickly the necessary knowledge for practically any field of endeavor. For example, about 20 percent of the CEOs of large corporations in our country started off with a legal education. In fact, it has been suggested by some business friends that a law should be passed that no more attorneys may be CEOs.

Ultimately, it is well-nigh impossible for one human to learn from another, because of our distressing need to bang our heads against the wall of experience. But if I could leave you with one thought, it would be the important one of remaining open to chance as it throws opportunity in your way. As you trip over the obstacles reality obligingly places in your path, note them, and figure out what they're telling you, and shift direction accordingly.

Shifting direction: How lucky we are!

The reason each of you can decide to practice law or to shift and be a businessman, or to live simply and work for a peace organization, or to run for office, or to teach others, or yes, to stay home and be a house-husband or -wife is that you are here in America.

Since we are on the verge of celebrating the bicentennial of the adoption of our U.S. Constitution, I will allow myself to be trite, for there is no new way I know how to say that only in our country are the opportunities for upward mobility and lateral mobility as available to each person as they are here. It is no coincidence that the legal system we have in America, founded by those radical thinkers of 200 years ago and nourished by the best and the worst legal minds of the intervening years, has given all of us the opportunity to flourish as individuals and to make our varied contributions to the world

in the ways we wish.

It is a continuing process that keeps our law alive in each generation. That process involves not only the courts, the legislature, the political system, but it also involves the daily life each of us lives.

If you practice law, you have the opportunity to influence our great legal system in a very direct way. If you decide not to practice law, you have the ability to affect that system also, perhaps in a less direct way, but in a nonetheless lasting manner. In daily life, to be a respecter of law is to respect our inheritance, and to conserve it for the next generation.

If the sole result of the legal training you have received at this law school is to add to the national burden of lawyers, then I for one will be heartily sorry. The study of law, in all its particularity and denseness of incident, is a magnificent education.

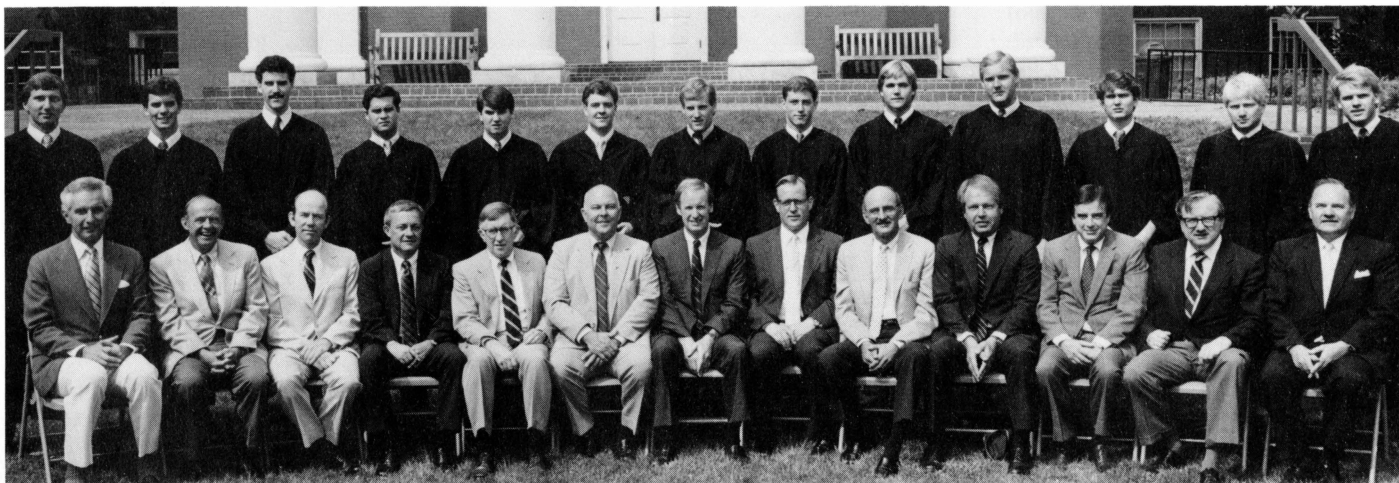
But if you have absorbed, during your time here, something of the independence of mind, the love of free inquiry, and the openness to the many-spined nature of experience that this School of Law embodies, then I will rejoice. For you will share with me, and with your fellows, and your professors, and the ghosts of the many who have preceded you here, in the undying spirit that animates this wonderful and august place.

As I reviewed these remarks, I suddenly realized I had omitted the only two pieces of advice I am absolutely qualified to give. When I entered this University, Dr. Francis Pendleton Gaines, then President, reminded all of us the very first day (and he continued to do so every chance he got) that none of us was fully paying for his education. . . that the financial contributions of benefactors such as George Washington, Cyrus McCormick, and many others made our education possible. And Dr. Gaines hoped that each of us would always remember this when the day arrived when we were fortunate enough to have means of our own to share. I have remembered, as do thousands of other alumni. Now that you will be leaving, I hope that you, too, will remember. . . and help to provide to those who come after you this very special Washington and Lee experience.

Now the second piece of advice: tomorrow start training to be an active senior citizen! Hurry, for there is only very fleeting time left for all you must learn and practice so that you can have fun and be productive in the long last third of your life.

Again, there never has been, nor could there ever be, a greater distinction for me than to participate in your commencement. I thank you for this honor, and may God grant each of you the good luck he found for me.

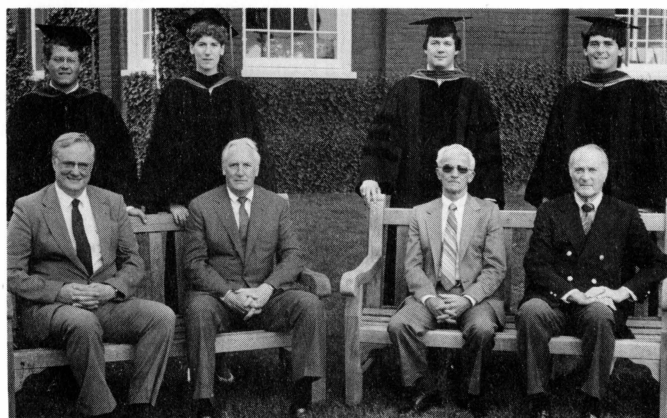
1986 Graduating Sons and Daughters of Alumni



1986 academic degrees standing behind their alumni fathers (left to right): Charles M. Berger, '68L, James M. Berger; Donald R. Moxham, '46, Douglas S. Moxham; David D. Pitard, '60, Derrick G. Pitard; Edward M. George Jr., '58, Edward M. George III; Overton P. Pollard, '54, '57L, William P. Pollard; Frederick M. Henschel, '59, John F. Henschel; Courtney R. Mauzy Jr., '61, Courtney R. Mauzy III; Lewis G. John, '58, Christopher D. John; McGowin I. Patrick, '60, McGowin I. Patrick Jr.; J. Frank Surface Jr., '60, James F. Surface III; Mason T. New, '62, Christopher K. Kurtz; Walter C. Foulke, '61L, Evan M. Foulke; Carl C. Fritsche, '53, John M. Fritsche.



1986 degree recipients standing behind their alumni fathers (left to right): Norman F. Hill, '35 (grandfather), John D. Marsh, '57, '59L, David B. Marsh; H. Christopher Alexander, '55, Haddon C. Alexander IV; Aristides C. Alevizatos, '56, Christen A. Alevizatos; Guy T. Steuart, '53, Bradley C. Steuart; Robert E. Glenn, '51, '53L, Robert E. Glenn Jr.; Samuel E. Miles Jr., '51, Brian H. Miles; Samuel B. Hollis, '51, Lee M. Hollis; James J. White III, '51, James J. White IV; Charles C. Kannapell, '57, Charles C. Kannapell Jr.; H. Merrill Plaisted III, '57, Parker B. Plaisted; Barrett C. Shelton Jr., '53, Barrett C. Shelton III; Robert G. McCullough, '58, Robert G. McCullough Jr.

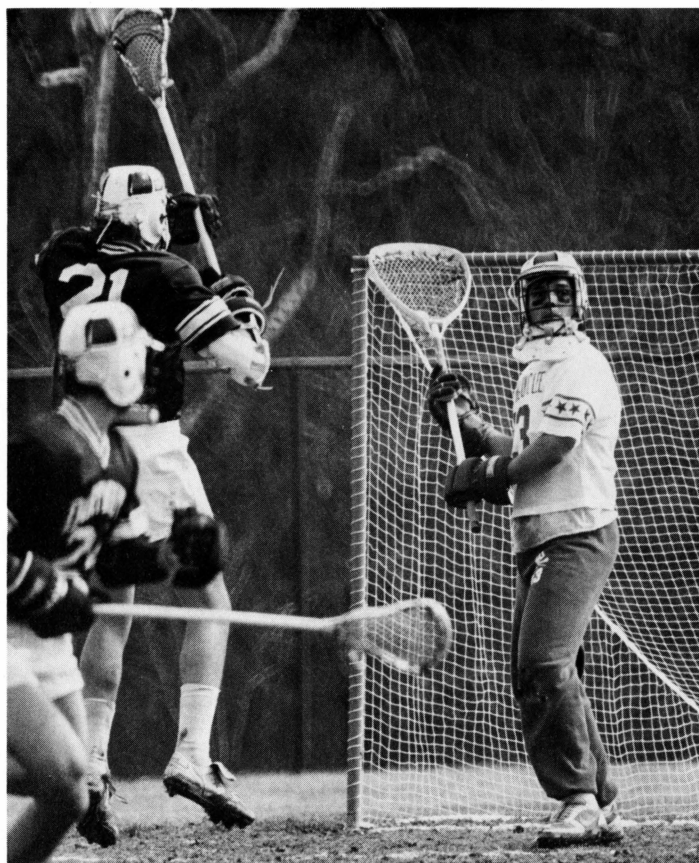


1986 law graduates standing behind alumni fathers (left to right): Edward W. Rugeley Jr., '53, Edward W. Rugeley III, '83; Judge Leslie L. Mason Jr., '51L, Rebecca L. Mason; Paul J. Feinman, son of the late Edward R. Feinman, '49; Paul M. Shuford, '43, '48L, Mark C. Shuford, '83; David M. Murray, '52, '55L, David M. Murray Jr., '83; Daniel D. Dickenson, '54, Thomas B. Dickenson; William J. Lemon, '55, '59L, Sarah E. Lemon; Fletcher T. McClintock, '52, William F. McClintock; Philip Weinsier, '37, Michael Weinsier.

I to III

NCAA Reclassification Requested for Lacrosse

by Mike Stachura, '86



Just as June marked the beginning of a new era for Washington and Lee's graduating seniors, so too did it mark the beginning of a new era for the University's lacrosse team.

That month, a request was filed with the National Collegiate Athletic Association to change W&L's classification in lacrosse from Division I to Division III. Filing that petition was the first step in a process that, by the 1987 lacrosse season, will have moved the Generals out of the division in which athletic scholarships are the rule into the division where such scholarships are prohibited.

The request to change divisions was set in motion in May when the University's Board of Trustees approved a recommendation of the University Athletic Committee that the move be made "immediately."

That recommendation came less than two weeks after the Generals had completed their fourth straight losing season. It was the team's longest slump since the University decided in 1971 to compete in the NCAA's Division I, yet operate under Division III guidelines, which require that financial aid be awarded to athletes on the same basis that it is awarded to all other students. W&L's other varsity teams compete on the Division

III level, with the exception of water polo for which there is only one division.

The 1986 Generals' lacrosse team had hoped to silence the debate over the program's divisional status with a successful season. After the first seven games, the team seemed on the verge of achieving that goal. W&L raced to its best start in four years, winning four of those first seven contests and giving eventual Division I runner-up Virginia all it could handle for three quarters before losing, 13-6, in Charlottesville.

But then the roof caved in. The Generals mustered only one win in the last six contests. There were big losses to Cornell (26-2), Loyola (20-6), and Maryland-Baltimore County (17-8), as well as defeats at the hands of Washington College and Roanoke, teams that wound up in the Division III national tournament.

The Athletic Committee's recommendation was unanimous, stressing that "W&L cannot realistically expect to be competitive in lacrosse at the Division I level." The Trustees agreed. Said W&L President John D. Wilson after the Board's decision: "The Athletic Committee submitted an extremely thoughtful proposal. The Board agreed that the trend toward increased subsidization in Division I lacrosse is not a direction Washington and Lee is prepared to follow."

Athletic Director William D. McHenry echoed that sentiment and added: "Our

student-athletes were at a severe disadvantage when we played at the Division I level. Now, we have a more realistic chance to provide positive reinforcement for our athletes."

The Board's recommendation sparked various reactions from players, recruits, coaches, and alumni. Those reactions ran the gamut—from excitement to acceptance to disappointment.

Dennis Daly, the head coach who has endured losing seasons in his first three years at W&L, saw the decision as a step in the right direction. "I'm glad the University has decided to treat sports in a consistent fashion," Daly said. "I think that now we're in a proper classification for the institutional philosophy."

That philosophy dates back to 1954 and the Board of Trustees' historic decision on intercollegiate athletics. Although that decision was aimed primarily at the University's intercollegiate football program, which was suspended for a year, one element of the Trustees' six-part resolution read: "That no other athletic scholarships be awarded beyond those already committed."

Such philosophical consistency notwithstanding, there were other important arguments in favor of the change in lacrosse. T. J. Finnerty, one of the Generals' captains for next season, thinks Division III is the proper place for W&L because "we'll be more competitive as far as play in Division III

The author, who graduated in June, served for three years as sports editor of The Ring-tum Phi and won a Hearst Foundation award for a 1985 story analyzing the W&L lacrosse situation.

goes." Finnerty, a Geneva, N.Y., native who chose W&L over perennial Division III lacrosse power Hobart, added: "There's excitement and the chance of a tournament bid in Division III, while in Division I [the chance for such a post-season tournament bid] was getting farther and farther away."

Other players shared Finnerty's excitement about prospects of future success. "I think it's great," said sophomore Robbie Stanton of Virginia Beach. "It will give a lot of guys a chance to have a winning season."

Chris Giblin, a midfielder at Episcopal High School in Alexandria, Va., who will enter in the fall, expressed similar satisfaction, saying: "I'd rather be playing for the championship in Division III than playing Division I and be struggling like they have been."

On the other hand, some players and recruits admitted being dismayed by the decision. But many of them still agreed that Division III is where W&L belongs.

"My immediate reaction was, well, not betrayal, but disappointment. I was really looking forward to playing in Division I," said Julian Gillespie, a high school all-star who will enter W&L in the fall. "But then I started thinking, and I realized that W&L was not the team it was in the '70s. It just doesn't belong in Division I."

Not all observers agreed with that assessment of the situation, however.

Robert S. Clements, '80, goalie for the 1980 Generals and W&L's last first-team All-America selection, called the move "definitely a step down." And Ernest (Skip) Lichtfuss, '74, also a two-time All-American, wishes W&L had stayed in Division I. "The issue," said Lichtfuss, "is 'either you give money or you don't.' Frankly, in the long run, I'd like to see them give money."

Added Sterling (Skeet) Chadwick, '74: "I wonder if we're taking a step down in playing Division III and in so doing taking a step down in our recruiting. W&L didn't become a great academic institution by shooting for a lower level."

One interested observer without any ties to the University is Dave Urick, the head coach at Hobart. From his vantage point, Urick saw the decision as vital to maintaining W&L's lacrosse tradition.

"The tradition of W&L in lacrosse can only be enhanced by the move to Division III," said Urick, whose team won the Division III championship this year after upsetting Syracuse and narrowly losing to Johns Hopkins, two Division I powers, during the



Generals' G. T. Corrigan shoots against Virginia.

regular season. "Taking away the Roman numeral for a second, W&L is still going to be a respected lacrosse program and receive national attention."

William N. Clements, a 1950 All-America goalie for the Generals, pointed to the decision as a double-edged sword. "Since Washington and Lee will never give athletic scholarships, Division III is the natural course of events," Clements said. "But don't expect the competition [at Division III] to be that much easier."

Clements' warning is indeed valid, especially considering that the Generals lost to the only two Division III teams on their schedule (Roanoke and Washington) this past spring.

In its recommendation to the Trustees, the Athletic Committee addressed the situation by concluding: "The Committee is confident that with the full backing of University resources, a support consistent with W&L's philosophy of fostering student-athletes in its intercollegiate sports program, lacrosse can realistically strive for a championship at the Division III level. Such a commitment to excellence is also a recommendation of the Committee."

Not that anyone believes such a lofty goal will be easily achieved. John Pirro was the head lacrosse coach at Roanoke College until he resigned that post in June. Pirro called the addition of W&L to the Division III ranks "the greatest thing for lacrosse in this area." W&L will join Roanoke in competing for the Old Dominion Athletic Conference lacrosse title in 1987 against Hampden-Sydney (which was ranked in the top 15 in Division III this year), Lynchburg, and Randolph-Macon.

But Pirro, whose team was the eighth

seed in the eight-team national tournament this year, raised the distinct possibility that W&L might not have made it into the most recent tournament field, even though the Generals had a veteran squad that featured 10 seniors.

On the other hand, Hobart's Urick, a member of the committee that helps select the Division III tournament participants, said: "I think that [Division III tournament play for W&L] is a fairly safe assumption. Even if we don't get a chance to schedule them during the regular season, it's not unlikely that we may meet them in postseason play."

W&L's Daly has defined future success in terms of winning—"not necessarily a national championship, but to get to the tournament and to do well—that's important."

Pirro, whose teams have defeated W&L two years running, cited the importance to a team of goals, such as a national tournament bid, and suggested that such goals were not realistic for W&L during its last several years in Division I.

"The potential to make postseason play is such an exciting goal, and it's magnified each time you go on the field. [In Division III,] W&L's players will be saying, 'If we win today, we've taken one more step toward an NCAA tournament bid.' Recently, it seemed their players weren't sure what they were playing for."

In the end, the demoralizing effects of playing Division I lacrosse may have been the key to the decision to reclassify. Before the Board of Trustees gave its approval to the recommendation, Chris John, a senior co-captain and a student representative on the Athletic Committee, said he wanted to see his teammates play in Division III and end the frustration he has felt the last four years.

"I don't want the juniors on this year's squad to go out without having a winning season," he said. "I see absolutely no reason in wasting a year in Division I. I don't want the guys feeling the way I feel right now."

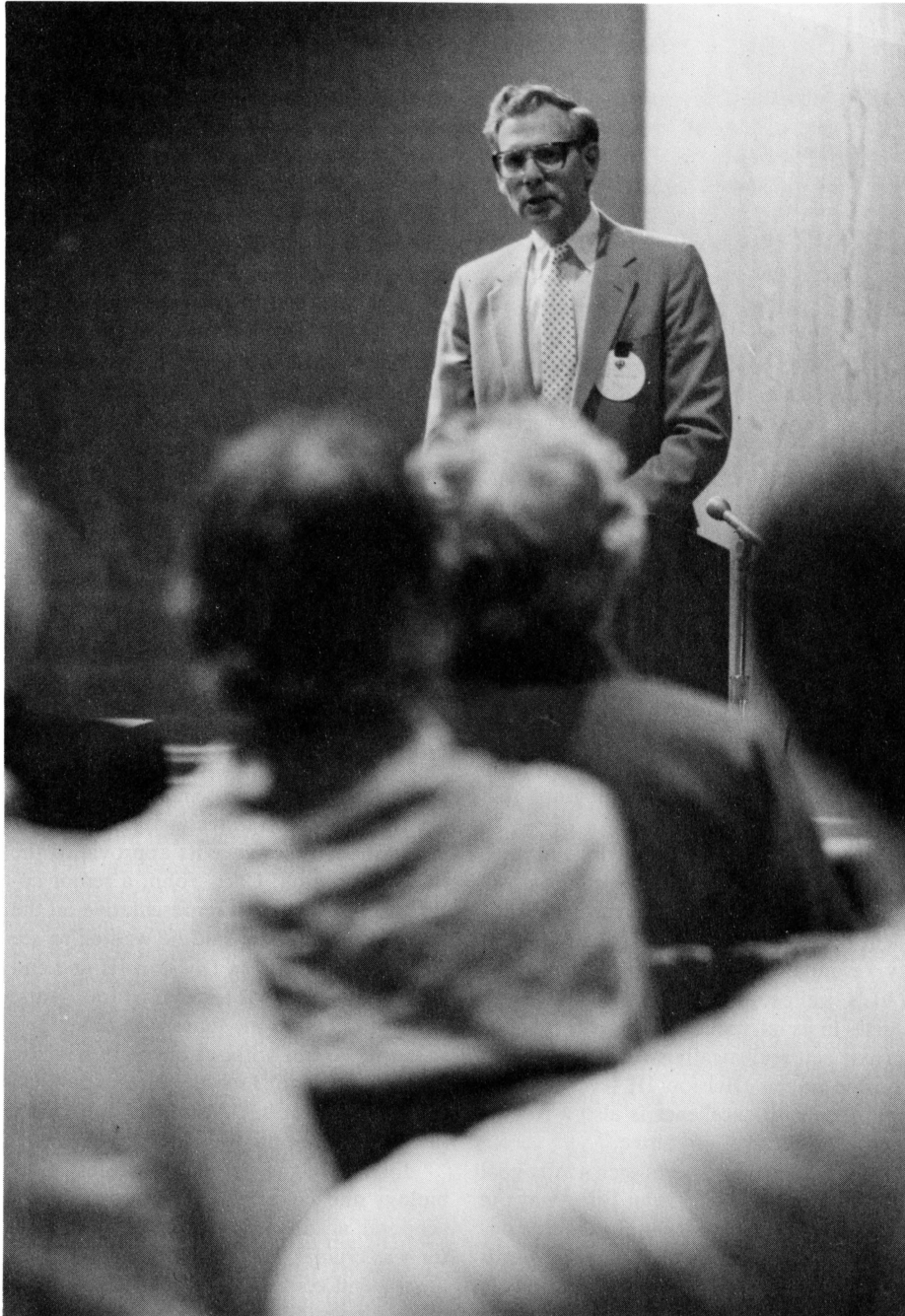
John Wielgus, associate professor of biology and co-author of the committee's proposal, acknowledged that the morale factor was crucial. "At Washington and Lee, the students come first," said Wielgus, "and in my own mind we should not have a program that is demoralizing to our students."

Oddly, it was Pirro, former head coach of W&L's chief conference rival of the future, who best expressed the hopes of all involved in the decision when he suggested: "This might be the best thing that ever happened to W&L."

30 Years of Freshmen

Some Observations on the Teaching of English

by Sidney M. B. Coulling, '48



Sidney M. B. Coulling is S. Blount Mason Jr. Professor of English and head of the English department. He presented these informal remarks on 30 years of teaching freshman English during Alumni Reunion weekend as part of a series of forums, which also included presentations on foreign language instruction as well as a session in the School of Law on tax reform.

All teachers of English collect anecdotes, and at the time I began my teaching career the story that every teacher of English composition knew was the one told about William Lyon Phelps of Yale University, who allegedly found this sentence in a student essay: "The lady slipped on a rug and fell prostitute on the floor." Professor Phelps is said to have written in the margin this comment, which I imagine seems hopelessly prim today: "Young man, you're old enough to know the difference between a fallen woman and one who has merely lost her balance."

That story has stuck in my mind because it's associated with the most memorable sentence I've ever received on a paper. The assignment was to write a description of something, to use vigorous language and specific detail, and to arouse the reader's interest early in the composition. When I began reading one of the essays this immortal opening line greeted me: "I walked into the bar and over in one corner I could see whores, harlots, and even prostitutes."

This was at Florida State University, which had been Florida State College for Women. There I had the opposite experience from my experience this year, for it had been a well-established women's institution which was becoming coeducational. One of the early assignments in the basic English course was to deal with some problem related to this transition, and one of my students wrote a paper with this singular title: "Intersexual Swimming Meets." That intriguing word was not in my vocabulary, and so I turned eagerly to the essay for an explanation. "The problem with intersexual swimming meets," it began, "is that the boys soon outstrip the girls."

Over the years you collect all kinds of stories, and in any set of papers you can expect various misspellings and malapropisms. The Prince of Wales is often "the Prince of Whales," Satan appears in *Paradise Lost* as "Satin," Tennyson's *In Memoriam* is transformed into *In Memorandum*, and, of course, Wordsworth's "Ode: Intimations of Immortality" becomes "Imitations of Immortality."

Sometimes you get a complete rewriting of history or theology. One student, for ex-

ample, identified the Trinity as Mary, Joseph, and the baby Jesus. Occasionally there are inspired misspellings, as in the remark by one student that it is women's duty to "bare" children. And I suppose my all-time favorite is the radical revision of intellectual history by a student who defined the Darwinian hypothesis as "the survival of the fetus."

I've now been teaching English for more than three decades, and over the years I've observed a number of changes. I have isolated nine that I believe have occurred since I began teaching freshman composition in 1949.

I think everyone in the profession would agree that the first and most decisive change has been effected by television, which has contributed significantly to the poor writing of students. Television is visual; it encourages the viewer to be a passive recipient rather than an active participant; and it has lured students away from reading, from writing, from the exercise of the mind in a precise, systematic, and disciplined fashion. It is an entirely different kind of communication from that of the written word, which, especially in imaginative literature, demands an emotional and intellectual response of considerable complexity; and so it has had a formidable and largely harmful impact on the reading and writing skills of today's students.

A second change has resulted from the greatly expanded use of the telephone, which for many of us has made writing an infrequent daily activity and therefore an increasingly artificial one. In 20th-century America we don't normally make writing to friends or relatives a part of our everyday routine; we pick up the telephone instead. Think, by contrast, of our counterparts a century ago, or even of your own experiences at summer camp or boarding school, where you were required to write to your parents at specified intervals. The telephone has now replaced the letter as the primary means of communication, and it's interesting to speculate how social historians will proceed in the 21st century. Where will they find the sort of information that fills the archives of our University Library and enables us to write histories of the 19th century? Parents often used to say to me, "I certainly hope you're going to teach Johnny how to write. His letters to us are just awful." I don't hear that much anymore, not because the writing has improved, but simply because there are no letters to provide incriminating evidence.

A third and very significant change has come about in reading habits. In essence, students no longer read as much as they once did, for the obvious reason that they seek

"We increase our command of the English language by reading, by using the dictionary, by wrestling with difficult texts."

recreation and entertainment elsewhere. Whereas persons of my and your generations frequently spent evenings and even entire weekends alone, absorbed in a book, students today prefer to turn on television or the stereo. This is why many of them have had relatively little practice working with the written word. We increase our command of the English language by reading, by using the dictionary, by wrestling with difficult texts. Present-day students have done far too little of this, and as a result they are characteristically impoverished in their vocabularies and limited in the verbal resources upon which they can draw.

This problem has been exacerbated by a fourth development, which I call the new inarticulateness, a form of communication consisting solely of grunts, epithets, and monosyllables. A typical response to, say, *Macbeth* might be something like the following: "Gee whiz, that's a *neat* play. Yeah, man, Shakespeare's a really *cool* guy." Here, in a bizarre mingling of George Bush, the senior high student, and the urban ghetto, we have the notion that a few grunts and clichés provide intelligible communication. But they clearly do not, for what we hear is not explanation but exclamation. One who hears enough of this sort of thing, however, is encouraged to think that the only skill in communication necessary to get through life is the ability to say, "Have a nice day," or ask, "Know what I mean?"

The problem has in turn been intensified by what I would call a fifth development, one in usage. It's the linguistic counterpart to the highway sign outside a restaurant that reads, "Come as you are." It's a kind of informality in which usage seems to make no difference whatsoever, in which subjects don't agree with verbs and cases are promiscuously confused. I constantly discover in the work of even the most reputable writers an increasingly slipshod, come-as-you-are attitude, especially in matters of diction, as they blur the essential distinctions between words such as "disinterested" and "uninterested," "precipitous" and "precipitate," "flout" and "flaunt." The question of whether to use "who" or "whom" is now quite beyond the capacity of many writers to answer correctly, and in some highly respected journals are constructions that any careful teacher of composition would mark "unacceptable."

Now everything is acceptable, and where anything and everything is allowed there can obviously be no standards. In the dark of the night all cows are gray.

Teachers in high school and preparatory schools don't quite know what to make of all this, and therefore, with great reluctance, I must make them a sixth cause of the problem. Although I have great sympathy for these teachers, who are often required to carry impossibly heavy loads, I must say that at Washington and Lee we have to undo much of what they have done. They frequently emphasize trivia, for example, and instead of encouraging students to write imaginatively, naturally, and simply, they impose upon them artificial prohibitions which they have no authority at all to impose, prohibitions such as "you may never begin a sentence with a conjunction," a rule repeatedly violated by the finest stylists in the language, or "you must never use the second-person pronoun," a restriction that forces the writer into stiffness and artificiality. And preoccupied as they are with negative concerns, these same teachers allow far more important matters, like style, and logic, and substance, to escape notice. Our challenge at W&L, therefore, is to persuade the student that there are only two rules in expository writing, at least from my point of view. The first is to have something to say, and the second is to say it as clearly, as directly, and as effectively as possible.

A seventh cause of the decline in writing, perhaps the most fundamental of all, is the disappearance of Latin, the study of which was once the means of understanding the basic principles of our own language. Today, however, the structure of the English sentence and the traditional grammatical terms designating its parts are an inscrutable mystery to many students. For example, when a colleague of mine once received a paper entitled "The Most Unforgettable Character I Ever Met," he underlined "met," and in the margin wrote "Tense?," meaning, "Do you really want the past tense, or do you intend the perfect tense ('have met')?" The paper came back, duly corrected, and on his revision sheet, next to "Tense?," the student had written, "You bet I was tense. This was the first paper I had written in college." Or an example from this past fall, when I asked a student in a composition class about the mood of a particular verb and was answered, "Oh, it's a very melancholy mood." The distinction between an independent and a dependent clause, or between the active and the passive voice, or between certain parts of speech has become for some students as incomprehensible as the most recondite theory in astrophysics.

An eighth cause, in some indefinable way, is the legacy of Vietnam. This is a very complex matter, and I don't have the data to support what I'm about to say. But I do know that among post-Vietnam students there has often been a lack of motivation and a vague skepticism about the entire enterprise of education, a sense that nothing really has any kind of authority, or that language can be misleading or fraudulent and therefore the whole process of writing is dishonest. Today's students have come to take a practical, pragmatic attitude toward writing, but like their immediate predecessors they continue to think of it as an artificial exercise. "What do you want me to say in this paper?" some of the frankest will ask me, as if their only objective in writing the essay is to satisfy my whims. Their view is, "I'll give you anything you ask for; I just want to pass this course and get my three credits." The idea that writing expresses the entire being, that it demands hard work and disciplined thinking, seems completely foreign to them. One of the signs of our times has been the disappearance in student compositions of the verbs "think" and "believe," replaced by the all-purpose "feel," as if writing has nothing to do with the cognitive, rational, and intellectual, but is altogether visceral.

The ninth cause is possibly the most serious of all. It is a matter of central concern nationally and an almost weekly feature in *The Chronicle of Higher Education*. Called by a variety of phrases, it may be thought of as the discontinuity in our culture. Put simply and practically, this means there is an immense gulf between students today and, I'll rather arbitrarily say, students of the 1960s, when those of us who teach in Payne Hall think we peaked at Washington and Lee. Then we had some 240 students taking the survey of English literature from *Beowulf* to the present. Today, we're lucky if we can attract 35. Indeed, we're fortunate if we can find a single work that every student has read—any work, such as Salinger's *Catcher in the Rye*, which everyone a generation ago had read, or Golding's *Lord of the Flies*. And when we turn from the modern best-seller to the major works of our heritage, notably the Bible, the results are still more distressing. If in class I ask about the prodigal son I may be told something resembling the parable of the talents, and although Adam and Eve are still recognizable names, they're followed by a great cast of unknowns. Now these are intelligent students of whom I'm speaking. They can take apart the most complicated automobile engine, clean its parts, and put it back together, and they have knowledge of many things quite beyond my ken. But things that I grew up

On Red-Headed Wrenches

English professors, it turns out, are not the only people who make a habit of collecting the creative misspellings and malapropisms that appear on student papers now and again.

John Jennings, '56, professor of journalism, has kept such a collection for years. A substantial percentage of his collection has been gleaned from papers turned in to Jennings's class on films and filmmaking, which could explain why some of the following might look suspiciously familiar to certain of our readers.

Take, for instance, the student who was explaining how Alfred Hitchcock had used a cinematic technique "to capture our interest in his macabre tail."

One paper must have been reporting about trash collection. How else to explain the "close-up from the waste up"?

Or when you put together the hero

who was "forced to flea the country" . . . "in the climatic scene," you can only assume it was raining cats and dogs.

During the course of his collection, Jennings has read about "galluping horses" and the "Gallop pole"; a "military juanita" and "marshal music"; a "tenet farmer," "heroine addiction," and "a genius in his own rite."

Surely the student who wrote about "soldiers as canon fodder" was thinking of the Holy Wars. And we can no doubt accept as Freudian one student's judgment about the best movie he had "ever scene."

And there is one director who clearly did "smell-o-rama" one better when he "wet the appetites of the viewers."

Finally, please picture the handsome, debonair pair of pliers which "catches the eye of a buxom, red-headed wrench. . ."

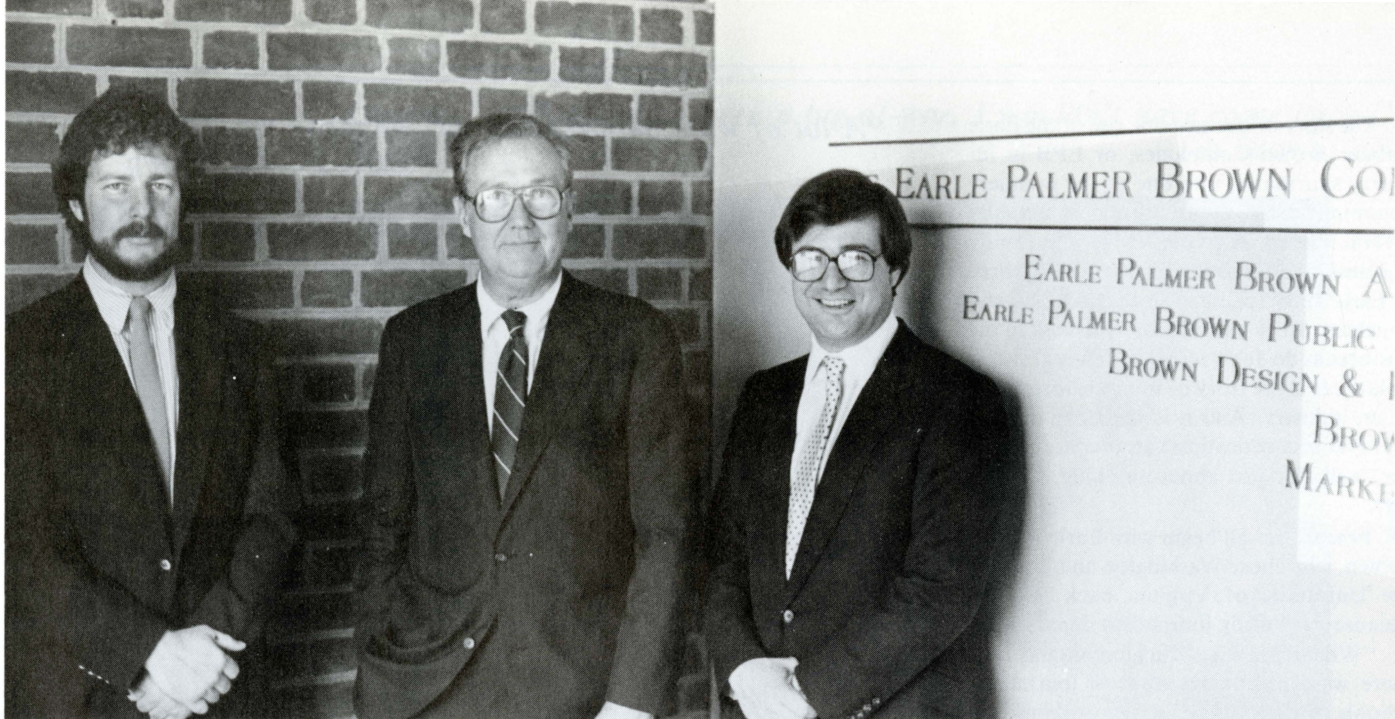
with, things that have been passed from one generation to the next, are not the things that the current student generation knows or believes or thinks about, and that is a matter of the gravest concern to people who teach English. For our language and our literature are inseparable, and when we lose knowledge of the one we also lose knowledge of the other.

But I don't wish to end on this bleak note. This is alumni weekend, so let me give you something that might be cause for cheer. With us this morning are three persons who were members of the faculty and administration when I was a student [Magruder Drake, James Price, and James Leyburn], and there is also someone [Fielder Cook] who graded my test papers when I was taking a course under Fitz Flournoy. So I have mentors in the audience, and I'm humbled by that realization, for I know how much harder some of them worked than we do today. The standard teaching load then was five courses, 15 hours a week. It is now three classes, or nine hours. When I joined the English faculty in 1956 it was four classes, or 12 hours, but I had 75 students in my three basic composition classes. Now we limit composition classes for every member of the staff to one class of 15 students, not 75, and consequently my colleagues and I are able to work very closely with each of the students. They have been hand-picked on the basis of entrance tests and other information we have, and they're given a kind of total immersion course, with frequent conferences in which we go over with them paper after paper. It

is the best course that money can buy, and it's extremely time-consuming; in a single conference I spend more time with a student than I spent with the entire faculty as an undergraduate.

It is rewarding work, however, and if I may end on a personal note I might tell you that last fall I devoted a considerable amount of time to one of our freshmen, a young man who has not been as well prepared in English as one would have wished, but who is very diligent and serious about his work. Each week we had a conference, usually of an hour's length, and I derived great satisfaction from learning, only a few days ago, that in helping him I had in a sense been paying an old debt of my own. This freshman is the great-grandson of one of my boyhood idols, a hero whose autograph has been in my scrapbook for more than half a century. He is the great-grandson of Tom Mix, and in helping him I had been repaying his great-grandfather, the first of the Hollywood cowboys who commanded my attention every Saturday afternoon, for all the pleasure he had given me as a boy.

There is thus continuity at Washington and Lee, and in ways more direct and relevant than the example I've just cited. This year, for example, I've enjoyed becoming acquainted with a fourth-generation student. A great-grandfather received his law degree from Washington and Lee, and both a grandfather and the father their bachelor's degrees from the University. This long family tradition is now being continued by a fine young woman.



The Browns—Scott, '74; Earle, '44; Jeb, '69—in front of the entrance to the Earle Palmer Brown Companies' Bethesda, Md., headquarters

The Big Boys

W&L Family Moves Earle Palmer Brown Companies Forward

by Jeffery G. Hanna

BETHESDA, Md.—A crisis has the Earle Palmer Brown Companies in an uproar on this June morning. It's Friday, and the donuts are late.

All four floors of the brick building that fronts a busy thoroughfare in this Washington suburb are crammed full of creative people. And creative people need to eat, too, it seems.

As they flit in and out of meetings, producing the routine flurry of activity this morning, the writers and the artists, the marketing specialists and the direct mail designers, all keep a sharp ear out for the code words that signal the donuts' arrival.

Finally, 10 enormous boxes of donuts appear. The 165 employees can give full attention to the jobs at hand—making consumers aware of the new breakfast bar at the Roy Rogers' restaurants, for instance. Or letting the country's squash players know that AMF Head makes racquets for them and not just for tennis players. Or finding the perfect combination of words to remind District of Columbia drivers of the new seat belt law. (How does "Click it or ticket" sound?)

It wasn't always this way, of course.

When Earle Palmer Brown, '44, opened



his public relations agency in a room in Washington's Statler Hotel in 1952, he did not have a standing order for 10 huge boxes of donuts every Friday morning. Back then, two would have done it. Not two boxes. Two donuts.

"When I started, the company was me and a secretary half a day," recalls Brown.

That was before Earle Brown assented to a couple of clients who had proposed that he handle their advertising in addition to their PR.

And that was before Earle's son, Jeremy (Jeb) Brown, '69, took a test drive in a new car instead of an audition at Yale Drama School.

And that was before Earle Palmer Brown and Associates, a singular, became the Earle Palmer Brown Companies, a plural.

And that was before Jeb Brown resigned one of the company's major accounts.

And that was before the great Big Boy controversy of 1985.

Once, not more than a decade ago, Earle Palmer Brown's was a medium-sized Washington agency with a solid reputation. In 1976, the company had about 20 employees and annual billings of \$4 million.

Today the company has more than 220 employees. It has five separate and distinct divisions. It has offices in Philadelphia, Richmond, and Baltimore in addition to the home office in Bethesda. And its total billings for 1985 were \$103.6 million.

The story of the meteoric rise of the Earle Palmer Brown Companies, or EPB in industry shorthand, into one of the premiere communications firms around is actually several stories. It is the story of a family business (in addition to Earle and Jeb, three of Earle's other children—son Scott, '74, and daughters Misty and Allison—all work in the business as do Jeb's father-in-law and sister-in-law). It is the story of the transformation of an industry. And it is the story of how a liberal arts education can prepare people for, well, for just about anything.

These stories all begin with Earle Palmer Brown, who chose Washington and Lee over the University of Virginia back in 1940 because of W&L's journalism department.

"When I went to Washington and Lee, there were only a handful of journalism schools in the country," Earle explains. "It was not a very big department, but there were some people there when I was whose names are fairly recognizable—Fielder Cook, who's a Hollywood producer; Charlie Rowe, who is co-publisher of the Fredericksburg, Va., newspaper; Ed Jackson, who is now with *Time* magazine; Al Darby, who is city editor of the Cumberland, Md., newspaper; Johnny Sorrells, who is with *The Commercial Appeal* in Memphis."

In between his journalism courses with O.W. Riegel and Bob Hodges, Brown served as student manager of the University's news bureau. For 50 cents an hour, he churned out hometown news releases and placed feature stories. It proved an invaluable experience. After a stint in the Navy and with the *Richmond News Leader* and a few other journalism jobs, Brown opened his PR firm in Washington.

"My first client was the Statler Hotel. As part of the fee, the hotel gave me a room for an office," he says. "PR was an emerging discipline then. Actually, what I was doing when I started my business was pretty much the same thing I had done at W&L—sending out hometown releases, contacting papers about doing features, covering the out-of-town sports teams that came to Washington.

"Basically PR was about two steps above being a press agent. It hadn't yet moved into the sophistication of consumer relations, stockholder relations, employee relations, and all the rest. It was just beginning to move in that direction."

Concentrating solely on public relations, the firm grew slowly and steadily over the next five years or so until one of the PR clients asked Brown whether he wouldn't consider making commercials, too.

"Advertising was a different animal back then," Brown says. "We would do a televi-

"A lot of what happened to this company was luck."

—Earle Palmer Brown, '44



sion commercial for, say, the *Washington Post* by putting a few slides together and maybe hiring talent. We'd do the entire thing for maybe \$800 or \$900."

Still, it was advertising. The Earle Palmer Brown agency had diversified. That was but a small hint of what was to come.

"A lot of what happened to this company was luck. We did a good job for some clients, and they recommended us to others. And we grew. And then I got into politics. I did all of (Maryland representative) Mac Mathias' campaigns when he started running for Congress. And I had been doing work for Rosecroft Raceway (a Maryland harness racing track). We were doing a lot of different things. In the course of 15 years or so, we had built up to about 15 or 20 people doing about \$3 million worth of business."

Then one evening Earle pulled into the driveway in a new Ford Mustang.

Jeb Brown had followed his father to Washington and Lee. And while he had taken courses in journalism and business, harboring thoughts of the family business somewhere in the back of his mind, Jeb's passion was the stage.

Jeb majored in fine arts with an emphasis in drama. He is still remembered for his portrayal of Becket on the University Theatre stage. An unusual set of circumstances made the performance particularly memorable. The play completed its four-performance run on a Friday night, rather than the customary Saturday night closing. That scheduling change enabled Jeb to catch a plane Satur-

day morning for Memphis where he played flanker back for the Generals' football team against Southwestern of Memphis Saturday afternoon.

When he left W&L, Jeb was headed for the stage or the screen. "I was either going to become an actor or a film writer," he says.

Then his father showed up with the Ford Mustang.

"I had gotten out of the Army and was at home waiting to go up to Yale where Lee Kahn (late head of W&L's drama division) had arranged for me to have an audition to get into Yale Drama School," Jeb says.

"Earle brought the car home and I asked him what it was. He said, 'Why don't you go drive it?' So I drove it. And he said, 'You can have that car.' I said, 'What do I have to do?' And he said, 'Well, one of my account executives quit today, so why don't you go to work at the agency for a while?' So I did."

And within a few months, Jeb was headed not to Yale Drama School but to Harvard Business School. He earned his M.B.A. and went to work in advertising—but not with his father's company. Instead, he joined Leo Burnette and Company, a Chicago-based agency that is among the nation's biggest.

"At that point EPB was a real small company. I wanted to go to work for a real big agency and see how they did it," says Jeb. "I knew it was a 'possible' I would come back here. It wasn't a definite, but it was a possibility."

In 1976, Jeb Brown became president of the Earle Palmer Brown Companies. He had

seen what life was like in the big agencies. He had a plan that, if it succeeded, would take EPB to those heights.

Jeb and Earle divided the agency into four companies—Public Relations, Advertising, Design and Promotion, and Direct Marketing. Later, a fifth company, Sales Promotion, was added.

“You have to have a vision of what you’re trying to accomplish,” Jeb explains. “And I guess you have to be lucky. You have to be lucky in terms of having something to start with. We had that—a good base, a good reputation. And you have to be lucky in hiring the right people.”

Perhaps the pivotal point in the rise of EPB under Jeb’s leadership came six years after he was named president. Whether it was a function of the vision or plain old good luck or a combination of the two is uncertain. The company had been doing well enough, all right. It had moved from the medium-sized range to a spot among Washington’s biggest agencies. But there was trouble brewing. It involved one of EPB’s most prestigious accounts, *The Washington Post*.

“It was,” Jeb explains, “a matter of the chemistry between our people and the contacts there at *The Post*. It had become really difficult for people to work together.”

So in October 1982, after lots of soul-searching, Jeb Brown resigned *The Post* account. It was not an easy decision to make. In retrospect, it was the best decision.

“Resigning *The Post* account may have been a turning point or it may have been coincident with some good things that happened for us, I’m not certain,” says Jeb. “But it was sort of like cutting our roots to the past, psychologically cutting the umbilical cord to the agency as it had been.”

Too, that decision, and the fact that it was Jeb’s to make, provides an insight into what has made this family business prosper.

Earle Brown says his friends in the advertising business are envious of the way in which his son has followed his father. He says his friends complain that it has never worked that way for them.

The key, Earle says of such intrafamily succession, is in letting the next generation take over as soon as its members are ready. “But,” he adds, “you have to be sure that you have enough interests and things of your own that you aren’t looking over their shoulders all the time.”

Once Jeb came along, Earle was more than willing to let go. He was involved with the Rosecroft Raceway, where he was president, and was active in political campaigns. Now he’s preoccupied with a new EPB acquisition that buys advertising time for

“If there had been a tug-of-war, I wouldn’t have come back.”

—Jeb Brown, '69



political candidates. He was not about to engage in second-guessing his son.

Jeb, too, recognized that such transitions in which control shifts from father to son are not always successful, let alone smooth.

“Unlike most father and son situations where there is a tug-of-war, there wasn’t any tug-of-war here because Earle very much wanted to turn over the day-to-day operations to me,” Jeb says. “If there had been a tug-of-war, I wouldn’t have come back.

“I think we’re one of the few really successful father and son teams in the business. A large part of the credit goes to Earle for having the confidence in me to let me make my own mistakes and not yank the reins out of my hands when I screwed up, which I did frequently.”

The result has been that there is no doubt in anyone’s mind about who is in charge. As Scott Brown, who has worked in various capacities at EPB over the past four years, puts it: “I’m not certain it’s accurate to call this a ‘family business.’ It’s really Jeb’s business.”

The transition in power at the Earle Palmer Brown Companies coincided with some basic changes in the way such firms work these days. EPB is not an advertising agency. And it is not a public relations firm.

And it is not a direct mail consultant. It is all of these. And it is more.

One of the things that Jeb Brown recognized early on was that companies were beginning to use a variety of methods to get their message across. Buying a 30-second TV spot or a full-page newspaper advertisement was no longer seen as the only effective tool. So EPB moved from singular to plural and adopted what Jeb Brown has called “a multifaceted, multidisciplinary communications group.”

Brown uses Benjamin Franklin to explain the concept.

“Benjamin Franklin at the Continental Congress presented the notion that ‘we can all hang together, or we can all hang separately.’ The same thing goes with communications disciplines,” Jeb explains. “They are much more effective when you use them in tandem in an integrated program than if you’ve got an advertising program over here and a PR program over there and a direct marketing program over there, which is probably the way most companies do it still, although I think that is changing.

“The advantage that we offer is that we can take all those different disciplines and integrate them into one total program.”

A case in point—and one of EPB’s major successes—was the great debate over the

“I used to think an ad was good if it was entertaining.”
—Scott Brown, '74



fate of Big Boy, that chubby, checker-covered symbol of the national restaurant chain owned by Marriott.

Blending the advertising, the public relations, promotions, and the market research, EPB launched a controversy over whether the 49-year-old Big Boy should live to see 50 or should be replaced with a new, more up-to-date symbol of the family restaurants.

In addition to the TV spots in which Big Boy's chairman wrestled with the question and the newspaper ads asking readers whether Big Boy should stay or go, the campaign gathered momentum through the public relations and promotions ends that translated into feature stories in the major news magazines and newspapers. The debate was a topic on the *Johnny Carson Show* and *Saturday Night Live*.

Jeb estimates that the controversy generated \$8 million of national publicity. Almost four million Big Boy patrons participated in the EPB promotion by casting stay-or-go ballots at the restaurants.

In the end, the vote was overwhelming. Big Boy stayed. The folks at EPB were not surprised.

“We had done some research and knew that there would be a very strong desire to keep him,” Jeb Brown says. “But the campaign was to get awareness for the chain and to create a sense of fun. It did more than spending money on TV spots or newspaper ads promoting a new salad bar.”

The campaign gained increased exposure for EPB, too. The firm won several creative awards. And when Marriott began looking

for an agency to handle its account for the Roy Rogers restaurants, EPB got the job.

Its diversity allows EPB to approach potential clients a bit differently. Once a client explains its needs, EPB can respond in a variety of ways.

“Because we can offer a client a complete range of services,” explains Scott Brown, “we’re not prejudiced by the prospect that if we tell that client that he needs PR, then we’re going to lose him to a PR company. Or we don’t tell a client not to do direct mail because we don’t do that.”

EPB operates under what Jeb Brown calls the “hybrid matrix system.” In that system a “quarterback” from one of the company’s five divisions is assigned to each account and directs the project, all the while interacting with the other divisions. A PR specialist, for instance, could be the account’s quarterback, but that person would call on the advertising people or the direct mail people or the sales promotion people depending upon what is necessary for the campaign.

“There are a few of our clients who will use all the disciplines that we offer, and those are the kind we like,” says Earle Brown. “But most of our clients will use one or two or three. It’s like the menu at a Chinese restaurant—one from column A, two from column B.”

Of course, the bottom line is that it is the client’s money to spend and the client’s decision how to spend that money. “We had a case not long ago where a friend of mine came in, and he had a very esoteric service

with a total market of probably 500 people in the whole country,” Earle Brown says. “He wanted to be on television. I told him that I didn’t think he really wanted to do TV, but he insisted that he did, so I sent him to an agency that does TV.

“About two weeks later he came back and asked why I wouldn’t take his money. I explained that because he had such a limited number of people to reach the way to do that was through direct mail and telemarketing where you can target exactly your audience. When you go out there on TV, 99 percent of the people who see your commercials couldn’t buy your product or service if they wanted to.

“So my friend thought about that for a while, and he went on television.”

You win a few and lose a few.

Webster defines advertising as “the action of calling something to the attention of the public.” That does not go far enough, really, because advertising, if it is successful, must create a strong enough impression that will cause a consumer to distinguish between one product or service and the many others that are similar, if not identical, to it.

Jeb Brown’s definition is simpler, if admittedly a bit biased. He considers advertising “the grease that makes the economy function.”

Whatever its definition, advertising is pervasive these days. It is ingrained in the culture. From the quaint Burma Shave signs along rural roadsides to the multimillion campaigns in which Mr. Whipple squeezes Charmin and Michael Jackson sings for Pepsi, advertising is omnipresent. It has even changed our lexicon to the extent that a presidential candidate asks “Where’s the beef?” (“I know that Tom Riegel would hate the way that has happened,” Earle Brown confesses.)

In the process of accomplishing all this, advertising and advertisers have often come under fire. The verbs are familiar: advertising deceives. Or manipulates. Or—and this may be the most common of all—advertising “makes people buy things they don’t need.”

From a perspective prejudiced by 30 years in the business, Earle Brown argues that such a claim represents a gross underestimation of the public’s ability to sort through the messages with which we are now bombarded.

“I think bad advertising gets laughed at,” he says.

Then he reaches into his desk drawer and pulls out a calculator. “This is an example of what advertising can do,” he says. “You can buy something like this for about \$14. Ten years ago, this would have cost \$114.

Without advertising, it would still be selling for that price. Sure, it's an oversimplification, but that is certainly one of the benefits of advertising."

From his vantage point, Jeb Brown believes that there is less "bad" advertising now than there ever has been. There may, he admits, be a lot of mediocre advertising, but even it serves a valid purpose.

"Those who would argue that advertising makes people buy things they don't need have adopted a cynical, puritanical, and completely misinformed point of view," Jeb says. "If you don't have advertising, you don't have a free market place. It is a form of commercial competition and provides an impetus for people to make their products or services better and to offer the consumer better values or better deals or better products."

Certainly the art of advertising has undergone a major revolution since the days when Earle Brown would put together a few slides and hire an actor to narrate a commercial for *The Washington Post*. For one thing, the cost of such commercials has escalated dramatically. According to Jeb Brown, the average cost of a good 30-second television commercial is between \$75,000 and \$125,000. That is the production cost, mind you. To put that commercial on the air during a prime time network telecast will cost an average of \$75,000; to put the same commercial on during the Super Bowl telecast could be \$500,000 or more.

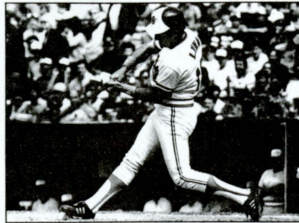
"For that reason you don't use television frivolously," says Jeb. "It has to be a very single-minded message that is extremely important. Television has become more a tactical medium, and less a strategic one."

Yet, advertising today has become reliant to a large extent on visual imagery. "Since the bulk of the population grew up with television and gets most of its information from television, we are becoming increasingly a visual oriented society," says Jeb. "That is one thing that has changed.

"The other thing that has changed is that the consumer's choices have multiplied dramatically, and the complexity of life is greater so that consumers don't have as much time to worry about every product decision they make. It's just not as important to them.

"Consequently, most purchase decisions they make tend to be made maybe more emotionally than rationally. Emotional decisions also are a function of the fact that there is more disposable income. If you're living on a marginal income and everything you earn has to go into the necessities, you are going to make much more rational decisions and you do that on the basis of factual in-

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"... the consumer's choices have multiplied dramatically, and the complexity of life is greater so that consumers don't have as much time to worry about every product decision they make."

formation. If you have a lot of disposable income, and your purchases are made to reflect your self-image or on the basis of filling emotional needs, then your purchase needs are going to be made not as rationally and more in a way that satisfies your own personal, emotional needs."

That is reflected in the way many of today's advertisements create a mood—a far cry from the days when a talking head would tout the advantages of a product with slides in the background.

Actually, of course, that is a vast oversimplification. Today's advertising runs the gamut, depending upon its purpose.

"When I was a little kid, I always thought I knew what was good advertising and what was bad advertising," says Scott. "My idea of what is good is a whole lot different now. I used to think an ad was good if it was entertaining. Now what I think is good depends upon what you're trying to do with your advertising—for instance, whether you're trying to establish name identity, on the one hand, or reinforce name identity, on the other. It's certainly not as simple as I once thought it was."

When he left Washington and Lee for the Navy (finishing his degree requirements at the University of Richmond and Northwestern), Earle Palmer Brown was planning a career in journalism. About a quarter century later, Jeb left Lexington with designs on the stage. And five years after Jeb, Scott graduated with a double major in geology and journalism and plans to avoid becoming part of the "corporate establishment."

Yet, here are the three of them, making their own distinct contributions to the success story that has become Earle Palmer Brown Companies.

At first glance, it seems an odd fit. Then again, maybe not.

"One of the beauties of this business," Earle says, "is that I know a hell of a lot about a lot of different things. I'm not an expert in anything, but I know something about the real estate business, the food service business, the broadcasting business, because I've been involved with those clients over the years.

"I think it's important that I know a little bit about philosophy and political science and economics and sociology. A broad liberal arts education is a better background, in my opinion, than taking only advertising courses or only journalism courses."

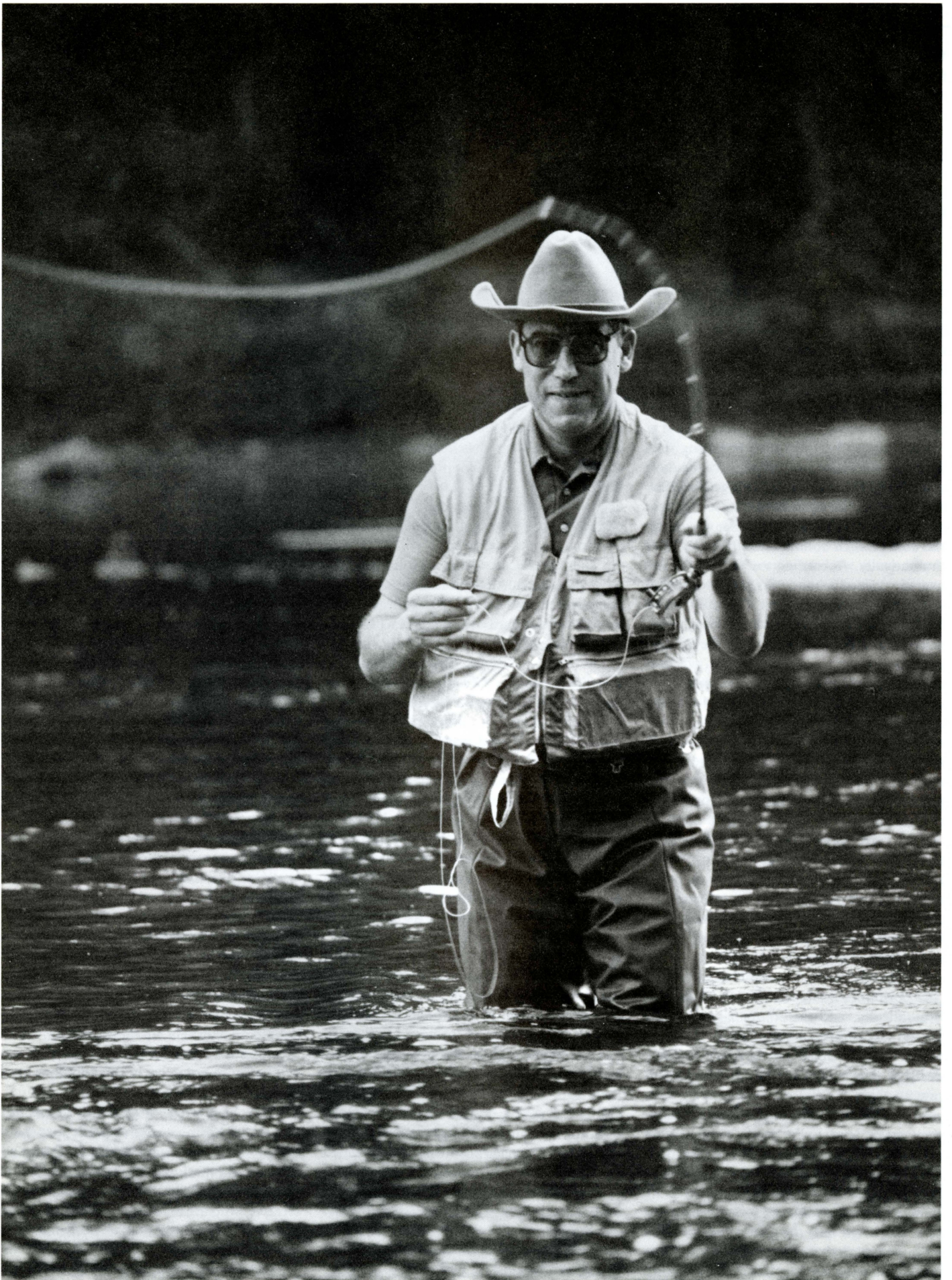
And how has a man who once aspired to Broadway translated those aspirations into his current life as the guiding force behind the growing communications empire?

"My background in drama has definitely informed what I'm doing now," says Jeb. "I am basically a business person, but I am involved in the creative side of the work when it's appropriate for me to be involved.

"Our objective is to do better and better creative work. I guess I get the greatest satisfaction out of doing terrific work, terrific advertising, so in that sense my creative background is reflected in what we do. I don't think I'd be happy in a business where the product is not creativity and new ideas and new ways of doing things. I would find it hard to work in an environment where there is not a lot of ferment. Certainly there is a lot more going on in this building than in many businesses.

"It's hard work. It's taxing. This is not the sort of business where people just show up for work and punch a time clock and go through the motions. It is a business that is populated largely by younger people who are creative, who are interested in ideas, and that makes it different. Most of all it makes it more fun."

Even when the donuts are late.





A Different Angle

Making the Marketplace Come to Life for Students

by Brian D. Shaw

Larry Lamont is one of those rare people whose avocation is an extension of his vocation. Ask him how he spends his free time away from Washington and Lee's School of Commerce, Economics, and Politics, and he offers a one-word reply: "fishing." Actually, it would be more precise to use two words: "fly fishing."

To say Lamont is an avid fly fisherman does not give justice to his ardor for the sport.

Like many fly fishermen, Lamont ties his own flies, both wet and dry. He also uses fiberglass and graphite to build his own rods. Each summer he hooks up with his fishing buddy of 16 years to test the waters of trout-laden streams in Montana, where the fish range in length from 12 to 25 inches.

During the academic year he manages to keep his fishing skills sharp in the streams around Virginia.

That represents the avocation. As for the vocation, Lamont is a professor of administration whose specialty is marketing. Each year he teaches two courses in that subject, "Principles of Marketing" and "Marketing Management." What could marketing possibly have in common with fly fishing? The similarities, says Lamont, are obvious. And then he proceeds to make a case for that claim.

"The river and the conditions you find in the area you are fishing are never the same from day to day. That is not unlike the marketplace in which businesspeople find themselves. Consumer needs change, the economic environment changes, and you have a competitive marketplace.

"In the world of fishing you are presenting the fly. In the world of marketing you are presenting what the marketer calls a 'marketing mix.' In one case, the fly is being presented to the trout.

In the other, the product or idea is presented to the marketplace. If they are right in either case, there is some favorable result. In the one case, that can mean a big catch. In the other, it is success when the customer's need is satisfied and the cash register rings.

"In each instance, there are certain fundamental tools used. In fishing, these are the rod, the tackle, and the other equipment. In marketing, the tools are the product, promotion, price, and distribution. All of those things come together with an understanding of the stream or the marketplace. The analogy is obvious."

In the scope of disciplines and courses of study offered at Washington and Lee, marketing is a relatively young field. Although commerce was introduced into the W&L curriculum by Robert E. Lee, marketing did not begin to emerge as a serious subject for study until the late 1920s. Since it is such a young field, marketing theories and principles are still being refined and synthesized. Lamont says the principles he teaches in his two courses were developed in the 1960s, when many of the contemporary ideas about marketing were formed.

"The real way to think about marketing is to think about the needs of the market and then to translate those needs into an offering the firm can make to meet the needs. The logic of that concept—that marketing starts with the marketplace and then proceeds to make an offering to satisfy the needs—is a powerful influence on the practice of marketing.

"For years, the approach was 'Let's make what is convenient and what we think will be acceptable and offer it.' My approach to teaching marketing is to start the course with the marketplace and pursue that logic of the marketplace to the company and then

back to the marketplace.”

To that end, Lamont concentrates the first part of his course on learning about markets and the behavior of those markets. It is here that the value of examining such a subject within a liberal arts curriculum is particularly apparent.

“The economics the students have had in previous courses comes into play,” he says. “The psychology they’ve had comes into play because it provides an understanding of behavior. The sociology comes into play because it provides an understanding of population and the movement of consumers. To a certain extent, anthropology is appropriate since an understanding of culture and cultures is useful in thinking about the kind of responses a firm would make to a marketplace need.

“I counsel my students to take art because it develops their perceptual abilities. I counsel them to take drama because it gives them a chance to become individuals and express themselves. I counsel them to take music because one of the things a marketer does is listen. I tell them to take public speaking because they will have to be communicators. You have to communicate your ideas in the marketplace. Marketing really does draw on the liberal arts.”

The diverse background students bring to marketing carries over into Lamont’s study of market segmentation. A market that—at first glance—seems to be diverse in terms of its needs and behavior can often be segmented into smaller markets where the needs are similar.

“The most successful experiences in business have been to offer products to individual segments of a market,” Lamont says. “The college youth market would be a good example of that. It is a subset of the total market in which the needs are similar.”

Market segmentation is like slicing a pie into smaller and smaller pieces until the perfect piece is found. Sometimes, Lamont says, those pieces get extremely small and the slicing process gets extremely sophisticated.

“A subset of the market may be characterized by a certain lifestyle: the urban consumer, for example, or the working woman. The basic idea is to find a subset of that market where the needs are similar and then make an offering to that segment of the market, if it is attractive enough in terms of its profitability.”

To acquaint his students with the marketplace and the seemingly endless market segments, Lamont first must “awaken them as consumers.”

“They go out to the supermarket and buy a loaf of bread or a head of lettuce or a six-pack of their favorite soft drink, and they tend not to look around or really be aware of why things are the way they are in that particular business. I tell them to go out and spend some time shopping and observing the practice of marketing. I use case studies that are actual marketing situations where they can begin to see what happens and how a firm responds.

“The whole idea,” Lamont says, “is to get them thinking about what they are observing and then tie those observations back, if they can, to some of the principles of marketing, economics, sociology, psychology, etc. Marketing is not a subject in which you simply read a textbook and get an understanding of the principles. It is a subject in which you have to work with the principles and see many different situations because the key is the proper application of the principles.”

One area of marketing in which the application of the principles varies with the market segment is advertising. Lamont strives to impress upon his students the thinking and the underlying

philosophies that go into preparing all advertisements, even what might appear to the students to be the most inane television commercial.

“We begin to look at advertising from the standpoint of consumer needs for information and look at some of the behavioral science concepts that are actually being used in advertising,” he says. “Then, all of a sudden, they begin to look at advertising not as something that happens every half hour on a television program or every 15 minutes on the radio or something they glance over in a magazine or newspaper.

“They begin to study these advertisements and actually look for the principles being used in them. They get to the point where they can actually look at a soft drink commercial and identify what the target market is, what it is about the product that is going to motivate the consumer to try it. Or they can look at the key points—at what the company wants to impart to the target market about the product. They can see the application of social psychology in that advertisement if that product is presented in a social setting.”

The marketing cycle then takes another turn, and the students explore the various alternatives in the distribution of a product.

“Would it be better to distribute a product in a department store or a discount store?” Lamont asks. “To make that judgment they again have to think about the target market. Who are we trying to reach and where do they shop? Which of these two types of stores would better reach our market and meet the needs?”

“If you can expose students in these various ways to the same subject, then some of it is going to rub off.”

It would be safe to say that marketing and the study of business rubbed off on Larry Lamont. As a student at the University of Michigan, his major was chemical engineering. With the demand for technologically proficient graduates at a premium—thanks to the considerable attention being given the space program—Lamont knew his chemical engineering degree guaranteed him a job.

But even as he was taking the required science courses, Lamont also enrolled in as many business courses as his schedule would allow. He graduated with his degree in chemical engineering in 1961 and finished work on an M.B.A. at Michigan the following year. He began working for Dow Corning in Midland, Mich., shortly after that.

Combining his course work in chemical engineering with his interest in business and marketing, Lamont worked in product development, product management, and technical sales. Although he enjoyed the work, Lamont, who characterizes himself as a “pretty independent fellow,” wanted to run his own show.

“I wanted more of an intellectual challenge,” he says. “I wanted freedom, time to think and time to reflect.”

Enter academia.

In 1966 Lamont took a position as a research associate at the Institute of Science and Technology at the University of Michigan. He later became a teaching fellow in marketing at Michigan and received his Ph.D. from Michigan in 1969. From there he went to the University of Colorado as an assistant professor of marketing.

At Colorado, Lamont did find the freedom he had sought. But he soon discovered that teaching at a large public university can have its drawbacks.

“In public universities, you do a lot of lecturing,” he says. “I taught marketing classes that had 60 students. A class that large

“[Marketing] is a subject in which you have to work with the principles and see many different situations because the key is the proper application of the principles.”

is very difficult to teach. There was a very limited amount of writing I could ask them to do because other demands were being put on my time."

Lamont moved from Colorado to Lexington in 1974 when he was named associate professor of administration at W&L, where he finally found the blend of freedom and intellectual rigor he had sought when he left the business world.

"I personally felt that I would be a more effective teacher in a small classroom setting than in a large lecture hall. In a small setting, such as Washington and Lee, you have the opportunity several times in the term to reach every student," says Lamont, who was promoted to professor in 1980. "That enables the professor to get a much better understanding of the progress the class is making and the problems individuals are having. Individual students know that you are interested in the progress they are making.

"I have broadened and refined my approach to teaching marketing since coming to W&L. I now have more time to work with the individual students and time to ask them to do thinking and reading and writing. And they are capable of doing that. We attract bright students, and when you are getting that kind of person in your classes, it makes the job a lot easier.

"The key at Washington and Lee is motivation. Motivating the students to give you that little extra time that might go to some other outlet. It's getting that enthusiasm and motivation because, when they hook that up with the good intellectual abilities they have, wonderful things can happen."

The Honor System also attracted Lamont to W&L. As an undergraduate student, he studied under an honor system at the University of Michigan. He liked the qualities such a system instills in students.

"Cheating is a serious problem in many universities. University administrations and faculties are almost unable to do anything to control it," he says. "Quite frankly, I don't particularly enjoy spending my time worrying about classroom cheating and plagiarism.

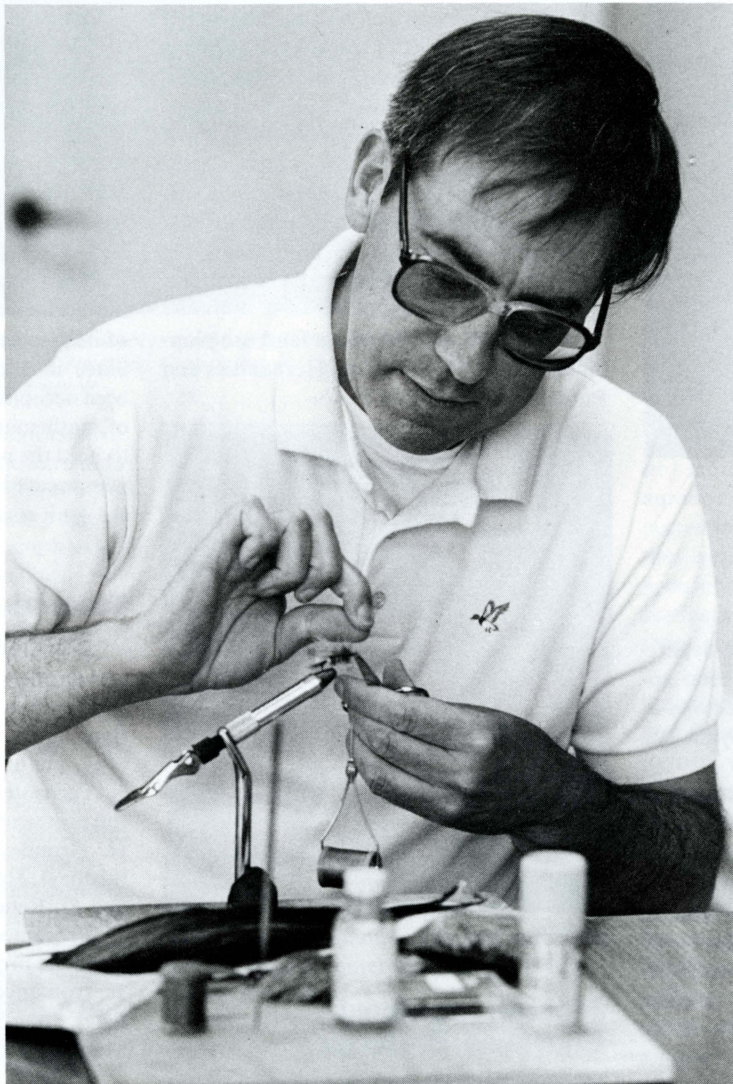
"I like the character that an honor system develops in students, the ability to think on their own and do things on their own, and the confidence that results from being able to do that."

Although the principles of marketing remain basically the same, the application of those principles will continue to change and

evolve. In an effort to keep abreast, or even ahead, of those changes, Lamont continues to revise his approach to marketing.

"For the last several years, the structure of the economy has been shifting from manufacturing to providing services," Lamont observes. "More and more, we are becoming a service-oriented society.

"The marketing of services has not been given the attention it deserves. We are seeing the application of marketing principles to hospitals and symphony orchestras. Textbooks on marketing will have to continue to change to address the new emphasis on service."



Lamont prepares for a fishing trip by tying flies.

Lamont also points to the explosion of computer technology and telecommunications as having had profound effects on marketplace behavior and the application of marketing principles.

"We will have to continue to incorporate computers and telecommunications into our courses. We will expect students to be more comfortable with the use of computers in gathering and analyzing information about the marketplace. We will see more emphasis on students learning by doing, rather than reading the textbook."

The key to marketing, both now and in the future, Lamont says, is finding the proper application to the situation, using the right tools.

In that sense, Lamont's study of marketing clearly has much in common with the hours he spends on the river. No matter how great the fishing is one day, the very next day could be completely different, and success is primarily a matter of adapting to those changing circumstances.

These are just the kinds of challenges that continue

to lure Lamont to the rivers and streams.

"Last September my friend and I were fishing on the Bighorn River in Montana," he says. "Over a four-day period we caught about 180 trout in the 12- to 23-inch range. That was one of my most memorable fishing experiences."

Although that kind of catch might keep some fishermen in trout dinners for many months, Lamont threw all the fish back.

"I fish for the action," he says. "I'm an advocate of releasing my fish so that someone else can enjoy catching them.

"And besides, some of the very same fish that we released last September may be waiting to present a whole new set of challenges for me next September."

Just like the marketplace.

The W&L Gazette

Spencer, Johnson awarded professorships



Spencer

Spencer is named first Parmly Professor

Edgar W. Spencer, head of the department of geology since 1959, has been appointed to a new professorship endowed at the University through gifts made by the late Ruth Parmly.

The Ruth Parmly Professorship was created by the Board of Trustees with funds the University received from the estate of Ruth Parmly, who was a generous benefactor of the University. Although she had no formal connection with Washington and Lee, Miss Parmly chose to make gifts totaling \$2 million to W&L during her lifetime as a memorial to her father, Professor Charles Howard Parmly, who taught physics and engineering at the College of the City of New York. Parmly Hall, which houses the biology, physics, and engineering departments, is named in recognition of those gifts.

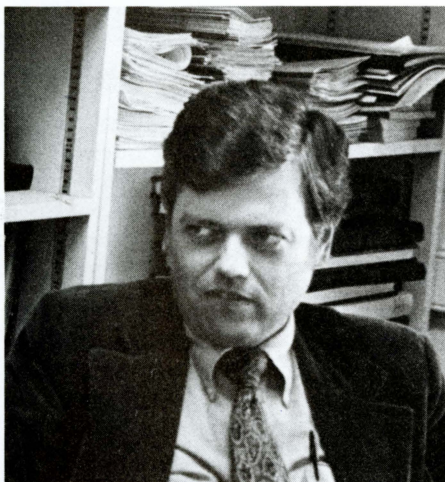
Spencer, the first holder of the Parmly Professorship, joined the Washington and Lee faculty in 1957. He graduated from W&L in 1953 with a bachelor of science degree in physics. He received his Ph.D. in major-structural geology from Columbia University in 1957.

Spencer has published numerous articles, conducted grant-supported research, and written a widely used textbook for introductory courses in geology. He is the author of

the 1977 volume *Introduction to the Structure of the Earth*, which has been reprinted in paperback as part of the McGraw-Hill international series and has also been translated into Russian.

Spencer is the past recipient of a National Science Foundation Fellowship and has conducted research under the support of grants from the National Science Foundation, the American Chemical Society, and the American Association of Petroleum Geologists.

In 1974-75, he directed a land use planning study under a Virginia Humanities and Public Policy grant.



Johnson

Johnson appointed Cincinnati Professor

Robert S. Johnson has been named Cincinnati Professor of Mathematics at the University.

Johnson has been a member of the W&L faculty since 1965. He attained the rank of professor in 1975 and was head of the department of mathematics from 1977 to 1983.

A graduate of Georgetown College and the University of North Carolina, he is the author (with fellow W&L professor Thomas O. Vinson Jr.) of a textbook titled *Linear Algebra*, to be published by Harcourt Brace Jovanovich. Johnson and Vinson are completing work on a companion volume, *Multivariable Calculus*. While head of the

mathematics department, Johnson reorganized the basic computer science courses and organized and directed the student-run help sessions in the elementary level courses.

He is a member of the Mathematical Association of America, the American Mathematical Society, the American Association of University Professors, and the Sigma Xi honorary society.

The Cincinnati Professorship recognizes the Society of Cincinnati of Virginia's gift of its assets to Washington College in 1802. Since its inception, the professorship has been occupied by members of the department of mathematics. The most recent professor to hold the position was Robert A. Roberts, who vacated the post when he resigned from the University in 1981.

Promotions for faculty

Promotions in academic rank have been announced for 10 members of the Washington and Lee faculty. The promotions, approved by the Board of Trustees in May, are effective September 1.

Promoted from associate professor to full professor are: Denis J. Brion (law), Mark H. Grunewald (law), Roger B. Jeans Jr. (history), Hampden H. Smith (journalism), and O. Kendall White Jr. (sociology).

Promoted from assistant professor to associate professor are: H. Laurent Boetsch Jr. (romance languages), Steven H. Hobbs (law), John S. Knox (biology), and Brian C. Murchison (law).

Richard S. Grefe, instructor in library science, has been promoted to associate professor.

Admissions staff appointments

Three new appointments and one promotion have been announced in the office of admissions at the University.

Julia M. Kozak, assistant admissions director since 1984, has been promoted to associate admissions director.

Danny N. Murphy, '73, who has been dividing his time between duties as associate dean of students for fraternity affairs and assistant director of admissions, has been ap-



Personnel changes in the admissions office involve (from left) Danny N. Murphy, '73, and Julia M. Kozak, who both become associate directors; Christopher P. Lion, '86, admissions counselor; and Mimi M. Elrod, new assistant director.

pointed associate director of admissions.

Mimi M. Elrod has been appointed assistant director. A graduate of Oglethorpe University with M.S. and Ph.D. degrees from Iowa State University, Elrod has taught at Iowa State and Dabney Lancaster Community College and is the author of numerous articles on genetic psychology and child development.

Christopher P. Lion, who received his bachelor's degree from W&L in June, has been appointed admissions counselor. Lion majored in public policy. He was co-editor of the *Washington and Lee Political Review*, a member of the debate team, and a member of Lambda Chi Alpha social fraternity.

Meantime, two admissions staff members are leaving the University. Van H. Pate, '71, associate director of admissions and assistant professor of romance languages, is entering business in Richmond, and Robert Tomaso, '85, admissions counselor for the past year, will begin law school at the University of Virginia this fall.

Atkins named to deanship

Leroy C. (Buddy) Atkins II, '68, associate alumni director at Washington and Lee, has been named associate dean of students at the University, effective July 1.

Atkins succeeds Dan N. Murphy, '73, who will become associate director of admissions.

In his new position, Atkins will be primarily responsible for Greek affairs and student activities. His duties will include ad-



Atkins

vising student organizations and managing the University Center and the Student Activities Pavilion.

"Buddy's experience in dealing with a variety of constituencies on the W&L campus has prepared him well for this post," said Lewis G. John, '58, dean of students. "As a long-time fraternity adviser, he knows the strengths and weaknesses of the system, and he is well-equipped to deal with them."

Atkins, who served in the U.S. Navy from 1969 to 1972, was on the faculty of Virginia Episcopal School in Lynchburg, Va., for five years prior to being named assistant alumni secretary at W&L in 1977.

Atkins has been a member of the alumni fraternity council and served on a University committee on fraternity affairs. He is the adviser to the Sigma Alpha Epsilon social fraternity.

Job disillusionment common, according to new study

College graduates entering the "real world" of work often discover that their jobs fail to meet their expectations and are disillusioned within a short time.

That is the principal finding of a study of 289 newly hired accounting professionals that was conducted for the "big eight" accounting firms by Roger Dean, associate professor of administration at Washington and Lee, and Constantine Konstans, professor of accounting at Southern Methodist University.

Dean and Konstans asked first-semester college seniors about their career expectations and then queried the same seniors after their first day on the job and after one year of work.

Although involving only accountants, Dean says the survey's results could apply to many workers.

"People entering professional work had expectations that far exceeded reality," Dean says.

"For example, they expected the job to be more interesting with a lot more autonomy, using various skills. They expected to be of more status in the firms than they were. They expected their pay and progression to be faster. They expected regular feedback. They expected the jobs to help them achieve career objectives."

The failure of the first job to match an employee's expectations causes what Dean and Konstans term "reality shock." That, in turn, can adversely affect an employee's commitment to the organization and is likely eventually to result in absenteeism, lateness, poor performance, and turnover.

Dean and Konstans measured expectations and on-the-job experiences in three major areas: job content (actual nature of the work), job context (the work environment), and career facilitation (beliefs about future advancement opportunities both within the company and in the career as a whole).

According to Dean, the study indicated that reality shock has a greater impact on job performance than aptitude or college grades.

He said that companies could reduce first-job disappointment by telling prospective employees exactly what assignments they will have. Too, Dean suggests that firms can structure entry-level positions in order to make them more interesting and less routine. Companies might also consider not hiring the best and brightest students to do the most routine chores, he added.

On the other hand, the individual can reduce reality shock by doing more homework on the company.

Survey examines student coeducation attitudes

by Steven Pockrass, '87

Eight months after the first coeducational undergraduate class enrolled at the University, a sociology class survey found that a majority of students favors coeducation.

The poll was administered during the winter by a nine-member sociology class taught by David R. Novack, an associate professor of sociology. Two years ago the same Novack class surveyed the student body and the faculty on questions relating to whether the University should become coeducational.

More than three-fourths of the undergraduate student body participated in the latest survey.

"Overall, the student body seems to think that coeducation is going fairly well," Novack said in a general assessment of the results.

Perhaps the most intriguing of the findings was that the strongest opposition to coeducation was found among freshman and sophomore men.

Meanwhile, the poll found that 71 percent of the students considered the Honor System to be the school's most important tradition and that 45 percent enrolled in W&L mainly because of its high academic reputation.

Of the 890 men and 94 women surveyed, a majority thought coeducation was in the University's best interests, and three-fourths thought the administration had handled the transition well. But a majority of the students also thought that the administration had given too much attention to women this year and had treated female students better than male students.

Almost 95 percent of the women said they thought the administration had done well in handling the transition, although 31 percent of the women thought the administration had devoted too much attention to them.

The poll found that more than 52 percent of the current juniors and seniors had been opposed to coeducation before the decision to enroll women was made in July 1984. But when asked whether they now thought W&L should have gone coed, only 34 percent of the junior men and 29 percent of the senior men were opposed.



One of many results of coeducation is the new University Chorus.

Forty-five percent of the freshman men and 40 percent of the sophomore men said they did not think W&L should have gone coed.

Novack said it is likely that many of the freshman men have felt left out this year because the women have received so much attention. There were 110 undergraduate women enrolled when classes began in September, and almost all of them were freshmen. Total undergraduate enrollment in September was 1,368, excluding exchange and special students.

Novack speculated that the attention directed toward the record number of applications for the first coeducational class and the improved SAT scores among the freshmen caused the sophomores to feel inferior.

Novack said the survey showed that those students "favoring coeducation tended to see the faculty as treating males and females the same," but those who were opposed thought the women were being treated better. A majority of the respondents said they thought both sexes were treated equally by the faculty.

Thirty-seven percent of all men and six percent of all women said they thought the faculty treated women better than

men. When broken down by class, the sophomores had the highest percentage at 42, followed by 23 percent of the freshmen.

Novack noted that students who described themselves as more traditional in their views on the role of women tended to be less supportive of coeducation and less satisfied with the administration's handling of it.

When asked what they considered to be W&L's most important tradition, 81 percent of the freshmen said the Honor System, compared with 61 percent of the seniors. About 17 percent of the seniors considered academic reputation to be the school's most important tradition, compared with seven percent of the freshmen. The results were even more skewed for men and women, as 87 percent of the women and 69 percent of the men thought the Honor System was the school's most important tradition.

Novack also said the survey indicated that most of the students, both male and female, seemed happy at W&L. Although 43 percent of the men and 24 percent of the women indicated that they had considered transferring, 86 percent of the men and 94 percent of the women said they were very satisfied.

Awards, honors

- Sidney M. B. Coulling, '48, S. Blount Mason Jr. Professor of English and head of the English department, was the recipient of the sixth annual William Webb Pusey III Award for outstanding service and dedication to the University.

The Pusey Award was created in 1981 by the Executive Committee of the student body and is named in honor of William Webb Pusey III, who served Washington and Lee as professor, dean, and acting president from 1939 until his retirement in 1981.

Coulling has been a member of the W&L faculty since 1956. He received his M.A. and Ph.D. degrees from the University of North Carolina and taught at Florida State University and the University of Maryland before returning to his alma mater.

- John B. Lewis of Greenville, Va., president of the Executive Committee of the student body, was the 1986 winner of the Frank Johnson Gilliam Award.

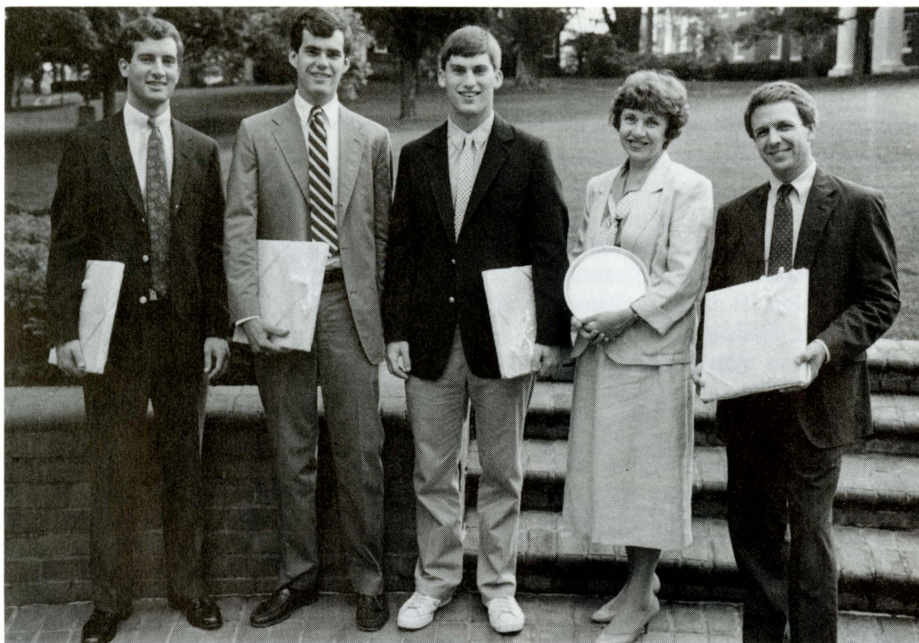
The Gilliam Award is presented to the student who has made the most conspicuous contributions to life at Washington and Lee. The recipient is selected by non-graduating student government representatives.

Lewis, who received his B.A. degree in history, was active in Kathekon, the student alumni association, the Young Republicans, and the Interfraternity Council in addition to his work on the Executive Committee. He served as a dormitory counselor and was president of Phi Kappa Psi social fraternity.

- *Ring-tum Phi* awards, presented annually by the student newspaper for outstanding service to the University, were given in May to Van H. Pate, '71, associate director of admissions and assistant professor of romance languages; Dianne W. Herrick, project coordinator for the Lexington Downtown Development Association; James L. Hayne Jr., '86, of San Antonio, Texas, president of the Interfraternity Council; Kenneth L. Lindeman, '86, of Atlanta, a dormitory counselor and former Executive Committee member; and Townes G. Pressler, '86, of Houston, president of the class of 1986 and chairman of the Student Conduct Committee.

- P. Christian Wiman, '88, of Abilene, Texas, was the recipient of a \$500 scholarship award from the Lexington branch of the English-Speaking Union. The scholarship is given annually to a Washington and Lee or VMI student for study in England. An English major, Wiman will be studying at Oxford this summer under the auspices of the Virginia Program at Oxford.

- Steven B. Connett, '86, won the Jay Wingert Award in accounting. The annual award, named in honor of a 1985 graduate



Recipients of Ring-tum Phi awards (from left) James L. Hayne, '86; Townes Pressler, '86; Kenneth L. Lindeman, '86; Dianne W. Herrick, project coordinator for the Lexington Downtown Development Association; and Van H. Pate, '71, former associate director of admissions.



English professor Sidney M. B. Coulling, '48, (left) was presented the William Webb Pusey Award, and John B. Lewis, '86, Executive Committee president, won the Frank J. Gilliam Award.

who was killed in an automobile accident following his graduation last summer, is for the outstanding senior accounting major.

- Michael P. Allen, '86, received second place in the Sigma Delta Chi Mark of Excellence Award for Region 2. Sigma Delta Chi is the society of professional journalists. The award was given for six stories that Allen wrote on an uprising at the Virginia state penitentiary during the summer of 1985. He wrote the series while working as an intern for the *Richmond Times-Dispatch*.

- A. Ernest Fitzgerald was the 1986 recipient of the First Amendment Award presented by Washington and Lee's chapter of Sigma Delta Chi. Fitzgerald became the most famous contemporary "whistleblower" for exposing cost overruns of about \$2 billion on the Air Force's C5A transport plane.

The W&L Sigma Delta Chi chapter also

gave service awards to professors Louis W. Hodges and Ronald H. MacDonald, who teach a course in journalism ethics, and to John Falk, '86, who organized a symposium on defense procurement last spring.

- The department of English presented George A. Mahan Awards in Creative Writing to Francis B. McQuillen, '86, of Sea Isle City, N.J., and James Keith Pillow, '87, of Oak Grove, Va. Michael R. McAlevy, '86, of Miami, received the Jean Amory Wornom Award for Distinguished Critical Writing.

- Ronald H. MacDonald, professor of journalism, received the 1985 best feature award from the United Press International Virginia Broadcasters. MacDonald wrote and produced a series celebrating the Blue Ridge Parkway on its 50th anniversary. The series aired on Roanoke's WDBJ-TV.

The Generals' Report

Men's Tennis Team Finishes Second in the Nation

by Mark Mandel

The Washington and Lee men's tennis team came within a match of capturing the NCAA Division III national championship at Claremont, Calif., in mid-May.

The Generals scored impressive victories on the first two days of the eight-team tournament before losing to top-seeded Kalamazoo (Mich.) College, 6-3, in the championship match.

"I am really proud of the entire team," said head coach Gary Franke. "The players worked hard all year, and we came very close to winning it all. We sure gave Kalamazoo a run for the money."



The second-place finish was the highest for a W&L team since the current tournament format was instituted for Division III in 1983. W&L had finished second in the

nation in 1977 and 1978 under a different format.

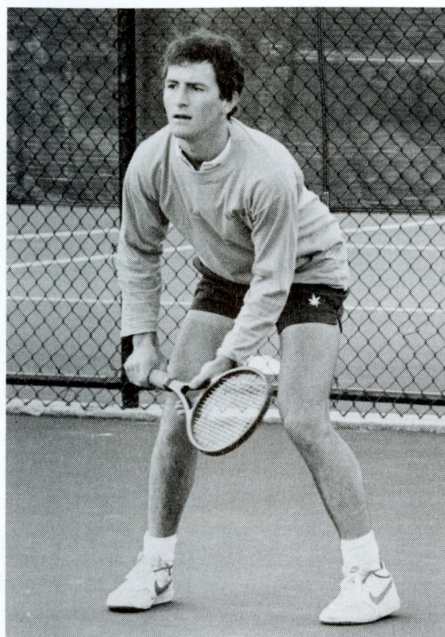
The national event, which was played on the W&L courts in 1984, brought together the top eight teams for a three-day, single elimination tournament. The Generals were ranked fifth going into the competition. After defeating sixth-seeded Washington University of St. Louis 8-1 in the quarter-finals, W&L scored the biggest upset of the tournament by stunning second-seeded Whitman College 6-3 in the semifinals.

"This was a team of character," said Franke. "There was a great deal of balance, and that showed up in the team championships."

Against Kalamazoo, W&L claimed singles victories by freshman Bobby Matthews (Fort Worth, Texas) at No. 3 and sophomore Jack Messerly (Atlanta) at No. 5 along with a triumph by Matthews and junior Roby Mize (Dallas) at No. 2 doubles.

Matthews and Messerly won all three of their singles matches while Matthews and Mize were unbeaten in their three doubles matches. Senior captain Scott Adams (Cold Spring Harbor, N.Y.) and sophomore Chris Wiman (Abilene, Texas) won two of three singles matches in the event.

Although disappointed that they were unable to win the title, the team members



Roby Mize, '87, of Dallas played at the No. 2 singles position for the Generals.

were already looking ahead to the 1987 tournament since only one of the six starters, senior Adams, will be lost to graduation.

"We hope to be in contention again next year," said Franke. "Certainly our experience in the tournament this year will help."

During the regular season, the Generals won 16 of 25 dual matches and coasted to the team title in the Old Dominion Athletic Conference, winning five of six individual crowns and all three doubles championships.

The women's tennis team did not compete for national honors in its first season of competition, but head coach Bill Washburn was not disappointed with the progress his players made.

"We knew that we would not be world-beaters in our first season," Washburn said. "We simply wanted to get off on the right foot, and I think we accomplished that. The players worked hard and came a long way in their first year."

The women's team, composed entirely of freshmen, finished ninth in the 10-team ODAC championships.

Once again the Generals' track and field team enjoyed solid seasons both indoors and out. After taking their third straight ODAC indoor title in the winter, the Generals rac-



Andy White, '88, of Winchester, Va., clears another hurdle for the Generals' track team.

ed through another undefeated dual-meet season (their third straight) and finished second to archrival Lynchburg in the conference outdoor championships.

W&L had beaten Lynchburg for the indoor title but was a step behind in the outdoor event, finishing second by 14 points. Head coach Norris Aldridge commended his team's effort, saying, "They have nothing to be ashamed of and should be proud of the season."

Shining in the conference meet and throughout the season were senior Chris Bleggi (Weedville, Pa.) and sophomore Andrew White (Winchester, Va.). Bleggi captured two individual titles (the 100- and 200-meters) and anchored the winning 440-yard relay team. White also took two first places at the meet by winning the 110- and 400-meter hurdles.

W&L's golf team came within three strokes of capturing the ODAC championship, losing to Hampden-Sydney by three strokes. Senior Greg Wheeler (Anniston, Ala.), who represented W&L in the national championships at Wilkes-Barre, Pa., and senior Jeff Kimbell (Indianapolis) earned all-conference awards.

The Generals' baseball team finished the season with a 7-14-1 overall mark, 6-9 in the

conference, and lost to Hampden-Sydney 4-3 in the quarterfinals of the ODAC tourney.

W&L was led by senior second baseman Chuck Nelson (Nelson, Va.), who hit .375 and was named to the All-ODAC team. Junior third baseman Milam Turner hit .378 and knocked in 17 runs, and junior outfielder Chris Talley, a nominee for Academic All-America honors, hit .333.

"It was a disappointing year, but a lot of our younger players had an opportunity to play, and that experience will help us in the coming years," said head coach Jim Murdock.

The women's soccer team, established as a varsity-developmental sport this spring, has already gotten off to a noteworthy start. Coached by Rolf Piranian, the team consisted of 25 players, almost a quarter of the entire female undergraduate enrollment at W&L. The Generals will play in the spring of 1987 and will begin competing within the ODAC in the fall of 1988.

"I am very excited about the enthusiasm that these women have shown. It is through their effort that this program has developed so quickly," says Bill McHenry, W&L's athletic director.

Awards

Senior Chris Bleggi (Weedville, Pa.) won the University's most coveted athletic award at the 1985 All-Sports Barbecue and Awards Ceremony. An all-conference football player and the ODAC indoor track Runner-of-the-Year, Bleggi was the recipient of the P.R. Brown Award as the most valuable senior athlete.

The six other major award winners were: senior Mike Stachura (Carlisle, Pa.), sports editor of *The Ring-tum Phi*, who was named the first recipient of the R.E. (Chub) Yeakel Award for his contributions to W&L athletics; senior Ted Goebel (Coolville, Ohio), the four-year manager for baseball and football, who was named the J.L. (Lefty) Newell Award winner; Tom Skeen (Paris, Ky.), an All-ODAC football player, who won the male Freshman Athlete of the Year Award; Elizabeth Miles (Louisville, Ky.), an honorable mention All-America swimmer, who won the female Freshman Athlete of the Year Award; senior Billy Holmes (Gladwyne, Pa.), a captain of both the soccer and lacrosse teams, who was the recipient of the Wink Glasgow Spirit and Sportsmanship Award; and senior Larry Anker (East Windsor, N.J.), a wrestling record-holder with a

3.8 cumulative grade point average in a triple major of chemistry, physics and mathematics, who won the first Scholar-Athlete Award.

Also singled out for recognition during the awards ceremony were 69 students named to the Academic-Athletic Honor Roll. They earned a spot on the list by participating in a varsity sport and earning at least a 3.5 grade point average during a term.

Join the Generals' European Tour

Washington and Lee's basketball team will take one of its longest road trips ever when the Generals leave for a tour of five European countries during the Christmas holidays, and alumni are invited to join the tour.

The tour leaves New York on December 27 and returns there on January 3, 1987. The countries W&L will visit for a series of games are West Germany, Luxembourg, France, Holland, and Belgium. The tour will include meals, lodging, flight, and ground transportation.

For the itinerary and costs, contact Verne Canfield, head basketball coach, by telephone at (703) 463-8688.

Spring Sports Scoreboard

BASEBALL

West Virginia Tech 5, W&L 1
W&L 5, West Virginia Tech 5
Christopher Newport 9, W&L 3
Bridgewater 6, W&L 1
W&L 10, Eastern Mennonite 4
Randolph-Macon 7, W&L 0
Randolph-Macon 9, W&L 1
W&L 9, Hampden-Sydney 1
Hampden-Sydney 3, W&L 0
Lynchburg 21, W&L 6
W&L 7, Emory & Henry 4
W&L 6, Emory & Henry 5
VMI 10, W&L 9
Lynchburg 7, W&L 6
Bridgewater 6, W&L 4
W&L 4, Maryville 3
W&L 3, Maryville 0
Eastern Mennonite 7, W&L 6
Radford 3, W&L 1
W&L 7, Christopher Newport 4
VMI 28, W&L 17
Hampden-Sydney 4, W&L 3

TRACK AND FIELD

W&L 105, Davidson 34
W&L 95, Barber-Scotia 38
W&L 71, Wooster 68
W&L 88, Roanoke 58, Bridgewater 39,
Eastern Mennonite 0
W&L 118, Newport News 50, Eastern
Mennonite 7
2nd in ODAC Championships

GOLF

11th in JMU Invitational
22nd in Max Ward Invitational
W&L 307, Longwood 322, Bridgewater 327
2nd in Hoya Open
W&L 324, Shenandoah 360
W&L 332, Bridgewater 334
2nd in ODAC Championships

MEN'S TENNIS

Penn State 9, W&L 0
James Madison 5, W&L 4
Virginia Tech 6, W&L 3
W&L 5, William and Mary 4
W&L 9, Hampden-Sydney 0
W&L 8, Claremont 1
Swarthmore 6, W&L 3
W&L 7, Lehigh 2
W&L 9, Lynchburg 0
Evansville 5, W&L 4
W&L 5, Washington College 4
W&L 9, Slippery Rock 0
W&L 8, Sewanee 1
W&L 9, VMI 0
W&L 9, Stetson 0
Flagler 5, W&L 4
Rollins 6, W&L 3
W&L 9, Central Florida 0
W&L 7, Florida Inst. Tech. 2
W&L 8, George Mason 1
1st in ODAC Tournament
Virginia 5, W&L 4
W&L 9, Radford 0
W&L 8, Washington University 1*
W&L 6, Whitman 3*
Kalamazoo 6, W&L 3*

*NCAA Championships

LACROSSE

Duke 7, W&L 6
W&L 28, Virginia Tech 1
W&L 17, Dartmouth 12
Virginia 16, W&L 6
W&L 13, Notre Dame 9
Towson State 12, W&L 9
W&L 20, VMI 2
Cornell 26, W&L 2
W&L 21, Radford 2
Washington College 11, W&L 10
Roanoke 17, W&L 14
Loyola 20, W&L 6
UMBC 17, W&L 8

WOMEN'S TENNIS

Sweet Briar 9, W&L 0
Roanoke 8, W&L 1
Lynchburg 9, W&L 0
W&L 5, Randolph-Macon 4
Bridgewater 7, W&L 2
Emory & Henry 9, W&L 0
Mary Baldwin 8, W&L 1
Randolph-Macon Woman's 9, W&L 0
Hollins 9, W&L 0
Bridgewater 9, W&L 0
9th in ODAC Championships

Alumni News

New Alumni Directory Still Available

The newest edition of the Washington and Lee Alumni Directory, listing the names and addresses of more than 16,000 W&L alumni, was published in June by Harris Publishing Company.

According to the publishers, more than 4,000 alumni have already purchased the directory. Alumni wishing to obtain a copy can still do so by writing or calling the publishers.

For information, write Customer Service Department, Bernard C. Harris Publishing Company Inc., 3 Barker Avenue, White Plains, N.Y. 10601, or call 914-946-7500.

New England Chapter Revived

Efforts to reunify the **New England Chapter** began in May when area alumni gathered at the St. Botolph Club in Boston for a wine tasting party.

Mark Favermann, '69, is the new chapter president, who was host for the inaugural meeting and announced plans for future chapter activities.

In addition, Steve McGehee, '79, chairman of the AAP committee, reported that he had interviewed 42 prospective students from the Boston area last year and that six of those interviewees are now confirmed members of the Class of '90, which will enroll in September.

Chapter Activities

The **Tidewater Chapter** held its annual Oyster Roast in late April at the Norfolk Boat Club.

Gary Fallon, head football coach at Washington and Lee, was the featured speaker for a luncheon meeting of the **Richmond Chapter** in April.

The **Palmetto Chapter** held its annual spring business meeting in mid-May and heard a report from Farris P. Hotchkiss, director of development and university relations at Washington and Lee.

In early June, the **Chicago Chapter** gathered at the Chicago Bar Association for a reception at which plans for the upcoming year were announced.

The **New Orleans Chapter** held its annual summer cocktail party in June at the home



NEW YORK—New chapter officers elected in June include Gray Coleman, '79; Chris Lykes, '84; John Zamoiski, '74, the new president; John Woodlief, '72; and Bob Keefe, '68.



RICHMOND—The Richmond Chapter heard from Gary Fallon (center), head football coach, at a luncheon meeting. From left, John Watlington, '72; Channing Martin, '75, '79L; Fallon; Ken Ries, former W&L sports information director; and Ware Palmer, 82

of Mr. and Mrs. William K. Christovich.

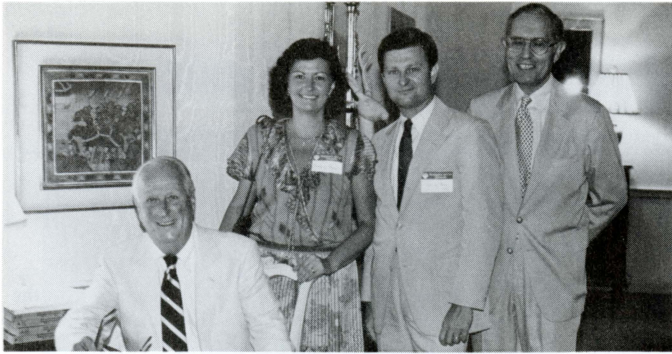
The council of the **New York Chapter** met in June for a reception and dinner hosted by Richard Warren, '57, a member of the Alumni Board. John Zamoiski, '74, was elected the new chapter president.

New students were honored at a reception held by the **Eastern Kentucky Chapter** in Lexington in June.

The **San Antonio Chapter** lost by a narrow margin in a softball game against

Sewanee's San Antonio alumni in late May. That fluke victory by Sewanee evened the series between the two chapters at one win apiece with one tie.

Meanwhile, members of several chapters participated with alumni from other Virginia colleges during the late spring and early summer. Chapters participating in such events included **Detroit, Washington, New England, and Jacksonville.**



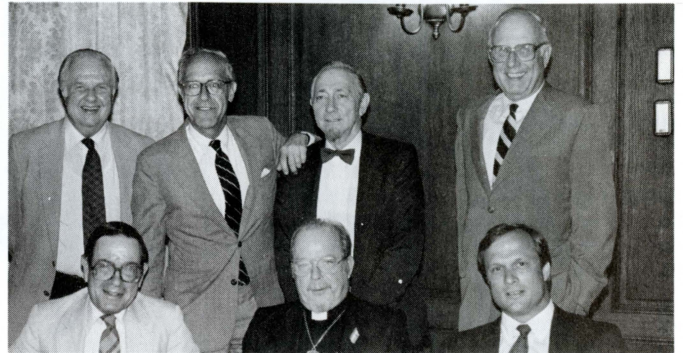
EASTERN KENTUCKY—Chapter leadership is in the capable hands of (from left) Grover Baldwin, '40; Jennie Penn; John Penn, '73; and John Bagby, '73L.



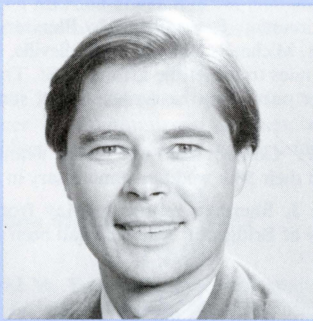
NEW ENGLAND—Joining in the renewal of the New England Chapter were (from left) Mark Favermann, '69; Barbara Favermann; Diane Taylor; and Bill Taylor, '62.



TIDEWATER—Enjoying the annual Oyster Roast were (from left) Mike Devine, '80; David Greer, '80; Paul Gerhardt, '79, '84L; and Cary Booth, '80.

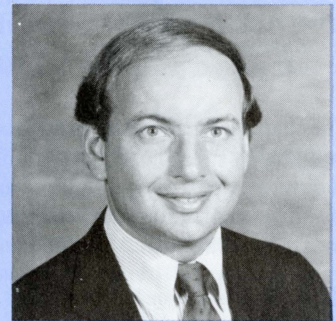


NEW YORK—Chapter council members include (seated, from left) Bob Ingham, '55; Roper Shamhart, '47; Paul Perkins, '74; (standing, from left) Paul Sanders, '43; Dick Warren, '57; Matt Griffith, '40; and Mel Hicks, '52.

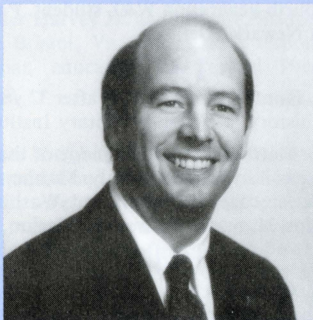


James J. Dawson, '68, '71L
Princeton, N.J.
Former Baltimore Chapter President
Former Baltimore AAP Chairman

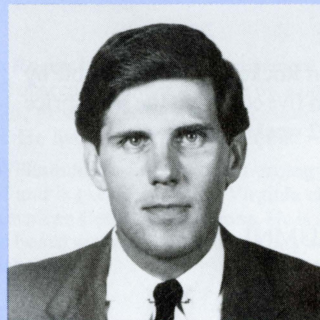
New Alumni Board Members



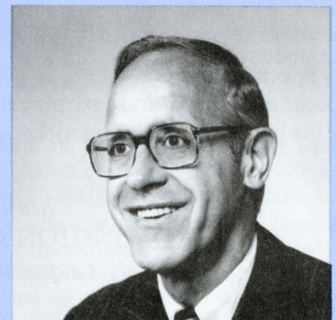
John D. Klinedinst, '71, '78L
San Diego, Calif.
San Diego Chapter President, 1983-86
San Diego AAP Chairman, 1983-86



Robert D. LaRue, '72
Houston, Texas
Houston Chapter President, 1983-86
Class Agent, 1973-74



James A. Meriwether, '70
Washington, D.C.
Annual Fund Chairman, 1983-85
Washington Chapter President, 1977-79



Richard R. Warren, '57
New York, N.Y.
New York Chapter President, 1969
Class Agent, 1983-84

Class Notes



WASHINGTON AND LEE ARM CHAIRS AND ROCKERS *With Crest in Five Colors*

The chairs are made of birch and rock maple, hand-rubbed in black lacquer (also available by special order in dark pine stain; see note below). They are attractive and sturdy pieces of furniture and are welcome gifts for all occasions—Christmas, birthdays, graduation, anniversaries, or weddings. All profit from sales of the chair goes to the scholarship fund in memory of John Graham, '14.

ARM CHAIR

Black lacquer with cherry arms

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All black lacquer

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By Special Order Only: The Arm Chair and Boston Rocker are also available by special order in natural dark pine stain, with crest in five colors, at the same price as the black arm chair and rocker. Allow at least 12 weeks for delivery.

Mail your order to
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Lexington, Virginia 24450

Shipment from available stock will be made upon receipt of your check. Freight charges and delivery delays can often be minimized by having the shipment made to an office or business address. Please include your name, address, and telephone number, and a telephone number, if known, for the delivery location.

1933

Cary F. Irons Jr. is a part-time preceptor in the family practice center of the East Carolina University School of Medicine in Greenville, N.C.

1934

Richard Sale of Beverly Hills, Calif., has sold his latest book, *My Affair with the President's Wife*, to the Cannon Group for a movie starring Charles Bronson. This is his 15th novel.

1936

John S. Beagle has retired to Punta Gorda, Fla., after 49 years as a practicing attorney in Flint, Mich.

1937

P. Duane Berry of San Antonio, Texas, has retired from Dean Witter and now looks after his own securities investments.

Robert P. Kingsbury retired in May as controller and director of Weiner Steel Corp. He lives in Los Angeles, Calif.

Tilford Payne, a retired lawyer, has been chosen chairman of the Jefferson County, Ky., Republican Party. Payne has held the office twice before and vowed to "put some pizzazz back in the Republican Party."

1938

In his retirement, **Rev. Arthur L. Bice** serves as vicar of St. Michael's Church in Middleville, N.Y., and continues to direct the affairs of St. Thomas Guild, the publishing house he started some 30 years ago.

Frank W. Comer and his wife, Jeannette, celebrated their 50th wedding anniversary in June.

Alphonse J. Sherman retired in May from the University of Bridgeport where he had been a professor.

1939

Garret Hiers Jr. of Berwyn, Pa. remains active as a consultant in the business world and as a competitive swimmer in the masters divisions.

Dr. John A. Parkins's granddaughter, Betsy Parkins, will be a sophomore at W&L this fall. She is a fourth-generation W&L student. Parkins resides in Newark, Del.

1942

Robert F. Hunter retired in May after 32 years of teaching history at Virginia Military Institute.

J. Aubrey Matthews retired as judge of the 23rd Judicial Circuit in Virginia in July. Matthews had presided over cases in Smyth and Washington counties for 21 years. He lives in Marion, Va.

1943

Donald E. Garretson of St. Paul, Minn., is chairman of the Minnesota Private College Fund.

Rev. R. Francis Johnson, dean of the faculty at Connecticut College, received an honorary doctor of divinity degree from the Episcopal Theological Seminary of the Southwest during its 33rd commencement in May. Rev. Johnson, who

50th Reunion of Class of '36



taught at the seminary for 12 years, delivered the commencement address.

T. Dabney Kern has retired from service with Illinois Central Gulf Railroad after 39 years. Kern is now a railroad consultant on civil engineering projects and lives in Flossmoor, Ill.

1944

Fred W. Bauer retired in April after 26 years as manager of environmental services, corporate technology for Allied-Signal in Morristown, N.J.

1948

J. Aubrey Matthews (See 1942.)

1949

Richard M. Yankee Jr. is a registered representative for the investment banking firm of J. C. Bradford and Co. He works in the firm's Dalton, Ga., office, which is managed by Jim Patton, '51. Yankee lives in Signal Mountain, Tenn.

1950

E. Bruce Harvey Jr. and his wife, Bridget, are living in Bristol, Va., where he is responsible for Christian education at Central Presbyterian Church.

1951

Thomas J. Condon continues in his law practice in Ansonia, Conn. He lives in Woodbridge, Conn., with his wife, Margot. Condon has been joined in his practice by son Kevin, while son Tom III recently retired as an offensive guard with the Kansas City Chiefs and is now president of the National Football League Players Association.

Burton L. Litwin of Dobbs Ferry, N.Y., is vice president and general manager of East Coast operations of the Columbia Pictures Music Group. Litwin also continues his theatrical production activities and has enjoyed successes with worldwide presentations of *Sophisticated Ladies* and with a

London production of the Royal Shakespeare Company musical *Poppy*.

1952

Rogelio De La Guardia is president of Cudio, S.A., a Panama-based construction materials and home improvement wholesale and retail representative of several U.S. firms. He and his family live in Panama. The De LaGuardias have four children and one grandchild.

1955

O. Bertrand Ramsay stepped down July 1 as head of the department of chemistry at Eastern Michigan University. He will spend 1986-87 on sabbatical lecturing at two universities in Shanghai in the People's Republic of China. Ramsay lives in Ypsilanti, Mich.

Wiley W. Spurgeon Jr. continues as executive editor of *The Muncie Star* and *Muncie Evening Press* in Muncie, Ind. In 1984, Spurgeon's *Muncie and Delaware County: A Historical Retrospective* was published by Windsor Publications.

1956

Keith Rogers has taken early retirement from the U.S. Tobacco Co. and is working on a novel about politics, product recall, and the consumer movement. He lives in Greenwich, Conn.

Dr. William S. Tunner practices urology in Richmond and is president of the Virginia chapter of the American College of Surgeons. He is a member of the board and secretary of St. Mary's Hospital in Richmond.

1957

Rex Adams Jr., who spent the last 20 years teaching and farming on the Australian island of Tasmania has returned to Virginia. He and his wife, Mary, live in Saxe, Va., and he is developing the business management center at Southside Virginia Community College in Keysville.

1958

Brooks O. Pollock Jr. of Virginia Beach is involved in commercial development in Virginia Beach, Norfolk, and Williamsburg. He is still an avid aviator. Pollard's son, Coalter, is a member of the W&L Class of 1988.

1959

James M. Crews Jr., former executive vice president of First Tennessee National Corp., has become vice president of Guardsmark Inc., a Memphis-based security firm with 6,500 employees nationwide.

1960

Franklin S. DuBois Jr. is director of brokerage market and consulting for Life Insurance Marketing & Research Associations. He lives in West Hartford, Conn.

1961

Winthrop L. Weed and his wife, Rhonda, have moved back to her homeland in Sydney, Australia.

1962

Dr. Robert P. Carroll is currently vice president of the local county medical society in Nacogdoches, Texas. He also serves on the National Medical Advisory Council for AMI Hospital Corp.

Dr. Kenneth B. Jones is a charter member of the American Society for Bariatric (Obesity) Surgery, a group of 200 American surgeons involved in the development of surgical procedures for the treatment of obesity and its associated diseases. He lives in Shreveport, La.

Stephen W. Rutledge is vice president of marketing for Ralston Purina Co. and lives in St. Louis, Mo., where he is an adjunct professor in marketing at Washington University and is active in fund raising for St. Louis Country Day and Mary Institute.

1963

William H. Candler is founding editor of *Port Folio*, a magazine that reaches more than 140,000 readers in the Newport News/Norfolk/Virginia Beach area. Candler and his wife, Linda, make their home in Virginia Beach.

Samuel D. Tankard III is working for the Norfolk Botanical Gardens in Norfolk, Va. His home is in Virginia Beach.



Frank M. Young III, a partner in the Birmingham, Ala., law firm of Haskell, Slaughter, Young & Lewis, was recently elected president of the Birmingham area chamber of commerce.

1964

Frederic W. Boye III is currently manager of development engineering for the eastern division of the Shell Oil Co. in New Orleans, La.

Dr. Matthew H. Hulbert, senior research scientist for International Mineral/Chemical, recently co-authored a book on clay microstructure, which is billed as the only available comprehensive presentation of the current knowledge on clay microstructure with emphasis on marine settings. Hulbert lives in Terre Haute, Ind.

Donald B. McFall is on the board of trustees of Woodberry Forest School in Orange, Va. He is an attorney in Houston.

Charles B. Savage is vice president of commercial loan with First Alabama Bank in Montgomery, Ala.

1965

BIRTH: Mr. and Mrs. James R. Boardman, a son, Thomas, on April 21, 1985, in Seoul, Korea. Boardman was recently named vice president and general manager of Manufacturers Hanover and was transferred from Seoul to Tokyo, Japan.

Walter H. Bennett Jr. has taken a year off from the practice of law in Charlotte, N.C., to return to the University of Virginia School of Law to obtain an LL.M. degree with concentration in international law. Bennett's wife, Betsy, will pursue a Ph.D. in science education at UVa.

L. Gene Griffiths Jr. was selected as a delegate from Mississippi to the White House Conference on Small Business which will be held in August. Griffiths, who lives in Ridgeland, Miss., is president of Gregory Manufacturing Company, Inc., in Jackson.

Lt. Col. John E. Griggs will report to Athens in August to serve as ground combat systems advisor to the Greek Army.

James S. Legg Jr. has left Melbourne, Fla., to work for Ford Aerospace & Communications Corp. in College Park, Md. He lives in Greenbelt, Md.

Michael J. Michaelles, who started his own law practice in Worcester, Mass., in January 1985, was awarded the distinguished leadership award for community service by the National Association of Community Leadership Organizations. Michaelles lives in Bolton, Mass.

1966

BIRTH: Mr. and Mrs. Harvey L. Handley III, a son, Alan Lockhart, on April 26, 1985, in Arlington, Va. He is the grandson of H. L. Handley Jr., '39, and the great-grandson of the late H. L. Handley, '06.

C. Frederick Bent III is involved in international corporate administration and tax planning. His office is in Boston, Mass.

William H. Candler (See 1963).

Dr. David Fleischer has been on the faculty of Georgetown University as associate professor of medicine since July 1985. He spent several months lecturing in Belgium, Japan, and Brazil.

Samuel H. Frazier is a partner in the Birmingham, Ala., law firm of Spain, Gillon, Tate, Groams & Blanc. He led his firm in renovating and moving into one of Birmingham's historic buildings, which had been threatened with demolition before the firm saved it.

Michael E. Lawrence is partner in charge of management consulting in the Southeast for Ernst and Whinney. He has been in the firm's Nashville office for seven years. Lawrence also serves as chairman of the board of trustees for Harding Academy, a private school in Nashville.

David J. Mathewson Jr. has expanded his international consulting firm, Proofmark Ltd., with a new office in Italy. Mathewson resides in Alton, Ill.

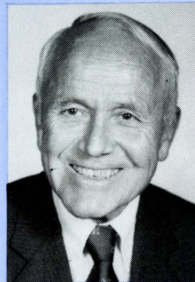
Joseph W. Richmond Jr. is chairman of the real property section of the Virginia State Bar Assoc. He is an attorney in Charlottesville, where he and his wife, Pat, live with their three children.

Kemble White III continues to practice what he calls "frontier law" in Dallas, explaining that it

Williams retires at Harvard

After almost 40 years of teaching at the Harvard Business School, Charles M. Williams, '37, has retired and left a void that officials of that institution acknowledge will be difficult to fill.

In an interview in the April 1986 issue of the *Harvard Business School Bulletin*, Williams estimated that he has taught some 6,000 M.B.A. students, some 2,000



senior managers from small- to mid-sized banks, nearly 300 top managers from the largest of the nation's banks, and countless other executives in programs run at the School and sponsored by outside companies and associations.

Indeed, the list of Williams' former students is a veritable who's who in American banking. And the members of that list are universal in their praise for their mentor.

Richard Thomas, president of the First National Bank of Chicago and a 1958 M.B.A. graduate of Harvard, told the *Harvard Business School Bulletin*: "There's not been a professor anywhere who's had a greater impact on the banking industry over the last 25 years than Charlie."

Williams, who was the George Gund

Professor of Commercial Banking, received an honorary degree from Washington and Lee in 1966. A native of Romney, W.Va., Williams was a Phi Beta Kappa graduate of W&L. He received his M.B.A. from Harvard in 1939 and earned his Doctorate of Commercial Science from Harvard in 1951.

His publications include authorship of *Cumulative Voting for Directors* and co-authorship of *Case Problems in Finance* and *Basic Business Finance*, as well as various articles.

He may best be remembered by Harvard Business School students for designing and teaching the second-year M.B.A. course, Management of Financial Institutions. He has been active in management development and consulting for leading financial institutions. He has been and continues to be on the boards of numerous companies ranging from Chase Manhattan Mortgage and Realty Trust to Hammermill Paper Company to Keystone Custodial Funds.

In tribute to Williams' tenure there, the Harvard Business School has established the Charles M. Williams Fund, which is to be used to "encourage and reward outstanding performance in case method teaching and course development, in the same way that Charlie provided inspiration and stimulating classroom leadership, case collection and course design."

is "mostly tax and divorce work with an occasional rustling case." He is now chairman of the board of Midway National Bank.

1967

C. F. Armstrong has opened his own marketing and public relations firm, Armstrong Communications, in Danville, Pa. He recently helped judge the Boston Publicity Club's annual Bell Ringer Awards.

Thomas C. Davis is urban minister for Tropical Florida Presbytery of the Presbyterian Church, U.S.A., and pastor of the North Miami Beach Presbyterian Church.

James W. Oram Jr. was promoted to area manager for IBM Credit Corp., the subsidiary for leasing IBM hardware and other equipment. He lives in Devon, Pa.

1968

Edmund H. Armentrout has been appointed vice president of Central Atlanta Progress, Inc., a downtown business organization devoted to revitalization of the central Atlanta area. He also serves on the boards of the Georgia Downtown Development Assoc. and the Georgia Downtown Assoc.

Michael J. Michaelles (See 1965.)

George A. Morgan Jr., a realtor in Fort Lauderdale, Fla., received an award from that city for his work with children's athletics in the community.

Geoffrey L. Stone is administrator of a 402-bed hospital in Medford, N.J. He lives in Medford with his wife, Virginia, and daughter, Beverley.

1969

BIRTH: Mr. and Mrs. Peter M. Van Dine, a son, Jonathan Peter, on Jan. 2, 1985, in Doylestown, Pa. He joins a sister, Amy Melissa. Van Dine is a vice president in the trust division of Provident National Bank, and he also operates a Christmas tree farm in Bucks County, Pa.

BIRTH: Mr. and Mrs. H. Daniel Winter III, a son, Homer Daniel IV, on March 24, 1986, in Earlsville, Va.

William M. Christie has been appointed professor of linguistics and associate academic dean at Furman University in Greenville, S.C. He spent 13 years at the University of Arizona where he was a professor of English and served a term as associate dean of liberal arts. He has a doctorate in linguistics from Yale.

Dr. David D. Jackson, a general and vascular surgeon in Mount Airy, N.C., is a fellow of the American College of Surgeons, the Southeastern

Surgical Association, and the North Carolina Surgical Society. He and his wife, Tanya, have three children, Richard, 9; Jennifer, 8; and Zachary, 7.

Donald B. McFall (See 1964.)

David T. Shufflbarger was elected president of the Old Dominion chapter of the Public Relations Society of America. He lives in Norfolk.

Robert W. Wipfler had a very successful first year as owner and director of Kingswood Camp for Boys in New Hampshire. His sons, Robbie, 12, and Michael, 7, were two of the more spirited campers. Wipfler lives in Bethesda, Md., and teaches at Landon School.

Kemble White III (See 1966.)

1970

Charles A. Holt Jr., associate professor of economics at the University of Virginia, will be spending the 1986-87 academic year in Barcelona, Spain, doing research.

George P. Page II was named a director of Agent Systems, Inc., a Dallas-based manufacturer of self-service and credit card ticket dispensing machines.

1971

BIRTH: Mr. and Mrs. Joseph G. McCabe, a daughter, Sandra Damron, on June 22, 1985. McCabe practices radiology in Charles Town, W.Va., and resides in Winchester, Va.

David L. Baird Jr. was named general counsel of Exxon Chemical Asia Pacific Ltd. He and his wife, Kathy, and two children, Melissa and Amy, live in Hong Kong.

William P. Canby continues with Trust Company Bank in Atlanta. He and his wife, Kathe, have two children, John, 6, and Maggie, 1.

Timothy H. Dyer of Marion, Mass., is vice president and director of marketing at the New Bedford Five Cents Savings Bank. He just completed his 15th year as head coach and managing director of "Hockey Unlimited."

Peter M. Van Dine (See 1969.)

1972

BIRTH: Dr. and Mrs. Michael W. McCall, a son, Clayton, in May 1985. McCall is director of dermatologic surgery for the University of Louisville School of Medicine.

Harvey L. Handley III (See 1966.)

Fredrick H. Sands is practicing general internal medicine with the Mason Clinic in Seattle, Wash.

Maj. Paul Weeks has concluded his second three-year tour in West Germany, where he was involved with the successful fielding of the Patriot Air Defense Missile System. Having been promoted to major, he is now assigned to the ROTC program at Youngstown State University in Ohio.

1973

Alex E. Moser practices dentistry in Winston-Salem, N.C.

1974

BIRTH: Mr. and Mrs. W. Lewis Hannah Jr., a son, Lewis Alexander, on Feb. 20, 1986, in Raleigh, N.C. He joins a brother, P. Tyler. Hannah has been elected an assistant vice president of Central Carolina Bank and Trust Co. The family lives in Cary, N.C.

Thomas A. Mattesky is a producer with CBS News. He was recently transferred to the network's Atlanta bureau.

1975

MARRIAGE: Thomas Rittenburg and Mary Ann Maize on Dec. 28, 1985, in Arcadia, Calif. Rittenburg is an attorney with the Los Angeles firm of Lewis, D'Amato, Brisbois & Bisgaard.

BIRTH: Mr. and Mrs. Robert M. Lander II, a daughter, Julie Margaret, on Feb. 4, 1986. They live in Port Jervis, N.Y.

Blackstone, Va., attorney **Mayo K. Gravatt** has been named commonwealth's attorney for Not-toway County. Gravatt will continue his law practice in Blackstone.

John R. Picciotti is president and general manager of Architectural Hardware Co. in Wilmington, Del.

1976

MARRIAGE: Peyton A. Via and Karen Jane Bieler, on April 19, 1986, in Emmaus, Pa. They live in Virginia Beach where Via works for Record Bar.

BIRTH: Mr. and Mrs. Daniel E. Drennen II, a daughter, Frances Reynolds, on June 27, 1985, in Mobile. Drennen, an attorney, and his wife, Mallie, also have two sons, Glenn and Daniel, and a daughter, Katharine.

BIRTH: Mr. and Mrs. Malcolm R. Hastings, a daughter, Jeanne Adele, on Oct. 31, 1985. The Hastings reside in Dunwoody, Ga.

BIRTH: Mr. and Mrs. Julian J. Nexsen Jr., a daughter, Elizabeth Kincaid, on Feb. 18, 1986, in Greenwood, S.C. Nexsen is the attorney for Greenwood Mills, Inc.

In February, **David R. Braun** was promoted to all-lines manager for the Minneapolis office of The Travelers Insurance Group. He has also earned his Chartered Life Underwriter (CLU) designation.

Rush S. Dickson III of Charlotte, N.C., is vice president of marketing with Harris Teeter Supermarkets, Inc.

B. Craig Owens was promoted to controller for Coca-Cola Bottling Enterprises and is moving to Atlanta from San Francisco.

1977

MARRIAGE: Allen R. Emmert III and Nancy B. Clough on April 27, 1985. Emmert is employed by Capitol Cement Corp. as a quality control chemist. The couple lives in Martinsburg, W. Va.

BIRTH: Mr. and Mrs. Stephen Q. Giblin, a daughter, Meghan Eileen, on Dec. 22, 1985. Giblin, his wife, Debbie, and new daughter live in Lakewood, Ohio.

Steven N. Gabelman has been promoted to international marketing manager in the specialty chemicals division of Union Carbide Corp. He and his family live in New Fairfield, Conn.

Dr. Jon R. Grigg was recently promoted to lieutenant commander in the U.S. Navy medical corps and serves as the head of the department of psychiatry at the Naval Clinic in Norfolk. He and his wife, Susan, are the parents of two children.

In July 1986, **Dr. Earl W. Stradtman Jr.** took a staff position with the department of obstetrics and gynecology at the University of Alabama at Birmingham Hospital. He had been a research fellow in gynecologic oncology at Brigham and Women's Hospital in Boston.

1978

BIRTH: Dr. and Mrs. Douglas R. Dorsey, a daughter, Rachel Helen, on Sept. 25, 1985. Dorsey is doing a fellowship in pulmonary medicine at the University of Arkansas in Little Rock.

BIRTH: Mr. and Mrs. Thomas O. York Jr., a daughter, Macon Elizabeth, on Jan. 31, 1985. York is general manager of York Truck Equipment in Jacksonville, Fla.

James A. Barnes has joined the Department of the Treasury as the chief speechwriter for Secretary James Baker.

1961 Reunion Gift Committee



Class presented \$260,000 to W&L in May.

Ray S. Coffey Jr. is a field chemist with GSX, a hazardous materials firm in Reidsville, N.C.

William M. Ewing Jr. is a safety and health consultant for advanced programs with the Georgia Institute of Technology Engineering and Experiment Station. A book that Ewing co-authored will be available in September. Entitled *Asbestos Abatement: Procedures and Practices*, the volume describes techniques for safely removing asbestos-containing materials from buildings. Ewing was one of the founders of The National Asbestos Council. He and his wife, Denise, live in Atlanta.

Dr. Mark Grabowsky received the M.D. degree from the Medical College of Virginia and has begun his residency in the Lynchburg Family Practice Residency Program. He participated in the Medical Ethics Institute on the W&L campus in May.

Thomas D. Heldman has left Price Waterhouse and started his own accounting firm in Cincinnati.

Dr. E. Brewington Houston Jr. is a resident in anesthesiology at Parkland Memorial Hospital in Dallas.

Dr. Robert H. Jackson is an instructor in medicine at the Louisiana State University Medical College and attending physician at the LSU Hospital in Shreveport.

Peter C. Keefe is second vice president of Johnston, Lemon and Co., Inc., a Washington, D.C., investment banking and securities brokerage.

Kevin T. Lamb left the U.S. Department of Justice office in June 1985 to become an associate in the Los Angeles law office of Jones, Day, Reavis and Pogue.

Robert J. Marvin is an associate with the New York law firm of Davis, Market, Dwyer and Edwards.

D. Stowe Rose is an attorney in the Paris office of Iacino and Partners, a law firm specializing in international corporate practice.

Thomas M. Trezise has become a partner in the Baltimore-based law firm of Semmes, Bowen & Semmes.

Dr. George R. Triplett is practicing anesthesiology and pain management at the Washington County Hospital in Hagerstown, Md. He lives there with his wife, Mary Ann.

James M. Underhill is now a partner in the Trammell Crow Co. He runs the North Dallas office and oversees leasing and development.

1979

MARRIAGE: Charles D. Mohrmann and Mary Kay Fennell on April 12, 1986. Mohrmann is associated with Compressor Engineering Corp. in Houston, where the couple lives.

BIRTH: Mr. and Mrs. John C. Boutiette, a son, Daniel James, on Feb. 10, 1986. They live in Kansas City, Mo.

BIRTH: Mr. and Mrs. Stephen Y. McGehee, a son, Benjamin Morgan, on Nov. 25, 1985. McGehee and his family live in Walpole, Mass. He was recently appointed vice president and team leader for a relationship banking group in Boston.

BIRTH: Mr. and Mrs. Thomas B. Rentschler Jr., a son, Thomas Beckett III, on May 9, 1985, in Hamilton, Ohio.

D. Keith Calhoun is practicing law with the firm of Adams, Gardner, Ellis and Inglesby in Savannah, Ga.

Michael J. Doody is working for Master Builders Inc., a division of Sandoz Ltd., and is living in Annapolis, Md.

Dr. David R. Scott is in his second year of obstetrics and gynecology residency at the University of California and lives in San Diego.

1980

MARRIAGE: Leslie A. Cotter Jr. and Caroline Elizabeth Webster on April 5, 1986, in Allendale, S.C. William M. Webster IV, '79, the bride's brother, was a member of the wedding party. The couple lives in Columbia, S.C.

MARRIAGE: Kelly M. Hollins and Gwyn LeDuke on Feb. 15, 1986, in Columbus, Ind. The couple lives in Atlanta.

MARRIAGE: Robert W. Pearce Jr. and Pamela M. McCain on May 4, 1985, in Columbia, S.C. About 20 W&L alumni attended and/or were in the wedding, including Rick McCain, '74, the bride's brother. The couple lives in Charleston, S.C., where Pearce is a vice president for Financial Assistant Management, Inc.

BIRTH: Dr. and Mrs. Edward C. Morrison, a daughter, Rosalyn Bates, on July 7, 1985, in Charleston, S.C. Morrison is a resident in surgery.

Dr. G. Brian Bauer is in his second year of residency in internal medicine at the University of Wisconsin Hospital.

Dr. Carl E. Lowder Jr. is a first-year resident in neurosurgery at the Louisiana State University Medical Center in New Orleans.

Vail T. Thorne is serving an appointment as law clerk for Judge Jesse W. Curtis, United States District Court in Los Angeles. He will begin working as an associate with a Washington, D.C., law firm in the fall.

1981

MARRIAGE: Robert D. Binder and Robyn M. Birman on June 23, 1985. Binder is an accounting manager for Pan American Financial Corp. and lives in Reston, Va.

MARRIAGE: N. Jeffrey Herdelin and Jamey Twitchell on Aug. 17, 1985, in Haddonfield, N.J. Herdelin works with Pacemaker/Seidemann Yachts, manufacturer of power and sail yachts in Berlin, N.J.

BIRTH: Mr. and Mrs. Claude B. Colonna Jr., a daughter, Meagan Elizabeth, on Dec. 26, 1984. Colonna is a financial supervisor for General Foods in Dover, Del.

Bias P. Arroyo is a principal with the Charlotte, N.C., law firm of Bell, Seltzer, Park & Gibson, the largest firm in the Southeast specializing in patent, trademark, and copyright law.

D. Scott Baker is a sales agent with Baker Real Estate in Lexington. He recently graduated from the Realtors Institute of Virginia.

1982

MARRIAGE: David R. Cordell and Martha L. Tisdale on Aug. 31, 1985, in Monroe, La. They live in Tulsa, Okla., where Cordell is an associate with the law firm of Conner and Winters.

Stephenson B. Andrews moved to New York City in March to work as the curator for a private collector. He will be managing the collections of the patron's homes in Pittsburgh, New York, London, and Monaco in addition to a house museum in London.

S. Scott Barr is a loan officer with McLean Financial Corp. and lives in Annandale, Va., with his wife, Kathleen.

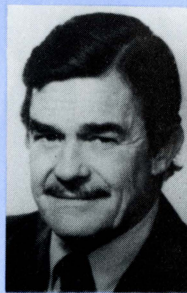
William T. Coker IV is a government affairs assistant for Sonat Inc., a natural gas and oil services

White still in space race

Robert M. White II, '38, editor and publisher of the *Mexico Ledger* in Mexico, Mo., is one of 40 national semifinalists in the competition to become the first journalist in space.

As reported in the May/June issue of the *Alumni Magazine*, White and Lewis Cope, '55, of the *Minneapolis Star and Tribune*, were among the 100 regional finalists who survived the first round of the national competition, which drew more than 1,700 applications.

White, who is 71, is the oldest candidate still in the competition, just ahead of veteran broadcast journalist Walter Cronkite, 70. White and Cronkite once worked together for United Press International in Kansas City.



The next round of the procedure is scheduled for early this fall when White and the other semifinalists will be interviewed by a 15-member National Selection Panel, which will also review their applications. At that point, five finalists will be named and will undergo physical examinations and interviews conducted by NASA officials before the primary and back-up journalist in space candidates are named.

The successful candidates will be trained by NASA at the Johnson Space Center at Houston to fly aboard the space shuttle after those flights resume.

After learning of his selection, White was quoted in the *Mexico Ledger* as indicating his enthusiasm for the space program had not been diminished by the Challenger disaster.

An Associated Press dispatch quoted White as saying: "I'm so excited about it, I can't tell you. It's marvelous news and a great honor. It's not just the ride, it's the story. I'd love to cover it."

company with headquarters in Birmingham, Ala. Cocke is based in Washington, D.C., and lives in McLean, Va.

Michael J. Collier is stationed at Fort Carson, Colo., where he is executive officer of the 4th Aviation Battalion.

James B. Dalton III is in the master of science degree program in geology at Florida State University and is working as a hydrogeologic assistant with the Northwest Florida Water Management District.

John D. Harris graduated from the M.B.A. program at Emory University in May 1984 and is employed in the Atlanta office of the accounting firm Ernst and Whinney.

James S. Kaplan trades municipal bonds for First Union National Bank in Charlotte, N.C.

Stephen M. King is currently a real estate attorney with Smith & Schnacke L.P.A. in Dayton, Ohio.

Kevin T. Lamb (See 1978.)

Douglas R. Linton III has been promoted to captain in the U.S. Army. Linton is stationed with the 16th Signal Battalion at Fort Hood, Texas.

John B. McKee III is a project engineer for Brown and Root Marine in the offshore pipeline division at Belle Chasse, La. Before moving to New Orleans, he spent two years earning a B.S. degree in civil engineering at Mississippi State University and a year working for Brown and Root in Houston.

Charles H. Prioleau is in his first year at the University of Texas Graduate School of Business.

J. Burruss Riis practices law with the firm of Vickers, Riis, Murray and Curran in Mobile, Ala.

James L. Shepherd is serving as editor-in-chief of the *South Texas Law Review*. He begins a one-year term in August as briefing attorney for the Supreme Court of Texas. He lives in Houston.

John R. Smith is an account executive with Advo-System Inc., a division of John Blair & Co. Smith lives in Virginia Beach.

1983

MARRIAGE: Stewart P. Kerr and Cynthia Lamons on Sept. 28, 1985. The couple lives in Washington, D.C., where Kerr is a systems engineer with IBM.

Kraig A. Conn has returned from his tour of duty with the U.S. Army in West Germany and is attending the University of Florida College of Law.

W. Henry Langhorne is an honor board member and president of the junior class at Tulane Medical School in New Orleans.

James F. Londrey is in his second year of dental school at the Medical College of Virginia.

David W. Moore and his wife, Karen, live in Columbia, S.C., where he attends graduate school in the toxicology program of the department of environmental health sciences at the University of South Carolina.

Bonnie L. Paul is associated with the Harrisonburg, Va., law firm of Litten, Sipe and Miller.

D. Stowe Rose (See 1978.)

H. Bowen Woodruff is studying British history and Shakespeare at Oxford for the summer as part of the Alabama at Oxford Program. In the fall, he will begin studying law at the University of South Carolina.

Darryl K. Woodson is a reporter and photographer with *The News-Gazette* in Lexington. He lives in Natural Bridge.

Time cites Rowes' paper

The June 16, 1986, issue of *Time* magazine was a special one that celebrated "What America Does Best." The features ranged from computers to sandwiches, from special effects in cinema to private eye novels.

When it came to journalism, *Time* focused on a newspaper whose readers in Fredericksburg, Va., and its environs would have to agree ranks as an "American Best." *Time* wrote: The *Free-Lance Star* "exemplifies the grass-roots strength of American journalism."

Certainly that was heady praise. But then the newspaper's co-publishers, brothers Charles ('45) and Josiah ('48) Rowe, are not unaccustomed to such praise. A little more than two years ago a story in *Time* chose the top 10 daily newspapers in America and ran a companion piece about the best smaller dailies in the country. The *Free-Lance Star* was cited as one of those "Big Fish in Small Ponds."

What sets the *Free-Lance Star* with its circulation of 34,464 apart from the hundreds of other similar newspapers?

As Charles Rowe told *Time*, the *Star* "is not an overgrown weekly that only reports chicken dinners. We try to tell people what is going on, whether it is around the corner or around the world."

But something else tends to keep the Rowes' newspaper ahead of its peers. *Time* put it this way: ". . . within the scope of its own ambitions, the *Star* embodies what is sturdy and special about American journalism. Owned by the Rowe family, the paper is adamantly independent of any power outside the newsroom. . . . Blessedly free of boosterism, the *Star* often casts a critical eye over its own backyard. It is small newspapers like the *Star*—independent in tone, enterprising in coverage and devoted to exploring local issues thoroughly—that exemplify the grass-roots strength of American journalism."

1984

Jeffery H. Boal is an advertising account executive on the HBO/Cinemax account for Ted Bates in New York.

Geoffrey R. B. Carey has been promoted to assistant manager of shareholder services at T. Rowe Price Associates, an investment counseling firm in Baltimore.

Richard Kopelman has completed his second year of law school at the University of Georgia in Athens.

Scott C. Mason Jr. is a television news reporter for WXII-TV 12, the NBC affiliate in Winston-Salem.

Angus M. McBryde III is a corporate banking representative with First Union National Bank in Charlotte, N.C.

Mark C. Mitschow has entered the M.B.A. program at the State University of New York at Buffalo.

1st Lt. Stephen J.A. Smith is an information systems-electronics officer with the 9th Engineer Battalion in West Germany.

M. Eugene Wood III has been elected banking officer of Wachovia Bank and Trust Company, N.A. Wood works in the Asheville, N.C., corporate banking department.

1985

MARRIAGE: Louise J. Browner and **Charles A. Blanchard** on Nov. 30, 1985. The couple lives in Richmond.

MARRIAGE: Gregory M. Dennin and Margaret Van Ehen on Sept. 14, 1985. Dennin is an associate at the Albany, N.Y., law firm of Krolick & DeGraff.

MARRIAGE: Glen O. Jackson and Claire Kisialus on July 27, 1985, in Dublin, Ga. They live in Atlanta where Jackson is an assistant account ex-

ecutive for A. Brown Olmstead Associates, the largest independent public relations firm in the Southeast.

Stephen H. Bendheim is a first-year medical student at the Medical College of Virginia in Richmond.

Ensign Paul A. Casey graduated from the Naval Officers Candidate School in Newport, R.I., in February 1986. He will receive additional training as a purchasing officer at the University of Georgia. He attended OCS with classmate **Robert Schlegel**, who is in the next graduating class.

Henry W. Dewing is a supervisor for C&P telephone company in the Northern Virginia Special Services Center and lives in Falls Church.

Lt. Paul A. Driscoll has graduated from the infantry officer basic course and the basic airborne course. He is now a TOW platoon leader in the 4th Battalion, 187th Infantry at Fort Campbell, Ky.

Gilbert F. Dukes III is attending the University of Alabama School of Law in Tuscaloosa.

Terrance J. Dunn is an associate lawyer with the Los Angeles firm of Morgan, Lewis and Bockius.

Benjamin F. Emanuel III is living in Bronx, N.Y., and works as a tax associate for Coopers and Lybrand.

Thomas C. Imeson III is with Westvaco Corp. in New York.

Fred A. Lackey is a management trainee with Roadway Express in Kernersville, N.C.

Richard E. McCann Jr. is a credit analyst at the Barnett Bank in Jacksonville, Fla.

John C. Morrow is an attorney with the Birmingham, Ala., law firm of Thomas, Taliaferro, Forman, Burr and Murray.

Robert D. Pearson is working for Humana, Inc., in Louisville, Ky.

Robert S. Sloan is working at Toyo Shokin Securities in Tokyo.

Edward M. Smith is a commercial credit analyst for Dominion Bank in Roanoke, Va.

Daniel L. Tatum is enrolled at the University of Houston Law Center and is clerking for Brown, Herman, Scott, Dean & Miles in Fort Worth during the summer.

David A. Vogt is a staff accountant for The Mayflower Hotel in Washington, D.C., and lives in Arlington.

Charles F. Wreaks IV is an advertising sales representative with *Playboy* magazine and lives in New York.

Marshall R. Young lives in Fort Worth and works as a geologist for Young Oil Co.

Have Some News?

Let your classmates and friends in on the latest news in your life. Send us information for a class note. Write: Class Notes, W&L Alumni Magazine, Washington and Lee University, Lexington, VA 24450.

In Memoriam

1916

William Vivian Groome, retired purchasing agent and accountant for Nivens Lumber and Construction Co. of Charlotte, N.C., died March 26, 1986. He served as treasurer for the Carolinas Lumber and Building Dealers Association before retiring in 1965. He was a World War I veteran who was awarded the Purple Heart and was a member of various Masonic bodies.

1917

James Augustine Lee, retired managing editor for McGraw-Hill, Inc., died Feb. 6, 1986, in Richmond, Texas. Lee served in the Chemical Warfare Service during World War I. He authored numerous technical books and publications and retired from McGraw-Hill in 1958. He was a member of the University Club, Fort Bend Country Club, American Institute of Chemical Engineers, and American Chemical Society and was a Knight Templar, Trinity Commandery, Elmhurst, N.Y.

1926

Guy Noel May, retired court reporter for the 11th Judicial District of Arkansas, died April 21, 1986, in Pine Bluff, Ark. May worked in his father's insurance firm, F. G. May and Sons, after graduation from Washington and Lee. In 1931 he became a court reporter and served in that capacity until his retirement in 1977. A member of Trinity Episcopal Church, May worked closely with his wife in youth work in Pine Bluff for many years and assisted her in directing the Teen Town which was established in 1956 for the youth of that area.

1929

Harry Easton Godwin, jazz and blues promoter, musicologist and jazz historian, died May 27, 1986, in Memphis, Tenn. Godwin, a W. C. Handy

historian, assisted and promoted many well-known jazz artists and received a certificate of merit from the Tennessee Historical Association on May 12, 1986, for his significant contributions to the study and preservation of Tennessee historical heritage. He was a vice president of the Memphis Cotton Carnival for many years and arranged for the music during carnival events. Godwin was a member of the Memphis and Shelby County Film, Tape and Music Commission, the American Society of Composers and Publishers, and the St. Louis Catholic Church.

George Henry Goodwin, retired owner of the George H. Goodwin Real Estate Co., died May 3, 1986, in Bastrop, La. He served in World War II and held the rank of colonel. Goodwin was mayor of Bastrop from 1949 to 1953, and served on the board of directors of the Bastrop National Bank for 40 years. He owned and operated the two local theaters and was engaged in the insurance and real estate business for many years.

Philip Wilbur Glickstein, retired salesman for the Callerman Co., died May 23, 1986, in Oak Park, Ill.

1939

Robert Earle Milligan Jr. died May 2, 1986, in Grosse Pointe Park, Mich. Milligan began working at the Seaman-Patrick Paper Co. in September 1939 after his graduation from Wayne State University in Detroit. He continued with that company in sales and also as secretary until his retirement in 1975.

Joshua Warren White Jr., member of the Virginia House of Delegates from 1962 to 1979, died Nov. 21, 1985, in Norfolk, Va. In the early 1960s, White guided to passage the bills creating the Eastern Virginia Medical School and other health services in the Hampton Roads area. A lieutenant commander during World War II, White joined the Old Dominion Paper Co. of Norfolk in 1939 and served as president and treasurer of it and the Dillard Paper Co. when the two merged and remained a consultant for the business after his retirement in 1982. He was active with many civic organizations including Norfolk State University, and Medical Center Hospitals and was a commissioner of the Eastern Virginia Medical Authority. White was a member and former deacon of the First Presbyterian Church.

1941

Hugh Gustavus Ashcraft Jr., former president and board chairman of Harris-Teeter Supermarkets, died April 18, 1986, in Charlotte, N.C. He served for five years in the Air Corps during World War II. As the pilot of "Southern Comfort," a B-17 bomber, he was returning from a 1943 mission over Germany in a bullet-riddled plane when he told his crew, "Those who want to, please pray." Later two songwriters who read of the flight back to England composed the top hit *Coming In On a Wing and a Prayer*. Ashcraft joined R. S. Dickson & Co. in 1954 and in 1973 became president of Harris-Teeter. He was a member of the Charlotte Rotary Club, a Meredith College trustee, past president of the North Carolina Food Dealers Association, and an active member of the Park Road Baptist Church.

James Ramsey Burkholder III, a former president and chief executive officer of Almstedt Bros. Inc., a Louisville, Ky., investment firm, died May 13, 1986. Burkholder began his business career in 1939 as a representative of Equitable Securities Corp.

in New Orleans. He started at Almstedt as a salesman and later became a registered representative. Burkholder resigned from Almstedt in 1948 to enter a general partnership in a securities firm in Lexington, Ky. In 1957 he was appointed manager of the municipal-bond department of Merrill Lynch, Pierce, Fenner & Beane's Louisville office, and left four years later to become a general partner of Almstedt Bros. He retired as president and chief executive officer in 1980. Burkholder was an Army Air Corps veteran of World War II and a member of the Pendennis Club and the Second Presbyterian Church.

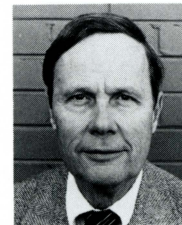
1942

Judge John Alexander, who retired as a general district judge in January 1986, died May 25, 1986, in Fauquier County, Va. After serving with the Army in World War II, Alexander practiced law in Fairfax, Va., with the firm of Alexander, Kelly & Jennings. He moved to Warrenton in 1957. Alexander served as state senator for four years, as Fauquier County commonwealth's attorney from 1967 to 1973, and as a substitute judge in the 20th District from 1974 to 1978. In 1980 he was appointed general district judge. Alexander was a member of the Fauquier Club in Warrenton and the Commonwealth and Downtown clubs in Richmond.

Donald Simcox Carnahan Jr., a radiologist from Alexandria, La., died Dec. 12, 1985. Carnahan graduated from the University of Pittsburgh Medical School in 1944 and interned at the Allegheny General Hospital in Pittsburgh. He served as a medical officer with the United States Navy from 1945 to 1948 and later opened a general practice residency at Butler County Memorial Hospital. Carnahan served as a resident in radiology at St. Vincent's Hospital in New York and was a fellow in radiation therapy at the Memorial Sloan-Kettering Cancer Center in New York. In 1951 Carnahan moved to Alexandria, La. and assumed directorship of the radiology department of the Baptist Hospital. He served on the staffs of LaSalle Parish Hospital, Central Louisiana State Hospital, Pinecrest State School and was a partner and president of Rapides Radiology Associates, Inc. Carnahan was one of the founders of the Rapides Symphony Orchestra, serving as president and an active performing member.

1943

Eastham Waller Dudley, Trustee Emeritus of Washington and Lee and a prominent Northern



Virginia attorney, died May 28, 1986, in an Alexandria, Va., hospital. He received his B.A. degree in English and, following service in the U.S. Navy during World War II, returned to Lexington to earn his law degree from W&L. A partner in the Alexandria law firm of

Booth, Prichard and Dudley, he was extremely active in the Virginia Bar Association, serving as its president in 1971. He was also a fellow of the American College of Trial Lawyers and the American Bar Foundation. Active in many civic organizations, he was chairman of the Alexandria Industrial Development Authority, director of the Alexandria National Bank, a director of the First American Bank of Virginia, a vestryman of St. Paul's Church, and a trustee of the Virginia College Fund. He was a member of Omicron Delta

Kappa and Phi Delta Phi honorary fraternities. Dudley served as president of the Washington and Lee Law Alumni Association. In 1971, he became the second Trustee to be nominated to that post in a ballot of the University's alumni. He was a member of the Board for 12 years. He is survived by his wife, Letty Waugh Dudley; a daughter, Carter Dudley Flemming of Alexandria; and two sons, Waller T. (Beau) Dudley, '74, '79L, of Alexandria, and Luther H. Dudley II, '76, of Charlotte, N.C.

Charles William Swinford, chancellor of the Episcopal Diocese of Lexington, Ky., died April 27, 1986. Swinford, a member of the executive council and board of trustees of the diocese, had been chancellor since 1980, previously serving as assistant chancellor. He was a professor of canon law and ecclesiastical policy at the Episcopal Theological Seminary of Kentucky and was a member of the seminary's board of trustees. Swinford served as a Fayette County commissioner from 1958 to 1965 and was a senior member of Stoll, Kennon and Park law firm. He was past president of the Fayette County Bar Association and a member of the Kentucky and American Bar associations and the American Judicature Society.

1945

Joseph Michael Zamoiski II, chairman of the board for the Baltimore-based Zamoiski Co., a wholesale distributing firm, died April 27, 1986. Zamoiski had worked for the family firm since the end of World War II and was instrumental in its growth into a 500-employee consumer goods distributing company. During World War II he served with the 5th Air Force in the South Pacific. Active in politics, Zamoiski served on President John F. Kennedy's inaugural committee, was an adviser to the Small Business Administration in the early 1960s, and worked on President Lyndon B. Johnson's election campaign. He received a presidential commendation for community service in 1974 from President Gerald R. Ford. Associated with Big Brothers for more than 20 years, Zamoiski was honored by having the Washington headquarters building named after him. He was a 32nd degree Mason and a member of the American Legion, the Rotary Club, and the Washington Bullets advisory board.

1947

Max Hale Dennis, former member of the Ohio House of Representatives and Senate, died April 24, 1986, in Cincinnati. Beginning his long career of public service as a lawyer, he served as an assistant attorney general of Ohio and was at one time city solicitor of Wilmington. Dennis served as a representative to the Ohio House of Representatives and served five terms as Ohio state senator from 1963 to 1977. He raised standardbred race horses at Oaklawn Farm and became involved in the Clinton County Fair program as leader of the Clinton County Horseman's Association. Dennis was a member of the board of trustees at Central State University and a proponent of development of the Wilmington Air Park.

1948

Max Hale Dennis (See 1947).

1950

Clovis William Moomaw of Broadway, Va., died May 9, 1986. Moomaw worked for the National Fruit Product Co. in Timberville, Va., before joining the Shen-Valley Meat Packers. At the time of his death, he was employed by Carrs Tire

Distributors in Harrisonburg. He was a veteran of World War II.

John Victor Pearson of Luray, Va., and formerly of Lexington, died April 9, 1986. He was a retired International Harvester farm equipment dealer. Pearson was a veteran of World War II, serving for four years in England. He was a member of the Scandian Grove Lutheran Church and a Paul Harris Fellow in the Luray Rotary Club.

Edward Polk Tatum Smith Jr., a Roanoke, Va., attorney and president of Donner Corp., died May 16, 1986. Smith, a graduate of the U.S. Naval Academy and George Washington University, moved to Roanoke in 1963 as president of Universal Ball Co. In 1969 he joined the Donner Foundation, which awards grants primarily for medical research. He also practiced business law in Roanoke. Smith served as a Navy lieutenant in submarine service in World War II and had been on the North Cross School Board.

1955

William Edward Moore Jr. of Waynesboro, Va., died May 28, 1986. Moore was a member of Kappa Alpha fraternity and was a retired cataloguer for the Waynesboro Public Library. He was a member of St. John's Episcopal Church.

James Whittier Lewis, headmaster of the Holton-Arms School in Bethesda, Md., died June 9, 1986, at George Washington University Hospital. He was headmaster at Holton-Arms since 1969 and was previously assistant to the headmaster, teacher, and coach at The Landon School in Bethesda. He was also president of the Associa-

tion of Independent Schools of Greater Washington. A native of New York City, he served in the U.S. Army in the 1950s. In addition to his bachelor's degree from W&L, he earned a master's degree in guidance and secondary school administration at American University. During his tenure at Holton-Arms, he presided over the construction of a new library, art room, and computer center and an upgrading of the academic program.

1961

Dr. James Allen Vann III, authority on early modern German history and professor of history at Emory University, died May 4, 1986. Vann, a *summa cum laude* graduate of Washington and Lee, also earned degrees from Harvard University. He taught at the University of Michigan for 15 years before joining the Emory faculty. He was the recipient of several fellowships including the Fulbright, Woodrow Wilson, Kennedy, and the American Council of Learned Studies. Vann was inducted as an American Associate into the Venerable Order of the Knight of the Hospital of St. John in Jerusalem by command of Queen Elizabeth II. He served on the advisory committee of the Birmingham Museum of Art and was a member of the Church of our Savior in Atlanta.

1967

Jon Allan Kerr, a Leesburg, Va., attorney, died March 13, 1986, of a heart attack. Prior to opening his law office in Leesburg, Kerr was a partner in the Washington, D.C., firm of Hudson, Creyle, Koehler, Tacke & Bixler. He received his undergraduate degree from the University of Virginia.

Society and the Professions 1986-87 Ethics Seminars

Each year Washington and Lee's innovative program in applied ethics, Society and the Professions, sponsors three-day seminars as integral parts of the program's curriculum. There are four such seminars during the course of the academic year—the Legal Ethics Institute, the Business Ethics Institute, the Journalism Ethics Institute, and the Biomedical Ethics Institute.

During each seminar, practicing professionals in the fields of medicine, business, law, and journalism come to the Washington and Lee campus to participate with the students in discussions of ethics. As part of the discussion, these visiting participants present actual case studies.

In addition to the discussions, each seminar features a keynote address given by a nationally prominent speaker.

If you are interested in learning more about the seminars or in being a participant in one of them, please contact Dr. Louis W. Hodges, Director; Society and the Professions; Newcomb Hall; Washington and Lee University; Lexington, Virginia 24450.

The dates for the 1986-87 seminars are:

**November 7-9
Legal Ethics Institute**

**November 14-16
Business Ethics Institute**

**March 27-29
Journalism Ethics Institute**

**May 22-24
Biomedical Ethics Institute**

And Furthermore

Letters to the Editor

Defending the Theatre

EDITOR:

As a 1985 graduate of the theatre program at Washington and Lee, I felt that I had to respond to Mr. Frankenberger's letter (May/June issue of the *Alumni Magazine*).

To say that the situation at the Troubadour is perfect would be a disservice to the program and to W&L in general. But to imply, as Mr. Frankenberger does, that the program is a joke is an even greater disservice.

I can't speak for the program that Mr. Frankenberger went through, but I can, and will, speak of the education I received as a theatre major at W&L.

First, I was taught the classics that Mr. Frankenberger says are missing. In courses taught by Professors (Albert C.) Gordon and (Joseph) Martinez, as well as associated English courses taught by Professor (George) Ray, we studied the works of Aeschylus, Sophocles, Euripides, Shakespeare, Moliere, Wilde, Shaw, O'Neill, Wilder, Williams, and others. Theatre literature and history are not areas that the department overlooks.

While the theatre may not be at the forefront of University life, it is not an uncommon sight to see administration officials, deans, department heads, and other University personnel in our audience on any given night. For the most part, they are interested in what we are doing and have many useful and insightful comments, questions, and criticisms of what is taking place in the theatre.

I cannot judge Rob Mish's comparison of W&L's program with graduate school, but I think I will find out more when I begin work this fall on my own M.A. degree. I do know, however, that my education was sufficient to get into graduate school and to get a teaching assistantship.

About the only truth I found in Mr. Frankenberger's letter was in some of his comments about the Troubadour. No one knows better than the theatre majors the problems inherent in working there. These problems taught us to think and ultimately solve them, which I believe is the purpose of any University department.

In closing, I have to object to Mr. Frankenberger's denigration of four faculty members he has probably never worked closely with. After having worked for four years with Al Gordon, Tom Ziegler, Joseph Martinez, and Skip Epperson, I can readily attest to their ability and professionalism. I think I speak for others as well as myself when I say that I don't consider the work I did for four years a joke, and if Mr. Frankenberger would care to take me up on that point, I'm available.

BRIAN P. O'RIORDAN, '85
Tempe, Ariz.

On South Africa

EDITOR:

February 8, 1986, is a date which shall live in shame on the Washington and Lee campus. It is a day in which its leaders turned their backs on the aspirations for freedom which have been enter-

tained by the tyrannically repressed black majority in South Africa.

This act which was taken on February 8, 1986, has signaled to the world that the spirit of the old South (sanctioning profit, comfort, and fiduciary benefit for the few at the expense of slavery, repression, and apartheid) is alive and well at Washington and Lee. This spirit is present although we are on the threshold of the 21st century.

We persevered in our request [for divestment] with the hope that reason and sensitivity to the principles of simple justice would move the Trustees of a small modern university to exercise a unique opportunity for leverage for the cause of a subjugated people.

Now we fear this unenlightened Board decision will filter down to other areas of our University. It is possible that good faculty members will leave discouraged while at the same time leaving a remnant which is incompetent to teach the dreams of freedom and reason to the upcoming generation. We feel at this time that we cannot in good conscience recommend that our children or the children of others enroll in Washington and Lee.

JOHNNY E. MORRISON, '74, '77L
Portsmouth, Va.

RALPH W. BUXTON, '65
Portsmouth, Va.

OWEN R. EASLEY JR., '45
Chesapeake, Va.

EDITOR:

I was disappointed in the *Alumni Magazine's* reporting of the Board of Trustees' decision not to alter the University's policy with respect to companies doing business in South Africa. You did report that the Trustees stated that while "the South African policy of apartheid is unconscionable and intolerable, divestment is not the best way to help effect a change in that policy." You did not report why the Trustees feel that divestment is not the best way to help effect a change in that policy, and I am very disappointed that you didn't.

Would I be correct in assuming that the real reason is that the Board of Trustees doesn't have the moral courage to make the hard decision to divest? I tend toward this assumption because you reported that the Trustees chose to examine ways in which the University "as teaching institution and not as investor" could respond to the South African situation. This sounds very much like a weak rationalization. It sounds like the Trustees have employed a double standard. Why can't the University be consistent in its policies both as a teaching institution and as an investor?

There appears to be a blatant hypocrisy here, one which is not only at odds with the liberal arts

tradition of the University, but which also represents an obviously flawed process of reasoning.

I won't argue that it wouldn't be a good idea for the University "as a teaching institution" to explore scholarship opportunities for black South African students, sponsor lectures on South Africa, etc., as the Board of Trustees has suggested. It is a good idea. But these measures by themselves amount to little more than a gesture. It is perfectly obvious that they won't do a hundredth, not a thousandth, as much good as the divestment of thirteen and a half million dollars of University funds. Can't the funds be profitably reinvested?

I very much need a more complete explanation. Without it I must assume that the University's policy with regard to this situation is either morally dishonest or stupid. Again, my original question—why does the Board of Trustees feel that divestment is not the best way to help effect a change in apartheid?

I feel that the University is passing up an excellent opportunity to take a leadership role in a crucial area of human affairs. I would hate to think that the liberal arts ideal at Washington and Lee is really little more than something country club boys play around with when they aren't counting their money. I know it is much more than that to the great teachers I had at W&L, many of whom are still there.

RUFUS D. KINNEY, '69
Jacksonville, Ala.

(Editor's note: Anyone wishing to obtain the complete copy of the Board of Trustees' statement on South Africa may do so by writing the Alumni Magazine, Reid Hall, Washington and Lee University, Lexington, VA 24450)

The Hitler Quandary

EDITOR:

It is fortunate to have received a liberal education, which the author of "The Hitler Quandary" (May/June *Alumni Magazine*) salutes in his article, for without it one may believe the wrongful underpinnings postulated by the author.

Although the article is exhaustively false in its premises and speculations, it is instructive without also being exhaustive to examine at least one of its silly notions. The article reckons Hitler as the greatest figure of the 20th century. Einstein, also a German of this century, is not as "great" as Hitler in the "value-free" sense in which the article claims to measure. Either the great figure standard is not "value-free" as the author portends or Hitler is a midget when compared to many people in his time and in his state.

Without addressing the other wrongful notions presented in the article it is hoped that the author can do something useful such as provide information on Wehrmacht officer Kurt Waldheim. On the eve of the 40th anniversary of the Nuremberg War Crimes Tribunal, abstract postulation of the benefits derived from the second World War is, at best, misplaced mental masturbation.

DAVID W. MELDMAN, '79L
West Bloomfield, Mich.

Correspondence should be addressed to The Alumni Magazine, Reid Hall, Washington and Lee University, Lexington, Virginia 24450.



Follow The Generals This Fall

FOOTBALL

Sept. 13—Emory & Henry	HOME
Sept. 27—Centre	Away
Oct. 4—Randolph-Macon	HOME
Oct. 11—Maryville	Away
Oct. 18—Hampden-Sydney	HOME
Oct. 25—U. of the South	HOME
Nov. 1—Bridgewater	Away
Nov. 8—Ursinus	HOME
Nov. 15—Allegheny	Away

WATER POLO

Sept. 12-13—"Fall Classic"	HOME
Sept. 19-20—S.E. Varsity Invit.	Away
Sept. 27-28—Va. St. Champ.	HOME
Oct. 3-5—Southern League	Away
Oct. 10-12—N.E. Varsity Invit.	Away
Oct. 18-19—Southern League	HOME
Oct. 24-26—USWP In. Champ.	TBA
Nov. 2—So. League Champ.	Away
Nov. 7-9—Eastern Champ.	Away

SOCCER

Sept. 17—Shenandoah	Away
Sept. 20—NC Wesleyan Tourn.	Away
Sept. 21—NC Wesleyan Tourn.	Away
Sept. 24—Mary Washington	Away
Sept. 27—U. of the South	HOME
Sept. 30—Newport News App.	Away
Oct. 4—Greensboro	HOME
Oct. 8—Roanoke	Away
Oct. 11—Messiah	Away
Oct. 15—V.M.I.	Away
Oct. 18—Gettysburg	HOME
Oct. 21—Eastern Mennonite	Away
Oct. 25—Hampden-Sydney	Away
Oct. 29—Lynchburg	HOME
Nov. 1—Maryville	HOME
Nov. 3—Averett	HOME

MEN'S CROSS COUNTRY

Sept. 27—Mary Washington/ Washington	HOME
Oct. 4—Norfolk State/ Roanoke	Away
Oct. 11—Catholic	Away
Oct. 18—Va. Commonwealth	Away
Oct. 25—Bridgewater/ W. Va. Tech	Away
Nov. 1—Lynchburg/Hamp.-Sydney/ E. Mennonite	Away
Nov. 8—ODAC Champ.	TBA

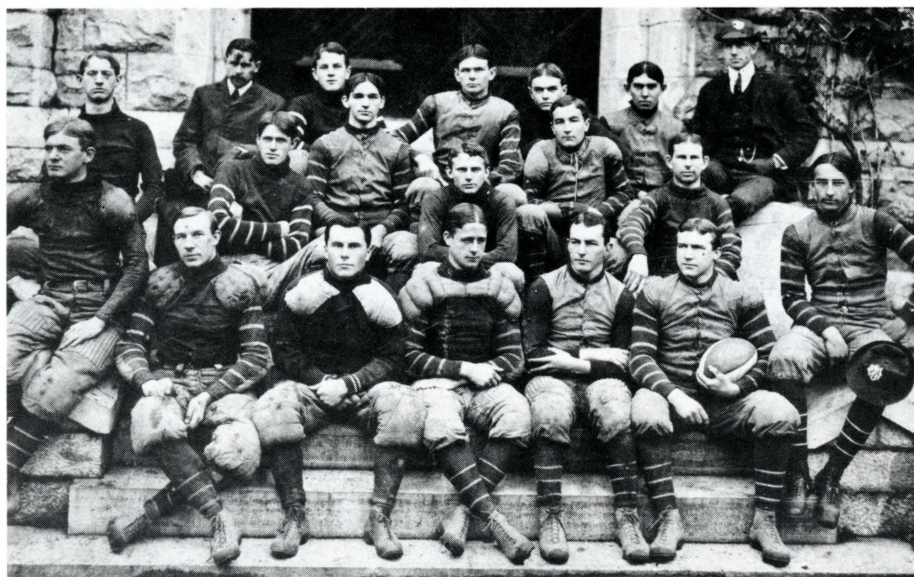
WOMEN'S CROSS COUNTRY

Sept. 27—Emory & Henry	HOME
Oct. 4—Norfolk State	Away
Oct. 11—Div. II & III State Meet	TBA
Oct. 18—Va. Commonwealth	Away
Oct. 25—West Virginia Tech	Away
Nov. 1—Lynchburg/E. Mennonite Mary Washington	Away

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Homecoming '86

and

Five-Star Generals' Reunion

October 17-18

Friday, October 17

- 11:30 a.m.—The John Randolph Tucker Lecture, Lewis Hall
- 5:00 p.m.—Alumni Reception honoring the Homecoming Queen Court, Alumni House
- 8:00 p.m.—Five-Star Generals' Reunion Banquet

Saturday, October 18

- 9:00 a.m.—Water Polo—Generals host Southern League tournament, Twombly Pool
- 11:30 a.m.—Alumni Luncheon, Athletic Fields
- 1:30 p.m.—Football: Generals vs. Hampden-Sydney, Wilson Field
- 3:00 p.m.—Soccer: Generals vs. Gettysburg, Smith Field
- 4:00 p.m.—Alumni Reception, Alumni House

For more information, write:
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Washington and Lee Alumni Inc.
Lexington, VA 24450