

## Class of 1974 History

By William R Hackett PhD, PG

### **AUTUMN 1970 – THE FRESHMEN ARRIVE**

Key events that would dramatically impact our first few years of college life actually took place before we arrived on campus. In the Spring of 1970 we were still carefree high-school seniors about to graduate, largely oblivious to national and world events. It was a time of American civic unrest, a time of escalating tension between the emerging progressive elements of American society as represented by university student groups, and the Traditionalist elements of American society. Between these two largely generational extremes lay a silent majority of people, including the neophyte high-school graduating classes of 1970, who were either bewildered or oblivious to the widening social chasm that centered on the Vietnam war, U.S. draft policies, and policies toward Indochina that were escalating the war. Nationwide campus unrest jolted many people from their ambivalence. On May 4, 1970, four demonstrating students at Kent State University were killed and others were wounded in a violent confrontation with National Guardsmen, sparking student demonstrations and the formation of Strike committees on campuses across the country. Franklin and Marshall College and the city of Lancaster were a microcosm of this broad conflict. In early May 1970 a Peace Festival and march from Buchanan Park to downtown Lancaster was organized, involving more than 1,000 people. A number of student Strike committees, working out of Hartman Hall, were organized to direct local and national efforts in the anti-war movement. With tensions heightened by student dissatisfaction with several College administrative decisions, a student strike was organized, the doors of several campus buildings were chained and students posted themselves at the doors. Administrative offices were briefly occupied, fortunately without damage. Although the College did not seek injunction against the blocking of classes at that time, the F and M community struggled to deal with the unfolding events, wanting to achieve a balance between two principles of liberal-arts education that had been thrown into conflict: individual freedom of self expression vs. the academic freedom of the College community at large. In the aftermath, a May 8, 1970 editorial in the College Reporter lamented, "The faculty-Senate option permitting students to take the grade they had earned as of May 4 has precipitated some serious conflicts between students and faculty in their attempts to mediate a close to this nightmarish semester ..."

This was the crucible that we, the clueless freshmen, were about to enter.

In late September, 1970 Art McClanahan of the College Reporter observed, "There are times when a whole generation is caught ... between two modes of life, with the consequence that it loses all power to understand itself and has no standard, no security, no simple acquiescence.' This quote from Steppenwolf by Hesse aptly describes the generation of radicals who now inhabit the nation's colleges and universities. It points out that in devoted and dogmatic radicalism, there is an inescapable chasm into which the unwary may fall. The college radical of today is indeed caught between two ages- that of the

‘establishment’ and that of the student who earnestly and honestly questions what he hears and does not believe half-truths.”

We entered as F and M freshmen in the autumn of 1970. But who were we, numerically and demographically? According to a College Reporter interview with Director of Admissions Ronald Potier, admission to the College was more selective for men and about the same for women in the second year of coeducation. Potier described the College’s transition into coeducational admissions as almost a textbook case of such a change. Two thousand five hundred men had applied to the College, 365 of them entering as freshmen. Of the 1200 female applicants, approximately 150 were included in our class. The class of ’74 thus began with about 520 members. Examining the geographic distribution of our class, Potier remarked that again most of us were from the Northeast, with an emphasis on New York and Pennsylvania; the College would again host a number of foreign students in International House in the New Dorm.

Letters to the editor showed an increasing number of students concerned about the role of the student in collegial governance, and innovation in the curriculum. Financial aid to entering students went down in 1970, a side effect of the College’s serious financial deficit. Our SAT numbers rose by about 10 points, to an average of about 608 Verbal and 615 Math. F and M tuition, fees, room and board for the 1970/71 academic year were \$3,460. [Note: at the time of this writing in 2009, tuition, room and board are about \$50,000.]

As incoming freshmen we were members of the 3-H club: Hopeless, Helpless, Hungry. And we may also add, Horny. Although the latter would remain an intractable problem in the coming years, the other three H’s were addressed by a well-meaning College community. A CR editorial on Freshman Orientation quipped, “Small seminars were set up with students and faculty and the ensuing ‘open discussions’ were generally hindered ... by the freshmen’s being scared silly because they were freshmen in their first few days of college. Even the best of the discussions were ... frustrating because they introduced very serious problems that could not possibly receive adequate attention in two days. Requesting that freshmen read certain books isn’t a bad idea, but there are plenty of people who will request that of them in their first week.” Another late- September editorial was “Nauseated: Saga Food Service is ... one of the most costly in the country and the students had a right to higher expectations. The dissatisfaction is mounting this year, and for the gastronomic peace of all, we feel it’s better to draw issues of searing relevance like food quality into a public forum before they become confused with other things like faculty tenure and the curriculum.”

Issues of faculty tenure and curriculum were indeed on the front burner. Along with students, the faculty were also trying to sort things out. In an atmosphere of fiscal and cultural instability, a number of faculty chose to leave F and M, some graciously and others not. Henry Mayer, an outspoken and progressive member of the History faculty, became a center of conflict in that department and a focus of student support. He eventually set up a one-man expatriate department, delivered off-campus lectures to a small audience of the willing, and became known as “The Peoples’ Professor.”

By the mid-autumn of 1970, nationwide campus unrest had largely subsided, and F and M students settled into the cloistered normalcy of college life. Jimi Weiner of the College Reporter wrote, "Woodstock Spirit Lost Last August: After the screams of half a million freaks and the roar of adult indignation over Woodstock died away, I was left with a strange sense of mission. We had all fervently agreed that nothing would ever do us what three days at White Lake had, but secretly, we all began a search for something that would again spread the divine word of the gods of our generation."

The autumn 1970 headlines of the CR declared, "College Approves Final Phase of Design for Student Center," "Freshmen Rush Begins October 5...," "Saga to Form Group to Review Food." Sarcastic editorials, many of them critical of the student body, characterized the CR. These were accompanied by amusing, often banal Letters to the Editor such as one that complained, "Anything But Dips. There seems to be almost universal dislike for the totemic nickname Diplomats ('Dips' for short) for teams representing F and M. While our traditionalists might argue that the name is derived from the occupation of one of our original benefactors, that defense is rather weak. With the same logic, the traditionalists could support the F and M "Inventors" or "Scientists" or "Kite-Flyers." Language usage changes with time. The term "Dip" is frequently used as a euphemism for less-than-complimentary meanings."

In 1970 The College Reporter gave muted praise to the Student Union Board (SUB): "Rising above the temptation to make a lot of money through its concerts, the SUB has elected to bring some sophisticated entertainment to F and M this year. Particularly in the case of Laura Nyro, whom many students recognize only by name, the Board has chosen quality over the crowd drawing (and consequently money-making) capabilities of such superb talents as the Archies or the 1910 Fruitgum Company. We understand that not everybody can be satisfied by the type of entertainment SUB offers but we also recognize their attempt to give us something more than might ordinarily be available."

Student accommodations, both on- and off-campus, were a subject of constant discourse. Thefts of stereos, wallets and checkbooks had swept the College dormitories in October 1970 and would continue to plague us for the next four years. The long history of F and M student living accommodations was reviewed in the College Reporter by Art McClanahan: "Fraternities Exhibit Many Changes To Accommodate Student Desires. Fraternities began at F and M in 1854 when the Phi Kappa Sigma and Chi Phi fraternities received charters from parent organizations, Phi Sig from a group at the University of Pennsylvania and Chi Phi from the initial chapter at Princeton. As these fraternities were beginning, so were local clubs that developed into national chapters. The Paradise Club (Kappa Sigma), the College Ralston and later Marshall Club (Phi Kappa Tau), the Totem Club (Pi Lambda Phi), and the Franklin Club (Sigma Pi), offered a home to students of Marshall College who had come to Lancaster and the newly founded Franklin and Marshall College. These early clubs did not own houses but rented space in buildings for meeting rooms and made arrangements for dining facilities. The College erected Harbaugh Hall, but it served as a dormitory and dining hall only for freshmen. In 1860, Phi Kappa Psi was founded. Still, fraternities did not have houses of their own. By 1894, fraternities had made suitable arrangements for ... residence and dining. The first of the fraternities to purchase a house was Phi Kappa Psi, ... in 1907. In

1910, the College began to encourage fraternities to build chapter houses, ...(with) designs to be approved by the College and the chapter's conduct to be regulated by the faculty. This decision came at a time when the College did not offer any dormitory space, and therefore the fraternities were in the housing business for the College. The first request to build a house on campus came from Chi Phi in 1926. This was followed for two years by the recommendation that fraternities be allowed to build on campus. This initial role of offering housing was carried on even after Meyran and Dietz Halls were constructed. During the second World War, aviation cadets were housed in the Phi Kappa Psi, Phi Kappa Tau, and Sigma Pi fraternity houses. In the late 1950s, the College undertook an accelerated dormitory building program. Marshall-Buchanan Hall was built in 1956, Schnader Hall in 1959 and the Benjamin Franklin Residences in 1964. No longer were fraternities the ... only place to live. They had to concentrate on developing into viable social and recreational facilities."

By the autumn of 1970 the campus cultural wars had abated from on-the-ground, student-led disruptions to an exchange of heated letters in the College Reporter- a 1970s version of 21st century online blogging. And a new, insidious threat had emerged: crippling fiscal deficits threatened the very existence of the College. Headlines revealed the implications of the crisis: "Spalding Calls Deficit 'Precarious,' College Considers Tuition Hike to Combat Shortage; College May Drop Professorial Posts to Curb 'Precarious' Budgetary Deficit; Budgetary Cuts Could Result in Termination of 7 Sports; College Takes Various Steps to Cut Impending Deficit. Jimi Weiner of the CR analyzed the situation, "As inflation continues to rise, as college enrollment soars, and as costs go up, less money is available to universities. The result is widespread financial crisis on many college campuses today. According to Dartmouth College President John Kemeny, 'Higher education, both public and private, is facing its most serious financial crisis in history.' Not only have several small colleges already closed their doors, but schools of national prominence ... also face serious problems. Donations from all sources of College aid have fallen off. Business, as well as the American public in general, is angered at rising campus unrest and, as a result, is giving less to colleges. As far as federal funds are concerned, there is a singular lack of enthusiasm for supporting higher education generally, or private higher education in particular. Public discontent with campus affairs has been blocking local and state legislation for aid to colleges. Lt Governor Paul Simon of Illinois has predicted that 'Unless there is substantial financial assistance from the states ..., one-third of the present private colleges in the nation may no longer be in existence by the end of the decade..."

An early October CR editorial ominously suggested that the College "Trim The Fat. The College is currently suffering from a budget deficit in excess of \$400,000. We would like to offer a simple suggestion which would erase a \$32,000 expenditure from the College's budget. This year there are 39 upper classmen who hold the title of dorm counselor. As most students who have at one time or another lived under one of these person's care knows, dorm counselors have the weighty responsibility of being around once every couple of days to unlock doors for people who have lost their keys... "

In a darkly humorous spoof on Friday the 13th of November, 1970, Joe Becker wrote, "College Procures Funds From State. The Pennsylvania General Assembly recently voted to

appropriate \$990,000 to the College in state funds, making F and M a state college next year. 'It is indeed regrettable that F and M must become a state college. Our admission standards will, of course, become less rigid...' said President Keith Spalding. 'Governor Shafer told me that, in all probability, F and M will be the Lancaster Campus of Millersville State next year.' Another factor which should be considered, Spalding continued, 'is that the Class of 1971 will be the last to receive M and M diplomas. All freshmen, sophomores and juniors, if they remain at F and M, will be awarded Millersville diplomas.'

The negative public image of higher education, following several years of campus unrest, was coming home to roost. Director of F and M public relations Bruce Holran explained that in light of national campus unrest and the fiscal problems faced by F and M and other American colleges, many people had formed "misguided conceptions concerning unrest, changes in F and M policy, and higher education in general. They've never had a chance to talk with anyone who can give them a first-hand account of what exactly is happening at F and M." Holran and other administrators had been meeting with groups of Lancaster citizens. In a CR Viewpoint article of December 4, Art McClanahan reflected on the higher education crisis: "The financial crisis now confronting higher education is, at least, disturbing both to parents and to students. The average cost rises some ten percent per year, and the services offered diminish... At many schools, the number of course offerings is being diminished; the number of faculty cut; and in many of the small private liberal arts institutions, serious consideration is being given to eliminating intercollegiate athletics. There are several explanations for the current crisis. First, there is the economic spiral that is forcing the cost of living upwards. Connected with this is the declining stock market. Many of the endowments of the nation's colleges and universities are comprised of investment portfolios on the New York Stock Exchange. Secondly, much of America (over 30) was against the sometimes violent campus reaction to the presidential move into Cambodia and policy in Vietnam. Recent surveys have shown both that President Nixon is the most popular man in America and that better than 60 percent of the American population responded favorably to the current Indochina policy. Thirdly, because of economic factors, the donations to colleges and universities are dropping. Said Frederic Ness, president of the American Association of Colleges, "There is a singular lack of enthusiasm for supporting higher education generally, or private education in particular.'

"Small private liberal arts institutions are suffering the most. These are the schools training and educating middle class America - those who are neither rich nor poor. Generally it can be said, the conflicts last spring began in two places - the "Ivies" and the large state institutions. The remainder of the students were caught up in the middle, not knowing or thinking of the consequences - which were clear enough and are now being felt. In California, voters rejected a \$246 million bond issue for medical and dental facilities. Maine taxpayers voted down a bond issue for construction at the University of Maine. Seven of the Ivy League schools incurred budgetary deficits last year. Columbia, the scene of the violent strike of 1968 and confrontations of 1969 and 1970, has had budget problems for the last two years. This can be seen as a direct negative reaction to the conflicts. More students than ever are enrolling in the nation's colleges and universities. With increased student population, costs go up because of mere numbers, and costs are rising along with the rest of the economy. With these gloomy reports... it would not be unreasonable to assume that if

the current trend does not reverse itself, many of the nation's small private colleges will not exist in their present form in 1980. ...Aid is important because 1980 may see an average for four years of college becoming something like \$28,000 ...."

Such problems as the sustainability of F&M were deemed by many of us to be not only depressing but also less important than going to fraternity parties, football games, and concerts. We concerned ourselves with study and entertainment : "Taylor and Farina to Appear in SUB Concert; WWFM Requests Educational FM Status From FCC." And venting: "Group Airs Anger Over Faculty Cuts." We were 18 years old; our social and environmental awareness was blossoming: "Opening the series of lectures and panel presentations on the theme of overpopulation and the quality of life, George Alexander, science editor of Newsweek magazine, spoke on the topic of "Overpopulation – A Threatening Catastrophe." This was the first lecture of the week of concern sponsored by the Lancaster Air, Water, and Population Action Group.

"Within the next 30 years the world's population will double from some 3.6 billion people to almost 7 billion," according to Alexander."And of those 7 billion, only 1 billion will have sufficient food, technology and resources to live a comfortable life. The other 6 billion will live a life of 'malnutrition, hardship and deprivation,'" Alexander continued. [Note: in the year 2000 the world's population was 6 billion, and in 2009, it is nearly 7 billion.]

Thus ended calendar year 1970 and our first semester as F and M freshmen. Most of us returned home for the holidays and awaited our academic results. For most of us, grades were sources of personal pride and self-esteem, and served to justify the financial sacrifices of our families. For some, including upperclassman CR writer Jimi Weiner, a more poignant factor than the academic experience was in play, for the Vietman war had not yet ended: "Has anybody thought about the draft lately? Chances are, if you aren't graduating this year, or are a co-ed, you haven't. I've had a good chance to think a great deal about our redoubtable Selective Service lately, since I have been classified 1-A and must appear for my physical within the week. ...The true absurdity of the war hit me flat in the face. ...at least one senator this year has been quoted as saying, 'I'm tired of rich kids who just happen to be able to afford college being exempt from the draft.' Stirring, but not what many students have in mind these days..."

### **SOME IMPORTANT EVENTS OF 1970**

The Kent State shootings of May 4; first Earth Day, April 22; Environmental Protection Agency (EPA) created; Monday Night Football begins; World Trade Center is completed; The Beatles release Let It Be, their last album; Apollo 13 nearly turns into a disaster; floppy disc invented; eighteen-year-olds given right to vote in federal elections; bar codes are introduced for retail and industrial use; American soldiers found guilty of murdering entire village of Vietnamese civilians.

In 1970 the average costs of a new house and new car were \$23,400 and \$3,900; the average annual income was \$9,350; a gallon of gas cost \$0.36.

### **F and M CONCERTS, Autumn 1970:**

Cynara and Laura Nyro

The Guess Who

Charlie Byrd Quintet  
James Taylor

### **OTHER EVENTS OF 1970-71**

Green Room plays: Kidd Affair, Shadowy Waters, Uncle Vanya. The group Student War on Poverty was active. Peace protests were prominent along with the conservative counter-event: Lancaster Loyalty Day. The F&M Film Series featured The Two of us, Juliet of the Spirits and The Loves of Isadora. F&M faced a \$500,000 budget deficit.

### **SOME IMPORTANT EVENTS OF 1971**

The microprocessor is introduced as the foundation of all computers and most things electronic; end of the gold standard for American currency; NASA and the Soviets send first orbiting spacecraft to Mars; the Pentagon Papers are released to newspapers; Bangladesh is created; television cigarette ads are banned; China joins the UN; Supreme Court rules desegregation is constitutional; US and South Vietnam invade Laos; benefit concert organized by George Harrison for Bangladesh, the first of its kind; Computerized Axial Tomography (CAT scan) introduced, the most important medical breakthrough since x-rays; founding of the environmental organization Greenpeace; Disney World opens; Amtrak created; United Arab Emirates is formed; Charles Manson and followers are convicted of murder; debut of new stockmarket index, the Nasdaq.

### **F and M CONCERTS, Spring and Fall 1971**

Roberta Flack  
The Grateful Dead  
The James Gang  
Hot Tuna (included a few members of Jefferson Airplane)

### **SOME IMPORTANT EVENTS OF 1972**

Attempts for Vietnam peace fail; President Nixon re-elected; Nixon visits China; Israeli athletes killed at Olympic games; launch of HBO on cable television; Pong released, the first commercially successful electronic game; Nike running shoes hit the market; George Wallace shot while campaigning; last Apollo mission to the moon and last person to walk on the moon; Nixon visits the Soviet Union; EPA bans use of DDT; FedEx is founded; Watergate burglary committed; Fischer beats Spassky at chess; Supreme Court rules against death penalty; email invented; Nixon signs Title IX of Education Amendments, enforcing full participation of females in academics and sports. WFNM College radio station began. F and M football team undefeated. During late June 1972 Hurricane Agnes, Pennsylvania's worst natural disaster, dumped more than 15 inches of rain in one day onto parts of northeastern PA, causing more than \$11 billion in damages and killing 129 people along the eastern seaboard.

### **F and M CONCERTS, Spring and Fall 1972**

Bad Finger and Pure Prairie League, Ike and Tina Turner, The Beach Boys, Emerson Lake and Palmer, Captain Hook and the Medicine Show, New Riders of the Purple Sage, Whole Oats, Blood, Sweat and Tears

## **OUR SENIOR YEAR, 1973-74**

### **SOME IMPORTANT EVENTS OF 1973**

Energy crisis of the 1970s began as OPEC doubled the price of oil; October war in Israel; Roe vs. Wade decided by Supreme Court; Sears Tower in Chicago completed; Vice President Spiro Agnew resigned; War Powers Act passed by Congress, preventing the President from commitment of US forces abroad for more than 60 days without congressional approval; The Bahamas gained independence from Britain; Nixon released Watergate tapes; Endangered Species Act passed; Tower 2 of World Trade Center opened; Vietnam War ended; US manned Skylab missions undertaken.

### **F and M CONCERTS OF 1973**

Arlo Guthrie, Livingston Taylor, Earl Scruggs Review, Graham Nash, The Electric Light Orchestra

### **OTHER EVENTS OF 1973**

Green Room plays: Undivine Comedy, Birthday Party, Beaux Strategem. Jane Fonda visited campus.

### **SOME IMPORTANT EVENTS OF 1974**

President Nixon resigns; Gerald Ford pardons Nixon; Patricia Hearst is abducted; highway speed limit decreased to 55 mph; Heimlich maneuver developed; girls allowed to play in Little League baseball; Stephen Hawking proposes new black hole theory; first women priests in Episcopal church; President Ford grants limited amnesty to draft dodgers; Freedom of Information Act passed; first pocket calculators become widespread; Mikhail Baryshnikov defects from the Soviet Union; India tests its first nuclear weapon; Henry Aaron tops Babe Ruth's home-run record; Evel Knievel attempts to jump the Snake River Canyon; Comet Kohoutek approaches Earth, is a dud.

### **F and M CONCERTS OF 1974**

Chicago, Juilliard String Quartet, Ars Antiqua de Paris, Horace Silver Quintet, Melissa Manchester

By the autumn of 1973 the energy crisis had replaced Watergate as a focus of national attention. Responding to that crisis, President Spalding announced energy cuts at the College and asked for student compliance.

In late summer 1973, College officials opened sealed bids for the construction of the \$3.8M College Center, designed by architect Minoru Yamasaki, designer of the World Trade Center. The Center was slated for completion in the autumn of 1975.

A September 1973 CR editorial lamented "The Crunch. F and M students and their families have been forced to encounter the grim financial realities of the College rather early this year. They had just barely recovered from the crunch of last year's \$125 tuition hike, when



the College unleashed ... still another \$150 to next year's bill, along with a \$30 increase in board costs. Moreover, President Spalding's letter to parents implied that expenses will (rise) even more during the two subsequent years. In accordance with the Board of Overseers' decision, each student who receives no financial aid will pay a total of \$3995 next year. When the costs of textbooks, supplies, travel and incidental items are taken into account, the total could actually be closer to \$4500. ...We do not pretend to have any viable or informed solutions ... but we strongly feel that the College must aggressively seek out new means of generating revenues as substitutes for potentially detrimental tuition hikes. Such endeavors as increased private investments could prove to be an infinitely more practical way to cope with the effects of inflation."

On September 18, 1973, cranky CR editors observed that "The F and M student has advanced upon a new age of thought. In the late '60s a student was influenced by the Age of Radical Dissent. At the time, it was perfectly reasonable for a student to suspend his education for the benefit of some cause, justifiable or not. Now, however, the student has advanced to a new era, the Age of the Universal Complaint. No matter what is done at the College, it is now perfectly reasonable for a student to complain, whether his gripe is justified or not. ...SAGA food is one entity used for cathartic purposes. The College administration is another target... Nevertheless, the Age of the Universal Complaint is not dangerous. There have been no student strikes for such reactionary purposes as the restoration of the coffee shop; there have been no food riots; there have been no assassination attempts. For this restraint under adverse conditions, the students deserve our commendation."

WFNM, the College radio station, formally received its FM programming license and began its FM broadcasting season in September 1973 with a number of program innovations.

Franklin Schaffner '42, donated a reel of scenes from Papillon to the College's film library. Schaffner, who won an academy award for the blockbuster movie Patton, had assisted the College in establishing a film library including the scripts and prints of Patton, Planet of the Apes, The Best Man and three other feature films he had directed. In the previous year the Schaffner Film Library was dedicated. Schaffner, who had visited the campus several times in the early 1970s, had also won many directing awards for his work on Broadway and television.

Following years of deliberations, in September the Board of Overseers approved an Interim Declaration of Student Rights, Freedoms and Responsibilities, outlining official College policy in these three areas.

The College launched a systematic, long-term tree-planting program to preserve the arboretum nature of the 52-acre main campus. There were more than 20 varieties of trees and shrubs, many of them exotics and some more than 100 years old.

On October 6, groundbreaking ceremonies were held in front of East Hall for the long-awaited College Center. Planning and site selection for a Center was initiated in the early 1940s, but those plans were thwarted by World War II, then by the need to modernize

existing facilities and accommodate returning veterans as the College sought to become a residential institution. Plans were revived in the mid-1960s by the Committee on Student Life, which recommended the College focus on two major objectives: coeducation and the construction of a College Center. Subsequent fund raising for architectural planning and construction was successful. The Center was intended to serve not only as a student union, but also “will have a profound impact as the heart and focal point of the campus,” said President Spalding.

George Bush, Chairman of the Republican National Committee, was sponsored by the Government Club and visited F and M for an hour-long question-and-answer session. During the ongoing Arab-Israeli conflict the F and M student movement to raise money for the Israeli Emergency Fund had been a great success, according to Dr. Jacob Freedman, faculty advisor to Hillel and Professor of Geology.

Bid night was set for November 30, 1973, with several fraternities to accept female pledges. For the first time, women were considered for pledging at two of the houses, Pi Lambda Phi and Kappa Sigma. There was coed dining and many of the houses had invited women to visit as they decided whether they too should go coed in the future.

“It is difficult to write about a losing effort by the Diplomats since none has had to be written in almost two years. But there is no need to have a eulogy over the Widener loss. F and M was the better team on the field.” In subsequent weeks the football team would go on to win the Southern Division Middle Atlantic Conference title, its third in a row. “Starting off the season in the shadow of the previous year, the '73 team, under brilliant leadership and coaching, built itself into one of the finest football teams in F and M history.”

Vote! “This year’s Senate elections are being approached with a considerable measure of apprehension. Last year, the Class of 1974 forfeited its Senate representation by failing to achieve the required 50% voting turn-out. ...one might say that this year’s elections have an added ingredient of suspense – not over who the victorious candidate will be, but over which classes will get their Senate seats and which classes won’t.”

The end of an Era? “Just a few weeks back, F and M had it made as far as ‘big-name’ concerts were concerned. Now, however, F and M appears to be out of the major concert market. Some outside promotional agencies... have concluded that performances at F and M can no longer guarantee them substantial profits. ...Under the present system, SUB has virtually no guarantee that any concert ... will actually take place. If the College and its students are not to abandon all hope for the future of on-campus entertainment, serious thought must be given to a system through which SUB would have total control over the promotion of concerts. Black Pyramid has proposed the imposition of a \$20-per-year “entertainment fee” on each student ... to raise the necessary funds. This idea will be subjected to a campus-wide referendum ... and we urge the student body to support it.”

In January 1974, the largest fund raising campaign in the College’s history was concluded. Its goal was to contact and obtain pledges of support from the more than 2000 Lancaster

County alumni, parents and friends of the College for the \$6M "Quality Dimension" campaign. The Lancaster campaign raised \$4.5 million toward its objective.

In February 1974, WFNM suspended its FM broadcasting, due to its inability to comply with FCC licensing requirements and to deliver educational programming, a prime criterion for license renewal. The station resolved its problems and later resumed broadcasting after the Spring recess.

The CR lamented, "The purchase of course textbooks in the Book Shop at the beginning of each semester has always been a particularly vexing endeavor for many F and M students. At one time, part of the frustration stemmed from the long, serpentine lines ... and the seemingly endless wait before one could pay... The costs of many of these textbooks have been outrageous and they have been getting worse every semester. Paperbacks which would have been priced at less than a dollar some years ago now cost as much as \$3.00. ...Some members of the faculty require their students to buy as many as eleven expensive textbooks for their courses, and then only assign one or two chapters out of each book... At the beginning of the present semester, some students had to pay as much as ...\$85 for books."

"A plan which had once been the most attractive idea to come out of the College Senate committees this year has fallen victim to adverse student opinion. The proposed SAGA multimeal-plan systems, as propounded by the Student Meal Services Committee, failed to receive the support of the majority of board students... (who) preferred to stick with the current meal plan. ...The results are rather perplexing. When news of a possible varied meal-plan system first came out, many students were quite enthused with the idea... However, when the cost estimates of the proposed varied-meal plans were revealed, they did not turn out to be the bargains that everyone had banked on..."

"The current peril of Nobel Prize novelist Alexander Solzhenitsyn compels us all to reevaluate our conception of freedom. Solzhenitsyn's expulsion from the land he loves by the Soviet government was provoked by publication of his latest work, *The Gulag Archipelago*, which details the excesses of Stalinism. (It was) the first known expulsion from the Soviet Union since the banishment of Leon Trotsky in 1929..."

"Work on *Oriflamme*, the F and M yearbook, was progressing well, according to editor-in-chief Liza Fisher. The book will be mailed to all seniors in September, free of charge. Ms Fisher feels that many innovations in layout and photographic techniques will make this year's *Oriflamme* quite different..."

"It seemed to be just another routine rainy March day in Lancaster, but ... will be remembered as the day when the latest nationwide fad hit the College. Publicized around campus by a news hungry local television station and the staff of WFNM radio, F and M's Streaking team was to have made its debut around the perimeter of the main campus at 1 a.m. However, ... the estimated 110 participants streaked through the Quad a total of 278 times. The ... campus had its first opportunity to view streaking at 12:30 a.m. when two male students responded to cries from Thomas Hall and North Ben Franklin Residence windows and streaked through the north end of the Quad. Crowds were quick to gather.

(Soon) after the first duo streaked, over 400 students were in the ... Quad, with a nearly equal number lining the balconies, patios and windows of the fronting dormitories. College officials were curiously silent, most taking a "wait and see" attitude. One security officer on the scene ... stated that he was "just an interested bystander."

The "streak-off" attracted as much media coverage as last semester's College Center groundbreaking ceremonies. The night's most unusual streak occurred when a group of 53 streakers ... followed a path which took them ... through Schnader lobby, but not before the leader had purchased a hoagy from Dino... The evening climax came when two coeds became the first F and M women ever to streak. A false rumor that more female streaking was imminent attracted most of the assembled crowd to the Atlee patio, probably discouraging any would-be coed streakers. Although the crowd witnessed a new record for most streakers on a muddy field, they remained somewhat unsatisfied because of a poor female turnout."

The CR editorial staff, continuing its love-hate relationship with the student body, opined that "With the members of the student body currently in heated debate (as exemplified by Letters to the Editor in the College Reporter) over issues such as who should streak and why, the limitations of women's liberation, the Chicago concert, the honesty or dishonesty of committee selection procedures, and Mark Miller's movie reviews, it is inspiring to find a group that is working towards an essential unity of the College community through art..."

Baseball team undefeated; leads league (April 16, 1974).

The 1974 F and M men's lacrosse team finished the season undefeated in Middle Atlantic Conference play, with a record of 10-0. Several of our classmates were key members of that team. Benjamin Bradlee, executive editor of the Washington Post, gave the commencement address and received an honorary Doctor of Laws degree at F and M's 187th graduation ceremonies on June 2, 1974.

Several months after the class of 1974 had graduated and left the campus, the College Reporter published this introspective Sept 6, 1974 editorial: "All the cats want to grow up to be AMA conservative doctors like their AMA conservative physician fathers.' This quotation, supposedly explaining the F and M philosophy, appears in a well known underground college guide. Although only 120 out of the 570 entering freshmen are pre-med, the aphorism can easily be applied to the vast majority of students at the College, most of which are goal-oriented (more so than at comparable colleges). It is a fact that over one half of our undergraduates go on to graduate school. So where ... is the problem? ...some students are not living up to their share of the bargain; that is, making the most of F and M." "F and M can be a mecca for intellectual and social growth if approached with the right spirit. It is important to keep an open mind - to be receptive to new ideas. Most will find the educational process less restrictive than in pre-college years..., with attendance and homework often unsupervised. ...Where all things are optional, you are forced to assume independence. Parental influence is left behind, and you must shape your own ideas as to what to accomplish. If you decide to pursue nothing here but your studies, you will be assured entrance into graduate school, but will have lost out on F and M; you will have alienated yourself from your surroundings. There are too many accessible

possibilities for self-development here not to take advantage of them. The smallness of the school is a distinct advantage. This quality affords the student the opportunity to establish himself/herself. Strike out on your own and do not be afraid of anything- meet people, make friends of your professors, get into East Hall and talk with the administration. You will find them all receptive and willing ... take advantage of their openness. Turn to them for help.”

The College’s 1974-75 operating budget was nearly \$10M, including a small surplus, based on 1,970 full-time-equivalent student enrollment. Construction of the \$3.8M College Center advanced during the summer of 1974, including the pouring of cement for the basement support columns and paving of the below-ground floor. Dirt excavated from the construction site and temporarily stored on Hartman Oval was soon removed.

In late September 1974 the F and M Film Series presented Dustin Hoffman and Jon Voight in *Midnight Cowboy*.

Campus life went on, much as we had left it.

### **ACKNOWLEDGMENTS**

The College in the early 21st century is a thriving institution, with a substantial endowment to ensure its sustainability. This is a tribute to the commitment of all who have loved and supported the College during the past half century- its alumni, trustees, faculty and administration. As a result of their commitment, future generations will continue to enjoy the benefits of an F&M education, at a time in their lives when it will have a strong impact.

It is a pleasure to acknowledge the assistance of Michael Lear, Archives and Special Collections Assistant, Shadok-Fackenthal Library, who provided essential links to the College archives. I am grateful to the past editors, reporters and staff of the *College Reporter*, who over the years have amassed an important record of college life. Finally, I thank my fellow members of the class of 1974 as well as alumni, friends and trustees generally, for their continued financial and volunteer support of the College. Although F&M in the early 21st century is a financially stable institution, we need look no further than our own Class of 1974 history to see that this had not always been so.