Looking back to the spring of 1969 when I took over the office of Editor-in-Chief, I had much fear of all that had to be accomplished, as well as respect for a publication that is the final commentary on all that takes place at Holy Cross in a given period of time. But it was not long before hours of tedious debate over concept and format yielded a highly designed yet freely constructed book, demanding research into new layout concepts, a square graphic page upon which to display a particularly high grade of photography, and an increased amount of carefully constructed copy to provide commentary for the predominantly pictoral essays.

As I continued to consult with the Editorial Board concerning the design of the book, I became increasingly aware that this book would involve tremendous amounts of money, and it was from this point on that I learned to appreciate the expertise with which Jim Kane managed the finances of the book. In addition to this,

That's the point - plunge into American education, and drown. A flow of words and there's nothing in them. That's what they're getting in the classrooms. S. Flynn

I feel certain that I tapped every ounce of patience that Kevin Burns possessed (at one time) to deal with the demands of the Associate Editor's position, having to act simultaneously as assistant editor, managing editor, copy supervisor and secretary.

I knew from the beginning that the concept we had devised for the yearbook would involve new techniques and a higher degree of quality control in design, copy, and especially in photography. I soon discovered that my Editor of Photography, Don Reardon, had gone to great lengths to educate himself in processing and reproducing high grade photography to more effectively serve as my principal (and most often my only) technical advisor. My dependence on Don's photography staff for most of the content of the book was obvious even to the most removed observer, but the demands of quality and the pressures of time were known to few others, and thus their dedication went largely unnoticed even to the Editorial Board.

Designing the book was time-consuming and challenging, and Jay Twarog as Layout Editor of the book organized all the concepts we debated over at length, and converted these into tangible layout patterns when the book went into production. While Jay was figuring out percentage of white space per page, to afford the photography the maximum impact value possible on the square sheet, I diverted my attention to the printed word.

It was my intention very early in the production to enhance the yearbook with a sufficient amount of copy to balance the graphic appearance created by the large photographs and the square page. In addition, I had begun to develop a long-range concept of the yearbook, which involves its meaningfulness long after the Class of 1970 has graduated, and indeed after the reader has looked over the photographs for the fifth time. With these thoughts in mind, I asked Jim Dorey to become Literary Editor of the book, Chris Foley, Copy Editor, and Mark Earley, Assistant Literary Editor. Together, we were able to change the nature of the copy in the
Faculty Section to a printed symposium form, initiate coverage of student opinion in the Activities Section, cover the story of as many sports as possible, and identify each house separately by its members and activities.

Each individual section of the yearbook presented its own particular challenge. Rick Service compiled data for over ninety per cent of the Class of 1970 for the Graduate Section, and confronted the additional problem of laying out this vast amount of information on as little space as possible. The answer lay in the block layout for the photos and the parchment overlays for the biographical information. Bill Gallagher constructed the House Section to promote house individuality and identity, and so employed members of each house to photograph and write their own coverage. The result was an image of house life that is neither limited to weekends nor indiscernable from house to house. Chip Kenney, Faculty Section Editor, together with Mark Earley, Assistant Literary Editor, and the Faculty Section staff had the arduous task of editing and reorganizing information from a faculty symposium into an orderly printed conversation, and of creatively representing all the faculty departments. Dennis Kennelly (well known as the "Deacon") with much help from Jim Freer, constructed a sports section that points up the tragedy of an interrupted football season, the potential of our basketball and track teams, the triumphs of one of Holy Cross's greatest athletes in the person of Art Dulong, and the satisfaction derived from participating in the intramural and minor sports programs. Dan Keating realized early in the fall that total coverage of all the activities on campus was, to say the least, idealistic, and more practically, impossible. He relied on the organizations themselves to supply him with enough coverage to represent accurately both the formal and unstructured activity on campus, and was innovative in publishing student opinion in the areas of government, the Black community, and Fine Arts.

While the liberal weighs his own interests against those of the Blacks, the radical uses the Black movement as simply another vehicle for fermenting "the revolution." T. Dougherty

I would now like to turn from the editorial staffs to the business staffs, which did exceptionally well in making the production of the yearbook financially successful. The task of expanding our sources of income became Gene Gillin's, our newly appointed Development Manager. I am convinced we found two of the most hard-selling salesmen in Tom Gaffney and Bernie Monbouquette to head up our Advertisement staff. Tom more than doubled last year's income for the book, and made full use of our newly acquired rights to the yellow pages in the campus phone book. We were able to set up a tuition payment plan for the cost of the book to compensate for the much-needed raise in price. With this program, Bill Fox, Frank DeMasi and the Circulation staff were already ahead of last year's quotas at mid-term.

Still another source of income was our patron/contributor program which John Schulte organized for Jim Kane. John topped all our expectations and landed a sizable income from a particularly large list of patrons. I would also like to thank Paul Gabuhr for his work as accountant in organizing the tremendous number of expenditure and income transactions that were part of Jim Kane's daily responsibilities.

If we survive as a college, and survive we must, I think that we can say, as few American communities can, that 1969 was one of our finest hours. T. Ford

There are still several individuals who contributed to the quality and diversity of the yearbook who lie outside the Editorial and Business staffs. I am grateful for the time given to the staff by those faculty members who took part in our Symposium, to Mrs. Silvestris of the Personnel Office for typing most of what was recorded, and to Mark Earley, who did much in the way of organizing the typed version into readable copy. I thank Dr. Ford both for his contribution to the Faculty Section and for what he has done to enhance that about which he writes.

I also wish to thank John Day for his commentary in the Strike Section, as well as Tom Dougherty, Joe O'Mealy and Art Martin for their remarks in the Activity Section. We are indebted as well to the staff members who helped the Editors of the House and Sports Sections compile the written copy necessary for their desired coverage. Several members of the Administration went out of their way to aid many different facets of the operation. I would like to thank Fr. Swords and Fr. Nolan, as well as Fr. Pomeroy and Mr. Henry Roy, all of whom helped us set up our tuition payment plan, and to computerize much of our circulation work. I would like to personally thank Fr. Swords for his continual interest in the production of this year's book.

With help from Mr. Pat Sheehan, most yearbook ads will now appear in the yellow pages of the campus phonebook. In addition I would like to thank Miss Donna Wrenn of the Personnel Office for helping with occasional secretarial work.

I would be truly remittant if I did not remember the constant assistance of Mr. John Duffek and Mr. Peter Balesano, and I am indeed indebted to Mr. Ernest Reopel, Mr. Richard Welch, and Dr. Edward Callahan for assisting Rick Service in organizing the publishing party for the book.

I have saved Fr. Alfred Desautels until last, as Jim Kane and I are very grateful for his time and assistance as moderator. We would also extend our appreciation to Mr. Arthur Kohler of Woodland Publishing Co., Inc., for his patience, assistance, and excellent sales service throughout the year.

The editorial and business staffs of the 1970 Purple Patcher wish to acknowledge all those who supported us through Advertising, Patronships and Contributions.

William F. Gotha
Editor-in-Chief of the 1970 Purple Patcher

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The three-hundred and twenty-four page 1970 Purple Patcher was printed by the Woodland Publishing Company of Waltham, Massachusetts. The cover, 160 point board with Cordoba grain and a black overtone rub, was produced by the Delmar Company of Charlotte, North Carolina. The paper used for the endleaves was sixty-five pound Manadnock Velum, opaque cover-fancy finish, and was embossed by the John French Company of Stoneham, Massachusetts. For the color section, eighty pound Warren’s Lustro Offset Enamel was used, and for the rest of the book, eighty pound Manadnock Velum opaque. One hundred and fifty line screening was employed for all half-tones, and pure black ink was used throughout the book. The body type was 11/13 Univers Light, while the headings were 18-36-point Optima. The book was bound by Robert Burlin and Sons of Boston. There are twelve color pictures in the book. These were run on a 25 x 38-inch sheet-fed Harris LWO Four-Color Press. Seventeen-hundred copies of the yearbook were initially printed. The Warren Kay Vantine Studios of Boston were responsible for the senior portraits.
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