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ORAL HISTORY INTERVIEW WITH

FRANCIS X. GALLAGHER

PUBLIC RELATIONS MAN

AUGUST 11, 1976

AUGUST 17, 1976

Transcribed by:

R. Herman

April 23, 1978

Interview with: Francis X. Gallagher

Wilmington, Delaware

August 11, 1976

Interviewed by: Rebecca Button

B = Rebecca Button

G = Francis X. Gallagher

B: This is an interview with Francis X. Gallagher, formerly public relations director at the university and long time resident of Wilmington; educator, public relations man, businessman. Mr. Gallagher has just retired. This is **August** 11, 1976. What would you like to tell us about retirement Frank?

G: Well Becky, after about ten days of retirement I think the most important thing to tell you is that it's perfectly marvelous. Happily I have a number of interests to which to retire. I've often said, as a matter of fact I said at my retirement party that I began work in 1932 but I've never really been to work. I've made my living with my hobby which is work within the framework of the communication arts as you know so well from the days many years ago when I had the pleasure of teaching you and other mutual friends. I fortunately have been repaying for consulting services in the field of business communication by my employer, Hercules Incorporated and am now in the throes of preparing to go to Belgium and the Netherlands on business and to follow that with a long awaited holiday in Ireland, the land of my forebearers, both maternal and paternal, then over to my beloved England for some time before I come home. So, retirement is a time that I look forward to very eagerly. I want to continue to do some teaching

and have some leisure for some studying. Alright dear, speaking about what you're gracious enough to call my education career, I graduated from college in June of 1932, at the age of twenty, the depths of the great depression as we call it and came home to Wilmington, Delaware, where I was born and on my twenty first birthday, July the 8th, 1932, I got all dressed up in a white linem suit and after breakfast drove out from Wilmington to Archmere, the former residence of the John J. Rathscott family at Claymont and met the headmaster for the Michael McKeown. To make a three year story quite short, I came home for dinner that night with a job. Father McKeown said that he could use a young chap such as I on the faculty of this school to be opened in September of 1932, with four priests and and other laymen and I as faculty and my duties were certainly varied. I was to act as choirmaster and organist and form a little glee club if the material were available and to teach English and history and to coach dramatics and to teach public speaking. And because I was the only local man on the faculty, to act as Archmeres' unofficial public relations officer to help make the school better known to the residents, particularly of Wilmington and the surrounding area. I spent three very happy years at Archmere in these varied assignments and some others that I won't take time to mention of course were added. I remember we were having breakfast on the morning of the 13th of September, 1932, the four priests, the other laymen and I and the doorbell rang. Well, you know who answered it, the junior member of the firm, and I opened the door and there were thirteen little boys in knickers with shining eyes looking up into my face and one of the little fellows said, "School open?" And I

said, "Well, now that thirteen of you are here, it is. Please come in." That was the beginning of Archmere and of course the school has prospered and enjoys an enviable reputation in the whole Atlantic states area now and indeed across the country. From there I went into the...in 1935...into the Wilmington Public School System where among others I had the pleasure of meeting you at Warner Junior High School and as I said a number of others in that interesting class who have remained friends of ours and moved in a year or two over to Old Wilmington High School on Delaware Avenue under the inspiring and able leadership of Mr. Clarence Fulmer as principal; Lou Allen as dean of men and taught English and coached dramatics and assisted with some work in economics with Clarence Fulmer until in 1942, Mr. M. Chaney Wagner, assistant superintendent for secondary education of the public schools said, "Frank, I want to draft you out of the classroom into the OPA, the Office of Price Administration as press relations for Delaware and away I went from my dramatics and my English and my course in elementary economics and the indeed hallowed halls of Old Wilmington High, down to the Pennsylvania Railroad Building to the Office of Price Administration, and had a wonderful ten or eleven months there until I was drafted for service in World War II...for very eventful, immensely rewarding, proud years in the Army of the United States in the infantry. A very fortunate guy, wounded slightly a couple of times but I went away very much a buck private and today am in active duty Lieutenant Colonel. After the war was over, I became information and education officer, assistant G Three of the first infantry division, the big Red One and that afforded me the opportunity along with some very able associates, most of them G.I's

with beautiful educations, to open and staff the first and only accredited high school in the history of the Army of the United States. We were affiliated with the University of Maryland and empowered to grant diplomas thereby and enabled many a soldier after the war to complete an eighth grade education and in many cases to complete high school. This wonderful U.S. Army High School was located outside the beautiful, one-time beautiful, it suffered almost complete destruction in World War II, the beautiful Seminary-Hospital University city of Würzburg in Bavaria and high up in the hills, we were able to be located in the lovely old Schlosstrieffenstein which I hope to visit in the near future. I understand it has been made into a beautiful luxury hotel. But Schlosstrieffenstein was an enormous castle, the ancestral seat of the leader of the Lutherans in Bavaria. Bavaria historically is forty percent Lutheran, sixty percent Roman Catholic and this was the ancestral seat of the Prince Lowenstein Wertheim Friedenburg and his wife, the Princess Margaretta and her daughter also the Princess Margaretta, taught art for me at this ancestral home of the Prince. The Prince was very unbending. He just barely acknowledged me. But I am proud to say that he invited me down to what was know as der Klienerschloss , the little palace in Würzburg before I left. It only had about sixty rooms and he said that the Princess had kind words to say about Major Gallagher and she wished to give me a gift and he had no objections, so I have a finger bowl from the service up at the Schlosstrieffenstein. Well, I came home after about a years' service, post hostilities in Germany and found that my mother had been extremely ill. So, that gave me some pause. But, shortly

after I arrived I was invited to become a member of the teaching faculty at the University of Delaware and so Bob Case, long time professor of speech and drama at the university and I became the whole department for a couple of years. I had replaced Bob and he got a direct commission in World War II and after my duties were finished during the day at the Office of Price Administration, Dr. Sypherd urged me to come to Newark and pick up Bob's classes at night and on Saturdays and Sundays so that the program would not be interrupted. Which, I was happy to do and after the war Dr. Sypherd, bless him, said, "Well, we have to reward you Frank and we'd like to offer you a position." So, shortly after that Dr. Sypherd left the temporary presidency which he administered so beautifully during the war years and Dr. Bill Carlson came in as president, a very, very wonderful man and perhaps of all the presidents of the university, the most completely student oriented in the history of that fine college and university and would that Dr. Carlson's tenure as president had been longer. But I think he was only there about three years or something to that effect. And so I had two very happy years with Bob and I was thus the full time teacher of speech on the faculty of the university. And then I was under circumstances which I won't take the time to recount. The owner of the radio station WILM in Wilmington was then a gentleman by the name of Alfred Hill, publisher of the Chester Times, and Alfred observed my efforts on a very busy afternoon working with a group of my students from the E Fifty Two Players at the university, rehearsing them for a Christmas program at the invitation J.A. Montgomery Insurance Company here in Wilmington. Mr. Hill was terribly impressed by the energy of our efforts and

the fine results that the young ladies and the young men produced. And after the program was over that night he said, "Mr. Gallagher, I don't know what your salary is at the university, but I'll double it if you can resign there and come here as program director." And of course I was fascinated by the radio business and had very limited contact with it prior to this occasion during the Christmas holidays, preceeding the Christmas holidays and I went back and talked to President Bill Carlson and God bless him, I'll never forget what he said. He always dignified my efforts by addressing me as Professor and had me serve as his parliamentarian. I had a wonderful association with him and Bill said, "Professor, if you don't accept the offer, I think I will." So, he was very helpful in arranging for me to leave at the convenience of Dr. Case and that was my advent into the local radio industry and closed my formal classroom teaching career. Alright, now here we are at WILM. I think perhaps it might have been March of '47, although I'm a little fuzzy on the date, but that would be about right. A couple of years after I came home from military service in Europe, post World War II, with my good friend Bob Case at the university and then this...at the time and most unusual and indeed I might even go so far to say fabulous offer from Mr. Hill. Didn't take much of course to be a fabulous offer for a young teacher at the time. It seemed a wonderful opportunity. Well, radio in 1947 was an atmosphere of extraordinary events. It was before taping came into being and we had large staffs for live productions and I had rather a distinguished staff there. A very well known Delawarean whose name will be mentioned many times in this oral history I'm sure and a friend of mine over many years, Bill Frank, was my



news director and he had a young assistant on his staff by the name of Jack Hunter just back from the war. Well, Mr. Hunter has had a distinguished career as editor of the DuPont magazine and then became world famous as the author of The Blue Max and a number of other books. Jack just recently within the last year has resigned his very responsible and rewarding position as editor of the DuPont magazine and has gone to free-lancing and is having a wonderful time. He writes beautifully; is a delightful, charming gentleman; father of a nice family. I remember his twins were born while he was working for Bill at WILM and of course hopefully, Jack and Mrs. Hunter and the whole family are quite comfortable as a result of the royalties of his very successful writings, to say nothing of the movie rights to The Blue Max which is known as a book and a movie to a great many of us. We had an announcing staff as I recall...what interested Mr. Hill, this young announcing staff of seven or eight announcers who as Alfred said need just the kind of drilling, Frank, you're doing with your young university students and that's why I'd like to have you to upgrade our announcing staff capabilities and to be sure as old-fashioned as you are as a young man insisting that the English be spoken at least correctly which I have always insisted upon and tried to do personally and have found it very rewarding to require of others. It's a little painful at times but they're always very grateful after they've done the hard work and the homework. And one of the most extraordinary parts of the programing of radio station WILM in those days with a large staff, seven or eight announcers; a news staff of three; a librarian; three or four engineers; a sales staff of four or five; we must have had between forty five and fifty people in total on

the payroll of this little two hundred and fifty watt station and a very successful enterprise. The only limitation of WLIM was our signal. It of course could not compete with the tremendous five thousand watts of our sister station, WDEL which had the same kind of operation we did. But to come back to our friend Bill Frank whom I have called with great affection one of the greatest literary hacks I've ever known. I've never known anybody who could produce the kind of material that Bill can. He'd walk in at six o'clock in the morning; push his hat back on his head; have a sip of hot coffee and put a Camel in his mouth and within ten seconds was writing the first newscast of the day and didn't stop until perhaps midnight that night. But everyday, that is five days a week, Monday through Friday, everyday this remarkable news hound which is the way he chooses to be remembered would select the top story, the top local story of the day in Delaware or in Wilmington and write a fifteen minute dramatization of that news story and then the staff of the station...I was usually the narrator and with as many other voices that were needed to dramatize the news event; we would put that on a record and air it at either seven or seven fifteen at night and the program was called Assignment Wilmington and had a wide audience, great appeal and was one of the highlights of local programing in the whole Delaware area. And Bill's Assignment Wilmington for sheer creativity and imagination and initiative and literary power and the staying power of our friend Bill Frank and his productivity was the...as I say... the programing highlight of the area on all stations and certainly the most to be remembered experience of my days in radio at WILM. And it might be of interest to recall that I had the pleasure of hiring

Joe Pine. Joe had recently...was a graduate of St. Michael's High School in Chester as I recall; a wonderful kid; come out of the Marines; was looking for a job; this brash, talented, energetic wide ranging young man and I said, "Well Joe, we can hire you but only under one condition. We can hire you under the G.I. Bill of Rights. Uncle Sam will pay half your salary and WILM will pay the other half but if you're not a good boy, you'll lose your job." And of course he came on the staff and began his extraordinary climb with his nationally famous "It's Your Nickel" program and Joe had more than his share of vicissitudes along his short life's pathway. Most unfortunately he suffered from cancer and lost one leg to that dread disease but it didn't deter him. He went on to great heights in the worlds of radio and later television and if I remember correctly I've heard it reported that his top gross for earnings from his talk show in the Los Angeles area mounted to the size of a half a million dollars a year and of course he died too soon. A phenomenon in the communications industry. The talk show Becky, to answer your question, "It's Your Nickel" was Joe Pine's creation and of course it was extremely popular in this area and then moved to the larger regions and eventually wound up as being nationally telecast on television from Los Angeles, where, as I say I've heard it reported at one time grossed a half million a year. And he had a tough life. I won't again go into the personal details of that life but his extreme dedication to his work professionally of course made domestic relations very difficult which is not hard for any of us to understand who have any experience in the arts and then as I say died too soon. I forget how old Joe was but I don't believe he'd reached fifty. Perhaps he had but certainly not any more

than that. Joe has to be the shining light from the standpoint of sheer grit; talent and artistic and financial success in the experience of any of us in radio in Wilmington at that time.

This is the end of the first session with Francis X. Gallagher. The second session was taped on August 17, 1976. It goes as follows:

G: Well, good morning Becky. Nice to have you back again and let me try to pick up the threads of our earlier conversation. You mentioned a few moments ago that I hadn't given any qualification or springboard from which I moved from secondary education to collegiate teaching. During the war when Dr. Sypherd, the acting president of the university, very suddenly had to fill Bob Case's shoes because Bob had received a direct commission into the Army and Dr. Sypherd was quite familiar with my work in speech and dramatics as well as other fields at Wilmington High School. I had also while I was a member of the faculty of being admitted to the graduate which was then quite new at the University of Delaware, largely through the kind offices of Dr. Sypherd and went on there for three and a half years at night and in the summer to take a Masters Degree in economics under Joe Gould who has always remained a close personal friend and Dr. Walter Latterer who worked with Joe Gould who went on to a distinguished career in the department of commerce. Walter was a young Austrian and my work in economics in the graduate school at the university was done under Walter Latterer and Dr. Joseph S. Gould. And, as I say, these were the days when I was teaching English and one course in economics with Clarence Fulmer and coaching dramatics and teaching

speech at Wilmington High School and Dr. Sypherd knew this and he knew that Bob Case and I were friends through our interest in dramatics in Newark and principally through the Wilmington Drama League where I have always been associated from the time of its founding. O.K. Becky, back to my mention that Bob had known me through our...my work and his interest in the Wilmington Drama League where I had served as director for a number of plays and acted in oh, perhaps as many as fifteen or more. So, Dr. Sypherd said, "Frank, you have this federal job now at the Pennsylvania Railroad Building, your work for the O.P.A., but would you be a good sport and come down to the campus at Newark a couple or three evenings a week and perhaps some work on Saturdays and maybe a little work directing a play on Sundays and carry on Bob's work so students who are enrolled in his courses and enrolled in the E Fifty Two Players won't be left high and dry?" And I was happy to do it. I was still very young, about thirty, thirty one years old, whatever and single and helped keep me out of mischief. So, I worked for the O.P.A. during the day; at the University of Delaware at night and on weekends and it was this service coupled with the fact that I had my graduate degree in economics that made it possible for this wonderful pedagogue and marvelous administrator although he never expected to administer anything, Dr. Sypherd to welcome me home from World War II and say, "Well now, let's see if we can't give you a job here on campus. We think you've earned it." And he talked with Bob and Bob said, "Yeah, surely I need help and I'd love to have Frank. And I'll do most of the work in dramatics and we'll consider Frank our instructor in speech, the first one we've had formally." And so Bob and I had these two,

approximately two years together before Mr. Alfred Hill of owner of WILM entered my life and made me a rich man by doubling my teachers salary. I think I jumped all the way from about thirty three-thirty four hundred all the way up to seven thousand dollars. Well, that was as far as I was concerned, put me just a little bit ahead of the president of the DuPont Company. And then too you wanted me to say something about some interesting community efforts during my days in radio. I think the outstanding service that I was privileged to render during my days as program director of WILM was an invitation to serve as the first Delaware state chairman of the citizen's committee for the implementation of the Hoover Report. This wonderful effort headed by President Herbert Hoover to affect better organization through reorganization of the federal establishment and I'm struggling at the moment Becky; I don't know whether I'll be able to pick up the threads of memory or not. The national chairman was Chancellor of Temple University and he had been the first advertising manager of "Time" and "Life". And for the life of me I can't at the moment recall his name but a perfectly marvelous man; a gentleman to his fingertips and a real pro. Of course our geographical proximity, his being chancellor at Temple and I program director at this local radio station in Wilmington just down the street from Philadelphia brought us together frequently. And I'll have to get that name for you before I complete my little contribution to your oral history and will do so. Those whom I was able to lure into association with me in this Delaware citizen's committee for the Hoover Report constituted quite a distinguished group and I'd like to name those I can recall for you and give them their share of credit. Most likely all of them will participate in

a much more important way than I in this oral history. First and foremost our distinguished...was he four term senator? John J. Williams. I don't know whether it was three or four but John was there a long time. I think he was there four terms Becky. Senator Williams and I stumped the state of Delaware; Sussex through Kent through New Castle for a solid year. Of course John was a great proponent of just the sort of thing that President Hoover was working so dilligently to effect and we had a great year or so and it enabled me to have the great benefit of becoming a personal friend of Senator John Williams; a friendship that I will always value. And then right alongside John, my good friend and former mentor, that is mentor in the sense that he was principal of a high school and I served under him, Clarence Fulmer; a gentleman; an educator; a scholar; a distinguished citizen; a perfectly wonderful man. Clarence worked with us. Johnny Leach, the very prominent local educator; local political figure; one time state chairman of the Republican State Committee and the shining light and the prime mover of Goldie Beacom. John served with us. At the time young Bob Hickman whom I had known as a youngster out in the Brandywiners, associated in the real estate business with his father who has gone on to a distinguished career in business. Bob worked with us and then last but by no means least my long time friend now a very distinguished jurist, Bill Duffy, Associate Justice of the State Supreme Court and here we were this diverse group; politically independence, Democrats and Republicans working in perfect concert on behalf of a measure we were strongly convinced was important to the common wheel and the subject of political preference never arose. I don't know that the five of us whom I have mentioned were

quite sure of the politics of all the others might have been. But I happen to know that we were registered Independents, registered Republicans and registered Democrats and interestingly after I had to relinquish the Delaware state chairmanship, I was succeeded by co-chairman and I hope my memory serves me rightly here because our contacts have persisted. My successor, co-chairman were Bill Duffy who was then either practicing law or chancellor and Jack Clark who was that time general manager of one of the operating departments of the DuPont Company and at the present time Jack has for the past few years been resigned or retired rather, elected early retirement from the DuPont Company and is a man of wide interests business and culturally coming from the Clark Equipment family as he does with a broad business background and continues to be a resident of this area and recently assumed the chairmanship of the board of directors of the Grand Opera House and has been an effective fund raiser and of course that's a matter of great interest to me because my son Michael is a member of the staff of the Grand Opera House and through Jack's recent association and my boy's employment on the staff, why, Jack and I have renewed casually our contacts from the old days and of course Bill Duffy, I continue to see from time to time and interestingly enough the one who draws Bill and me together from time to time is Dr. Joseph Gould, my dear professor of economics at the university and our friendship has persisted and Bill is a great admirer of Dr. Gould in Bill's days as a student at the university. So, that covers I think the groundwork of how I had become equiped to be of service to the university and then of course you said, "Well, where did you get your early training in speech and drama and the communication



arts?" I got it down at good old Mount St. Mary's High School and College at Emmitsburg,Becky. I went to Mount St. Mary's High School in 1924 and for seven years; four of high school and three years of college I fell within the purview, to use some fancy words, of a wonderful young priest by the name of Father Billy Cullhane. He had not been ordained too many years; devoted Mountaineer; spent his whole life at the Mount after having been educated there; a resident of Danberry, Connecticut; a handsome young fellow and deeply interested in the communication arts himself and sang well; spoke beautifully; quite a good actor. For some reason he lighted on this tall, skinny very private kid that I was and he warped and wolfed me into every facet of oral communication and dramatics. And the Lord gave me a pretty good set of pipes and Billy took advantage of them and never let up on me all the way through the whole bit arbitrary declamation; forensics; debating; drama; choral work. I had practically a private tutor for seven years, four of high school and three of college and that provided me with a background of training and practical experience that in my humble opinion was superior to any amount of academic course work that I might have chosen to take. I had this experience of dedicated, competent private tutelage.

This is the end of the second session with Francis X. Gallagher. The date is not reported on the tape. It goes as follows:

G: Well Becky, good morning. Having just reviewed the material of the last interview I think it's perhaps appropriate for me to have something more to say about my two principal interests in life and certainly they have to be music and drama. This is a

springboard from talking about my dear friend and teacher, Father Billy Cullhane. And of course when I mention people like Bill Frank and I could have mentioned Frederick W. Wyatt; distinguished baritone and very successful teacher of voice in the city of Wilmington. It reminds me that I ought to say something about my own activities. As you know I graduated from college in 1932 and came home just in time to be fortunate enough to join the original faculty of Archmere at Claymont, the school that the Norbertine or Premonstretension Fathers from Wisconsin were beginning on the estate of Mr. and Mrs. John J. Rathscott at Claymont. Coming back home after all these years in boarding schools and summer camps from the third grade forward through college, in the depths of the depression, it was singularly fortunate that there was room for me on the faculty of this new school and that I had some training as a young man and perhaps a little bit of talent here and there that enabled me to be generally useful to Father McKeown and his associates of the Norbertines. And it was at this time that I became acquainted with Bill Frank and when I speak of Bill Frank I go to the beginnings of the Wilmington Drama League which when I first became active were holding forth in the old Lea Mills on the banks of the Brandywine down at Market Street. I not only became interested myself but from time to time as the first two or three years of my association wore on I would bring in as extras, spearbearers and what not, students preparing to graduate from Archmere. Two in particular got a great kick out of coming in to do odd jobs at the Drama League; Paul Taggart who at this reading is Vicar General of the Catholic Diocese of Wilmington and remains a good friend, and young Bob Kelly who later in life introduced me

to my wife and Bob and I later became associated in the radio industry in Wilmington. He is news director of station WDEL on the third floor of the old Odd Fellows Building and I as program director of WILM on the first floor. Well, these two youngsters, Bob Kelly and Bud Taggart, loved to come in to Drama League rehearsals with me and to as I say be spearbearers so to speak, extras in Drama League productions when there was an opportunity for young men in the community. Bob, I've spoken about Paul Taggart's rise in his vocational career as a distinguished member of the Catholic clergy of Wilmington and Vicar General, number two to our Bishop and Bob Kelly too, had a distinguished career. He did extremely well in radio as news director of WILM and this brought him into contact as my work did me with all the prominent politicians of the state and Bob eventually served as twelve years with Alan Freer, served as Alan's administrative assistant in the United States Senate and before he left the Senate, before Senator Freer's career there came to a close and Bob's with it, why Bob was elected president of the Administrative Assistants Association of the Senate. He's not doing badly now either; he's Washington representative for the DuPont Company; married and has a fine family and we see each other from time to time here in our home town of Wilmington. But I worked with the Wilmington Drama League actively, couple of shows or more a year, from 1932 until 1949 when I married while I was in the radio business and concurrently with the Drama League in the fall, winter and spring of the year, beginning in 1933 just one year later, I began work with The Brandywiners, a local opera group drawing its talent from the young people of the community. That was founded in 1932 by W.W. "Chick" Laird, one of the most

distinguished citizens in the Wilmington community and the gentleman to whom thousands of us are indebted for marvelous times together. Chick was not only a very talented actor, director and particularly a Gilbert and Sullivan buff but was a graduate of MIT in the first place, but a man of broad and deep interests in business and one of the most distinguished philanthropists of the Delaware community. Chick had the great good fortune to be a nephew of Mr. Pierre S. duPont, the...one of the most distinguished members of the family in the history of the DuPont Company and the resident of Longwood that magnificent estate across the line in Kennett Square, Pennsylvania. But of course this relationship of Chick's mother was Mary duPont, a sister of Pierre duPont and through this relationship, Chick and all of us Brandywiners were made welcome each year in that beautiful open air theatre at Longwood where we presented our productions which for about the first twenty years were restricted to Gilbert and Sullivan operettas, a different one each year. And we'll pick up again Becky and I will personalize a little. Becky wanted to know what my favorite role was with the Brandywiners. Well, of course I'm going back now to Gilbert and Sullivan which I loved dearly and it had to be Poo-Bah in "The Mikado". The first time that we did "The Mikado", Chick, Chick Laird, was the Mikado and I was this Poo-Bah and Chick and I had been in "The Mikado" earlier, many years earlier, in the Wilmington Drama League and the Brandywiners did "The Mikado" a second time and of course I wouldn't hear of anybody else having the role of Poo-Bah other than I. I had a little memory lapse when I was talking about the founding of the Brandywiners in 1933.

I got on to my good friend Chick Laird and I neglected the other two founding members of the Brandywiners, Francis Tatnall, Francie as everyone around town knew her; a member of the wonderful Tatnall family. Her great mother was the foundress of The Tatnall School where all my children were educated and which was a focal point of the beneficence of Chick Laird and members of his family. The community is deeply indebted to them for their generosity and deep and abiding interest in The Tatnall School. And the third member, last but certainly by no means least was my dear friend, dead now some years, Fred Wyatt; distinguished musician; had an interesting and rewarding career nationally as a baritone and then came home to teach and was the original music director of the Brandywiners for at least our first twenty years and choir master of Grace Methodist Church and founder and conductor of the Capella Club, an organization that numbered as high as one hundred of the leading singers in the city. I too had the great good fortune to be a member of the Capella Club. Well, Francie and Chick and Fred founded the Brandywiners and oh, since you have me personalizing Becky, I'll give forth with one other note. I had the great pleasure and satisfaction of directing the only Brandywiners production that was ever given any place other than Longwood and that was in 1941 during World War II. We had to go to The Playhouse because we had to conserve electricity and I directed "The Yeomen of the Guard" in The Playhouse and then a short time after that I was drafted into the Army. Now, shall we take another break for the moment? (Pause) Alright Becky, I'll sort of walk through these years and hope that our listeners understand that as I like to say about myself, I've never really been to work. I've

made my living with my hobby in the world of the communication arts and as you have gathered gentle listener, by this time I have moved from one thing to another as I felt the urge to do so. But always by better luck than good management staying within the realm of the communication arts and so I had four or five years approximately at WILM and in the last of those four years had the great good fortune to marry and while I'm speaking about that let me say that Anne Coslar Gallagher, my wife and I were blessed with three wonderful children, in the order of their arrival; Michael Gallagher, Katherine Gallagher and Tom Gallagher. Mike is now twenty five years old, Kate is about twenty two and a half and Tom will be twenty one on the seventeenth of October, 1976; all well, happy, working and Kate and Tom still continuing their education. Mike as I have said on the staff of the restored Grand Opera House in Wilmington. Now, let me pick up the old man again and go on from WILM into an ultimate resignation. I had idea, mistaken or otherwise, that the demands on my time in the radio business would not be condusive to spending as much time with Annie Gallagher as I wanted to spend. Whether that was true or not I'll never know. But I did resign from WILM and free lanced in public relations and at the end of a public relations in television. At that time WDEL had a television station. I did a fair amount of work there and then a lot of independent work as a public relations counselor and at the end of about a year of that, in conversation over lunch one day with a friend of some years, not a close friend but we later became close friends, David Bronstein, a prominent merchant in the city. Dave's father and my mother had been close business associates and friends. Mr. Bronstein of course was

president-founder of his own business and my mother was a member of the old firm...of the old...Wilmington's oldest dry goods house, Crosby and Hill and so she and Mr. Bronstein as is inevitable in a relatively small city, both merchants and both excellent ones, became associated and quite good friends. So, young Dave, Dave was younger than I, sort of picked up this acquaintance and over this lunch one day while I was free lancing to make a long story short, Dave offered me a position in his Wilmington store and harkened back to my mother's days and what we call, those of us who were associated with the retail business, the rag business and I thought it would be fun. So, I spent some time as a floor manager with David in his Wilmington store and then he invited me to open a very lovely new store as manager in Dover and Annie and baby Mike and I moved down to Dover and I managed...opened and managed his very lovely Dover store for a year and then decided in typical fashion that I'd had enough of that. And a gentleman whom I knew by reputation, very happily, Mr. Daniel Button, resigned as director of public relations at the University of Delaware and I had some conversations with John Perkins who had been president just a year and I succeeded Dan as director of public relations in 1950 and remained there with John Perkins until 1954 and then as you say Becky, what prompted me to go into business for myself? I thought well heck, I've done all this public relations work. As others have been interested in having it accomplished, I wondered what I could do on my own. So, I resigned as public relations director at the university and hung my shingle out in Wilmington without any clients and two and a half children and went into business for myself and had nine very busy, very happy and modestly

successful years. I probably went into business Becky because I knew with this growing family of mine, on a university salary, it wasn't going to work and I was sort of fortunate in two years I had doubled my university salary and went on from there very happily. I had two businesses actually. I opened an advertising public relations agency and then in order not to be too financially demanding of this new business to take care of the Gallaghers and maintain our standard of living, I began to sell my personal services as a teaching consultant in oral communication to a business and industry and my principal clients for my second business were the Defense Department, the Chrysler Corporation, the Curtis Publishing Company and Hercules Powder Company at that time, presently Hercules Incorporated. The Curtis Publishing Company and Hercules Incorporated and the Defense Department, I held my consultantship with the Defense Department for ten years and I served Curtis for six years and was present at the demise of that great international publishing house and I also served Hercules for between five and six years. Then, you say, how did I get out of my business into the role of an employee of my good client, Hercules Powder Company at that time? Well, simply a matter that some of my friends at Hercules said jokingly, "Retire, paying you these nice fees and why don't you sell the agency to the young men who helped you build it. They'd probably would like to be in business for themselves and spin off your time with Curtis and spin off your time with the Defense Department and just become an employee of Hercules and have one client. We're growing and we like your services and concentrate your efforts here?" Which, I did for fourteen years and five months. I, course everybody has



to have a title so people can identify him especially an industry. Hercules at the time that I became an employee, March 12, 1962, had never had anyone to co-ordinate training at the corporate level so I became the first manager of training simply through my work over five and a half or six years in communication. And of course that thing began to mushroom as my new role as an employee began to pull lots of efforts together and in a few years the training work was expanded. Others were added who had a broader base of training experience in industry than I did and I was given a new title, manager of management education. From the very first months that I became an employee of Hercules, I saw the needs for sales training. As a matter of fact, Hercules was beginning to bump into something new for them and for the DuPont Company, competition. And the word marketing moved into our lexicon. Of course a broad base approach to what had always been known as sales and I made a presentation to Mr. Paul Mayfield at that time vice-president and for all effective purposes, vice-president for sales at Hercules, that we needed to draw together and first of all to identify and then bring together for consultation all of the sales and to use the new word marketing people in the corporation and Paul had the vision to understand the need for this. So, I put together the first marketing conference in the fifty year history of Hercules Powder Company. And as an outgrowth of that, I became the co-ordinator of all sales and sales-management training for the company which function I continued to discharge until my retirement. In addition to co-ordinating and implementing the management education efforts withing the company and supervising the management education of

executives at Hercules in graduate schools of business all over the world, not only all over the United States, but all over the world and that's the work that I left upon retirement. Now, do you want me to keep going a little bit more? Alright, now we're at the retirement and you almost stole my thunder young lady when you said, "What about teaching people to write reports?" No, that's never been a part of my effort. I lay no claim to expertise regrettably in written communication and that my dear, that deficiency is perhaps my one firm commitment to myself in retirement. I told you that I wanted to do some studying and God help me, I'm going to do it if I can discipline this Irishman long enough to put the seat of his trousers on a chair because I have a need personally but I'm particularly conscious of this personally because so many other people with whom I have contact have perhaps many of them a greater need than I do to sharpen their skills in written communication. If we don't do something soon, the simple declarative sentence in the beautiful English language is going to go down the tubes. It's going to disappear and if we don't pick up, one of Professor Strun's glorious old rules from the elements of style, omit needless words, we're going to be awash in a sea of words that because of their plentitude are beginning to lose all meaning. My good friend Robert Gunning who teaches clear writing for us at Hercules and a very distinguished scholar and former newspaper man, developed what Bob calls the "fog index", that is by counting words you can tell how much fog you're in to. It's not that simple of course but that's what it amounts to. You begin to take some of the fog out of your writing and that means very simply, omit as Strun says in the elements of style, omit needless words. So, those are

my two goals. I'm going to see if I can't sharpen my personal writing skills number one by being severely critical about what I write and omitting all the needless words that I possibly can find and then number two, striving to build more simple declarative sentences into my writing and that will hopefully give me another string to my bow and I've spent my life in the area professionally of oral communications and oral presentation training. Now if I can mix a little bit of the written, why I feel that I'll be additionally useful and it will give me the spur that one needs entering the retirement to have a new springboard for the time remaining when I can be useful. That's one of the things that I'll be discussing with my colleagues in Europe next week. First at the Hague with our Dutch company and then later in Brussels with our whole European department, Hercules Europe department. I'll be talking in both places, the Hague and Brussels about well, we'll be exploring the company's needs in communication generally but with an accent this time on some needs in written communication which can no longer be neglected. Then, presumably after these conferences at the Hague and Brussels, I will come home, do some studying; working; planning and then at a later date in the not too distant future I would imagine I'll be invited back to do some teaching.