

NOT LICENSED FOR PUBLIC PERFORMANCE FOR PROFIT

YACCO SHOWS

RECORDINGS

Side A

SRT - 300 - 56

STEREO

33 1/3 RPM

- 69 -

1. SALLY SAYS 3:11
2. POWDER TO THE PEOPLE 2:22
3. DAMNED WAS NO MORE 1:12
4. HOUSE OF THE RISING MOON 1:14
5. THE MEDIUM IS THE MESSAGE 2:14
6. I WANNA BE YOUR GOD 2:41

All selections composed by Young McDonald
Produced by Young McDonald
Collected by Heather Davis, Spring 1989

THE INTRODUCTION NUMBER 1

This is a catalog. This is an expression, a reflection of Rochdale College at one point in space and time. Rochdale College is *not* what you see here. It has changed, evolved, gone beyond what this catalog shows.

As you read this, Rochdale is a different place, a new entity. This book is an attempt to illustrate what we once were. We include our history wherever we can. From that history, the date today, and January, 1969, you can extrapolate Rochdale College today.

But you'd be much better off to come and look.

341 Bloor Street West

(416) 405-8460



ROCHDALE COLLEGE
341 BLOOR STREET WEST

the
ja

e catalog
n. 1969

THE INTRODUCTION NUMBER 2

Rochdale College is

An 18-Storey Flophouse
Home
An Insane Asylum
A God Factory
A Theatre of the Absurd
Zen
The Centre of the Universe
A Temple
A New Olympus
A Drag
An Alternate Society
A Mystery
An Outpost
An Accident
A Separate Reality
A City Within A City
A School of Consciousness
A Starship
Tobacco Road
A Beginning
A Landing Place
Anarchy
A Haven
A Path
A Model for the Future
A Super School
Middle Class
Group Therapy
A Waste of Time
What Keeps the World Together
A Revolution

ABOUT "69"

"69" is a half-hour dramatic comedy about the beautiful struggle of a revolution well-oiled by sex, drugs and rock & roll.

21-year-old Sally Hoffmann is the revolution's architect along with Levon Jones, 19, draft dodger and ladies man. Sally and Levon are the super-cool Mama and Papa of Rochdale College -- a no-tuition sanctuary of free thought and radical idealism -- a tribal community rooted deep in the ethos of the counter culture in 1969, the year Van Morrison released "Astral Weeks", Trudeau thumbed his nose at Nixon, the Woodstock Nation danced in the mud, Neil Armstrong walked on the moon and John and Yoko sang "Give Peace A Chance" to the world from a Montreal hotel room.

STYLE

"69" will be shot like a classic cinema verité 1960's documentary in the tradition of masters like Allan King, D.A. Pennebaker, Fred Wiseman and the Maysles Brothers. Like the framing device in Warren Beatty's "Reds" -- interviews with the veterans who lived through and beyond the revolution will comment on the good, the bad and the ugly. We will see that Sally's revolution did result in a great bloom of writers, thinkers, artists, and activists all living well and true -- to this day.

TONE

A soap opera without the soap and the opera replaced by the upfront and ever-present songs of the "69" soundtrack that include "Mr. Soul", "She's a Lady", "Sweet Thing", "Badge", "Bad Moon Rising", "Nashville Skyline", "Electric Ladyland", "Cowgirl in the Sand", "Kick Out the Jams", "Hot Buttered Soul", "I Wanna Be Your Dog", "Uncle Meat" and "Sugar Sugar" but as re-interpreted by red-hot modern-day bands like Broken Social Scene, FemBots and Stars.

EPISODES

Each week, we witness Sally and Levon's attempts to maintain growth, structure, and rules in a no-rules hippie Utopia. Sally and Levon are the ying and the yang, the head and the body, the white and the black, the alternating current to the tsunami of freaks, geeks, bikers, pikers, hippies, yippies, roving gamblers, rock 'n' rollers, dreamers, and schemers rolling into Rochdale College for alternative education, a place to crash, a place to score.

* Levon gives Sally her first orgasm, while Nixon is inaugurated as the 37th President of the United States on TV.

* Sally gives Levon a teaching post.

* All the doors are removed from the apartments and they are re-named ASHRAMS.

* Sally elects a board of governors at a general meeting where everyone is stoned.

* Levon makes a great connection for California grass and Afghani hash.

* Levon and Sally attend an all-nude screening of experimental films.

* Levon lectures on Black Panther politics.

* Rock 'n' roller Lenny Smofsky arrives with the recipe for LSD 25.

* Sally's parents visit.

* Sally, Levon and Lenny begin their ménage-a-trois.



SALLY HOFF- MAN

Working-class academic. A hungry romantic who built the dream of Rochdale from the ground up.

John Dewey has defined the process of education as "that reconstruction or reorganization of experience which adds to the meaning of experience and which increases ability to direct the course of the future." (1.)

Personal and social growth have no goal but rather a process recognized as an end in itself. Similarly, there can be no growth should take either a given number of years or constitute a certain number of years.

The foregoing general position, which embodies the fundamental assumption of the Rochdale project, rests on a critique of the fundamental position of the American and Canadian college-universities. Although it will not be the purpose of this paper to discuss the system as mirrored on most American and Canadian campuses, the project is set in the context of that certain moral philosophy which is most popularly called "radicalism". It must be emphasized that these implications can only be summarized in a few words. (As an aside, the term radical does not by definition imply a political stance although, in many cases, a radical political implication is that there can be no rigid structure in education. Since education is most popularly called "radicalism", it must be emphasized that these implications can only be summarized in a few words.)

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LEVON JONES

Trust fund kid. A ladies man who wants to be a Black Panther from the ghetto.

What We Want



HUEY P. NEWTON
MINISTER C

ELDRIDGE CLEAVER
MINISTER OF
INFORMATION
B.P.P.

What We Believe

PIGS

...goal impossible to reach, as long as the
...own by the chains of fascist oppression.
...either revolutionaries will remain strong! "It
...each our goal let bleeding cancer torment my
...true for all revolutionaries. Bunche said it, Fred
...Hutton said it and it remains a fact. You can jail a
...but who can jail a revolution? NOT PIG NIXON
...HOOVER Their attempts shall be in vain, because
...six days I was in solitary confinement my spirit grew
...stronger and I shall struggle until all my comrades are free and
...I will die trying to liberate the people. The leaders of the Black
...Panther Party are educating the people from jails and prisons
...and shall continue until themselves and the masses are free. The
...right of a revolution shall exist as long as the people are
...oppressed, as long as the fascist twins (Nixon and Agnew) exist
...and continue to perpetuate imperialism and racism throughout
...the world. So we're gonna get down to the nitty gritty and
...learn how to deal with pigs and prisons. Each time one of us is
...railroaded, we learn a little more about the pigs which we relay
...to the masses. Then we are able to deal with prisons. Those of us
...who are returned to the streets for a short time are more hip to
...the treacherous actions of the pigs and can also relay this to
...the people. So be strong comrades, because I love all of you and
...will continue to fight for the people.

TO: LONDON AND ROBY

I salute

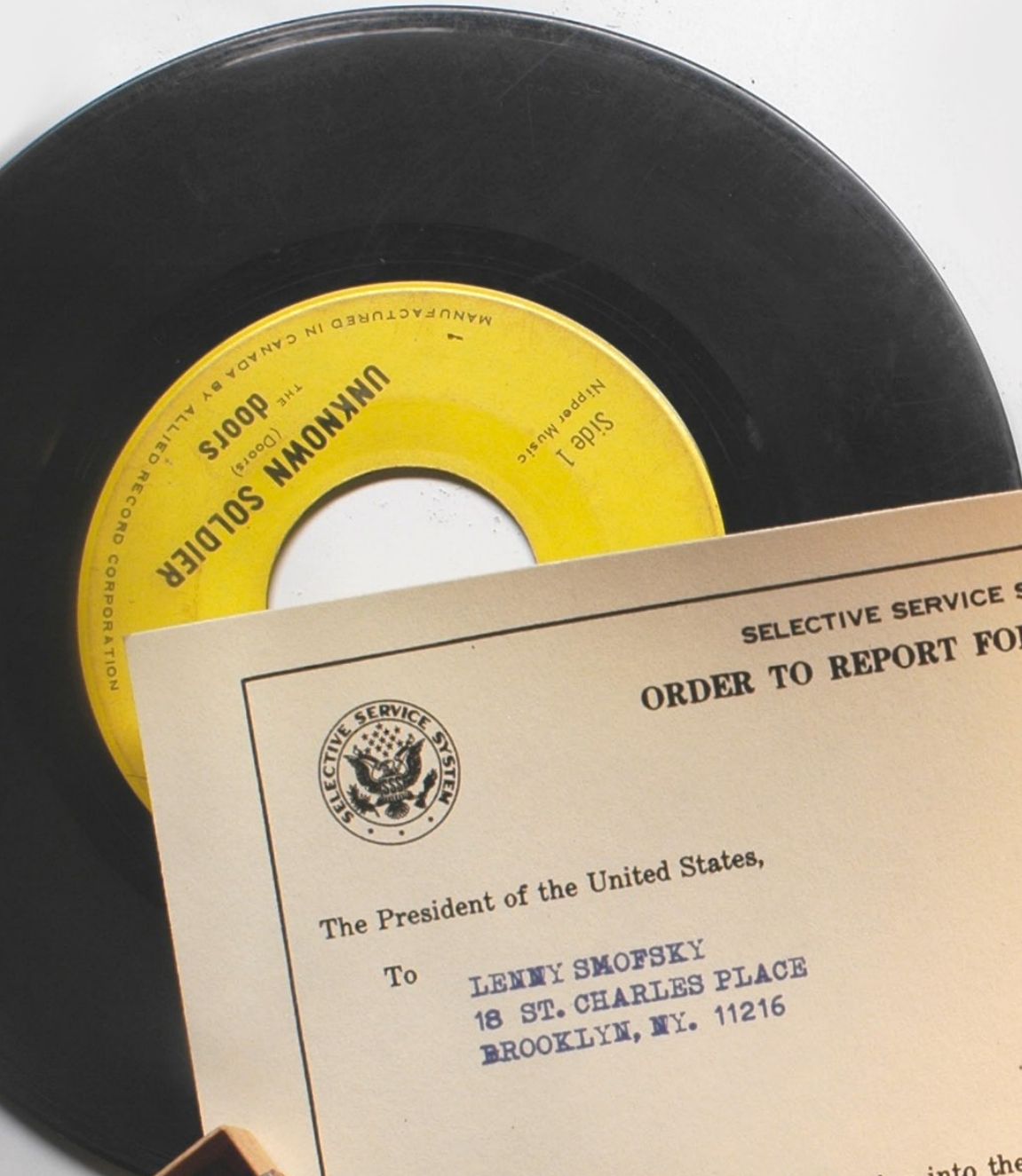
TO: LANDON AND RORY
I salute for the

I salute for they are two strong comrades as all of our comrades in jail are because the spirit of Huey P. Newton and the people are by their sides Armed with the wit and courage of Huey P. Newton, our comrades shall remain strong and the people shall gain Liberation. I'd rather die without shame than lick the boots of the fascist judicial system in AmeriKKKa. The same holds true for all of us Dicky and Spiro, so don't ever try to destroy the people's spirit because it will assuredly extinguish the flame in that Hell mansion you call the White House. SO POWER TO THOSE WHO DESERVE IT AND FREE ALL OUR COMRADES'

LONG LIVE H

LENNY SMOOF- SKY

A draft dodger from Brooklyn. Street smart wise guy and
aspiring rock 'n' roller.



SELECTIVE SERVICE SYSTEM
ORDER TO REPORT FOR INDUCTION

Approval Not Required.

The President of the United States,

To **LENNY SMOFSKY**
18 ST. CHARLES PLACE
BROOKLYN, NY. 11216

LOCAL BOARD NO. 6
159 Broad Street
Middletown, NY 06457

APR 20 1969

(Date of mailing)

SELECTIVE SERVICE NO.

6	6	48	83
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GREETING:

You are hereby ordered for induction into the Armed Forces of the United States

LOBBY OF THE U.S. POST OFFICE, MAIN & COURT STS., MIDDLETOWN, NY
(Place of reporting).

May 7, 1969
(Date)

at **6:30 A.M.**
(Hour)

for forwarding to an Armed Forces Induction Station.

IMPORTANT NOTICE

(Read Each Paragraph Carefully)

IF YOU HAVE HAD PREVIOUS MILITARY SERVICE, OR A
GUARD OR A RESERVE COMPONENT OF THE ARMED FORCES,
WEAR GLASSES, BRING THEM. IF MARRIED, BRING PROOF
OF MARRIAGE. IF YOU ARE A PHYSICIAN, BRING A PHYSICIAN'S CERTIFICATE
TO YOUR LOCAL BOARD.

Required to substantiate data
when reported



LAURIE MOON

The perfect small-town hippie girl. Doe-eyed. Laurie enters Rochdale as an innocent believer in peace and love.



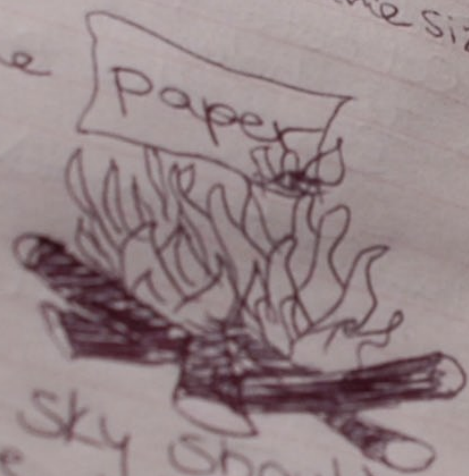
MIASAKO KUNI- TOMO

Performance artist. Poet. Musician Addicted to work and social change. Believes agit-prop art can trigger revolution in the streets.

223
Painting for the Skies

Drill a hole in the sky.
Cut out a paper the same size
as the hole.

Burn the



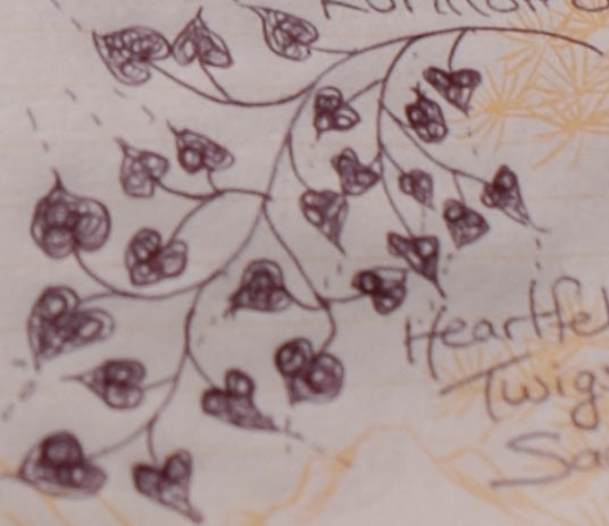
The sky should be
pure blue...

~Masako
Kunitomo

Blood Peace

Use your blood to paint.
Keep painting until you faint.
Keep painting until you die.

Masako
Kunitomo



Heartfelt
Twigs of
Sadness

HOWARD VIRGO

Beautiful. Immaculate. Mysterious. Addicted to the Maha
Mantra, the Bhagavad Gita, and Indian hashish.



Howe and Clark observe
the assembly of
during a Creative
experiment



44

HOWARD VIRGO
JACALYN WANDER
JERRY WEIGAND



Howard

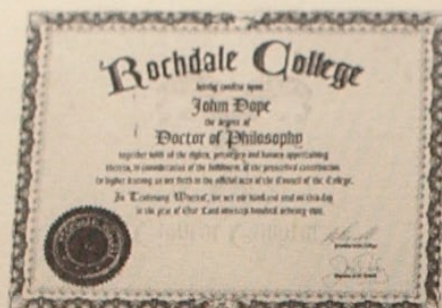
PETER METTER- NICH

Underground press afficianado and aspiring experimental filmmaker. Addicted to success and LSD 25.



BIG DON

Eighteen. A sex-starved suburban funny guy. Don establishes CRUD, the underground pirate radio station at Rochdale.



Rochdale College Degree Application

NAME Big Don
ADDRESS Room #1204
PHONE 929-9004 AGE 18
PRESENT OCCUPATION Founder + DJ of C.R.U.D.
EDUCATIONAL BACKGROUND

The mean streets

ARE YOU INTERESTED IN RECEIVING REGULAR INFORMATION
ON ROCHDALE AND ROCHDALE PROJECTS if they involve
foxy chicks

Tuition for the B.A. granting course is \$25.00. Course length is 24 hours, and the degree will be awarded on the answering of a skill testing question. Tuition for the M.A. is \$50.00. During this course, the length of which will be determined by the student, the student will be required to answer a skill testing question of his choice. For a Ph.D. the tuition is \$100.00 and there will be no questions asked.

We are also offering Non-Degrees at comparable rates. A Non-Ph.D. is \$25.00. Course duration is your choice; requirements are simple, we ask that you say something. A Non-M.A. is \$50.00 for which we require you to say something logical. A Non-B.A. will cost you \$100.00; you will be required to say something useful.

B.A. \$25

Non-B.A. \$100

M.A. \$50

Non-Ph.D. \$25

X Ph.D. \$100

Non-M.A. \$50

Please enroll me in the following courses. I have enclosed my cheque to cover tuition in full, in the amount of \$ 100.00

Duke Merson
APPLICANT

PLEASE RETURN TO:

THE REGISTRAR, ROCHDALE COLLEGE

NOT LICENSED FOR PUBLIC PERFORMANCE FOR PROFIT

WADO SHOWS

RECORDINGS

Side B

SRT - 300 - 56

STEREO

33 $\frac{1}{3}$ RPM

- 69 -

1. GAMBLING, GODS & LIES 3:01
2. HIGHWAY 49 REVISITED 3:11
3. SEASON OF THE BITCH 3:37
4. BLACK LIGHT/BLACK HEAT 4:07
5. I FOUGHT THE LAW 3:14
6. THE LAW WON 3:23

All selections composed by Young/McDonald
Produced by Young/McDonald
Designed by Thomas Brown (1974/87)