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Ned Doyle Building Dedication

Fordham Law School

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FORDHAM UNIVERSITY
... The Jesuit University in New York
Joyously celebrates the Dedication
of
The Ned Doyle Building
of
The School of Law
May 22, 1985

PROGRAM

Presiding ................ Richard J. Bennett
Chairman of the Board of Trustees

Master of Ceremonies ........ John D. Feerick
Dean, School of Law

Invocation ................ Laurence J. McGinley, S.J.
President Emeritus

Greetings .................. Richard J. Bennett

Remarks ..................... Paul J. Curran
President
Law Alumni Association

                      Joseph A. O'Hare, S.J.
                      President

Response ................. Ned Doyle
Alumnus, Benefactor, Friend

Benediction .............. George J. McMahon, S.J.
Vice President for Administration
JAMES EDWIN DOYLE

Nearly sixty years ago, when James Edwin "Ned" Doyle applied to Fordham Law School, he was asked a simple question: Why do you want to study law? His response was equally simple: "To practice it." But such was not the case.

He chose instead to make his mark on the world of advertising. No other industry in modern America has had a greater impact on this nation, and Ned Doyle, was among the pioneers who explored and conquered advertising's vast horizons.

Educated at Hamilton College and Fordham Law School, Ned Doyle did post-graduate work at the old Look Magazine and in the United States Marine Corps to prepare himself for his career in advertising. His work led him first to the Grey Agency and then to Doyle Dane Bernbach, which he co-founded in 1949.

Ned Doyle introduced the Volkswagen to America, bringing consternation to Detroit and delight to the driving public. He helped us in our choice of TVs, and told us that Miss Clairol gave a look of luster to our hair. His clients have been an industrial who's who, from Seagram and Mobil to IBM and Polaroid, and his presence has been felt in virtually every home and business in the land.

Gratefully acknowledging the extraordinary generosity of a devoted alumnus of the Law School Class of 1931 and recognizing his exceptional achievements in a long and distinguished career, Fordham University in this addition to its Lincoln Center educational complex proudly links in perpetuity the name of James Edwin "Ned" Doyle to his Alma Mater in designating this The Ned Doyle Building.