

UNIVERSITY of PENNSYLVANIA



Almanac

VOL. 5, NO. 6

MARCH 1959

Non-Profit Org.

U. S. Postage

PAID

Permit No. 2147
Philadelphia, Pa.

Bradley Explains Tuition Rise

After reading the new schedule of tuition increases for 1959-60, we decided to step across the greensward to the office of Vice-Provost Sculley Bradley, who happens also to be Chairman of the Committee of Tuition and Fees. We had questions, we said. "We try to have answers," he rejoined.

First of all, we asked, why the increase?

Dr. Bradley made reference to a paper on his desk. "Income from fees and tuition do not meet the direct costs attributable to instruction and other student services. This is true without taking into account the costs of development activities, new housing and recreational facilities, housekeeping and campus care, the costly research programs that improve their teachers' instruction, and the expense of academic administration. These costs must be met from gifts, grants, loans, State appropriation or endowment income."

Are other Ivy schools making comparable increases in tuitions?

"Yes," said Dr. Bradley. "The total of tuition and fees will generally be up from \$120 to \$250 on the undergraduate level. Yale will go up from \$1250 to \$1400, Princeton from \$1200 to \$1450, Dartmouth from \$1170 to \$1400, Cornell from \$1250 to \$1425, and NYU from \$1100 to \$1220. Columbia remains at \$1184 and Harvard at \$1318. Here at Pennsylvania, we have gone from \$1000 to \$1200 in Education and Nursing, and from \$1200 to \$1400 in College, Engineering, Wharton, College for Women, and Fine Arts."

"How about comparable figures on the graduate level?"

"There, too, there are increases. According to my present information, for Business Administration the figures show Penn \$1300, Cornell \$1250, Dartmouth \$1400, and Harvard \$1568. For Medicine: Penn \$1100, Harvard \$1068, NYU \$1100, Cornell \$1250, Dartmouth \$1400. For Law: Penn \$1200, Harvard \$1068, NYU \$1100, Columbia \$1134, Yale \$1200, Cornell \$1250; and for Graduate: Harvard, Yale, Princeton, Brown and Pennsylvania \$1000, Cornell \$1250, and Dartmouth \$1400."

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Student Loan Funds Established

Two new funds for student loans have recently been granted to the University, one by a prominent alumnus, the other by the United States Office of Education.

A \$500,000 student loan fund is being established by Mr. and Mrs. Howard Butcher, III. The Fund, established in the name of the Butcher family, will enable students to borrow from the University up to two-thirds of the cost of their education through low-interest, graduated repayment loans.

In setting up the loan fund, Mr. Butcher, College '23 and a prominent Philadelphia investment banker, stated that it should be available to any male student of "any nation, race, color or creed in any school or department of the University of Pennsylvania."

Accepting the fund, President Harnwell said, "Mr. Butcher's gift is a major landmark in the University's program for helping able students not only to gain an education but at the same time to gain a sense of responsibility for the values that education represents and for paying back to future generations the benefits which they have enjoyed."

Mr. Butcher, a partner in the firm of Butcher & Sherrerd, Philadelphia investment bankers, was general chairman of Alumni Annual Giving during 1957-8, a campaign which broke all Pennsylvania alumni contribution records at the University. He continues in the same position during the current year.

In recognition of the Butcher family's long and close association with the University and of a gift from them, a new men's residence hall was named Butcher Dormitory in 1955.

The Butchers have two sons enrolled in the College of the University, Howard Butcher, IV, a junior, and McBee Butcher, a sophomore.

Mr. Butcher's father, Howard Butcher, Jr., '98, is a member of the Board of Managers of the University Hospital. He also has been a generous benefactor of the University and its Hospital.

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Seldes Salutes Annenberg School

(Several readers of *The Almanac* have suggested that it carry a reprint of Gilbert Seldes' recent article in *The Saturday Review* entitled "A Light in the Sky." Mr. Seldes, author, lecturer, and pioneer commentator on the public arts, here offers his reactions to the announcement of the establishment of the Annenberg School of Communications. The article is reprinted by permission of both *The Saturday Review* and Mr. Seldes.)

Announcement has just been made that, following a gift from the Annenberg Fund, a school of communications will be established at the University of Pennsylvania.

For the first time—and this is what gives significance to the event—all of these requirements are met:

1. A big, traditional, Eastern University
2. An adequate endowment
3. A separate school

and, most important of all, at the right time. Those who, like myself, have been urging their own colleges to establish at least a chair in this field can be grateful to the academic pedantry that defeated us. Because this school is coming into existence at a time when the major problems of communication, always urgent, have defined themselves and a faculty, coming together in a new field, will not have to waste time on inessentials.

Among inessentials I emphatically do *not* list the techniques of broadcasting, the movies, and the other mass arts. There have been composers, some of them of the first order, who have not known the capacities of all the instruments of their orchestras, but none, I think, unable to play their scales. The complexities of lights, lenses, and the processes of the control room or editing are the basic grammar of television and the movies. A good school should teach them if only to show how they can be ignored without disaster.

In a recent contribution to this department, Hubbell Robinson, Jr., who is in charge of network programs for CBS-TV, provided a checklist for those who would like television to offer something more than "Westerns . . . as like as peas in a pod . . . family comedies devoid of bite and invention . . . crime series with all white heroes and all black villains . . ." and the rest.

He wisely noted that we will not get better programs merely by scoffing at the forms now in use; he asked for fresh substance and concepts, and he added:

"The direction (must be) truly creative and the production one which can hold its head up in comparison with the best of its kind in all the entertainment arts." There are, in my opinion, some deliberately bad intentions in making TV programs, but they will not be defeated or displaced by good intentions alone. Good techniques and a respect for the communication process are also required.

The function of a university is not primarily to teach its students how to create excellence, it is to help them recognize and define excellence so that they will find it relevant to their own lives and, if they are creative, will want to offer it to others. So far as communications deals with the mass arts, this means that a school must help to create a new kind of man who might be called a responsible aesthete. The very name of a school of communications indicates that it is concerned with the matrix of society and that its closest neighbors around the campus are the school of art and the department of sociology.

It is in this sense that the problems of communications

have defined themselves—they are no longer private, but public. It is a grim thought, but it has to be faced, that we can't afford to laugh at the wrong things, that quite possibly we can't afford to be too often diverted. We become more and more aware of what entertainment (once called "pure") can do to us. We all lose a portion of freedom when we join a network and need trained and thoughtful people to help us remain capable of independent thinking and action.

So part of the function of a school of communications is indirectly to create new audiences. I note that at the University of Pennsylvania, emphasis will be primarily, but not exclusively, on postgraduate work, which means that a center of diffusion will be established from which smaller colleges will eventually benefit. It could mean that lower schools also may have preparatory courses in the same area.

The Annenberg name is connected with both the press and television and the augury is a good one because we are in the critical stage of the shift between print and electronics as the prime medium of disseminating information, carrying on debate, and providing diversion. A revolution is taking place and, for the first time in history, enough people are aware of it to control the direction it will take. Awareness, so far, has been corrupted by prejudice and self-interest. We need dispassionate observation. We need more and more people who are aware, disinterested, and moved to informed action.

Success for the school in Philadelphia will be measured at first by the creation of similar schools elsewhere. It will be measured eventually by the effect all the schools—those already in existence and those still to come—will have on people. For a school in this field cannot be satisfied to beget the "fugitive and cloistered virtue" Milton condemned when he was discussing communications in his time. It must lead to people acting more wisely because of what they have learned.

For the moment, it is heartening to see a new light burning in the sky.

University Sponsors Radio Series

The University's Radio-Television Office is broadcasting a new radio series entitled "Long Way From Home" on WHYY-FM on Wednesday evenings from 9:30 to 10:00 p.m. The program features interviews of foreign students who comment on their homelands as well as on their reactions to life in the United States. The moderator is Dr. John Melby, Director of Foreign Students and himself a veteran of sixteen years of duty in the U. S. Foreign Service.

The thirteen week series will present discussions of Eastern Europe, Israel, Italy, Central Africa, the Arab Middle East, Pakistan, India, Australia, New Zealand, Japan, and Ireland.

Supervised by Paul Blanshard, Jr., Director of the University's Radio-Television Office, "Long Way From Home" is being pre-recorded in the campus studios of WXPB.

An earlier series of panel discussions entitled "The Nature of Creativity" (now being re-broadcast on WHYY-FM on Fridays from 10:00 to 10:30 p.m.) was recently accepted for tape distribution to the 160 stations of the National Association of Educational Broadcasters. "The Nature of Creativity" featured many members of the University faculty.

Know Your University

(The fifth "Know Your University" feature, prepared by Dr. Goldie B. Faith, offers a brief history of the School of Social Work. Dr. Faith is Director of the School's First Year Curriculum.)

One of the first five schools of social work founded in this country, or indeed anywhere in the world, the University of Pennsylvania School of Social Work is now celebrating its Fiftieth Anniversary. It was originated in 1908 when a group of social agencies offered a six weeks' course. In 1909, the program now comprising both class and field



Dr. Faith

instruction was extended to a year's length. Throughout the half century that has elapsed since its founding, the School has both reflected and contributed to the swift development of social work as a profession.

When in 1919 the American Association of Schools of Social Work—predecessor to the Council on Social Work Education—was organized, the School became a charter member. In 1933, now named the Pennsylvania School of Social Work, it offered a two-year course with Kenneth L. M.

Pray acting as Dean. Affiliation with the University of Pennsylvania was established in 1936 when the Master's degree program went into effect.

A pioneer course in supervision was originated by Dr. Virginia Robinson in 1934. From her experience in teaching this course, she wrote "Supervision in Social Casework," published in 1936, a book that established supervision in social work as an area for systematic teaching and learning of a social work skill, with far-reaching effect upon the practices of all social agencies. Almost yearly since then there has been an addition to the list of publications sponsored by the School or jointly by the School and its Alumni Association.

A year of Advanced Curriculum study, with Dr. Jessie Taft in charge, was established in 1939—the first Post-Masters program in social work education. The year 1943 was marked by two events—the beginning of the Group Work Department with Dr. Helen Phillips as chairman, and the School's move from The Social Service Building at 311 South Juniper Street to its present location at 2410 Pine Street in the Horn House given to the University by the Joseph V. Horn Foundation for the use of the School.

Full affiliation with the University was achieved in 1948, and with it, the inception of the Doctoral program, which has since then graduated eighteen individuals.

The academic year of 1958-59 finds the School with an enrollment of 173 full-time students. The most recent count (1957) of the Council on Social Work Education placed the School second in size among American schools of social work for full-time enrollment.

In common with other graduate professional schools, the University of Pennsylvania School of Social Work has thus extended and enriched its curriculum, supported accreditation standards, attracted promising enrollment, contributed to professional literature, and affiliated with a center of higher learning.

Annuity Plan Now Available

The Pennsylvania Annuity Plan has been re-opened for applications on the advice of University Counsel.

Established in 1951 with the Equitable Life Assurance Society, the Plan provides any salaried employee of the University with the opportunity of purchasing an annuity to supplement retirement benefits that might be available under Social Security and the other plans at the University.

The Plan was put into effect initially only after it had been submitted to the Commissioner of Internal Revenue and a ruling obtained from him to the effect that a participating employee would secure the benefit of deferment of taxation until annuity payments commenced. Regulations on the Internal Revenue Code of 1954 contained provisions that were at variance with this ruling, and since September 24, 1956, the University has not bought any new annuity contracts under the Plan, although participants who wished were permitted to remain in the Plan without benefit of tax-deferment.

The Technical Amendments Act of 1958 with its "exclusion allowance" liberalizes and clarifies the tax rules for annuity arrangements so that participation in the Pennsylvania Annuity Plan can be considered again within certain limits as tax-deferred.

Any member of the University faculty or staff wishing information on the Plan is invited to call or visit the Personnel Department at 3025 Walnut Street.

Tuition Rise (Continued from page one)

We remarked on certain of the differential rates in the published schedule for the University. For example, as against the total of \$1400 charged in College, Engineering and Wharton, we noticed that Social Work is scaled at \$1000, Medicine and Dentistry at \$1100, Law at \$1200. Graduate Education, Graduate Arts and Sciences, Graduate Engineering, and Graduate Fine Arts are at \$1000, and Wharton Graduate, \$1200.

Dr. Bradley said: "To some degree a policy of differential tuition rates is motivated by the fact that students and graduates of various schools differ in their earning potentials and, consequently, in their capacities to carry debts against educational expenses. Like most of our sister institutions, we feel that we should contribute to the education of careers involving financial sacrifice in the public interest, such as teaching, nursing, and the medical areas. And we are going to support the fee structure at all points with liberal and increased funds for student aid and scholarships."

Student Loans (Continued from page one)

The second loan fund recently given to the University is a grant of \$23,081 under the National Defense Act for the establishment of a National Defense Student Loan Fund. The Act is being administered by the U. S. Office of Education.

The Fund, to be administered by the University for the Government, will provide loans for students which will be repayable over a period of time (in some instances as much as ten years).

Among Other Things

NAMES: Congratulations to Dr. *Ephraim A. Speiser*, Chairman of Oriental Studies, upon receiving a prize of ten thousand dollars from the *American Council of Learned Societies*. The unrestricted award was given to Dr. *Speiser* "in recognition of your stature as a scholar and of your distinguished contribution to humanistic learning." . . . Congratulations, too, to Dr. *William Roach*, Chairman of Romance Languages, who was recently elected a Fellow of *The Medieval Academy*. Other local Fellows are Dr. *Albert C. Baugh*, Professor of English, and Dr. *Kenneth M. Setton*, Director of Libraries and Professor of History. Academy membership in the United States is limited to fifty scholars. . . . Dr. *Roach* has also just been elected a *Corresponding Member of the Academia de Buenas Letras of Barcelona*, Spain . . . Dr. *Louis B. Flexner*, Professor and Chairman of Anatomy, has been appointed to the fourteen-man Committee of Research recently organized by *The National Foundation*. Chairman of the committee is Dr. *Norman H. Topping*, formerly Pennsylvania's Vice-President for Medical Affairs and now President of the University of Southern California. Function of the committee: to pass on all grants for research projects supported by March of Dimes funds. . . . Faculty members who have recently appeared on the University's WFIL-TV University of the Air program, *Frontiers of Knowledge*, include: Dr. *William A. Jeffers*, Associate Professor of Medicine; Dr. *John G. Brainerd*, Director of The Moore School of Electrical Engineering; Dr. *William Arnold*, Dean of the School of Education; Dr. *Malcolm G. Preston*, Professor of Psychology; Dr. *Ray H. Abrams*, Associate Professor of Sociology; and Dr. *Ruth E. Smalley*, Dean of the School of Social Work . . .

DEFINITION: "Briefly, a seminar is no more than an organized, guided discussion aimed at intellectual discovery."—*Stephen Minot*, University of Connecticut, in "What a Seminar Is Not" (*A.A.U.P. Bulletin*, Winter Issue, December, 1958) . . .

COMING EVENTS: Dr. *Roy F. Nichols*, Vice-Provost, Dean of the Graduate School of Arts & Sciences, and Professor of History, will address the *Society of the Alumni of the College* at a luncheon on April 8. Place: Mask & Wig Club. Time: 12:15 p.m. Reservations: call *John P. Ramsey, Jr.*, Secretary, at Locust 4-5400, Ext. 6106. . . . An all-day conference sponsored by the University of Pennsylvania Alumnae Club of Philadelphia will be held on April 11 at the University Museum from 10:00 a.m. to 3:00 p.m. Subject: *Adam's Rib, Vocal and Silent Partner*, a "consideration of the contemporary woman in art, literature, and society." Among the panelists scheduled to appear are Dr. *Sculley Bradley*, Vice-Provost and Professor of English; Dr. *Adolf D. Klarmann*, Professor of German; Dr. *Kenneth M. Setton*; and Dr. *Grant C. Manson*, Vice Dean of the School of Fine Arts. Dr. *Althea K. Hottel*, Dean of Women, will deliver the keynote address. For information and a copy of the conference brochure, telephone Mrs. *James H. Snyder* at BA-3-6035 or Mrs. *Theodore Leopold* at ME-5-4042.

HISTORICAL FOOTNOTE: "(Lincoln) told the story of the underpaid schoolteacher who said to his pupils one day: 'If each child will bring an egg to school tomorrow, I will show you how Christopher Columbus made the egg stand on end. Those who cannot bring an egg kindly bring a piece of ham.'"—President *Batsell Baxter* (Abilene College) in *The Lincoln who Lives in Anecdote* (*Reader's Digest*, February, 1959) . . .

CATCHING UP WITH THE NEWS: Handsome is the word for the new format of *Expedition*, the quarterly magazine of the University Museum. Interestingly written and beautifully illustrated, the 36 page magazine is given to all Museum members and subscribers. The Editor, Miss *Geraldine Bruckner* (the Museum's Registrar), is assisted by Dr. *Froelich Rainey*, Director of the Museum; Mr. *Louis DeV. Day, Jr.*, Director of Public Affairs for the Museum; and an Editorial Board consisting of Dr. *Alfred Kidder II* (Chairman), Associate Director of the Museum; Dr. *Carleton S. Coon*, Curator of General Ethnology of the Museum and Professor of Anthropology; Dr. *Samuel Noah Kramer*, Curator of the Museum's Tablet Collections and Clark Research Professor of Assyriology; and Mr. *George F. Tyler, Jr.*, member of the Museum's Board of Managers . . . Dr. *George M. Piersol*, Dean Emeritus of the Graduate School of Medicine, has been elected first President of the *American Institute of Medical Climatology*. The Institute is the first American organization dedicated to the study of how weather affects human behavior. . . . Dr. *William Marion Krogman*, Professor of Physical Anthropology, participated in the 1959 Kennecott Lecture Series at the University of Arizona late last month. Title of his talk: *Problems of Race in a Democracy* . . . Dr. *Carl C. Chambers*, Vice President for Engineering Affairs, has been named Chairman of the *American Standards Association Sectional Committee C61*—electric and magnetic magnitudes and units. Dr. *Chambers* represents the *American Association for the Advancement of Science* on this committee . . .

AUTHOR! AUTHOR: Among the new books: *The Saundaryalahari or Flood of Beauty* (Harvard), by Dr. *W. Norman Brown*, Professor of Sanskrit and Chairman of South Asia Regional Studies; *The Puerto Rican Businessman* (Pennsylvania), by Dr. *Thomas C. Cochran*, Professor of History; and *A Guide to the Diplomatic Archives of Western Europe* (Pennsylvania), edited by Dr. *Lynn M. Case*, Professor of History, and Dr. *Daniel H. Thomas* of the University of Rhode Island . . .

WORTH ANOTHER THOUGHT: "I am still learning."—Motto of *Michelangelo*.

THE ALMANAC

Published monthly during the academic year by the University for the information of its faculty and staff

The Editors are assisted by an Advisory Committee representing the Faculty, Administration, and Personnel of the University.

Editor Charles Lee
Managing Editor Bruce Montgomery
Address Public Relations Office, 201 S. 34th St.