



# Almanac

VOL. 6 NO. 4

JANUARY 1960

Non-Profit Organ.  
U. S. Postage  
**PAID**  
Permit No. 2147  
Philadelphia, Pa.

## Wharton School Considers Major Changes in Curriculum

Major changes in the curriculum of the Wharton School, designed to give students in undergraduate business education a broader grounding, have been approved in principle by the Wharton faculty.

According to Dr. Willis J. Winn, Dean of the Wharton School and Vice Provost of the University, the revision was proposed by the school's curriculum committee following a study made by that body.

The study was initiated nearly two years ago following a number of recommendations made during the course of the University's five-year Educational Survey, now nearing completion.

The committee's proposal recognizes that the nature and requirements of business leadership have changed radically from the days when the Wharton School pioneered in establishing the present pattern of American undergraduate education in business, Dr. Winn stated.

"The transfer of control of business organization from owner-managers to professional managers has greatly changed the careers of business school graduates," he continued.

"Recent years have seen impressive shifts in the locus of political and economic power, not only from nation to

*(Continued on page 3)*

## Topics Due for Discussion At Senate Meeting in March

The Administration's proposals to reorganize the undergraduate faculties through the establishment of a coordinating "baccalaureate faculty" are among developments now in process which will be discussed at the next meeting of the University Senate on March 2. The proposals are an outgrowth of the findings of the Educational Survey.

Inquiries are also expected to be raised as to the present status of the proposal on sabbatical leaves, and as to the possibility of a shift in the University's stand regarding the "loyalty oath" and other restrictions on Federal grants for educational purposes.

The meeting promises to be a lively one. Senate members are urged to attend.

## Taubin Takes Up Duties As Planning Office Head

Coordination of the University's various long-range plans for physical development of the campus, and liaison with the West Philadelphia Corporation and public agencies, will be the principal tasks of Harold Taubin, Director of the University's new Planning Office, it was announced last month by President Harnwell.

Taubin, former executive director of the Metropolitan Planning Commission for Chatham County and Savannah, Ga., told the *Almanac* upon taking up his duties at 3025 Walnut st., that he saw the job as one of helping the University "not only to meet its own planning needs, but to help meet the needs of the community of which it is a part. The University's position in that community is certain to be affected by what happens in the area around it."

The new Planning Director holds a bachelor's degree in Social Science from the College of the City of New York, and the degrees of Master of Regional Planning and Master of Public Administration from Harvard University. He is a past chairman of the Maryland Conference on Community Development.

Such immediate problems as the expansion of student and faculty housing, land acquisition and improvement, added parking facilities, and the priorities to be given construction of future campus buildings will come under Taubin's consideration at the developmental stage in his capacity as Planning Director. The directive establishing his office limits his functions clearly to planning and states that projects entering the operational stage are to be turned over by him to the Business Vice President.

The Director is also to "maintain liaison with the West Philadelphia Development Corporation; and with all City, State, Interstate, Regional and Federal agencies engaged in study, planning, and development programs affecting the University and its environment."

In his relationships with the West Philadelphia Corporation, Taubin will be working closely with the new director of that organization, Leo Molinaro, whose appointment was announced on December 27 by Dr. Harnwell in his capacity as president of the corporation. Molinaro, who has been vice president of ACTION, Inc. in charge of its educational program, will assume his new post on January 18.

## City Council Committee OKs Annenberg School Plans

Plans for the construction of the new Annenberg School of Communications cleared one of their final hurdles in December when City Council's committee on municipal development and zoning approved the University's acquisition of land for the purpose.

The proposal to purchase the block bounded by Walnut, Locust, 36th and 37th Sts. will come up for full Council approval early this year. No opposition was encountered at the initial committee hearing.

On the site the University expects to begin construction in May of the \$2,000,000, four-story, air-conditioned structure which will be the permanent home of the new graduate unit now housed in Blanchard Hall. The Annenberg School, which it is hoped will be ready for partial occupancy in the spring of 1961, will be laid out on the same axis as Dietrich Hall, and will face that structure across a mall. Its main building will extend back to Walnut St., and its facade on that side will run westward from the Faculty Club to a nearby garage.

Scheduled for acquisition and demolition under the proposal are two fraternity houses, the former Lenape Club, nine residential structures, a service building of the University, and eight commercial structures. The six families, 70 single persons, and six business establishments to be relocated have been notified that they will have ample time to find new quarters.

The full cost of acquisition and clearing the land, amounting to \$390,000, will be borne by the University, which plans to include in the area, in addition to the Annenberg School, a new fraternity house, an addition to the Faculty Club, a faculty parking space, and a paved court facing Walnut St.

(Continued on page 3)

## Library Shows de Aguiar Work

The Main Library has on display this month an exhibit of various materials designed and printed by the University Printing and Duplicating Service, in honor of José de Aguiar, Director of the Service. It is a tribute to Mr. de Aguiar's artistic craftsmanship and the excellent service of his department.

Included in the exhibit are announcements, invitations, and broadsides especially designed for the Friends of the Library by Mr. de Aguiar; materials designed for the A. S. W. Rosenbach Fellowship in Bibliography; the new Library Bookplate printed by Mr. de Aguiar from a design by Fritz Eberhardt; various other special library materials designed and printed by Mr. de Aguiar; and samples of his work for the University Development Office, the University Museum, and other branches of the University. It includes the prize-winning issue of the Museum magazine, *Expedition*.

### NEXT SENATE MEETING:

Wednesday, March 2

1 P.M.

Room W-1 Dietrich Hall

## A Reminder from the Provost On the Faculty Bibliography

*The Almanac* is in receipt of the following letter, of interest to all members of the faculty, from Provost Loren C. Eiseley:

"Dear Sir:

"It has become customary for the Provost to say a word in these columns about the *Bibliography of Faculty Publications* which serves as an index of scholarly activity during the preceding year.

"The initial steps in the compilation of this year's *Bibliography* have been taken, and Department Chairmen have been requested to distribute report blanks among their colleagues and to have all entries returns to the Secretary's office by February 3. Publication is planned for the middle of May.

"During recent years the *Bibliography* has increasingly reflected the diversity of scholarly pursuits across the campus and the growing productivity of the Faculty. Last year's edition listed some 2200 items as reported by more than 950 authors. These entries were from full-time and part-time faculty and staff and graduate students who had material published in book form and in professional journals. The *Bibliography* does not include book reviews nor articles written for the daily press and popular magazines.

"The *Bibliography* is a useful reference not only within the University but in education at large, and nearly 600 copies were distributed last year to other institutions and libraries. At the same time, it serves as one measure of the stewardship of funds received by the University from the broad public of individuals, foundations and corporations. Over 700 copies are generally utilized to keep such parties informed of our research function.

"The *Bibliography* will continue to grow in importance as additional University funds are allocated in support of faculty research and in view of the continued increase in research which is sponsored by outside agencies. I urge the cooperation of the Faculty in assuring that the 1959 edition will constitute a complete accounting of their scholarly efforts which have resulted in publication.

"Sincerely yours,

"LOREN C. EISELEY,  
"Provost."

## Film Listings at Museum

During the next month the University Museum will show the following Sunday motion pictures:

January 17 — "The Hunters," a documentary film in color of the hunting practices of the Bushmen in the Kalahari Desert.

January 24 — "The Great Adventure," Arne Sucksdorff's film story of two Swedish boys and their life on a farm with their pet otter.

January 31 — "Turkey: Yesterday's Tomorrow," featuring Neil Douglas as lecturer with his own color film surveying the history of Turkey.

February 7 — "Music for Classical Guitar." William Viola, returning by special request, in a program of music for the guitar.

Films are shown Sundays at 2:30 P.M. Admission is free.

## WHARTON

(Continued from page 1)

nation, but as between owners and managers, employers and workers, sellers and buyers, business and government.

"It is clear that technical competence is not enough for effective business leadership. We must move toward less specialization on the undergraduate level to achieve a broader base commensurate with the larger responsibilities for which our graduates must be prepared.

"It is proposed to meet these new responsibilities with a curriculum in which general education will be emphasized to a far greater degree than at present."

New and improved course materials are being developed by the Wharton faculty in conjunction with faculty members of the College of Arts and Sciences. These will be presented later to the entire faculty of the Wharton School for final approval, Dr. Winn stated.

## Museum's Expedition Gets Top Printing Honors

Top honors for printing and design were accorded by the Graphic Arts Industry of the Delaware Valley to the Winter 1959 issue of *Expedition*, Bulletin of the University Museum.

Designed by Louis DeV. Day, Jr., Public Affairs Director of the Museum and printed by the University's Department of Publications, Forms, and Printing, *Expedition* received the "Best of the Year" award in the Delaware Valley Graphic Arts Printing Week Exhibition, being held at the Sheraton Hotel January 18 to 22.

Approximately 1100 pieces were submitted by about 150 firms. Of the 1100 some 650 were selected for exhibition; and of these, 22 belong to the University.

William Newberry, chairman of the exhibit committee, said in announcing the award in December that it was given *Expedition* "for its overall excellence toward achieving the purpose of its message."

A gold Franklin Medal, embedded in plastic, together with a certificate, accompanies the award. These are to be presented to José de Aguiar, the University's Director of the Department of Publications, Forms, and Printing at the "Best of the Year" Banquet at the Sheraton on Thursday night, January 21.

## ANNENBERG

(Continued from page 2)

According to Gilbert Seldes, its director, the Annenberg School will accommodate from 100 to 200 full-time graduate students, a 15,000-volume library, equipped with tapes, films and study areas; a 400-seat auditorium; two television and two radio studios for use in workshop teaching; eight seminar classrooms; facilities for photographic and design work, and faculty and student lounges. The school is a gift of Walter H. Annenberg, publisher of *The Philadelphia Inquirer* and *TV Guide* and a Penn alumnus, through foundations established in the name of his father.

## 'Television Seminar' Develops Big Audience in First Months

A daily viewing audience estimated as being "at least the size of the University's entire student body" was reported last month for "Television Seminar," the series of TV educational courses for credit offered the public since last October by the College of General Studies over WCAU-TV.

Paul B. Blanshard, Jr., the University's Director of Radio and Television and producer of "Seminar," reported that while the total number of persons enrolled for credit in the early-morning TV courses stood at 67, a survey made by the American Research Bureau showed an estimated 47,400 daily viewers for the programs in the Philadelphia-Scranton area. The programs are relayed over WDAU-TV in Scranton.

The courses currently being offered at 6:30 A.M. are "Evaluation of Literature," taught by Dr. MacEdward Leach, and "Descriptive Astronomy," taught by Dr. William M. Protheroe.

A survey of the 67 students taking the courses, Blanshard said, showed that 40 percent of them are getting their first experience of college-level education through this medium, and that 22 percent hold college or advanced degrees.

Other highlights of the survey findings:

Eight of every 10 believed they were getting at least as much from the telecourses as they would by taking the same lessons on campus.

Asked if they felt the TV instructors were teaching them as individuals, or merely presenting lesson content, 63 percent felt they were being reached as individuals.

Nearly half the credit students were in their twenties. One, however, is a 15-year-old polio victim, being allowed to take the courses for high school credit by special arrangement.

While many respondents admitted having some difficulty keeping up with the lessons at dawn, there was a strong and nearly unanimous hope expressed that the University would continue to present such credit lessons on open-circuit TV.

## Changes Around College Hall

Faculty and staff members returning from the Christmas holidays found two quick changes made in and around College Hall.

On the College Hall main floor, the offices formerly housing Vice Provosts E. Sculley Bradley and Roy F. Nichols at Room 101 were torn out and remodeled to provide a considerably larger reception room for the offices of President Gaylord P. Harnwell.

Dr. Nichols and Dr. Bradley, who shared offices with Provost Loren C. Eiseley during the alterations, were to move early in January to Room 104 College Hall, the offices formerly occupied by Dr. I. S. Ravdin, Vice President for Medical Affairs. Dr. Ravdin's office in turn has been shifted to Room 121 College Hall.

On the campus between College Hall and the former Woodland Ave. right-of-way, new sidewalk lighting has been installed to provide better nighttime illumination between the Franklin Statue, the Main Library, and 34th and Walnut Sts.

## Among Other Things

**NAMES:** Congratulations to *Provost Loren C. Eiseley*, on being awarded the 1959 Phi Beta Kappa Science Prize of \$1000 for his book, *Darwin's Century* (Doubleday). The award, given for the first time this year, was presented to Dr. Eiseley at the annual meeting of the Phi Beta Kappa Senate in Washington on December 5 . . . Congratulations also to *Henry D. Harral*, Supervisor of the Municipal Assistance Service of the University's Fels Institute of Local and State Government, on his election as President of the Pennsylvania Planning Association . . . And to *Dr. Douglas Vickers*, Assistant Professor of Finance, on the recent publication of his book, *Studies in the Theories of Money, 1690-1776*, by Chilton Press.

**WITH US AGAIN:** *Dr. M. G. Sevag*, Associate Professor of Microbiology in the School of Medicine, has returned from a leave of absence, September 21 to November 8, during which he lectured at the Academy of Sciences in Erevan, Armenia and at the Institute of Biochemistry and Microbiology of the USSR Academy of Sciences in Moscow . . . *Dr. John G. Brainerd*, Director of the Moore School of Electrical Engineering, spent the Thanksgiving holidays at the German National Bureau of Standards in Braunschweig, Germany, attending a meeting of experts of an International Electrotechnical Commission's committee . . .

**OTHER AUTHORS, OTHER PLACES:** The Main Library of the University featured during December a display of *Broadcasting Without Barriers*, by *Dr. George A. Coddling*, Associate Professor of Political Science, which appeared during the Fall. The display included copies of an issue of the *UNESCO Courier*, in English, French, Spanish and Russian, devoted to Dr. Coddling's book, which is now being published in French . . . *Dr. Eleanor Stoker Boll*, Assistant Professor of Sociology and Research Associate of the William T. Carter Foundation, was the author of an article on arranged marriages in the December 13 issue of the *New York Times Magazine* . . .

**OTHER HONORS:** *Dr. Joshua A. Fishman*, Associate Professor of Human Relations, who recently was invited to become a Fellow in the Division of Educational Psychology of the American Psychological Association, also has been invited to teach the Human Relations course offered by the Department of Psychology at Haverford College during the Spring semester, 1960.

**SPEAKING OF SPEAKING:** *Dr. Covey T. Oliver*, Professor of Law in the Law School, spoke on "What's Happening to International Law" at the University Museum on December 10. His address was part of the University's 1959-60 Benjamin Franklin Lecture Series, taking the place of one originally scheduled by Dr. John Kenneth Galbraith, economist, who was forced to cancel the engagement because of illness . . . *Dr. Reavis Cox*, president of the American Marketing Association and Food Fair Foundation Professor of Marketing at the Wharton School, discussed current developments in marketing at a luncheon meeting of the Alumni Association of the Wharton Graduate Division of Business Administration at the Engineers' Club on December 11 . . . *Dr. Ephraim A. Speiser*, Chairman of the Department of Oriental Studies, spoke on "Three Thousand Years of Research on

the Bible" in the annual Chanukah lecture sponsored by the Hillel Foundation on the campus on December 15.

Mr. Harral, mentioned previously, served as chairman of a panel on "Land Use Control at Highway Interchanges" at the annual meeting of the Pennsylvania Planning Association in Pittsburgh on November 12. His associate, *Morton Lustig*, Assistant Supervisor of the Institute's Government Consulting Service, was chairman at the same meeting of a panel on "Objectives, Standards, and Performance in the Acquisition of Open Space."

**LATE FLASHES:** *Professor Louis I. Kahn* of the Department of Architecture flew to Luanda, Angola, January 1 for a two-week visit in preparation for the design of a new Residency and Consulate General for the United States, for which he has been commissioned . . . *Dean G. Holmes Perkins* of the School of Fine Arts, accompanied by *Vice Dean Thomas B. A. Godfrey*, returned at the end of the year from a two-week visit to Turkey as consultant on the development of Middle East Technical University in Ankara.

## Museum Concert Program

The second of the University Museum's 1959-60 concert series, presented by the Museum Sinfonietta, will come to a close Saturday, Jan. 16, with a program entitled "Salute to Twentieth Century."

Arranged and conducted by Dr. Joseph Barone, Associate Professor of Music, the program is to include "Adagio for Strings," by Samuel Barber; "Rakastava," by Sibelius, and "Sacred and Profane Dances" by Debussy, with Ann Garlich as harp soloist, as well as works by Delius, Leo Weiner, and Jose Serebrier.

The concerts are presented by the Museum at 3 P.M. on Saturdays, through a grant from the Musicians Performance Trust Fund of the Recording Industry, in cooperation with Local 77 of the American Federation of Musicians. They take place in the Museum's Eckley B. Coxe, Jr. Egyptian Gallery. Admission is free.

### FACULTY HOBBY SHOW

Bennett Lounge

Week of Mar. 7-11

Those interested see:

Bennett Union Board

4th Floor Bennett Hall

### 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 ..... Frederic G. Hyde  
Address ..... Development Building

*Printed by the University of Pennsylvania  
Dept. of Publications, Forms and Printing*