



Almanac

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Annenberg Offers Ph.D. In Communications

The University of Pennsylvania will offer a doctor of philosophy degree in communications beginning with the 1968 spring term, Dr. Michael H. Jameson, dean of the Graduate School of Arts and Sciences has announced.

Dr. Percy H. Tannenbaum, professor of communications at the University's Annenberg School of Communications, has been named chairman of the Graduate Group to conduct the program and supervise student research.

The program is made up of three separate "core" areas of communications study.

One is "Communication Codes and Modes," concentrating on general theories and models of information. It will include coding and processing of messages in different "languages," media and modes along with analysis of meaning, content and message systems.

"Communications Behavior," the second core area, will deal with individual and social interaction and experience through messages. It will include such subjects as attitude formation, public opinion and collective behavior, and the consequences of exposure to messages.

Third is "Communications Institutions." Ph.D. candidates in this area will study history and theories of social and mass communications, public policy related to communications and popular culture, and the structures of communications institutions.

The Graduate Group which conducts the program will include seven members of the Annenberg School faculty, and ten faculty members from other disciplines acting as associate members.

The seven are Dr. George Gerbner, dean of the Annenberg School; Dr. Hiram Haydn, professor of communications and editor of *The American Scholar*; Dr. Michael Studdert-Kennedy and Sol

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A 'Sense of Isolation' Experienced By Faculty, Graduate Students

A graduate student's liking for the University may well depend on his relationship with his professors, concludes Robert B. Miller, a former graduate student at the Annenberg School.

His finding was just one of many made during his writing of a dissertation on the need for a faculty-graduate student magazine on campus.

As part of his research, a survey was mailed last year to a random sampling of 1,000 graduate students and 600 faculty members, listing 22 questions. Of the students, 224 responded; 120 faculty members replied.

Miller bases his conclusion on the answers to several questions, particularly one regarding school loyalty. Nearly all the graduate students replied that they felt more loyal to their undergraduate school. When asked why, they explained they were dissatisfied with graduate life because of shortcomings in the general academic atmosphere, problems related to the general nature of graduate study as opposed to undergraduate study, problems of an interpersonal or social nature and deficiencies in particular departments.

When asked for specifics, their answers were plainer:

"... there is very little outside contact with professors . . . impersonal student-faculty relations . . . faculty indifference is rationalized as a preoccupation with research and scholarship . . . less stimulating faculty contacts . . . find Penn enormous and unfriendly . . ."

Thirteen of the 18 students who rated themselves more loyal to Penn than to their undergraduate schools gave as their reasons, in order of importance, better student-teacher relationships (four of these students had eaten with professors more than five times); better research facilities and laboratory equipment; and

more sophisticated, professional approach to material.

Unfortunately those graduate students unhappy with the University outnumber the contented students three to one.

One question—how many times have you eaten with your teacher?—pointed to the infrequency of informal contact between a professor and his student. Only 17 percent of the students had a meal with one or more faculty members more than five times, and over half had

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Gimbel Gymnasium Open for Recreation

The new \$2,900,000 Gimbel Gymnasium at the University was dedicated January 20 as part of the annual Founders Day activity.

The multilevel red brick structure at 37th and Walnut Streets is a recreational sports unit for University students, faculty and staff, with an Olympic-size swimming pool both for recreation and for intercollegiate, intramural and other competition.

The Gymnasium is named for the late Bernard F. Gimbel, an alumnus of Pennsylvania's Class of 1907 and a life-long amateur athlete. He was chairman of the board of Gimbel Brothers, Inc.

The new sports center houses three basketball courts, three volleyball courts, two badminton courts and squash courts for singles and doubles. The building also has an exercise room; a sun deck; steam bath and hot room for men; lockers for 2270 persons; and refinements such as the nine hair dryers for women and a laundry for gym suits and towels which can handle up to 300 pounds of wash.

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Draft Not Meant to Repress or Punish

A letter from the presidents of the eight Ivy League institutions was sent to President Johnson in December urging him "to make it crystal clear that there is no intention to use induction as punishment."

In the December 21 letter, Yale University President Kingman Brewster, currently serving as chairman of the Ivy Group institutions, asked for clarification on whether local boards would not determine the legality of individual conduct and thus undercut or bypass fundamental judicial processes.

Answering for the White House, Joseph A. Califano, Jr., special assistant to President Johnson, affirmed that the Selective Service System "is not an instrument to repress and punish unpopular views. Nor does it vest in draft boards the judicial role of determining the legality of individual conduct."

University President Gaylord P. Harnwell joined President Brewster in writing to President Johnson. Other presidents included Ray L. Heffner, Brown University; Grayson Kirk, Columbia University; James A. Perkins, Cornell University; John S. Dickey, Dartmouth College; Nathan M. Pussey, Harvard University; and Robert Goheen, Princeton University.

The letter follows:

We, the Presidents of the so-called Ivy Group Colleges and Universities, had hoped that the joint statement by the Attorney General and the Director of Selective Service indicated that there was no intention on your part to permit 4,000 local draft boards to pass upon the illegality of acts of demonstration against military recruitment and selective service.

General Hershey's subsequent off-the-cuff statement dashed this hope. We urgently implore you to make it crystal clear that there is no intention to use induction as a punishment, that there is no intention to let local boards assume the judicial role of determining the legality of individual conduct, and that there is no intention to undercut or bypass fundamental judicial processes.

We cannot overemphasize the importance of upholding the spirit and the letter of Constitutional assurance of due process of law. We realize, as you do, the threat of spreading civil disobedience, and would support any lawful effort to assure the orderly processes of recruitment and selection for military service. However, these immediate concerns as

well as the fundamental values of due process of law will remain in serious jeopardy unless you make it clear that the draft is not to be used as a punishment and that draft boards are not to become extra legal judges of the legality of acts of protest.

Following is the White House reply:

The President has asked me to thank you for your letter of December 21 in behalf of the Presidents of the Ivy Group of Colleges and Universities.

We completely agree with the need to uphold fully the spirit as well as the letter of the constitutional assurances of due process. Any potential threat to these fundamental values has no place in a democracy.

As your letter states, the Selective Service System is not an instrument to repress and punish unpopular views. Nor does it vest in draft boards the judicial role of determining the legality of individual conduct.

The purpose of the Joint Policy Statement issued by Attorney General Clark and Selective Service Director Hershey was to make this clear.

That statement sets out the cardinal principle that lawful protest activities, whether directed to the Draft or other National issues, do not subject registrants to acceleration or other special administrative action by the Selective Service System.

It is also fundamental to the preservation of our liberties that the laws of the land be respected and obeyed. Violations of law cannot be countenanced. Where violations occur, the judicial system must be invoked. This basic concept, too, is clearly set out in the Joint Policy Statement.

General Hershey has informed me that he adheres to these views.

I am enclosing a copy of the statement for your information. We appreciate the benefit of your thoughtful views.

Smith Named Director Of Capital Programs

Noble Smith has been named director of capital programs at the University, assuming responsibility for the academic portion of its current \$93 million capital campaign.

Smith joined the University development staff in 1965 as a project director. He had served as manager of travel with American Express Company in Hong Kong from 1957 through 1962. From 1962 until joining the University staff, he was vice-president and treasurer of

University Forum Split On Hershey Statement

Although the Hershey statement prompted several Universities to suspend military recruitment, a resolution to do so at Pennsylvania failed.

A motion asking that all military recruitment be banned from campus until General Hershey clarified his statement was introduced at a December meeting of the University Forum. The vote was eleven in favor to eleven opposed. However, a motion criticizing the Hershey statement and asking President Harnwell to write to President Johnson for an explanation was passed unanimously by the group.

President Harnwell sent the letter December 20. In it he expressed the University's concern about the Hershey statement, noting that it confused induction into the armed services with criminal punishment.

Dr. Ehrich Is Dead; Professor of Pathology

Dr. William E. Ehrich, professor of pathology in the University's School of Medicine, died December 25. He was 67.

Dr. Ehrich received his M.D. degree at the University of Rostock in 1924. He served as a pathologist at the Rockefeller Institute Hospital in New York from 1926 to 1930, and taught at the University of Rostock from 1930 to 1935. He had been at Pennsylvania since 1936.

Dr. Ehrich was chairman of the department of pathology in the University's Graduate School of Medicine (now graduate division of the School of Medicine) from 1946 to 1966 and had been chief of the division of pathology at Philadelphia General Hospital since 1942. He was a member of the American Association of Pathologists and Bacteriologists, the American Society of Experimental Pathologists, and the Society of Experimental Biology and Medicine.

Travelwise Inc., Marblehead, Mass.

A native of Marblehead, Smith was graduated from Harvard College in 1955 where he majored in anthropology. He received an M.A. degree in sociology from the University of Pennsylvania in 1956.

Student Nurses Aid Normandie Fire Victims

Student nurses at the residence halls of the University of Pennsylvania Hospital's School of Nursing proved themselves true disciples of Florence Nightingale as they helped shelter and care for their across-the-street neighbors fleeing the fire which destroyed the Normandie Hotel.

As city fire-fighting equipment arrived, a dozen of the student nurses hurried to help police and firemen care for the elderly residents of the Normandie as they were evacuated to another hotel, the Divine Tracy, and subsequently to the University Hospital student nurses' residence halls. University Hospital maintenance men also assisted in taking out the elderly, working even during the time when the building threatened to collapse.

Within 90 minutes a total of nearly 170 of the Normandie's elderly residents were brought from the burning seven-story structure and from the then-evacuated Divine Tracy to the nurses' residence at 3446 Chestnut St., where virtually all of the 314 student nurses pitched in to feed, bed down, and give medical care to the fire victims.

Special attention was given to elderly persons who were on special diets or needed drugs such as insulin. In addition, food and beverages were provided throughout the morning to nearly 75 police and firemen as well.

Several members of the University Hospital's medical staff came to the residence to give on-the-spot care to those who did not need hospitalization.

A total of 14 bed cases were handled in student rooms before those who required hospitalization were moved to the Hospital of the University of Pennsylvania and the Presbyterian-University of Pennsylvania Medical Center.

As an emergency measure, student nurses arranged for blankets and mattresses for several dozen more of the aged victims.

Miss Lillian E. Gass, director of the nurses' residences, said approximately 30 of the student nurses accompanied the fire victims to the 103rd Engineers' Armory where American Red Cross Disaster Services personnel provided assistance in sheltering and resettling the victims.

CRIMINOLOGY CENTER DESTROYED BY FIRE

The University lost its Center for Studies in Criminology and Criminal Law in the Normandie Fire. A joint project of the University's Department of Sociology and School of Law, it had been housed in the Hotel.

According to Dr. Marvin E. Wolfgang, the Center's director, the greatest part of five years research was destroyed by the fire.

The University's financial offices, including the Comptroller's and Cashier's Office, had been housed in the Normandie but moved to the Franklin Building in December.

The student nurses assisted in feeding police and firemen throughout the day at the nurses residence with food supplied from the Hospital of the University of Pennsylvania, said W. Frank Esposito, assistant to the administrator of the Hospital.

Some 350 young women between 17 and 20 years of age live in the two Hospital nursing residences, English House and Kings Court. English House, the further of the two houses from the Fire, was used as a shelter for the elderly evacuees. At Kings Court, nearer the blaze, windows were melted from the intense heat and a number of girls had to be evacuated.

Sociology Department Appoints New Faculty

Dr. Samuel Z. Klausner, from the Bureau of Social Science Research in Washington, D.C. has been appointed Associate Professor of Sociology. His name heads a list of six recent appointments to that department.

Other new faculty members include Dr. Frank F. Furstenberg, Jr., from Columbia University, assistant professor; Dr. Peter A. Morrison, from the University of Western Ontario, assistant professor; Dr. Edmund Murphy, from the University of Chicago, assistant professor (currently on leave of absence); Herminio Martins, the University of Essex, Visiting Lecturer for this year; and Bernard Cohen, instructor.

Two Put on Probation For November Sit-ins

Two undergraduates were placed on disciplinary probation by the Men's Student Judiciary for their part in the November demonstrations against Dow Chemical Company and CIA recruiters. Three others were acquitted on charges connected with the sit-ins.

As the *Almanac* went to Press four graduate students and two undergraduate women were still awaiting hearings before the Committee on Student Discipline. The deans of the schools of the four graduate students had asked the Committee to handle the cases. At their hearing in December, the two women had requested the Women's Student Judiciary to transfer their cases to the Committee.

New Computer Complex Will Aid Area Utility

An IBM System/360-Model 65 computer complex has been installed by the University as the first step in the development of a regional computing utility for the academic and scientific community of the Delaware Valley.

The objective of the system is to establish a general-purpose user-oriented source of computation—similar in principle to an electric utility. Card readers and printers and smaller models of the System/360 series of computers (as well as equipment of other manufacturers) are to be installed at remote locations as satellites communicating with the Model 65 by telephone line. Teletypewriter and typewriter-like devices, operating in an interactive and conversational mode, will be used for lower volume computing requirements, such as program preparation and information storage and retrieval.

The Model 65 computer, valued in excess of \$3,000,000, provides a computing capacity at least ten times greater than previously available at the University. This computational power with supporting programming systems is offered on an equal basis to all schools and organizations of the University of Pennsylvania and also to the eighteen additional Philadelphia academic institutions that are members of the University City Science Center of Philadelphia.

Grants Aid Faculty Research Projects

Dr. Morton J. Schussheim, professor of city planning at the University, has been awarded a \$35,000 grant from the Ford Foundation to appraise Federal urban development policy. The research centers on the development of Federal policy toward city housing and development through the 1960s.

"By investigating major influences in past Federal programs and values, we may be able to shape better urban policies in the future," Dr. Schussheim said. "The main challenges are to provide better public services and more orderly and attractive patterns of development—including new towns—and to make equal opportunity in housing a reality for all our citizens."

The study is scheduled for completion in mid-1969.

Three other foundations recently announced awards to the University.

The Philadelphia Foundation has contributed \$5,000 to the Marriage Council of Philadelphia to help support family life education projects in Philadelphia's public secondary schools.

The Council, in cooperation with the Philadelphia Board of Education, had initiated a pilot study program last year at Sayre Junior High School to develop a curriculum for training classroom teachers in family education skills. The program is designed to help teachers deal with student questions about sex, dating and other interpersonal relationships at the moment they arise.

The Marriage Council is affiliated with the Division of Family Study, Department of Psychiatry, University of Pennsylvania School of Medicine.

A number of grants from the National Science Foundation have also been made. These include:

—\$520,200 to Dr. William E. Stephens, professor of physics, for support of nuclear research with tandem accelerator; in addition, the University has allocated \$27,013 in support of the project;

—\$116,000 to Dr. J. Frederic Hazel, professor of chemistry, for an academic year institute in chemistry and physics for secondary school teachers;

—\$19,975 to Dr. John W. Carr III, professor of electrical engineering, for a secondary science training program;

—\$30,000 to Dr. Charles C. Price, University Professor of Chemistry, to

continue his investigation of chemical properties of Thiabenzene analogs;

—\$24,900 to Dr. Kenneth R. Atkins, professor of physics, to continue research into liquid and solid helium;

—\$15,000 to Dr. William H. Telfer, professor of biology, for continuing support of research into the physiology of yolk deposition.

—\$25,700 to Dr. Robert H. Koch, associate professor of astronomy, to support his studies of eclipsing binary stars; in addition, the University has allocated \$6,435 to the project.

Finally, a special research grant of \$184,462 was awarded by the Johnson Research Foundation to Dr. David Garfinkel, associate professor of biophysics, for a medical school computer facility.

Full-time Enrollment Rose to Record Last Fall

Full-time student enrollment at the University rose to a record 13,801 last fall, up from 13,466 full-time students enrolled in the previous academic year.

According to a report from the Office of the Registrar, total enrollment for both full and part-time students last fall was also at a record level—19,417, a rise from 19,297.

Among full-time students, 7,097 were undergraduates, 4,671 were graduate students and 2,033 were enrolled in the professional schools.

A majority of the full-time undergraduates were enrolled in four divisions—College of Arts and Sciences (2,886 men), College of Liberal Arts for Women (1,708), Schools of Engineering (466) and the Wharton School of Finance and Commerce (1,451). Another 586 students enrolled in the School of Allied Medical Professions, the School of Nursing and several special programs.

Professional school full-time enrollments were: law, 563; dental medicine, 533; medicine, 657; and veterinary medicine, 280. An additional 72 students enrolled on a part-time basis in the School of Medicine and its graduate division.

The largest full-time graduate student enrollment—2,294—was in the Graduate School of Arts and Sciences. Other full-time graduate enrollments in

Gimbel Gymn . . .

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The new swimming pool, newest of the nation's four indoor Olympic-size college pools, is 48 feet wide and has seating for 1200 spectators along its 50-meter length.

A unique feature of Pennsylvania's pool is the aluminum bulkhead set flush in the floor near midpoint. With the push of a button, the bulkhead rises like an elevator platform to form two separate swimming pools: one 25 yards long for NCAA competition, the other an AAU-regulation 25 meters. Conversion takes only a minute and a half.

At the 25-yard end of the pool, which slopes to a maximum depth of 14 feet, there are one-meter and three-meter diving boards, plus a five-meter diving platform. To accommodate diving at that height, the pool was designed with ceilings 30 feet above the deck.

Additional refinements in the pool design are the shaped gutters, which minimize wave action against the sides of the pools as swimmers disturb the water; a spray system to roughen the surface for divers so that they can judge distance; and filtered daylight as well as artificial illumination.

The pool will be used for team practice on weekdays from 3 to 6 p.m. by University swimming coach George T. Breen and his 40 swimmers and six divers.

During all other hours that the building is open, the pool will be used for recreation by the University family, according to Robert A. Glascott, assistant to the director of physical education and supervisor of the building.

The Gymnasium will be open seven days a week, with hours 10 a.m. to 10 p.m. on weekdays, 10 a.m. to 3 p.m. on Saturdays, and 2 p.m. to 5 p.m. Sundays.

degree programs were: The Annenberg School of Communications, 59; Graduate School of Education, 145; Graduate School of Fine Arts, 329; School of Nursing, 85; School of Social Work, 196; graduate programs in the Wharton School of Finance and Commerce, 1,167; and graduate programs in the Schools of Engineering, 273.

Enrollment in eight special and certificate programs accounted for another 123 students. Part-time graduate enrollment was 2,224 of which 1,997 represented degree programs.

Lack of Information About Work of Others Cited

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not dine with a faculty member even once since they had been at Penn.

The record of the faculty was somewhat better: about 40 percent indicated they had dined with their students on five or more occasions, although almost 20 percent hadn't dined with one.

Not surprisingly, those teachers who taught relatively small groups of graduate students ate more frequently with them. In fact, a number of groups made it a regular policy to have working luncheons together—a psychology colloquium regularly met for lunch at Houston Hall; another psychology group got together for the evening meal; the dental department library was a regular sandwich center as was one of its research labs. A number of law students commented about the satisfactory informal relationship that was created by their faculty's open door policy and how often it extended to their cafeteria.

Most informal meal get-togethers occurred, however, when a professor was directly involved in the work of the students; this type of meeting was most often instigated by the student. However, faculty members saw the meals more as social affairs and only secondarily as "shop-talks."

Faculty members who had been teaching at the University a long period of time evidenced a greater readiness to dine informally with students, not only on campus but at home.

DEPARTMENTS ARE ISOLATED

Another dissatisfaction cited by graduate students was the apparent isolation that existed at Penn between departments and between graduate students of different departments.

Except for students and faculty at Wharton, there did not seem to be any feeling of community among the graduate students; and, difficulty of individual studies aside, they missed some of the interpersonal closeness and familiarity which had been their normal experience during their undergraduate years.

Or, as one medical student put it, "... it has baffled me that a school with such outstanding graduate programs has virtually no communication between the various graduates—especially those in different schools."

One thing that particularly irritated

the graduate student was the reaction he encountered when he tried to take a class from a different school or department. A student at the Moore School recalled the time a professor suggested he not audit his Shakespeare class since he was an engineering major. This same student pointed out that at supposedly open seminars, "an out-of-department guest gets about the same reception as a photographer knocking on the gate of a nudist camp." He felt his department was just as guilty as any, not bothering to even advertise seminars or special meetings outside the research building.

A student from the Law School probably best summed it up: "The Law School is in a sense both geographically and administratively isolated from the rest of the University. While the aim of a professional school is concededly less intellectual than that of a more general graduate discipline, there is still a strong sentiment in many students toward the maintenance of a broad educational experience."

All agreed that there was a need to wed the graduate community to the institution as a whole. Because much of the problem is no doubt due to physical isolation in housing and classroom facilities, it is hoped that the proposed Graduate Center will do much of the job. Already the social science complex and the graduate library seem to be helping.

FACULTY MEMBERS ALSO SUFFER

Faculty members also suffer from some isolation though certainly not to the extent that graduate students feel they are isolated. Faculty isolation is not based on not knowing members of the faculty or staff outside their department but was instead based on not knowing what kind of work faculty and schools were doing. Most professors complained of discovering similar interests and parallel work almost by accident.

The medical faculty in particular felt a sense of isolation from the traditional pulse of the University. Throughout the survey they make references to their feelings of isolation. An associate in the nursing school noted that there was little if any opportunity to share ideas, information and problems "with faculty members other than those from the school with which you are associated. This is particularly apparent at lunch at the Faculty Club."

Data also revealed that the medical faculty was more interested in learning about non-medical projects than the non-medical faculty was interested in learning about medical projects.

Though the graduate students listed a number of complaints, three out of four indicated that Pennsylvania was their first choice for the graduate program in which they had enrolled. This percentage was consistent for five of the seven schools polled. All seven of the Fine Arts respondents indicated Penn was their first choice; the lowest first-choice percentage was among Law students at 61 percent.

SOURCES OF FAME VARIED

Students were asked to mention anything for which the University might be famous outside the department in which they were studying. Almost one-third indicated that they knew of nothing, almost half mentioned more than one person or institution, and more than one in five mentioned one or a combination of graduate schools as contributing to University fame.

Wharton was by far the most frequently mentioned school and several times an identity separate from that of the whole university was noted: "Most people seem to associate Penn with the Wharton School," said a physics student. A foreign student at Wharton from the Philippines remarked, "Wharton is known back home, but not as a part of the University," and an engineering major said, "I never heard of Penn except for Wharton."

The School of Medicine was mentioned next most often, followed by Veterinary Medicine, Architecture (department in the School of Fine Arts), Law, and Communications (Annenberg), in that order.

Specific academic programs were the next most well-known source of University renown. Special mention was made of American and South Asian studies, regional science and city planning, operations research and industrial relations, finance and investment banking, foreign policy research, linguistics, anthropology and occupational therapy.

In about a third of the cases, the names of professors associated with these programs were mentioned. The most frequently mentioned professor was Louis

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Robert Coryell Heads University News Bureau

Robert F. Coryell has been named director of the news bureau at the University. He succeeds Joel S. Berger, who has been named associate director of public relations at the University of Chicago.

Coryell joined the University in September 1966 as news officer of the Wharton School of Finance and Commerce and first editor of the *Wharton Quarterly*, a business publication.

He has served as assistant director of public relations at Clark University, Worcester, Mass.; director of public information at Wilson College, Chambersburg, Pa.; and public information assistant at the University of Oklahoma in Norman. He has received publication and photography awards from the American College Public Relations Association and the Baltimore Art Directors Club.

Coryell was graduated in 1959 from Cornell University, where he majored in English.

Annenberg Offers Ph.D. . . .

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Worth, both associate professors of communication; Dr. Marten Brouwer, visiting associate professor from the University of Amsterdam; Dr. Shel Feldman, assistant professor of communications and psychology; Dr. Klaus H. Krippendorff, assistant professor of communications; and Dr. Tannenbaum.

Associate members are Dr. Lee Benson and Dr. Thomas C. Cochran, professors of history; Dr. John W. Carr III, professor of electrical engineering; Dr. Roland M. Frye, professor of English; Dr. Dell H. Hymes, professor of anthropology; Dr. Albert Pepitone, professor of psychology; Dr. Harvey Winston, associate professor of psychology; Dr. Ralph B. Ginsberg, assistant professor of sociology; Dr. Henry J. Teune, associate professor of political science; and Dr. Julian Wolpert, associate professor of regional sciences.

Communications degrees are given at the master's level in the Annenberg School of Communications. At Pennsylvania, all Ph.D.'s in any subject are awarded through the Graduate School of Arts and Sciences, with programs supervised by Graduate Groups in the areas of specialization.

Saalach Joins Staff of Personnel Office

Dr. Raymond C. Saalach has joined the Personnel Office staff in the new position of Training and Communications Officer. He was Director of Admissions in the Wharton Graduate School.

In his new position, Dr. Saalach will be consulting with Deans, Directors, and Business Administrators on the orientation needs of newly-employed personnel. He will help establish in-service personnel training and development programs and develop personnel communication materials and procedures.

Conference on Planning Attracts Business Men

A week-long conference on long range corporate planning attracted some 62 business leaders from the U.S., Canada and Mexico to the campus last month. Sponsored by the Wharton School's Management Science Center, the Conference was designed to acquaint executives with "an operations research approach" to long-range planning.

Highlight of the conference was the presentation of the Lanchester Medal of the Operations Research Society of America to conference speaker Stafford Beer, the British philosopher, industrial leader and author of *Cybernetics and Management and Decision and Control*.

CONTENT ANALYSIS PAPERS AVAILABLE

Papers delivered at the National Conference on Content Analysis held at the Annenberg School of Communications in November will be published in book form in late 1968. Those who wish to receive special notice of this publication should notify Dr. George Gerbner, dean of the school. In the meantime, a number of papers are still available to individuals for scholarly and research purposes. For a listing of these papers and their prices, please get in touch with the School.

Sense of Isolation . . .

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Kahn, professor of architecture, followed by Dr. I. S. Ravdin, emeritus professor of surgery. Also receiving more than passing mention were Dr. Walter Isard, "the father of regional science," and Dr. Russell Ackoff, chairman, Board of Advisors, of the Management Science Center.

Thirteen students mentioned the University Museum and its "digs" in the Middle East as their only vote for University fame while a number of others included the archaeological expeditions with their mention of special academic programs offered by the University. The Museum and its associated activities rivaled the Wharton School as the single most mentioned University institution of special note.

Twenty students answered the question with general comments concerning the University's relatively high academic standing, or a reference to its being in the Ivy League. Eight students mentioned the Moore School's development of the world's first digital computer, *Eniac*; and ten, the fact that University claims Ben Franklin as its founder.

Negative comments were few and mostly concerned the University's athletic teams.

When students were asked to name three professors (who were not administrators) they had heard about but had never had as instructors or advisors, only 62 percent could do so; only 15 of the 62 different "best-known" professors received more than one mention, and only eight more than two. Seven of the 15 mentioned more than once were associated with the Wharton School as were the best and third-best known. Over-all, better than 35 percent of the professors mentioned were from the Wharton School and for the most part taught graduate courses in business administration subjects.

Though eight students commented specifically on a professor's teaching ability, most comments were concerned with a professor's excellence in a particular academic area. In almost every case where a student indicated his source of information about a professor was from a noncampus publication, the professor was most closely identified with the Wharton School.

Among other things...

APPOINTMENTS:

Dr. Harold Lewis, professor of social work, has been appointed chairman of the National Curriculum Committee for Undergraduate, Graduate and Doctoral Education for the Council on Social Work Education. He is also chairman of the Social Policy and Action Cabinet of the Philadelphia chapter of the National Association of Social Workers. Dr. Lewis was recently educational director for a regional seminar of the National Association of Social Workers held in Philadelphia.

Arthur R. Owen, Registrar of the University, was elected Vice President, President Elect at the annual meeting of the Middle States Association of Collegiate Registrars and Officers of Admissions which met in November at Atlantic City. He has served as treasurer of this organization for the past two years.

Dr. Dell Hymes, professor of anthropology, has been elected to the executive board of the American Anthropological Association. He recently served as consultant to the Study Committee on Communication and Linguistics of the American Society for International Laws. In early December he and **Dr. Frank Furstenberg**, assistant professor of sociology, took part in a research planning conference for the National Institute of Child Health and Development.

Dr. Arthur E. Baue, associate professor of surgery, has been appointed both Harry Edison Professor of Surgery at Washington University in St. Louis and Surgeon-in-Chief at Jewish Hospital there.

AUTHORS:

A book calling for an end to five forms of racial separation was introduced at a recent reception honoring the author, **Dr. William T. Fontaine**, associate professor of philosophy. Entitled *Reflections on Segregation, Desegregation, Power and Morals*, the book is part of the American Lecture Series published by the firm of Charles C. Thomas.

Dr. Edwin Mansfield, professor of economics, is author of the book *Industrial Research and Technological Innovation* published by W. W. Norton for the Cowles Foundation for Research in

Economics located at Yale University. He is author of another Norton book, *The Economics of Technological Change*, as well as the editor of *Defense, Science, and Public Policy*. In addition, Dr. Mansfield has been appointed an adviser to a Presidential Committee on the Technology Gap and to the Small Business Administration. This semester he is on leave as a consultant to the Rand Corporation and Visiting Professor of Economics at California Institute of Technology.

Dr. Derk Bodde, professor of Chinese Studies, and **Clarence Morris**, professor of law, are co-authors of *Law in Imperial China*, the inaugural volume of a new series *Harvard Studies in East Asian Law* published by Harvard University Press. In addition to this recent work, three books by Dr. Bodde have been reprinted during the past year. These are *China's First Unifier*, *Tolstoy and China* and *Peking Diary*. A new edition of a fourth book, *Statesman, Patriot and General in Ancient China*, has just been published.

HONORS:

Dr. A. Leo Levin, professor of law and vice provost for student affairs, was elected national president of the Order of the Coif, an honorary legal society, during their meeting in Detroit last December. He has served as national vice president of the Order during the past three years.

Samuel Maitin, lecturer in communications, has been commissioned to execute a mural for the Free Library System of Philadelphia to be installed at its Carnegie branch. He has chosen to base the painting on the last two sentences of the novel, *Report from the Red Mill*, written by **Dr. Hiram Haydn**, professor of communications. He has also been asked to design a mural for the new radiological section of Hannemann Hospital in Philadelphia.

Two industrial design works by **Dr. Klaus Krippendorff**, assistant professor of communications, were on display in the photography and design pavilion at Expo '67. They were selected by the International Council of Societies of Industrial Design which promoted projects that met social needs of the countries for

which the design was intended.

TRAVELERS & SPEAKERS:

Sol Worth, associate professor of communications, was invited to address the annual meeting of the National Association for Social Work in October on the subject "Visual Communication and Film as a Tool in the Delivery of Service." Along with a colleague from San Francisco State College he later delivered a paper on "Further Analysis into the Visual Language of the Navajo" at the Annual Meeting of the American Anthropological Association in Washington, D.C.

Dr. Donald E. Smith, associate professor of political science, spoke on "Our Converging World: A Challenge to the Spiritual Traditions of Mankind" at one of a series of lectures sponsored by the Institute for Religious and Social Studies.

Dr. Charles F. Hoban, professor of communications, reviewed his research on reader characteristics and response to professional journals in the field of communication with the editorial board of *Educational Broadcasting Review* and participated in a panel discussion of the Educational Resources Information Center at Stanford University.

Dr. Steven C. Batterman, assistant professor of engineering mechanics, presented a paper, "Free-Edge Plastic Buckling of Axially Compressed Cylindrical Shells," at the annual meeting of the American Society of Mechanical Engineers in Pittsburgh late last semester.

Dr. Lloyd Setleis, associate professor of social casework, recently discussed the use of the tape-recorder as a tool in social work practice and education at the National Association of Social Work Institute which was held in Philadelphia. He later presented a paper at the Mental Health Association of Southeastern Pennsylvania on the theme of the generation gap entitled, "But If We Hear and If We See! An Inquiry Into the Adolescent Life Style." In addition, Dr. Setleis was elected chairman of the Health and Welfare Council of the Northeast Branch of the Committee on Mental Health.

Dr. William W. Melnitz, professor of communications and theatre and director of performing arts, was principle speaker in a two-day session on "The Theatre of Fact," held during Thanksgiving at Lake Arrowhead, California.

Dr. Koson Kuroda, associate in radiology, read a paper on coronary an-

(continued on next page)

Among other things...

teriography before the Wilmington Academy of General Practice in Wilmington last November; later in the month he spoke on magnification arteriography at a meeting of the Radiologic Society of North America held in Chicago. At the same meeting, **Dr. Stanley Baum**, associate professor of radiology, participated in an exhibit on magnification arteriography.

Dr. John Morgan, dean of the School of Social Work and professor of social administration, gave the key-note address, "The Changing Demand for Social Service," at a regional seminar of the National Association of Social Workers held in Philadelphia last fall. He later addressed the banquet meeting of the International Association of Pupil Personnel Counseling on "The Future of Public Welfare."

Dr. Morris Rubinoff, professor of electrical engineering, presented a paper describing the status and implications of information retrieval research at the Moore School Information System laboratory at the First World Congress of Engineers and Architects held in Israel in December.

Dr. Don Yoder, chairman of Graduate Folklore and Folklife and associate professor of religious thought, represented the American Folklore Society last fall at the biennial meeting of the Deutsche Gesellschaft für Volkskunde in Würzburg, Germany.

Dr. George Gerbner, dean of the Annenberg School and professor of communications, and **Dr. Percy H. Tannenbaum**, professor of communications, spoke on communications research at the Columbia University Seminar on Public Communication in December.

Dr. Kenneth R. Atkins, professor of physics, was recently visiting lecturer at Franklin and Marshall College in Lancaster, Pennsylvania, and **Dr. Solomon Pollack**, assistant professor of metallurgical engineering, visiting lecturer at Delaware State College in Dover. Both men visited under the auspices of the American Association of Physics Teachers and the American Institute of Physics as part of a broad, nation-wide program to stimulate interest in physics. The program is now in its eleventh year and is supported by the National Science Foundation.

Dr. Hendrik Hamelka, professor of chemistry is co-author of a paper presented in the Petroleum Chemistry Division at the Third Middle Atlantic Regional Meeting of the American Chemical Society held in Bala-Cynwyd this month. **Dr. Lee C. Eagleton**, Graduate Group Chairman and professor of chemical engineering, presided at one of the sessions of the meeting's Industrial & Engineering Division and **Dr. John G. Miller**, professor of chemistry, presided at a session of the meeting's Physical Chemistry Division. Other faculty members who participated in the meeting included: **Dr. E. Charles Evers**, **Dr. Allan R. Day**, **Dr. Alan G. MacDiarmid**, professors of chemistry; **Dr.**

Philip George, chairman of the department of history and philosophy of science and professor of chemistry; **Dr. Robert J. Rutman**, associate professor of chemistry; **Dr. Clara Wu** and **Dr. Robert J. Witonsky**, research investigators in chemistry; **Dr. David Lefkowitz**, associate professor in electrical engineering; **Dr. K. C. Tsou**, associate professor of chemistry in surgical research; **Dr. Norman J. Santora** and **Dr. Dorothy J. Rabiger**, postdoctoral fellows in surgical research; and **Dr. Elizabeth E. Miller**, research associate in surgical research.

Dr. Victor H. Frank of the Graduate Hospital traveled to Honduras for an inspection and survey trip to set up dental clinics in Santa Rosa, where MEDICO has a medical mission. Dr. Frank is on the Medical Advisory Board for MEDICO. While there he also lectured before the dentists in Tegucigalpa, the nation's capital.

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