The 1,640 members of the incoming Class of 1968 began University life this month with a double warning ringing in their ears: Don't let yourselves be stereotyped, and don't kill that impulse.

Louis B. Schwartz, University Professor of Law, told the freshmen and a sprinkling of upperclassmen in Irvine Auditorium to "put away the deadly notion that the four or seven years you are to spend here are merely 'preparation for life.' That is a formula for prolonging adolescence, a notion that you are not really living here and now. I say you are."

Professor Schwartz was the principal speaker at exercises on Wednesday, Sept. 9, formally opening the University's 225th academic year. President Harnwell, in his introductory address, urged the students to make full use of Pennsylvania's facilities "in order that you may make your own contribution to living and to the control and appropriate use of the various forces which the uses of the mind have helped set in motion."

The twin warnings came from Professor Schwartz. "There is a real danger," he said, "that you will let us take you over completely, that you will lose yourself to one or another of the false stereotypes associated with university life . . . But being alive is the opposite of letting yourself be typed." The speaker also advised his young listeners to "let yourself range widely, as widely as the curriculum permits, and well beyond that. If you're in Wharton and something or somebody in Fine Arts sounds interesting, get yourself over there occasionally, even if only to sit in on a class or two. If you're an engineer who has an unaccountable impulse to play the cello, don't kill that impulse."

The opening ceremonies were preceded by an academic procession in which trustees, administrative officers, and faculty members participated. The entire freshman class attended. Nearly 200 members larger than the 1,456 who entered a year ago, it has grown principally in the areas of the College for Women, which has 420 freshmen compared to 276 in 1963, and in the Schools of Engineering, which enrolled 150 freshmen compared to 120 last year.

The Rev. Stanley E. Johnson, University Chaplain, offered the invocation at the opening exercises following a brief musical interlude presented by Christopher McCutcheon at the Curtis organ.

Longley Resigns as Dean of Men

Robert F. Longley, Dean of Men since 1961, has resigned his post to accept a new appointment in the University's Office of Development, he announced last week.

Dean Longley submitted his resignation to President Harnwell through Gene D. Gisburne, Vice President for Student Affairs, to become effective as soon as a successor can be appointed. The President indicated he would appoint a committee shortly to nominate a successor.

Mr. Longley said he anticipated undertaking "a wide variety of tasks" in his post at the Development Office, with which he was connected formerly.

A 1955 graduate of the College, he was an instructor in English here from 1955 to 1956, when he left to enter military service. He spent two years in the Army Security Agency, and returned to the University in 1958 as Assistant Director of Alumni Annual Giving. In 1959 he became Director of the New York and Suburban Area Development Campaign, remaining there until his appointment as Dean of Men.

Viteles, Kempin Head List Of Appointments, Promotions

The appointments of Dr. Morris S. Viteles as Dean of the Graduate School of Education, and of Frederick G. Kempin, Jr., as Vice Dean of the Wharton School, head a long list of promotions and appointments in the faculty and administration of the University's various schools and departments as it begins a new academic year. The majority of the changes took place last July 1.

Dr. Viteles, a member of the University faculty since 1918, had been Acting Dean of the School since Dr. William E. Arnold left as Dean to return to active teaching in the summer of 1963.

Professor Kempin succeeds Dr. Robert G. Cox, who left Wharton at the end of the past academic year to become dean of the College of Business Administration at (Continued on Page 3)
The University launched its 16-month-long observance of the Bicentennial of Medical Education in the United States this month with a special convocation last Saturday, Sept. 19, in the Academy of Music at Broad and Locust Streets.

Five Nobel Laureates received honorary degrees during the ceremony, the first of many planned to mark the 200th anniversary of the University’s School of Medicine, first medical school in the nation.

President Harnwell conferred the honorary degree of Doctor of Science upon Drs. George W. Beadle, John F. Enders, Arthur Kornberg, Severo Ochoa, and Wendell M. Stanley, all of whom in the past have received the Nobel Prize for notable contributions to the advancement of medical science.

The program, held at 9:15 A.M., preceded the final scientific session of the Fifth National Cancer Conference, which opened Sept. 17 in Philadelphia under the joint sponsorship of the American Cancer Society and the National Cancer Institute. The conference was the first of the series of meetings which will be held in this city in tribute to the Bicentennial by more than 50 medical and medically-related organizations during the celebration period, extending through 1965.

Saturday’s program opened with a musical prelude by Christopher McCutcheon, University organist, and the Penn Glee Club under the direction of Bruce Montgomery. Following the academic procession to the Academy stage, the Rev. Stanley E. Johnson, Chaplain of the University, offered the opening prayer. Dr. Harnwell, presiding, delivered the convocation address. Dr. Kenneth M. Setton, Director of Libraries and University Professor of History, presented the candidates for honorary degrees and read their citations.

Dr. Beadle, president of the University of Chicago, received the Nobel Prize in medicine in 1958 for his research on the manner in which genes control enzymes and enzymes control the basic chemistry of the cell. A past president of the American Association for the Advancement of Science, he was professor and chairman of biology at California Institute of Technology from 1946 to 1961.

A professor of bacteriology and immunology at the Harvard Medical School, Dr. Enders won the Nobel Prize in 1954 for his discovery, with two colleagues, of the ability of the poliomyelitis virus to grow in culture of different tissues. This proved a major step in the development of a preventive polio vaccine.

Dr. Kornberg and Dr. Ochoa, his former teacher, shared the Nobel Prize in 1959. They were the first to synthesize deoxyribonucleic acid and ribonucleic acid from smaller organic molecules. Nucleic acids are believed to play a major role in the transmission of genetic patterns. Formerly head of the department of microbiology at the George Washington University School of Medicine, Dr. Kornberg is now head of the department of biochemistry at Stanford University. Dr. Ochoa is chairman of the department of biochemistry at the New York University College of Medicine.

Dr. Stanley, director of the laboratory for virus research and chairman of the department of virology at the University of California at Berkeley, received the Nobel Prize in 1946 for the preparation of enzymes and virus proteins in pure form.

Other events on campus to be sponsored by schools and other University groups in connection with the Bicentennial observance during the balance of 1964 include a Symposium on the Child with Central Nervous System Deficit, to be held Sept. 28-Oct. 2. This will be sponsored by the School of Allied Medical Professions, in cooperation with the Journal of the American Physical Therapy Association, with support from the U. S. Children’s Bureau.

Another will be the sixth annual Conference on Graduate Medical Education, to be sponsored in December by the Graduate School of Medicine.

In addition to the National Cancer Conference, outside organizations holding their 1964 meetings in Philadelphia in connection with the Bicentennial observance include the American Medical Writers Association, Sept. 24-27; the Pennsylvania Medical Society, Oct. 14-17; the American Association of Marriage Counselors, Nov. 13-14, and the American Psychiatric Association, Nov. 20-21.

### TV Courses Offered in Art, Negro History and Culture

The University’s Television Seminar began its sixth year Sept. 14 on WCAU-TV (Channel 10) by offering two television courses for credit.

The courses are “Negro History and Culture,” taught by Dr. Seymour Leventman, Assistant Professor of Sociology, and “American Art,” taught by Dr. George B. Tatum, Professor of the History of Art.

The course in Negro history is being given at 6:30 A.M. Monday, Wednesday, and Friday, and repeated on each of those days at 3:30 and 6:30 P.M. on WHYY-TV (Channel 12), Philadelphia’s educational TV station. The course in art is offered and repeated at the same hours on Tuesdays and Thursdays.

Dr. Leventman’s course, considered by the University a pioneer effort in television education dealing with the problems of the Negro, will discuss the historical, social, and cultural factors contributing to the Negro’s plight in American society; with the variety of responses to his situation, and his attempts to liberate himself.

### Dodge Succeeds Morgan

As Project Research Head

Encel H. Dodge has succeeded F. Haydn Morgan as Director of Project Research and Grants at the University.

The new Director, whose appointment was announced by President Harnwell late in July, has been assistant to the Director of Project Research and Grants at the University since 1963.

A 1942 graduate of Purdue University, Dodge received the degree of Master of Science in Chemical Engineering from Washington University, St. Louis, in 1947. He was a chemical engineer with the Mallinckrodt Chemical Works, St. Louis, from 1942 to 1946; an assistant professor of chemical engineering from 1947 to 1951, first at the University of North Dakota and then at Texas Technological College, and a nuclear engineer with the U. S. Atomic Energy Commission from 1951 until joining Franklin Institute.

Morgan has joined the staff of New York Medical College as assistant to the president.
PROMOTIONS  (Continued from Page 1)

Syracuse University. The new Vice-Dean, formerly Professor of Business Law, graduated from Temple University and took his law degree at Pennsylvania in 1944. He has been a member of the Wharton faculty for the past 18 years.

President Harnwell, who announced both appointments, also made public recently the addition to the faculty of an eight-man Operations Group directed by Dr. Russell L. Ackoff, all formerly associated with Case Institute of Technology, Cleveland. Other members of the group, which has been made part of the Statistics and Operations Research Department of the Wharton School, are:

Dr. Glen Darwin Camp, who with Dr. Ackoff has been assigned the rank of Professor; Dr. S. Sankar Sengupta and Dr. J. Sayer Minas, Associate Professors; Dr. Frank Benson, Visiting Associate Professor; Miles Walter Martin, Jr., Assistant Professor; Dr. Eli S. Marks, Research Associate, and William W. Abendroth, Lecturer.

A native of Philadelphia who formerly taught mathematics and the philosophy of science on this campus, Dr. Ackoff has been professor and director of the Operations Research Group at Case since 1952. In the spring semester of 1964 he was Visiting Professor of City Planning in this University's Graduate School of Fine Arts.

Other faculty and staff appointments announced recently by Dr. Harnwell and the various deans and department heads are:

**Graduate School of Arts and Sciences**—Dr. George F. Bass, Assistant Professor of Classical Archaeology, and Dr. John L. Heilbron, Assistant Professor of History and Philosophy of Science.

**School of Medicine**—Dr. Alfred J. Gianascol, Professor of Child Psychiatry. Also appointed Director of the Philadelphia Child Guidance Clinic.

**Graduate School of Education**—Dr. Frederic B. Davis, Professor of Education; Dr. John A. Mierzwa and Dr. Charles B. Schultz, both Assistant Professors of Education.

**Graduate School of Fine Arts**—Robert Engman, Associate Professor of Fine Arts; Samuel Adams Green, Jr., Exhibition Director of the Institute of Contemporary Art.

**College of Arts and Sciences**—Dr. Henry Gleitman, Chairman of the Psychology Department, succeeding Dr. Robert R. Bush, who has returned to full-time teaching; Dr. Charles Harris, Assistant Professor of Psychology; Dr. Harvey Winston, Assistant Professor of Psychology; Dr. Neville R. Kallenbach, Assistant Professor of Biology; Dr. Yoshitaka Suyama, Assistant Professor of Biology; Dr. Charles P. Segal, Assistant Professor of Classical Studies.

Also Dr. George C. Schoolfield, Professor of Germanics; Dr. Egbert Krispyn, Assistant Professor of German; Bradford Wayland, Assistant Professor of Chemistry; Dr. Gabriel Kolko, Associate Professor of History; Dr. Mirko M. Nussbaum, Assistant Professor of Physics.

Also, Dr. Richard V. Kadison, appointed Gustave C. Kueemmerle Professor of Mathematics; Dr. Lajos Pukanszky, Professor of Mathematics; Dr. Shoichiro Sakai, Associate Professor of Mathematics, and Dr. Leonard Charlap, Dr. Edward G. Efros, Dr. David Shale, and Dr. Stephen Shatz, all Assistant Professors of Mathematics.

**Wharton School**—Dr. Ernest Koenigsberg, Professor of Industry; Dr. Laveen Kanal, Visiting Professor in Regional Science and Statistics; Dr. Lowell E. Gallaway, Associate Professor of Industry; Dr. Donald E. Smith, Associate Professor of Political Science; Dr. J. Robert

Ferrari, Assistant Professor of Insurance; Dr. Sherry Hessler, Assistant Professor of Geography, and Dr. Robert J. Osborn, Assistant Professor of Political Science.

Facility Tea Club Offers Social Contacts on Campus

Wives of faculty and staff members, as well as women of the teaching, administrative and research staffs, now have an opportunity of becoming acquainted with other members of the University family through the Faculty Tea Club.

The organization holds regular meetings twice a month on the campus, and additional activities are planned for new members.

Mrs. Donald G. Lee, whose husband is Associate Dean of the School of Veterinary Medicine, is membership chairman of the club for the current year, and will be glad to supply further information about the club. She may be reached at CLEARBOOK 9-3115.

To prospective members who have not been approached, Mrs. Lloyd W. Daly, president of the Faculty Tea Club, explained that an earnest effort is made to extend a personal invitation to every new faculty wife, but that sometimes names are missed.

Herrick Named Asst. Secretary

The appointment of Lloyd S. Herrick as Assistant to the Secretary of the Corporation of the University was announced last month by President Harnwell.

A native of Sayre, Herrick received his bachelor's degree at the Wharton School in 1950 after service with the Army Adjutant General's Department.

Before coming to the Secretary's office, he was assistant to the publisher of the Northern Virginia Sun, Arlington, Va.
Annenberg School Presents
Lectures on the Mass Media

Leading spokesmen for the worlds of publishing, TV and radio will be among the speakers this fall in the annual series of public lectures presented on campus by the Annenberg School of Communications.

The series, given on Wednesdays from 4:15 to 5 P.M. in Room 128 of the Annenberg School building, opened Sept. 16 with a lecture by Max Lerner, columnist and author, on “The Mass Media and the Individual Today.”

(Continued on Page 5)
U.S. Grant of $688 Thousand Sets Up Cell Mechanism Study

Work has begun at the University's School of Medicine on a seven-year project to study the mechanisms by which the individual cell, basic unit of life, regulates the conservation and utilization of energy in a host of complex biological reactions.

A grant of $688,282 to cover the first year of the project has been made to the Medical School by the U. S. Public Health Service. In charge of the study is Dr. Britton Chance, internationally known authority on bio-chemistry and biophysics, who was recently named to the newly created post of Eldridge Reeves Johnson Professor of Biophysics. He also serves as Director of the Johnson Foundation.

In announcing the award last June, Dr. Luther Terry, Surgeon General, noted that a complete description of the processes of energy storage and use in cell function is a prerequisite to understanding the physiological and biochemical control mechanisms of energy metabolism.

"The medical implications of this research are not restricted to any particular disease," Dr. Terry pointed out, "since the effective control of cellular energy metabolism would be of fundamental significance to all diseases which result in higher deficiencies or accumulation of cell material."

Dr. Chance is directing a team of 20 academic research associates and 10 postdoctoral fellows whose areas of interest and training include biochemistry, biology, zoology, physiology, microbiology, pharmacology, physics, biophysics and plant biochemistry.

The group is employing a combination of sensitive spectrophotometric, fluorometric, magnetic resonance, optical and rapid reaction techniques to investigate the factors which control cellular energy metabolism. Additional studies of the effects of drugs and hormones on the interrelations between metabolic reactions will be carried out. Dr. Chance plans to combine sensitive fluorometric methods which he recently developed with other techniques to monitor energy transfer in the kidney, heart, liver and brain of living animals.

Data collected in these studies will be fed into computers in the research facilities at the Johnson Foundation. The information obtained will be used for further correlations and amplifications of these studies of regulatory mechanisms, and will aid in the development of postulates on cell function.

Alumni Annual Giving Sets New Record Total at $1,368,477

Financial support of the University by its graduates, as measured in terms of Alumni Annual Giving, set new records during 1963-64 in numbers of both donors and dollars.

James M. Skinner, Jr., of Philadelphia, general chairman of the drive during the past academic year, reported during the summer that gifts from 26,474 alumni and friends totaled $1,368,477 for the fiscal year ending June 30. These surpassed the previous all-time high, set the previous year, of $1,205,653 from 25,321 contributors. The figures also kept Pennsylvania, for the fourth consecutive year, among the handful of American universities which have bettered the million-dollar mark in an annual alumni appeal.

Money raised through Alumni Annual Giving has almost doubled in amount in the past five years, reaching this year's total from one of $700,006 in 1958-59. The number of donors has risen 59 percent in the same period, from 16,613 to 26,474, and the size of the average gift in the half-decade has grown from $42 to $54.

CONGRATULATIONS: To Dr. Charles C. Price, Chairman of the Department of Chemistry, upon receiving the honorary degree of Humane Letters at Wilkes College in Wilkes-Barre, where he delivered the Commencement address in June . . . To Dean G. Holmes Perkins, of the Graduate School of Fine Arts, on being made Chancellor of the College of Fellows of the American Institute of Architects at their June meeting . . . To Dr. Oscar V. Batson, Professor of Anatomy in the Graduate School of Medicine, who was awarded the honorary degree of Doctor of Laws by St. Louis University, his alma mater, in June . . . To Dr. William J. Erdman, II, Professor and Chairman of the Departments of Physical Medicine and Rehabilitation in the Schools of Medicine, on his installation in August as president of the American Congress of Physical Medicine and Rehabilitation . . . To Dr. Francis C. Wood, Professor and Chairman of the Department of Medicine in the School of Medicine, on receiving the honorary degree of Doctor of Science in June at the Commencement exercises of his alma mater, Princeton University . . . And to Dr. Morris S. Vitelles, Dean of the Graduate School of Education, on being re-elected in August to his third term as President of the International Association of Applied Psychology. He is the only American ever named to that post.

APPOINTMENTS AND AWARDS: Dr. Marvin Farber, Chairman of the Department of Philosophy, has accepted a Distinguished Service Professorship in Philosophy at the State University of New York at Buffalo, beginning with the present term . . . Dr. John E. Diamessis, Associate in Electrical Engineering in the Moore School, has received a research grant from the National Science Foundation to continue work on a new system identification scheme . . . Dr. Richard H. Shr Yong, Emeritus Professor of History and now librarian of the American Philosophical Society, has been appointed to memberships on the Commission on the new National Portrait Gallery at the Smithsonian Institution, and on the Science Information Council of the National Science Foundation.

Dr. Robert J. Nelson, Professor of Romance Languages, was recently elected to the board of the directors of the Northeast Conference on the Teaching of Foreign Languages . . . Dr. Ralph M. Showers, Professor of Electrical Engineering in the Moore School, has been made a Fellow of the Institute of Electrical and Electronics Engineers . . . The National Association of College and University Business Officers has elected Dr. Donald S. Murray, Controller of the University, a director of that organization for its eastern region . . . Francis M. Betts, III, Houston Hall Director, is the new executive vice-president of the Spruce Hill Community Association . . . The U. S. Air Force has appointed Dr. Thorsten Sellin, Professor of Sociology, as a consultant.

Henry M. Chance, II, president of United Engineers & Constructors, Philadelphia, has been elected a Term Trustee of the University . . . Dr. Abel Schejter, for several years a member of the research group of Dr. Philip George in the Department of Chemistry, has been appointed head of the department of biochemistry at the University of Tel Aviv, Israel . . . Norman Rice, Lecturer in Architecture at the Graduate School of Fine Arts, has been made a Fellow of the American Institute of Architects . . . E. Frank Stover, Professor of Civil Engineering, was honored by friends and former students at a testimonial dinner in the Engineers Club on June 12 on his retirement after 44 years of teaching at Pennsylvania.

OUR AUTHORS: Dr. Alvin Z. Rubinstein, Associate Professor of Political Science, is the author of *The Soviets in International Organizations: Changing Policy Toward Developing Countries*, 1953-1963, published recently by the Princeton University Press . . . Dr. J. Kenneth Doherty, Associate Professor of Physical Education and Director of the Penn Relays, had his second book, *Modern Training for Running*, published by Prentice-Hall early this summer. His articles entitled “The Nature of Endurance” and “Why Men Run” appeared recently in the *Journal of Health and Physical Education* and in *Quest*, respectively . . . Dr. Hennig Cohen, Associate Professor of English, is a member of the editorial board of a new publication, *America: History and Life*, first issued in July by the American Bibliographical Center of Santa Barbara, Calif. Dr. Cohen is also the editor of a new edition of Herman Melville's *The Confidence Man*, published recently by Holt, Rinehart and Winston . . . *Attraction and Hostility*, an experimental analysis of interpersonal and self-evaluation written by Dr. Albert Pepitone, Associate Professor of Psychology, was published by Atherton Press in May . . . George Rochberg, Chairman of the Music Department, has an article in the Fall-Winter 1963 issue of *Perspectives in New Music* entitled “The New Image of Music” . . . Prentice-Hall has published a new work, *Risk and Insurance*, by Drs. Herbert S. Denenberg, Robert D. Ellers, G. Wright Hoffman, Chester A. Kline, Joseph J. Melone, and H. Wayne Snider. The first five named are members of the Insurance faculty of the Wharton School . . . Charles P. Cella, Jr., Supervisor, and Rodney P. Lane, staff member of the Government Consulting Service of the Fels Institute of Local and State Government, are the editors of Basic Issues in Coordinating Family and Child Welfare Programs, published recently by the University of Pennsylvania Press.

TRAVELERS AND SPEAKERS: Dr. Thomas P. Haviland, Associate Professor of English, addressed the spring meeting of the Kellogg branch of the Research Association of America in New York City on the present state of poetry in America, under the title, “The Renovated Temple.” . . . Dr. Paul Colonna, Professor Emeritus of Orthopaedic Surgery, presented a paper before the 8th National Congress of the Mexican Society of Orthopaedics in Mexico City on May 27 . . . Dr. Y. H. Ku, Professor of Electrical Engineering in the Moore School, presented a paper on “Stability of Some Fourth-Order Nonlinear Systems with Forcing Functions” at the International Colloquium on Forced Vibrations in Linear Systems, held at Marseilles, France, Sept. 7-12 . . . Dr. Louis J. Grossman, Director of the Division of Endodontics in the Graduate School of Medicine, gave post-graduate courses during the summer in endodontics at the University of California in San Francisco and the Honolulu County Dental Society, and lectured before the Venezuelan Dental Congress in Caracas the second week of August . . .

Dr. Kenneth R. Atkins, Professor of Physics, served as honorary program chairman of the Cryogenic Engineering Conference here in August, Dr. Carl C. Chambers, Vice President for Engineering Affairs, welcomed the delegates.

(Other items of summer activity will be covered in our next issue).