Taylor, Dripps Named Faculty Co-chairmen for Capital Campaign

Both the medical and non-medical faculties of the University will have challenging opportunities to advance in their own areas of Pennsylvania's "climactic" $93,000,000 campaign for capital funds, launched officially on November 29.

To provide leadership on campus in the task of making this "one of the most intellectually exciting, best equipped and most inviting" institutions of higher learning in any major city, two faculty chairmen were appointed early in December.

Dr. Robert D. Dripps, Chairman and Professor of Anesthesiology in the School of Medicine, is to serve as capital campaign chairman for the medical faculties.

Dr. George W. Taylor, Harnwell Professor of Industry in the Wharton School, will serve similarly as chairman for all University faculties other than medical.

All members of the faculty have received copies of a letter from President Harnwell, informing them of the opening of the drive, together with a copy of the news release announcing the campaign and its purposes to the public. For this reason The Almanac is not publishing the release in detail.

The release, however, contains a great deal of material which may prove helpful to members of both the faculty and staff whose off-campus lecture and speaking engagements enable them to tell the University's story to leaders and opinion-shapers in other communities.

According to Wilfred D. Gillen, Chairman of the University Trustees and president of the Bell Telephone Co. of Pennsylvania, the fund-raising drive has for its goal the endowment of a score of new professorships and scholarships, the construction of some 30 buildings, renovation of a dozen others, enlargement of the campus from its present 150 acres to 250, and the closing and landscaping of unneeded streets. The campaign opens the "climactic phase," Gillen added, in a continuing program that has already produced $73,000,000 worth of new facilities, doubled faculty salaries, and quadrupled student financial aid since 1952.

The $93,000,000 capital goal, to be approached in stages over three to four years, envisions the completion of the following projects, many of which will benefit faculty members directly or indirectly, in addition to the professorships and scholarships already mentioned:

Five residence houses for undergraduate men and women, introducing a "house plan"—each house with its own dining room, lounges, library, and social, cultural and athletic programs.

Capt. J. P. Craft Succeeds Longley as New Dean of Men

Capt. James P. Craft, Jr., U.S.N., retired, assumed his new duties November 30 as the University's Dean of Men. He succeeds Robert F. Longley, who resigned the post in October to join the Development Department.

The new Dean, whose appointment was announced by President Harnwell on November 18, was recommended by a specially appointed committee of faculty members. He is a candidate for a doctoral degree in political science at Pennsylvania.

Captain Craft received his B.S. degree at the U. S. Naval Academy in 1934 and his Master of Science degree in 1943 at Massachusetts Institute of Technology, where he was elected an associate member of Sigma XI. He has also studied at the U. S. Naval War College, the U. S. Naval Postgraduate School, George Washington University, and William and Mary College.

During World War II he was awarded the Silver Star and Bronze Star, among others, for his service as engineer officer on the cruiser U.S.S. Columbia, and as commanding officer of the destroyer U.S.S. Roe.

As a member of a U.S. Naval Technical Mission, Captain Craft spent 1945-46 in Japan, engaged in the technical
Love Receives Gold Medal Of Wharton School Alumni

The Federal Government’s present attitude toward business mergers may be preventing the American economy from achieving its full strength, Wharton School alumni were told recently by George H. Love, chairman of the board of the Chrysler Corporation.

Mr. Love, who is also chairman of the board of Consolidation Coal Co., Pittsburgh, voiced doubts about “what appears to be a growing dogmatism in government circles concerning the question of mergers.”

He said he believes that in certain cases, consolidation of companies not only has saved the companies but an entire industry as well. On the other hand, he went on, recent government rulings have prevented certain mergers that would have promoted healthy competition and the nation’s economy as a whole.

Mr. Love’s remarks were made in a speech before several hundred Philadelphia area business leaders attending the annual dinner of the Wharton School Alumni Society, held November 18 at the Bellevue-Stratford Hotel. Mr. Love was awarded the society’s 1964 Gold Medal of Merit.

President Harnwell presented the medal on behalf of the society to its honored guest, for “distinguished leadership in the promotion of public understanding of business, for his inspired performance in industry, and for his personal contribution to the progress of American business.”

Other speakers at the annual Gold Medal dinner were Edward F. McGinley, president of the Beneficial Mutual Savings Bank, who is also president of the Wharton School Alumni Society; Philip B. Hofmann, chairman of the board of Johnson & Johnson, and Dr. Willis J. Winn, Dean of the Wharton School.

Mayor Is Rosenbach Lecturer

A. Hyatt Mayor, curator of the print department at the Metropolitan Museum of Art, will deliver this season’s Rosenbach Lectures at the University Library on three successive Thursdays in February.

Taking as his overall topic “Prints and People,” he will speak on “Prints and the Physician” on Thursday, February 11; on “Prints and the Writer” on February 18, and on “Prints and the Painter” on February 25.

The lectures will take place in the Library’s Rare Book Room at 4 P.M. The public is invited.

Mazur Occupies New Chair In Investment Banking

Investment bank Paul M. Mazur has been selected as the first occupant of an endowed chair of investment banking in the Wharton School.

His appointment as Visiting Professor of Investment Banking for the 1964-65 academic year was announced November 22 by Dr. Willis J. Winn, Dean of the School.

The chair was endowed by gifts totaling more than $500,000, from 195 contributors in the securities industry.

Mr. Mazur has been a partner in the New York investment banking firm of Lehman Brothers since 1927. A 1914 graduate of Harvard University, he received the degree of Doctor Commercial Science from New York University in 1960, and that of Doctor of Humane Letters from Rutgers University in 1961. He has also received the Tobe Award for his contribution to the nation’s system of distribution.

He serves on the board of directors of the Radio Corporation of America, Lehman Corporation, National Broadcasting Company, the One William St. Fund, William St. Sales, and Collins & Aikman. He is a director and member of the executive committee of Federated Department Stores.

Mr. Mazur is the author of several books, among them Principles of the Organization Applied to Modern Retailing, published in 1927; American Prosperity, 1928; America Looks Abroad, 1930; New Roads to Prosperity, 1931; and The Standards We Raise, 1953.
Professors Get IRS Tax Rule On Deductions For Research

The conditions under which a college professor may use research expenses for purposes of income tax deduction are set forth in Revenue Ruling 64-272, published recently. A copy of the ruling has been forwarded to The Almanac by Bernard F. Cataldo, Professor of Business Law, and is reprinted in part here as a service to our readers.

The ruling is based on a situation in which a professor's duties include not only teaching but research, for which his college does not furnish adequate space and facilities. Thus the professor regularly uses a part of his personal residence for that purpose, and can establish the pro rata portion of the depreciation and expenses for maintaining his residence which is property attributable to such use. Says the ruling:

"Revenue Ruling 63-275, C.B. 1963-2, 85, provides that research expenses incurred by a professor with or without tenure, for the purpose of teaching, lecturing, or writing and publishing in his area of competence, as a means of carrying out the duties expected of him in his capacity as a professor and without expectation of profit apart from salary, represent ordinary and necessary business expenses in that capacity and are, therefore, deductible under Section 162 of the Internal Revenue Code of 1954.

"Revenue Ruling 62-180, C.B. 1962-2, 52, provides that an employee who, as a condition of his employment, is required to provide his own space and facilities for performance of his duties and who regularly uses a portion of his personal residence for that purpose may deduct a pro rata portion of the expenses of maintenance and depreciation on his residence.

"Based on the facts presented, it is held that a pro rata portion of the depreciation and other expenses of maintaining his residence incurred by A in his capacity as a professor are deductible under Section 162 and Section 167 of the Code.

"In the absence of a reimbursement or other expense allowance arrangement with his employer to cover the office expenses here involved, such expenses are deductible by A only in computing taxable income and only provided the standard deduction is not claimed or the tax computed from the optional tax table."

DEAN CRAFT (Continued from Page 1)

engineering reconnaissance of Japanese naval accomplishments. From 1946 to 1948 he was assistant operations officer of the U. S. Fifth Fleet.

Thereafter until his retirement in 1964, he served variously as war plans officer of the U. S. Atlantic Fleet, operations officer for the U. S. Second Fleet, commander of Destroyer Squadron Four in the Mediterranean, head of contingency plans of the Joint Chiefs of Staff, and chief of staff of the Fourth Naval District, Philadelphia.

Dean Craft resides at 2025 Montgomery Ave., Villanova, with his wife, a graduate of Wesleyan College in Macon, Ga.; a daughter, Carolyn, now working toward a Master of Arts degree in English at this University, and two sons, students at Episcopal Academy.

Pahlavi, Pennsylvania Expand University Relationships

John C. Hetherston, Vice President for Coordinated Planning, returned December 8 from a two-week visit to Iran where he represented President Harnwell in conferences intended to evaluate the progress of the development of an American-type university at Shiraz. The Pahlavi University bears the dynastic name of the Shah of Iran who took the initiative in founding the institution four years ago in the belief that Iran could no longer afford to export its brightest young men and women for education overseas only to find that they did not return to assist in the development of their native land.

At the invitation of the Shah, Dr. Harnwell, Dr. Jonathan E. Rhoads, Dr. Philip E. Jacob, and Mr. Hetherston spent the summer of 1960 in Iran determining whether or not it would be feasible to establish in that country an institution organized and operated along lines most familiar in this country. Their conclusion was that such an institution could flourish given adequate support and safeguards from undue governmental influence and further that it would have the beneficial effect of encouraging many highly qualified Iranian professors to return to their country from teaching positions abroad.

An independent Board of Trustees was established and the buildings of a provincial university were given to the new institution which has a College of Arts and Sciences, a School of Medicine, a School of Engineering, and a School of Agriculture. At the request of the Iranian Government and of the U. S. Department of State the University of Pennsylvania undertook a contract to support the development of the Medical School and over the past two years a number of members of Pennsylvania's Medical Faculty have spent varying periods of time in Shiraz in this connection. It became evident that the School of Medicine could not flourish in the absence of a viable University community and thus the Agency for International Development requested the University of Pennsylvania to establish a relationship with the Pahlavi University which would lead to the development of the institution as a whole.

The project presents a number of interesting opportunities for members of Pennsylvania's faculty to visit Iran for periods varying from a relatively short duration to as long as two or three years. Particularly sought are the services of a person to serve as temporary Dean of the College of Arts and Sciences, faculty members who would act as Department Chairmen in such fields as history, psychology, philosophy and biology; a professor of internal medicine and associate professors in the fields of economics and sociology. Dr. Harnwell has discussed the project at meetings of the faculties of the College, the Wharton School, and the Schools of Engineering. The campus coordinator of the project is Dr. Paul F. Schrode. Members of the faculty who may wish to learn more of this undertaking are invited to call upon him at Room 123 College Hall, or telephone him at 7185.

Mr. Hetherston's recent trip to Shiraz was his third in connection with Pahlavi's affairs. Dr. Harnwell will visit the Pahlavi campus in February and will be preceded on a short-term basis by Dr. Charles L. Babcock, former Vice Dean of the College, and Dr. Arleigh P. Hess, Vice Provost for Budget Administration.
Stiegmans Contract as Coach Is Terminated; Seek New Head

Termination of the contract of the Universitys head football coach, John R. Stiegmans, was announced December 5 by Jeremiah Ford, II, Director of Intercollegiate Athletics.

Mr. Stiegmans departure followed an unsuccessful season in which his team lost eight straight games after taking the opener from Lehigh. In the five seasons since he came here from Rutgers University, Pennsylvania eked out only 12 victories in a total of 45 games, and only five in Ivy League competition.

Ford indicated that Mr. Stiegmans contract, which had one more year to run, would be paid in full.

The action was taken after consultation with a faculty-administration committee appointed by President Harnwell to evaluate the coach. Following the action, the President appointed a new committee, under the chairmanship of Dr. Harry C. Fields, Associate Professor of Obstetrics and Gynecology in the School of Medicine, to select a new coach.

Other committee members are Ford; Gene D. Gisburne, Vice President for Student Affairs; Dr. Dan M. McGill, Professor of Insurance; Dr. John S. deCani, Associate Professor of Economics, and Dr. Donald S. Murray, former Comptroller and now assistant to the President for Federal Relations.

Mr. Stiegmans assistant coaches were asked by President Harnwell to remain as assistants to the new coach, or in other duties “in an expanded football program.”

His use of the term “expanded football program,” the President explained, should not be taken to mean that the University plans to go back into big-league football.

“We intend to stay within the Ivy League framework,” he said, “but we are going to do better and better as the years go on.”

University Contributes $97,413 to United Fund

Members of the University family contributed a total of $97,413 to Philadelphias 1965 United Fund Torch Drive, which ended successfully in November.

The dollar total was made up of 5,209 individual gifts, offered during three separate campaigns. In these, contributions by the faculty and administration amounted to $59,863; the Hospital of the University of Pennsylvania, $28,298, and the Graduate Hospital, $9,252. Each group exceeded its assigned quota.

More than 400 men and women served as solicitors under the leadership of Co-chairmen Dr. Michael H. Jameson and Windle McMahon for the faculty and administration; Chairman Lynn Lamberg for the University Hospital, and Chairman Francisco D. Sabichi for Graduate Hospital.

Dr. Robert H. Trueman conducted the appeal among members of the medical staff of Graduate Hospital.

Medical School, GSM to Unite

Plans were made public by President Harnwell in mid-November for uniting the faculties of the School of Medicine and Graduate School of Medicine as a single unit.

While administrative details for the new Faculty of Medi-
Three Appointed at Annenberg

The appointment of Robert Lewis Shayon, radio and television critic for The Saturday Review, as an Associate in Communications in the Annenberg School of Communications has been announced by Dr. George Gerbner, Dean of the School.

Dr. Gerbner also announced the appointment of Dr. Arthur J. Brodbeck as an Associate in Communications and of Glen J. White as a Lecturer in Writing.

Mr. Shayon will direct the Laboratory in Mass Media Criticism in the Annenberg School. He has been a visiting lecturer on broadcasting and film criticism at the Stanford University School of Communications. A writer, producer and director in radio and television before becoming a critic for the weekly magazine in 1950, he has since continued his active broadcasting in both commercial and educational programs.

Dr. Brodbeck, a 1945 graduate of the University of Chicago, received his advanced degrees from the State University of Iowa. He is presently also a research associate at the Yale University Law School. He has taught psychology at the University of Illinois, Boston University Graduate School, and the Center for Advanced Study in the Behavioral Sciences, Stanford, Calif.

Mr. White, a graduate of Ball State Teachers College, served as an editor and writer for 15 years with the Ladies' Home Journal. Since leaving it in 1963 he has engaged in free-lance writing.

New Parking Garage Gets Top Architectural Honor

The University's new parking garage, opened this semester on the north side of Walnut St. east of 33d, received top honors for 1964 at the annual Awards Dinner of the Philadelphia Chapter of the American Institute of Architects, held November 17.

Described by the awards jury as "making the most significant contribution to architecture as a whole," the multi-level concrete and brick structure was awarded the A.I.A.'s gold medal for design excellence, the best-in-show award in an exhibit with over 75 entries.

The new garage provides self-parking facilities for 359 cars on four and one-half staggered floors. It is designed, however, to permit future expansion to seven and one-half floors, parking a total of 605 cars. When expansion takes place, passenger elevators will be installed in the shafts adjacent to the stairs.

Entrance to the building is from 32d St. on the east and from a drive off Walnut St. on the west. Interior circulation is one-way, with an up and a down ramp at each end.

Supporting beams for each floor span a distance of 60 feet clear, from the center of the building to the exterior diagonally braced frame, to permit maximum use of floors for parking, maximum safety in maneuvering cars, and the greatest possible light and ventilation in the parking areas.

The bearing walls supporting the ramp system have openings at the center, and are splayed at the end of the ramps, for the control of light.

The building was designed for the University by the Philadelphia architectural firm of Mitchell-Giurgola Associates.

Other awards presented at the A.I.A. dinner at the Bellvue-Stratford included a Citation of Excellence to Ian L. McHarg, Chairman and Professor of Landscape Architecture at the University, for the landscape architecture of the Philadelphia Housing Authority's Southwark Plaza, and a similar citation for the proposed House-A Undergraduate Dormitory for Men at the University, designed by Kneedler, Mirick & Zantzinger, architects.

Evert M. Stringfellow, University Parking Administrator, told The Almanac last week that because of the great demand for student parking, use of the new parking garage at present is limited to students. Both day and evening students are making use of the structure, thus giving it a double-capacity of 718 cars. The usual fee of $50 for the academic year is being charged, and users are issued stickers and card-keys, the latter for opening automatic gates at the entrances. Services at the garage are limited wholly to parking. No use by the hour or day is contemplated.

Funds Made Available to Buy First Science Center Tract

University City's proposed new Science Center moved a step nearer to physical actuality this month when Mayor James H. J. Tate presented to Philadelphia City Council an ordinance authorizing the Redevelopment Authority to purchase the old Stephen Greene Co. plant at 3401-15 Market St. for $850,000. The plant site, on the north side of Market St. at 34th, comprises part of the area on which the center eventually is to rise.

Funds for the purchase of the plant, which may be renovated or torn down, will come from the city's industrial development revolving fund, which will be reimbursed from Federal urban renewal grants becoming available next July.
HONORS AND APPOINTMENTS: Miss Helen S. Willard, Professor Emerita of Occupational Therapy in the School of Allied Medical Professions, recently was elected an honorary fellow of the World Federation of Occupational Therapists . . .


Dr. Stuart Mudd, Emeritus Professor of Microbiological Medicine, is a co-author of *The Population Crisis and the Use of World Resources*, published last month by the Indiana University Press . . . *Le Système Penal des États-Unis d’Amérique*, edited by Professor Louis B. Schwartz of the Law School, has just been published by Les Éditions de L’Epargne, Paris. It contains essays by Professor Schwartz, by Dr. Thorsten Sellin, Professor of Sociology in the Wharton School, and other leading criminologists . . . The fourth edition of the college text, *Child Development*, by Dr. Elizabeth B. Hurlock, Lecturer in Educational Psychology, was published recently by McGraw-Hill . . . A 150-page monograph, “Syphilis,” by Dr. Leslie Nicholas, Visiting Lecturer in Dermatology, and Dr. Herman Beerman, Professor of Dermatology in the Graduate Division of the School of Medicine, appears this month in *Tice-Harvey Practice of Medicine*, Vol. III . . . *Professor Paul W. Brutton* of the Law School has prepared the 1964 Supplement to the second edition of *Cases on Constitutional Law*, together with John O. Honnold, Professor of Law, and Edward Barrett . . .

TRAVELERS AND SPEAKERS: Dr. Stuart Mudd represented the executive committee of the International Association of Microbiological Societies, of which he is a past president, at the third Latin American Congress of Microbiology at Bogota, Colombia, December 6-12 . . . Dr. Robert J. Nelson, Professor of Romance Languages, spoke on “Realia and Realities: From Language to Literature,” at the fall meeting of the Pennsylvania State Modern Language Association at Bucknell University in October . . . Dr. George deVries Klein, Assistant Professor of Geology, read a paper on “Diverse Origins of Graded Bedding” at the annual meeting of the Geological Society of America, held November 19-21 in Miami, Fla. At the same meeting, Dr. Peter Fenner, Instructor in Geology, spoke on “Geology and Correlation of Variables, Esopus Formation, Kingston Area, New York.” . . . Dr. George Karreman, Associate Professor of Physiology in the Graduate Division of the School of Medicine, addressed seminars on various aspects of quantum biology at the Colleges of Medicine of the University of Illinois and the University of Chicago during October . . .

Dr. Adolph Matz, Professor of Accounting in the Wharton School, conducted a series of management seminars in Switzerland and Germany and lectured at the Free University of Berlin and at the University of Erlangen-Nuernberg during the summer . . . At the annual meeting of the Gerontological Society in Minneapolis on October 29, Dr. Martin H. Wendkos, Assistant Professor of Medicine, presented a scientific exhibit on “The Pharmacodynamics of Organic Nitrates in Relation to Cardiac Diagnosis and Treatment in Man.” . . . Dr. Edward B. Shils, Associate Professor of Industry in the Wharton School, was the principal speaker September 29 at the Annual Awards dinner of the Baltimore chapter of the Society for the Advancement of Management . . .

Professor Paul Brutton lectured on “Education, Religion and the Bill of Rights Today” at the Conference on School Law held recently on this campus by the Graduate School of Education to mark its 50th anniversary . . . Miss Clare Spackman, Assistant Director of the Philadelphia School of Occupational Therapy, and Miss Helen Willard attended the recent annual meeting of the Education Committee of the American Occupational Therapy Association in Denver . . . Dr. J. Robert Schrieffer will deliver a Loeb lecture at Harvard University in January, on “Superconductivity and Ferromagnetism in Metals.” . . . Professor John O. Honnold was general reporter of a colloquium held recently by the International Association of Legal Science to further harmonization and unification of laws affecting international trade . . .

**Library Posts Schedule For Christmas Holidays**

The Van Pelt Library will maintain the following schedule of hours for the Christmas vacation period beginning Wednesday, December 23:

- **December 23**, Wednesday . . . Open 9 A.M. to 5 P.M.
- **December 24**, Thursday . . . Open 9 A.M. to 1 P.M.
- **December 25-27**, Friday through Sunday . . . Closed.
- **December 28**, Monday . . . Open 9 A.M. to 1 P.M.
- **December 29**, Tuesday . . . Open 9 A.M. to 5 P.M.
- **December 30**, Wednesday . . . Open 9 A.M. to 5 P.M.
- **December 31**, Thursday . . . Open 9 A.M. to 1 P.M.
- **January 1-3**, Friday through Sunday . . . Closed.
- **January 4-8**, Monday through Friday . . . 9 A.M. to 5 P.M.
- **January 11-15**, Monday through Friday . . . 9 A.M. to 5 P.M.