Magnuson Chair: Edgar Ralston

Dr. Edgar L. Ralston, chairman of the orthopaedic surgery department at the School of Medicine, is the first incumbent of the new Paul B. Magnuson Professorship of Bone and Joint Surgery.

Dr. Ralston is a graduate of Muskingum College and the School of Medicine here. He joined the Penn faculty in 1947 after residency at New York Orthopaedic Hospital and service in the U.S. Army Medical Corps. He has contributed to improved care of victims of Legg-Perthes disease, a degenerative hip bone disease that affects young children, and authored two texts, the Handbook of Fractures and Handbook of Orthopaedic Surgery. During his 11 years as chairman, the department has become known for introducing and perfecting such procedures as the use of electric current to heal non-union fractures; total hip and total knee joint replacement; and use of the arthroscope to confirm difficult diagnoses of knee joint problems and in some cases correct them without surgical opening of the joint.

The professorship is named for a distinguished Pennsylvania alumnus who developed the first power-driven bone saw (helping to lengthen leg bones for polio victims and others who suffered from a shortened leg) and also originated important surgical procedures for arthritis of the knee and dislocation of the arm at the shoulder joint. Dr. Magnuson, a 1908 graduate of the School of Medicine, founded the Rehabilitation Institute of Chicago, and was an influential public figure as chief medical director of the Veterans Administration. He died in 1968 and his widow endowed the Magnuson Professorship this year.

Educational Design Study

Under a planning grant from the Fund for the Improvement of Post-Secondary Education, a two-year project on the Design and Management of Instruction has been launched at Penn.

Dr. Seymour Mandelbaum, associate professor of city planning and history, heads the project, which will design new systems for teaching and the management of instruction. These systems will be subjected to experimental testing with student volunteers in the English major and in the core of pre-health courses.

The initial phase, funded at $85,000 and due for completion by January 1975, is to develop a system for planning and management of instruction which "preserves many of the desirable attributes of the present system of courses, but also satisfies a larger set of criteria which are now badly served," Dr. Mandelbaum said. Among the specifics will be studies of the sequential development of ideas across courses; explicit statements of learning objectives; use of stored instructional units; and increased direct interaction among students and between students and faculty.

Three teams are at work now on the project:

- Dr. Charles Dwyer, associate professor of English and an associate of the Management and Behavioral Science Center, heads the instructional management study group.
- Dr. Peter Conn, associate professor of English and acting dean of the College, chairs a team of English department faculty designing an experimental program for English majors.
- Dr. Thomas Wood, professor of physics, heads an interdisciplinary team designing a similar experiment in the pre-health core program.

If all goes well, Dr. Mandelbaum said, the experimental programs will be prepared during February 1975 through June 1976 and first students would be taught in September 1976. At the same time, the program will be tested with extramural students, perhaps in classes held at other schools or by cable television, in libraries, or the like.

Dr. George Gropper, newly appointed to the University staff, will serve as a consultant and resource person for all three study groups. Dr. Gropper is a former member of the American Institutes for Research in Pittsburgh, where he recently worked on design of courses for Job Corps applicants; prepared a manual on "A Technology for Developing Instructional Materials" and developed a program on the use of visuals in instruction. A graduate of Harvard University, he took his M.A. in psychology at Berkeley and his Ph.D. at Pittsburgh. Last year he was a visiting professor in educational research at Florida State University.

Vice-Provost Humphrey Tonkin, whose office is in charge of general administration of the grant, is chairman of an advisory group for the Project. Its members are Drs. Russell Ackoff, Richard Beeman, William Labov, Julian Marsh, Daniel O'Kane, Henry Riecken, Ralph Showers, several students and Dr. Mandelbaum.

Two Development Officers

Allen L. Martineau, director of annual giving here since 1970, has been named coordinator of development programs at the University, and Wharton Graduate alumni affairs director Bruce G. Birkholz has been appointed to succeed him as director of annual giving.

Mr. Martineau will coordinate a development effort which has attracted more than $20 million a year to the University in recent years, Vice-President E. Craig Sweeten said. Mr. Birkholz, as director of annual giving, will lead a development program which brings more than $3 million a year to the University (See 1973-74 figures, next page).
In a Fairly Bad Time,

In a year when economic conditions predicted otherwise, gift support for the University of Pennsylvania in 1973-74 reached another new high of $24.58 million, including a record $3,049,876 in operating funds from the Annual Giving Program.

This marked the ninth consecutive year that Penn's total gift support exceeded $20 million, E. Craig Sweeten, Vice-President for Development and Public Relations, said in his annual report.

Corporate and foundation support for the University was extremely strong, he said, accounting for 57 percent of the overall total. Also included in the total are two highly successful campaigns for specific projects: the Law School raised $2 million in a capital campaign intended to raise $3 million by mid-1975; and the $1 million capital phase of the School of Veterinary Medicine's development of the C. Mahlon Kline Orthopedic and Rehabilitation Center was completed.

Bequests totalling $3.5 million from alumni and friends again accounted for a significant portion of the total gifts.

The 1973-74 fiscal year was the first in which the Corporate and Foundation Relations Office functioned as a unified program, based on a strengthened staff and new structure designed not only to pursue funding from these sources now, but to gear up for the coming development effort. The new structure, headed since fall by Richard M. Carter, keeps close ties with academic units and performs such services as maintenance of the Corporate and Foundation Information Center and publication of a periodic Funding Notes for those seeking grants.

Through its matching gifts program headed by alumnus Harold F. Selesky and a non-alumni corporate giving effort under

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**ANNUAL GIVING: ANOTHER $3 MILLION YEAR**

The paradox in Annual Giving for 1973-74 is that with fewer major gifts (of $25,000 and up), the campaign nevertheless edged above last year's record. One thing that made the new record possible was a rise in total number of donors: the $3,049,876 came from 27,335 alumni, parents and other friends of the University 1,322 more donors than last year. Significant to the program's success, director Allen Martin said, was the generosity of the 513 Benjamin Franklin Associates whose gifts totalled $1,263,933. The rest came with the help of a strong volunteer organization led by alumnus and Trustee William D. Patterson and 25 individual program chairmen. Among the 2,000 volunteers who wrote, called and visited donors were many bright, energetic students who joined alumni in telephone appeals. The Annual Giving Program (called Alumni Annual Giving until recently, and still about 90 percent alumni givers) has grown steadily since it was actively organized in 1927, but growth has been especially dramatic in the very recent past. Annual Giving hit the $1 million mark in 1961, $2 million in 1968 and $3 million just last year.

**DOLLARS AND DONORS 1955-1974**

($ in thousands)

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ALMANAC October 8, 1974
a Very Good Year

alumnus A. Bruce Mainwaring, the corporate gifts program saw record increases in both alumni and corporate participation.

"Despite the encouragement offered by these evidences of a strong base of support, the year was not without its worrisome signs," Mr. Sweeten said. "Chief among these was the decline in the number of major gifts, both in annual giving and in other areas. Although this probably reflects the economic uncertainty and the depressed securities market, it remains a matter of concern as we contemplate the projected major funding effort."

Much attention was given over the past year to the evolving recommendations of the Development Commission, which are being assembled as a "Program for the Eighties" around which to build the major effort that begins in 1975.

An intensive marketing-feasibility-implementation survey was conducted in the spring of 1974 and delivered to the Trustees in May. Their response was a call for the administration to proceed immediately to (1) refine program planning; (2) continue the process of "academic selectivity"; (3) maintain financial control; (4) delineate an image of the University that will do justice to its character and distinction and (5) begin informing, involving and cultivating those whose support will be essential.

Although the market uncertainty must be factored into projections for major fund-raising, the survey showed strong evidence of alumni, corporate and foundation confidence in the institution, Mr. Sweeten said. So did the dollar figures shown here, and the widespread participation that produced the total: $2,676 separate gifts, an average of 1,000 gifts a week over the past fiscal year.

THINGS TO DO

ON TAPE

In 1944, Pulitzer Prize-winning historian and Penn Professor Dr. Roy F. Nichols cited television as one of the seven wonders of the new world, then in 1967 took his well-loved American history course on the air. The wonder held, and this week the Penn community can not only watch the late Dr. Nichols' series in campus rerun at lunchtime, but tune in to its latest descendant on their home sets before breakfast.

Dr. Nichols' 45 half-hour lectures on the History of the United States from 1763-1865 were originally taped for public broadcast with college credit, but are now shown in two noncredit series in Engineering's AV Studio (217 Towne Building) co-sponsored with the College of General Studies and the Language Laboratory. One series started in the summer and is up to Lecture 33 this week; it meets Monday, Wednesday and Thursday at 11:30, repeated at 1 p.m.

On Monday, October 14, the free series starts again with Lecture 1, meeting at 12:30-1 and again at 1-1:30 p.m. Monday, Thursday and Friday. Though the lunchtime hours were chosen so busy staff can attend, viewers must eat before or after: no food or beverages in the studio.

Starting tomorrow, medieval history buffs can greet the dawn with Dr. Edward M. Peters' World of the Middle Ages (History 30-TV) produced by CGS and the Penn Radio-TV Office on KYW-TV (Ch. 3) at 6:15 a.m. The 45 half-hour lectures cover European history from the beginnings of the Western calendar to the year 1000. Student participation by phone is a direct impact on the citizensof the Commonwealth. Members of the legislative also passed a bill which will make a per-capita grant to the institution of $400 for each student attending the University on a state scholarship in 1974-75. If the current year's enrollment patterns resemble last year's, these Institutional Assistance Grants could add a total of $440,000 to Penn's state income in 1974-75, according to James A. Shada, assistant vice president for commonwealth relations.

All forms of state aid must be reapportioned each year, Mr. Shada pointed out, and each year sees the legislators again weigh Pennsylvania's claim to state support against the many other claims of government, welfare and education. One of the key programs being conducted by the University is that of the Commonwealth Relations Council which keeps track of enrollment, teaching, research and other activities at the University which have a direct impact on the citizens of the Commonwealth. Members of the Council—alumni and students in communities throughout the state—serve as advocates of the University in their home towns and advise the University as to how it may improve its services to the Commonwealth.

ON FILM

Annenberg Cinematheque begins its Wednesday through Sunday schedule with documentaries on Attica and Anais Nin; Chuck Jones cartoons (Bugs Bunny, Roadrunner, Daffy Duck); Hugs and Kisses and two Rene Clair films. Studio Theatre, October 9-13. Check the Cinematheque brochure for times and dates. Tickets: $2.

The Wild Child. Truffaut's film about an eighteenth-century abandoned child's struggle for identity and wonder held, and this week the Penn community can not only watch the late Dr. Nichols' series in campus rerun at lunchtime, but tune in to its latest descendant on their home sets before breakfast.

LIVE

Communication Behavior in Humans and other Animals. Annenberg colloquium with Percy Tangebaum of the Graduate School of Public Policy at the University of California at Berkeley. Colloquium room, October 14, 4 p.m.

Merr and Phil. Last week of performances of Anne Burr's comedy. Zellerbach Theatre, through October 13, 8 p.m.; Saturday and Sunday, 2 p.m. Next Saturday the New Phoenix Repertory Company comes to town until November 3 with William Congreve's Love for Love, directed by Harold Prince. Box office: Ext. 6791.
OPENINGS

The following listings are taken from the Personnel Office’s weekly bulletin and appear in ALMANAC several days after they are first made available via bulletin boards and interoffice mail. Those interested should contact Personnel Services, Ext. 7285, for an interview appointment. Inquiries by present employees concerning job openings are treated confidentially.

The University of Pennsylvania is an equal opportunity employer. Qualified candidates who have completed at least six months of service in their current positions will be given consideration for promotion to open positions.

Where qualifications for a position are described in terms of formal education or training, significant prior experience in the same field may be substituted.

The three figures in salary listings show minimum starting salary, maximum starting salary (midpoint) and top of salary scale, in that order.

ADMINISTRATIVE/PROFESSIONAL (A-1)

APPLICATIONS PROGRAMMER ANALYST to do analysis and programming for development of management, control and planning systems, including systems related to academic areas. Qualifications: College degree preferred. At least two to four years’ experience. Strong background in COBOL or PL/1 using large IBM 370, preferably in a university setting. $12,300-$15,325-$18,350.

ASSISTANT CONTROLLER to supervise accounting staff involved in all accounting input control and ongoing intermediate report preparation; coordinate investment and trust accounting activities. Qualifications: MBA or CPA; senior public accounting experience and/or fund accounting experience including supervision of professional staff preferred. Salary to be determined.

EXECUTIVE DIRECTOR, University Hospital, has responsibility for all phases of hospital administration including profit and loss and day-to-day management; building and maintaining ties with hospital and medical school staffs and personnel; purchasing operations; accreditation and negotiating professional contracts. Salary to be determined.

JUNIOR RESEARCH SPECIALIST, biochemistry (9/24/74).

JUNIOR RESEARCH SPECIALIST, medical school (9/3/74).

JUNIOR RESEARCH SPECIALIST, microbiology, to do independent work in biochemistry and genetics of bacteria, particularly oral streptococci. Ran 9/10/74 as A-3; has been reclassified.

JUNIOR RESEARCH SPECIALIST to do biological preparations (including mammalian enzymes). Ran 9/17/74 as A-3 Research Laboratory Technician III; has been reclassified.

RESEARCH SPECIALIST I, surgical research lab (9/24/74).

RESEARCH SPECIALIST, biochemistry (9/24/74).

RESEARCH SPECIALIST, Museum (9/3/74).

RESEARCH SPECIALIST to identify and characterize chromosomal defects in domestic animals. Duties include cell culture; harvesting; fixation and staining; photomicrography of mitotically active cells and construction of karyotypes. Qualifications: B.S. in biology and experience in cytogenetic laboratory techniques and in photomicrography. $9,275-$11,450-$13,600.

RESEARCH SPECIALIST, Philadelphia Social History Project. Work involves generating tables using SPSS, a “canned” program, for intensive data analyses; operating the full range of existing computer programs and teaching the use of these “canned” programs to students and faculty. Person may assume related administrative duties as assigned. The project is using computer technology to study historical phenomena. Qualifications: College degree in social sciences. Experience in social science research methodology and strong background in use of SPSS to generate and analyze data necessary. Knowledge of PL/1 and APL desirable. $10,675-$13,275-$15,875.

SECURITY SPECIALIST (9/3/74).

STAFF NURSES (2) (9/17/74).

SYSTEMS ANALYST (10/1/74).

WRITER II (10/1/74).

SUPPORT STAFF (A-3)

ADMINISTRATIVE ASSISTANT I (10/1/74).

ADMINISTRATIVE ASSISTANT I (2) to do detailed budget work, type reports and manuscripts, maintain files, schedule appointments and make travel arrangements. Qualifications: Good typing, at least two years’ office experience, preferably at a university; budget experience. One position requires background in biology. $6,500-$7,925-$9,300.

BILLING ASSISTANT, health services (9/24/74).

CLERK I. Qualifications: Accurate typing; knowledge of typing format, posting and file updating. Attention to detail essential. Ability to perform varied duties. $4,625-$5,300-$5,975.

CLERK II (2), business area on campus (9/24/74).

JUNIOR ACCOUNTANT to coordinate data into accounting records, check trial balances, assist in preparation of reports and billing operations. Qualifications: Coursework in accounting; two years’ experience. $6,500-$7,925-$9,300.

LABORATORY ASSISTANT, biomaterials lab (10/1/74).

MT/SC OPERATOR, Publications Office, 3 p.m. - 10:30 p.m. (9/17/74).

PROJECT BUDGET ASSISTANT (10/1/74).

RESEARCH LABORATORY TECHNICIAN II, Philadelphia General Hospital, to use spectrophotometer and flame photometer, make solutions and do general lab work. Qualifications: Experienced graduate of approved technical training school. $7,000-$8,300-$9,575.

RESEARCH LABORATORY TECHNICIAN III with experience in biochemical physiology or endocrinology, including work with isotopes, immunology, protein and steroid biochemistry and assays. Qualifications: B.S. degree in science. $7,900-$9,450-$11,000.

RESEARCH LABORATORY TECHNICIAN III to assist with various scientific equipment, processing of blood, blood gases and animal surgery. Qualifications: B.S. degree in science. Laboratory experience. $7,900-$9,450-$11,000.

RESEARCH LABORATORY TECHNICIAN III. Ten positions announced September 3 through October 1, including tissue culture, organ perfusion, enzyme assays and immunology.

SECRETARY I (2) (9/3/74).

SECRETARY II (12) (9/3/74).

SECRETARY III (3) (9/3/74).

SENIOR MAINTENANCE ENGINEER (9/17/74).

HOURLY RATE (A-4)

Hourly rate is negotiable on the basis of qualifications.

ADMINISTRATIVE ASSISTANT, Museum, 18 hrs/week (10/1/74).

CLERK, Ob/Gyn. 20 hrs/wk, to file and deliver charts and lab reports, xerox and collate, assist in ordering of supplies. Qualifications: Graduation from high school. Some office or clinic experience preferred.

SECRETARY, 2 days/week, to handle routine correspondence from tapes and manage files. Qualifications: Excellent typing and dictaphone skills, ability to file neatly and accurately.

SECRETARY, hematology, 1 p.m. - 5:30 p.m., Mon. - Fri. (9/17/74).

VENIPUNCTURIST, 4 hrs/day, 4 or 5 days/wk, 6-9 mos. (10/1/74).

CORRECTION

A line of type was dropped in the listing of grants received during May, 1974 (Almanac October 1). As a result, the grant awarded to Dr. S. Erulkar incorrectly read “Placental Exchange, particularly with 02 and CO” $48,217. The correct listing: S. Erulkar (Pharm./Med.) “Central Synapses and Peripheral Junctions” $4,571. R. Foster (Physiol./Med.) “Placental Exchange, particularly with 02 and CO” $48,217.

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