Examining the Image of 'Superhumans'

Annenberg School conferees take a serious look at the media's portrayal of doctors and lawyers

Marcus Welby rarely lost a patient or failed to diagnose a disease. But the average doctor is not as fortunate.

Perry Mason seldom lost a case for his clients. But the average lawyer is usually less successful.

How can these superheroes—doctors and lawyers—be made more human?

For two days last week, more than 320 doctors, lawyers, and members of the media considered this question and proposed a number of recommendations for action at the close of the conference, sponsored by the Annenberg School of Communications.

In seven panel discussions and two general sessions, those attending the conference heard more than 40 experts in the three areas give their views on how to combat the superhero image that often leads to disillusionment in real life.

Hollywood producer David Victor, who has helped to shape public views of doctors and lawyers over the last 20 years, addressed an opening luncheon with insights into his production of such series as Dr. Kildare, Marcus Welby M.D., and Owen Marshall—Counselor at Law.

Public belief in Marcus Welby as a real doctor was so strong, Victor said, that Welby received mail from patients looking to him for medical help.

John Houseman, the lovable but gruff Professor Kingsfield in the movie and television series The Paper Chase, entertained an evening banquet last Thursday with observations culled from a career that has bridged theater, radio, television, and the movies.

Houseman, who along with Orson Welles was responsible for the infamous airing of H.G. Wells' War of the Worlds, told the audience that television has made another War of the Worlds impossible.

“Radio made that broadcast what it was,” he said. “With television, it never would have been.”

Houseman's award-winning TV series, which was cancelled by CBS in what Houseman called “a growing concern across society with numbers,” has been purchased by the Public Broadcasting System and will be aired on its member stations.

In group sessions on Friday, the professionals made recommendations for action to eliminate some of the superhero images.

The recommendations include:

- More adequate personal communication between doctors and their patients, and lawyers and their clients, so that the patients and clients are aware that the professionals possess no superhuman powers.
- An emphasis on the patients' and clients' right to know enough about any situation so that they are able to make important but complicated decisions for themselves.
- An effort on the part of the media to probe beyond self-serving press releases to find out about the current state-of-the-art in the fields of medicine and law.
- An effort on the part of the media to overcome the pressure of ratings and circulation figures so they can provide a more accurate picture of the professions.
- Media support for programs designed to disseminate medical and legal information to the public.

The papers presented at the conference and the recommendations from the conference participants will be published as a book.

—Sue Kinard
The 'Pennsylvania Culture'

A professor who has been at Pennsylvania for many years recently leaned across a table at the Faculty Club and, in a firm voice that reflected genuine concern, reminded me that "the University is a very complex institution; there are many nuances to its culture.

This happened during a conversation, the major thrust of which was that I had not yet come to appreciate all those nuances. Indeed, the unmistakable implication was that, in attempting to change Almanac I had managed to violate an assortment of unwritten University codes. Some of Pennsylvania's venerable traditions had been treated indelicately at my hands, he felt.

The professor was of course right. The subtleties of life at an Ivy League institution are not readily discernible to a newcomer, particularly a newcomer educated at institutions quite unlike Penn.

Slowly, however, I am beginning to take note of the ways in which this University operates. Slowly, too, I am beginning to meet the personalities who help it to operate. I am eager to know more about how decisions are made here and about who is instrumental in the decision-making processes.

But that will take time. Penn cannot be taught in the way that, say, simple arithmetic can be taught. I am hopeful that members of the University community will continue to share with me their helpful perceptions of Penn's past as well as their insights into the University's future.

Meanwhile, the good news in the Almanac office is that, by week's end, we will be fully staffed for the first time this academic year. (You may note that in the huge-sigh-of-relief department.) This means that the publication will now be able to improve its coverage of campus news—or so we hope.

Our new staffers are highly talented; both come to their positions with sterling recommendations from those who have worked alongside them in the past.

C. Anne Vitullo, our assistant editor, arrived in Philadelphia several days ago from her home in Syracuse, N.Y., where since March of last year she has served as editor of Syracuse University Alumni News. That was a rather lofty title for someone who was graduated (albeit with honors) from Cornell University's communications program as recently as 1977, but in the "real world" Anne proved herself quickly. Said one professional journalist who knows her: "She's a five-star person. Hire her." We did, and we are confident she will help us in numerous ways. Anne's interest in magazines (she was awarded a master's degree in magazine journalism from Syracuse University in 1978) was a point decidedly in her favor when we went looking for an assistant who could help us broaden the scope of Almanac.

Our new editorial assistant, who begins working with us tomorrow, is Elizabeth Engl, a May graduate (summa cum laude) of St. Bonaventure University. Liz, who had been a mass communication major, has written on a free-lance basis for Knights of Columbus publications in New York and elsewhere.

So, our team, as it were, is at last in place. We will be looking to the University for ideas, for guidance, for information. We will also be exploring the "Pennsylvania culture," which my friend in the Faculty Club began to tell me about. It is, I suspect, a rich and textured culture, one that Almanac plans to approach with care.

—CN

Parents Weekend

Provost Vartan Gregorian has issued the following statement concerning Parents Weekend:

Friday and Saturday, November 2 and 3, will be Parents Weekend at the University. We expect up to 1500 parents of sophomore undergraduates to be our guests on campus.

We have found over the years that, for many parents, one of Friday's high points is the experience of going to classes with their sons and daughters. The members of the faculty have always taken this friendly intrusion in good grace and have proceeded with their usual mode of teaching. I trust that they will do so again this year.

Should other opportunities arise during the weekend for us to make any of these parents feel even more welcome on campus, I know they will appreciate it.
Elias Burstein, professor of physics, received the Franklin Institute's 1979 John Price Wetherill Medal yesterday in recognition of his outstanding contributions to the science of optical properties of solids and its application in photoconductive technology. His research has contributed to the general understanding of the interaction between solids and light. Burstein has carried out basic research in lattice dynamics, semiconductor physics, photoconductivity, magneto-optical phenomena, infrared and acoustical Raman spectroscopy.

Founded in 1925, the Wetherill Medal is awarded for discovery or invention in the physical sciences or for new and important combinations of principles or methods already known.

R. M. Showers, professor of electrical engineering presented the keynote address at the IEEE International Electromagnetic Compatibility Symposium in San Diego, Cal. two weeks ago. At the symposium he received the Richard R. Stoddart Award of the EMC Society in recognition of outstanding performance in the development of national and international standards for the control of electromagnetic interference.

Teacher, author and administrator Timothy Tomlinson joined the staff of the Morris Arboretum as assistant director. Tomlinson taught high school in St. Louis, Mo. for 13 years and was on the faculty of Washington University for 10 years. He then headed program development in the St. Louis schools and later ran a not-for-profit citizen education center in that city.

Tomlinson's duties at the Arboretum include overseeing its education department, working on grant proposals and program development, and managing the institution's finances.

Dr. Sankey Williams, assistant professor of medicine, was named associate director for medical affairs by the National Health Care Management Center. He has been involved in many of the center's research projects, continuing education programs, and technical assistance programs particularly those involving cost containment and service delivery management. "I'll be working to continue the close relationship between the management center and the medical school," he said of his appointment.

Arthur E. Humphrey, dean of the School of Engineering and Applied Science, received the James M. Van Lanen distinguished Service Award from the American Chemical Society for his "life long dedication and service to fermentation science and the fermentation industry."

Fermentation science, best known for its use in the production of grain alcohol, is also applied in production of antibiotics and "artificial" protein.

Humphrey's research has sought applications of fermentation science to the production of edible protein from plentiful but previously untapped raw materials.

Four Penn faculty members are part of a research team that received a $750,000 grant from the National Heart, Lung and Blood Institute. Division of Lung Diseases (US Public Health Service, DHEW).

The research team includes Dr. Nicholas A. Kafalides, professor of medicine and biochemistry, Dr. Edward J. Macarak, assistant professor of histology, Dr. Bob R. MacGregor, associate professor of medicine, and Dr. Harvey Friedman, assistant professor of medicine.

The grant will enable the investigators to study the response of lung endothelial cells (cells lining the pulmonary arteries and other blood vessels) to infection and disease. It has been suggested that when the cellular lining of an artery leading to the lungs, for example, is removed or injured, there is a reaction which can lead to lung disease," Macarak said. "If we can define what causes the injuries to these cells, we may be able to understand how the damage leads to respiratory diseases. And right now, the response of these cells to injury and the implications for the development of these diseases are not well understood."

WORTH NOTING

The application deadline for summer fellowships ($2,000) and grants-in-aid (not to exceed $1,000) for 1980-81 is February 1, 1980, according to the Committee on Faculty Grants and Awards.

Preference for these awards will be given to applicants with the rank of assistant professor. In general, awards will not be given to faculty members who have received support from the committee in the past three years, and a summer fellowship will not be awarded if the applicant has other sources of salary support for that period (including income from teaching summer schools.)

Applications are available from Deborah Hardy, Office of Research Administration, 409 Franklin Building/Ext. 7293.

You can lose weight without going on a crash diet by learning to change your eating habits. And a behavior modification program to continue the close relationship between the management center and the medical school," he said of his appointment.

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Fermentation science, best known for its use in the production of grain alcohol, is also applied in production of antibiotics and "artificial" protein.

Humphrey's research has sought applications of fermentation science to the production of edible protein from plentiful but previously untapped raw materials.

Energy Information Center Established

Ever wonder how you can heat your home using wood or solar energy? What a photovoltaic cell is, and how it works? The Energy and Environmental Information Service (EElS), a joint project of the Penn Energy Club and the Penn Earth Lobby, can provide the answers to those and other questions on energy.

Energy Club coordinator Adam Levine has been collecting information on energy for three years and is willing to loan out the information in his energy "library" for up to two weeks.

"Students can use it for papers, faculty can use it to help them prepare lectures, staff can use it for information on home energy savers," Levine said. "We think the best way to increase awareness of energy and environmental issues is to make the information readily available."

To use EElS, simply call Levine at 382-9117. If he cannot answer your question over the phone, he will make an appointment for you to visit the "library," or, for a nominal charge, will mail the information to you.

The 1979-80 edition of Accredited Institutions of Postsecondary Education has been published by the American Council on Education. Copies are $12.50, plus $1.50 per copy for postage from ACE, Publications Division, One Du Pont Circle, Washington, D. C. 20036.

An exhibition of art work by writer Chaim Potok opens Thursday, November 1 at the Science Center Gallery, 3624 Market Street.

Potok is perhaps better known for his books which include the novels The Chosen, The Promise, My Name is Asher Lev, In the Beginning, and the nonfiction work Wanderings. Born in New York City, Potok graduated from Yeshiva University in 1950. He earned a Ph.D. in philosophy from Penn in 1965.

Potok will be present at the opening reception and lecture on November 1 from 4 to 6 p.m. The exhibition continues through November 30.
Edison Anniversary Marked

Preserved almost by chance, a collection of antique light bulbs, some dating back to the 1880s will go on display Monday, to mark the 100th anniversary of the operation of the first successful electric light bulb by Thomas Edison on October 21, 1879.

The exhibit, on display in the lobby of the Rittenhouse Laboratories, was conceived and assembled by James I. Hobbs, building administrator at Rittenhouse Labs. It is composed of about 20 bulbs, most from the collection of the first chairman of Penn's physics department, Dr. Barker.

Discovered shortly after Hobbs arrived at the University in the late '50s or early '60s, the collection was stored for nearly ten years above an air duct in the room where demonstrations of physical phenomena are constructed and stored.

Among the collection, a small bulb which bears the label "EDISON PATENT" is strikingly similar to the drawing included with Edison's 1880 patent application. Its element is held in place by tiny set screws, so that it can be removed when it burns out. The bulb has a tip protruding from the top, through which the air was drawn from the bulb to form the vacuum.

Hobbs has, in his words, "fooling around with glassblowing for years." Thus he can point out stages in the development of electric illumination from one bulb to the next.

"Here you can see," he said, "that they didn't know how to anneal the bulbs yet. Look at the pockmarks on the surface of the bulb."

Other indications of the development include the kind of base attached to the glass bulb, and the method of holding the filament in place.

Some of the bulbs have hand written numbers inscribed in the glass, others have hand written labels attached to the outside of the glass. Later bulbs have printed labels which bear the names of Edison, or Mazda, or Peerless.

Fellowship Nominations Due November 1

Nominations for the American Council on Education's annual internships in academic administration should be submitted to executive assistant to the provost Joyce M. Randolph, 104 College Hall, by November 1.

The purpose of the fellowships program is to give able faculty and administrators who show promise of a future in academic administration, the opportunity to spend a year in administration either at their home university or at a host institution.

Nominees should have a minimum of five years of university teaching or administrative experience. The program is competitive and the university is invited to nominate two candidates.

The Green Pages

This year's color is green. According to Susan Jarrett, the University communications analyst, the 1979-80 telephone directory departs from previous directories mainly in the expanded, and thus more informative, green pages.

Jarrett, who said copies of the directory will be distributed around campus this week, urges that special attention be paid to the following sections of the green pages:

- TWX/TELEX services (pages x), mailing guide (pages ix-x), telecommunications glossary (page x), conference calls (page iii), and emergency and service calls (inside front cover).

Jarrett reminds members of the University community that 50 WATS lines are available to centrex users. The service offers a savings on direct-dial toll calls.

Trustees Meeting

The fall stated meeting of the Corporation is scheduled for 2 p.m. tomorrow in the Council Room of Furness Building. The major item on the agenda is the naming of three emeritus trustees.

Today the trustees and some University administrators are meeting on campus in assorted committees.

The stated meeting is open to the public as space permits.

ON CAMPUS

Items for On Campus should reach the Almanac office by noon the Thursday preceding desired publication.

Thursday, October 25

Arbor Day Events: Morris Arboretum hosts its Arbor Day Events at 8 a.m. at the Woodmere Art Gallery, 9201 Germantown Avenue. Call 247-5777 for information.

Blood Drive: The University Hospital sponsors a blood drive in Van Pelt from 11 a.m. to 5:30 p.m.

Coffee Hours: The Modern Language College House hosts coffee and conversation hours for students of Italian and German at 4 p.m., Class of 1925 House.

Lectures: The Arts College House sponsors a slide show and discussion by Professor Irwin A. Hauer of Yale University on his sculpture at 4 p.m. in the upper level library, 1913 Tenth Street, call Ext. 5255 for information.

The English department features Professor Margaret Doodley of the University of California, Berkeley on "Women, Wit, and Late 18th Century Theater: Fanny Burney's Suppressed Comedy" at 3 p.m. in Room 109.

The psychology department features Dr. Joseph Glick on "Against the Wall: The New Middleman" at 4 p.m. in Room 204.

Admission is $1.50 and $1 for matinees.

Friday, October 26

Coffee Hours: The Modern Language College House hosts coffee and conversation hours for students of French, Spanish, and Russian at 4 p.m., Class of 1925 House.

Exhibit: The Dutch Studies Program and the Bryn Mawr College Library open an exhibition illustrating the life and culture of 16th and 17th century Holland at 8 p.m., Class of 1912 Rare Book Room. Mariam Coffin Canady Library, Bryn Mawr College.

Lectures: The department of regional science features Professor Otter Bax of the University of Tromso, Norway on Economic Trends in the Development of Scandinavian Settlement Patterns: Are Urban Decentralization and Rural Reconciliation Generated by the Same Process? at 2 p.m. in Room 169, McNeil.

Movies: Ray's The Middleman is shown at 4 p.m. and 9:30 p.m. and Sander's The All-Around Reduced Personality at 7:30 p.m. at the International House. Admission is $1.50 and $1 for matinees.

Sports: Penn competes in the ICA meet in men's cross country at 11 a.m. at West Chester; Penn faces off against Yale in men's field hockey at Yale. Penn takes on Yale in men's soccer at 11 a.m. at Yale; Penn plays Yale in volleyball at 2 p.m. in Weiglman Hall; Penn competes in the Area Dinghy Eliminations and the Women's Monosloop Championships at Princeton; Penn meets Cornell in women's tennis at 2 p.m. at Cornell.

Workshops: Morris Arboretum holds a one-day pruning clinic from 10 a.m. to noon (members $7, non-members $10).

Sunday, October 27

Lectures: The chemical and biochemical engineering department features Professor Ephraim Kehat of Technion on The Dead Sea Resources from an R and D point of view at 3:30 p.m. in Alumni Hall, Towne Building.

Saturday, October 27

Workshops: The A-3 Assembly sponsors a workshop on The A-3 Assembly from noon to 1 p.m. at the Harrison Smith Penniman Room, second floor, Hoover Hall.

Morris Arboretum sponsors a one-day class on Houseplant Propagation at 10 a.m. (members $7, non-members $10).

Monday, October 29

Lectures: The department of regional science features Professor Otter Bax of the University of Tromso, Norway on Economic Trends in the Development of Scandinavian Settlement Patterns: Are Urban Decentralization and Rural Reconciliation Generated by the Same Process? at 2 p.m. in Room 169, McNeil.

Sports: Penn competes in the ICA meet in men's cross country at 11 a.m. at West Chester; Penn faces off against Yale in men's field hockey at Yale. Penn takes on Yale in men's soccer at 11 a.m. at Yale; Penn plays Yale in volleyball at 2 p.m. in Weiglman Hall; Penn competes in the Area Dinghy Eliminations Area 43 at Penn's Landing and the Women's Monosloop Championships at Princeton; Penn meets Cornell in women's tennis at 2 p.m. at Cornell.

Workshops: Morris Arboretum holds a one-day pruning clinic from 10 a.m. to noon (members $7, non-members $10).

Tuesday, October 30

Blood Drive: The University Hospital sponsors a blood drive in High Rise South from 1-7 p.m.

Lectures: The psychology department features Dr. Edward F. Glynn on the civil engineering department on Risk Analysis for Rock Slopes at 4 p.m. in Room 104, Hayden Hall.

The psychology department features Dr. Joseph Glick on the City University of New York at 4:45 in Room B-21, Sitterer Hall.

25 OCTOBER 1979
Dr. Willits Dies

Headed Wharton, 1933-39

Dr. Joseph Henry Willits, former dean of the University's Wharton School, died October 7 in Portland, Maine. He was 90.

Willits had a long career in business education, economic research, and government service. While completing his Ph.D. at the University he was appointed by the mayor of Philadelphia to study unemployment in the city. He served as president of the National Bureau of Economic Research in 1930 and as executive director in 1936.

Dr. Willits received his B.A. and M.A. degrees from Swarthmore College and his Ph.D. from Penn. Later he was awarded L.L.D. degrees from both institutions. He served as lecturer and assistant professor in industry and geography in the Wharton School and became professor in 1920. He was dean from 1933 to 1939.

After leaving Wharton in 1939, Dr. Willits became the director of social sciences for the Rockefeller Foundation. He was also a member of the American Philosophical Society.

Later he turned to educational research. In 1954 he conducted a survey of the educational goals and attainments of the University of Pennsylvania. He suggested that the school place emphasis "upon learning rather than teaching. Modern society cannot operate without more and better specialists all the time," he wrote. "But this splitting apart of the disciplines was purchased in 1960, not that price was a sense of unity of all knowledge and, therefore, a sense of perspective. Indeed the two great causes of lack of perspective in our day are specialization and immediacy. The one narrows the range of our thought and the other gives us no time for reflection."

Dr. Willits is survived by his second wife Therese, his son, Dr. Robin Willits, and six grandchildren.

Professor Walter B. Jones, retired professor of education died October 15 at his home in Lindsdale. He was 86.

Jones was graduated from the Carnegie Institute of Technology, majoring in industrial education. He received his M.A. degree at the University of Pittsburgh and his doctorate at Columbia University in psychology and education.

He joined the faculty as an assistant professor in 1938. He later became a professor and director of educational education and spent three years abroad on leave as a vocational education consultant. He retired from the university as professor emeritus of education in 1963.

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The following listings are condensed from the personnel office's bulletin of October 18. Because of the delay in getting these items to the newspaper, old positions may no longer be available. Bulletin boards at several campus locations list full job descriptions. For further information, contact the positions indicated. The University of Pennsylvania is an equal opportunity employer.

**Administrative/Professional**

**Accountant** I (three positions) supervises a group of clerks who prepare and maintain various accounting records, including general ledger entries, journal entries, and other financial documents. (B.A. in accounting, preferably with a concentration in governmental accounting or auditing, or a master's degree in accounting) Salary to be determined.

**Application Programmer** (two positions) performs application development and maintenance tasks using a variety of programming languages and tools. (B.S. in computer science or a related field) Salary to be determined.

**Assistant to the Associate Dean** of University Libraries (five positions) supports the operations of the library by providing administrative and operational support. (B.A. or B.S. in a related field, with demonstrated administrative experience) Salary to be determined.

**Bursar** (six positions) oversees the day-to-day operation of the financial aid office, including processing applications, maintaining records, and coordinating financial aid programs. (B.A. in business administration or a related field, with at least one year of experience) Salary to be determined.

**Comptroller** (two positions) oversees the financial operations of the university, including budgeting, financial reporting, and financial planning. (M.B.A. or other advanced degree in business administration) Salary to be determined.

**Director of Financial Aid** (one position) manages the financial aid office and oversees the distribution of financial aid to students. (M.B.A. or Ph.D. in business administration, with at least five years of experience) Salary to be determined.

**Research Coordinator** (six positions) develops and implements research protocols, manages data collection, and assists in data analysis. (B.S. or B.A. in a related field, with at least one year of experience) Salary to be determined.

**Support Staff**

**Biostatistical Data Manager** constructs and maintains computerized data related to medical research. (B.S. in a related field, with at least two years of experience) Salary to be determined.

**Business Manager** (seven positions) oversees the day-to-day operations of the business office, including budgeting, financial reporting, and financial planning. (B.S. in business administration, with at least five years of experience) Salary to be determined.

**Comptroller** (two positions) oversees the financial operations of the university, including budgeting, financial reporting, and financial planning. (M.B.A. or other advanced degree in business administration) Salary to be determined.

**Director of Financial Aid** (one position) manages the financial aid office and oversees the distribution of financial aid to students. (M.B.A. or Ph.D. in business administration, with at least five years of experience) Salary to be determined.

**Research Coordinator** (six positions) develops and implements research protocols, manages data collection, and assists in data analysis. (B.S. or B.A. in a related field, with at least one year of experience) Salary to be determined.
Administrator II (New Bolton Center) maintains and repairs air conditioning and refrigeration systems. (5 years' experience with pneumatic tube equipment, experience in air conditioning and refrigeration systems background in air conditioning from a technical or trade school) Union wages.

Cashier (part-time) operates electric cash register, keeps records of cash receipts and cash transfers, (high school graduate, aptitude for detailed clerical work) Minimum wage.

Clerk I, II, III, and IV arranges, stocks, and arranges merchandise, takes inventory and performs other duties in various departments, (knowledge of retail sales) Minimum wage.

Coordinator, Non-Academic Facilities handles applications for reservations, arranges special functions, types and transcribes correspondence, (good typing skills, bookkeeping experience, ability to deal with the public) $7,975-$10,150.

Recordary handles general office functions, distributes transcripts, other projects related to grading system, (two years' college, two years' experience in similar office, typing, dictation, organizational ability) $7,425-$8,450.

Research Laboratory Technician I (four positions) assists in research setting, basic knowledge of laboratory techniques, (chemistry through organic required) $7,575-$8,600.

Research Laboratory Technician II (six positions) (a) performs blood and analysis for carbon monoxide, blood gas and pH measurements, routine laboratory duties, conducts experiment which enters the accounting system, reduction, display, and instrument control on tissue culture and general laboratory techniques, (gross and microscopic experience, particularly sterile techniques) (g) carries out acute cytoxicity studies of cultured peripheral and central nervous system cells, makes studies of cell-mediated immunity to isolate nervous system cells (academic background, specific knowledge of cell biology, laboratory experience essential); (h) produces radio pharmaceuticals labeled with short-lived isotopes (B.S. in chemistry, physical chemistry, physics, or biochemistry); (i) prepares sterile media, enzyrne assays and standard and power optical density equipment, experience with tissue culture and general laboratory techniques, particularly sterile techniques; (j) carries out acute animal experiments, physical and radiological testing using microphotograph equipment, prepares brains for autoradiography, maintains laboratory (biological science background including physiology, experience in a biological laboratory, interest in research) (B.S. and knowledge of radiobiology); (k) handles radioactive materials, uses atomic absorption spectrophotometer, and x-ray fluorescence, high pressure liquid chromatography, measures mitochondrial activity in bone and cartilage, performs trace element analysis (B.S. and knowledge of routine biochemistry).

Residential Hall Attendant operates telephone, provides information to residents, keeps records of work and reports any disturbance to security (high school, some college preferred, mature individual) $9,425.

Secretary II, III, and IV schedules appointments, files, uses dictation equipment, (minimum six years' secretarial experience, preferably at the University or at another academic institution). Excellent typing and organizational ability, knowledge of University procedures) $8,625-$10,950.

Secretary Medical/Technical (eight positions) $7,975-$10,150.

Secretary/Technician, Word Processing (two positions) (a) operates Lextron for scientific manuscripts, transcribes from dictating machine (excellent typing, word processing, and medical terminology); (b) takes dictation, transcribes, and uses word processing equipment (high school graduate, office experience) $7,975-$10,150.

Secretary (two positions) supervises campus police (six months' active police duty and Commonwealth-approved police academy training); (b) supervises fifteen police officers; is responsible for emergency decision making and the absence of a higher ranking departmental personnel (six months' active police duty, Commonwealth-approved police academy training program) $9,425.

Mail Carrier sorts, bundles, and delivers mail to campus buildings, operates postage machine (knowledge of postal rates and procedures) $7,275-$8,025.

Office Automation Operator operates word processing equipment and system; demonstrates familiarity with terminal control, drafts prepares, (highly developed typing skills, experience with standard and power typewriters) $8,675-$8,750.
X-rays for Man's Best Friend

Donald Thrall uses radiation therapy to treat pets

For 12 years now, doctors at the Tumor Clinic of the School of Veterinary Medicine's Small Animal Hospital have been treating dogs and cats that have developed cancer, expanding on veterinary radiation research that actually had its origin here during the mid 1930s.

The patients, often brought in from hundreds of miles away, are treated with surgery, radiation therapy, chemotherapy, or a combination of these.

The clinic, founded by the late Dr. Robert S. Brodey in 1967, has facilitated the development of clinical oncology as a specialty in veterinary medicine.

Dr. Donald E. Thrall, who has been running the Tumor Clinic with Dr. Ann Jeglum since Dr. Brodey's death in an auto accident this summer, is one of the few veterinarians who has had training in radiation biology and diagnostic radiology.

He interprets radiographs (x-rays) to diagnose diseases in animals, but he spends most of his time at the clinic supervising radiation treatments for dogs and cats.

Seated beside the awkward, odd-looking radiation therapy equipment he uses in his work, Dr. Thrall relaxed and talked about his patients.

"The pets we see here have been in the family for years, and they have become an integral part of their owners' lives," he said. "Unfortunately, in many cases we cannot cure the disease. Then, we try to make the patient as comfortable as possible. The personal feedback from the owners is good, whether we succeed or fail," he said. "Even when we fail, the owner says, 'at least we tried.'"

Treatment of animals with x-rays goes back almost as far as x-ray treatment of humans. "The first radiation therapy machine in a U.S. school of veterinary medicine was installed here at the University of Pennsylvania," Thrall pointed out, "right in this room."

According to a history of the School of Veterinary Medicine, Dr. Mack A. Emmer-son was put in charge of the x-ray program during the mid-'30s when it was instituted.

The technology and its applications to veterinary medicine were imported from Vienna, according to a recently translated chapter from a German handbook on radiological medicine.

The medical cost for an uncomplicated case, from diagnosis through treatment, is $400.

“We recently received a cobalt radiation therapy machine, a gift from the Medical School, and we hope to have that installed soon,” he added. "This will increase our ability to effectively treat more patients and increase response of tumors. We are collecting data on which kinds of tumors respond to treatment. Also, dog tumors are a model system for human disease," he said.

Research is another aspect of Thrall's work. He spends two days a week writing articles for veterinary publications and taking care of clinical paperwork. He has 40 research articles to his credit.

Dr. Thrall, 34, was born in Indianapolis. He attended Purdue University, receiving his D.V.M. degree there in 1969. He then attended Colorado State University, receiving his M.S. in radiology in 1971 and his Ph.D. in radiation biology in 1974.

In 1976, he joined the faculty of the University, teaching radiographic interpretation and working in the radiotherapy clinic.

He currently is president of the American College of Veterinary Radiology and the University's chapter of Phi Zeta, the national honor society of veterinary medicine.

When he is not working, Dr. Thrall pursues hobbies which include squash, tennis, and photography. The photography is not really related to his diagnostic x-ray work, but he does like to photograph cats. He owns two cats. As he explained it, "I am fascinated by them. They have great agility, personality, and facial expressions.”

— Max Lebow

70th Anniversary

School of Social Work

Congressman William H. Gray III (D-Phila.) will be the key speaker when the School of Social Work celebrates its 70th Anniversary today.

Gray’s speech, 7:30 p.m. at the University Museum, is the topic of a panel discussion which will begin at 3:30 p.m. in the International House. The discussion will be moderated by the executive director of the Interchurch Child Care Agency in Philadelphia; Leonard Stern, of the National Association of Social Workers in Washington, D.C.; Wilbur Hobbs, executive director of the Crime Prevention Association in Philadelphia; and Tess Okin, associate provost of academic affairs at Temple University.

Six deans of various schools of social work will be honored. Each of the six are graduates of the Penn School of Social Work who have gone on to become deans of social work schools. The deans to be honored are Shirley Ehrenkrantz of New York University, Lloyd Setleis of Yeshiva University, Morton I. Teicher of the University of North Carolina, Leverne McCumings of the University of Denver, Louise Shoemaker, present dean of Penn’s School of Social Work, and Lewis of Hunter.

In its 70 year history, the School of Social Work has gone from a private school which opened its doors in 1909 to five students to an institution with 300 full-time students. The school offers master of social work and doctor of social work degrees.

Exploring 504

Conference on Handicapped

To a handicapped person the number 504 holds a very special significance. It is the number of the section of the federal Rehabilitation Act of 1973 which outlaw discrimination against anyone because of his or her handicap in any program or activity receiving federal assistance.

"Beyond 504: Exploring Handicapped Regulations and their Impact” is a conference co-sponsored by the Women's Committee of the University of Pennsylvania Museum and the Greater Philadelphia Cultural Alliance (GPCA).

It will be held next Thursday, November 1. Call GPCA at 735-0570 for a registration form.