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Governor Scranton to be Principal Speaker at 208th Commencement

William W. Scranton, Governor of Pennsylvania and ex-officio Trustee of the University, will deliver the principal address at the University's 208th Commencement May 18, at 10:15 A.M. in the Municipal Auditorium, Convention Hall.

The U. S. Navy Band of the Third Naval District will provide music for the occasion.

On Sunday, May 17, Dr. Marvin Wachman, president of Lincoln University, will deliver the Baccalaureate Address. He will speak during the annual Baccalaureate Service at 4 P.M. in Irvine Auditorium. Rev. Stanley E. Johnson, Chaplain of the University, will direct the program, assisted by the men's and women's Senior Class officers.

The Baccalaureate Service will include selections by the Baccalaureate Chorus under the direction of Bruce E. Montgomery, Director of Musical Activities. A musical prelude, with Christopher McCutcheon at the console of the Cyrus H. K. Curtis Organ, will be presented at 3:30 P.M. in the auditorium.

Following the Baccalaureate Service, the Senior Class and parents will be guests at the annual Senior Collation at 5 P.M. on College Hall lawn.

At the time *The Almanac* went to press, the list of persons to receive honorary degrees at the Commencement exercises had not been completed. It will be published in the May issue.

Van Pelt Library Receives First AIA Honors for Design

The University's new Charles Patterson Van Pelt Library was singled out this month for top honors in the second annual Library Buildings Award Program sponsored jointly by the American Institute of Architects, the American Library Association, and the National Book Committee.

A First Honor Award Citation was presented to President Harnwell by J. Roy Carroll, Jr., national president of the AIA, at ceremonies in the library building on Thursday afternoon, April 16. Carroll, a partner in the Philadelphia architectural firm of Carroll, Grisdale and Van Alen,

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Dr. George Gerbner Becomes Annenberg School's New Dean

The Annenberg School of Communications, after nearly a year of searching, named a new Dean this month.

He is Dr. George Gerbner, associate professor at the Institute of Communications Research of the University of Illinois. Dr. Gerbner will assume his duties July 1, succeeding Dean Gilbert Seldes, who retired as the school's head in the summer of 1963. In the interim Dr. Robert E. Spiller, Felix E. Schelling Professor of English Literature, has served as Acting Dean.

A native of Budapest, Hungary, who came to this country in 1939, Dr. Gerbner took his bachelor's degree in Journalism at the University of California at Berkeley in 1942, and his master's and doctorate at the University of Southern California in 1951 and 1955, respectively. He has been at the University of Illinois since 1956.

Under a Cooperative Research Grant from the U. S. Office of Education, he has recently completed work as director on a project study of "Mass Communications and Popular Conceptions of Education." In it he and his associates studied the portrayal, and factors influencing the portrayal, of teachers and schools in the mass media of the United States, Great Britain, France, Germany, Poland, Czechoslovakia, Hungary and the U.S.S.R.

Dr. Gerbner is presently project director of a "Comparative Study of Films and the Film Hero" under a National Science Foundation Grant. The project, to be completed in 1965, is an analysis of the fictional personality structure of leading characters in American, French, Italian, Indian, Yugoslav, Czechoslovak and Polish film production.

Earlier, the new Dean was in charge of research on the portrayal of mental illness in the mass media, as part of a larger project devoted to study of popular conceptions of mental illness, under a grant from the National Institute of Mental Health.

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Heart Assn. Names Dr. Cohn To Lifetime Research Post

The American Heart Association this month named Dr. Mildred Cohn, Professor of Biophysics and Physical Biochemistry, to the lifetime post of Career Investigator.

The first woman to receive the award since it was begun by the association 13 years ago, Dr. Cohn is the 11th person now holding such a grant.

In a fruitful research career that already spans more than two decades, Dr. Cohn, wife of a theoretical physicist and mother of three children, has made many valuable contributions in fundamental biochemistry which have helped clarify the complex machinery through which the body cells make and use the chemical "fuel" they require for their labors.

Dr. Cohn's new investigatorship provides an annual sum to cover her entire salary, plus a \$10,000 yearly grant to help underwrite the expenses of her laboratory. Its purpose is to foster unrestricted research by medical scientists of eminent ability and achievement.

In recent years Dr. Cohn, the wife of Dr. Henry Primakoff, Professor of Physics, has been concentrating on studies to define in detail just how the cell fuel, a substance called adenosine triphosphate, or ATP, releases the energy locked in its chemistry.

Muscles work and the heart beats, because of ATP. The fuel also powers the construction of proteins, carbohydrates, nucleic acids, and other life substances out of simpler chemical building blocks. Virtually every process in the body requiring energy involves ATP. Scientists believe that a malfunction in the body's ATP machinery may underlie some diseases, among them certain heart ailments.

In her investigation of ATP's relationship with the body enzymes, Dr. Cohn is working with a new technique called "nuclear magnetic resonance," or NMR, a powerful tool which can measure, to a degree previously impossible, very tiny changes in the chemistry and physical arrangement of biological substances.

"This is of immense importance in studying living systems, because very minute changes in chemical environment and structure have profound physiological effects," says Dr. Cohn, one of the pioneers in the application of NMR to biochemical investigation.

Dr. Cohn took her bachelor's degree at Hunter College in 1931 and her Ph.D. in physical chemistry at Columbia in 1938. She has worked closely with such Nobel Prize-winners in the fields of biochemistry and biophysics as Dr. Harold Urey, Dr. Vincent DuVigneaud, and Drs. Carl and Gerty Cori, as well as in England with Nobel Laureate H. A. Krebs. She is now associated at the Johnson Foundation here with its director, Dr. Britton Chance, a foremost figure in biophysical research.

DR. GERBNER

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Dr. Gerbner has been a reporter and feature writer for the San Francisco *Chronicle*, has written free-lance articles, and was an editor and newscaster for the U. S. Information Service. He is the author of many articles in scholarly journals, and is a member of several advisory committees and research commissions in communications. He and his wife have two children.

Cupp and Batten Elected Heads Of U. C. Science Center Corp.

Paul J. Cupp and Harry A. Batten were elected president and vice president, respectively, of the University City Science Center Corporation late in March.

The corporation was chartered last November to bring into being a multi-industry research and development center in University City.

Cupp is president and chairman of Acme Markets, Inc. Batten is chairman of N. W. Ayer & Son, Inc., Philadelphia advertising agency, and co-chairman of the Greater Philadelphia Movement.

Twenty-eight civic, business and educational leaders were elected with Cupp and Batten to the corporation's board of directors. They are:

Gustave G. Amsterdam, president and chairman of Bankers Securities Corp. and chairman of the Philadelphia Redevelopment Authority; Charles E. Beck, president of Philco Corp.; Richard C. Bond, president of John Wanamaker; Thornton F. Bradford, executive vice president of Atlantic Refining Co.; Edward G. Budd, Jr., president of the Budd Co.; William L. Day, chairman of the First Pennsylvania Banking and Trust Co.; Richardson Dilworth, former Mayor of Philadelphia, and Paul D'Ortona, president of City Council.

Also, Morris Duane, attorney; Wilfred D. Gillen, president of the Bell Telephone Co. of Pennsylvania; F. Otto Haas, president of Rohm & Haas Co.; Dr. William W. Hagerty, president of Drexel Institute of Technology; Dr. Gaylord P. Harnwell, President of the University of Pennsylvania; John C. Hetherston, the University's Vice President for Coordinated Planning; Edward Hopkinson, Jr., senior partner of Drexel & Co., and former chairman of the City Planning Commission; G. Joseph Keady, president of Philadelphia Steel and Iron Corp.

Also, Albert J. Nesbitt, chairman of ITT-Nesbitt, Inc.; Howard C. Petersen, president of Fidelity-Philadelphia Trust Co.; Frederic A. Potts, chairman of the Philadelphia National Bank; R. Stewart Rauch, Jr., president of the Philadelphia Saving Fund Society; R. G. Rincliffe, chairman of the Philadelphia Electric Co.; Stuart T. Saunders, chairman of the Pennsylvania Railroad; Mayor James H. J. Tate; Charles R. Tyson, president of the Penn Mutual Life Insurance Co.; Dr. Alfred H. Williams, former president of the Federal Reserve Bank of Philadelphia, and Morris Wolf, attorney.

"I have seldom seen so many leaders of large and successful enterprises united in a single venture," said Mr. Cupp of his fellow-directors. "From their several positions, these men have all recognized that the Number One economic force in this country for years to come will be industry's application of new knowledge to the filling of human and national needs—and that this fact holds unrealized promise for the economy of the Philadelphia region."

President Harnwell, speaking on behalf of the University, declared that "we welcome the advent of the University City Science Institute"—a wholly owned, non-profit subsidiary of the Science Center—"as an opportunity to carry the scientific capabilities of the academic community a step nearer to the point where they are applied to social and economic needs."