More on Penn's institutional planning
THE BEST YEARS ARE JUST AHEAD

PENNSYLVANIA ANNOUNCES A $93 MILLION CAPITAL CAMPAIGN

The setting was perfect: the top floor of the University's Charles Patterson Van Pelt Library, one of Pennsylvania's newest and most distinguished buildings (an award from the American Institute of Architects for library architecture); and on that floor, the gathering place was the Rare Book Room, a repository for scholarly works, many of them ancient.

It was the perfect blending of the old and the new for an announcement that Pennsylvania, one of America's oldest and most distinguished universities, was about to undertake a $93 million capital campaign which would help enable it to maintain and enlarge its distinction.

This sum, Trustee Chairman Wilfred D. Gillen told members of the press who had gathered there at luncheon, will be used for new buildings, professorships, and scholarships to make the Pennsylvania campus "one of the most intellectually exciting, best equipped, and most inviting" in any major city.

Gillen, President Gaylord P. Harnwell, and other University officers were speakers during the meeting. Among the highlights were these items:

- The capital program embraces all of the University's 19 schools and its other divisions, both academic and medical.
- The capital program envisions the endowment of new professorships and scholarships, construction of more than 30 buildings, renovation of a dozen others, enlargement of the campus, and closing and landscaping of unneeded streets.
- Of the $93 million total, $35 million will be earmarked for the medical sciences.
- The decision to launch the campaign was reached by the Trustees after two days' deliberation last October 22 and 23 at Buck Hill Falls, where a similar two-day session in 1962 approved the basic educational and physical plans which the campaign will now seek to carry out.

Dr. Harnwell said the program was inspired by "the unique responsibilities and opportunities facing a great University with a tradition of responding to the evolving needs of society. We believe an institution that was founded by Benjamin Franklin, that was first in the land to be named a 'university,' and that originated the modern computer should be expected to meet with both vigor and imagination the educational challenges which now confront the citizens of Philadelphia, the Commonwealth, and the world at large. This the University of Pennsylvania has sought to do in charting its development from now to 1970."

The president continued: "This is the era of the integrated urban university with its unique opportunities for leadership in teaching, research, and service to the well-being of a complex and burgeoning society. We have the vision of a community of scholars as rich in promise, as well-equipped, and as congenially quartered as any yet assembled in a city as large and stimulating as Philadelphia. We envision our campus as a growing source of civic vitality for the University City area of Philadelphia, a force in the economic development of the Delaware Valley, and an intellectual center of the megalopolis spreading from Washington to Boston. We have been moving toward these goals for many years. Now we believe the best years are just ahead."

Dr. I. S. Ravdin, the vice president for medical affairs who has been associated with the University's Medical School since 1916, talked about the medical goals of the campaign:

"I know of nowhere in the world today where there is a more comprehensive assemblage of medical resources within a university environment than in our campus area. Years ago, Benjamin Rush and later Sir William Osler, as Pennsylvania faculty members, spoke of the intellectual interdependence of the several branches of medical science—a concept they called 'one medicine.' "Today our faculties in medicine, dental medicine, and veterinary medicine are working with one another and with the faculties in biology, the phys-

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AT PRESS CONFERENCE:

‘Our Assets Set Us Apart’

Among the speakers at the press conference announcing a $93 million campaign were Trustee Chairman Gillen, President Harnwell, Trustee Thomas S. Gates, Vice President for Medical Affairs I. S. Raudin. Here are excerpts from the transcript:

GILLEN

Sound planning is especially important to a university in a large city, because, while its opportunities to do significant work are almost unlimited, its funds and its room for growth are not.

We are setting out to raise $95,000,000 for capital purposes and $2,000,000 a year for current purposes through Alumni Annual Giving... This goal represents a studied estimate by the Trustees of the private funds required to carry out the first stage of an even broader, longer-range $200,000,000 development plan, mapped in the light of our Educational Survey...

I can tell you that the Trustees committed themselves to a program of this size only after studying it, sifting it, debating it, and having a survey made of the prospective sources of the funds... The success of its alumni... merely suggests that the University must have done a good job of educating its students in the past... My impression is that the University of Pennsylvania is doing an even better educational job today... we've seen hundreds of gifted people recruited to the faculty... noisy streets turned into green campus... shabby old houses and storefronts replaced by new laboratories, classroom buildings, and libraries... Had anyone predicted all this in 1953, many of us would have called it “dream stuff.” But having seen it happen, gentle-

HARNWELL

In 1953... the trustees undertook to assure themselves that the University was properly prepared for and oriented to the obligations ahead... they initiated a program of appraisal of educational policy, administration, and athletics... Our critics agreed that this University had a combination of assets that set it apart from all others: Our location in Philadelphia, with all its cultural, social, and economic resources here immediately to our hand; the almost unique geographic unity of our campus, with virtually all of our facilities and even our medical complex grouped within walking distance; our proximity to the two great centers of influence, Washington and New York, in the mainstream of the megalopolis that is developing from Washington to Boston; and, not the least among these assets, the University's extraordinary concentrations of faculty talents in a number of important fields...

A large, complex university in a metropolis has its challenges as well as its advantages. Its life can become so diffused throughout the larger community that its students and faculty meet only in the classroom, missing the kind of education that comes of the intimate interplay of personalities, interests, and ideas. Its specialized schools and departments advance human knowledge by taking it apart and examining the pieces; but by the exclusive pursuance of their separate ways, they tend to miss the even greater con-

 men, we now take Gaylord Harnwell at his word when he says the best years for the University are just ahead.
tribution to be made by putting the pieces back together again. The survey... envisioned a primarily residential university, with round-the-clock opportunities for social and intellectual give-and-take between student and student, between teacher and student, and between several academic specialities. It called for a community of scholars, rather than a band of scholarly commuters... It found among our undergraduate schools, too, a degree of professional specialization—in engineering, business, architecture, and education, for example—dating from the... when it was felt that a student could learn everything he had to learn in four years. But human knowledge has grown vastly since then, complicating our lives with problems requiring a new breadth of perspective. The survey recommended that the undergraduate years be devoted largely to general education, with most professional training being postponed to the graduate level.

The Educational Survey recommended the encouragement of full-time enrollment in the Graduate School and the provision of headquarters and other facilities to bring graduate students together... Many of the suggestions we were able to carry out almost immediately... Undergraduate teacher training was transferred to our liberal arts colleges for men and women, where 80 per cent of it was already taking place. Our School of Education became strictly a graduate school... Architecture, city planning, and landscape architecture became graduate studies; the School of Fine Arts, where they are taught, became a graduate school... Our Engineering Schools were already well advanced in supplanting the old, technically-oriented curriculum with one grounded in scientific principles and analytical methods, generously leavened with courses in the humanities and the social sciences... Our Wharton School... the first collegiate business school in the country, had always put great emphasis on the social sciences—sociology, economics, and political science. Now it introduced an entirely new undergraduate curriculum, built around a core of required courses in the humanities, the social sciences, and the natural sciences... To challenge intellectually gifted freshman and sophomores, a General Honors Program, embracing advanced work in both the humanities and the sciences, was introduced in our liberal arts colleges and has been adapted to the needs of the Engineering Schools and the Wharton School... A committee of faculty members, trustees, and administrative officers translated these needs into an Integrated Development Plan, so called because it wove together the educational programs, the physical facilities, and the capital and operating funds that were indicated...

We believe this is the era of the intellectually and physically integrated urban university, with its unique opportunities for leadership in teaching, research, and service to the well-being of a complex and burgeoning society... We have the vision of a community of scholars as rich in promise, as well equipped, and as congenially quartered as any yet assembled in a city as large and stimulating as Philadelphia... We envision our campus as a growing source of civic vitality for the University City area of Philadelphia, a force in the economic development of the Delaware Valley, and an intellectual center of the Washington-to-Boston megalopolis.

RAVDIN

We are living today in the most exciting period of growth medicine has ever known. New methods of diagnosis and therapy in nearly every area of medicine are becoming available at an extraordinary rate... the most productive years still lie ahead and we believe that our University will play a major part in the coming period of discovery... Our position in the life sciences is partly a product of history and geography... Two hundred years ago, a tradition began here which has culminated in the nation's acceptance of our medical school as one of the top six medical schools in this country. Geographically our advantage is that we have the whole world of medicine and biology represented on a single campus. Only at Pennsylvania are all the medical sciences and professions united—from basic biology to its finest application in medicine, dentistry, and veterinary medicine—all within walking distance of 2,400 teaching hospital beds... It is logical, then, that our plans for developing our resources in the medical division should be carried out in a way which will build on this asset... Our responsibility and opportunity at Pennsylvania lies in intensifying our training and in expanding our facilities to provide this leadership.

For more than two generations, Pennsylvania has been a seed corn institution. It has been among the top six universities furnishing faculty members to other medical schools. We want to continue our leading role in providing future leadership in the basic medical sciences, and in clinical practice. Only if medical centers such as ours intensify our efforts to produce the teachers and scholars of medicine shall we live to see the fulfillment of all that is so promising in medicine today... Our aim is not just to build facilities, but to build them when and where they are needed to enhance the interdependence of all the medical sciences... (We) have high hopes that... we will be able to integrate the life and health sciences—intellectually and physically—for the greater benefit to all mankind.
Buildings in the Planning Stage

Key to diagram (above): 1) Chemistry laboratories, replacement of original section in planning stage; 2) Towne Engineering Building, being renovated; 3) Moore School of Electrical Engineering, an addition to which is not shown; 4) Tandem Accelerator; 5) David Rittenhouse Laboratory of physics, mathematics, and astronomy; 6) Proposed addition to Rittenhouse Laboratory; 7) Parking Garage; 8) Particle Physics Laboratory (proposed); 9) Research Office Building, in planning stage; 10) Laboratory for the Research on Structure of Matter, completed but not yet fully equipped.

Scientific Center

One of America's most closely knit scientific centers is taking shape in the area of 33rd and Walnut Streets. Shown in this artist's rendering (above) are existing buildings for the physical sciences and engineering and those envisaged in the coming $98,000,000 development program. The view looks southwest from 32nd and Chestnut.
Campus Housing

The University of the 1970's includes a student resident area bounded by Walnut (left), Spruce (right), 40th (foreground), and 38th (top) Streets. Houses for undergraduate men will form quadrangles at left and right foreground; apartment-type houses for married graduate and medical students will form an inverted "L" at upper right. New residences will supplement existing dorms.

Medical Education

To be erected for the University's School of Medicine, the nation's first medical school now marking its bicentennial anniversary, is a new teaching, research, and library building (left). Designed by Alexander Ewing and Associates, the building will be connected with the School's existing headquarters (on right in sketch) located on Hamilton Walk behind University Hospital.

Student Recreation

This modern physical education building (above), designed by Martin, Stewart, Noble and Class, will be erected by the University at 37th and Walnut. It will provide an Olympic-size swimming pool, a gymnasium, and squash and basketball courts. A second building for athletics, containing an ice-skating rink and other facilities, is to be constructed to left of this structure.

Continued for January, 1965
CAMPAIGN
Continued from page 6

ical sciences, and engineering to realize
the promise of this concept for human
health. We are resolved through this
program to achieve that promise."

CHAIRMAN Gillen, in his remarks,
said the campaign opens "a cli-
mactic phase" of a continuing pro-
gram that has already produced $75
million worth of new facilities, dou-
bled faculty salaries, and quadrupled
student financial aid since 1952. The
goal of $93 million, to be approached
in stages over three to four years,
equals all the gifts and bequests re-
ceived by Pennsylvania in the past ten
years.

The goal represents, he said, a stud-
ied estimate of the private funds re-
quired to achieve the most pressing
aims of a long-range $200 million de-
velopment plan. The figure does not
include government grants which the
University hopes to receive during the
campaign period toward the stated ob-
jectives. "Such grants will be wel-
comed, so long as they coincide with
the University's purposes and do not
compromise its academic independ-
ence."

The proposed buildings were de-
scribed by John C. Hetherston, the
University's vice president for coor-
dinated planning. He said that gifts
and grants received while the capital
program was being defined have given
"a running start" on these projects:
- The Laboratory for Research on
  the Structure of Matter, at 33rd and
  Walnut, completed but not yet fully
equipped.
- A quadrangle of four buildings
  for the psychology department, the
  Graduate School of Education, and
  the School of Social Work, now un-
der construction at 37th and Walnut.
- A graduate and research building
  for the Moore School of Electrica
  Engineering, to be started this year.
- Conversion of the Duhring Wing
  of the old Library into faculty stud-
  ies and art studios, now completed.
- A new baseball diamond and two
  other playing fields at River Fields,
dedicated last spring.
- Endowment of four new profes-
sorships, increasing the University's
  named chairs to more than 50.
- Five residence houses for under-
  graduate men and women, introduc-
ing a house plan—each house with its

ROLE OF ALUMNI
What role for alumni in the $93
million campaign?

Trustee Chairman Wilfred Gillen
foresees that alumni will have the
primary role in the campaign. All
of them, he said, will be asked to
join in the drive for $2 million in
annual giving.

In addition, leading alumni will
be invited to "set the pattern of
philanthropy" for the capital cam-
paign, in which business, foun-
dations, and other friends of the
University will participate. He
estimated that some 5,000 alumni
will be volunteer workers in one
phase or another.

William L. Day, '31 ME, chair-
man of the First Pennsylvania
Banking and Trust Company, is
chairman of the campaign for the
main University. A medical chair-
man has not yet been named. James
M. Skinner, Jr., '36 W, is chairman
of the annual giving phase of the
program.

WHERE $93 MILLION WILL GO
Here is the breakdown for endowment and physical facilities envisioned
in the University's campaign for $93 million in capital funds:

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Endowed professorships, scholarships, and fellowships</td>
<td>$22,000,000</td>
</tr>
<tr>
<td>The Humanities</td>
<td>$6,125,000</td>
</tr>
<tr>
<td>Sciences and Engineering</td>
<td>$3,955,000</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>$4,050,000</td>
</tr>
<tr>
<td>Medicine</td>
<td>$9,760,500</td>
</tr>
<tr>
<td>Dental Medicine</td>
<td>$3,380,000</td>
</tr>
<tr>
<td>Veterinary Medicine</td>
<td>$770,000</td>
</tr>
<tr>
<td>Nursing and Allied Medical Professions</td>
<td>$1,300,000</td>
</tr>
<tr>
<td>Other graduate and professional schools</td>
<td>$8,671,000</td>
</tr>
<tr>
<td>Student housing</td>
<td>$19,665,000</td>
</tr>
<tr>
<td>Athletics and recreation</td>
<td>$5,960,000</td>
</tr>
<tr>
<td>Campus development, service facilities, etc.</td>
<td>$8,700,000</td>
</tr>
<tr>
<td>Hospitals</td>
<td>$5,266,000</td>
</tr>
<tr>
<td>Total</td>
<td>$92,603,400</td>
</tr>
</tbody>
</table>

The Pennsylvania Gazette
conference and dining facilities, faculty studies, and quarters for visiting scholars.

- A fine arts building.
- Conversion of the Law School's old main building into a legal research center.
- An additional gymnasium building, with Olympic-size swimming pool, and an ice-skating rink.
- Additional buildings for the Dental School, the Veterinary School, and the School of Nursing.
- Expansion and renovation of hospital facilities.
- An educational wing of the University Museum.

The capital program is an outgrowth of the five-year, $700,000 Educational Survey of the University's performance and responsibilities, carried out during the latter 1950's by 300 faculty members and 126 outside consultants. Those recommendations which could not be effected almost immediately were incorporated in a long-range plan, of which the new capital campaign is intended to accomplish the first stage.

The spirit of the press conference is perhaps best summed up in the remarks of Thomas S. Gates:

“Over the past 40 years, I’ve seen the University of Pennsylvania from every angle. I’ve seen it as a student, an alumnus, a trustee. I’ve seen it from downtown Philadelphia, from the Pentagon, and from New York.

“From inside and out, it always looked to me like one of the stronger universities in this country, and I think the performance of its graduates bears this out... My impression is that the University is doing an even better educational job today... Since (1953) we’ve seen hundreds of gifted people recruited to the faculty... noisy streets turned into green campus... shabby old houses and storefronts replaced by new laboratories, classroom buildings, and libraries.

“Had anyone predicted all this in 1953, many of us would have called it ‘dream stuff.’ But having seen it happen, gentlemen, we now take Gaylord Harnwell at his word when he says the best years for the University of Pennsylvania are just ahead.”

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