

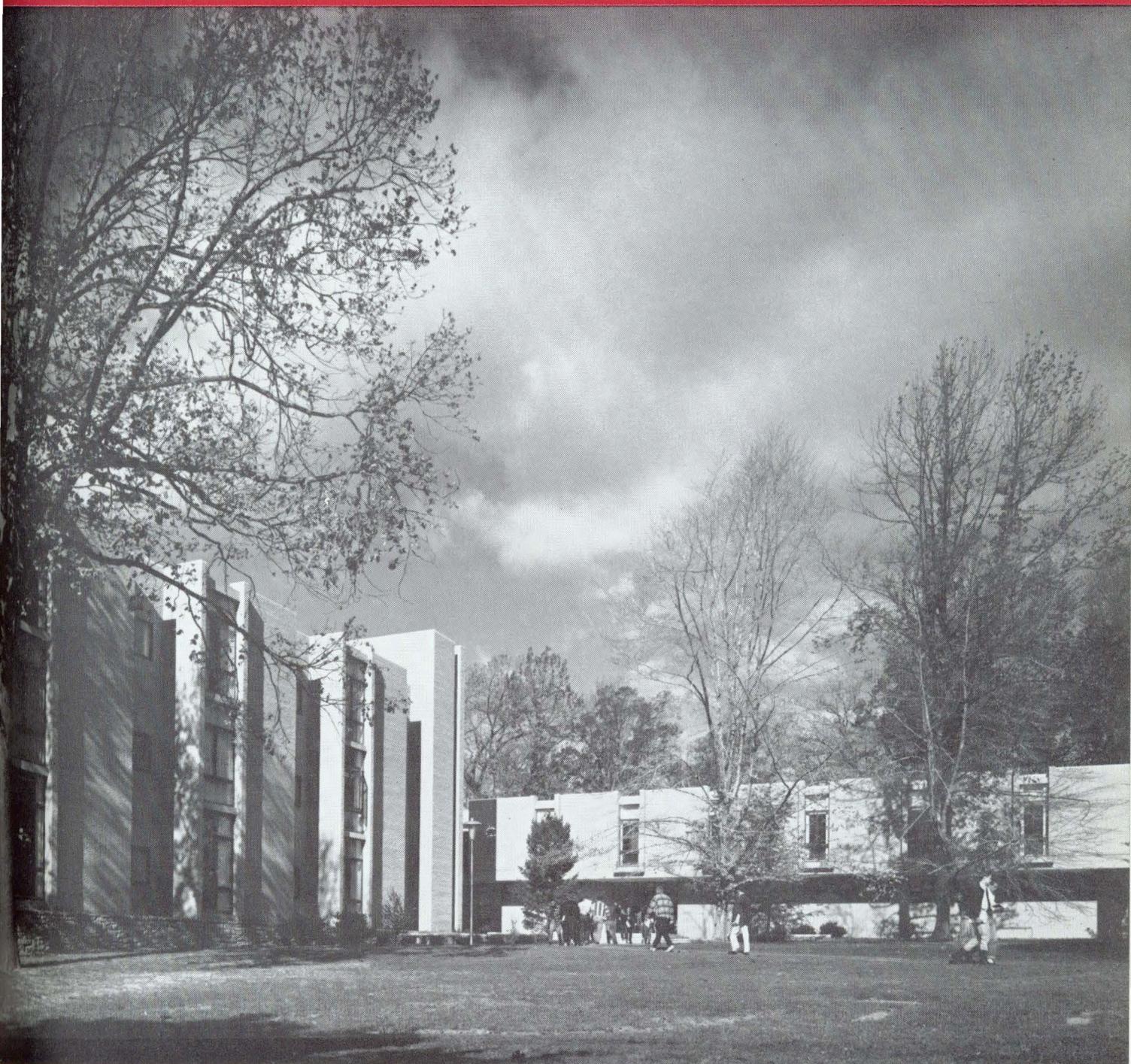
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HAVERFORD COLLEGE

# HORIZONS

PUBLISHED QUARTERLY  
DECEMBER, 1963

Vol. 5, No. 2



*All institutions which do not adapt themselves to modern demands will soon disappear.*

—ISAAC SHARPLESS  
president, Haverford College, 1887-1917

ABOUT THE COVER: Stokes Hall by day (cover) and by night (below). Other scenes (back cover) show main entry, architecturally-effective windows, and a library carrel. Photos by Lawrence S. Williams Inc.

# HAVERFORD COLLEGE HORIZONS

DECEMBER, 1963

VOL. 5, NO. 2

Managing Editor

BARCLAY M. BOLLAS

Alumni Editor

WILLIAM E. SHEPPARD '36

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Sliding blackboard panels would block Robert Walter, professor of chemistry and chairman of that department, from the demonstration bench in the foreground, if he wished. The photograph was taken from a preparation room adjoining the 205-seat auditorium.

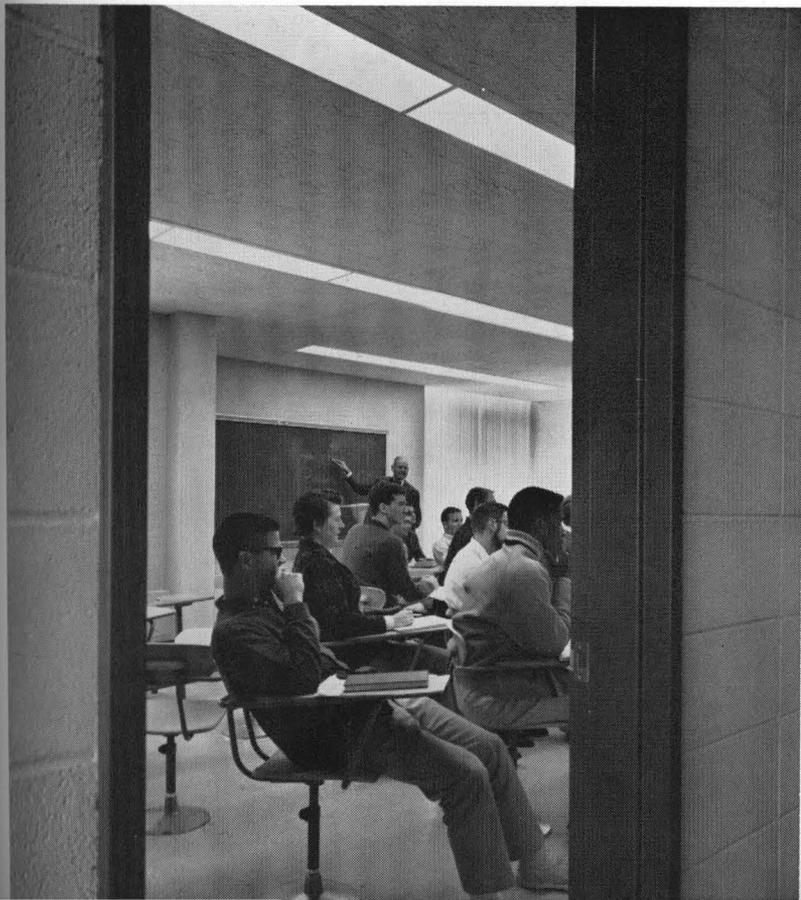


photography by LAWRENCE S. WILLIAMS INC.  
UPPER DARBY, PA.

haverford dedicates

# STOKES HALL

VINCENT G. KLING, F.A.I.A., ARCHITECT



*Classrooms  
take many forms,  
where  
young men gather to*

Cletus Oakley, professor of mathematics and chairman of that department, answers a student question in one of the math classrooms.



A library for 20,000 volumes serves the needs of the chemistry, mathematics, and physics departments which share the 66,900 square foot building.

*learn. Labs and  
library, too, fill  
links to  
greater knowledge.  
Although some*

Twenty laboratories, some large like this one, others small, meet student needs for experimentation, study, and research.





The blackboard wall is closed, now, as a non-science class (above) meets in the multi-purpose auditorium with Holland Hunter, professor of economics and chairman of that department. But rooms are small as well as large, and associate professor Frank Quinn's night class in Chaucer meets in one of the seminar rooms (below).

*sessions meet by  
day, others  
by night,  
the learning process  
goes  
steadily on—for*





Pre-med student Bruce Ruppenthal '64 concentrates on a vacuum system apparatus used for research in physical chemistry.

photo by Peter Dechert



*both teacher and pupil—in this, Haverford's new Stokes Hall of the physical sciences*

In his own research lab, Daniel Weeks, assistant professor of chemistry, does a vacuum distillation in connection with organic chemistry research. Students, like those who are only a few steps across a hallway here, are often brought into close contact with faculty research.





and mathematics.

by HUGH BORTON '26  
PRESIDENT, HAVERFORD COLLEGE

ON NOVEMBER 16, 1963, at a special ceremony at the College, Dr. Jonathan E. Rhoads, new chairman of the Board, announced the recent decision of the Managers to name the new science building Stokes Hall in honor of one of Haverford's most distinguished and devoted graduates, Dr. S. Emlen Stokes '14. Others who participated in the ceremony were Vincent G. Kling, the architect, Dr. Stokes and the president of the College. The building then remained open for inspection by visitors.

Prior to the naming of the new building, Dr. Norman F. Ramsey, professor of physics at Harvard University, addressed a large group of alumni and friends on the subject, "The Frontiers of Physics."

This handsome building was planned and constructed during the last years of Emlen Stokes' presidency of the Corporation of Haverford College and of his chairmanship of the Board of Managers. It was completed and occupied just prior to his stepping down, after 18 years of service, from these duties. As a physician he has had a lifelong interest in the physical sciences and mathematics. It is both natural and appropriate that this building should be named in his honor.

Since the opening of the fall semester of the current academic year, Stokes Hall has been in full use by the

chemistry, mathematics and physics departments, while its seminar and class rooms have been in constant demand by the College as a whole. After nearly two years of planning and another year and a half of construction, the real meaning and significance of this impressive new addition to the College is only beginning to be felt and appreciated.

In the first place, this largest of Haverford's academic buildings is more than just a new science building. It is a first and important step of a general program of modernizing the College's academic facilities and of preparing for its planned enlargement in the next decade. Now that this new building is completed, the biology and psychology departments are being housed during the current academic year in the old Lyman Beecher Hall Chemistry Building. Enlargement and renovation of Sharpless Hall began this fall and will be completed by September 1964. Biology and psychology will then move back into their new quarters in Sharpless, which will be of the same high caliber as Stokes Hall. When the old chemistry building is vacated, it will then be available for the use of the humanities and the social sciences. Finally, after improvements have also been made in the library, most of the academic facilities of the College will be in the best of condition.

In the second place, the completion of Stokes Hall is clear evidence of Haverford's recognition that in order to carry out its present and future mission as a liberal arts college of quality it must have modern and efficient facilities, particularly for the natural and life science departments. While such a program of modernization is expensive for a college such as Haverford, it must be remembered that the present program is meeting needs which have accumulated over many years. Since Hilles was built over 30 years ago, there has been a bare minimum of capital expenditures for new academic facilities. In all that time, the only significant changes have been the addition of new stacks in the library and remodeling of President Comfort's former home into the Henry S. Drinker Music Center. Major capital improvements simply could not be further postponed.

It is most gratifying to see how effectively and astutely the architect, Vincent G. Kling, placed it in relation to the other buildings and to the surrounding trees. Its L-shape and the axis on which it is placed serve several purposes. It forms the northwestern corner of a quadrangle bounded by Whitall, Founders, the library and the infirmary. Its shape also makes it possible for one of over 66,900 square feet to fit naturally among the much smaller ones around it. Its full size is appreciated only when the observer is inside looking down the main corridors.

While in the early stages of planning there was much discussion about the general design as well as such special features as the irregular face of the east wall, the aesthetic effect of the building becomes increasingly satisfying as seen at different times and from various angles. For example, as the morning sun moves toward the zenith it throws a constantly changing and pleasing pattern of lights and shadows on the building. The oversized, light grey bricks also blend well with the other campus buildings. It is an impressive and beautiful addition to the campus.

*Continued on page 12*

A spirit of educational outreach regularly draws Haverford faculty and administrative staff members to accept temporary assignments in teaching and/or research around the world.

Recently, Harvey Glickman, assistant professor of political science, returned from nine months in East Africa where he worked in Tanganyika. Philip Bell, professor of economics, is currently in Uganda teaching at Makerere University. In past years—to name just a few—Paul Hare, associate professor of sociology, has been a Peace Corps worker in the Philippines; president Borton has been active in Japanese educational interests; John Ashmead, associate professor of English, has been a lecturer at National Chengchi University in Taiwan; Cletus Oakley, professor of mathematics, has taught in Puerto Rico; vice-president Archibald MacIntosh has worked in Africa to strengthen the scholarship program for students from that continent in American universities; and Douglas Steere, professor of philosophy, has traveled extensively on missions to Europe, Africa, Middle East, India, and Japan.

In this story, Ira Reid, professor of sociology, gives a thumbnail diary of his recently concluded year and a half in Nigeria and Japan, where he worked at the University College of Ibadan and at Tokyo's International Christian University.

by IRA DE A. REID

*October 1961.* Well, the best-laid plans of college professors, like those of mice and other men, can take some queer turns. How was I to know that the tabulations on the census of the British West Indies would not be ready for the sort of analysis that I wish to make? The data will not be available for some eighteen months! The Board of Managers has given me sabbatical leave for the second semester for "rest, travel, or research" and leave without pay for the academic year 1962-63 in which to serve as the Danforth Visiting Professor of Sociology at International Christian University in Tokyo. Since this is my last sabbatical leave I had better take it now. That is final. What is an alternative program?

*November 1961.* A consultantsip with the Commission on Higher Education for the Trust Territories of United Nations some 11 years ago meets me on the rebound. I have been asked by University College, Ibadan, Nigeria, to spend my sabbatical term with them as acting director of its Department of Extramural Studies. The invitation is supported by the



# LEAVES FROM A SABBATICAL NOTEBOOK

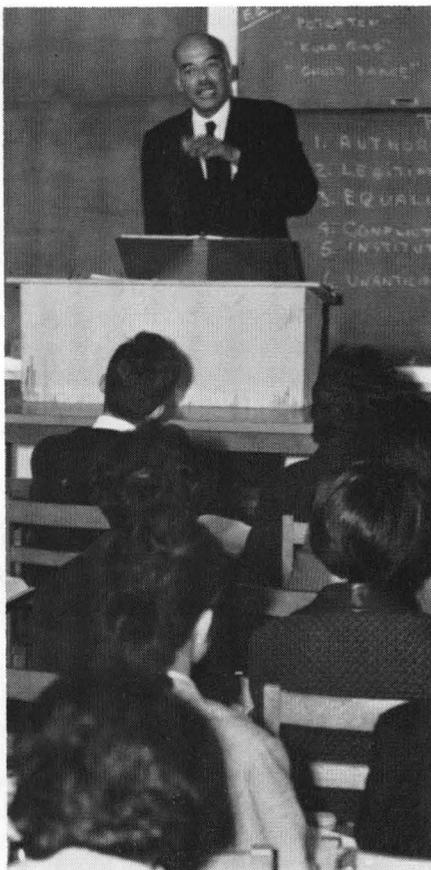
Cultural Relations Officer of the U. S. Embassy and by a Haverford graduate, C. V. Brown '57, who is teaching economics at UCI. The challenge seems formidable, for I have done little or no work in adult education since our venture with the People's College of Atlanta University prior to the war.

*February 1962.* Ibadan, Nigeria—the largest aggregation of African peoples south of the Sahara. This is not the Nigeria I knew in 1939. The Hon. Nnamdi Azikiwe, governor-general of the Federation (now president of the Republic of Nigeria . . . October 1963) was then a crusading newspaperman. There was no University College. Today it is an impressive institution affiliated with the University of London. The ranking college of West Africa is preparing to become an independent one in the coming academic year. But already its staff is being raided to permit the establishment of other colleges throughout the country. The thousand-odd students in University College, less than 100 of whom are women, are precious products in the Nigerian culture. They are the coming elite. They are



The Department of Extra-Mural Studies at University College, Ibadan, Nigeria, gives a farewell party for the Reids. The Haverford couple (2d row, center) are dressed in yaruba agbada, given them at the affair.

photo by All Weather Photo Studio



Ira Reid lectures at International Christian University, Tokyo.

being trained for leadership positions, roles in which the demand is far in excess of the supply. The Extra-Mural Studies program, once geared to the English-oriented adult education type of study, is being pushed to assist young people and their elders throughout the country in obtaining the equivalent of secondary school certificates in order that they may enter the new universities. With five new universities planned for 1962-63 there is a shortage of personnel and equipment. The government which has been subsidizing private education at the elementary and secondary school levels is now called upon to carry a heavy financial responsibility for collegiate, graduate and professional school training. This is no mean task, for Nigeria is essentially an agricultural economy, with a politically conscious population that is "in a hurry" to effect the "Nigerianization" of their new state. Education and re-education are keys to that new kingdom and they are being given to the forty million people of Nigeria by international organizations, the governments of Great Britain and the United States, Ameri-

can philanthropic foundations, and by personnel from all parts of the world—except South Africa.

*September 1962.* Tokyo, Japan—the largest known aggregation of people in any city in the world—and you soon feel their pressure. International Christian University is located in its suburbs. Here, again, is a young educational institution with approximately 1,000 students, nearly 100 of whom are non-Asians, chiefly Americans. Students must "know" English and Japanese to be admitted, or learn one or the other of these languages before being given regular standing within the university. Before being graduated they must be able to take courses in both languages. For the second time this year I find myself fretting because my students have communication skills in at least two languages while I, and most of their non-Asian or non-African teachers, communicate in but one. Fortunately, your Japanese assistants help you through the rough channels.

But you marvel at the audacity of these men and women who dared to establish a university that emphasized internationalism and Christianity as a framework for higher education in Japan. Many a time one is called upon to play intellectual, if not ethical, "leap frog" with the operating definitions of politics and religions; but the institution grows apace under Japanese-American leadership with European and Asian cooperation. As a teacher one becomes aware of the necessity for democratizing the teaching process as well as teacher-student relations. Over a year's period one notes how effectively it can be done, Japanese tradition and academic culture to the contrary, notwithstanding.

On campus one is guided by Fred Ayusawa, Haverford '16, who then was chairman of the Division of Social Sciences. One meets a Haverford freshman-to-be, John Bowers '67, and the sister of another, James Clifford '67, who dances down the stairs of the main building at ICU to say that her brother had been admitted to Haverford. Loring Dam '17 drops by. Former Haverfordians were most cordial—John and Anne Singleton (M.A. '53) and Yoshiko Seki (M.A. '53) of the Social and Technical Assistance program. A Haverfordian, J. S. Sutterlin '43, is first secretary of the American Embassy in Tokyo and comes to the American Friends Service Committee's Diplomats' Luncheon at International House. H. M. Lane '14, a classmate of S. Emlen Stokes '14, comes to our lecture at the University of Hokkaido. As we move about the islands of Japan lecturing at 17 universities, we are made to feel at home with the frequent mentions of Rufus Jones and his Quaker ministry, Hugh Borton '26 and his historical studies, and Esther Rhoads and her work in education. We feel even more Haverford-related, perhaps, as we step into Tokyo's Mecca for non-Asians, the Imperial Hotel, and run across recent students who are "in the service" and "in town" for the weekend, or an older alumnus, relaxing in the hotel lobby with his back resolutely turned on a TV program showing champion sumo matches to which all other eyes are glued. Japan! It was a busman's holiday but would that it had come earlier in our experience.

*September 1963.* Haverford College, Pennsylvania. The small men's college with the big out-reach where one gladly teaches. ▼

# after three centuries of haverford teaching

by CHARLES PERRY '36



Dean P. Lockwood

**E**LEVEN genial and alert individuals, Haverford's retired teachers, have taught at the College an aggregate of more than three hundred years.

Some things they have in common:

They tend to travel a lot, boast about their children, are seen often on the Haverford campus, are in frequent contact with Haverford men, have zestful hobbies, keen intellectual interests and pride in the College as it is today.

Let us begin with Dean P. Lockwood, professor of Latin and librarian, emeritus. Even now most students refer to him as "Pete" and are ignorant of his real name. He is the Maestro, Major Domo, Pooh Bah or what have you of the Haverford Library Associates. His witty and cultured letters to that erudite group keep them in

good spirits as they cough up their dues. They gather on Sunday afternoons in the Library for intellectual and culinary appetizers.

Other salient facts about this small dynamo: he scoots around in a VW, advises the Renaissance Society of America regarding its published studies, keeps custody of the Haverford College archives—its records, student and faculty publications, etc.—and he grows vegetables.

Another local classicist is Arnold Post '11, professor of Greek, emeritus. On campus almost every day, he continues to produce studies and translations of Menander, and he edits for the Loeb Library. For example a recent translation involves the historian, Josephus, "an adept eavesdropper" in King Herod's bedchamber.

The latest source of restrained glee is a dahlia which grew 12 feet high in his back yard this summer. The unfortunate necessity of buying a higher stepladder was more than compensated for in the solemn satis-



Frederic Palmer, Jr.

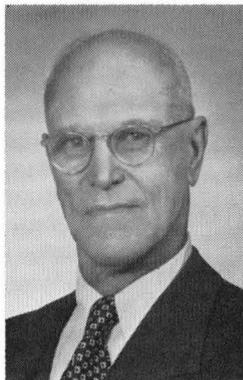


photo by Clarence L. Myers

Alfred J. Swan

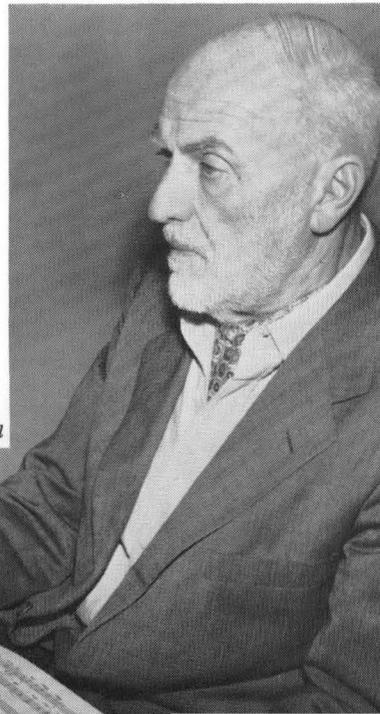


photo by Robert C. Bell

Thomas E. Drake



L. Arnold Post '11

photo by Photo-Associates

## EMERITUS

*Each quiet evening, when the boys are gone  
And on the quad the summer silence sets,  
I seek the stone-slab bench and gaze upon  
The final sun atop the minarets  
Of black and distant hills. My past is here.  
For with these green-bound buildings I've grown old.  
When young I chose the scholar's bland career  
And never thought to seek the fleece of gold.  
I loved my friends, my books, the gift of thought,  
But most of all I loved to share the hope  
Of knowledge with the sons of Man. I taught,  
And learned all mountains have one gentle slope.  
Remembered by the minds I once set free;  
There's epitaph and fame enough for me.*

SANFORD STERNLICHT

(Reprinted by permission from *College and University Journal*)

faction derived from hearing a guest exclaim, "What kind of a tree is *that*?"

Since retirement Leon Rittenhouse, professor of engineering, emeritus, has turned his back on physical science and has taken an active interest in the social and political sciences. He is as healthy and spirited as anybody, but the loss of his eyesight has put a crimp in some activities. He was frequently in print in various "Letters to the Editor" columns. Now he favors question and answer programs on the radio and, in lieu of writing letters, seems on the verge of throwing his voice into the fray.

Golf has been replaced by walks in his daughter's back yard; talking books, the latest being *The South and Southerners* by Ralph McGill, are a great boon; and, he says he'd welcome more visits from Haverfordians.

Boys and girls from all over the Main Line come to Ned Snyder, professor of English, emeritus, in hopes of building up their College Board scores. This keeps him involved with youth and compensates a bit, we suspect, for having to give up sailing the catamaran he built "down to Maine" a few years back. Lectures on poetry at the Main Line Unitarian Fellowship, trips to visit grandchildren, and participation in learned societies add to his activities.

HAVING passed his 85th birthday, Frederic Palmer, Jr., professor of physics, emeritus, is inclined to think he has slowed down a bit. No more sailing or golf for him either. Still, he does do a little writing on physical phenomena, went around the world a few years ago and to Athens last spring.

Professor of Biblical literature, emeritus, John Flight, has recently returned from a two-month trip to South Africa to visit his daughter. He says this leaves him feeling that he is not as vigorous as he was once; nevertheless, when he gets settled again he plans to pursue his archaeological and biblical interests. The only difficulty, he finds, is that the latter are so varied, he isn't sure where he ought to start.

"I'm so sentimental about Haverford that I took three part-time jobs so I could be here on week ends," says Martin Foss, lecturer in philosophy, emeritus. Martin commutes every week to Washington (the School of Psychiatry), Frederick, Md. (Hood College) and Lebanon, Pa. (a volunteer study group). He taught for three years at Lebanon Valley College. On leaving this summer he was cited for "his singular qualities of mind and heart which have blessed the entire college community," and he was given a beautiful tribute in the student newspaper. One son, Lukas, a composer, recently became music director of the Buffalo Symphony and was accorded a standing ova-

tion at his first concert; Oliver, his other son, once an obscure Parisian painter, is now famous.

At the age of 80 John Otto Rantz, instructor in engineering, emeritus, bought himself a new car and announced that over the next 20 years he intends to "wear it out." This vigorous extrovert is at his winter home in Sarasota now, making friends with everyone around and fixing anything that may need a handyman's touch in the neighborhood. Next summer he may be out West or at Maine's Bar Harbor, but he'll be sure to stop "home" in Ardmore in the spring for a month or so.

The word "retirement" cannot have much meaning for Alfred Swan, professor of music, emeritus, who is teaching a course at Haverford on "Foundations of Music," and has recently returned from a musicological research jaunt to Russia where he found material on the liturgical chant and folk-song. Publications are already out and on the way in profusion, and lectures have been given at such centers of learning as the Universities of Munich and Aix-Marseilles and Main Line School Night. Then there are the constant surprises to be derived from 14-year-old Alexis at Winchester College in England. (Not much of a scholar as yet, says his father, but potentialities as musician and athlete are evident.)

Thomas Drake, professor of American history, emeritus, continues his writing, one of his more recent contributions being an article in Scribner's *Concise Dictionary of American History*.

Starting as a violinist (Berlin Philharmonic), Abe Pepinsky, who spent 10 years as psychology professor at Haverford, retired, and is now back in music full time as dean of the Philadelphia Musical Academy, where musicians and teachers are trained. He is intrigued, still, by the mysterious psychological effects of music on human behavior—an interest whose end is beyond the horizon. The award of the 1963 Lee Prize to the Haverford-Bryn Mawr Orchestra for having "done the most to advance the interests of Haverford College" is a source of warm satisfaction. ▼

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"Ask Chuck Perry" is not only the easy way to find the answer to a question about a Haverfordian, but it's also often an invitation to discover a little color, besides. Haverford's associate director of development took time out from his "Annual Giving" campaign work to bring us some up-to-date "color" on Haverford's emeriti professors. He has been connected with Haverford College fund raising since 1954.

While the College can fully appreciate the innumerable advantages of the new science building only after it has been used over the years, there are certain obvious features which can be mentioned at this point. Its arrangement into two separate units greatly increases its usefulness. The main section, running roughly north and south, contains the classrooms, laboratories, faculty offices, and supply and storage rooms. This section can be entered either from the main entrance at the corner of the L or at the south end. The east wing, which contains the auditorium and the library, is designed so that it can be used independently of the rest of the building.

There are also obvious advantages in having such closely related subjects as chemistry, mathematics and physics housed in the same building. Previously, these departments have been in three separate locations, making inter-departmental contacts difficult. Having them together should afford ample opportunity for frequent formal and informal meetings on subjects of mutual interest and concerns to any two or all three department members, whether faculty or students or both.

The inter-relationship of these areas of knowledge is best exemplified by the attractive, spacious joint library on the second floor of the east wing with space for 20,000 volumes. The three former departmental libraries are now combined and many volumes on related subjects which are in the main library will be moved into the new quarters. Of importance for all students, however, is the additional study space which this new library room provides. This pleasant, colorful,

air-conditioned room will soon become one of the most popular study areas in the College. The special soundproof "chalk-talk rooms," off the library reading room, with walls covered with blackboards will be in demand by the mathematicians.

ANOTHER facility on the ground floor of the east wing which the College has needed for many years is an auditorium-lecture hall for an audience too large for any existing classroom and too small for Roberts Hall. This auditorium, which will seat 205 persons, is designed for multiple use. It will serve as a regular classroom as well as a lecture hall since it is equipped with a projection booth and screens for illustrated talks. It will also be the main demonstration room for the science courses as it has a demonstration bench with necessary utilities and preparation rooms adjacent to the front platform. By proper adjustment of the lighting, the auditorium can be made to fit audiences of various sizes. Access to the east wing at ground level from both the north and south sides further enhances its usefulness.

As for the main wing running along Walton Road, the basic arrangement is a simple one. The two classrooms and ten laboratories (together with their auxiliary areas such as storage and instrument rooms) for each of the departments of physics and chemistry are on the west side of the basement, first and second floors. Faculty offices with adjacent research laboratories are on the east side. Seminar rooms, classrooms and offices of the mathematics department are on the third floor. The specific room arrangement, as well as that of the furniture, benches, hoods and other equipment is the result of long, careful departmental planning.

The great advantages of all of this to the College are impossible to appreciate unless one has had to struggle, as have the members of these departments, with almost insurmountable difficulties in the old buildings. They are now operating in the most efficient possible surroundings and with a maximum of safety. The building is fireproof throughout. Safety showers are at the exits of all critical laboratories. Modern flues immediately pull away any toxic gases under the hoods. Aisles between benches give more than ample space. Air conditioning provides optimum working conditions. Individual faculty research laboratories are essential both to enable our students to see at first hand important creative research activity and to provide necessary facilities for our faculty members' needs. In planning for classrooms, laboratory space, faculty offices and library, present plans for growth have been anticipated. As has always been true of the College in the past, it has again built well and for the future.

If you were not able to be at the College on November 16, 1963, when Stokes Hall was named in honor of Dr. S. Emlen Stokes and those present paid tribute to all who made it possible through planning, designing, construction or their generosity, you missed a significant moment in its history. Whether present or not, everyone can be justly proud and enthusiastic about this latest monument to faith in the College's future. ▼

**TOWARD  
A LIVING ENDOWMENT**

Haverford's "living endowment" is the sum which alumni parents and other friends invest in the College through the "Annual Giving" fund appeal. In terms of endowment income, it is worth 25 times its face value.

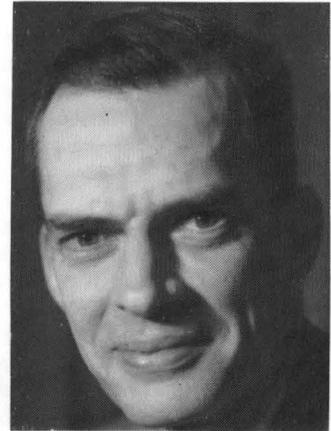
Now underway again after being blended for three years with the recently completed capital gifts campaign, this year's Annual Giving goal is \$175,000—the highest yet and the equivalent of the income from an endowment of \$4,375,000.

Laird H. Simons, Jr. '39, Wynnewood, Pa., is general chairman. Charles Perry '36, associate director of development, is staff director. They are working with a first-rate team of class and regional chairmen.

*Have you given careful thought as to whether  
YOU CAN DO MORE FOR HAVERFORD IN '63-'64?*



EDWARD W. EVANS '02



WALTER C. BAKER '32

## Two Who Served

photo by Cal & Don Young

IN 1911, Edward W. Evans '02, a young Philadelphia lawyer, was elected a Manager of Haverford College. This October after 52 years, he retired to emeritus status.

When he joined the board, Haverford had 153 students and a faculty of 23. He saw the building of Sharpless, Hilles, "new" Lloyd, Leeds, the Field House, and now Stokes Hall. He helped choose four presidents. He served as secretary of the board for 18 years. He wrote "Comrades." He sent three sons to Haverford and a grandson is now a freshman. Outside the College, he was for many years secretary of Philadelphia Yearly Meeting and has been a leader in many Quaker activities.

In the minds of many, Edward Evans has long stood for an element of central importance in Haverford's tradition. With determination tempered by wit, humor and affection he has been a leader in keeping before the board and its executive committee the testimonies of the Society of Friends. For more than half a century, he has epitomized the stress on personal ideals and moral values which are at the forefront of the College's aims and objectives.

Haverford owes him much and all Haverfordians join in wishing him a long and happy term as manager emeritus. ▼

"THE College is greatly in his debt for the nearly six years of devoted, loyal, and conscientious service he has rendered to it."

With these words did President Borton announce the resignation of Haverford's vice-president for development as of Nov. 1. Walter C. Baker '32 leaves the College to join the staff of the nearby Vanguard School (Haverford and Paoli, Pa.) as director of development. There, he will be responsible for planning and implementation of an immediate and long-range program for development of facilities on two campuses. The school, founded in 1960, offers a special educational program for youngsters who have learning and school adjustment problems.

Noting the recent successful conclusion of the \$1.6 million capital gifts campaign under Walter Baker's direction, the president observed that "this is the largest amount contributed in any campaign to date by Haverford's alumni and other friends." Mr. Baker's responsibilities also encompassed alumni giving, operation of the Information Office, and editor of this magazine.

In wishing him success in his new endeavor, Mr. Borton expressed "personally and on behalf of Haverford" his "deep gratitude for all Walter has done for the College." ▼

## 'H' is for Haverford—and so are the girls

Ford gridiron fans this fall found something wonderfully new added to the sideline sparkle in the forms of 10 cute Bryn Mawr college coeds. Dressed natively in grey and black outfits with scarlet H's, the cheerleaders left no doubt that they had spent long hours in practicing over a dozen routines. How did the Ford fans react? Observed the *News*, "Inspired by the good looks, good cheers, and an aggressive Ford ground attack, the homestands resounded by lusty yell after lusty yell."

The girls are: Joyce Blair (Wayne, Pa.), Barbara O'Neil (St. Louis, Mo.), Alma Lee (Arlington, Va.), Gene Fiaccone (Atlantic City, N. J.), Lorena Gill (Lancaster, Pa.), Elena Mestre (Washington, D.C.), Stephanie Lewis (New Rochelle, N. Y.), Penelope Peirce (Charlottesville, Va.), Barbara Sachs (Livingston, N. J.), and Mary P. Johns (Richmond, Va.)



# CAMPUS COMMENTARY

compiled by BARCLAY M. BOLLAS

**EXHIBITS:** Two recent library exhibits have included a Parents' Day display of rare books and manuscripts and a display marking the acquisition of *A Brief Account of the Province of Pennsylvania* by William Penn, printed in London in 1682 as one of a series of promotional pamphlets designed to entice Quakers and others to the New World.

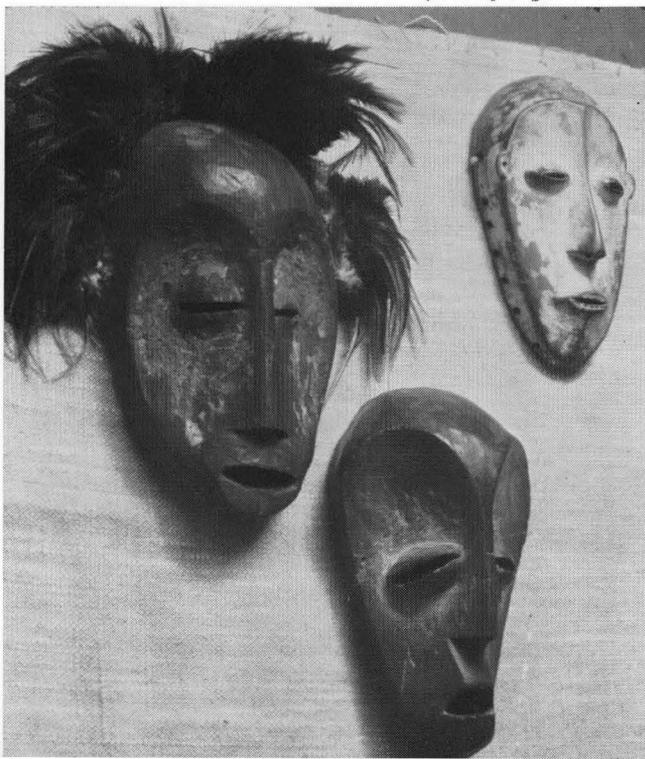


**INTERNATIONAL RELATIONS:** President **Hugh Borton** again headed the American delegation at a U. S.-Japan Conference on Cultural and Educational Interchange. This second parley (the first was held two years ago in Tokyo) in Washington, D. C., took a long look at steps which would encourage greater exchange of educational and cultural TV programming between the two nations, encourage wider area studies in their respective schools, continue to spur cultural relations through the performing arts, and provide a greater number of translations and abstracts of Japanese works. Mr. Borton shared the chairmanship of the conference itself with **Tatsu Morito**, president emeritus of Hiroshima University . . . Recently returned from a year's work with political development in Tanganyika, **Harvey Glickman** (political science) addressed Peace Corps workers headed for that nation

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Although it was the day after Halloween, the masks on display at Haverford this fall were authentic Balega masks, part of a collection exhibited in conjunction with a talk by Dr. Daniel Biebuyck, the world's leading authority on the Balega, a remote Congolese tribe famous for its art but otherwise mysterious.

photo by Griffith Smith '64



in a program at Syracuse University's Maxwell School of citizenship . . . Charles M. Rice, president of Athens (Greece) College and Vladimar Dedijers, former Yugoslav representative to the UN are scheduled speakers here . . . the Student Peace Union has sponsored programs by Derk Bodde, professor of Chinese studies at the University of Pennsylvania, and by Charles Walker, of the American Friends Service Committee, as part of a series designed to analyze some of the political and social conflicts which are considered obstructions to achievement of lasting peace.



**PARENTS' DAY:** Several hundred mothers and fathers spent a busy Nov. 2 enjoying two concerts, a varsity soccer game, a faculty tea, visits to classes, and an open house at many of the College's facilities. An undergraduate panel discussed "Aspects of Haverford Student Life" and faculty speakers during the day included President Borton and **Louis Green**, professor of astronomy. **Frank Quinn** (English) headed the Parents' Day Committee.



**PERFORMING ARTS:** "Hamlet," directed by **Robert Butman**, was presented here uncut for three evenings by the Haverford College Drama Club and the Bryn Mawr College Theatre. In the lead roles from Haverford were **H. Munson Hicks, Jr.** '66 (Brattleboro, Vt.), as Hamlet; **John Van Brunt, III** '65 (Wilmington, Del.), and **Charles Strang** (Allison Park, Pa.) . . . a revised Art Series schedule drew good turnouts for the Structures Sonores, a unique instrumental group, and for the popular folk singers, The Weavers. Other programs now include the Modern Jazz Quartet (Jan. 18), the Circle in the Square Theater presentation of Pirandello's "Six Characters in Search of an Author" (Feb. 6) and the Amerita Orchestra (Apr. 24) . . . the Heinrich Schuetz Singers of Bryn Mawr and Haverford College will present a Christmas program Dec. 14 here, with selections also by the choruses of both colleges . . . the Bryn Mawr-Haverford Orchestra presented a concert Dec. 6 . . . **William Reese** (music) directed the New Choral Society on the WRCV-TV (Philadelphia) show "Portraits in Music."



**ENGINEERING:** After study by a committee of the Board of Managers, it was announced that the engineering department will be retained at the College to serve the needs of students who wish an engineering background as a broad preparation for further education in that field.

COMMUNITY HELP: Thirty-five Haverford and Bryn Mawr College students are tutoring youngsters in the Ardmore area, with temporary classrooms being provided by two churches.



ON THE ROSTRUM: Among recent speakers: M. E. Bitterman, professor of psychology at Bryn Mawr College; **Edgar Rose** (English); Norman Ramsey, professor of physics at Harvard University; **Paul Desjardins** (philosophy); Nevitt Sanford, editor of *The American College*; John A. Zapp, Jr., director of Du Pont's Haskell Laboratory and father of **John Zapp, III '65**; Leonard Schiff, chairman of Stanford University's department of physics; Mikel Dufrenne, University of Delaware visiting professor of philosophy; Leon Edel, professor of English, NYU; Thomas Kessinger '65 (Ridgewood, N. J.); and Jonathan Z. Smith, of Yale Divinity School.



FRIENDS AND ASSOCIATES: Friends of Music opened a four-program concert series featuring music of the Romantic era on Nov. 3 with pianist Thomas Schumacher. Now in its 13th season, the group also will sponsor concerts by John Yard, baritone, and Marvin Marijean, soprano (Jan. 12), the Amado String Quartet (Feb. 16), and the Philadelphia Concert Trio (Apr. 19) . . . Library Associates heard **Ira Reid** (sociology) and **Francis Walton '32**, librarian of the Gennadius Library, Athens, Greece.



SCOREBOARD: With the fall season complete Ford squads show this record:

	W	L	Tie
Football . . . . .	2	5	0
Soccer . . . . .	7	3	0
Cross Country . . . . .	8	3	1
Sailing . . . . .	in 6 races		

Practice has already started for winter sports squads. Basketball mentor **Ernie Prudente** is aiming for at least a break-even season. The squad, which lost 7 out of 12 men through graduation last June, will be built around '66" **Hunter Rawlings '66**, of Norfolk, Va., and captain **Eliot Williams '64**, of Winsted, Conn. Continually hampered by lack of pre-college wrestling experience, Ford grapplers, under **Gerald Harter**, hope to gain strength from the return of most of last season's squad. "Doc" looks toward improving last year's disappointing record, but lack of candidates both at the light and heavy ends of the scale will hurt. With the loss of **David Leonard '63** and **John Carroll '63**, **Joseph McQuillan's** swimmers will have two important gaps to fill; a young team, it may have a "fair" season if some of the returnees have lowered their times. Forty-eight fencers answer mentor **Henri Gordon's** initial call in October. They look for an improvement in the 1-8 record of last season.



BEYOND THE CLASSROOM: **Fay Selove** (physics) participated in a conference sponsored by the American Physical Society and the Oak Ridge National

Laboratory . . . **John Ashmead, Jr.** (English), at a Warrenton, Va., parley, asserted that while new techniques have speeded elementary language learning, there is no evidence that the programs have improved the foreign student's advanced proficiency in English . . . He also debated the merits of the essay test with which high scholars are confronted as part of their "College Boards" in a New York City program and has reviewed methods of using color slides on American civilization in the teaching program during a San Francisco parley . . . Indians and Alaska have been discussion topics for **Theodore Hetzel '28** in recent broadcasts over Philadelphia's WPEN . . . recent articles by **George Ridenour** (English), **English Showalter, Jr.** (French), and **John Ashmead** (English) have appeared in recent *Publications of the Modern Language Assn. of America* . . . **Edwin Bronner** (history), participant in 5th Delaware Valley Seminar on Religion and a Free Society, sponsored by the National Conference of Christians and Jews . . . **Holland Hunter** (economics) one of four lecturers in University of Missouri series, "The Soviet Economy in Theory and Practice" . . . **Robert H. Bates '64** (Woodstock, Conn.) represented the College at the 15th Annual Student Conference on U. S. Affairs Dec. 4-7 at West Point.



CONSTRUCTION CREWS: Sharpless Hall will look little changed on the exterior, but extensive renovations will bring a new look to the interior when work is completed next July on the \$700,000 remodeling project which began this fall. Temporarily displaced to the Lyman Beecher Hall Chemistry Laboratory, the biology and psychology departments are looking forward to fully modernized facilities in Sharpless next fall. Some \$238,000 of the renovation cost is covered by grants from the National Institutes of Health and the Rockefeller Foundation.



SECOND AMERICAN REVOLUTION: Collegians from throughout the eastern seaboard will attend a weekend symposium here Feb. 7-9 on "The Second American Revolution." Sponsored jointly by student committees from Haverford and Bryn Mawr, the program is designed "to promote a better understanding of the forces and issues involved in the present Negro movement in America." The symposium will serve both as an investigation of the different Negro organizations in this country and as an attempt to consider the effect of these organizations on the whole of American society. There will be speeches, panel discussions, and intensive seminar sessions. Among keynoters who had accepted late this fall were: Malcolm X of the Black Muslim movement; James Forman, executive secretary of the Student Nonviolence Coordinating Committee; James Kilpatrick, editor of the Richmond (Va.) *News-Leader* and author of *The Case for Segregation*, and Herbert Hill, labor secretary for the NAACP. Representatives of the Southern Christian Leadership Conference, the Congress of Racial Equality, and the U. S. Department of Justice will also participate. ▼



The dramatic growth of Robert F. Hunsicker's Allen Products is shown by these two photographs which he is showing Alumni Director William E. Sheppard (right). The top photograph was taken in 1958, while the one at the bottom shows the plant as it looks today.

## Success— as Engineered in Allentown

**T**ENACITY! This, according to Robert Hunsicker '35, is the most important quality which a young person must have to be successful in business today.

He should know. For the evidence is overwhelming that it has been tenacity which has been a prime factor in the unfolding of the Bob Hunsicker success story. And what a success story it is! From a one-room basement plant to a 52-acre production site. From the rumble seat of a vintage Plymouth to a fleet of trailer trucks. From a house-to-house route in Allentown, Pa., to a state-to-state triangle reaching from Maine to Wisconsin and on to South Carolina. From spontaneous word-of-mouth advertising to a million dollar barrage of poster, magazine and television persuasion.

It all started soon after engineering major Bob Hunsicker returned to his home town following graduation from Haverford in 1935. Job choice was limited in that depression year and he knew he was one of the fortunate ones when he landed a \$15-a-week job as a cub reporter with the Allentown *Chronicle & News*. But, as difficult as it was to find employers in those

days, Bob did not let the steady flow of fifteen dollar checks assuage his intense desire to be an employer, not work for one. While serving the *Chronicle* faithfully as inquiring photographer and obituary writer, he continued to point toward his goal.

This was not easy. The capital which he had by then amassed was, in round figures, \$200. Since he wanted to produce something, then sell it, he came to realize that the something had to be a product which (1) required no elaborate equipment, (2) used raw materials which were easy to obtain and could be bought as needed, (3) had a steady, day-in, day-out demand and (4) was different enough to stimulate demand without introductory advertising.

With these ground rules in mind, Bob wandered through grocery stores between photo-inquiries and obits. Finally, after several months of observation and evaluation, he came to his conclusion. The product which measured up was *dog food*. And so in 1936, brand-new entrepreneur Robert F. Hunsicker began loading the rumble seat of his Plymouth roadster and

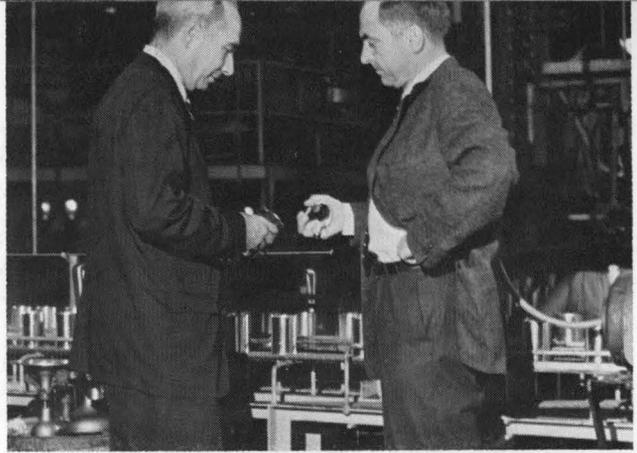
selling from house-to-house deliciously different meat loaf for dogs. (Uncanned, because, as he points out cheerfully, "I didn't have enough money for that luxury!")

Owners and veterinarians found his meat loaf to their charges' liking and about a year later he was able to rent a 4-car garage in downtown Allentown and set Allen Products Company up in business there with a 100-lb. capacity kettle and a hand-operated can labeling machine which helped his all-meat K-9 food obtain identity. With this step-up in production facilities, Bob was able to introduce his product to grocery stores—and a giant step was thereby taken. By 1941 distribution had spread from Allentown throughout eastern Pennsylvania and New Jersey; sales had jumped from a first-year \$7,000 to \$60,000.

When war came along, a migraine headache condition kept him 4-F and home. Though he was thus able to stay with his business, his business nearly didn't stay with him because cans did go to war. He solved his problem with typical tenacity by taking an 11 p.m. to 7 a.m. job with a peoples' food packer, then running his own tenuous enterprise from eight 'til four. And he became one of the first freezers of dog food when he decided that this was the way to get food to dogs during the war years.

Though war's end made supplies available again, money was still not an item which Allen Products had much of. Sales of the small-profit product grew and the territory expanded, but the pace was not swift. A sales volume of \$350,000 in 1948 did make the future look bright, but Bob Hunsicker would certainly have not been bold enough to predict that in 1963 the *ten million dollar mark* would be passed.

**W**HAT happened to cause the break-through? Improved sales management was a factor, but the key ingredient which made sales take off was advertising. Started in 1950 with a modest \$5,000 budget, the campaign, in the classic advertising manner, has hammered away at one simple theme, which in this case has been: "Chunks of good, lean



A production capacity of 100 cans in 1937 is a far cry from the 250,000 of today. Here, Bill Sheppard and Bob Hunsicker inspect the plant while conveyor belts roll all about them.

meat with nothing added." Evidence of effectiveness is clearly shown in the '63 budget which puts Allen Products in the country's elite million dollar advertising bracket . . . and which indicates this is only the beginning of the Allen Products—Hunsicker success story.

As one reviews the Horatio Alger progress of Haverfordian Hunsicker, two questions may come to mind:

✓ Have the years of staying everlastingly at it conditioned this businessman to a life of all work, no play? *Answer:* Not a bit. His family (wife, son 22, daughter 19) is important to him, as is his interest in sports and travel. And he happily makes time for respites from work at a summer home on Lake Placid. Clearly, the grindstone is *not* his constant companion.

✓ Does Hunsicker feel that today a young man can start from scratch the way he did—and make it? *Answer:* "Certainly." And he adds: "While the young person needs more training today, the essential ingredient is still a willingness to work like hell, to stay everlastingly at it, and to push steadily forward with tenacity." ▼

—by WILLIAM E. SHEPPARD '36

Each of these rolling billboards holds 288,000 cans—and Allen Products has 22 of them. By owning its own trucks, the company is able to send its 100%-meat message throughout its sales area while making plant-to-store deliveries. (In addition, money is saved because the trucks go around to can manufacturers and fill up with empties for the back haul.) The first name Hunsicker selected for his product was K-9, but this had to be dropped because it had been spoken for by

another producer of products for canines. Then the company went to ALLPRO only to find that Borden's Dairy thought this was too close to their CALFPRO meal for calves. Perhaps Hunsicker could have won a decision in court but in those early days Allen Products was in no condition for the fight. So the name was switched to uncontestable ALPO and this has been a happy choice because it is easy to remember and seems to have a comforting connotation.

