BA(BS)-MD Program
To Broadly Educate
Scholars in Medicine

SPIM sounds if it were another diet gimmick or a groovy hard rock combo, but, instead it is an acronym for a new and original effort at WU, the Scholars Program in Medicine. It provides annually (beginning this fall) for 10 highly-qualified high school graduates to enroll in a program of superior quality leading to both the bachelor and doctor of medicine degrees.

The first students (four women and six men) were selected this spring from among some 470 applicants. Unlike programs in about eight or nine other colleges and universities leading to joint degrees (BA or BS and MD), the WU innovation is not designed to produce acceptably-trained physicians in the shortest possible time. Rather, it is intended to produce "broadly-educated and superbly-trained physicians who will assume leadership roles in American medicine," according to the WU announcement.

SPIM's purpose is to ease the upright, pressure-cooker environment many premedical students experience as they vie for a "super" grade point average in order to win admission to medical school. Instead, it encourages the Scholars in Medicine "to take challenging courses outside their areas of major interest and expertise, and to take demanding upper level classes without the inhibiting fear of getting a poor grade." The basic idea is to enable SPIM students to explore even the most rigorous of offerings in other disciplines without jeopardizing their chances of entering WU's Medical School, provided they maintain a "B" average.

SPIM students, of course, must fulfill the premedical course requirements, but each scholar will concentrate on a subject of his or her choice in the sciences, humanities, or engineering.

Those chiefly responsible for shaping and administering SPIM at WU are: Harold L. Levin, associate dean

Exams began May 9 and end May 14.

Eminent Urbanists To Convene Here To Discuss Cities' Crises

Sixteen eminent urbanists from the United States and abroad will convene in St. Louis Monday through Wednesday, June 6-8, to participate in what might be called a "summit symposium" concerned with the crises of older metropolitan areas in this country and other parts of the world.

Entitled "Challenges and Opportunities in the Mature Metropolis," the three-day convocation, which will be held at St. Louis's new Convention Center, has been organized by WU's Institute for Urban and Regional Studies.

The symposium is underwritten by a grant from Mercantile Bancorporation, Inc., a major regional bank holding company with its headquarters in St. Louis.

At the symposium, speakers will explore in depth not only the phenomenon of lagging growth that has affected many older metropolitan areas in this country and other nations as well, but also will consider developing strategies for identifying public, private and social opportunities in the emerging metropolis.

Charles Leven, chairman of the Department of Economics and direc-

Chambers Is Elected Board Chairman;
New Trustees Named

New officers and three new members of the Board of Trustees of WU were elected at the annual meeting of the Board on May 6, 1977, according to Chancellor William H. Danforth.

Maurice R. Chambers, chairman of the Executive Committee of INTERCO INCORPORATED, was elected Chairman of the Board of Trustees. Chambers succeeds Dr. Charles Allen Thomas, who has served as WU's Board Chairman since 1966 and who asked to be relieved of his duties as Chairman. Thomas remains as a life trustee of the University.

In addition, three new vice chairmen of the Board were elected. These are George H. Capps, president, Capitol Coal & Coke Company; W. L. Hadley Griffin, chairman of the board and president, Brown Group, Inc.; and Edwin S. Jones, chairman of the board, First Union Bancorporation.

Retiring vice chairmen are Robert H. McRoberts, senior partner, Bryan, Cave, McPheeters & McRoberts; and John H. Hayward, limited partner, Reinholdt and Gardner. Both McRoberts and Hayward have served as vice chairmen of the University's Board since 1966.

New members elected to the Board are August Busch III, president of Anheuser-Busch, Inc.; Charles F. Knight, chairman and chief executive officer of Emerson Electric Co.; and Charles Lipton, chairman of Ruder and Finn, New York.

In announcing the change of the Board Chairmen, Chancellor Danforth said, "Washington University has been fortunate in the quality of men who have served as Chairmen of the Board of Trustees. There are few challenges to equal the stewardship of an independent, national university, particularly in these times of uncertainty and change. It requires foresight, energy, courage and perserverance. Mr. Chambers is an
Art Students Create Television Spots for Red Cross Blood Drive

A bouncing ball spins onto the TV screen, the only image the viewer sees. Suddenly, the animated TV spot is accompanied by summer sounds. People splashing at the beach. The crack of a baseball bat, the cheers of the crowd. The sounds remind one of those easy-living summertime days that mean for most of us a break in the year’s routine activities.

But then the ball stops in mid-air. There is a pause in the sound effects, and the camera zeroes in on this copy line: “Take a break this summer. Give blood.”

Designed as part of the new American Red Cross summer blood donor campaign for the Bi-State Missouri and Illinois Chapter, this thought-provoking spot is the work of WU graphics communications students in the School of Fine Arts. And, the campaign won’t stop with TV screens in Missouri. The TV spots already have been marketed by the local Red Cross to regional blood centers in eight other states.

An inquiry from Christina Fenner, assistant director of public relations for the bi-state chapter of the American Red Cross, got the “bouncing ball summer blood campaign” rolling back in the fall of 1976.

Fenner, a 1970 WU alumna, responsible for promoting the Missouri-Illinois Regional Red Cross Blood Program, had heard of WU’s Create Five, senior design group, led by Gene Hoefel, assistant professor of art. Hoefel, a successful Chicago advertising man who joined the WU faculty three years ago, concentrates on involving his design students with marketing concepts that are oriented toward solving community problems.

“Each year, the Red Cross must collect 750 pints of blood daily to supply 167 hospitals in eastern Missouri and southern Illinois. Usually, industry and on-campus blood drives meet the demands,” Fenner explained. Between Christmas and New Years, however, and from Memorial Day through Labor Day, people tend to forget their community obligations, she said.

“We were looking for posters and public service spots that would coordinate theme and graphics, and would make people stop in the middle of their summer activities to think about the needs of others.”

Professor Richard Brunell, coordinator of the graphics communications area, put Fenner in touch with Hoefel and his students. A meeting with 12 Red Cross Blood Program consultants, who work with donor groups, followed.

“We listened and exchanged ideas. But originally, we were asked only to create a poster theme. We were not expected to produce the campaign,” Hoefel recalls.

But, after Christmas, the Create Five team got to work on concepts that went beyond the poster idea. Seniors Beverly Rife and Kirk Hastings, assisted by seniors Carolyn Foster and Amy Freeman and junior Bruce Glickman, returned to the Red Cross with five separate campaigns. Storyboards, bus cards, newspaper ads and promotional pieces were included in the presentation.

Fenner and the blood program consultants liked what they saw. The Red Cross agreed to allocate funds to produce the TV and radio spots and placed the entire summer campaign in the hands of the WU designers.

The next step was turning Rife’s “bouncing ball theme,” selected as the concept, into the 10- and 30-second TV spots you’ll soon see on most TV stations in the St. Louis metropolitan area, as well as on stations in eastern Missouri and southern Illinois. The local bi-state drive will also include bus posters and radio spots using the summer sound track.

“We turned into a Hollywood animation studio,” Hoefel said. First, the students worked with sound man David Smith to build a sound track.

“We spent hours finding just the right sound for the bouncing ball,” Rife said. “We picked a piece done on a Moog Synthesizer.”

Mastering the intricacies of animation came next. The students worked with John Ryan, a freelance animator-designer, who earned a master of fine arts degree (specialization, graphic communications) at WU in 1975.

Ryan, experienced in producing public service spots, explained that animation demands 24 pieces of art work for each second of viewing time. “This meant that the designers had to produce over 400 pieces of art for the 30-second spot. Each bounce and pause of the beach ball, every action of the spot, had to be staged, and then matched to the sound track,” Ryan said.

For Rife and Hastings, drawing some 400 versions of the beach ball meant many late nights that often stretched to 4 a.m. Rife, who also wrote the copy line, estimates that she and Hastings each put in over 100 hours on the project. And by way of research, Rife donated blood during WU’s fall blood donor drive.

Meanwhile, as the spots were being filmed on the animation stand at Technisonic Recording Studio, Fenner was at work letting Red Cross regional chapters across the country know about the St. Louis campaign. “I wrote the 58 national Red Cross Blood Centers, and sent them copies of the storyboards and poster art, making the spot available nationally,” she said.

As a result, Red Cross blood centers in Washington, D.C.; Nashville, Tenn.; Wichita, Kans.; Syracuse, N.Y.; Baltimore, Md.; Boise, Idaho; Los Angeles, Calif.; and Savannah, Ga., have ordered the TV spots for their summer blood drives. And, Fenner expects other regional chapters to follow suit.

“ar campaign was a labor of love. A lot of people were generous with their time. To produce this at a real Hollywood studio would have cost four times as much,” Hoefel said.

You don’t have to wait until the spots start running to call the Red Cross office at 658-2126, and arrange for individual or group donations. As the spot says, “Take a break this summer. Give blood.”

RAYMOND ASHLEY, a graduate student in the Electrical Engineering Department, has been awarded one of two International Society for Hybrid Microelectronics Graduate Micro-electronic Fellowships.
Walter Gellhorn, Distinguished Legal Scholar To Deliver Eliot Honors Ceremony Address

Walter Gellhorn, University Professor Emeritus of Columbia University, will be the featured speaker at WU's Eliot Honors Convocation at 8:30 p.m. Thurs., May 19, in Graham Chapel. He will speak on “Speculations on Successful Living.”

A nationally recognized authority on civil liberties and administrative law, Gellhorn will be one of nine persons to receive honorary degrees at the WU Commencement exercises Friday morning, May 20.

Over 300 graduating students will be recognized for their scholarship and leadership at the twenty-second Eliot Honors Convocation, dedicated to the memory of the Rev. William Greenleaf Eliot, a Unitarian minister who was one of the founders of the University. Eliot served as Chancellor from 1870-1887.

Students to be recognized at the ceremonies represent the top 10 percent of the graduating class of each division, based upon grades up to, but not including the final semester. The convocation also recognizes graduating students for academic excellence and service to the University. Honors will be conferred by Chancellor William H. Danforth.

Gellhorn, who will receive an honorary Doctor of Laws degree at Commencement, became University Professor Emeritus in 1974 after 41 years on Columbia’s School of Law faculty and 37 years on its political science faculty. In 1973, he received Columbia’s highest academic appointment, University Professor.

Gellhorn served as law secretary to United States Supreme Court Justice Louis Brandeis from 1870-1887.

AN INTENSIVE TWO-WEEK SUMMER WORKSHOP in experimental printmaking is being sponsored by the WU School of Fine Arts, from May 23-June 2. Taught at the Tyson Valley Research Center, the staff will be headed by Peter Marcus, WU associate professor of art and head of the printmaking area, and Suzanne Anker, WU assistant professor of art. Classes in papermaking, large-scale printing and press-building will be offered. The workshop may be taken for two college credits. Enrollment is limited, so early registration is advised. Phone ext. 4257 for details.

BETSY ELLEN RAND, junior in the School of Business, received the Loretta Holtkamp-Clara Haxton Memorial award given by the St. Louis Chapter of the American Society of Women Accountants.

Harlan F. Stone in 1931 and as special assistant to Secretary of the Interior Harold L. Ickes from 1943-44. He was vice chairman of the National War Labor Board, Second Region, in 1944-45, and became the Board's chairman later that year.

A fellow of the American Academy of Arts and Sciences, Gellhorn was also president of the Association of American Law Schools in 1963. He is the author of numerous books, including _When Americans Complain_ (1966) and _Ombudsmen and Others_ (1969).

Born and raised in St. Louis, Gellhorn is the son of the late Dr. and Mrs. George Gellhorn, (the former Edna Fischel). The Edna Fischel Gellhorn University Professorship in Public Affairs and the Gellhorn Lounge in Olin Library are named in honor of his mother.

A founder of the American Association of University Women and the National League of Women Voters, Mrs. Gellhorn received an honorary Doctor of Laws degree from WU in 1964. Her husband was a member of WU's School of Medicine faculty for 20 years.

Walter Gellhorn has spoken at WU on numerous occasions, most recently, in March, 1976, when he participated in the School of Law's symposium on the First Amendment.

A LOCAL CHAPTER of the Fulbright Alumni Association, a recently established national organization, was launched on April 28 at Stix International House. A committee of three representatives (from WU, St. Louis University, and the University of Missouri at St. Louis) was organized to plan a program for the next academic year. All Fulbright grantees are eligible. Write Professor Merton C. Bernstein, Box 1120, at WU's Law School, for information.

PIANIST KIRT PAVITT, an instructor in the Department of Music, has advanced to the semi-finalist level in the Concert Artist Guild auditions and will go to New York later this month for a personal audition. The winner of the competition is entitled to present a recital in Carnegie Recital Hall.

Scholars (continued from page 1)

of the College of Arts and Sciences and professor of earth and planetary sciences; John C. Herweg, M.D., associate dean of the WU School of Medicine and professor of pediatrics; and Aaron Shatzman, assistant dean in the College of Arts and Sciences and lecturer in the Department of History.

Shatzman, energetic, enthusiastic and a dean who not so long ago was “a bright kid” himself, handled the day-to-day administration of the program. It was he who culled the original 470 applications down to about 200. “Aaron,” said Levin, “had an agonizing, time-consuming task.”

Shatzman summed up SPIM’s essence most succinctly. “Almost all of the other double degree programs for pre-meds squeeze the time required to complete the training into six years. What is unique at WU (at least to our knowledge) is the fact that our program is the only one which is not accelerated. That’s what makes it so distinctive and so attractive. Most of these programs take the brightest students and deprive them of the opportunity to experience the full range of academic opportunities. SPIM aims to do exactly the opposite—I hope that some of these students will study Asian art history with Nelson Wu or poetry with Howard Nemerov.”

After Shatzman had winnowed the list down to about 200, two faculty members on the Hill, from the College of Arts and Sciences or the School of Engineering (depending on the students career goals), carefully evaluated each student’s application. At the same time, two faculty members from the School of Medicine also appraised each application. Collectively, they narrowed down the number of applicants to 50, all of whom were carefully interviewed on three successive weekends at WU by two Medical School faculty members.

By means of this process, the WU evaluators selected the 10 students they deemed most qualified and capable of the greatest potential. Ten alternates, all exceptional students, were also chosen. “Within three days,” Shatzman said with satisfaction, “each of the top 10 accepted the WU invitation to become the first members of the SPIM program.”

Nearly all of those in SPIM are expected to take the traditional eight years to complete their education. An occasional SPIM student, however, may be permitted to begin the medical phase of the program after having (continued on page 4)
Chambers Elected; New Trustees Named

(continued from page 1)

Kenyon Holly Memorial Award presented by Two/Ten Associates, was named “Man of the Year” in 1971 by the St. Louis Globe-Democrat and received the “Distinguished Executive of the Year” award in 1973 from the Sales and Marketing Executives of Metropolitan St. Louis.

In announcing the election of the new vice chairmen of the Board, Chancellor Danforth said, “George H. Capps, W. L. Hadley Griffin and Edwin S. Jones bring a deep understanding of the University and a strong commitment to its future to their positions as vice chairmen of the Board. We are fortunate that the high standard of service set by their predecessors, Robert H. McRoberts and John H. Hayward, will be carried forward in exemplary fashion.”

George H. Capps was named president of Capitol Coal & Coke Company in 1950. He was also named president of Volkswagen Mid-America, Inc., in 1961. Capps, who serves on the boards of many St. Louis civic organizations, was chairman of the 1973 United Fund Campaign of Greater St. Louis. He was named the St. Louis Globe-Democrat Man of the Year in 1976.

Capps received his undergraduate and law degrees from WU and was named to the University’s Board of Trustees in 1966. As chairman of the Board’s Development Committee, he was a key figure in the successful $60 million matching campaign. He received the Alumni Citation of WU in 1966 and was named to Civic Progress, Inc., in 1974.

W. L. Hadley Griffin is chairman of the board and president of Brown Group, Inc. He began his business career in 1947 as counsel for Wohl Shoe Co. He joined Brown Shoe Company in 1953 and held various positions with the company before being named to his present position with Brown Group, Inc., in 1972.

Maurice R. Chambers

Maurice R. Chambers has been a trustee of WU since 1968. He has been a member of several committees of the Board and from 1974-75 was chairman of the Major Gifts Committee during the University’s recently completed $60 million matching program.

Chambers, a native St. Louisian, joined INTERCO INCORPORATED in 1949. After holding various positions in the company, he became vice president, president and chairman of the board and chief executive officer before being appointed to his present position as chairman of the executive committee in 1976. He is a director of a number of companies and is active in many civic, church and philanthropic organizations.

Chambers received the Mark A. Edison Memorial Award and the T.
The Margaret Talbott Thomas Fountain, named in honor of the late wife of Charles Allen Thomas, Chairman of the Board of Trustees of WU and of the WU Medical Center Board of Directors, was dedicated on Sunday, May 8, at 4 p.m. The ceremonies took place on the main campus near the north entrance to Brookings Hall.

The fountain is a gift from Mrs. Thomas’s family and the many friends of the Thomases who sent tribute funds to WU in her memory following her death on October 12, 1975. Chancellor William H. Danforth, who presided at the dedication, said: “The Charles Allen Thomases’ ties with this University are varied and enduring. Charlie’s guidance and sound counsel as head of both governing bodies of Washington University and its Medical Center have been of invaluable assistance to us. His wife, ‘Marnie,’ gracious hostess and devoted supporter of this University, unselfishly shared her husband with us in order that he might give full measure of his time and talents to our cause. She herself was a charter member of the Washington University Women’s Society and served on its Board of Directors from 1968 to 1969. That so many should have contributed so generously in her behalf to make this fountain possible does great honor to her and her family, ‘Marnie’ was a woman of charm and warm spontaneity—this fountain, with its beauty and sparkling effervescence is symbolic of the spirit which made her someone we cherished and sorely miss.”

Others who spoke briefly at the ceremonies were her husband; her son, Dr. Charles A. Thomas, Jr.; and Mrs. Frederick M. Thayer of Newton Square, Pennsylvania, one of Mrs. Thomas’s three surviving sisters.

Sculpted by Mrs. Thayer, the fountain depicts a mermaid smiling saucily at two sea horses. The bronze sculpture is mounted in the center of a pink and red rosebed.

The Margaret Talbott Thomas Fountain is located near the north entrance of Brookings Hall.

Cast in St. Louis by Robert F. Marti, from Mrs. Thayer’s original work of art in Philadelphia, the fountain is an appropriate tribute to Mrs. Thomas, who dearly loved her own exquisite garden. Marti, who earned his bachelor of fine arts degree at Washington University in 1967, teaches at the St. Louis Community College on the Meramec campus.

STANLEY SPECTOR, director of International Studies at WU, and Betty Yue, lecturer in the Department of Chinese and Japanese, will visit the U.S.S.R. for two weeks in June, at the invitation of M. Sladkovsky, director of the Far Eastern Institute in Moscow. The two scholars will be guests of the Academy of Sciences of the U.S.S.R. During their stay, Spector and Yue will participate in seminars and confer with Soviet scholars on international relations, Chinese language, literature and politics.

DR. WILLIAM H. DAUGHA-DAY, M.D., director of the WU Division of Metabolism, is a recipient of a 1977 Award for Distinguished Achievement from the Journal of Modern Medicine.
Calendar
May 13-19

SATURDAY, MAY 14
9 a.m. School of Dental Medicine Continuing Education Course, "Esthetic Restorations, Cements and Amalgam: Some New Developments in Their Selections and Use," Dr. Nelson W. Rupp, research associate for the American Dental Association at the National Bureau of Standards. School of Dental Medicine, 4559 Scott. Tuition, $50. For further information and to register, call Irving Litvag at 361-4700, ext. 287.

WEDNESDAY, MAY 18

7:30 p.m. School of Continuing Education—University College Annual Certificate Awards Ceremony. Clifford M. Hardin, vice-chairman of the board of Ralston Purina Company and former U.S. Secretary of Agriculture, will be the featured speaker and will deliver an address entitled "Who Makes Our Decisions?" Edison Theatre.

THURSDAY, MAY 19
8:30 p.m. Eliot Honors Convocation. Walter Gellhorn, University Professor Emeritus at Columbia University, will deliver an address on "Speculations of Successful Living." Some 270 graduates will receive recognition for their scholarship and leadership. Honors will be conferred by Chancellor William H. Danforth. Graham Chapel.

MUSIC

TUESDAY, MAY 17

THURSDAY, MAY 19
3 p.m. Department of Music Piano Master Class, conducted by concert pianist Alan Marks. The class will continue until 6 p.m. Steinberg Auditorium.

EXHIBITIONS

"School of Fine Arts Undergraduate and First Year Graduate Student Exhibit," with undergraduate painting, ceramics, multi-media, photography and graphic arts; graduate multi-media and graphics. Steinberg Gallery, 9 a.m.-5 p.m. Mon.-Fri.; 10 a.m.-4 p.m. Sat.; 1-5 p.m. Sun. Through May 20.

"School of Fine Arts First Year Graduate Student Exhibit: Painting." Shoenberg Gallery, Mallinckrodt Center. 9 a.m.-12 midnight, Mon.-Sat.; 12 noon-12 midnight, Sun. Through May 20.

"First Books," a chronological selection of literary debuts by important figures in British and American literature, 1782-1960. Among authors represented are Thoreau, Melville, Hawthorne, Burns, Hardy, DeLaMare and Joyce. From the Rare Book Department Collection. Olin Library, level 5. 8:30 a.m.-5 p.m., Mon.-Fri. Through June 30.

"Fashion Design of the 19th Century," an exhibit of hand-colored fashion plates taken from 19th century books and periodicals showing European fashion design of that century. Also on display will be costume books illustrating 19th century folk and nationalistic dress from around the world. From the Fashion Design Collection, Art and Architecture Library. Olin Library, level 3. 8 a.m.-12 midnight daily. Through May 15.

Urbanists (continued from page 1)

or of the Institute for Urban and Regional Studies at WU, is conducting the symposium. He noted that the urban authorities, who will deliver papers at the symposium, have "established scholarly eminence, substantial experience as policy-makers or advisers, and deep technical skill in some particular facet of urban economic experience."

Donald E. Lasater, chairman of Mercantile, said: "The purpose of the grant, announced at the dedication of the Mercantile Tower last year, is to stimulate knowledgeable thought about positive strategies benefitting the future course of mature metropol-itan areas."

Leven stated that no instant solutions nor master plans are expected from this symposium. He noted, however, that the distinguished gathering of urban authorities will deal with policy matters which confront not only St. Louis, but metropolitan areas throughout the world.

"Because those participating in the symposium will take such a broad view of urban problems," Leven said, "we feel confident that both St. Louis and many other metropolitan areas will benefit from their deliberations."

The symposium will focus on four topics: A Comparative View of the Maturing Metropolis; Changing Functions of the Metropolis and Its Governmental Structure; Changing Organization of the Metropolis and Its Environment; and Strategies for Human Private and Public Investment in the Mature Metropolis.

Chambers Elected (continued from page 4)

vice in World War II as a bomber pilot, Jones was employed at Ely & Walker Dry Goods Company. He joined First National Bank in St. Louis in 1946, became executive vice president in 1960 and was elected president and a member of the board of directors in 1968.

Jones is an alumnus of St. Louis Country Day School and Yale University. He became a trustee of WU in 1969. He has long been active in civic and corporate associations. He is past president of Civic Progress, Inc., a former president of the Chamber of Commerce, former general chairman and president of United Way, and an officer, director and working member of numerous cultural and philanthropic organizations. He was named 1975 St. Louis Globe-Democrat Man of the Year.