PFM Suppliers Investigated In Wohl Inquiry

The County Health Department issued a report last week in which it attributed the illness of 300 students at WU on March 27 to contaminated food.

WU contracts its food operations to Professional Food-Service Management (PFM) Inc., which has its headquarters in Northbrook, Ill., and which specializes in campus food operations in 28 states. PFM took over WU's food operations in July, 1977. The County Health Department also cited cafeteria employes for uncleanliness and a poor attitude toward their responsibilities.

High bacterial counts were found in several foods including potato salad, chicken salad and alfalfa sprouts. The report recommended that greater supervision be given to the cooking and handling of food and a greater emphasis on supervision and training.

Contrary to published reports, there was no actual case of food poisoning, George C. Burris, WU director of food services and housing, and Arthur C. Nilsen, director of corporate support services for Professional Food-Service management, said. The report stated "All food samples were negative for pathogenic organisms" that would cause food poisoning.

Nilsen said that county health officers attributed high bacterial counts to two products contaminated prior to delivery to PFM. Handling of these two contaminated products is believed to have led to the contamination of the other foods that also showed high bacterial counts. Both supplier-firms are under investigation by health officials.

The reassignment of Gary Hanson, director of PFM's food service at WU, did not result from the incident, Nilsen said.

Washington University has asked PFM to take the following steps to avoid recurrence: 1) review its management personnel serving Washington University; 2) institute more vigorous training and educational programs for all employes; 3) work to improve employee morale and attitudes; 4) arrange with the County Health Department to make periodic unannounced visits to inspect the food service and to make cultures of the food; 5) accept closer supervision of the services of PFM by Washington University administration.

New BA Requirements Approved By Faculty; Students Vote April 25

The Faculty of Arts and Sciences at its April 7 meeting voted 73 to 8 in favor of a proposal, developed by the University's Curriculum Committee, to revise the requirements for the bachelor of arts degree at WU.

The Council of Students of Arts and Sciences, scheduled to vote on the proposal on April 25, must also approve the revisions in order for them to become effective for the 1979 entering class.

The proposed requirements, which include the addition of a quantitative reasoning requirement and a revision of the existing distribution requirement, represent an effort to provide a more comprehensive undergraduate program, aimed at ensuring that every student in the College experiences the range of learning traditionally associated with a liberal education. The number of courses necessary to fulfill the new requirements would be increased by no more than two—from the existing 12 to 14.

The proposal is the result of several years of deliberation by members of the Curriculum Committee, currently chaired by Edward S. Macias, associate professor of chemistry. It was initially stimulated by concern over actual and potential abuses of the distribution requirement that permitted some students to circumvent the system's liberal-education intent. To make the proposal as representative as possible of faculty and student attitudes on the distribution requirement and liberal education, the committee polled all Arts and Sciences faculty members and 300 selected students by means of an extensive questionnaire. Curriculum changes at other universities were also considered.

(continued on page 2)
Solar Testing Facility Built at WU Is First of Its Kind in Midwest

Not so long ago that no one remembers, Andy Swift, a doctor of science degree candidate in mechanical engineering at WU, decided to do his doctoral research in solar energy. But no research facilities in solar energy existed in the area.

Did Andy go elsewhere? No. Last summer, with the help of Warren Cargal, a solar-energy consultant, and with the use of Urbauer Hall's roof, Andy developed the only solar-energy testing facility in the Midwest.

Building this facility took only part of the summer. But the entire project involved considerably more work.

A year ago, Warren was consulted on a solar, hot-water heating system. He asked Andy to help write a proposal for a grant from the Housing and Urban Development Solar Heating and Cooling Demonstration Project.

Six weeks and 100 pages later, Andy and Warren had a proposal that answered certain HUD questions, such as the amount of solar energy available in St. Louis, the amount of heat energy the hot-water system would have to produce, the cost of the system and the estimated performance of the system.

The proposal was submitted to HUD, and in May 1977, HUD awarded the project the largest grant in Missouri for this type of research. Half the money was to be used to purchase 106 solar-energy collectors for the hot-water heating system.

Warren and Andy formed the Interface Design Group to represent themselves to the business world and worked to complete the design of the system.

Only theoretical data, however, were available on the performance of the solar collectors specified in the proposal. At the time, a facility in the Southwest was testing the collectors, but Andy and Warren wondered how the collectors would operate in St. Louis. At that time, the solar industry was so new to St. Louis that no facility existed in the area where the collector could be tested.

Andy and Warren decided to build one. They were given permission to use the Mechanical Engineering Department's heat transfer lab and the roof of Urbauer Hall. They installed a plumbing link with the heat transfer lab, a wind velocity and direction gauge and the temperature, fluid-flow and fluid-pressure instruments necessary to measure and record exactly how the solar collector was operating.

A supplier shipped them a collector, which they installed. In a few months, the data had been collected and fed into a computer model of their hot-water heating system. With the tests completed, the design of the system was refined and completed.

Andy and Warren's test facility is still the only one of its kind in the Midwest. The Mechanical Engineering Department has purchased the facility and will use it this spring as part of a heat transfer laboratory course. It also will be available to private individuals and industry through Washington University Technology Associates, Inc. This availability will link industry and the University in a way that will help WU's academic program keep abreast of rapidly advancing technology in the application of solar energy.

The WU School of Fine Arts Masters' Theses Show is currently being held at three locations, including Steinberg Hall. See Calendar, page eight.

BA Requirements

The quantitative reasoning requirement was added to the existing English composition requirement as a basic skill to ensure the quantitative literacy of students. (Macias reported that one-fourth of the Fall 1976 class has not completed a math course after three semesters.) As polled, 80 percent of the faculty were in favor of such a requirement. If passed, students not exempted by demonstrated proficiency in quantitative reasoning would fulfill the requirement by completing an approved one-semester course.

According to the terms of the proposal, the distribution requirement is redefined so that the categories from which students select courses no longer correspond to the three traditional academic divisions of the College—the Humanities, the Natural Sciences and Mathematics and Social and Behavioral Sciences. Instead, four categories have been devised in terms of methodology and areas of concern.

They are: (A) physical and life sciences; (B) social and behavioral sciences; (C) literary classics and historical perspectives; and (D) other components of traditional liberal education—1) language study, 2) art forms, 3) aesthetic and ethical values, and 4) modes of reasoning. Students would be required to complete three courses from categories A, B, and C and three courses from at least two of the subcategories of D.

Departments and area-study programs, with the approval of the Curriculum Committee and the Faculty of Arts and Sciences, would determine which of their courses meet the criteria of a liberal education and the category in which they should be listed. Macias noted that this should result in the formulation of new courses as well as the selection of already established ones.

While one course may be listed in one category only, a department may list its courses in any of the four categories, if appropriate. Because of the methodology and area of concern, for example, the Department of Romance Languages and Literatures might list one course in literary classics and historical perspectives (C) and another in language study (D).

Dean Burton Wheeler, who worked closely with the Curriculum Committee on the proposal, sees two major consequences of the new requirements. “First,” he said, “it will ensure that students encounter at the collegiate level the basic disciplines, concepts and skills requisite to living in today’s society. Second, it provides a mechanism for the Curriculum Committee to give continuing attention to the general education program by necessitating close cooperation with the departments to improve general education offerings.

“The margin of the vote by which the proposal passed at the faculty meeting indicates,” he added, “the strength of the faculty’s conviction that the College must provide an authentic program of liberal study. It is my hope that students too will be receptive to this program in equivalent ways.”
The Washington University Graphics Program

Herbert F. Hitzeman, Jr.
Vice Chancellor for University Relations

Implementation of Washington University’s new graphics program is underway. The new system has been designed to strengthen and improve the University’s publications program and to provide ready and consistent identification for Washington University through its many publications. Developed during the past year-and-a-half, the system is based on a unified approach to graphic design. It will help to provide greater visibility for the University, it will greatly strengthen the University’s image as a high-quality, prestigious institution, and, at the same time, it will help to effect certain economies.

The creation of a new logotype for Washington University in 1976 was the first step in a comprehensive effort to develop a strong identity program for the University through its publications and printed material. The logotype, developed by a committee chaired by Trustee John Hanley, was designed to help strengthen the public’s and, particularly, prospective undergraduate students’ recognition of the University and its location in St. Louis.

It became apparent immediately that the logo by itself could not successfully enhance recognition of the University until the entire approach to printed materials at Washington University was also strengthened. For a number of years, publications have been produced as individual pieces, without concern for a coordinated institutional appearance.

As a result, a special committee was appointed to work with Donald Anderson, Washington University’s director of Public Relations. Members of the committee were Stan Gellman, an alumnus and principal designer for the University through his firm, Stan Gellman Graphic Design Studio; Frank Roth, also an alumnus and a partner in Frank-James Productions Inc.; and William Lang, administrator for Corporate Advertising and Promotion at Monsanto. The committee set out to develop a comprehensive, institutional graphics system.

The presentations of the completed system to the members of the campus community during the past few weeks have met with enthusiastic support. The University is now in a position to establish a strong, consistent identity with the general public through its publications and printed materials. With the cooperation of all units of the University, we can take great strides to help overcome the identity problem that exists about the University and help bring the kind of solid recognition Washington University deserves.

Implementation of the System

Donald P. Anderson
Director, Public Relations

The primary function of the graphics system is to establish a recognizable University identity on all publications. Through the use of a few basic guidelines, a “family resemblance” can be developed while maintaining maximum design flexibility. One of the guidelines is the use of only two typefaces, one serif and one sans serif. Another is the consistent use of the University logo. Above left is the proliferation of marks now used to identify various functions of the University. Though each serves its own purpose, none has any relation to the others. Above right is the new University logo in both its positive and reverse configurations—the mark is not intended to be used without the type and will normally be placed in the upper-left-hand corner of any publication. Another basic guideline is the use of the grid. The grid is nothing more than the regular division of space into measured segments to give any designer suggested starting points for the placement of elements (type, photos, etc.) in a publication. The grid proceeds vertically and horizontally from the upper-left-hand corner and thus can translate into any size publication. At right is the grid measured for three companion publication sizes.
Above left is a sample of bulletins now published by the University. This array gives no clue to the number of institutions involved—one or many? In the graphics system, bulletins would be given a greater degree of consistency through the use of standard page size, a coordinated color system for yearly and biyearly issues, and similar graphics treatments (above right), while still clearly identifying the divisions of the University. This consistency is especially important where bulletins are grouped together, such as library shelves and counselor’s offices. In interior pages, the grid offers a flexible format for explanatory copy, photos, course listings, faculty lists, etc.

The same visual rhythm established in the interior of the bulletins can be continued in the magazine format. At left is an illustration of how the WU Magazine has changed in just a few years. Below left is a suggested format for the magazine using the new graphics system. Below right is the new format adapted for use in an annual report. Both clearly illustrate the system’s goal of similarity without sameness.
Shown here are examples of posters (above left), promotional (above right) and informational publications (right). The University produces literally hundreds of these each year. Some are event-oriented, one-time publications viewed by the general public. Others are directed to specific audiences. Though these publications may be individually well-designed, as a whole they do little to support a ready, consistent identification of the institution they represent. Through use of the basic graphic guidelines, this mass of publications can strongly support the University’s identity program. Consistent use of two typefaces, the logo positioned in the upper-left-hand corner, plus placement of elements according to the grid establish the family resemblance without detracting from each publication’s particular purpose.
Letterhead is another type of publication viewed by a wide audience, both internal and external. Above are examples of the many variations of letterhead now in use by the University. Again, these could come from as many institutions as there are examples. The graphics system proposes two variations of letterhead, one for divisions of the University, another for university-wide activities or offices (above right). Business forms (right) are unique in that they are usually designed to fill technical rather than graphic requirements. The graphics system proposes not to change the design of business forms but only to add the logo in proper position to provide internal support of University identity.

Newsletters are intended to reach specific publics, but any one person may receive more than one, plus any number of other University publications. The current volume of newsletters published does not support an institutional identity (above left). By using a similar format, identity can be reinforced, while maintaining the individuality of each newsletter through use of different page size, colored paper stock, colored ink, etc. This issue of the Record is designed in the grid system. Above right is the Alumni News as it might appear using the same format. At right are some examples of how the system can be expanded for uses other than publications. Building and directional signs as well as other identification needs can be brought into the system to help establish and maintain WU's unique identity.

To implement the new graphics system, the Department of Public Relations is developing a manual specifying necessary guidelines that will be available to everyone involved in producing publications for the University. This manual will be available in the next few weeks. In the meantime, for more information or for assistance in bringing new publications into the system, call the Public Relations Department at Ext. 5230 or 5236.
Announcements

ERIC LERNER, director of physics with the Fusion Energy Foundation in New York, will debate nuclear versus solar power with Kurt H. Hohenemser, WU professor emeritus of aerospace engineering, Thurs., April 13, in 103 Eads Hall. The debate will begin at 8 p.m. Lerner will also lecture earlier in the day, at 2:30 p.m., in 100 Cupples II. The lecture is sponsored by the Department of Mechanical Engineering. The WU Fusion Club is sponsoring the evening debate.

JOHN V. LEVY of Tandem Computers will speak on “Design of Internal Buses for Computer Systems” at 8 p.m. on Wed., April 19, in Room 100, Cupples II. Levy is the principal inventor of the “Massbuss” high speed I/O channel, in use on PDP-11 and DECsystem-10 computer systems. The talk, which is open to the public, is being sponsored by the St. Louis Chapter of the IEEE Computer Society, the WU Department of Computer Science and the Department of Electrical Engineering.

THE APPLICATION DEADLINE for a full year’s scholarship for study at the university in Taiwan is April 25. The scholarship covers transportation, tuition, room and board. Applicants, graduate and undergraduates currently engaged in some study of China, must have had one year of Chinese to use the scholarship for language study and three years to enroll in university course work. Applications are available at Stix International House. For details, call William Stone or Abigail Tom at Ext. 5910.

THE THIRD ANNUAL STAFF DAY will be held on Mon., May 22, from 12 noon to 4 p.m. This year all Hilltop non-academic and administrative staff are invited to participate in a Gong Talent Show. For further information, write Arlene Boudling, Box 1053. Box lunches and an awards program are also on the day’s agenda.

THE WU CENTER FOR DEVELOPMENT TECHNOLOGY, directed by Robert P. Morgan, chairman of the Department of Technology and Human Affairs, has been awarded a $31,200 grant by the National Science Foundation to study the role of U.S. universities in science and technology for international development. The grant was one of six awarded from more than 100 proposals submitted in a competition to provide possible input to the U.S. position paper for the 1979 United Nations Conference on Science and Technology for International Development. WU cosponsored a conference in January that was called to hear proposals from persons interested in contributing to this position paper.

MAX OKENFUSS, associate professor of history, has been appointed director of Focus, a special program offered to freshmen in the College of Arts and Sciences. Administration of the program had formerly been handled through the office of the dean of the College. It is being changed for the coming year, however, in anticipation of a period of transition following the appointment of a new dean to replace Burton Wheeler, whose resignation is effective this June. Okenfuss will serve as director through Feb. 15, 1979, when a decision whether to make the position permanent will be made.

LEE N. ROBINS, WU professor of sociology in psychiatry, recently received the Paul Hoch Award from the American Psychopathological Association. The Hoch Award is given annually to a person who, over a long period of time, has contributed to clinical psychiatry and to research in psychiatry. Robins’ research has concentrated on childhood factors that influence psychiatric disorders in adults, sociopathic personality and drug abuse. The recipient of the Hoch Award in 1977 was Robins’ husband and former chairman of the Department of Psychiatry, Dr. Eli Robins.

Dr. Shirley Pierce is Appointed Chairperson

The appointment of Dr. Shirley Pierce as assistant professor of community and preventive dentistry at the WU School of Dental Medicine has been announced by Dean George D. Selfridge. On June 1, Pierce also will become chairperson of the School’s Department of Community and Preventive Dentistry. Pierce will teach preventive dentistry techniques to dental students and also will supervise the School’s community service activities. The School presently provides dental services to such community agencies as the Herbert Hoover Boys Club and the St. Louis Juvenile Detention Center.

Pierce received her DDS in 1961 from the WU School of Dental Medicine. She has been a dentist for the City of St. Louis Dental Clinic and is now dental director of the United Cerebral Palsy Clinics of St. Louis. She also has been a dental staff member of the St. Louis State School and Hospital. Pierce previously was an instructor in Community and Preventive Dentistry at WU and has taught dental hygiene, dental assisting and the care of handicapped patients at Forest Park Community College. She served as chairperson of the 1978 Children’s Dental Week for the Greater St. Louis Dental Society.

Four Faculty To Be Honored At Founders Day

Four faculty members have been chosen to receive annual faculty awards at WU’s 125th Founders Day celebration in October. They are: C. William Emory, professor of marketing in the School of Business and Public Administration; Bernetta Jackson, associate professor of history and of education; Dr. William E. Koch Jr., professor of oral diagnosis and radiology, WU School of Dental Medicine; and William M. Sale, professor of classics and of comparative literature. Faculty awardees are chosen on the basis of their unusual insight and responsiveness in their relationships with students and their demonstration of a genuine and continuing concern for education.

Selections were made by an anonymous committee of students, faculty and alumni, who, in addition to selecting faculty awardees, select alumni citees as well. Faculty choices are made by student and alumni committee members while alumni choices are made by faculty and alumni committee members. Nominations for faculty and alumni citees were sought from alumni, faculty and students.
FRIDAY, APRIL 14
11 a.m. Israel Cultural Festival Fair, with dancing, cafe and Mideastern food. Bowles Plaza.

1 p.m. Department of Military Science Open House and Tour. Academy Bldg.


6 p.m. Thurtene Carnival, with rides, sideshows and food. Parking lot at Wilson Blvd. and Forsyth Blvds. Until 11 p.m. (Also Sat., April 15, noon to 11 p.m. Raindate, Sun., April 16, noon to 6 p.m.)

SATURDAY, APRIL 15
9 a.m. WU School of Medicine Department of Surgery Lecture, “Current Status of Breast Reconstruction,” Dr. Charles E. Horton, James Brown Visiting Professor of Plastic Surgery and prof. and chairman of plastic surgery, Eastern Virginia Medical School, Norfolk, E. Pavilion Auditorium, Barnes Hospital.

3 p.m. Students for a Critical Social Science Lecture, “Italian Communist Party and Italy’s Domestic Crisis,” Giorgio Napolitano, member of the Central Committee of the Communist Party in Italy. 149 McMillan.

MONDAY, APRIL 17
2 p.m. WU Band Concert, directed by Dan Presgrave. Bowles Plaza.

TUESDAY, APRIL 18
3 p.m. Department of Music Senior Honors Voice Recital, Steve Raphaelson, baritone soloist. Graham Chapel.

6 p.m. Jazz on Campus Concert, with performances by the Ray Kennedy Trio. Graham Chapel. Advance tickets $6; $5 for all students. Admission $6.50 at the door. Tickets available at Edison Theatre Box Office.

SATURDAY, APRIL 15
8 p.m. The Writer’s Program Poetry Reading, “Poetry in Process,” with readings by graduate students in the Poetry Workshop. Hurst Lounge, Duncker Hall.

Music
FRIDAY, APRIL 14
8 p.m. Jazz on Campus Concert, with saxophonist Dexter Gordon. Also appearing, the Ray Kennedy Trio. Graham Chapel. Advance tickets $6; $5 for all students. Admission $6.50 at the door. Tickets available at Edison Theatre Box Office.

SATURDAY, APRIL 15
8 p.m. Department of Music Senior Honors Voice Recital, Steve Raphaelson, baritone soloist. Graham Chapel.

SUNDAY, APRIL 16
3 p.m. Department of Music Senior Honors Viola Recital, Kristin Robertson, soloist. Women’s Blgd. Lounge.

8 p.m. Arista Ensemble Piano Concerto Concert, directed by William Schatzkamer. Soloists and composers whose works they will perform are: David Cornell, Mozart, John Haddow, Mendelssohn; and Karen Laubengayer, Schumann. Graham Chapel. Concert made possible by a grant from the Music Performance Trust Funds through Local 2-197, American Federation of Musicians.

MONDAY, APRIL 17
4 p.m. Department of Music Student Organ Recital with performances by various students. Graham Chapel.

TUESDAY, APRIL 18
8 p.m. Department of Music Graduate Flute Recital, Jennifer Henderson, soloist. Women’s Blgd. Lounge.

WEDNESDAY, APRIL 19
4:45 p.m. WU Band Concert, directed by Dan Presgrave. Bowles Plaza.

Performing Arts
FRIDAY, APRIL 14
8 p.m. Women’s Programming Board Performance, “The Many Faces of Women.” Directed by feminist comedienne and actress Ivy Bottini. Holmes Lounge. Admission $3; $2 for WU students at the door.

Comedienne Ivy Bottini presents her perceptions, both humorous and biting, of women in America Fri., April 14, 8 p.m., in Holmes.

“Maps from the Earth and Planetary Sciences Library” a visual graphic and topographic and geographic maps including those of Missouri, the WU campus, Mars, Grand Canyon and Mount Lania, Washington. All maps were made by the U.S. Geological Survey and the U.S. Defense Mapping Agency. The Earth and Planetary Sciences Library is a repository for materials from both these agencies. Olin Library, third floor. 8 a.m.-12 midnight, daily. April 17-July 31.

FRIDAY, APRIL 14
8 p.m. WU Film Art Series, “Teorema” with Terence Stamp. Rebstock Auditorium. Admission $1.75; $1 for WU students. (Also Sun., April 16, 2 p.m., Rebstock.)

SATURDAY, APRIL 15
7:30 and 9:30 p.m. WU Filmboard Series, “The Late Show.” Brown Hall Theatre. Admission $1.50. (Also Sun., April 16, 8 p.m., Wohl Center.)


MONDAY, APRIL 17
7:30 p.m. WU Filmboard Double Feature, “The Maltese Falcon” and “The African Queen” (9:30 p.m.). Brown Hall Theatre. Admission $1.50 for either or both films. (Also Tues., April 18, same times, Brown.)

TUESDAY, APRIL 18
12 noon. Tuesday Women’s Film Series, “American Parade: We the Women” and “In a Violent Time.” 304 Mallinckrodt. (Also 6:30 p.m., Wohl Formal Lounge.)

WEDNESDAY, APRIL 19
7:30 p.m. Science for the People Films and Discussion, “White Bird,” the story of a health collective in Oregon, and “The Long Year,” about a woman’s first year as an intern. 110 Wilson.

7:30 and 9:30 p.m. New German Cinema Double Feature, “La Soufriere” and “Heart of Glass” (8 and 10 p.m.), directed by Werner Herzog. German with English subtitles. Brown Hall Theatre. Admission $1.75. (Also Thurs., April 20, same time, Brown.)

THURSDAY, APRIL 20
7:30 p.m. Latin American Studies Committee Film, “Battle of Chile, Part II.” Rebstock Auditorium. Donation $1.