

# the university of michigan **Today**

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## **Fleming to Faculty: Let's Work for Better Campus Community**

Shortly after the campus turbulence that developed on the book store 'sit-in' and subsequent legal and police action (story on page 2), President Robben Fleming delivered his annual 'State of the University' message September 29, at a faculty-staff convocation. He reviewed events in the controversy, thanked the faculty for its support, and drew a standing ovation at the close of his remarks and when he said, "we cannot tolerate continual harassment and disruption which makes our primary purpose for being here impossible." At the same time, he talked about the future in these words:

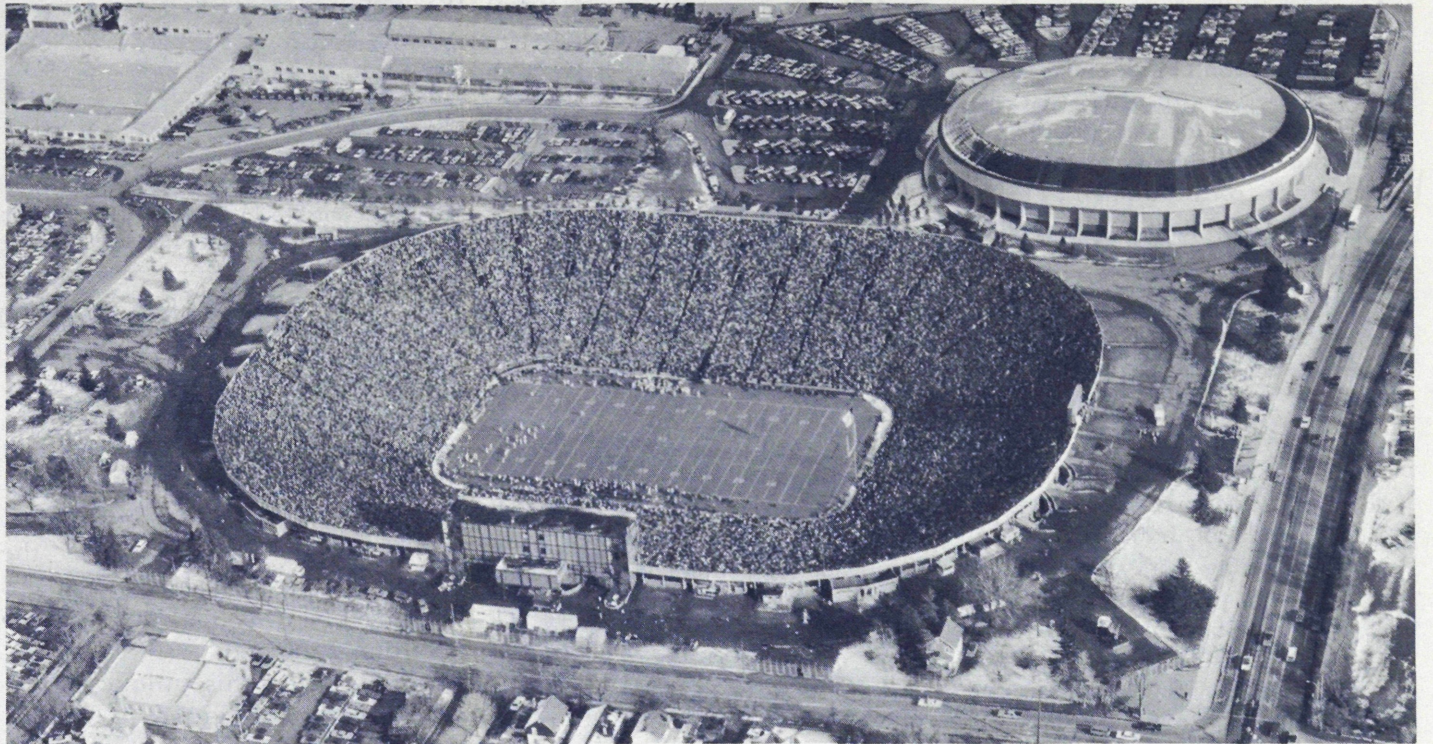
"One of the things we have to do in the universities is to find ways in which to strengthen our over-all community so that all of us feel a better sense of involvement. . . .

"There are, as I have watched it around the country, three basic models which are emerging. They all have their pros and cons and in many ways none of them are very good. I would hope that we would be imaginative enough here at Michigan to devise the model which will at least bring us the kind of community understanding that we ought to have. The three models as I see them are these:

"One is what you might call a **community constituency model** that you are seeing these days a little at Princeton, at Columbia, and at Cornell, and at various other universities, in which efforts have been made to establish a kind of constituent assembly into which one draws, in some kind of proportion, the various elements which have to do with the university. . . . There is very great difficulty in that model because you have to face the decision in the first place of what is the proportion to which each constituency is entitled. And then how do you select the people? That is particularly difficult on the student side—to select the people who are 'representative of the student body'. It, of course, never satisfies the radical student element, because it has simply the effect of co-opting them. . . . they will by definition be outnumbered. . . .

"The second model which one sees emerging around the country is one you might call **independent constituency model**. It really, in some ways, is the trade union model. The non-academic employees are organized into unions; the faculty sometimes tends to be organized into unions; and in some places the students, as in the European model, are organized into unions. The difficulty with that model, of course, is that each con-

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103,588 Fans Bulge U-M Stadium to See 'Blue' Defeat No. 1 Ranked OSU

U-M Photo Services

## **Record Crowd Sees 'M' Topple OSU**

A record crowd of 103,588 fans squeezed into Michigan stadium on November 22, to watch 'Bo' Schembechler's Wolverines upset No. 1 ranked Ohio State, 24-12. It was the largest crowd to attend a football game in history, according to the National Collegiate Sports Service.

The convincing victory over Ohio State gave Michigan a trip to the Rose Bowl as Big Ten Co-Champions with the Buckeyes, and revenge for last year's 50-14 loss to Woody Hayes' team. On New Year's day Michigan plays the University of Southern California at the big bowl in Pasadena.

In his freshman year as coach of the Wolverines, 'Bo' Schembechler thus becomes the first rookie coach since Fielding H. Yost in 1901, to take a Big Ten team to the Rose Bowl.

Ohio State had come to Ann Arbor with a 22-game winning streak. It had a record of 17 straight wins in the Big Ten and had been

labelled the "best college team ever assembled."

Before the largest crowd ever to see a college game and millions more watching on regional television, a tough Michigan team played Woody Hayes'-type football better than the Buckeyes that day.

"We were just outplayed and outcoached," Coach Hayes later said to the press.

U-M Athletic Director Don Canham, who picked Schembechler to coach the Wolverines when 'Bump' Elliott was appointed Associate Director of Inter-Collegiate Athletics, called the victory over Ohio State, "the greatest college football game in 100 years."

The upset of the nation's No. 1 ranked college team climaxed a great year for Michigan football. Starting fast with wins over Vanderbilt and Washington, the Wolverines faltered in their third game and lost to a tough, bowl-bound Missouri team. The squad then

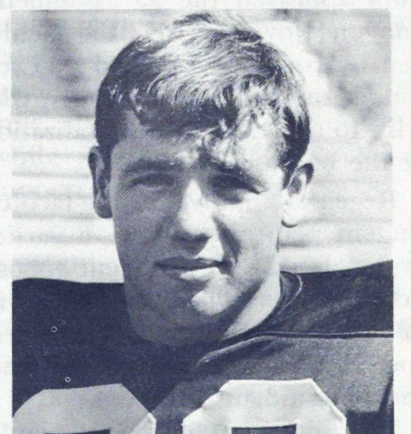
headed into its Big Ten schedule with a big win over Purdue. But arch-opponent Michigan State rocked Michigan, imposing the only defeat the Wolverines suffered in the Big Ten.

Michigan finished the campaign with an over-all 8-2 record, with 6-1 in the Conference and the Big Ten Co-Championship.

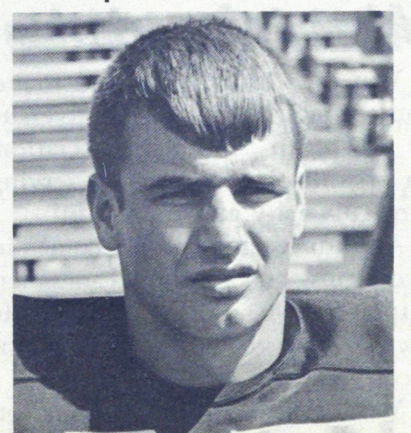
Michigan's rookie coach Schembechler insisted from the beginning of his tenure that, "Bump Elliott has left us some fine football

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### **U-M All Americans**



Capt. Jim Mandich



Safety Tom Curtis

### **Holden Gift Aids Child Ills Research**

A gift of \$1.5 million from the Holden Fund of Detroit will make it possible for the U-M Medical Center "to significantly advance research into causes of death and disease of infants in the perinatal period, (immediately before and after the mother's confinement)" according to Dr. William N. Hubbard, Medical Center director.

To be named the James and Lynelle Holden Perinatal Research Laboratories, the new building will be at the heart of the U-M hospital complex. "The generous Holden gift gives us the opportunity to have a research unit with immediate

physical tie-in, floor-by-floor with staffs and facilities of the obstetrical (Women's Hospital) and pediatric (new C.S. Mott Children's) hospitals," Dr. Hubbard said.

Facilities and equipment in the Holden Laboratories will make it possible to control environment to prevent infection, and at the same time provide joint access to patients by research specialists and doctors.

"This facility should help provide the greatest possible benefits in research as well as the most effective and intensive patient care," Dr. Hubbard concluded.

## Fleming Urges Work for Better Campus Community

(Continued from page 1)

stituency speaks for itself . . . It is not an easy model for students because of the everchanging constituency . . . It's not, therefore, a very easy model for them to maintain any strength in.

"Finally, you can see what I call for my own purposes, a **city-council model** in which one finds an elected board of trustees or regents, often elected on a state-wide basis and usually not containing members of the inside constituency—that is, neither faculty or students. Those kinds of boards are frequently statutory or constitutional. Therefore, it is difficult to legally change the content and makeup. That kind of board is nevertheless elected by the people, and in that sense can be said to be representative of the people at large. This is often annoying to students because they feel, which is true of course, that most of them do not vote in those particular elections. That model can, however, use the public hearing for controversial issues. It can permit those who are concerned with issues before the

board to be heard, to state their case, to argue it, and therefore to have some feeling of participation in the decision-making. The president in that kind of a model—and I suspect in almost any model of university government these days—in a real sense serves at the pleasure of his constituents, because no president in a university today can survive if his constituents turn upon him. He simply has to have their support, because he cannot effectively function without it. And therefore, he is in many ways like an elected official responsible and responsive to his constituencies. The difficulty with that model is that it does not give voting participation to those constituencies which often feel most involved.

" . . . I believe it is important for the faculty to direct some of its attention now, certainly with students, to how, within the university, we can construct a community which will permit all of us to feel that we do have an opportunity to participate in these things which affect all of our lives. . . "

## Regents OK Campus Book Store

A recent 5-3 vote by the U-M Regents approved creation at Michigan of a faculty/student-run University book store. Several conditions were set up and, with their realization, the plan is expected to go into effect.

The Regents specified that the University would have no financial liability under the approved plan, and that the proposed non-profit corporation qualify on its sales of books and supplies for sales tax exemption; further, that a student referendum determine if students were willing to be assessed a \$5 levy, returnable on graduation, to finance book store operations. A committee of six students, three faculty, and one non-voting administrator will set store operating policy.

A November 11 student referendum approved the \$5 assessment; and on November 17, the faculty Senate Assembly approved a \$5 voluntary assessment on faculty who wish to contribute to capitalization of the book store.

Regental approval of the faculty-student plan came after an earlier proposal had drawn student opposition that developed into a 'sit-in' in the LS&A Building. The arrest and prosecution of 108 students and non-students followed.

The original proposal would

have put the book store under direct university management. It stemmed from the Regents' concern that they might eventually have to take over such an activity, if it got into financial trouble.

A group of students opposed it claiming it would not yield reduced prices under University management; and some saw it, in President Fleming's words,

"as a symbolic issue . . . particularly good from the standpoint of those who believe that within the University in order to bring about maximum change, the thing to do is develop confrontations. . . "

More than 100 students occupied the LS&A Building. The take-over lasted about 12 hours during which time university officials gave occupiers three opportunities to leave, without penalty.

When neither the requests to leave, nor a court injunction, designed to avoid police action, were obeyed, police cleared the building and arrested some 108 of those inside. They were charged with 'contention'. Trials began in October and through late November, 34 had been convicted, 8 acquitted. Sentences are pending.

SACUA, the University's faculty Senate and the Senate Assembly endorsed the president's actions.

## Alumni Association Seeks Members

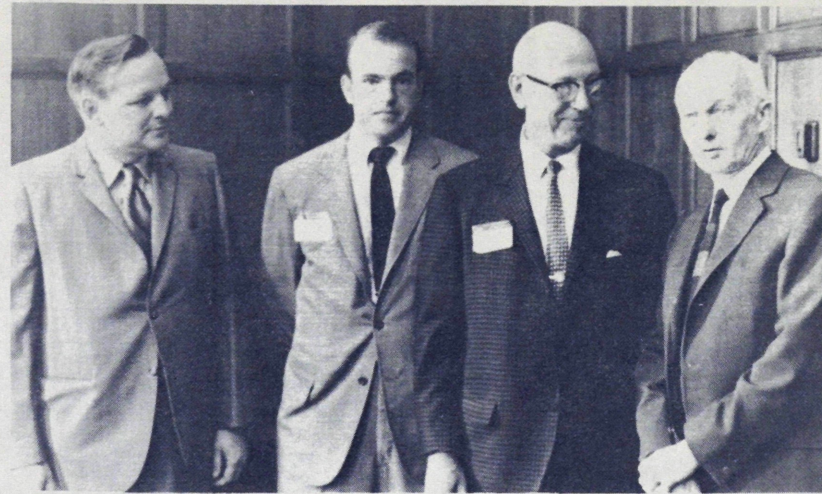
You are cordially invited to become a member of The University of Michigan Alumni Association, an organization devoted to serving the University and its alumni.

Alumni memberships come in two forms—one an annual membership at \$10.00, and the other a Life Membership at \$100.00 (\$125.00 for a couple).

Membership in the Association brings you the 10 copies of The Michigan *Alumnus* magazine year-

ly, makes you eligible to take part in the Association's extensive travel program and offers other opportunities, including the alumni family camp, alumni club activities, reunion programs, scholarship involvement and many more.

To become a member, make your check (for \$10 or \$100) payable to the Michigan Alumni Association and mail it to The Alumni Association, the Michigan Union, Ann Arbor, Mich. 48104.



Charles R. Walgreen, Jr. congratulates Professor Theodore Newcomb (far right) on his election as first holder of the Mary Ann and Charles R. Walgreen Professorship in Human Understanding. LS&A Dean William Hays is at far left, and Charles R. Walgreen, III, second left.

## Walgreen Professor Named

One of the University's best-known scholars and teachers, Professor Theodore M. Newcomb, has been named to the Mary Ann and Charles R. Walgreen, Jr. Professorship in Human Understanding. The \$500,000 gift to endow the chair was given by the Walgreens during the University's recent \$55 Million Program.

Establishing this unique professorship, they indicated to University officials that,

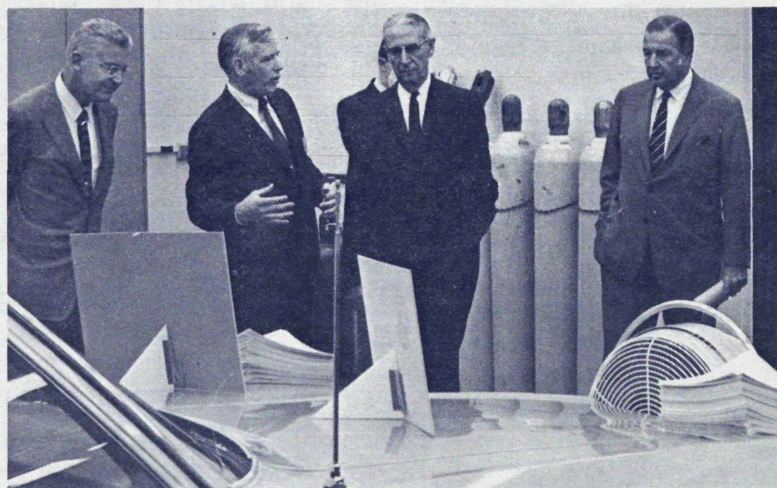
" . . . in full recognition of the fact that both political and sociological factors are relevant to the subject of human understanding, it is our wish that emphasis is placed upon study of the underlying causes of lack of understanding between people."

Professor Newcomb is widely known for his research on attitude formation and change and on social perception. He is the author of widely accepted textbooks in the field of social psychology, and two recent studies on attitudes have gained considerable attention in academic circles. They are: *Student Development at The University of Michigan* and *Attitude Change During the Past Twenty-five Years*

by *Bennington College Alumni*. Professor Newcomb has been on the U-M faculty since 1941, when he came to Michigan as an associate professor of sociology. He became a full professor in 1946, and in recent years has been active in development of the Residential College. In addition, he has held a number of responsible positions in the American Psychological Association, including its presidency.

Both Charles R. Walgreen, Jr., and his son Charles R. Walgreen, III, are alumni of the University. The former, a 1928 pharmacy graduate, is board chairman, the latter, a 1958 pharmacy graduate, president of the Walgreen Company of Chicago.

Walgreen, Jr. has been a director of the U-M Development Council and a member of the Chicago solicitation committee during the recent \$55 Million Program. He is now chairman-elect of the Presidents Club. While on campus he was a member of Tau Kappa Epsilon fraternity and the national pharmaceutical honors society, Rho Chi. In 1951, he was awarded an honorary master of science degree by the University.



HIGHWAY SAFETY RESEARCH INSTITUTE'S recent building dedication on North Campus attracted top automotive leaders including James M. Roche (third from left) board chairman of General Motors Corporation and Henry Ford II (right) board chairman of Ford Motor Co. U-M President Fleming is at far left, and HSRI Director Robert Hess is speaking. HSRI was established by gifts to the \$55 M Campaign from GM, Ford, the Automobile Manufacturers Assn. and Fruehauf Corporation.

# 'Rackham is U-M's Academic Conscience' - - Spurr

"Despite its name, the Rackham School of Graduate Studies is not a school or college like Engineering or LS&A. Instead, it represents the faculty and administration of this University, collectively, in graduate education. The graduate dean is the academic conscience of the University as a whole."

Analyzing the role and status of the U-M's Horace H. Rackham School of Graduate Studies, Dean Stephen H. Spurr notes that his power and that of the school are like those of the "King of England, who has great formal powers so long as he doesn't use them very often."

A 12-man Executive Board of the Graduate School has official authority to grant the masters degrees (arts and science), the Ph.D., and a newly established intermediate award called the 'Candidate in Philosophy' certificate which recognizes successful work by a Ph.D. candidate up to the doctoral dissertation. Successful completion of the dissertation then earns the candidate his Ph.D.

But the real power to decide who gets a graduate degree rests in 150-some departments and programs within the university. They set standards and criteria both for admitting students to graduate work and for awarding their degrees. The Graduate Board acts on departmental recommendations. Dean Spurr notes, "the Board is poorly-equipped to second-guess a distinguished group of specialists in judgments about a particular speciality."

## 'No Faculty'

Unlike the University's 17 other schools and colleges, Rackham has no faculty of its own in the strict sense. The graduate faculty is all faculty members of the University with the rank of assistant professor and above. Similarly, except for about 200 students enrolled in inter-departmental programs, and thus with no single departmental 'home', the Graduate School has no student body. Instead, the graduate enrollment for 1969-70 which is 8,000, really belongs for operating purposes, in a variety of departments within the University's schools and colleges.

Admission to Graduate School is determined in the same way, upon departmental recommendations.

## 'Chief Mission'

What may be viewed as the Graduate School's chief operating mission is to facilitate the education of advanced students. Research is relevant as it furthers this end, the Dean noted.

"Rackham supported graduate research cannot be classified. The product must be a public dissertation leading to a Ph.D.," the Dean emphasized. "And faculty research that we support must be related to that faculty man's academic interests and responsibilities."

Rackham endowment support approaches \$500,000 each year. It seems a meager amount when compared to the nearly \$60 million

spent by Federal agencies during 1968-69, in support of University operations that are chiefly in contract research. But that Rackham money is particularly 'precious' in Dean Spurr's opinion.

"The \$500,000 from the Rackham endowment is the largest single unit of 'free', meaning uncommitted, money the University controls. From it we make about 100 awards each year—50 research grants to the faculty and 50 fellowship awards to students," he said.

**STEPHEN H. SPURR**, dean of the Graduate School, who was recently made a Vice President with added administrative responsibilities including the development of the campuses in Flint and Dearborn. Dearborn is to have a full 4-year undergraduate program.

ham made substantial anonymous gifts to the University, but his will which left the bulk of his fortune in a fund for the 'general benefit of mankind' did not designate the University as a favored recipient.

Nevertheless, Michigan eventually received more than \$9.6 million from the Rackham Fund, and an additional \$2 million in personal gifts from Mary A. Rackham, his widow.

The present campus building was dedicated in 1938. Three years



Since the Rackham endowment was established in the 1930's, it has provided financial support across a broad academic spectrum, from government, sociology, and psychology, to astronomy research, construction of a cyclotron, fine arts and continuing support for the *Middle English Dictionary*.

The special value of precious 'free' Rackham money is that it can be committed at the discretion of the Graduate School Board for research in subjects that might otherwise go unassisted for lack of practical appeal to either private or government sponsors.

Although the University granted its first graduate degree as early as 1849, an independent university-wide Graduate Department—the basic model of the present Graduate School—was not established until 1912. During that interval, private gifts played an equal role with Regents' appropriations in assisting scholars and fellows doing graduate work.

## 'Horace H. Rackham'

But it was Horace H. Rackham, a Michigan-born attorney who had not attended Michigan or any other university, whose legacy helped make the Graduate School one of the top five or six such institutions in the country.

During his life-time Mr. Rack-

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The present campus building was dedicated in 1938. Three years earlier the Regents had agreed to name the Graduate School and the building the "Horace H. Rackham School of Graduate Studies."

## 'How Good is Graduate School?'

Effects of these gifts on both the quality and quantity of the University have far exceeded their monetary value, and dramatically represent that concept of the 'vital margin' of private support that has kept Michigan among the leading universities in the nation.

A recent evaluation of graduate education in the United States has placed Michigan among the top ten Graduate Schools in the country for quality of faculty and effectiveness of its doctoral programs. The University is in immediate company with Harvard, California-Berkeley, Cal Tech, M.I.T., Yale, Princeton, Chicago, Columbia and Stanford. Berkeley and Michigan are the only two public universities in the top ten.

"Michigan is the best big school in over-all quality," Dean Spurr observed. "As fifth in the country in number of Ph.D.'s graduated, we have fewer departments rated 'out-

standing', but at the same time few-

er at the bottom of the scale." Although the Graduate School does not have direct responsibility for recruiting graduate students, it has assumed the task of keeping in contact with colleges around the state of Michigan, to help guide undergraduates to select and pursue a graduate program. One by-product of this continuing effort has been the recruiting of black and other 'disadvantaged' students for graduate study at Michigan. "Michigan," Dean Spurr says, "was one of the first graduate schools to go into this program we call 'Opportunity Award Fellowships', for students nominated by their undergraduate colleges." Graduate awards for black students follow a pattern already established by the University in co-operation with four-year colleges around the state. These schools nominate seniors for first-year graduate fellowships at the University, which provides a \$2,400 stipend per year, plus tuition.

## 'Opportunity Awards'

"In addition, we offer tutorial and counseling assistance for black students who need and want it. Quality is our goal. We want to keep the success level high, and we currently have some 50-60 Opportunity Awards graduate students enrolled. Last year, we graduated our first Ph.D. from the Opportunity program."

At Michigan, as elsewhere, graduate programs have some shortcomings and problems. Fortunately, the major graduate schools, with Ford Foundation grants, are at work trying to solve two of their most serious problems, namely, 'drag-out' and 'drop-out'. These seem especially to afflict Ph.D. candidates in the social sciences and the humanities because as Dean Spurr notes, "it is more difficult and takes longer to develop an original research topic in these fields, and since there is generally less fellowship money available in these specialities many candidates who cannot afford to spend full-time pursuing the degree, either drop out or work at it while they hold full-time jobs to support themselves.

"By applying more of our resources to smaller numbers, we hope to reduce the attrition rate of candidates, by giving each one more careful attention and guidance.

"In general too, we are looking for a good systems analysis—to evaluate the effectiveness and productivity of departments and faculty," the Dean concluded.

Dean Spurr feels that Rackham Graduate School through its dean is the university's principal vehicle of academic quality control. He has said that "the University needs a dean concerned with the university as a whole, . . . and an academic pastor who speaks the conscience of the faculty in matters of scholarly goals and standards. The graduate dean has a fine platform from which to speak."

## HOW GRADUATE SCHOOL WAS NAMED

An excerpt from President Alexander G. Ruthven's proposal dated March 26, 1935, to the Rackham Fund Trustees suggests how the University came to share in the Horace H. Rackham fortune and adopt his name.

"I want to propose a plan to you which I believe will challenge your interest. What I have to offer to you and the other Trustees of the Rackham Fund is no less than the very heart of the University.

"The research center of the institution is, of course, the Graduate School. . . . Concretely, my proposal would be that the Rackham Fund set aside \$5,000,000 to be used as follows: \$1,000,000 or \$1,250,000 for the erection and equipment of a building . . . the balance to be in the form of an endowment for fellowships and the expenses of research. Further, I would suggest that the Graduate School be known as the Rackham School of Graduate Studies of the University of Michigan."

## Record Crowd Sees 'M' Beat OSU

(Continued from page 1)

players, and we don't consider this a re-building year at Michigan." (And following the Ohio State game the players gave the game ball to Elliott.)

The team's achievements since and the selection of many individual players for post-season honors have supported Schembechler's evaluation.

Team Captain Jim Mandich, a senior from Solon, Ohio, and elected Most Valuable Player by his team mates, was named to the Associated Press and United Press International All-American Teams. He was also selected first team All-American on both the 'Look' Magazine and Kodak teams. At the 49th Annual Football Bust of the U-M Club of Detroit, Mandich was awarded the Louis B. Hyde Memorial Award.

Also named All-American by AP and UPI was Tom Curtis, from Aurora, O., who intercepted two passes in the Ohio State game for a career total of 25. He set a new NCAA mark for return yardage on pass interceptions. In 1968 Curtis was a second team All-America selection.

Mandich and Curtis, along with tackle Dan Dierdorf, a junior from Canton, O., and linebacker Marty Huff, a junior from Toledo, O., were named to the Associated Press 1969 All-Big Ten team. Mandich and Curtis had also been 1968 selections.

Named to the AP's All-Big Ten second team were three more Wolverines: Bill Taylor, a sophomore tailback from Barberton, O.; Cecil Pryor, senior defensive end from Corpus Christi, Tex.; and guard Henry Hill, a Detroit junior.

Six Michigan players received honorable mention in the All-Big Ten balloting. On offense: quarterback Don Moorhead, junior from South Haven, Mich.; fullback Garvie Craw, senior from Montclair, N.J.; tailback Glenn Doughty, sophomore from Detroit; and tackle Jack Harpring, from Cincinnati. On defense: honorable mention went to: tackle Pete Newell, a junior from Park Ridge, Ill.; and cornerback Barry Pierson, a senior from St. Ignace, Mich., both standouts in the win over Ohio State.

For performances in the Ohio State game defensive back Barry Pierson who intercepted three OSU passes and returned a punt for 60 yards, was named college football's 'Back of the Week' by the Associated Press, and 'Midwest Back of the Week' by United Press International; tackle Dan Dierdorf was named UPI's 'Lineman of the Week.'

Brian Healy, a Sandusky, O., senior and a mainstay in the defensive backfield, received the Dr. Arthur D. Robinson Scholarship Award at the U-M Club of Detroit Football Bust. He is a pre-med student majoring in psychology.

Seniors honored at the Detroit U-M Club Football Bust included:

Morris Abrahams, Bob Baumgartner, Dick Brown, Dick Caldarazzo, Garvie Craw, Tom Curtis, Eric Federico, Al Francis, John Gabler, Mike Hankwitz, Brian Healy, Jerry Imsland, Joe Jones, Joe Lukz, Jim Mandich, Barry Pierson, Cecil Pryor, Bob Fitley, Pete Sarantos, Phil Seymour, Tom Takach, Frank Titas, Tim Wadhams, Bob White, and George Zuganelis.



'Bo' Schembechler

## New Theater Underway, as Donors Build Equipment Fund

Regional theater lovers are keeping an eye on the new building under construction adjacent to Felch Park—the exciting new U-M Power Center for the Performing Arts. The theater will fill the great need for a new performance facility for the University and the community.

Gifts from former Regent Eugene B. Power and his family, and a number of donors to the University's \$55 Million Program, have made construction of the theater possible.

To equip the theater with the most modern equipment for staging and lighting every type of performance, from dance to classical drama, a fund raising campaign is now underway for \$368,000. Mrs. James C. Riecker, of Ann Arbor is chairman of the campaign and Mrs. Robben W. Fleming, wife of the University president serves as honorary

chairman.

The First Nighter Club has been established to help raise the needed funds. First Nighters are donors who give \$1,000 spread, if requested, over a three year period. They will be entitled to first choice on seats for theater subscriptions and individual performances as well as invitations to special theater events and rehearsals. A plaque in the promenade lobby of the new theater will honor First Nighters by permanently displaying their names.

Mrs. Riecker reports that over 80 members of the Club have already been recruited. She commented, "our early returns confirm our belief that the idea has great appeal and that there are many people in Ann Arbor who are willing to give substantial support for a good theater."

The campaign committee also

Anticipates a number of corporate gifts as well as large gifts from individual donors.

A supper-dance benefit is scheduled for early February to celebrate the Professional Theater Program's premiere presentation of the New Phoenix Company in "Harvey", which stars Helen Hayes and James Stewart. All proceeds will go towards the Power Center Equipment Fund.



Mrs. James C. Riecker

## Volunteers, Regents Support Fund Raising Program

New emphasis on and re-dedication to developing private financial support have been given by recent action of the U-M Regents and a group of volunteers agreeing to serve as members of the newly re-established Development Council Board of Directors.

Fund raising, which has been one of the responsibilities of Michael Radock, vice president for university relations, has been given added emphasis by the Regents' re-designation of Radock as vice president for university relations and development. Also authorized were new positions in the Development Office concerned with annual giving, development research, and deferred giving.

Regental action followed a comprehensive review by volunteer committees of the Development Council which wrote a new charter and made a number of operational recommendations for on-going development operations.

As part of that process, steps were

taken to re-constitute the permanent Board of Directors of the Council, headed by H. Glenn Bixby, president of Ex-Cell-O Corporation, Detroit. The following volunteers, both alumni and non-alumni friends of Michigan have agreed to serve on the new board:

Mrs. Carl S. Abbott, Birmingham; Henry A. Bergstrom—Weller, Wicks and Wallace, Pittsburgh; Edward N. Cole, president—General Motors Corporation; Malcolm P. Ferguson, Southfield, Mich.; Donald N. Frey, president—General Cable Co., New York; Harvey C. Fruehauf, Jr., president—HCF Enterprises Inc., Detroit; Harry G. Gault—Gault, Davison & Bowers, Flint, Mich.; H. James Gram, Jr.—Touche, Ross, Bailey & Smart Co., Detroit; George E. Holbrook, vice president—E. I. duPont de Nemours Co., Wilmington, Delaware; David D. Hunting, director—Steelcase Inc., Grand Rapids; Thomas V. Koykka—Arter & Hadden, Cleveland; Arthur B. Lundahl, senior vice president—Deere & Co., Moline, Ill.; Edward P.

Madigan—Madigan, Thorsen & Hastings, Chicago; Paul L. Morigi—Whitney, Goadby & Co. New York; H. Bruce Palmer, president—National Industrial Conference Board, New York; Dr. Robert T. Plumb, San Diego, Calif.; John Riccardo, vice president—Chrysler Corporation; Robert Roberts, Sr., Toledo, Ohio; Will Scott, vice president—Ford Motor Co.; Jack H. Shuler, general attorney—Michigan Bell Telephone Co.; George J. Slyhouse—Bergstrom, Slyhouse & Shaw, Grand Rapids; Goff Smith, president—Amsted Industries Inc., Chicago; Russell Stearns, Boston; Cyril Talbot, Evanston; Hobart Taylor, Jr.—Dawson, Quinn, Taylor & Davis, Washington, D.C.; Dr. Harry A. Towsley, chairman, U-M department of Postgraduate Medicine; Dr. E. Gifford Upjohn, chairman—Upjohn Co., Kalamazoo, Mich.; Merwin H. Waterman, U-M professor of finance; Charles R. Walgreen, Jr., chairman—Walgreen Drug Co., Chicago; and Prof. Joseph H. Payne, chairman—U-M Faculty Senate Advisory Committee on University Affairs.

## 'the Vital Margin'

After a year's study, the Development Council Board of Directors, with agreement by the University Executive Officers, at its December meeting approved a name change for the Michigan Alumni Fund. Effective January 1, 1970, the Fund will be known as the MICHIGAN ANNUAL GIVING FUND. Made with the full knowledge and endorsement of the Alumni Association, the change is designed to help reduce confusion caused by the name similarity of these two University organizations.

Alumni gifts have made possible awards of nearly \$10,000 to 11 U-M faculty members this Fall. Five awards of \$1,000 each, provided by the Development Council, were presented to the following senior professors for outstanding teaching and research:

Angus Campbell, Institute for Social Research; Robert C. Elderfield, chemistry; Sidney Fine, history; Walter B. Sanders, architecture; Maurice J. Sinnott, chemistry and metallurgical engineering.

Distinguished service awards of \$750 each, provided by the U-M Club of Chicago, went to assistant professors: David L. Angus, education; Dale E. Briggs, chemical engineering; Max A. Heirich, sociology; Bert G. Hornback, English; Kenneth A. Luther, Persian studies; and William G. Rosenberg, history.

A bequest worth about \$1 million has been received by the University from the will of Arnold E. Hofmann who attended U-M in 1928-29. It establishes the Alma S. Hofmann Memorial Scholarship and the Arnold E. Hofmann Memorial Scholarship to make tuition grants to needy Michigan students.