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the university of michigan Today

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Michigan TODAY is the only Michigan publication received regularly by 166,000 alumni, friends and faculty of the University

Clark Kerr Praises U-M's Long Tradition of Excellence

The 2,500 students awarded degrees during the winter commencement exercises heard Clark Kerr, chairman of the Carnegie Commission on Higher Education, pay tribute to The University of Michigan in salient observations.

"The development of Ann Arbor as a center of learning over the past century," Dr. Kerr said, "is one of the most remarkable accomplishments in the long history of higher education around the world."

In congratulating Michigan for its leadership Dr. Kerr stated, "It has fully earned its credit as 'mother of state universities.' Before Eliot at Harvard and Gilmore at Johns Hopkins, Tappan at Michigan had fought through the basic and bitter battles to create a modern university with attention to science and scholarship and a research library. He was fired for his pains, and neither he nor Michigan, I think, got proper credit for the first creation of the research university in America.

"Michigan has led in other ways. It first demonstrated that a state university could achieve high academic quality . . . Michigan also pioneered in getting autonomy from the state. Your early constitutional provision (1850) later became a model for California, and the two state universities with the greatest constitutional autonomy became the two great academic leaders among state universities. The battle for autonomy must be fought and fought again, as you have done recently here in Michigan. And now the federal government in some cases is seeking to impose more detailed controls than any state has ever attempted."

During his address, Dr. Kerr not only cited Michigan for its innovations and leadership of the past. He endorsed the University's present high ranking as revealed by recent national surveys of professional school deans. His own interpretation places Michigan tied for third with Columbia behind Harvard and Stanford.

In the uncertain future and period of transformation, Kerr, a former president of the University of California, stated the future university growth will be focused on the quality of teaching rather than on the number of its students.

"What about Michigan?" Dr. Kerr reflected. "I expect that it

will do comparatively well, perhaps even comparatively better than it has. And it now does very well. I would expect Michigan to hold its very high place among leading research universities and not just because changes in place have occurred only gradually since the first study of academic quality was made in the early 1920s; but, among other reasons, also because, in a more static period, changes are likely to take place even more gradually. Those who are ahead are more likely to stay ahead.

"How the next century for the American University will be characterized depends, in part, on what we all do. It depends, more than most places, on what is done here at Michigan with its long history of leadership."

Kerr, who led the Carnegie Commission through a six-year intensive study of higher education, was awarded the honorary doctor of laws degree as was alumnus Richard C. Gerstenberg, chairman of the board and chief executive officer of the General Motors Corporation. Lt. Col. Jack R. Lousma, science pilot of the second Skylab space mission, a 1959 graduate, returned to receive the honorary doctor of astronautical science degree.

Task Force Guides U-M Energy Policy

Cooperation on the part of faculty, students, and administration under the guidance of a U-M Energy Conservation Task Force is enabling the University to pass an unusually rugged winter without hardship.

Closing or limiting the use of non-essential buildings during the holiday seasons allowed a significant saving in energy. During the year-end recess alone some 650,000 kilowatt hours and nine million pounds of steam were conserved. Thermostats have been set in the 65-68 degree range and the use of ventilating systems curtailed.

The 11-man Task Force was established early in the fall. It embraces all areas related to energy, including engineering, research, housing, academic affairs, plant, and finance.

The primary Task Force is augmented by other groups on the campus devising ways to conserve.



\$1 MILLION GIFT—Tateo Suzuki, consul general of Japan, presents President R.W. Fleming with a contract document in that amount for the U-M's Center for Japanese Studies. Center Director Richard K. Beardsley observes. Michigan, in 1947 the first university in the nation to have an area program focusing on Japan, is one of 10 outstanding U.S. institutions receiving similar grants from the Japanese government.

A series of faculty seminars being held is aimed at disseminating information and planning action in the area of research capabilities. Another is exploring the possibility of converting into fuel the 50 tons of solid waste accumulated on the campus daily for a saving of up to 20 per cent of the gas and oil used for heating. Means of curtailing the use of paper is being promoted by a unit charged with that concern. Utilization of telephone conference calls in place of travel is saving up to two-thirds in expense with no burning of gasoline. Consolidation of schedules of campus bus service has also been invoked.

The Task Force continually issues suggestions on ways to save energy, a program requiring responsibility of each member of the campus community. The efforts are being successful.

Concerted University effort to lessen the energy shortage is also aimed at contributing to the alleviation of the universal problem. A series of seminars is being held by U-M research directors called together by Charles Overberger, Vice President for Research. In an invitational letter Overberger wrote,

"We have an obvious responsibility to use our resources in the best way possible and without delay to help meet this worldwide problem."

The seminars are being held to bring together the vast energy-related activity centered at the U-M. It is conservatively estimated that there are a several hundred such ongoing projects on the campus. The University's strong social science research is being utilized to study the social impact involved with any proposed measures.

Academic Fees Are Lowered

Students on the Ann Arbor campus are paying five per cent less for tuition for the winter and spring/summer terms than the rate in effect in the fall. The earlier fee schedule, established following estimates of a projected serious decline in tuition income, proved to result in a surplus. Variable factors, such as the number of non-resident students qualifying for resident status under a 1973 Supreme Court ruling and an expected shrinkage in enrollment, made budget estimates especially difficult.

In A Few Words . . .

The third national meeting of the Universities Council for Earthquake Engineering Research will be held at the Chrysler Center May 9-10 under the sponsorship of the National Science Foundation. . . . Each day nearly 1,000 patients use the Outpatient Service of the University Hospital, or close to one-third of a million persons a year. . . . U-M President R. W. Fleming is president of the Association of American Universities and holds a four-year term on the board of the Carnegie Foundation for the Advancement of Teaching. . . . Michigan, which presented the first formalized instruction in aeronautical engineering, is establishing the first research program in general aviation and is expected to be a national resource center for aircraft research. . . . The University under a HEW grant is establishing one of the nation's first Disabled Student Service Programs.

Roman Gribbs, until January mayor of Detroit, has been appointed adjunct professor of urban affairs at the University's Dearborn campus. . . . It was revealed that nothing appears too big for the entertainment program for the patients at the C.S. Mott Children's Hospital when a circus troupe brought not only a llama, cougar, python, and donkey to the eighth floor, but also an elephant. . . . Prof. John Young, director of the College of Engineering placement office, reports that job offers for B.S. grads in engineering are running three and one-half times the number of a year ago and but three per cent of the available 1973 graduates were not yet employed. . . . A striking 18th-century Japanese scroll exhibit, originated at the U-M, will go to the Seattle Art Museum and then to Asia House in New York following its showing at the University's Museum of Art.



FOR BETTER VIEWING—The center stairway has been eliminated in the Museum of Art to provide an unobstructed view of exhibitions. A room to the left on the ground floor is now devoted to narrated videotape and slide programs related to the art currently on display to assist viewers in gaining background and understanding of the artists and their presentations. The 15-minute videotapes have been enthusiastically received and will become an audio-visual library covering the exhibitions and the permanent collections.

Ford Medallion To Benefit U-M Students

A scholarship fund at The University of Michigan is receiving all proceeds from the sale of the Official Vice Presidential Medal issued to commemorate the inaugural of

Gerald P. Ford as Vice President of the United States. Deserving future U-M students will be assisted financially through the use of the money designated to the Gerald P.

Ford Scholarship Fund. The new Vice President is a 1935 graduate of the University.

The medal, the first ever issued for a Vice President, also honors the first person chosen under the 25th amendment.

The V.P. Inaugural Medal Committee, headed by Senator Mark Hatfield and including U-M Vice President Michael Radock, authorized the creation and issuance of the medal to be offered in strictly limited editions in Antique Silver, Proof Finish Silver, and Silver Vermeil. An unlimited Bronze edition is also being produced.

The obverse of the medal realistically portrays the Vice President's handsome features while the reverse depicts the Vice Presidential Seal superimposed on a view of the capitol dome. Produced by the Medallion Art Company, medalist of seven Official Presidential Inaugural Medallions, the medal replicates a sculpture created by award-winning Mico Kaufman of Boston.

The two silver editions, both limited to 2,500 medals, are 2½ inches in diameter. One is hand finished with an antique patina and sells for \$55. The other is struck in the popular gleaming proof finish and offered for \$60. An exclusive edition, serially numbered and limited to 1,000, is in silver vermeil, a special collector's offering priced at \$75.

A separate 1½ inch proof surface silver version is designated as the University of Michigan Alumni Medal. This medal sells for \$15.

The unlimited 2¾ inch bronze edition is available at \$7.50. All medals are distinctively packaged and are supplied with an easel stand and descriptive leaflet.

Orders should be sent to the Gerald Ford Inaugural Medal Fund, 1020 Administration Building, The University of Michigan, Ann Arbor, Michigan 48104.

May Festival Program Set

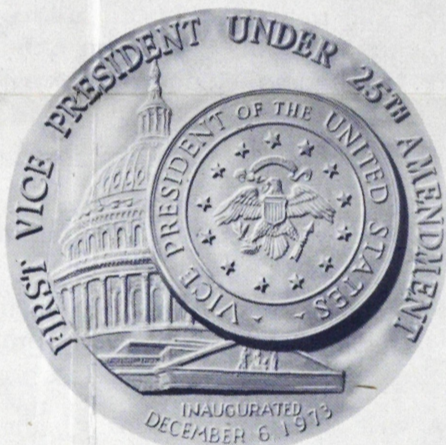
May in Ann Arbor, entrancing to all alumni, will begin this year with Alumni Week, another distinguished May Festival, and Commencement (May 4).

The Philadelphia Orchestra, which began its current season with a historic concert tour in China, will conclude the season with its 39th annual appearance in the four-concert May Festival, May 1-4. Yehudi Menuhin, world-famous violinist, will perform the Brahms Concerto on the opening night program, and Beverly Sills, America's most prominent opera diva, will be the featured soloist Commencement night. The May 2 program will be an all-French composer concert, highlighted by piano soloist Byron Janis.

Czech conductor Jindrich Rohan, invited from Prague, will conduct the orchestra and the 300-voice University Choral Union in Dvorak's "Requiem" May 3. Eugene Ormandy will conduct his Philadelphia Orchestra on each of the three other evenings.

Stokes Accepts Princeton Post

Donald E. Stokes, dean of the Horace H. Rackham School of Graduate Studies, will become dean of Princeton University's Woodrow Wilson School of Public and International Affairs on July 1. Stokes joined the U-M political science faculty in 1957 and served as chairman of the political science department and program director at the Institute for Social Research's Center for Political Studies before becoming dean of Rackham Graduate School.



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TV Center Programs . . . Watch for Them!

It's 6:30 a.m. Yawn. Wait, don't go back to sleep! Come along on a journey into the world of Charles Dickens.

"In July of 1836, an ecstatic young man of twenty-four became overnight the hero, the idol, of London, and he quickly added the rest of the English-speaking world to his kingdom of admirers. In our time he remains both a popular figure and a serious one, whose words we still read, as he hoped we would: with delight, with entertainment, with instruction."

The World of Dickens

With these words Bert Hornback, associate professor of English language and literature at The University of Michigan, introduces Charles Dickens, the great English author and humanitarian and the subject of a new series of educational television programs from The University of Michigan. In a modern paraphrase of Dickens' philosophy, that is, to the delight, entertainment, and instruction of the television audience, Prof. Hornback probes the English psyche during the nineteenth century. He shows how treachery, bureaucratic bungling, and the need for love are all part of the world of Dickens. He shows how Dickens writes, how he creates characters, and how he sees his world.

Television viewers brave enough to be up and around during the early hours in January and February over in Kalamazoo, Michigan, were rewarded with this series of ten color educational television programs called "The Dickens World." They were beamed from WKZO TV, channel 3, via shipment of videotapes from the University of Michigan Television Center in Ann Arbor, where they were written, directed, and staged.

For Early Risers

Early risers around the country were greeted by other interesting and informative programs from 400 Fourth Street.

Folks on the West Coast in the vicinity of KRON TV, channel 4, San Francisco, were treated with "The Artist at Work." It's the latest series from the Television Center employing the talents of ar-

tist Guy Palazzola, who is a professor of art at the College of Architecture and Design. Guy paints many different objects common to our view and tells us how the shading, the colors, and the forms can be recreated on canvas by understanding the underlying structure of the objects and their environment. He paints a bowl of fruit, a man's hands, mountains, a beer can, and velvet folds. He discusses the artistic qualities of canvas, paper, and wood. He shows viewers how to hold a brush, how to mix paints. He demonstrates how to correct mistakes and even take advantage of them.

Our friends in the nation's capital within range of WTOP TV, channel 9, enjoyed "The Singer's Art," a series that details the beautiful music available to the concert singer, the difficulties to be overcome, and the rewards for audience and performer. Host for these programs is tenor John McCollum, an active singer in major productions around the country and chairman of the Voice Department at the School of Music. The series climaxes with a full production in color of "The Impresario," a short, charming opera by Mozart performed and staged by the School of Music.

Popular Acclaim

Former U-M Prof. Abraham Kaplan, named one of America's ten top educators by *Time* magazine, talks candidly on a variety of engaging subjects on programs broadcast in the New England area from WJAR TV, channel 10, Providence, R.I. A professor of philosophy, Kaplan now teaches at Haifa University in Israel. On the series which was taped during Prof. Kaplan's popular tenure in Ann Arbor, he takes viewers on a guided tour of both traditional and topical issues felt by people in the United States. He offers stimulating thought and insight on topics ranging from loneliness to free speech. Called "The Worlds of Abraham Kaplan," they are among the most popular programs ever produced at the Television Center. They have been cited by *The Detroit News* as among the best programs on television. Because of



EXPANDED OPERATIONS—The TV Center is now located in the remodeled former Argus Optics company building and next door to the Audio-Visual Center on Fourth Street. In addition to the production of outstanding programs, the Center is heavily involved with internal instructional production.

their popularity, the series is now available to the public on audio-cassettes from the Television Center. The tapes include "Unreason" and "Love," "Morals" and "Loneliness," "Mental Health" and "Religion," "Women" and "Free Speech," and "Aging" and "Death."

Recent awards garnered by the Television Center include: Honorable Mention from the National Council on Family Relations for "Mr. Smith, Your Kid's Taking Drugs," and "Lisa's World"; the United States Industrial Film Festival Gold Camera Award for "A

Safer World on Wheels" and "All in a Day's Work"; the American Film Festival's Red Ribbon Award for "Therapeutic Community"; and the President's Award from the Institutes on Lifetime Learning for "The Vulnerable Years: On Being Old" and "Where the Old Folks Stay."

To find out if U-M Television Center programs are playing in your area, check your local newspaper. The Television Center is currently providing programs to some forty stations around the country. Watch for them.

Wolverine Women Get Their Chance To Compete in Intercollegiate Athletics

Given their chance, the women are now deeply engaged in the action.

Intercollegiate competition for undergraduate women began this year with authorization for volleyball, field hockey, basketball, swimming, and tennis. The University has joined the Association for Intercollegiate Athletics for Women which provides safeguards and sanctions for women students to compete on a certified intercollegiate basis.

The move for the University to officially recognize an intercollegiate program for women and receive AIAW sanction was an early recommendation from a Committee to Study Intercollegiate Athletics for Women.

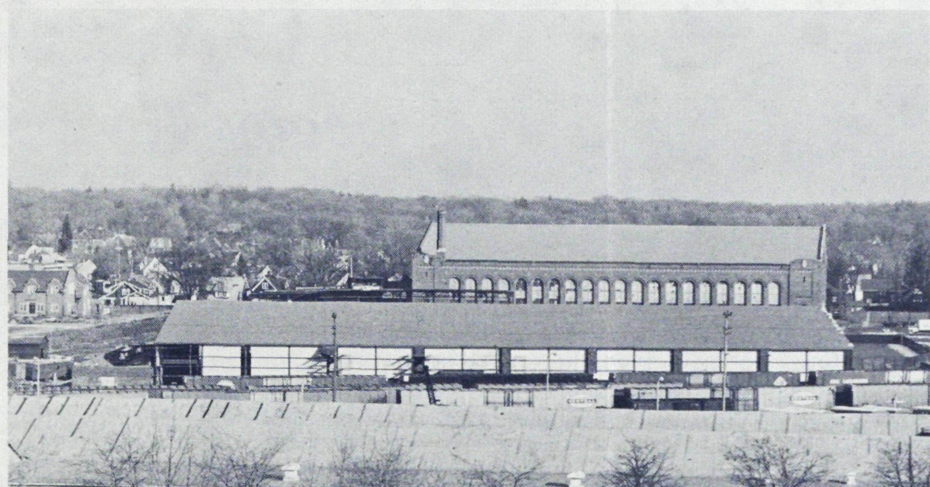
Other recommendations are expected to be adopted and the program enlarged if the problem of funding can be solved.

Marie Hartwig, professor of phy-

sical education, is heading up the new program which has received enthusiastic response from the Regents and the Athletic Department and on down to the players' bench. The Wolverine women have not fared too well in the win and loss column so far but that will take care of itself. Several of their opponents have had a head start.

Fleming Speaks on "State of University"

The University of Michigan Club of Greater Detroit in cooperation with Detroit area alumnae clubs will hold The President's Dinner at the Raleigh House March 19. President R. W. Fleming will speak on the "State of the University." Entertainment will be provided by the Michigan Men's Glee Club.



MOVING SOME OF THE ACTION—Track, baseball and tennis, which vacated Yost Field House to make room for the new hockey and skating rink, will soon be using this new facility. It is located a long home run over the right field fence of the Ray Fisher Baseball Stadium. Yost Field House is shown in the background.

the Vital Margin

Deferred Giving—A Return of Value For Many University of Michigan Alumni

by Michael Radock
Vice President for University
Relations and Development

"...for assisting the students in their matriculation in the University... as believed most beneficial by the governing body..."

"...it is my wish that the share received... to the extent deemed practical and desirable by the managing Board... shall be used in aiding the earth sciences..."

"All the rest, residue and remainder of the trust assets... the grantor directs the Trustee to pay over to the Regents of The University of Michigan, for its general benefit and welfare..."

The phrases quoted above are all excerpts from legal documents that translate personal memories of an "experience of value" into vital financial support for The University of Michigan—a "return of value." They represent major deferred gifts, now received, for research assistance, for teaching support, and for student aid.

Deferred gifts each year provide vital injections of often unexpected aid into the financial arteries of The University of Michigan.

In 1972-73, for example, the University's many programs benefitted from matured bequests and trusts in a near-record total amount of more than \$2.4 million. In the fiscal year before, 1971-72, a record total of \$6.7 million in deferred gifts was received by the University.

Individually, these vital gifts have ranged in amount from several hundred dollars to a recent single bequest that totalled \$2.4 million.

Whatever the actual size of a deferred gift, its significance for the spirit and well-being of the University is twofold. Not only does it make vital dollars available to enrich an existing program or help start a new project.

A deferred gift is a victory for The University of Michigan. A deferred gift represents a lingering memory of the University—a lifelong impression in the mind of the donor, of something worthwhile, something of value that merits—at the appropriate time—some return of value.

Because a deferred gift is not an impulse gift, the idea of returning value for something of value experienced must remain firm in a donor for many years. It requires a legal plan and a persistence of will, desire, and effort by the donor to ensure that a deferred gift is prop-

erly provided for and realized by the University.

This Michigan "legacy of value" has inspired many, directly as alumni graduates and non-graduates; but indirectly also—as wives or husbands of men and women of Michigan, as well as many who have known the University only through a friend or acquaintance, or as an employer or public servant.

The many, many individual "returns of value" made in the University's behalf by donors of deferred gifts vary greatly in size and purpose. But each is valuable and valued by those who must see that The University of Michigan persists in advancing its educational purposes and continues to inspire new generations that it remains an "experience of value."

A recent sampling of such deferred giving illustrates the great variety and importance of this treasury of returned value to the University.

Ann Arbor Is 150 Years Old

Ann Arbor—there is but one city in the world bearing the name—will be 150 years old May 25.

A Sesquicentennial Celebration has been programmed to run throughout the year by a city-authorized commission whose chairman is Douglas D. Crary, retired U-M professor of geography. Part of the continuing celebration will consist of scores of feature programs and activities open to the public put on by various organizations in the city. Many of these are traditional programs occurring at the University, but the Commission will sponsor a major event each month throughout the year.

John Allen, a Virginian, and Elisha Rumsey of New York founded Ann Arbor on land acquired by registering their claims in Detroit for \$1.25 per acre. The

Gift Establishes Journalism Fund

A self-perpetuating scholarship in journalism in the name of the late J. Evens Campbell has been established at the U-M. The scholarship, designed by his son George T. Campbell, president of The Argus Press of Owosso, Mich., and Professor Peter Clarke, chairman of the U-M department of journalism, is open to all qualified U-M undergraduate students of journalism and will be awarded annually by the department.

CORINNE H. BENNETT (B.A., 1933; M.A., 1934), recently deceased in Florida, provided a bequest of approximately \$340,000, as an undesignated gift to be used at the discretion of the University's Regents.

COL. ALBERT J. LUBBE (LSA 1909; Graduate School, 1910), who had recently lived in Quincy, Illinois, made an outright bequest to the University of Michigan Alumni Association of \$5,000.

LOUIS C. NODELL (Engineering, 1912) and RUE L. NODELL, both made bequest and trust gifts in the recent past totaling over \$350,000. The funds are approximately two-thirds designated for medical research, one-third undesignated for medical research, one-third undesignated.

SCOTT C. TURNER (B.A., 1902), who recently died in Connecticut, left the University ap-

proximately \$500,000 for assistance to earth sciences such as mining, geology, petrography, paleontology, and mineralogy. An earlier gift from the estate of Mr. Turner and his wife, Amy Prudden, non-alumna, provided over \$1 million for the University to build a center for research in problems of the aging, the Turner gerontology center now under construction on the medical campus.

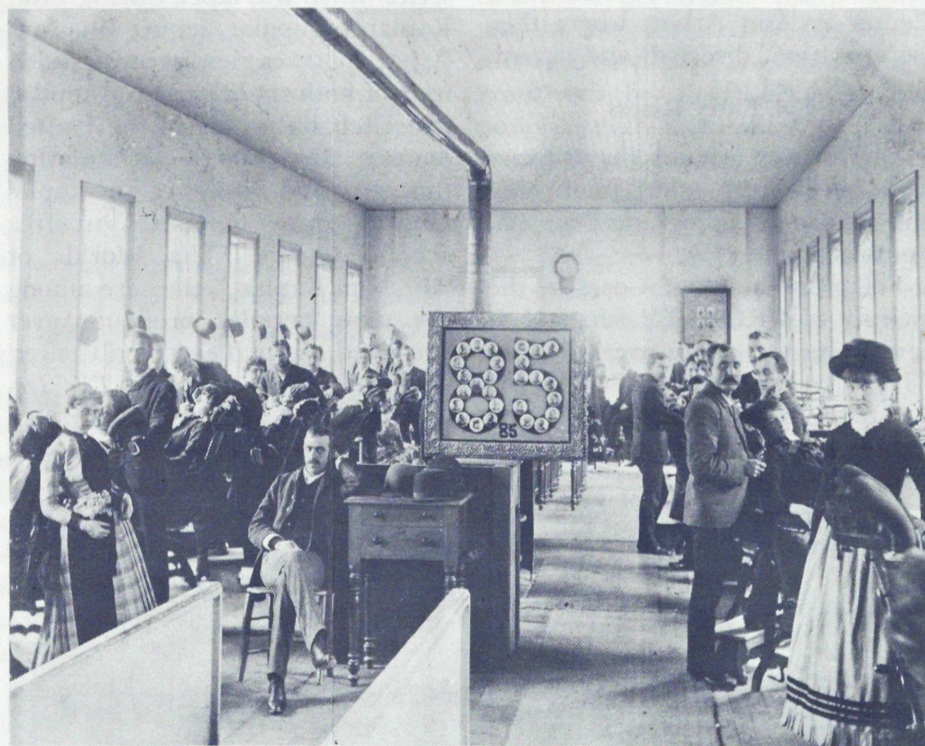
STANLEY G. WALTZ, a former manager of the Michigan Union who died recently, left over \$170,000 to the University for the alumni scholarship fund. In 1937, Mr. Waltz had been designated by the Regents, an "honorary alumnus of the University."

ADELAIDE A. SHERER (LSA, 1925) made a bequest in trust that recently paid the University over \$36,000 for The University of Michigan alumni fund undesignated.

THE EMRA H. IRELAND SCHOLARSHIP FUND for law students was recently funded by a bequest in excess of \$115,000 from the estate of Eva Coryell Ireland, who did not attend Michigan but gave a substantial sum to create a Memorial Scholarship in her husband's name. Mr. Emra Ireland was a law graduate in the Class of 1905.

For these gifts and all others the University is exceedingly grateful. They are a return of value, the re-invested capital that helps ensure a Michigan tomorrow.

Provision for deferred gifts by Will, Trust agreement, or Life Insurance qualifies donors for The Presidents Club if the stipulated amount is \$15,000 or more. Those who make deferred gift provisions exceeding \$150,000 qualify as Michigan Benefactors.



APPROACHING CENTENNIAL—This photo of the dental clinic was taken in 1885 when the College of Dental Surgery was in its tenth year of operation. Wood stove, no artificial lights, no hat-rack but plenty of students. The Dental College was the first to become part of a state university and the second connected with any university in the U.S. The first year operating budget was \$3,000. (The School of Dentistry, rated one of the finest in the nation, now occupies a building with nearly 300,000 square feet of floor space.) The above photo was made available to the School by Dental Hygiene student Diane Lynn Murray, whose great uncle was a member of the Class of 1885. The School, which will celebrate its 100th year in 1975, will appreciate the receipt or loan of old photos or related objects to add to its historical collection. Communications should be addressed to Dr. Charles C. Kelsey.