

the university of michigan Today is the only Michigan publication received regularly by 175,000 alumni, friends, and faculty of the University



**DOING WHAT THEY DO BEST**—Senior tailback Gordon Bell (5), one of the finest Wolverine runners in history, and Bo Schembechler's freshman quarterback, Rick Leach (7).

## We're Orange Bowl Bound!

In 1902 the Wolverines played in the first Rose Bowl game. They will be pioneering once again as the first Big Ten team to play in another bowl game when they meet Oklahoma on New Year's night in the Miami Orange Bowl.

Oklahoma is top-ranked in the Big Eight at 10-1-0, while Bo Schembechler's young, talented team finished 8-1-2. The Michigan-Oklahoma battle is expected by many to be the best bowl game this season.

There will be no public ticket sale as sufficient tickets are not available. Except for 12,500 tickets allocated to both Michigan

and Oklahoma, all tickets had been sold by July 2, Orange Bowl officials said.

Michigan's tickets will be used for the official party; student, faculty, and staff tours; and by alumni who have been members of the Alumni Association for six months or longer.

"We have more than 10,000 alumni living in Florida alone," commented Vice President for University Relations and Development Michael Radock, chairman of the University's Bowl Committee. "The limited number of tickets available is a tremendous disappointment."

## Fleming's State of University Address Calls for 'Courage of Predecessors'

Financial concerns, declining enrollment projections, inflation, and the need for teaching changes were discussed by President R. W. Fleming in his annual State of the University address.

President Fleming pointed out that while the University experienced financial difficulties even a century ago, "The University of Michigan prospered greatly in the 100 years after 1875, despite the burdens of that moment, and there is no reason why it should not continue to do so in the next century, if we can match the wisdom, the courage, and the stamina of our predecessors."

Current bright spots include an increase in both the number of returning and new students; an increase of \$500,000 in general fund student financial aid plus a "substantial addition" of federal funds; considerable growth in research expenditures; and steady growth of private gifts to the University over the past 10 years.

President Fleming commented on a number of areas:

### Enrollment

Modest growth in the 18-21 college-age group will continue until about 1980, followed by a decline of about 25 percent over the next 15 years. Relatively steady enrollment is foreseen for the Ann Arbor campus, accompanied by a decline in the growth rate of the Dearborn and Flint campuses.

### Inflation

Inflation continues to erode the University's budget base, aggravated by an unemployment rate in Michigan which exceeds the national average.

### Educational Trends

"Depressing" trends in education include the proliferation of badly conceived plans for centralizing decision making; the great pressure toward the homogenization of all higher education; and

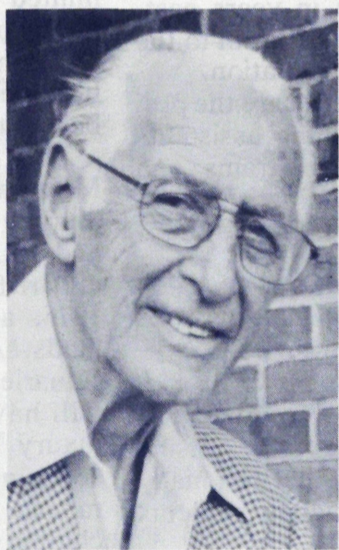
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### Comments from Some of Michigan's Well-Known Boosters

## Looking Toward the Orange Bowl with Cautious Optimism



Hazel Losh



Fritz Crisler



Wally Weber



Bennie Oosterbaan

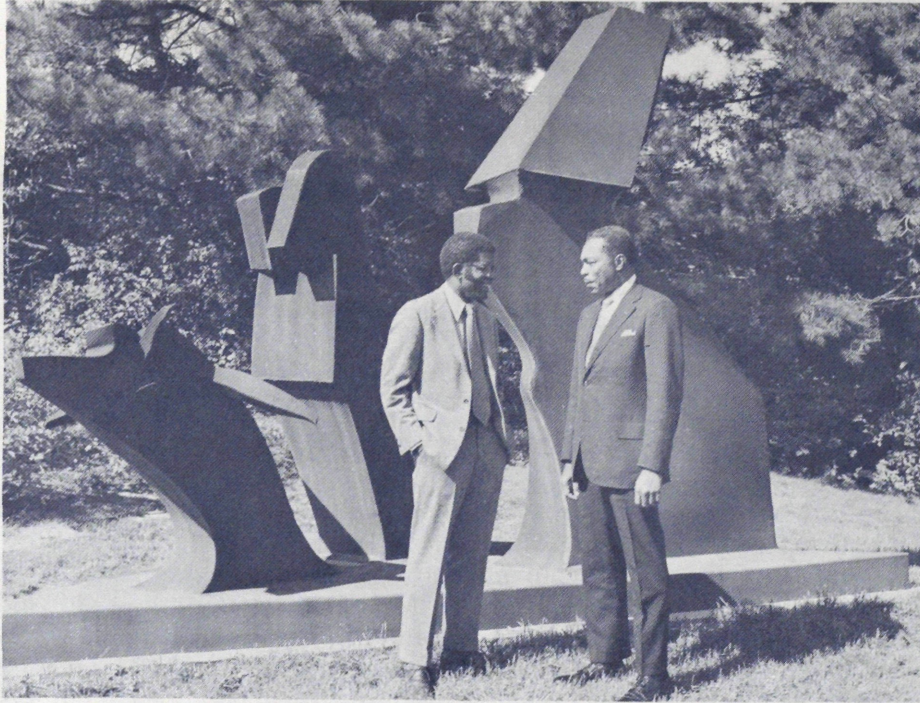
**PROF. EMERITUS HAZEL LOSH**, a long-time fan who was there on Oct. 1, 1927 when the Wolverines took the field in the "new" Michigan Stadium for the first time: "I think on the whole it has been a very successful season. There has been more enthusiasm about the games this year on the campus. We did lose to Ohio State, but we played a good game and they were more experienced, so we can't grieve too much about that. I'm sure that we will have a great team for the next two or three years."

**FRITZ CRISLER**, whose 30 years at Michigan spanned the positions of football coach, athletic director, and chairman of the Board in Control of Athletics: "We have a lot of new freshmen players who did well. They improved from the beginning of the season. It's a very good football team. I think it's fine that we'll go to the Orange Bowl."

**WALLY WEBER**, tough Wolverine fullback (1925-26), who served the athletic department for 40 years as coach and physical education instructor: "We don't have to run for the exits. We can give Oklahoma a very rough afternoon. We're capable of giving them a run for their money. Our pass defense has to be improved, but statistically we dominated the Ohio State game, and our running attack was quite a bit better than theirs."

**BENNIE OOSTERBAAN**, three-time All-American end (1925-27) and Wolverine coach for 11 years: "Great coach. Great team. We played a terrific game against Ohio State and I'm sure we will perform very well against Oklahoma. The team will represent Michigan very well, as they have all season."

Photos by Claudia Capos, courtesy of the *Alumnus*.



**SON DONATES TWO SCULPTURES IN MEMORY OF FATHER**—Hobart Taylor, Jr. (right), Presidents Club member and trustee of the Michigan Historical Collections, talks with sculptor Richard Hunt at the dedication of the Hobart Taylor memorial sculpture in the garden of the Bentley Historical Library.

## 'Friends' Give Time and Resources

As in the most rewarding relationships, members of various University "friends" organizations can both give and receive while pursuing their special interests.

Currently, there are six "friends" organizations at U-M. Membership is based on an annual contribution, usually ranging from a basic donation of from \$10 to \$25 through \$1,000 or more.

Members are invited to participate in a wide range of events, are kept up-to-date on the activities of their area, and have the deep satisfaction of supporting and expanding worthwhile activities so that they may be shared by others.

Alumni and others who would like to participate in a U-M "friends" organization can choose from:

### The Clements Library

As members of the oldest campus "friends" organization, Clements Library Associates have been contributing to the enrichment of American historical scholarship

since 1947. The Clements Library is dedicated to the preservation of documents of the first 350 years of American history.

### The Museum of Art

Patrons of the Museum of Art have made possible continued expansion of the collections. Through their active support, they have infused all phases of the Museum's program with vitality and have brought the Museum into the mainstream of the community's cultural life. Members are invited to participate in trips to other art museums, lectures, concerts, and film series.

### The Musical Society

For over 90 years, the Musical Society has brought a highly prestigious series of presentations to local audiences. A new membership organization, Encore, is being formed to draw together all current contributors. The goal of Encore is to provide continuing, significant financial support that will sustain high quality music programs.



**BENEFACTOR PLAQUES ARE UNVEILED**—H. Glenn Bixby (right), Chairman of the Major Gifts Operating Committee and the Benefactor Relations Committee, and George Slykhouse, Chairman of the Development Council's Board of Directors, admire the three plaques in the foyer of the Regents Room that list nearly 300 donors of \$100,000.

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## Opera

Those with an interest in opera can get a behind-the-scenes look at the School of Music's major opera productions at dress rehearsals and receptions for the casts and members of the Friends of the Opera. They are kept informed about upcoming productions and sponsor programs related to opera in general. One of their major projects is providing a scholarship for a voice major.

### Michigan Historical Collections

As supporters of a historical manuscripts library whose goal is to collect and preserve written and pictorial materials of the state of Michigan, the Collection's friends have provided both financial support and donations of historical materials. Housed in the handsome Bentley Historical Library, the Collections provide an unequaled historical resource.

### The Matthaei Botanical Gardens

This "friends" group was organized to stimulate interest in the educational and practical aspects of natural history, botanical research, and horticulture at the Botanical Gardens; to assist the Gardens in developing its public and educational roles; and to provide financial assistance for the development of the Gardens. Activities include tours, lectures, workshops, and special projects.

### Fleming (continued)

current disillusionment regarding the market value of a degree.

### Undergraduate Education

In response to charges that the quality of college graduates' writing is declining, Fleming stated that faculty members believe that the writing of today's students is neither noticeably better nor worse than it was in years past, while referring the criticism to the faculty for further evaluation.

Additional concerns are the predominance of teaching assistants in undergraduate programs and whether continued financial support will be available for the multiplicity of programs.

### Professional and Graduate Training

Enrollment in expensive professional and graduate programs has increased, Fleming said, raising the question of whether too many professional and graduate students are being trained.

"The time has come for us to bring to a head our thinking about the nature of our graduate programs, particularly at the doctoral level. Reduction in the size of some of our programs appears to be inevitable.

"If we are careful to protect the research component, a reduction in doctoral students is neither destructive of the institution nor the faculty, as some of our peer institutions in the private sector have already demonstrated."

Graduate education will be under increasing scrutiny, he added, promising to gather information and conduct a conference on a university-wide policy concerning graduate studies.



**THIS BAND'S FROM MICHIGAN**—Terri Seeger, LSA freshman from Birmingham, MI, models one of the new uniforms presented to the band by George Monroe and Regent Emeritus Robert Brown, both Presidents Club members from Kalamazoo, MI, and other band alumni and friends. Designed with television in mind, they sport a large "M" on the chest, back, and shoulders.

## Mediterranean Cruise Included in Upcoming U-M Tour Package

Interested in travel? Then you should know about the U-M Alumni Association's highly successful travel program.

More than 9,000 alumni have journeyed to points literally all over the globe in the past 14 years under the banner of the Alumni Association, often accompanied by members of the faculty and administration. The Association sponsors between 8 and 10 trips each year.

### Open to All Alumni

Although most trips have been limited to Association members, an upcoming cruise is available to all Michigan alumni and their families, whether or not they are members of the Association.

This trip is called "Michigan's Maize and Blue Cruise," a 12-day journey touching two continents and four countries. The group will depart from Detroit on March 31, 1976, and fly to the Canary Islands. After an overnight in the Canaries, the Michigan contingent will have sole occupancy of the luxury liner MTS *Daphne* for a seven-night cruise of the Mediterranean, with the ports-of-call including Casablanca, Gibraltar, and Malaga.

### Monte Carlo Finale

The cruise ends at Nice, France, and the U-M travelers will have two days of sightseeing and evening fun in Monte Carlo in Monaco. The homeward flight to Detroit will be on April 11.

If you would like full information on this upcoming Michigan alumni cruise, contact the U-M Alumni Association, Michigan Union, Ann Arbor 48109.

If you'd like to join the Alumni Association so that you would be eligible to participate in all of the Association's travel opportunities, membership dues of \$10 per year can be sent to the same address.

## Campus News Briefs

**ENROLLMENT SETS NEW HIGH**—The Ann Arbor campus has a total of 36,335 students this fall, 989 more than a year ago. Undergraduates (21,494 students, up by 908) represent 59.1 percent of the total enrollment. The number of graduate students has increased by 299 to 10,162, while those in the graduate-professional programs (law, medicine, dentistry, social work, and public health) have decreased by 218 to 4,679. Outside Ann Arbor, 1,170 students are enrolled in credit extension courses. U-M Dearborn enrollment has increased by 13 percent to 4,858 and U-M Flint has grown by more than 9 percent to 3,474. Combined three-campus enrollment plus credit extension courses totals 45,858.

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**100 YEARS OF DENTISTRY**—The first state-supported university program in dental education, the U-M Dental School has grown from an initial enrollment of nine in 1875 to 600 dental students, 160 dental hygiene students, and 100 graduate students. A leader in dental education, the School was ranked first in the nation in a recent survey of dental school deans. It occupies a \$20.6 million complex of four buildings, provides dental treatment throughout the state by means of mobile dental units, and is a pioneer in dental research.

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**THE ULTIMATE SPECTATOR SPORT**—The 105,543 fans including 707 media representatives who packed into the Michigan Stadium for the Michigan-Ohio State game set a new attendance record for intercollegiate football. However, the Wolverines will chalk up an even more impressive record on New Year's Day when they will become the first team, collegiate or professional, to have performed live before more than one million persons in one season.

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**RUTHVEN REMINISCENCE**—June, 1976, has been set as the publication date for a biography of Alexander Ruthven, who served as U-M's seventh president during 1929-51. Ruthven is generally acknowledged as the man who was responsible for Michigan's emergence as one of the world's leading universities. During his presidency, U-M experienced great growth despite a depression, a world war, and an unprecedented post-war surge in enrollment. Erich Walter, Secretary-Emeritus of the University, has announced that contributions to defray the costs of publishing can be sent to the U-M Development Office.

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**BICENTENNIAL BLOOMS**—A gift of 4,800 hyacinth bulbs from the Netherlands has been planted in raised beds on Ingalls

Mall, in front of the Rackham Graduate School. The blue and white bulbs have been combined with red tulips for an appropriate Bicentennial display. They were presented to the University following a performance of the Hague Philharmonic Orchestra on behalf of the orchestra, the city of the Hague, and the Holland Flower Bulb industry.

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**NEED EDUCATION INFORMATION? ASK ERIC**—A new on-line computer search system has greatly increased the accessibility of information available through the University's branch of the Educational Resources Information Center (ERIC), a federally funded, nationwide information network. Researchers can now obtain a list of bibliographic references and abstracts from documents related to almost any topic in education including non-academic areas from the ERIC/CAPS Computer Searching Service, located in the School of Education, for a charge ranging from \$15 to \$25.

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**BREAKING DOWN THE BARRIERS**—LSA freshmen and sophomores now have the opportunity to join a "Commensal" Program (referring to those who eat together), which will bring together students and faculty members. The program begins with a nucleus of 50 faculty members who have volunteered to meet with a group of 10 students at least once a semester during their college careers for casual discussion in the faculty members' homes or local restaurants. Besides enabling students to get to know a faculty member outside their curriculums in a non-academic setting, the program is designed to allow students to experience the University as a small community rather than a multiversity.

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**YEAR-END CONSIDERATIONS**—If you are planning a gift to the University, this is an important time of year to remember that both federal tax laws and tax provisions within the state of Michigan encourage you to support higher education.

## New Appointments



William J. Johnson has been named dean of the School of Natural Resources. Prof. Johnson has taught landscape architecture at the University since 1958, first as a member of the College of Architecture and Design, and as a member of the School of Natural Resources faculty since 1965. In addition, he has had extensive experience in professional practice and has directed many major studies.

## For Fast Answers To Poison Questions Dial (313) 764-5102

With an average time of 30 seconds, the University's Poison Control Information Center is equipped to identify dangerous drugs, poisonous plants, snakes, insects, and chemical compounds and provide information on symptoms, treatment, and degree of danger.

### Nationwide System

A computer-backed information system called Poisindex has linked the University to a nationwide system for quick, life-saving identification of toxic substances and application of the best treatment methods.

The Poisindex consists of a condensed series of four- by six-inch microfilm cards which are illuminated and magnified by a microfiche reader. It combines all the information from multiple sources now being used by physicians and hospitals, and responds almost instantly.

An important feature of the system is an automatic update every three months. A computer reprints



**ILLUSTRATED BY COMPUTER**—Linda Applegate, R.N., Head Nurse of University Hospital Emergency Service and Pediatric Outpatient Service, operates the poisindex system.

the entire listing completely, adding information on new toxic substances as well as more effective treatment methods.

In addition to detailed ingredient and formula data from drug, chemical, paint, grocery, hardware, and cosmetic firms, the identification system contains procedures and color photos to classify

poisonous plants and mushrooms.

One of the first three systems installed in the nation, the Poisindex enables the University's Poison Control Center to serve the entire area. About 20 telephone calls are referred to the Poisindex daily. Most inquiries are from patients, although some are from physicians.

## Required Reading For Wolverine Fans

Want to know more about the years of tradition and the legendary sports personalities behind U-M football?

*The Wolverines... A Story of Michigan Football*, is a 423-page book that traces that history from years before the first game in 1879 right to the vote that sent Ohio State to the 1974 Rose Bowl.



Forty percent of the profits from the book support the Michigan Athletic Scholarship Fund. It can be ordered from the Michigan Athletic Department, 100 South State Street, Ann Arbor, Michigan 48109, for \$7.95.

### New U-M ZIP Code Is 48109

The University now has an exclusive postal ZIP code. The former ZIP codes of all U-M departments and housing units within the city of Ann Arbor are superseded by the new code, 48109.

**The Vital Margin**

**Two Gifts Provide \$5.5 Million for New Engineering Building**

Two major gifts totaling \$5.5 million have brought the U-M College of Engineering Capital Campaign nearer to its goal and will fund an important new building on the University's North Campus.

A \$1.5 million pledge from the Harry A. and Margaret D. Towsley Foundation will be combined with \$4 million from the Herbert H. and Grace A. Dow Foundation of Midland, Michigan, to house the Engineering College's departments of chemical engineering and of materials and metallurgical engineering.

The \$4 million Dow gift is the largest single private gift ever made to the College of Engineering—and one of the largest foundation grants ever received by the University.

**North Campus Move**

The new building is slated to be one of a group comprising a new engineering complex to consolidate the Engineering College classroom and laboratory facilities on North Campus. Approximately 70 percent of the building will be devoted to laboratories, with the remainder including classrooms, faculty offices, and student service areas.

In acknowledging the gifts, President R.W. Fleming observed, "The new building will help bring together on the North Campus the critical mass of our engineering faculty and students. It should make the College even more renowned than it now is—and a

recent national survey of engineering deans rated it among the top half dozen engineering colleges in the country."

**Campaign Impetus**

Engineering Dean David V. Ragone said, "The Towsley gift and that recently received from the Dow Foundation have combined to give our campaign a new

impetus and bring us closer to the day when our teaching and teaching lab facilities will equal the quality of other major research facilities on North Campus."

Announced in April, 1974, the College of Engineering Capital Campaign seeks \$12 million for new buildings and equipment, and \$8 million for endowment.

**Winter Sports Forecast Reflects Outstanding Recruiting Season**

**Basketball**

With a group of recruits described by Coach Johnny Orr as the best ever to enroll at Michigan, the Wolverine basketball outlook is extremely bright for 1975-76. Five newcomers, all of whom received All-American or All-State recognition, plus two transfer students and nine returning lettermen provide plenty of talent. Orr's last two teams combined have won 41 of 54 games, placing first and second in the league, earning two NCAA Regional Tournament berths, and finishing among the top 20 teams.

**Hockey**

Hockey, a sport in which Michigan had won seven national championships before falling on bleak times in the early 1970's, has made a remarkable recovery, missing the NCAA semi-finals last March by just one game. Despite a sixth-

place finish in the WCHA and a 22-17-1 overall record, the Wolverines were rated among the top 10 teams in the country by season's end. Nearly the entire team returns this year, and Coach Dan Farrell has five outstanding recruits to blend with his veterans.

**Wrestling**

Coach Bill Johannesen enters his second year as head wrestling coach planning to improve on Michigan's fourth-place Big Ten finish and twelfth-place NCAA finish. Nine outstanding recruits, including three state champions, should help the Wolverines better last year's 13-4 dual-meet mark.

**Swimming**

Coach Gus Stager also attracted one of his finest groups of 13 freshmen swimmers this year. Michigan, in spite of Indiana's dominance in recent years, has the most successful record in Big Ten history with 19 league championships and a winning percentage of .845 (344 wins against 63 defeats). Last year, the Wolverines had an 8-2 record and finished third in the conference meet and eleventh in NCAA competition.

**Gymnastics**

Coach Newt Loken's record of 200 dual-meet wins is the best in the country. Loken's teams have



**NEITHER RAIN NOR SLEET**—Members of the Galens Medical Society, a service organization comprised of about 50 upperclassmen from the Medical School, traditionally take to the streets of Ann Arbor in December for Tag Day, to raise money to benefit hospitalized children. The Galens Society was founded in 1914. Tag Day dates from 1927.

won Big Ten championships in 12 of the last 15 years while placing in the top eight nationally in 16 of the last 18 seasons. Winning the league crown and placing sixth in the NCAA last season helped Loken recruit 15 freshmen, one of the most talented groups in his 28 years of coaching.

**Track**

The track program had perhaps the finest recruiting season of all. Along with getting four of the top six distance runners in the state, Coach Jack Harvey also boasts two state hurdle champions, two state shot put champions, three high-jump champs, and several outstanding sprinters. They should all get plenty of work as the Wolverines try to improve on last year's indoor fourth-place tie and sixth-place outdoor tie. The indoor season opens January 17, 1976, with the U.S. Track and Field Federation Invitational Meet.

**16 Faculty Members Win Honors For Teaching, Research, Service**

Sixteen faculty members have been honored for outstanding scholarship, teaching, and service.

Five received the U-M Distinguished Achievement Award (and \$1,000). They are Leslie Kish, professor of sociology and research scientist at the Survey Research Center; Guy J. Palazzola, professor of art; William D. Rob-

inson, professor of internal medicine; Chen-To Tai, professor of electrical engineering; and Warren H. Wagner, Jr., professor of botany.

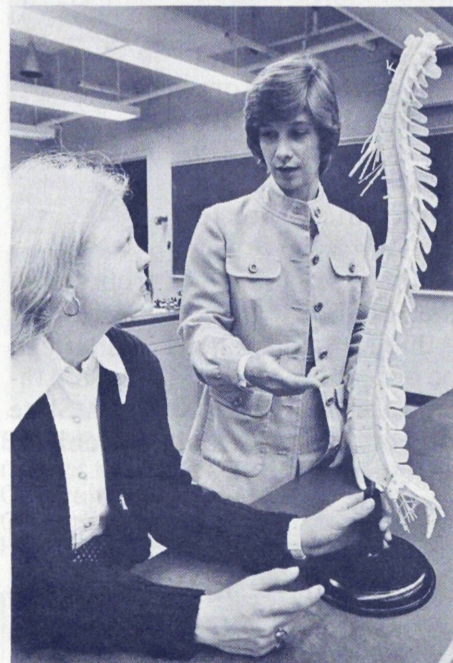
**Distinguished Service**

The U-M Distinguished Service Awards (carrying \$750 each) went to Julian P. Adams, associate professor of botany; Hubert I. Cohen, associate professor of humanities; Peter W. Ferran, assistant professor of English; Dana B. Main, assistant professor of psychology; Jeffrey B. Rauch, assistant professor of mathematics; and Sarah S. Winans, associate professor of anatomy.

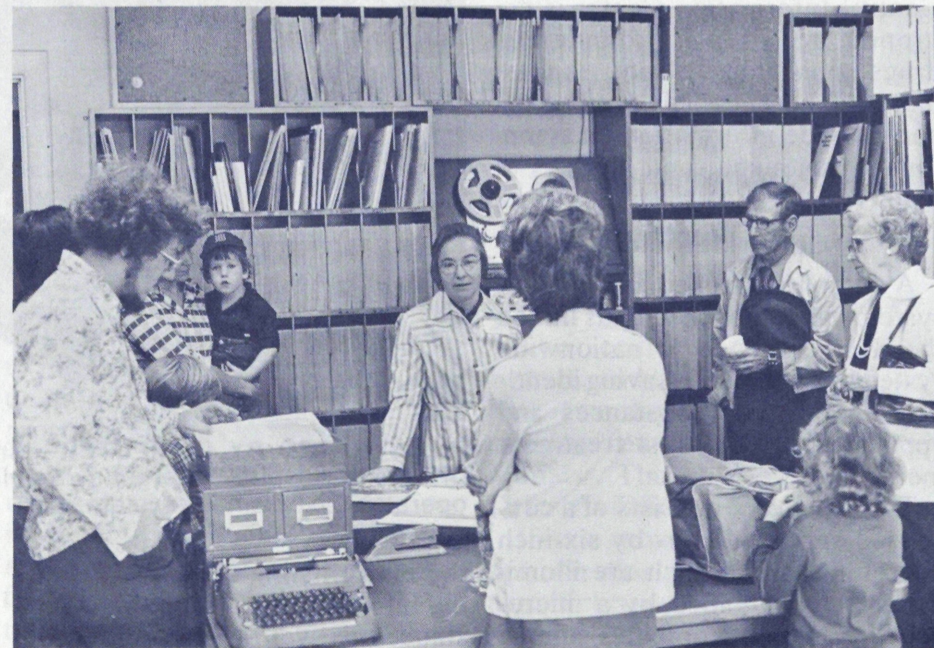
The Distinguished Achievement and Service awards are supported by the Michigan Annual Giving Program and The Presidents Club.

**Amoco Foundation**

Amoco Foundation Good Teaching Awards, which also carry a \$1,000 stipend, were presented for the first time. They went to Oliver A. Edel, professor of music; Daniel H. Janzen, professor of zoology; the late Justin W. Leonard, professor of natural resources (awarded posthumously); Howard H. Martin, professor of speech; and Arthur J. Vander, professor of physiology.



**IN ACCORD**—Prof. Sarah Winans (right), discusses a model of the spinal column with neurosciences graduate student Golda Kevetter from Whitney, Tex.



**A MARATHON CLASSIC**—Joan Parris, music assistant at WUOM/WVGR, the University's public radio station, explains cataloging procedures to some of the 1,000 visitors to the station during a two-day open house. The station's second fund-raising marathon was held shortly thereafter, netting \$21,200 from 770 donors in 29 hours. It will be used to expand stereo operations, to purchase new records and tapes, to improve special events coverage, and to support the program guide.