1965-05

Boston University Medical Center Development Program News: May 1965 v. 1, no. 1

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Boston University
Hans H. Estin is the "man of the hour" for the Development Program of the Boston University Medical Center. He heads the 10-year program of expansion for the Center which coincides with the 1965-75 master plan of the Boston Redevelopment Authority for the entire South End.

Mr. Estin, whose leadership of the $56,000,000 drive as General Chairman was announced in February, is an investment specialist and heads his own firm at 24 Federal Street, Boston. He serves as a Director of Electronic Metals and Alloys, Inc. of Attleboro, Massachusetts, and is also a Director of International Meat Processors, Inc. of Atlanta, Georgia. Here in Boston, in mid-February, a new bank, the Harbor National Bank of Boston, opened. Mr. Estin is Vice Chairman of the Board and a Director of Harbor National. He is a member of the Boston Security Analysts' Society.

After graduation from Harvard in 1949, Mr. Estin served in the Korean War as a First Lieutenant in the United States Air Force from 1951 to 1955. The civic interests of our General Chairman are broad and varied, ranging from the Boys' Clubs of Boston, Inc., as a member of their Board of Overseers to the Institute of Contemporary Art, which he serves as Trustee. He is a Trustee of Boston University.

WE'RE OFF . . . AND RUNNING STRONG!

May, 1965, a Month to Remember, Marks Official Start of Solicitation for Phase I of $56,000,000 Program

The $56 million expansion plans of the Medical Center envision seven new buildings and a great new complex of medical facilities. More doctors can be trained, a broader-based and more effective service can be extended to citizens in the vital areas of physical health and mental well-being, and a tremendous contribution can thus be made to the Boston community, the Commonwealth of Massachusetts and to our country.

But, this is a large order! And since it is of the essence to begin with a graspable goal, the 10-year, long-range plan for growth and expansion will be launched with an immediate and intensive effort to meet the most pressing needs of the Medical School. Phase I, now dramatically launched, and to be achieved by the end of 1966, represents this first and urgently practical 2-year drive towards the Medical Center of the future.

Phase I, the immediate objectives for 1965-66, totals nearly 20 million dollars.

At the top of the list of Phase I priorities is a new instructional building. This unit must be built — and soon — if the present graduating class of 72 students is to be increased to 96, and if the BUSM is to continue to draw superior students and faculty. The proposed structure, to be erected adjacent to the Research, or "Blue" Building, will cost $6,200,000. It will replace the inadequate and old-fashioned classrooms now housed in small buildings that date from the mid-Victorian era.

The new building, as proposed by Shepley, Bulfinch, Richardson and Abbott, Boston Architects and Engineers, will consist of nine floors. Each floor will total 13,700 square feet of gross space.

Phase I also includes the construction of three additional floors on the present six-story Research Building. These top...
three floors will house an inter-disciplinary Institute of Development Biology, which will conduct research into the scientific development of man from the embryonic stage. This Institute of Developmental Biology is estimated to cost $1,700,000.

Other vital facilities on the “immediate objective”, 1965-66, list are the Radiation Research and Therapy Center (the Cancer Therapy Center); the School of Graduate Dentistry; the Auditorium; the Library; and the Mental Health Center (to rise on the site of the now-demolished Stoughton Street National Guard Armory).

Faculty expansion and support are also an essential part of Phase I of the long-range plan. The Radiation Research and Therapy Center, towards which the American Cancer Society has already contributed $500,000, will cost an estimated $1,200,000. The Cancer Society grant makes possible the acquisition of a 42 million energy volt Betatron, the only one of its kind in the United States, and one of only two in the world. The Betatron will empower BUMC researchers to study tissue at a higher frequency than is possible anywhere else in the country, and it will also enable BUMC doctors to treat certain types of cancer with deep radiation therapy more accurately than has been possible with existent methods. The new Cancer Center will be open to research personnel from other medical schools in the region and to patients who may come to us for help from all over the world.

A new $1,000,000 home for the School of Graduate Dentistry will mean that this unique School, now occupying two small tenements on Newton Street, can transfer its one-of-a-kind teaching activities in the field of graduate dentistry to a more appropriate structure.

An Auditorium and Library, to cost $267,000 and $945,000 respectively, will be erected to fill a desperate need for both these facilities.

Plans for the $8,000,000 Mental Health Center are well under way. To be financed by the Commonwealth and jointly administered by the Massachusetts Department of Mental Health and our own BUMC Division of Psychiatry, the Center will provide a modern mental health program for the South End and adjacent areas. Both inpatient and outpatient care will be available, in addition to pastoral counseling, a home visiting clinic and a 24-hour emergency clinic. The Mental Health Center will perpetuate and extend the BUSM’s longstanding concern for the people of the South End, expressed for over 90 years in its pioneering Home Medical Service.

In demonstration of a heartening faith in the BUMC development program, the following organizations have already pledged substantial gifts: The American Cancer Society, the Avalon Foundation of New York, the Richard King Mellon Trust, the Gillette Company, the Permanent Charity Fund, and the officers of University Hospital.

Massachusetts Division, American Cancer Society

Phase I of the BUMC Development Program received its first great lift with the $500,000 grant announced last fall by the Massachusetts Division of the American Cancer Society. The award was made at the 19th Annual Meeting of the Massachusetts organization, held in the Sherman Union Building of the University, with a distinguished group in attendance, Society President, Dr. Thomas W. Botsford, in presenting the gift, stated that the grant was to make possible the establishment of a Radiation Research and Therapy Center, and to provide for the acquisition of the world’s most powerful and the only high energy betatron, designed especially for medical science.

The new center will be located in the Blue Research Building.

Avalon Foundation

This New York-based foundation, created by Mrs. Ailsa Mellon Bruce in 1910 to support community, youth and educational programs, has extended its support in recent years principally to medical education.

In January of this year they made a gift of $200,000 to the School of Medicine to expand and strengthen the faculty and to meet the needs of increased enrollment.

The gift, which is for a four-year period, will be paid to the BUMC in equal yearly installments.

The Richard King Mellon Trust

This trust, created in 1947, also contributed $200,000 in January, 1965, to benefit the BUSM faculty, because their “findings indicated that there are relatively more funds available today for medical research and facilities than there are for adequate salaries for competent teachers on the permanent faculty staffs.”

The Gillette Company

The Gillette Company has made an unrestricted gift of $100,000 to the Development Program of the BUMC.

The Permanent Charity Fund

A gift of $100,000 has been made by the Permanent Charity Fund of Boston to be used for the top priority project of Phase I, the Instructional Building.

University Hospital Officers

The officers of the University Hospital, partner in the BUMC, have given, as individuals, $200,000 towards the Instructional Building.

This happy pair—photographed at the Annual Alumni Dinner, May 8, in the Georgian Room of the Hotel Statler Hilton, Boston—demonstrates the blessedness of giving and receiving. At left, Dr. J. Mark Hiebert (see the story on Dr. Hiebert on opposite page), Chairman of Alumni Solicitation for the BUMC Development Campaign, delivers two pledges, representing $70,000, to Dean Franklin Ebaugh of the BUSM. $50,000, is a gift from the Sterling Drug Company, of which Dr. Hiebert is Chief Executive Officer, and $20,000, is a personal gift on behalf of Dorothy Prior Hiebert, BUSM, ’33, and Dr. Hiebert.
BOONE GROSS NAMED TO HEAD CORPORATE GIFTS

Boone Gross, a Trustee of University Hospital, and since 1958 President of the Gillette Company, has agreed to head the division of corporate giving of the Development Fund Campaign.

Mr. Gross, who grew up in Lansing, Michigan, graduated in 1926 from the United States Military Academy (West Point). He served as a Second Lieutenant in the Corps of Engineers from 1926 to 1929, when he entered upon his business career. During World War II, he served between '42 and '45 in the U.S. Army, holding the rank of Major to Colonel.

After a four-year affiliation with the Motor Wheel Corporation of Lansing, Michigan, Mr. Gross went to Hiram Walker, Inc. of Walkerville, Ontario, in 1934. From 1939 to 1942 he was President of Gooderham and Worts, a subsidiary of Hiram Walker, and after his war service joined the Gillette Safety Razor Company as General Sales Manager. In 1952 he was named president of this Division, and in 1958 became President of the parent firm, the Gillette Company.

Mr. Gross is a Director of the First National Bank of Boston, the B. F. Goodrich Company, and P. R. Mallory & Company. He is a Trustee of the American Optical Company and Employers Group Associates, Boston. His civic responsibilities include active service as Overseer of the Boston Boys' Clubs, Trustee of the University Hospital and Trustee of the Boston Museum of Science.

The Grosses make their home at 200 Kent Road, Waban, Massachusetts, and also maintain a winter house in Scottsdale, Arizona. Son Boone, Jr. and daughter Adelaide (Mrs. Joseph Rudberg) have presented Mr. Gross and his wife with grandchildren. Their younger daughter, Mary Juliette, is a student at Hollins College. Young Gregory, 14, is still at home.

Continued on Page 4

A Pattern for Giving, Phase I

If we are to reach our challenge goal of $6,062,000 for the first phase of the development plan, we must receive a certain number of gifts in eleven different "ranges" or categories. Within what range can YOU give?

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Gifts under $1,000: $587,000

$6,062,000

Dr. Hiebert Will Lead Alumni Solicitation

A BUSM graduate, Class of '32, and a devoted friend of Boston University as Vice Chairman of its Board of Trustees, has assumed the Chairmanship of Alumni Solicitation for the BUMC Development Campaign.

He is Dr. J. Mark Hiebert, Chairman of the Board and Chief Executive Officer of Sterling Drug, Inc.

Dr. Hiebert, a native of Kansas and 1929 graduate of Tabor College, was a house officer at MMH (now University Hospital) before joining Sterling Drug. (His wife, the former Dorothy Prior, also earned her M.D. at BUSM.) He was elected Vice President of Sterling in 1945, becoming Director in 1949, Executive Vice President in 1950 and President in '55. Dr. Hiebert served in the dual capacity of President and Chairman of the Board until 1963, when he relinquished the Presidency.

Dr. Hiebert, a member of the AMA, the N.Y. Academy of Medicine, American Association for Advancement of Science and the N.Y. Academy of Sciences, has received many honors. He is a member of the Board of Trustees of the United States Council of the International Chamber of Commerce, the Columbia University College of Pharmacy and the American Child Guidance Foundation.

Dr. Hiebert has received the Gold Medal Award of the New York Board of Trade, and has been honored by the Government of Nicaragua for promoting good relations between that country and the United States.

Continued on Page 4

Alumni Campaign

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Colorado
Connecticut
Florida
Hawaii
Illinois
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Maine
Massachusetts
Maryland
Michigan
Minnesota
New Hampshire
New Jersey
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H. McLean Greeley
Helen M. Wiestling
Andrew B. Crummy
Herbert L. Martin
Laurence H. Kyle
C. E. Munoz MacCormick

WE'RE OFF!

May 2
Rhode Island
Workers' Meeting

May 8
Annual Alumni
Dinner — Kickoff!

May 12
Mass. Workers’
Dinner

May 13
First Meeting,
Development Board

May 17
Development
brochures in mail

May 19
Solicitation starts!
One of the first events in this kick-off month of May was the Rhode Island Workers' meeting, held on May 2 in the home of Dr. and Mrs. Nathan Chaset (seated.) Drs. Harry Ciema, Class of 1924, and Paul LaMarche, Class of 1960, shown with the Chasets, represent the wide range of BUSM classes in the group of 20 who participated in the lively meeting. They are admiring the campaign instruction booklet: "It All Depends on You."

TOP MAN . . .

and the Medical Center and the Children's Hospital Medical Center, and also serves in this capacity for the Brookwood School.

Mrs. Hans Estin is the former Gay Semler of New York City. There are two small daughters, Hilary, 6, and Alexandra, whose age is still measured in months. The Estins live on Summer Street in Manchester, Massachusetts.

Mr. Estin is active in sports as well as in "good works." He skis, plays tennis and golf. His clubs include the Myopia Hunt and the Union Club of Boston.

BOONE GROSS . . .

Continued from Page 3

A chief enthusiasm for Mr. Gross is golf; he plays at the Brae Burn Country Club here, and at clubs in Scottsdale and Carefree, Arizona, when he can "go West." Other clubs are the Algonquin Club, Union Club of Boston, the Northport Country Club, Michigan, and the Racquet Club of Chicago.

“Fellows of BUMC”

In recognition of a gift of $50,000 or more the Trustees have established a plan to designate the donor a "Fellow of the Boston University Medical Center." Those who give between $25,000 and $50,000 will receive the title of Associate-Fellow.

An Annual dinner will be held for the formal induction of these donors into the Fellowship of the BUMC.

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