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April 29th Dinner Dramatizes an Exciting Future

Trustees, Incorporators, Medical Staff and Hospital Personnel hear Paul F. Hellmuth preview Medical Center Plans

The informal reception and dinner at the Sheraton Boston Hotel which launched the active period of solicitation for gifts in Phase II of the Medical Center Development Program was a horizon-widening experience for the more than 300 guests who attended.

Much of the impact of the evening was created by a vivid description of expansion plans which was visual as well as verbal. From the stage of the Hotel Ballroom, University Hospital President Paul F. Hellmuth showed slides that made the past, the present and the future come alive. Using old prints and photographs from the 19th century and the first decades of the 20th; progressing to contemporary photographs of buildings under construction; and finally moving into the

future with an architectural rendering of the Hospital we shall become, Mr. Hellmuth's narrative covered considerably more than a lifetime!

To many of his audience the history of the Hospital is familiar through ancient pictures of Talbot and the other second-empire buildings which to this day line the pocket-sized campus of the School of Medicine — although they already stand in the shadow of the Research Building, the Instructional Building and the towering cranes that are preparing the way for still more construction . . . Most of his audience, since they live and work in the rapidly-changing physical environment of today's Medical Center complex, can identify the new structures and the sites for still others like the new "new



Dr. Peter Mozden and Dr. Richard Egdahl, in conference at a meeting of the Medical Staff Campaign Committee, whose Chairman is Dr. James C. Melby. Dr. Egdahl is an Honorary Chairman of the Committee.

A focus of attention at the reception that preceded the April 29th dinner was a site model prepared by The Architects Collaborative. Tom Larson of that firm is shown pointing out a projected building to interested observers Paul F. Hellmuth, Rhodes Lockwood and Dr. and Mrs. Thomas R. Dawber.



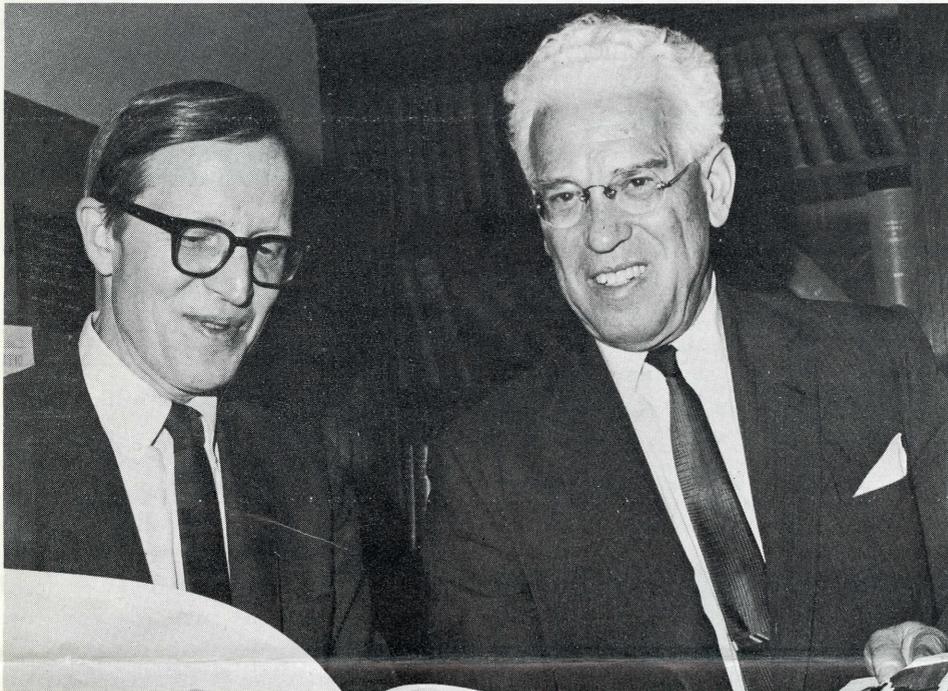
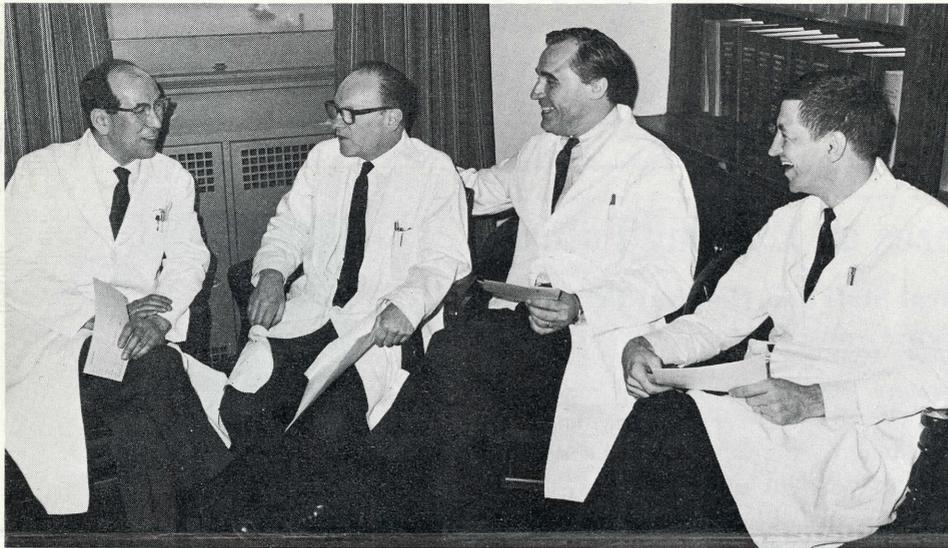
Evans", the professional office building, the radiation therapy building, the services building, the Mental Health Center, the School of Graduate Dentistry . . . But for almost all of the dinner guests, the superb Hospital of the future — with its shaded and enclosed large campus, its high rise residence towers, its garage and its motel — required an effort of the imagination to transfer the shining image from the realm of the visionary to the realm of the actual.

The effort was worthwhile. For experience has taught us that if we all share in the building of the dream, the dream will come true.

Turn to photographs on page 3

Naming gifts are precious. They are usually large. They often honor the institution as well as the donor. Naming opportunities are available all through the development program. Consult your brochure or call the development office. There is no finer way to remember a loved one or to perpetuate a name than by a gift to medicine and health care.

MEDICAL STAFF CAMPAIGN COMMITTEE HOLDS MEETINGS



TWO-TIME GIVERS: IT CAN BE DONE!

Doubters said we would not get second gifts from those who recently supported the medical school phase of our development program. They were wrong.

The Permanent Charity Fund gave \$100,000 to Phase I. They have pledged \$150,000 to Phase II . . . One family which originally gave \$42,000 made a recent additional gift of \$100,000 . . . The Merck Company Foundation added \$75,000 to its gift of \$50,000 made back in 1965 . . . The Godfrey M. Hyams Trust made a Blue Building gift of \$50,000 and has now made Hospital gifts totaling \$45,000.

A Trustee who gave \$50,000 in 1965 has pledged \$100,000 to the Hospital. A gracious lady who understands the needs of the Medical School and the Hospital recently sent in a check for \$200,000 to be divided equally between the School and the Hospital.

Some other gifts of note are: \$15,000 from the ladies of "Aid for Cancer Research," and \$13,000 from the New England Telephone Company for the Cancer Floor . . . \$50,000 pledged by Arthur T. Dooley for a chapel . . . \$25,000 from the Rexall Drug Company . . . and \$25,000 from Upjohn for the new Evans Building.

**SMOKING may hurt your Health;
NOT SMOKING
can help your Hospital!**

A contribution equal to the price of a pack of cigarettes a day would amount to \$383.25 in a one year period. Who said a significant pledge is out of the reach of most of us?

**DRINKING may harm your liver;
NOT DRINKING
can help your Hospital!**

Give up one martini a day and you can make a gift of \$1,095 to the Hospital over a three-year period.*

*Computed on bar and restaurant prices.

Staff Campaign Committee, James C. Melby, M.D., (second right) discusses the drive with Drs. Sidney Kibrick, Charles P. Emerson, Jr. and (far right) Max L. Goodman. Middle: Dr. James C. Skinner and Dr. Bernard Bandler confer. Dr. Bandler is an Honorary Chairman of the Committee. Bottom: A meeting of the committee, left to right at the conference table are Drs. Norman Geschwind, Belton A. Burrows, William McCabe, William E. Huckabee and Jay D. Coffman.

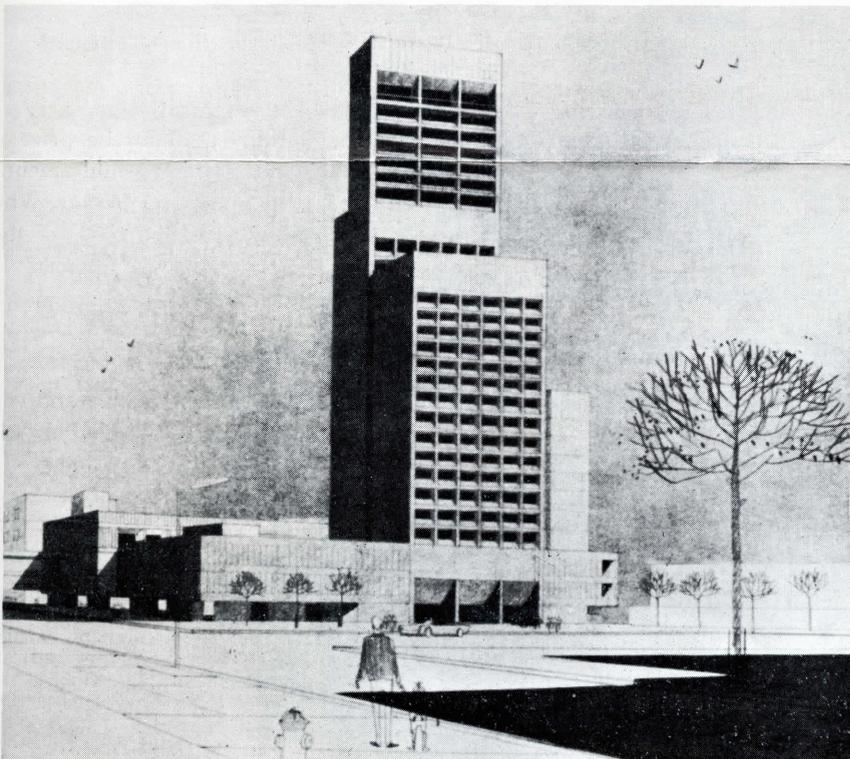
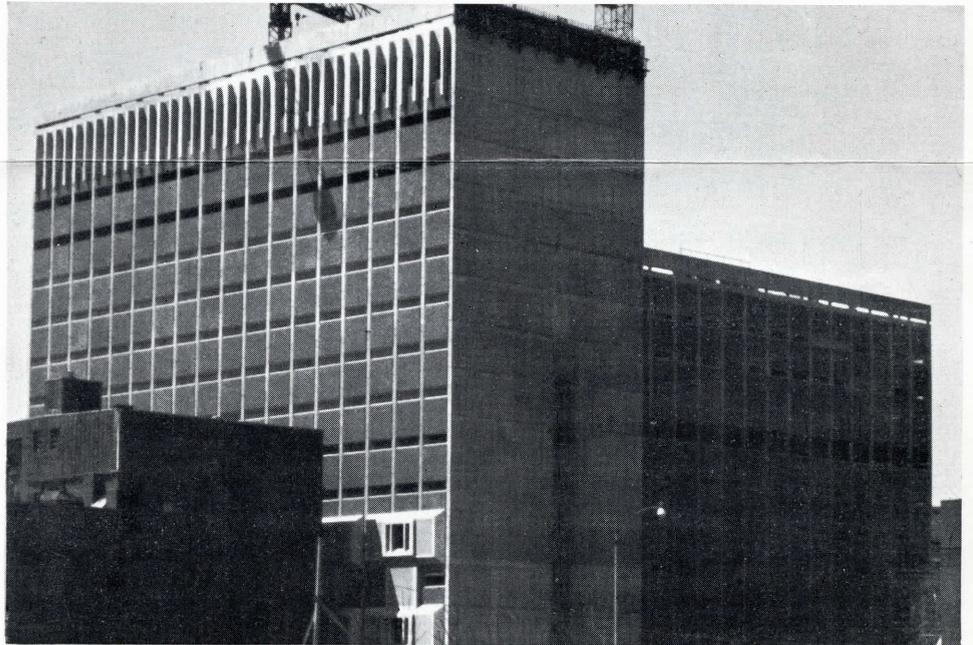
THREE ERAS REVIEWED AT APRIL 29th DINNER



the
respected
past . . .



the
dynamic
present . . .



and
the
exciting
future!

CAMPAIGN

CORNER



Milton Kosen

Green Thoughts of Spring

All of us are too busy. Doctors rush from patient to patient. Technicians squeeze out more tests to bring laboratory results more rapidly to the patient's bedside. Administrators pant into meetings minutes late to try to solve the latest crisis.

Few of us ever stop to look at things and wonder. We should. We would find the world we live in a very exciting place.

The other day I did just that. I walked all through our Medical Center, taking the time really to see what we are accomplishing. I examined the extra three floors atop the Blue Building and the completed fourteen stories of the instructional building and the library. I crossed Stoughton Street to visit the George and Beatrice Sherman Radiation Building which is already far along. I revisited Collamore and Robby 6 and was reimpresed by the excellence of these patient facilities.

Across East Newton Street I inspected the foundations for the professional office building and the School of Graduate Dentistry. I toured the Medi-Center, music softly playing in my ears, and looked across to the area that will soon be spanned by the new Evans, a physical link between the Hospital and the School of Medicine. Turning towards Albany Street, in my mind's eye I admired the Mental Health Complex, the high-rise residence halls, a motel and a garage. I kept thinking of the theme of our development effort — "A Vision of Tomorrow." Part of tomorrow is today!

It was a wonderfully exciting experience. It made me remember my coming here three and a half years ago and being exposed to this dream. Many people thought it would never become a reality. But it is happening. Boston is the city of "the impossible dream." The Red Sox made theirs come true. And so will our Medical Center.

"More than Brick and Mortar"

Our development program is keyed to buildings. But it is more than a brick and mortar campaign. Facilities are only tools.

What matters is how these structures and facilities are used and who uses

them. Our purpose remains the education of doctors, the care of patients and service to the community. We are fortunate in the quality and devotion of our faculty and medical staff in our daily effort to accomplish our purpose. We can applaud the imagination of our planners and trustees for their blueprint of a totally integrated medical center, interfacing medical and dental education, research, and patient care on a single campus; and admire their foresight in creating strong affiliations and relationships with other medical institutions and the local community, the better to serve the health needs of Boston and New England. Medical service is the end result of all our planning, money raising and building. Quality, devotion, imagination and co-operation will assure the best health care possible to our community and our nation.

Doctors, Please Note!

Robinson, Collamore, Evans — all these were grateful patients! Without their benefactions we might not have a hospital today. They responded to the concern, care, personality and imagination of a physician. No doctor can have a finer tribute. Do you not have among your patients those who have the understanding and the means to help our program? Ask their help. You will do your Hospital a great service.

All in the Family

For the first time in 113 years, members of the Hospital Family are being asked to contribute to their Hospital building campaign. One individual asked me why he should contribute. He felt that if he worked for General Electric, for example, his employer would not expect him to contribute to

build his own laboratory.

Here is my answer. Perhaps it will help you as you approach your colleagues in support of our cause.

I agreed that private industry would not and could not ask for contributions. I pointed out that we are a non-profit institution, dependent in large measure on philanthropic support for our very existence. Now, if my friend does not believe in the special value of such institutions and the special contribution they make to our society, there is no argument that can sway him. Furthermore, if he is the kind of person who never supports his community or any philanthropic projects, I would be wasting his time and mine trying to reason with him.

But he is not this sort of person, and so I said to him: "You support a number of philanthropic endeavors . . . your church, the community fund and the local hospital among others. Look at this campaign as another request for support — but with one very special difference. You know better than anyone else the needs of this program. You live every day with a shortage of the space and facilities that you must have to help you serve more effectively in your job. This is one campaign to which you do not need to be educated. You know.

"Now if you agree that the University Hospital development program should be supported by others, it should be supported by you in greater measure because of your understanding of the needs. Therefore, rearrange your philanthropic support. Give this program a top priority for the next five years and make the largest pledge you can. It will do you a world of good."

UNIVERSITY HOSPITAL SOLICITORS

John F. Mullett, *Chairman*
Employee Solicitation

Karen Turino	Mrs. Eleanor Murray
David Calvert	Kathleen McWey
Mrs. Dorothy Easterlin	Mrs. Jennie Skipper
Carol Lord	Ida Malootian
Gerald Borgal	Theodore Maddalena
Walter Gray	Carole Lange
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Margery Shea	George Fournier
Frances Ilacqua	Mrs. Bernice Jaques
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Elizabeth Manning	Arline Ekman
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Mrs. Margaret Saunders	Theresa DiGenio
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Margaret Hodgdon	Mrs. Gloria Gunderson
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