

tious project, and the best reflection of the pressures to expand and excel in every area, is a \$27-million Social Sciences Center.

The key to raising this kind of money is getting the University's affluent friends and alumni into the habit of giving. Good public relations will promote the cause and stress the importance of the private university. President Kingman Brewster seems to have a knack for making headlines. He has already had himself painted on the cover of *Time* and he has been invited recently to participate in a nationwide television press program.

To concentrate the University's appeal on the most likely prospects, Yale has already assembled a "development board" of more than 150 affluent alumni whose job it will be to stump for the university and cough up some cash of their own. "Most of them are good for about a million," says one official. Yale has also devised a new way for its friends to give. Instead of making one single pledge, many of them will be asked to commit a certain percentage of their annual capital gains. This is a new technique—a vehicle to accustom alumni to sustained giving—and Howard T. Phelan, the university's development officer, insists it will work.

"One of the things wealthy people do not like to do is to commit fixed sums of money," he says, and the new plan proportions the donor's giving with his profits. If he makes capital gains of \$1 million in a year and has pledged Yale 5 percent, the university receives \$50,000; if the donor makes nothing, Yale gets nothing. The arrangement, Phelan says, is especially well suited to men whose money is tied up in relatively liquid assets.

In the end, what undoubtedly makes Yale's experience characteristic of other universities is that, despite the magnitude of the university's goal, the target is actually understated. The total eliminates anticipated federal construction grants of about \$30 million. Nor does it include \$50 to \$80 million which Yale covets to establish a coordinate women's college in New Haven. Vassar was invited, but refused, and now Yale insists it is waiting for a generous patron who will underwrite most of the project. This ideal founder should have no real interest in giving to Yale itself—if he does, he should contribute toward the \$388 million. The University, besides appealing to the donor's vanity, has one chief selling point:

the women's college will be, according to Brewster, one of the nation's best the moment it opens. This sort of Andrew Carnegie may or may not exist. But the search to find him will be seriously competitive, and Yale will not be the only one looking.

—ROBERT J. SAMUELSON

APPOINTMENTS



R. J. Hayes

Richard J. Hayes, chief of the Space Guidance Laboratory, Electronic Research Center, NASA, to assistant director at the center. . . . **Gerald P. Burns**, president of the Independent College Funds of America, to vice president for development, Johns Hopkins University and Johns Hopkins Hospital. . . . **Wallace R. Brode**, science adviser to the Secretary of State during the Eisenhower Administration, former associate director of the National Bureau of Standards, and former professor of chemistry at Ohio State University, to president-elect, American Chemical Society. He is a former president of AAAS. . . . **James S. Coles**, president of Bowdoin College and director of Research Corporation, a New York foundation for the advancement of science, to president of the corporation.

RECENT DEATHS

Inez Adams, 62; specialist in graduate education, Office of Education, and a former professor of anthropology, Brooklyn College; 15 December.

Samuel N. Alexander, 57; senior research fellow, National Bureau of Standards; 9 December.

W. A. Andreae, 53; agricultural research officer and senior plant physiologist, Pest Research Institute, Canada Department of Agriculture; 14 October.

Dwight W. Batteau, 51; professor of mechanical engineering, Tufts University, and president of Listening, Inc.; 19 October.

James A. Bell, 86; retired president of Southeastern University; 26 November.

Henry B. Bigelow, 88; professor

emeritus of zoology, Harvard; 11 December.

Bruno Beyer, 66; professor of biophysical chemistry, University of Milan; 12 November.

John W. Cell, 60; head of the department of mathematics, North Carolina State University; 9 November.

Roger M. Choisser, 73; professor emeritus of pathology, George Washington University Medical School; 19 December.

Fulton Cutting, 80; professor emeritus of physics, Stevens Institute of Technology; 4 December.

Paul Daston, 46; professor of psychology, University of Maryland; 19 November.

Leo H. Dawson, 77; retired head of the photometry branch, Naval Research Laboratory; 15 November.

Cavid Erginsoy, 43; physicist, Brookhaven National Laboratory, on leave as professor of physics, Middle East Technical University, Ankara; 7 December.

LeRoy Fothergill, 64; former scientific director, Army Biological Laboratories, Fort Detrick, Md.; 24 November.

Christopher M. Granger, 82; retired assistant chief, U.S. Forest Service; 21 November.

George E. Kimball, 61; vice president, Arthur D. Little, Inc.; 5 December.

Jack Leitner, 36; professor of physics, Syracuse University; 21 November.

Catherine F. MacKinnon, 65; nutrition consultant, Children's Bureau, and former associate professor, School of Public Health, University of North Carolina; 29 November.

Joseph A. Muldoon, 72; former chairman of the department of chemistry, Georgetown University; 10 December.

John P. Quigley, 71; professor emeritus of physiology and biophysics; University of Tennessee Medical Units; 22 November.

Howard L. Ritter, 51; research professor and former chairman of the chemistry department, Miami University; 21 November.

Howard F. Root, 77; president of the Diabetes Foundation, Inc. and medical director of the Joslin Clinic, Boston; 17 November.

Bela Schick, 90; developer of the Schick diphtheria test; 15 December.

Charles S. Wise, 51; chairman of the department of physical medicine and rehabilitation, George Washington University; 23 November.