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**SCIENCE AND SOCIETY:
THE GUSTAVSON MEMORIAL LECTURES**

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Reuben G. Gustavson was an eminent scientist, scholar, educator, and administrator who served as Chancellor of the University of Nebraska from 1946 until 1953. In honor of his contributions to education and research, the Reuben G. Gustavson Memorial Lectures were established in 1975 under the sponsorship of Resources for the Future, Inc. and four of the universities Dr. Gustavson served. The general theme of the lectures, given annually at the University of Nebraska-Lincoln, is "Science and Society."

The following article, "The relationship of science to the North-South dialogue," was written by Dr. William Neill Hubbard, Jr., President of Upjohn Company, and delivered by him as the 1978 Gustavson Lecture. Dr. Hubbard received the B.A. degree from Columbia University in 1941. He attended the University of North Carolina School of Medicine from 1941 to 1943 and received the M.D. degree from the New York University College of Medicine in 1944. He joined the faculty of the N.Y.U. College of Medicine in 1950 where he served also as Assistant Dean until 1953, when he was named Associate Dean. In 1959, Dr. Hubbard left New York to become Dean of the University of Michigan School of Medicine and Professor of Internal Medicine. In 1968, he was made Director of the University of Michigan Medical Center.

Dr. Hubbard joined the Upjohn Company as Vice Presi-

dent and General Manager of the Pharmaceutical Division in 1970. Two years later he was named Executive Vice President. In 1974, he assumed the presidency of The Upjohn Company, the position he now holds.

Dr. Hubbard is a member of the Institute of Medicine of the National Academy of Sciences. He has served the Academy as a member of the Board of Science and Technology for International Development and as a member of the Council on Science and Technology for Development. He has served also as a member of the National Science Board of the National Science Foundation. Dr. Hubbard has been a member of the Morehouse College Medical School Board of Overseers, the Kalamazoo College Board of Trustees, and the Bronson Methodist Hospital Board of Trustees. He is a consultant and past Chairman of the Board of Regents of the National Library of Medicine. He is past Chairman of the Special Programs Advisory Committee, National Institute of Dental Research; past President of the Association of American Medical Colleges; and he has previously served as Chairman of the Board of Directors of the Michigan Association for Regional Medical Programs. He currently sits on the Board of Directors of the First American Bank Corporation, Hoover Universal, Inc., Consumer's Power Company, and the Pharmaceutical Manufacturer's Association. He is a Trustee of Columbia University and of the W. K. Kellogg Foundation.