

27 Axioms by Benjamin Franklin

Classmates, we need your help! Please review these axioms to determine which ones you feel are appropriate (or not) to use on our Benjamin Franklin Promenade—A Gift From the Class of 1962 walkway. Please keep in mind that we will need at least 22 Axioms (there are 11 Light Piers on each walkway segment), perhaps more, so we have included some extras and you should do so, too. You may add to our list by sending us your favorite axiom, or find others which you feel are poignant enough for consideration.

Remember, we must get the University to agree with our choices. These Franklin sayings have molded our society since the early 18th century, and they will be read by students and visitors to Penn for centuries to come as they stroll on our class promenade.

We should also determine the order in which they are used. Can you help us by participating in evaluating those listed below? Vote for your favorites or suggest new ones by dropping an email to Lynn Carroll with the Alumni Relations office at lynnc@ben.dev.upenn.edu or by calling her at (215) 898-7811.

1. *Well Done is Better Than Well Said*
2. *A Spoonful of Honey Will Catch More Flies than a Gallon of Vinegar*
3. *A Man Who Lies Down With Dogs, Gets Up With Fleas*
4. *Genius Without Education is Like Silver in a Mine*
5. *One Who Teaches Oneself, Has a Fool for His Teacher*
6. *Man's Tongue is Soft, and Bone Does Lack; Yet a Stroke Therewith May Break a Man's Back*
7. *The Squeaky Wheel Gets the Oil*
8. *A Fool is a Man Who Cannot Hide Wisdom*
9. *A Real Friend Is Your Greatest Possession*
10. *Early to Bed and Early To Rise, Makes a Man Healthy, Wealthy, and Wise*
11. *Haste Makes Waste*
12. *Diligence is the Mother of Luck*
13. *No Gains, Without Pains*
14. *People Who Live in Glass Houses Should Not Throw Stones*
15. *To Be Humble To Superiors Is Duty, To Equals is Courtesy, To Inferiors is Nobility*
16. *The Constitution Only Gives People The Right to Pursue Happiness. You Have to Catch It Yourself*
17. *When You Finish Changing, You Are Finished*
18. *Being Ignorant Is Not As Bad As Being Unwilling To Learn*
19. *Be Slow in Choosing a Friend, Slower Still in Changing One*
20. *An Investment in Education Always Pays the Best Interest*
21. *An Ounce of Prevention Is Worth a Pound of Cure*
22. *Small Strokes Fell Great Oaks*
23. *Time is Money*
24. *When The Well Is Dry, We Shall Know the Value of Water*
25. *An Empty Sack Cannot Stand Up Straight*
26. *The Gates of Wisdom are Never Shut*
27. *One Rotten Apple Spoils the Whole Barrel*

Prepared by Laurence S. Cutler on Nov. 23, 2005

Benjamin Franklin Promenade

Our next Class of 1962 major event is our 45th Reunion in 2007. We are currently preparing an impressive landscape and sculpture program to enhance the 37th Street walkway, our class gift to the University and only half-completed in 1987. It is our goal to transform our walkway into the *Benjamin Franklin Promenade*—the most significant sub-axis of the campus.

To that end, some months ago, we sponsored a competition with the University's Praxis group as professional advisors to a number of graduate student teams, with many entries submitted for consideration. Narrowed down by the faculty advisors to about a dozen, Howard Berkowitz W'62 and Laurence Cutler C'62 participated in the final jury selection of the winning team and runners-up. The winning design scheme received a monetary prize and unanimous plaudits from the Jury comprised of faculty advisors, professional consultants including Penn Professor Laurie Olins—renowned landscape architect and author of the University Master Plan, and other outside jurors, as well as our classmate representatives, Berkowitz and Cutler.

The winning scheme is entitled *Guiding Light-Ceremonial Enlightenment* and it embodies a full landscape treatment of our walkway inclusive of new plant materials, new paving and street furniture—consistent with the University Master Plan. The *Benjamin Franklin Promenade* is viewed as a kinesthetic experience which nurtures developing minds throughout their educational experience at Penn. The most significant axioms authored by Ben Franklin are enlightening to all, as truisms and as goals

to achieve and to live by. We are including nearly two dozen axioms in the sculptural aspects of our project to enhance the entire Promenade intellectually, and as a special setting for the statue of Franklin.

We have added the axioms throughout the entire walkway length including Segment One (from Spruce Street to Locust Walk) as well as Segment Two (from Locust Walk to Walnut Street). The ground slopes downwards from Locust in both directions. The final design's great creative strength and uniqueness emanates from a series of large granite pylons with a laser-like white light streaking across their faces, all at the same elevation height, with Ben Franklin's axioms engraved thereupon in granite. We call these sculptural elements *Light Piers*. They serve to guide individuals to a higher level of enlightenment and inner reflection.

Each *Light Pier* changes in size as it rises from Walnut Street and descends to the intersection with Locust Walk, and then changes again as it leaves the crest at Locust and proceeds to Spruce Street. The light beam across its face is held at the same elevation—illuminated both day and night. The different size of each *Light Pier* is directly due to the change in ground level elevations, and as such the *Light Piers* are considered sculptural elements within the landscape. At Walnut Street, the *Light Piers* are approximately 10-12 feet or higher, but the intense white light beam encased in solid, thick, magnifying glass remains at the same height near the top edges. The piers themselves decrease in size down to the height of a bench as they approach nearer to Locust Walk.

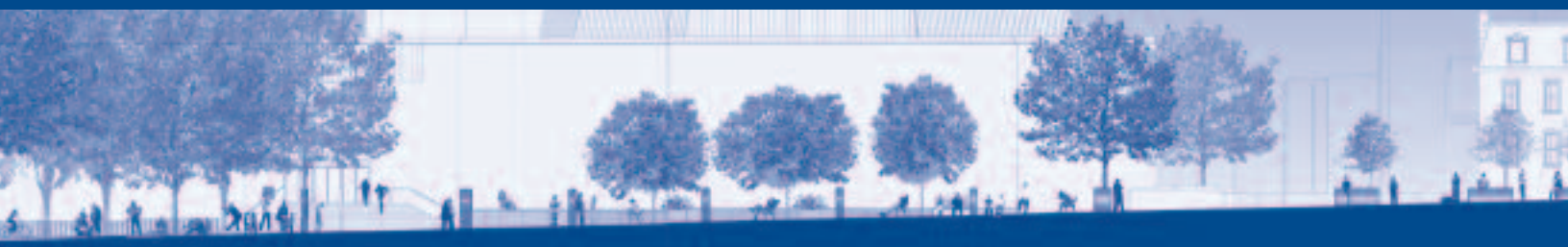
No one who matriculated at Penn, has visited Penn's campus, or toured Philadelphia for that matter, who is not familiar with our 25th Reunion gift: the statue of Benjamin Franklin seated on a park bench. It has become synonymous with Penn, exceeding the fame of the Franklin sculpture in front of College Hall by far. The sculpture's original intention was to embody our class plaque, with Ben depicted reading our accomplishments on a copy of the nation's first newspaper, *The Pennsylvania Gazette*. Our notion was to uniquely differentiate our walkway from others gifted by many other classes—all using the same landscaping and ordinary plaques for various gifts everywhere—by making ours distinctively different.

It is so completely successful that it has become an icon for Penn. It is used on Philadelphia travel guide covers, as a site for ABC's Good Morning America to televise when they visit the city, for University events, and for Penn publications ad infinitum. It has benefited Penn in its attempt to brand itself in the wake of competition from other Ivy League institutions for the best students and grants. The design for the *Benjamin Franklin Promenade*, coupled with the proposed *Light Piers* and *Franklin's Axioms*, will further establish the former 37th Street walkway as the main secondary axis to the entire campus—the sub-axis to the Penn Campus Master Plan.

This is all being accomplished by the Class of 1962, Best Class Yet—still true today and tomorrow!

Laurence S. Cutler
Howard Berkowitz

THE WINNING DESIGN IS THE CREATION OF THREE PENN MASTER'S LEVEL GRADUATE STUDENTS IN THE ARCHITECTURE, LANDSCAPE ARCHITECTURE, AND FINE ARTS PROGRAMS: KE-WEI CHANG GAR'05 GLA'05, ZHAOJIE WU GLA'05 GFA'05, AND NICHOLAS WALLIN GAR'05. SPECIAL THANKS TO PENN PRAXIS FOR PERMISSION TO REPRINT THIS IMAGE.



newsnotes

Your editor, **Bonnie Stein Squires CW'62 G'65**, used to keep a running record of the number of times our 45th reunion gift to Penn, the "Ben On The Bench sculpture", appeared in print. But it got to be too large a task, so I stopped counting. But now, with the impending Tercentenary of the birth of Benjamin Franklin in 2006, the image is popping up all over the place! First, at a press luncheon at the Four Seasons, sponsored by the Greater Philadelphia Tourism Marketing Corporation, I noticed that our class gift was one of the images in the press kit - but misidentified as "Benjamin Franklin Sculpture."

I mentioned this omission to Meryl Levitz, the CEO of GPTMC, before the program began. Imagine my surprise when she called on me during the reports on Ben Franklin observances to give the correct title of our class gift! And then I opened the "AAA WORLD" magazine November/December 2005 issue of and found a full-page color photo (sans title) of Ben on the Bench! The "Benergy" celebration, as it is being called in Philly, will draw national, even international, attention, with major exhibits and parties for the whole year. And Ben on the Bench appears in full color on a cover page of the Lifestyles section of Main Line Life, a weekly suburban Philadelphia newspaper...

Wedding Bells have rung out this year for **Paul Rathblott C'62**, who married Carol Saline, noted author ("Sisters") and editor at Philadelphia Magazine. Paul reports that he moved back to Philadelphia after an absence of 25 years and married Carol Saline, who also wrote "Mothers and Daughters," and "Best Friends." Carol and Paul lived across the street from each other when children, but didn't reconnect until five years ago. Their parents, now all deceased, were friends and would be delighted to know that they were together. Carol just launched a new book, "A Day in the Life of the American Woman," and recently appeared on "Good Morning America." Paul is still working at ERC Dataplus, Inc., a Human Resource technology company he founded 11 years ago. The couple shares four children and five grandchildren...

Lita Indzel Cohen CW'62 L65 was appointed by the Speaker of the Pennsylvania House of Representatives to the Golden Apple

Commission, the group which will make awards for excellence in programming to schools throughout the Commonwealth...

Deborah Horowitz Wolff, Esq. CW'62 GED'66 takes a legal continuing education course in Las Vegas each year so that her L.A.-based Penn alumna daughter, Lesley Wolff C'93, who is busy with running a comedy club and writing and starring in television and film vehicles, can pop over and spend time with her...

Mary Ann Greenawalt CW'62 was elected to the national board of NISH, formerly known as National Industries for the Severely Handicapped. This organization works with the federal government on contracts to employ people who are blind and have other severe disabilities on federal projects. In addition, she was elected to the board, and then as Treasurer of the board, of The Village Club of Bloomfield Hills, Michigan...

John Doubman, Esq. C'62 GED'65 is busy working with **Bonnie Stein Squires CW'62 G'65**, **Lita Indzel Cohen CW'62 L'65** and **Debbie Horowitz Wolff, Esq. CW'62 GED'66**, to plan Lower Merion High School's 50th reunion festivities in 2008. Hard to believe it's almost 50 years. John works as general counsel for the Insurance Federation of PA, a trade group for insurance companies in the state...

Merry Landis CW'62 is still ensconced in Allentown, doing her art procurement for health organizations, although she was spotted recently at the King of Prussia Mall...

Laurence Cutler C'62, **Howard Berkowitz W'62**, and **Michael Sandler W'62** are busy with the proposals for our Class Walkway for our 50th anniversary celebration. They have met with appropriate Penn officials and are excited to unveil the proposal to all of us...

Maury Povich C'62 and his wife Connie Chung have signed on to co-host a half-hour MSNBC weekend show on Saturday mornings. We look forward to seeing our classmate do commentary...

Please e-mail your news to Bonnie at bonnie.squires@verizon.net, so we can include you in the next newsletter!

GET INVOLVED WITH THE PENN COMMUNITY!

The Volunteer Opportunities Guide (PennVOG) provides Penn alumni, family and friends with a listing of opportunities for involvement with over 50 organizations that fall under the following categories:

- Admissions & Mentoring
- Arts & Culture
- Community Service
- Education & Research Centers
- Sports & Recreation

You can find a complete listing of volunteer opportunities, including contact information, online by visiting:
www.alumni.upenn.edu/VOG

Email specific questions and comments to
PennVolunteer@alumni.upenn.edu.

When you get your newsletter, do you always turn to the "Newsnotes" section first? We all love to read about our friends, their accomplishments, and what they have been doing. So why not submit a newsnote about yourself? What is new and exciting in your life? Have you traveled? Retired? Had any additions to your family? We would like to know of any recent happenings in your life so that your classmates can read about YOU!

Please send all newsnotes to the attention of Lynn Carroll in the Office of Alumni Relations. It is easy! There are four ways to submit a newsnote for publication in your class newsletter:

E-MAIL lynnnc@ben.dev.upenn.edu (this is the preferred method)

MAIL Alumni Relations,
E. Craig Sweeten
Alumni House,
3533 Locust Walk,
Philadelphia, PA
19104-6226

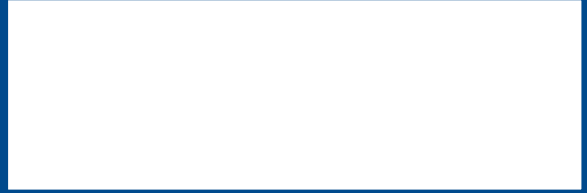
CALL (215) 898-7811
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Newsletter Editor: Bonnie Stein Squires, CW'62 G'65

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The Class of 1962 Newsletter is published for the members of the Class of 1962 by Penn Alumni and the Office of Alumni Relations. To find out how you can become involved in University and class activities, please contact Lynn Carroll in Alumni Relations at 3533 Locust Walk, Philadelphia, PA 19104, (215) 746-3239, or e-mail: alumni@ben.dev.upenn.edu. Access the Penn Alumni website at: www.alumni.upenn.edu.

alumni weekend 2006 traditions and changes

One of Penn's most cherished Alumni Weekend traditions is the annual Picnic and Parade. Each year the number of alumni participating has grown, and last year's attendance was the largest ever.

To improve Alumni Weekend, the staff of Alumni Relations has surveyed hundreds of alumni over the past 5 years—more than 800 alumni shared their thoughts with us last year alone! The feedback was overwhelmingly positive, and we learned that some alumni would prefer to march while others look forward to watching the Parade.

Based on your comments, we're modifying the annual Parade of Classes to include all Old Guard, 25th Reunion and 50th Reunion attendees, as well as representatives from each class. The Parade route will wind its way through the Picnic and anyone who is not marching in the Parade will cheer the group on! We hope that this addresses your concerns and we hope that you'll join us May 13th and see the improved Parade for yourself!