

# EASTMAN IS 'MR. SMITH'

## HISTORY OF THE 70-DAY CAMPAIGN

Plans were formed for the raising of the Endowment Fund to meet "Mr. Smith's" conditions early last spring. The active work began with the appointment of a Corporation Committee headed by General duPont '84, during the summer. An Alumni committee headed by Merton L. Emerson '04 was appointed on October 17. The Corporation Committee consisted of General du Pont '84, as



Photo by Boston Photo News Co.  
MERTON L. EMERSON '04

Chairman, Charles L. Hayden '90, as Vice-president, Charles A. Stone '88, as treasurer, and Theodore N. Vail, Everett Morse '85, President Maclaurin, Otto H. Kahn, Edmund Hayes '73 and Merton L. Emerson '04.

Mr. Emerson, besides being on the Corporation Committee was chairman of the Alumni Committee, the other members of the committee being Arthur R. Stubbs '14, Edwin S. Webster '88, I. W. Litchfield '85, Professor W. H. Walker, William H. King '94, Frederick K. Copeland '76 and Bradley Dewey '09.

### Emerson Youngest Member.

Mr. Emerson has long been active in Alumni affairs since graduating from the Institute in the course in civil engineering with the Class of 1904, and now has the honor of being the youngest man ever elected to the Corporation. He was on the executive committee of the last reunion; on the executive committee for War Activities and is a charter member of the Alumni Council. In business life he is General Manager of the Housing Company, of Boston, Vice-president of the American Pneumatic Service Company, and director in various other companies throughout the United States. During the war he was a Major in the Chemical Warfare Service, in the Gas Defense Division. His residence is in Braintree, and he is a member of the Engineer's Club of Boston, the Engineer's Club of New York, the Business Men's League of St. Louis, the Chicago Association of Commerce, the Boston Chamber of Commerce, the Rotary Club and the Wollaston Golf Clubs. In his undergraduate days besides being stage manager and general manager of Tech Show, he was a member of the Institute Committee, temporary president of the freshman class, a member of Osiris, class day committee, class orator.

General offices of the Fund were opened in the Institute directly opposite Dr. Maclaurin's office and a working organization was immediately set up there under the direction of H. E. Lobdell '17, General Manager of

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### "OVER THE TOP"

At five minutes to five yesterday afternoon the total of the Endowment Fund went over the \$4,000,000 mark. The exact figure being \$4,002,445.91 at that time.

## REGIONAL REPORTS

### Brief Statements Made By District Chairmen

Early last week when it was decided to publish this special edition of THE TECH, a report was asked from each of the committees for insertion, and to date a number of these have been received and are printed below.

#### PITTSBURGH DISTRICT

The Endowment Fund campaign got a small but enthusiastic start in Pittsburgh on September 22, 1919, when Dr. W. H. Walker outlined it to a small group of Alumni at a luncheon. Morris Knowles '91, whom Dr. Maclaurin had asked to head the work there, W. C. Cushing '27, P. N. Critchlow '06, M. R. Scharff '09 and F. C. Foote '16 were present. Dr. Walker explained the situation and gave some talking points. Accordingly, Mr. Knowles sent out a call to a number of the Alumni in Pittsburgh to serve on a committee and asked them to come to a meeting on September 25. At the meeting on this date the campaign was launched with a thorough discussion of ways and means. More information was wanted from headquarters and this was obtained from the New York office for the next meeting.

Meetings of the general committee were held on October 9, 21, and 24. Plans were laid for the campaign in the Pittsburgh district at these meetings in addition to a discussion of the approach of non-Technology men and corporations. A sub-committee with L. K. Yoder '95, Chairman, H. A. Rapelye '08, and M. R. Scharff '09 was appointed in charge of the canvass of subscriptions among the Alumni proper.

#### Smoker Opens Drive

The drive among the Alumni was started at a smoker held on October 24, at the University Club. Arthur R. Stubbs '14, of the Alumni Committee in Boston, was present and told of the formation of the Alumni Committee in Boston, what it was doing and what its plans were. He also explained the need for the Endowment Fund, how it was expected to be raised and what the Alumni were to be called upon to do.

A meeting of the general committee was held on November 9 to discuss the contract plan which had just been issued. Each member of the committee was given a list of likely corpora-

tions to which the proposition should be presented. Very little success has been obtained in this region in securing contracts for three reasons: 1—The majority of industrial concerns in and around Pittsburgh maintain large research staffs and laboratories; 2—The larger corporations are controlled financially from New York; 3—Many industries have their research work done at the Mellon Institute in Pittsburgh, a part of the University of Pittsburgh. Contracts in the Pittsburgh district have been obtained from the Westinghouse Com-

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## UNDERGRADUATE FUND TOTALS

| Class | Men in Class | Men Subscribing | Amounts     | Percentage Subscribed | Average Subscription |
|-------|--------------|-----------------|-------------|-----------------------|----------------------|
| 1920  | 403          | 341             | \$23,519.00 | 84.5                  | \$69.00              |
| 1921  | 748          | 553             | 32,068.25   | 74.0                  | 58.00                |
| 1922  | 1044         | 775             | 36,824.08   | 74.2                  | 47.40                |
| 1923  | 688          | 583             | 24,736.00   | 89.8                  | 42.40                |

Graduate Students 61 (Distributed over the four classes)  
Unclassified 11 1,099.75

Total 2844 2263 \$118,247.08 79.5 \$52.20

Undergraduates Subscribing Under an Alumni Class . . . 129

Grand total 3073

## — IT COMES OUT AT LAST! —

Announcement Is Made Just Before Biggest Gong Closes Biggest Annual Alumni Reunion Dinner Held in the Walker Memorial Tonight

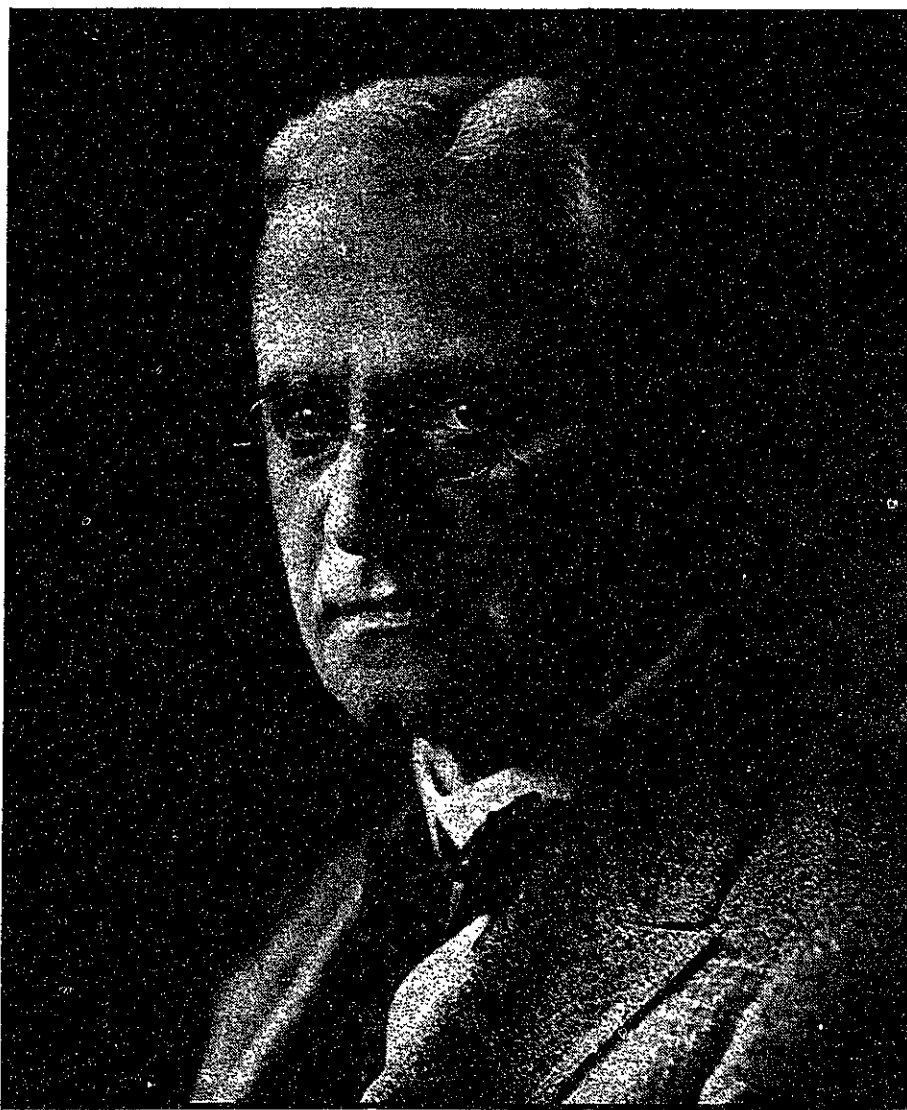


Photo by Boston Photo News Co.

GEORGE EASTMAN

Due to the sudden illness of President Maclaurin, who was confined to his bed this morning with a severe cold, he was not able to be present at tonight's dinner to announce that George Eastman is the mysterious "Mr. Smith."

Dr. Maclaurin's complete statement, made to the press at 6.30 tonight, follows:

"In 1914 Technology celebrated the fiftieth anniversary of its chartering and marked the occasion by definitely deciding to move as early as possible to a new location where it would be free to erect buildings more in keeping with its growing needs. Early in 1912 it had secured options on its present magnificent site of fifty acres bordering on the Charles River Basin in the heart of Greater Boston. At this time I visited the principal of 'Mr. Smith's' plants. 'Mr. Smith' himself was away but I met a number of the leading men in his business and spent a day in looking over the plant. I was greatly impressed with the evidences on all hands of interest in scientific methods, of the number and high quality of the scientific men who were employed not only as technical experts but as executives, and by the careful plans that were made for utilizing scientific improvements at every stage of the company's growth. This evidence of high intelligence everywhere and of appreciation in an unusual degree of the value of scientific men suggested to me that 'Mr. Smith' himself might be interested in Technology. Consequently, on his return I wrote to him telling him something of our problems and indicating that I would welcome an opportunity of explaining them more fully at a personal conference. He replied suggesting a date for our meeting and we dined and spent an evening together in New York going over the whole matter carefully and making the best estimates that were possible at that early stage as to the probable cost of the various portions of our undertaking. At this meeting I could not fail to be impressed with 'Mr. Smith's' capacity to go to the heart of the problem quickly and to see immediately what the main points were and to keep to them in later discussions — an impression increased by later intercourse.

#### Contributes Two Million

"It was clear that 'Mr. Smith' wanted to understand the problem thoroughly before committing himself but he stated early that he hoped that we should be able to deal with the project in a large way and to map out everything from the beginning so that all the parts would properly fit together. He spoke of the drawbacks that had come to many institutions through being put together piecemeal at widely separated intervals of time. He hoped that we should avoid this and before I left him he stated that to enable us to make a good beginning he would contribute two and one-half million dollars to the building project.

#### "Mr. Smith" Starts Speculation

"On taking leave of him he asked that his gift be anonymous indicating that he wished to avoid all fuss, his one object being to see a good thing done and not to hear people talk about it. That was seven years ago. The secret has been well kept, at any rate until recently when for various reasons it has been necessary for a good many people to know it. Public

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### UNDERGRADUATE STORIES ARE HELD TILL TUESDAY

Owing to the fact that the morning and evening issues of the Saturday edition are given over to the Alumni dinner which marks the end of the Endowment Fund drive, the undergraduate news has had to be condensed. The regular Tuesday edition will continue all the news of the week including

C. C. Carven '21 chosen Show author

Technology-Tufts hockey game  
Des Moines Convention  
and various meetings.

### IS FIRST TO RELEASE NAME

THE TECH is the first newspaper to obtain and publish the name of "Mr. Smith," Technology's generous benefactor.

### CALENDAR

Sunday, January 11  
4.00—Professor Seaver will talk at Museum of Fine Arts.  
Tuesday, January 13  
5.00—Des Moines delegates meeting in faculty room, Walker; dinner, grill room.  
2.30—Technology Matrons will welcome students in the Emma Rogers room.