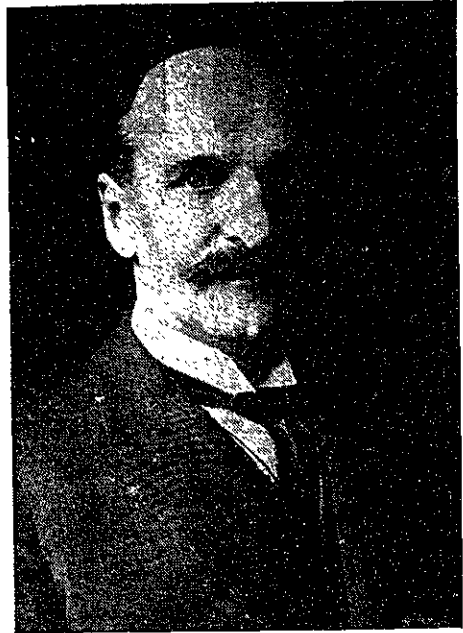


COLEMAN DU PONT

What next? This is what people are always asking about Coleman du Pont, '84, Chairman of the Corporation Committee on the Endowment Fund and President of the Alumni Association. The name du Pont spells riches and powder to the popular mind, but Coleman du Pont was born poor, and had nothing to do with powder until he had made a fortune in other things. At Technology he was captain of the football team, stroke of the crew, and captain of the baseball nine, working and playing as hard as he has always done everything that comes his way. But he actually began his business career as a mule driver in a coal mine, at Central City, Kentucky.

Worked His Way From Bottom

Here he worked his way up until he was appointed general manager of the property. Later he built traction



(C) Moffett, Chicago
GEN. COLEMAN DU PONT '84

lines in Pennsylvania, New York, and New Jersey, and embarked on steel and coal mining enterprises with such success that he decided to retire from active business. He became a scientific farmer on a huge scale. Then he was called to become the head of the famous du Pont Powder Company, where the first thing that he did was to amalgamate all the different offices and sub-offices controlled by the du Ponts into one strong, efficient corporation. Production was enormously increased. When the war came for munitions, the du Pont plants were ready.

General du Pont, however, had sold out his powder interests. He had enjoyed the uphill work of organization, but he was satisfied to forego the management of the concern. Other, more daring projects claimed his interest. In 1915 he built the \$30,000,000 Equitable Life Building on lower Broadway, New York City, the largest skyscraper in the world, right in the heart of the Wall street district. Next he bought up control of the Equitable Life, the world's best-known insurance company with its \$600,000,000 assets, and mutualized the company, selling his stock to the policy holders at a net loss of 2,000,000. It was General du Pont who bought New York's most famous hotel, the Waldorf Astoria—in fact he is the largest hotel owner in America. Another of his pet projects was building a model road from one end of Delaware to the other.

DR. MACLAURIN'S STATEMENT

(Continued from page 1)

announcement of 'Mr. Smith's' first gift of two and one-half millions to Technology was made in March, 1912, and started a great guessing competition. The public favorites seemed to be Carnegie, Frick, du Pont, Vail and Edison, Mr. Edison being chosen apparently partly because he had a son at that time at Technology and partly because he had recently been quoted in the newspapers as speaking in high terms of commendation of the good work that the Institute did. Later the theory grew up in some people's minds that 'Smith' was a syndicate and this theory still has its adherents.

"Shortly after 'Mr. Smith's' offer, Technology, exercised its option on the land in Cambridge that it now occupies and began plans for its development. It made a careful study of all the leading scientific and technical schools not only in this country but in Europe. 'Mr. Smith' took much interest not in the details but in the larger problems involved in planning the New Technology and during the progress of construction gave another million dollars to ensure the work being well done.

Praises Technology

"A little later he said, 'When my first contribution to the Massachusetts Institute of Technology was made, I had been carefully looking over the field for some time. I formed the opinion that there was no other place where a large sum of money could

DR. WALKER HEADS "TECHNOLOGY PLAN"

Over 150 Concerns Contract for Service With New Division of Industrial Co-operation and Research

RETAINERS AGGREGATE OVER \$1,000,000

The new division of industrial service at Technology has just been placed under the direction of Dr. William H. Walker, for over twelve years head of the Research Laboratory of Applied Chemistry, and for over twenty five years on the staff of the Institute. This is line with the most important advance that the Institute has taken since its organization, according to the opinion of President MacLaurin. He further states that the Technology Plan makes it possible to secure an active point of contact between the outside world and our educational plant, a step placing it at once both in a position of great responsibility and of immensity. The success of the undertaking has already been assured by the fact that over one hundred and fifty of the country's largest industrial plants have whole heartedly indorsed the plan and subscribed over a million dollars. The Endowment Drive could hardly have been put over if it had not been for this new source of income, and in choosing Dr. Walker as the head of this new department, known as the Division of Industrial Co-operation and Research there has been elected a man who has done much to develop the high reputation that the Institute now holds in the industrial world.

Selection Logical Choice

The selection of Dr. Walker is a logical choice for it was he who during the present war, as a Colonel in the Chemical Warfare Service, successfully commanded the Edgewood Arsenal in Maryland. He received the Distinguished Service Medal with a citation for his technical ability, industry and zeal as a reward for the splendid work he did there at the Arsenal. He overcame labor disputes, directed over fifteen thousand men, obtained materials, completed and put in operation the largest toxic plant in existence, its output being nearly twice that of the other Allies combined.

This innovation for technical schools consists of a contract signed by the manufacturing plant and the Institute. A certain sum annually is specified upon for a certain number of years and for this the Institute agrees to give advice on new inventions, solve problems that need research and special apparatus, and permit the use of its vast libraries of scientific knowledge which knowledge, not being in active use, can only be secured from this source.

"Technology Plan" Fills Need

All the vast technical resources of the Institute are now placed at the easy disposal of American industries and many more than the one and twenty present members are expected to avail themselves of this rich opportunity as soon as the Plan becomes more generally known. The proposition is to bridge the gap between the industrial establishments and the scientific school by making it possible for manufacturers to consult the Institute and its staff on any of the difficulties arising in their business. It is also expected to remove the possibility of losing members of the faculty by their acceptance of tempting offers to give up teaching and work in the various private laboratories scattered over the country. The scarcity of highly specialized technical men cannot be effectively eliminated if the supply is cut off at its source, and the industries of the country now have an excellent opportunity to return some of the service that Technology has given them in the past.

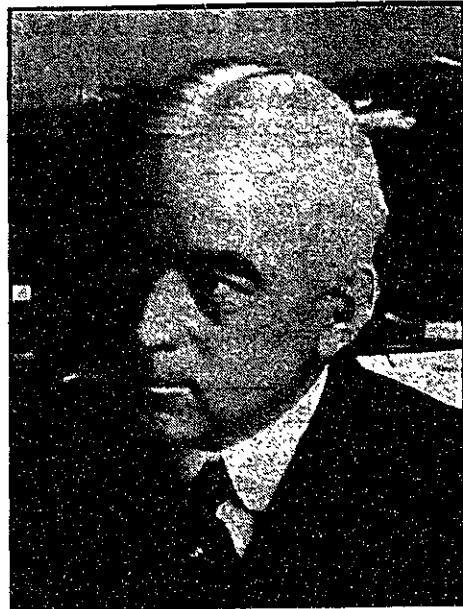
President MacLaurin and others who have discussed the significance of the new undertaking of Technology have said on various public occasions that they felt it would bring scientific schools and manufacturers into closer, more harmonious relations, than they ever have been before.

Plans Means More Income

"The significance of this department by Technology is apparent to anyone who has observed the difficulties of big concerns in hunting out special knowledge that they require," said Dr. Walker, "and its significance to Technology is just as great, for we appreciate how much it will mean to us to be brought in closer touch with the practical problems of the industrial world. We want to meet the industries more than half way.

"And it means, too, a large field for new income for the support of the Institute. There could be no more legitimate way for a great scientific school to seek support than by being paid for the service it can render in supplying special knowledge where it is needed. Already contracts we have signed total between \$900,000 and \$1,000,000.

"Our division hopes to become the point of contact between the outside world and our educational plant. Manufacturers may come to us with problems of every kind, be they scientific, simple, technical or foolish. We shall



(C) Boston Photo News Co.

DR. WILLIAM H. WALKER

handle each seriously, giving the best the Institute has at its disposal."

Walker a Man of Order

Major E. Alexander Powell, in his recent book entitled: "The Army Behind the Army" speaks as follows on Dr. Walker's activities:

"The manner in which this college professor brought order out of chaos at Edgewood and its related plants, directed the activities of seven thousand soldiers, eight thousand civilian workmen, settled labor troubles, obtained material, completed and put into operation the largest toxic-gas plant in existence, and by his insistence in manufacturing at Edgewood all types of gasses including a large proportion of basic chlorine, made the government independent of manufacturers and contractors, was one of the most remarkable accomplishments of the war."

Where German Strength Lay

President MacLaurin said that the immense development of industrial Germany before the war was without question largely due to its technical school, adding:

"Both were subsidized by the German Government and each worked in co-operation and co-ordination with the other. The intimate co-operation between science and industry was quite as important as the high quality of science. The Technology plan will bring American industries in true American fashion into the closest relation with the staff, plant and resources of this Institution."

Dr. Walker has been on the Institute staff for over twenty-five years, being at the head of the Research Laboratory of Applied Chemistry for the past twelve years. The success of this laboratory has caused comment over the entire United States, its facilities being used extensively by such concerns as the General Electric Company, The National Tube Company, The Vacuum Oil Company and the Goodyear Tire & Rubber Company.

Some of the Contracts

Among the concerns which have signed contracts under the Technology plan are the American International Corporation, the General Electric Company, the United States Steel Corporation and the American Telephone and Telegraph Company, the W. H. McElwain Company, shoe manufacturers, the Los Angeles Soap Company, the Pierce-Arrow Motor Car Company, the American Woolen Company, the Eastern Manufacturing Company, paper manufacturers; the

United States Rubber Company, Arthur D. Little, Inc., consulting engineers; the New England Confectionery Company, the American Glue Company and the Utah Copper Company.

Among the prominent Boston concerns are the Merrimac Chemical Company, Gray & Davis, the Edison Electric Illuminating Company, Stone & Webster and the E. B. Badger & Sons Company.

The complete list of contracts, 153 in number, aggregating \$1,081,875 follows:

Aberthaw Construction Co.
Albany Felt Co.
American Bosch Magneto Corp.
American Chain Co. Inc.
American Cotton Oil Co.
American Glue Co.
American International Corp.
American Optical Co.
American Printing Co.
American Radiator Co.
American Radio & Research Corp.
American Steel Foundries.
American Tel. & Tel. Co.
American Woolen Co.
Amos Bird Co., The
Angier Mills
Angus Co. Ltd., The
Arnold Print Works
Babcock & Wilcox Co.
Badger & Sons, E. B.
Baker & Co. Ltd., Walter
Beckett Paper Co., The
Bemis Bro. Bag Co.
Berkshire Cotton Mfg. Co.
Bethlehem Shipbuilding Corp. Ltd.
Blanchard Machine Co.
Boott Mills
Borden & Remington
Borden Mfg. Co., Richard
Boston Insulated Wire Co.
Boyd Co., John S.
Brown Co.
Buffalo Bolt Co.
Calumet & Hecla Mining Co.
Chandler Motor Car Co.
Chase Co., Benjamin
Chemical Company, A
Cheney Bros.
Chile Exploration Co.
Cincinnati Milling Machine Co.
Corrugated Bar Co. Inc.
Crosby Steam Gage & Valve Co.
Curry, Wm. L.
Dexter Yarn Co.
Dillon Steam Boiler Wks., D. M.
Disston & Sons Inc.
Dodge Felt Co.
Eastern Mfg. Co.
Economy Fuse & Mfg. Co.
Edison Electric Illuminating Co., The
Ennet Magnesia Mfg. Co.
Fall River Electric Light Co.
Ferro Concrete Construction Co.
Firestone Tire & Rubber Co.
Forbes Lithograph Mfg. Co.
Fort Pitt Steel Casting Co.
Fox River Paper Co.
French Oil Mill Machinery Co., The
General Electric Co.
General Tire & Rubber Co.
Goodyear Tire & Rubber Co.
Granite Mills
Gray & Davis
Haskell & Barker Car Co. Inc.
Hewitt Rubber Co.
Housing Co., The
Huyck & Sons, F. C.
International Engineering Works, Inc.
International Process Co.
Jarecki Mfg. Co.
Kalmus, Comstock & Westcott, Inc.
Klipstein & Sons Co., E. C.
Lackawana Steel Co.
Lewis Mfg. Co.
Liquid Carbonic Co.
Little, Inc., Arthur D.
Lockwood, Greene & Co.
Los Angeles Soap Co.
Lumen Bearing Co.
Lunkenheimer Co.
Macallen Co., The
Manhasset Mfg. Co.
Manufacturers Machine Co.
Massachusetts Breweries
Massasoit Mills
McElwain Co., W. H.
McQuestion, George Co.
Mead Co., The G. H.
Merrimac Chemical Co.
Metz & Co. Inc., H. A.
Millville Mfg. Co., The
Miniature Incandescent Lamp Co.
Munroe Felt & Paper Co.
Nashua Mfg. Co.
National Equipment Co.
National Machine & Tool Co.
Naumkeag Steam Cotton Co.
New England Confectionary Co.
New York Shipbuilding Corp.
Niagara Lockport & Ontario Power Co.
Nicholson Steel Co.
Otis Steel Co.
Parks-Cramer Co.
Pettibone, Muliken Co.
Pfizer & Co. Inc., Charles
Pierce Arrow Motor Car Co.
Plymouth Rubber Co.
Replogle Steel Co.
Reading Rubber Mfg. Co.
Rhode Island Tool Co.
Roessler & Hasslacher Chemical Co.
Saco-Lowell Mills
Samson Cordage Works
Sanford Mills
Sayles Finishing Plants

(Continued on page 3)

Gives Two and a Half Million More

"The buildings were completed in 1916 and dedicated with appropriate ceremonies in June of that year. The work of installing the necessary equipment occupied the summer and 'Mr. Smith' furnished the equipment of certain laboratories in which he was specially interested. He recognized, of course, that the greatly increased plant of Technology would necessitate greatly increased expenditures, and so just before the dedication of our new buildings he offered to give five dollars for every three that others would give for endowment up to a limit of two and one-half millions on his part, specifying that the income on what he gave should be applicable for the general purposes of the Institute until in the judgment of the Corporation more capital was needed for extra buildings. At the great telephone banquet that closed the ceremonies in June, 1916, Charles Hayden skilfully engineered a drive and secured a million dollars on the spot, leaving only half a million dollars to be raised in the next six months to secure the full benefit of 'Mr. Smith's' offer, he having fixed the end of 1916 as a time limit.

"The publicity given to the dedication of our new buildings and the campaign to meet the condition of 'Mr. Smith's' gift of 1916 led, of course, to a revival of interest in his identity and there was again much discussion in the newspapers throughout the country as to who he was. Suspicion centered on two New York millionaires each of whom strongly suspected the other. It is said that they dined together to have it out, but separated without having discovered any secrets and with enlarged respect for the bluffing powers of the other. As a matter of fact, neither was 'Mr. Smith.' In another center a man, not 'Mr. Smith' claimed to be he, and in still another a woman made it known to her friends that she was certain 'Mr. Smith' was her husband, although here she was in error.

Adds \$700,000 For Chem Course

"Before the dedication of the new buildings in June, 1916, the Corporation of the Institute devoted a good deal of consideration to the establishment of what was known as the School of Chemical Engineering Practice. This was an important development of the method of training chemical engineers particularly in the means that were employed to bring science and industry into close contact—an object in which 'Mr. Smith' has always taken a great interest. The plan involved the necessity of keeping a professor of the Institute in permanent residence in the plants of various chemical industries and sending groups of students to work for considerable periods of time in each of these plants under the direction of the Institute's professor. This plan was explained to 'Mr. Smith' by a member of the Corporation who did not know that he was the great benefactor of Technology about whom so many people were guessing. 'Mr. Smith' readily acquiesced in the suggestion made to him that he contribute \$300,000 to enable this work to be properly carried forward.

"During the war most of the colleges suffered financially by the diversion of men's interest to other channels, but 'Mr. Smith' recognized that during the war it was highly important to keep an institution like Technology at the highest level of effectiveness, and in 1918 he gave \$400,000 to the Institute's Endowment Fund.

Makes Latest Gift

"After the war all the colleges of the country that depended on private endowment found themselves in a serious condition. They were affected by the high cost of living in the same way as individuals and their endowments were effectively cut in two. This, of course, explains the innumerable drives that have become a commonplace of our experience. 'Mr. Smith' saw clearly that the war would bring about a more general recognition of the great importance of tech-

(Continued on page 5)