

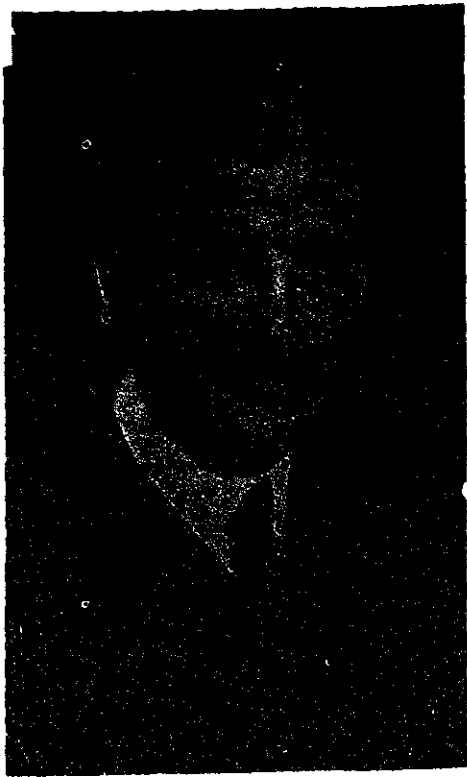


Photo by Bachrach

"IKE" '85

"When 'Ike' Litchfield came up the steps of Rogers in the fall of 1881, he began to make the social wheels of Technology go round and he has been keeping at it ever since. The Class of '85 certainly kept things lively and the motive power was usually 'Ike.' THE TECH, that now venerable college sheet, was just an infant then, and one of its pushers was Litchfield who could do anything from making a cartoon to sticking someone for an 'ad.' Then, or later, he wrote that rattling g-o-d song, 'Take Me Back to Tech,' which successive sons of the Institute will be forever singing. 'Ike' continued 'rooting' for Technology after he left in 1885. In the intervals of building up the International Harvester Company and other enterprises, he kept everlastingly at the uphill job of creating a Technology spirit to bind the scattered Alumni together into a loyal working body. The Northwestern Alumni Association, with its famous dinners, was largely of Litchfield's treating. Later, he was the driving spirit behind the three great Reunions; and their most unique features, such as the marvellous procession and stunts at Nantasket, and the supremely beautiful Pageant in the Great Court, would never have been put through had it not been for him. "As Field Secretary of the Alumni Association, he kept strengthening the Alumni spirit; and out of his work at Washington, for Technology, in the early days of our participation in the World War, grew the registration system of the vast Federal Employment Service. "Ike' is also an inventor; but he has never made much money because he has always been busy getting money for others. Behind every one of the 'drives' for funds for the Institute, Litchfield has been an active force; and when this biggest drive to get four millions to match those of the incomparable 'Mr. Smith' was on, it had to have 'Ike' to help. In the same big-hearted way in which he has been working for Technology ever since 1881, he took hold. That the Institute of 1920 is such a mighty factor in the world is due in uncountable measure to the unremitting 'boosting' and to the almost forty years of unselfish work of 'Ike' of '85."

—JAMES P. MUNROE '82.

Mr. Litchfield was a student in the Electrical Engineering course while at the Institute, in the Class of 1885. From 1889 to 1894, he was Editor and part owner of the "Warwick Valley Dispatch," published in Warwick, N. Y. Later he became Advertising Manager and then Assistant to the Manager of Manufacturing of the Deering Harvester Company, of Chicago, remaining with them until 1902. For the next two years he was General Manager of the Acme Harvester Company of Peoria, Illinois. In 1904 he assumed his present office of Assistant General Manager of the Lamson Consolidated Store Service Company of 161 Devonshire Street, Boston.

During the period from 1899 to 1901, Mr. Litchfield was president of the Northwestern Association of the Massachusetts Institute of Technology.

Spokane, Washington

A meeting of Technology men in Spokane was held early in October, when George A. Sonnemann '90 was appointed chairman and Webster Richardson '11, secretary, assisted by W. H. Howard. A campaign was organized among the Alumni in the Spokane district and produced very good results.

REGIONAL REPORTS

(Continued from page 3)

ty-six per cent. of the New Bedford Club members.

In the "Cape" district automobiles covered the ground as far as Harwich, Provincetown, Martha's Vineyard and Nantucket, were covered through the mails.

The committee consisted of Charles L. Faunce '88, Chairman; Charles F. Wing Jr., '98, Secretary; Charles F. Lawton '77, George H. Nye '85, Albert R. Pierce '91, James T. Stetson '99, Frederick E. Earle '06 and Philip E. Young '09.

Philadelphia District

The Endowment Fund Campaign was opened in Philadelphia on October 27 when Matthew C. Brush '01 invited all Technology men in the vicinity to attend a smoker at the Ritz Carleton, as his guests, in order to hear of the needs of the Institute and to organize for the work. About twenty men responded. Arthur R. Stubbs '14, of the General Committee, was present. He outlined the plans of the campaign as a whole and made valuable suggestions as to the method of meeting the local conditions. The following Committee was appointed and steps taken for the opening of the drive at once: Marshall B. Dalton '15 (Secretary, Technology Club of Philadelphia), Chairman; Frederick H. Muhlenberg '88, Major Clayton W. Pike '89, Warner J. Steel '91, Carleton E. Davis '92, Elisha Lee '92, Matthew C. Brush '01, Lewis A. Miller '01, C. A. Anderson '05, Percy E. Tillson '06 and George C. Lees '08.

Meeting Given Over to Fund

On November 5 occurred the regular scheduled meeting of the Technology Club of Philadelphia. The paper of the evening was postponed and the entire meeting was devoted to the discussion of the Endowment Campaign. From those present a General Committee of fifty was designated to get in close contact with each Alumni in the territory. To each member of this Committee was assigned a list of a few names of men who were close to him, either in class associations or business interests. In the district there are approximately 500 Alumni and each one has been approached personally by a committee member and has received at frequent intervals the circular issued by the local club.

At the next monthly meeting of the club on December 3 the campaign work was again emphasized and the latest information and suggestions from headquarters were discussed. Meanwhile the local chairman had obtained the services of a secretary.

Photo by Riley
MARSHALL B. DALTON '15

who devoted her entire time to the work of the drive and to assisting the members of the Committee and coordinating and following up their activities.

Smoker Nets Big Increase

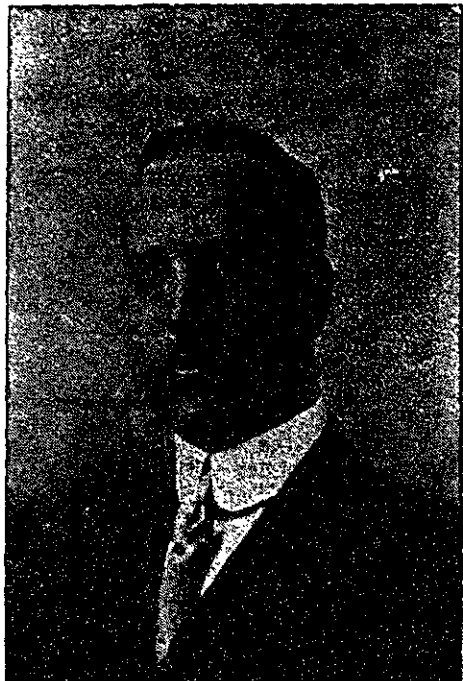
The "high spot" in the campaign was reached on December 16 when Warner J. Steel '91 acted as host to the Club at a special smoker and supper at the City Club. Mr. Steel suggested this affair and his kindness and generosity made possible this meeting, which proved to be the most enjoyable and successful one that the Club has had in recent years. The guests of the evening were Dr. MacLaurin and General du Pont. Each of these brought a strong and inspiring message from the Institute of her needs and opportunities. During the evening a substantial increase was made in the amount of Philadelphia subscriptions.

The "getting" feature of the drive has not been neglected. Members of the Committee, have devoted considerable time in approaching manufacturers in connection with the Technology contract. Up to January second a number of companies had actually signed or have expressed their intention to do so and before the work is completed a satisfactory total is anticipated.

Akron District

The record of the Akron district speaks for the work done, since on January 1 it was tied for the highest place in the percentage of subscribers obtained with seventy-six percent. From the very start of the campaign Akron has met every request in record time.

The chairman of the Akron Committee was Paul W. Litchfield '96, Vice-president of the Goodyear Tire & Rubber Company. He was assisted by R. W. Ferris '08, W. Sherman '94, J. H. Dunlap '11 and L. G. Odell '12.



P. W. LITCHFIELD '96

The following late report has been received from Akron under date of January 3:

Akron Alumni	\$17,910.00
Messrs. Litchfield & Adams	20,000.00
Goodyear	50,000.00
Firestone	25,000.00
General Tire & Rubber ...	2,500.00

Buffalo District

Buffalo was one of the earliest sections to get organized, beginning its work in the early part of December by having a dinner for the Buffalo Technology Society to which all members were invited and about thirty attended.

After the dinner, General Edmund Hayes '73, as a member of the Corporation Committee, and also the Regional Chairman for the Buffalo district, presented in a general way the subject of raising the Endowment Fund which those present received enthusiastically, some subscriptions being received at that meeting.

It was there moved and carried that a committee should be appointed to canvass the Alumni. Nathaniel K. B. Patch '01, was appointed Chairman of this committee. The other members were: J. G. Eppendorff '83, C. B. Morey '06, Earl Root '11, W. L. Spalding '05, S. T. Stone '01.

A short time afterward General Hayes, as general committee-man, called together a few members of the society who were organized into an executive committee to have general charge of the canvass. This committee consisted of M. L. Fish '95, Marvin Gorham '93, Edmund Hayes '73, W. G. Houck '93, F. G. Lane '02, H. P. Parrock '01, N. K. B. Patch '01, Ralph Plumb '01, A. E. Sampson '15, all from Buffalo; James H. Critchett '09 and A. T. Hinckley '08 of Niagara Falls. The committee was organized by electing General Hayes as chairman, Mr. Patch as assistant chairman in charge of subscriptions and A. E. Sampson, Secretary.

Alumni Only Canvassed

It was the consensus of opinion that as nearly all colleges were in the field for a like purpose, it would be useless for any general campaign and it was decided to confine the work particularly to Alumni, their friends and individuals, and corporations who were especially interested in technical education and methods as connected with their business.

From a compilation of corporations used for Liberty Loan purposes, those especially interested were culled out. This embraced the field which was canvassed.

Dinner Aids Campaign

On October 27 a number of these prospective contributors were invited to attend a dinner which was attended by Dr. MacLaurin and Mr. Hayden of the Corporation Committee. Prior to that time, possible parties who might be interested had been canvassed, their names having been assigned to members who seemed best circumstanced to approach the different ones after the dinner. Canvassing was prosecuted as rapidly in a quiet way as the engagements of the different men would permit.

Owing to the many demands of the past two years in the vicinity, no subscriptions were received larger than \$5,000. Buffalo's total up to January 2, was \$109,665 and it was expected at that time that it would be slightly increased by tonight.

Indiana

The Indiana Committee consisted of Walter C. Marmon '95, Chairman, Allen A. Abrams '15, Wilson B. Parker '88, Frank C. Balke '14 and William M. Taylor '86.

It sent out letters to all former Technology men in Indiana. This work was done by J. Lloyd Wayne, 3rd, '96, President of Indiana Alumni, Alex R. Holliday '99, J. W. Stickney '96, Walter W. Bonns '99, Herman A. Scherrer '03, H. S. Currier '13, Lucian Bugbee '94, Frank B. Shields '07.

By January 1 subscriptions were secured from twenty-nine men, the total subscriptions reported from Indiana on that date being \$10,360, including one contract secured under the "Technology Plan."

Houston, Texas

J. M. Howe '96, was appointed Regional Chairman for the Houston district and talked to every Technology man in the immediate vicinity, obtaining subscriptions from every one in Houston himself.

Kansas City District

The Committee under the able heading of H. T. Mulhall '97, which covered the Kansas City district so thoroughly, consisted of the following: Fred H. Dierks '12, Herman C. Henrici '06, Henry F. Hoyt '97, and Charles L. Simpson '89.

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HISTORY OF THE CAMPAIGN

(Continued from page 1)

The Tech, vol. 36. The office embodied a force totalling some thirty people and included a mailing and accounting organization as well as the general stenographic and clerical force. The "Give" side of the campaign was conducted from the office by I. W. Litchfield '85 and the "Get" side of the campaign was under the direction of Professor W. H. Walker.

New York Gets Fine Start

On Monday, October 15, Dr. MacLaurin, General du Pont and Mr. Emerson spoke before a meeting at the Technology Club in New York and officially opened the New York drive, which was headed by William H. King '94. Geo. Gibbs '00, formerly director of the Technology Bureau in Paris was made director of the New York end of the campaign and established his headquarters at the Technology Club. It was due to his perseverance and energy in a large measure that the New York district showed up as well as it did. Dr. MacLaurin and General du Pont left on a two week's trip immediately after this meeting, visiting the Alumni centers in Cleveland, Chicago, Milwaukee, Minneapolis, Kansas City, St. Louis, Indian-

apolis, Cincinnati, Detroit and Buffalo.

Previous to this trip Arthur R. Stubbs '14 had covered the ground during August and September while he was acting as assistant to Dr. MacLaurin, and his work served as a foundation to pave the way for the trip made by Dr. MacLaurin and General du Pont.

The first organization of the classes was at a dinner of the Class Secretaries held on the night of Thursday, October 23, at the Engineer's Club, Boston. Mr. Emerson laid the proposition before the secretaries and they assured him of their hearty support and promised to immediately organize class committees and to get in touch with their members, agreeing to either act as chairman of their class committee themselves or to get some one else to fill the office. This dinner was followed by another dinner a week later in which the class chair-

(Continued on page 5)

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