

We hope that, with the co-operation of the Institute, we shall be able to produce a better magazine of more general interest; we hope to continue to improve our meeting programs. Perhaps, if it can be arranged before the Hale telescope at Palomar goes on a regular schedule of observations, we can schedule a trip to Palomar. We should like to increase the participation of Alumni in conferences or seminars with students to help the students orient themselves in relation to the world outside. We hope that more Alumni will join the Association and that more members will volunteer to help in the work of the Association. We hope that three or four times as many men as have contributed to our fund program this year will support that program next year. We particularly want to attract more men who did their undergraduate work elsewhere and graduate work only at Caltech, for this group is growing very rapidly.

We hope more Alumni will offer constructive suggestions for improving our Association.

In short, we want more Alumni participating in every phase of our Association's activities. The Association does not consist of nine directors and four officers; it does not consist of the twenty-five or so men who serve on committees, the 300-odd who participated in the fund canvass or the few hundred who attend one or more meetings each year. Our Association is over 2,000 strong and should be much larger. Working together we can move mountains. Please don't wait till you are asked to help on some particular job; there are many things of many types to be done. I know each of you would enjoy doing some of these things. If you'll tell us what you'd like to do we'll be only too glad to have your help. Your satisfaction and enjoyment of your Association will increase as some power of the part you play in its activities.

PRESIDENT'S REPORT TO THE ANNUAL MEETING

By MORT JACOBS

Mort Jacobs, president of the Alumni Association for the 1947-1948 year, gave the following report on the Association's progress:

FIRST in order is a comment on our finances. Like all outgoing Presidents I should like to report an excess of income over expense. Unfortunately this cannot be done this year; for we shall show a deficit of several hundred dollars. We should have been approximately in balance in spite of higher costs of nearly everything and some tough problems in connection with publishing our magazine **Engineering and Science** except for one thing: we published our first post-war Directory costing about \$900.00.

Under our administrative policy this year individual Directors were made responsible for individual activities or groups of activities, and I shall report by these groupings.

(1) Membership and Chapter activities have been under the direction of Director Doug Sellers. Bill Holladay has served as Chairman of the Committee, and both men have done excellent jobs. Membership at the year's close was 2,066 as against 1,888 a year ago, indicating healthy growth. Included in these figures are Life Memberships of 384 as compared with 354 a year ago. In addition to San Francisco and New York, there are now active Chapters in Boston and Chicago, also indicating progress.

During the year our warm friend Professor Sorensen accepted an Honorary Membership in our Association, tendered in recognition of his extraordinary service to and high interest in our Association throughout his many years on the faculty. Other Honorary Members, as most of you know, are Doctor Millikan, Doctor DuBridge, Professor Clapp, Professor MacMinn, and Charles Schwieso. The latter many of you knew as the Campus Y.M.C.A. Director who gave our Association much support in its early days.

(2) Director Fred Schell, with an assist from Director Edison Hoge, has ably guided the Program, Social, and Seminar activities. Past President Fred Peterson came back for more this year, serving as Chairman of the Program Committee. One Southern California membership meeting was held in October in Pasadena, at which Mr. John Despol of International Steel Workers Union was speaker. At another in Pasadena in December Lt. Gov. Goodwin Knight spoke. Attendance at each was about 80. In addition, the Program Committee handled plans for the Annual Banquet at the Athenaeum in Pasadena, June 11.

Joe Peterson (no relation to Fred) has been Chairman of the Social Committee, which staged a highly enjoyable theater party at the American Theater, Farnsworth Park, Altadena, in February. "Sheila" was the play, and attendance was over 250. In March a dinner dance was held at Oakmont Country Club, Glendale, with 200 attending. Both functions offered Alumni an opportunity to bring their ladies.

In April the 1948 Seminar was heralded by a record breaking attendance of 487 men and women as the "best ever", to the credit of Chairman Carl Tutschulte and his committee. Inaugurated this year was a program of speakers for the ladies, which definitely made a hit. Included were lunches served in the Student Houses for the men and in the Athenaeum for the wives, a ladies' tea, and a joint banquet with Dr. DuBridge as the speaker in the evening, which was attended by 322.

(3) Director Jim Bradburn has guided the publications activity and preparation of the directory and manual of operations. Past President Harry Farrar, like Fred Peterson, also came back for more and has effectively handled a tremendous job as Chairman of the Publications Committee and staff, which produces **Engineering and Science Monthly**. The magazine has faced plenty of tribulations this year as advertising revenues continued to decline following the

wartime spending spree. Some of the issues were reduced in number of pages, but I am confident the membership will agree the quality of our magazine has been well maintained. During the year a special joint committee was formed, with representatives from the Association and from the Institute. Its purpose is to develop plans for expanding **Engineering and Science**, increasing its usefulness to the Institute at the same time maintaining its usefulness to the Association, and sharing the increased costs on a basis that I think cannot but redound to the welfare of our sometimes sorely pressed budget.

Armand DuFresne, as Chairman of the Directory Committee, is to be commended for publishing this month our first post-war Directory of Alumni names, addresses, business and personal information. This is a difficult project at best; the more so when plagued by soaring costs. Copies will be furnished to members free, and sold to non-member alumni at \$1.00. I hope you have yours by now.

Mention should be made of the completion this year of a so-called "manual of operations", which is a complete documentation of administrative policies, practices, and procedures for guidance of officers, directors, and committees. Begun several years ago, it was put in final form by Carl Friend.

(4) Director Wendell Miller has been responsible for maintaining our contacts with athletic activities. This year for the second time a joint Tech-Oxy alumni football lunch-rally was held prior to the Tech-Oxy game. Indications are that it will become an annual affair for the footballers, who expressed enthusiasm for the get together of the two college alumni groups.

(5) Vice-President and Director Howard Lewis has been in charge of the Fund program this year. He also served as Chairman of the Alumni-Student Relations Committee and of the Alumni-Institute Relations Committee, contributing a prodigious amount of time, interest, and work to these as well as many other Association activities.

The important Fund program was developed and launched this year by a Fund Committee of which Director Joe Lewis (no relation to Howard) was Chairman. I am certain you know of the objectives of this "biggest" of our Association's projects. You will hear a separate report on it at this Annual Meeting. The hearts of Joe and his committeemen are in this program, and I hope most fervently that the membership will "deliver the goods".

Alumni-student relations is a promising field which Howard Lewis has been cultivating this year. Talks by alumni speakers were arranged before joint Technical Societies meetings, and contacts between the Association's Board and the Student Body President have been cooperative and fruitful.

Our Alumni-Institute relations can only be described as excellent. At the hands of Dr. DuBridge we have had optimum cooperation, and it is apparent that mutuality of interest is high and continues to increase. It is gratifying to hear alumni described as the Institute's chief product; and we are quick to define support of the Institute in every possible way as a major purpose of our Association. I would like to take this occasion to express through Dr. DuBridge our sincere appreciation to the Institute; and to our emissary Howard Lewis, our hearty commendation.

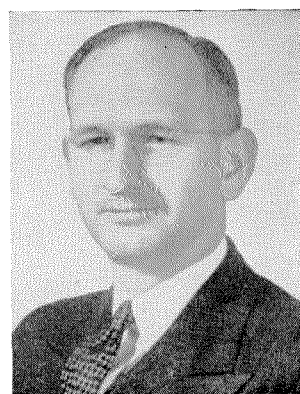
(6) Immediate Past President and Director Al Laws has been in charge of finance and budget, and needless to say his experience and advice have been pillars of strength in this important quarter. He has also served as Parliamentarian, and kept the Board's deliberations "on the beam" at many a borderline.

Last, but by no means least, I wish to comment on the exceptionally thorough and competent jobs done this year by "Hank" Freeman as Treasurer, and Dr. Don Clark as secretary. No administration could ask for more willing support in these important offices than we have received from these two men this year. Your books and records are in excellent condition.

Under Don Clark's supervision the placement service, conducted cooperatively by the Association and the Institute, has been effectively active. Attention has been focused on placements of both alumni and graduating seniors, with excellent results.

Now, I realize that this has all sounded more like a recitation of names,—a "throwing of posies" process,—than a report of activities. But it has become my sincere conviction through the year that our Association's accomplishments consist of personal contributions of a relatively small group of persons, far beyond what might ordinarily be expected. For this fact our Association may be congratulated and count itself fortunate. I wish to record here my personal thanks to all the officers, directors, committee chairmen, and committee members, whose cooperation and service has been so freely forthcoming through the year.

Not only has it been my privilege and pleasure to serve the Association for the past two years, but it has given me greater realization of the purposefulness and objectives of the organization. I wish every alumnus could serve it in the same way. If I may be permitted one recommendation to the membership, it is that more individuals seek opportunities to serve the Association on committees or in other ways. Surprisingly, the rewards will amply repay the invested time.



Mort Jacobs '28, received his B.S. degree in mechanical engineering. His undergraduate interest in organizations—Mort belonged to seven—has continued since 1928, and today he is active in the Pacific Gas Association, the Los Angeles Athletic Club, Masonic Lodge, Sales Managers Association of Los Angeles, Lions Club, and Los Angeles and California State Chambers of Commerce.

After graduation Mort worked in industrial equipment and power plant design for Collins Western Corporation of Los Angeles. In 1930 he entered the Southern California Gas Company where he has risen from industrial service engineer to manager of general sales.

After election to the Board of Directors in June 1946, Mort was named vice-president for the 1946-47 year. He was also chairman of a committee which drafted necessary changes in the By-Laws. This work was finished in May 1947, and in recognition of his service he was elected president of the Association that June.