

# ALUMNI NEWS

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## ALUMNI CHAPTER OFFICERS

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<b>SECRETARY-TREASURER</b> 5800 Buena Vista Ave., Oak'and 11, California, PIedmont 8672-M Standard Oil Refinery, Richmond, California, Tel. RIchmond 7800	John C. Harper '40

The San Francisco Chapter meets weekly for lunch at the Fraternity Club, 345 Bush Street, on Mondays.

## RICHARD W. SHOEMAKER '03 CONSULTING IN TWO FIELDS

RICHARD W. SHOEMAKER '03 has recently established an office in Oakland for the purpose of doing consulting work in the fields of radiant heating and electrical engineering. Mr. Shoemaker has been consulting engineer for Chase Brass & Copper Co., Inc., of Waterbury, Connecticut, and the Kennecott Wire & Cable Co., of Providence, Rhode Island for the past 13 years.

In addition, Mr. Shoemaker has been appointed consulting engineer for the Oakdale Irrigation District in connection with irrigation and power developments on the Stanislaus River, involving the construction of dams and hydroelectric plants approximating 50,000 kw.

While with the Chase Brass & Copper Co., Mr. Shoemaker wrote the "Chase Electrical Handbook" and directed studies on radiant heating which resulted in the publication of the "Chase Radiant Heating Manual."

Prior to his work with the Chase Company, Mr. Shoemaker was engineer for the Turlock and Modesto Irrigation Districts during the building of the Don Pedro Dam, and also acted in a similar capacity for the Merced and Imperial Irrigation Districts in their power developments.

## DIRECTORY DELINQUENTS

THE DIRECTORY COMMITTEE acknowledges the cooperative spirit of alumni in filling out and returning forms for the forthcoming Directory. While not all of the information asked for will be used in the Directory, it will be of great service to the Institute and to the Association in any further listings.

However the Alumni Office is still short quite a number of questionnaires. In order that the Directory be published within a reasonable length of time, a deadline of November 15 has been set.

A. F. Dufresne '38, chairman of the Directory Committee, requests that any alumni who have misplaced their Directory Questionnaires send a letter marked "For Directory" including name, class, address, degrees, giving dates and schools from which they were received, present occupation, and employer to the Alumni Office. Any other pertinent data concerning recent activities will be helpful for classification.

So many changes, not only of occupation, but also of address took place during the war years that some men are still listed as "lost" with the Alumni Office. Any men having alumni neighbors suspected of being lost to the Office are requested to show them this copy of *Engineering & Science* and ask them to mail Directory Data--including correct mailing address--in at once.

Remember the deadline

**November 15**

**Fill out your questionnaire tonight!**

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## With the Board

**S**ITTING with the Board of Directors around the table in the Athenaeum, discussing the increasingly complex affairs of the alumni group, one is deeply impressed with the amount of business involved in running the Association. A few years ago nine or ten meetings per year lasting two or three hours each sufficed to handle Association affairs, but as the Association has grown its activities have become more complex and more numerous. When Chuck Varney became President in 1945 he stated that the meetings were getting a little long and he would try to shorten them. Al Laws tried again in 1946 and 1947, but he achieved an opposite record; one meeting lasted five hours and finally was adjourned considerably after midnight. Mort Jacobs at his first meeting in 1947 announced that the closing hour henceforth would be 11 p.m., and then that very meeting, expected to last till 9 p.m., ran till nearly midnight. Adjournment then was made possible only by scheduling a special meeting for a few days later.

Newcomers to the Board meetings have been impressed by the willingness of each director to take on a job; to arrange a dinner meeting, to obtain a speaker, to arrange a seminar, to make a study of alumni records. These men obviously are accustomed to getting things done, their information on any subject is comprehensive; by the time a proposition has survived 15 or 20 minutes' discussion the decision made is a sound one. Sometimes it is necessary to obtain further information; in that case a report is made at the following meeting and the decision is usually made at that time.

Take the case of the Alumni Directory: At the August meeting where this was discussed the Directory Chairman, A. F. DuFresne, stated that he was ready to go ahead and asked how much money was to be allocated. It was pointed out that the budget had not yet been approved so his allocation could not be stated. Alternative plans and recommendations were requested for the September meeting. Then at the September meeting Jim Bradburn, director in charge of the Directory, presented alternatives and cost estimates and asked for information on how many copies would be needed and for concurrence of the Board on a finance plan. This was given and on page 21 you will find an announcement about the Directory.

The final plan to give the Directory to members and to sell it to non-members for \$1 per copy was the result of considering aspects of this matter far too numerous to mention here. However, it is interesting to note that the plan adopted represents something of a gamble and that we must sell a goodly number to non-members to finance its publication. If any members would have objected to paying a small price, 25 or 50 cents per copy, they would probably be interested in learning that the smaller risk involved made such a plan so attractive that it was rejected by only a small margin. It was rejected because your Board feels that it has made an implied promise to you to provide a Directory at no cost beyond your dues. And Board members feel that although a risk is involved, we'll be able to sell enough copies to cover expenses.

—H. K. F.

### NEWS OF ALUMNI IN JAPAN

**D**R. ROYAL SORENSEN, in Japan this summer, encountered several Tech alumni. Among them: Brig. Gen. Ivan Farman '24, in charge of the Tokyo

area for the Army's Air Transport Command. His command includes Shanghai, China.

Fred M. Hirano (Morikawa) '25 is engaged in engineering liaison work. He is an electrical engineer with the Japan Electric Generation and Transmission Co., Ltd., Tokyo. During the war he was in charge of a power company in Sendai. Fred was bombed out in Sendai, but his family was situated in a place of safety and his Tokyo home was undamaged. Hirano mentioned shortages of sugar, soap, shoes, salt, and tobacco.

A. Tomizo Suzuki '28 is a civil engineer and liaison officer with Hazama-Gumi and Co., Ltd., constructors, engineers and architects. Tomizo was with the Company during the war. One of the jobs he supervised was the building of bridges in Burma. Tomizo was in charge of a crew of 11, all civilians, all unarmed.

Stranded at war's end, he walked 125 days to the China coast and caught a ship back to Japan. En route the ship hit a mine, but finished its voyage. Tomizo's family was in Hiroshima when that town was bombed in August 1945, but were saved by a hill.

Thomas T. Hiyama '30 is head of the Engineering Department of the Nippon Columbia Co., Ltd., manufacturers of phonograph records, radios, and public address systems. Thomas was in the Indo-Chino area before the war, setting up a factory under license by an English company. On his return home, he found living conditions crowded, as his wife and four children were sharing their house with another family.

### ED THAYER '25 PROMINENT IN NEW YORK ADVERTISING WORLD



**E**DWIN F. Thayer '25 has drifted quite a distance from his engineering background. Now president and publisher of *Tide*, weekly news magazine of the advertising, merchandising and public relations. Thayer has been identified with this field for the past 21 years.

After graduating with a degree in engineering and economics, Thayer became assistant editor of *Electric Railway Journal*, a McGraw-Hill publication. Then followed several years as advertising manager of the Mitten Management properties in Philadelphia, after which he became assistant to the president of the St. Louis Public Service Company, in charge of public and industrial relations.

In 1934 he re-entered publishing activity as western manager for Retail Ledger Publications, making his headquarters in Cleveland. He joined *Advertising Age* and *Industrial Marketing* in 1937, shortly becoming eastern manager for this group of publications. He became publisher of *Tide* in July of 1943.

Thayer, married to former Pasadenan Miss Ruth Hubley, is known as "Mayor Thayer" in New York. Two years ago he was elected a trustee of Ocean Beach, an incorporated village in New York, on Fire Island. This year he was elected mayor. A resort town, Ocean Beach has a population of between 5000 and 6000 in the summer.