

Incoming President's Acceptance Address

I am deeply appreciative of the honor that you have bestowed upon me. I hope that I warrant your faith. I want to welcome and congratulate the officers who will continue to serve, the officers elected this year, and our Executive Director. We, your officers, need and want the help and suggestions of you, the corporate and sustaining members of the Society.

We have been extremely fortunate in the selection of those who have carried the responsibilities of running our Society these past years. They have done a tremendous job, and we cannot thank them enough: Gomer McNeil, William Fischer, Admiral Quackenbush, Morris Thompson, William Robertson, those of the Executive Committee, the Board of Directors and the Council, etc.

This coming year we need to concentrate on maintaining and increasing both our corporate and sustaining membership. All of us should be salesmen for our Society, and also, incidentally, for the best manuals of photogrammetry and photogrammetric interpretation that have been written.

The items that I wish to recommend to you have to do with our journal, PHOTOGRAMMETRIC ENGINEERING. To me this is an excellent magazine. Mr. Norcross, our past editor, worked hard to improve the editorial content and make-up of this magazine. Our Past President and present Editor, Mr. Tewinkel, is now doing a tremendous job; but he needs help to manage this journal so that its story will reach the greatest number of our members.

Our Secretary has sent me, at my request, copies of the complaints and the written resignations received during these past years. From these it is evident that we do not reach our members often enough so far as magazine content is concerned. Our only contact with many members is through our magazine. Photogrammetry is now so diverse—so far reaching—that we must extend our efforts to reach all of our members in all fields more frequently. To do this, I recommend the following:

1. A concerted campaign on a permanent basis be undertaken to ensure an appropriate pro-

portion of down-to-earth articles, such as articles on new methods, unusual applications, and photo interpretation. Everywhere I travel in photogrammetric circles, the Society members complain about the overwhelming proportion of long, highly theoretical articles. We want these, but we also need practical applications.

2. A larger page format be used: the 7×10-inch size (as in *Civil Engineering* magazine) in place of the present 5×8. This larger size is more nearly that of our standard 9×9-inch aerial photograph, and it affords the editor and the advertiser greater flexibility in designing pages for a pleasing appearance, readability, and advertising presentation.

3. That the number of issues be increased from 6 to 12 with fewer pages per issue so that the annual content will remain essentially unchanged. As the financial burden will fall on the advertisers, and as the labor burden will fall on our advertising manager, we will need to plan and study this change.

4. That news items be included in the journal and the special *Newsletter* be discontinued. The 12 issues per year will eliminate the need for the *Newsletter*, and the news items will enhance the journal.

5. That one issue be devoted to annual meeting articles; one to semi-annual meeting articles; and that each of the technical areas of the Society (these may at a later date be "divisions") be made responsible for supplying the major proportion of articles for at least one issue per year.

6. The name of our journal, PHOTOGRAMMETRIC ENGINEERING, was no doubt selected because of the pick-and-shovel work that had to be done at the time our Society was organized. But photogrammetry has greatly expanded, and probably more members than previously are using photogrammetry for other than engineering purposes. I recommend that the journal name be changed to "American Photogrammetry." This covers any division make-up and the total field of photogrammetry—which is *our field*.

Before I close, I wish to commend to you, the members of the Society, the work of your council, and our Regional representatives.

I also wish to thank President Gomer McNeil for his help and assistance received—and will still to be received. Also I want to commend the Director of this convention, Mr. Charles Theurer, and his associates for managing this smooth running, forward looking convention.

Thanks again; and please give us your cooperation and assistance.

—Lawrence W. Swanson