CAMPAIGN NUMBER

Story of Great Achievement   President Alling Comments
Birth of Oak Hill Vision      Campaign Organization Lineup
Impulsion of Rochester      Alumni Honor Roll to Date

Six Millions More
Some Rochester Talking Points
Simultaneous Alumni Dinners
Alumni Council Reborn
Rochester Men at the Polls
Football and Basketball

December-January, 1924-25
Why We Subscribed
To The
Greater University Fund

This question has been asked. The answer is a simple one. Intelligent business selfishness prompted our subscription. Philanthropy played no part in the transaction. As a plain business proposition, this is the way it looks to us:

The development of a Greater University means the more rapid and stable development of a greater Rochester. A greater Rochester means more business for the business man; more work, more people and more homes for the people. As these things develop our business grows apace. We are vitally interested in the growth of our business, therefore, we are vitally interested in any movement which will help it grow. The Greater University project will, in our judgment, do this; therefore, it was good business for us to pledge a subscription.

Nor is this all. The presence of so great and wisely administered a school in our midst cannot but react favorably upon the intellectual life of the community. It will make for a broader sympathy with and a better understanding of the problems of community life. From this a more ready and intelligent co-operative spirit will flow in the production of which all may have a part and all benefit in terms of serving and being served.

Rochester Gas and Electric Corporation
GREATER UNIVERSITY CAMPAIGN BREAKS RECORDS

STORY OF WONDERFUL ACCOMPLISHMENT

BY CITIZENS AND ALUMNI

The Greater University of Rochester—new College for Men at Oak Hill, separate College for Women on the old campus—has greatly increased endowment and everything else we have been dreaming about for the last three years—is practically assured. The winning touchdown has been scored. Nothing now remains but to kick the goal. In other words, the sum of $1,500,000 remains to be raised somewhere outside of Rochester by the Executive Committee. But what are a mere million or two in these days? Five years ago it was only with the greatest travail that $900,000 was raised, when a million was wanted. Today the drive seems practically completed when it gets down to the last million and a half. Truly, times have changed.

This change of mental attitude toward large figures may be accounted for by recent events. Here is a brief summary of some startling facts. The main objective of the campaign was $10,000,000, established by most careful study as the minimum amount required for the expansion program. Of this sum the citizens' executive committee decided that the city itself and the alumni should raise $7,500,000—and many conservatives, both in and out of the community, said that it could not be done. Of this great local quota, the alumni accepted $1,000,000 as their share—and members of the citizens' committee themselves told each other that the alumni could not do it. Such skepticism seemed to be justified. Both figures were, respectively, far in excess of anything which either the city, generous as it is, or the alumni had ever accomplished or even attempted in the past.

But read the answer: Grand total from the general Rochester campaign, $7,500,007, including a grand total from the alumni campaign of $1,061,873—both over the top on schedule. The alumni surprised the city, and the city surprised the world.

It has been an off season for skeptics, cynics and those of little faith.

Both the alumni and the general city campaigns were a trifle slow in developing a victorious momentum, but that only set the stage for a thrilling climax. The alumni campaign actually opened on October 15 under the general alumni committee indicated in the last issue of the Review. Despite the inspiration given by the early subscription of President Alling for $100,000, the first two weeks showed a total return below the $300,000 mark. Then
a spurt sent it up above the half-million, at which point the brakes seemed to be setting again. Most of the local alumni had come in, and returns from out-of-town were slow and discouraging. To even the most optimistic members of the committee the million-dollar goal looked like more or less of a mirage. They were steering themselves to fall short of it by about $100,000.

**Gifts That Turned the Tables**

Then out of the west came a ray of light, two rays in fact, which dispelled the clouds. Charles A. Brown, '79, of Chicago, who was elected to the Board of Trustees last June, sent in his own card and that of Lem W. Bowen, '79, of Detroit, with a subscription for $50,000 on each. The receipt of that additional $100,000 just at that time marked the turning point of the campaign and inspired the workers to fresh efforts in going after the out-of-town men, whose returns began coming in in more satisfactory numbers.

Any apprehension which still existed regarding the last, and usually the hardest, lap of the race was dispelled when $25,000 was rightly allotted to the alumni from a memorial gift of $100,000 made by Mrs. Edmund Lyon in memory of her husband, a revered member of the class of 1877, and when three more subscriptions of $50,000 each were received from Dr. John P. Munn, '70, of New York, F. R. Welles, '73, of Paris, France, and James S. Watson, '81, the last named being half of a total subscription of $100,000 to the drive by Mr. and Mrs. Watson.

**Generosity without Bounds**

An interesting demonstration of uncontrollable generosity was given by George C. Hollister, class chairman of '77. Originally stating that he would give $25,000, which was considered most generous, he started with an actual pledge for $30,000, then aiming to raise his class quota increased it by intermediate stages until the figures on his final subscription card called for $35,-000. It was probably a good thing for his family and his business that the campaign ended when it did.

Other subscriptions for considerable amounts, which helped out materially at different stages, were those of Walter S. Hubbell, '71, for $30,000; William B. Hale, '85, for $30,000; Albert H. Harris, '81, for $25,000; Dr. Charles A. Dewey, '61, for $20,000; Charles H. Wiltzie, '80, for $20,000; Charles F. Hutchison, '98, for $15,000, and subscriptions of $10,000 each from Frederick H. Wilkins, '82, of London, England, Lewis B. Jones, '90, Laurence M. Morley, '97, and Martin F. Tierman, '06.

This surprising number of large subscriptions might make it appear that the grand total was not difficult of attainment, but a million dollars is still quite a large sum of money. Between those large subscriptions there were many chinks to be filled in, and they were filled by hundreds of small pledges, ranging from $25 up, which were just as much appreciated and played their own important part in the aggregate. Many a pledge of $50 or $100 is just as worthy of honorable mention as those cited above, had we the gift of discrimination in all cases or the space to give it play.

**Faculty and Students**

Other noteworthy contributions to the alumni campaign, which were not needed for the final quota but which helped materially to swell the total, were those of the faculty members not alumni and of the undergraduates in the College for Men. The alumni on the faculty contributed through their respective classes. The others wished to give but preferred that their contributions should be listed under the
alumni rather than stand out as a separate campaign effort. The sum realized from this source was $15,617 from 37 subscriptions. The faculty solicitation was enthusiastically handled by an alumna, Dr. Victor J. Chambers, '95, head of the chemistry department.

The students waged an intensive campaign, in which nearly every man in college participated. Their final result was $15,258 from 410 subscriptions, and this amount was very fittingly included in the alumni total, for on the basis of the five-year payment plan all of these men should be alumni before their pledges are paid in full.

**General Campaign Opens**

The general city campaign opened officially on Friday evening, November 14, with a dinner to the splendid organization of nearly 600 workers. Short talks were made by General Chairman George W. Todd, who introduced Louis S. Foulkes, a member of the Board of Trustees and former president of the Chamber of Commerce, as chairman of the report meetings, by Chairman Edward G. Miner, of the Teams Division, President Rhees and Manager Harry P. Wareheim. The relation of the city and alumni quota of $7,500,000 to the $10,000,000 was explained, with the statement that the General Education Board of New York had already promised to give the last million of the ten and that the Executive Committee assumed the responsibility of securing the remaining $1,500,000 from other sources outside the city.

The division of the $7,500,000 was also outlined and the announcement made that George Eastman would give one dollar for every two dollars raised by the general organization, or a total of $2,500,000 if the drive went over the top. Of the remaining $5,000,000 the alumni already had agreed to raise $1,000,000, and the balance was allotted as follows: Alumnae, $48,000; Teams Division of 500 local workers, subdivided into five districts and 50 teams, $974,143; Executive Committee, $2,077,857.

**Alumni and Alumnae Exceed Goals**

When the city drive opened, the alumni were still waiting to hear from one or two large expectations, and they lacked about $100,000 of reaching their self-imposed quota. At an alumni report meeting on Tuesday noon, November 18, however, the class chairmen were given in confidence the cheering news that the much-sought million had been reached and already exceeded by $9,000. For strategic reasons the campaign manager only wished the alumni results to be publicly announced by piecemeal until the final night, and the class chairmen, therefore, were urged to swell the total as much as possible before the last day of the drive in order to help take up any possible shortage in other quarters. As a result of these additional efforts the grand total reached at the final alumni report meeting Monday noon, November 24, was $1,036,546. Belated subscriptions and increases of previous pledges, which have come in since, have raised these figures to $1,061,873, or 1.06% of the original quota, which had seemed such a mountain to scale at the outset.

The alumi did correspondingly well in their own drive, in fact better from a percentage standpoint. It was not expected that they would receive any very large contributions, and they were advised to strive for a high number of subscribers rather than a large total. For that reason they were assigned a moderate quota of $48,000. Under the able chairmanship of Mrs. Clement G. Lanni, '14, however, the alumnae put through a little surprise act of their own and came through with $65,666, or 136.8% of their quota, including a splendid subscription of $1,000 from Dean Munro and $9,203 contributed by 310 undergraduates of the College for Women.

**City Drive Starts Slowly**

The general city campaign ran a course quite similar to that of the alumni. There were six report meetings in all—five luncheon meetings from Monday noon, November 17, to Friday noon, inclusive, and the final report dinner on Monday evening, November 24. All of these meetings were held in the large banquet hall of the Chamber of Commerce and were widely attended by the team workers, with quite a number of spectators in the gallery each day. Louis S. Foulkes presided with his usual force, while a spirit of revelry was injected into the proceedings by a daily song session under the acrobatic leadership of David Harvard, of the Baptist Temple. Some of the results were musical, some were just plain noisy, but all were morale boosters.

As the work of the alumni and alumnae divisions was then pretty well completed,
main interest centered in the daily reports of the Teams Division and the Executive Committee. The latter committee had done a great deal of work in advance but had less than one-half of its quota actually assured at the opening of the drive, while the Teams' Division, of course, had to raise its entire quota within the ten-day period. It should be born in mind, also, that the latter division was centering its efforts on small and medium prospects, the majority of whom were good for subscriptions of $100 or less, with only an occasional subscription in four figures and none over $5,000.

The teams started slowly, worked up to a mid-week peak of approximately $157,000 for a day's efforts, then tapered off to the final report for the week on Friday noon of only a little more than $100,000. After that report meeting Friday noon the entire campaign lacked a little more than $2,000,000 of fulfillment, with only one more report meeting to hear from. The five previous reports had averaged about $1,000,000 a day. With the cream of the early prospects already solicited, the organization had to double those figures in the one remaining report. To most of those interested the situation seemed all but hopeless.

**Great Last Inning Rally**

The case of the city teams appeared particularly desperate. In order to reach their quota they had to come in Monday night with $300,000, or nearly twice the maximum they had reported on any previous day—and this despite the fact that many team workers declared that they had already practically cleaned up the prospect cards assigned them. But did those men know defeat? Did they take refuge behind the general verdict that it could not be done? Far from it. They worked over the week-end as never a campaign organization had worked before, tracing down every prospect whom they had missed before, going into the churches, going out into the country and nearby villages landing new prospects who had not been previously listed. And Monday night they came through, not with a bare $300,000, but with the almost unbelievable total of $377,000! It was a last inning rally that will never be forgotten.

The big results, as far as figures go, of course had to come from the Executive Committee, which was faced by a Herculean task of its own. Between Friday noon and Monday night it had to raise more than $1,000,000 with most of its wealthiest prospects already signed up. But the Executive Committee was also to learn that the age of miracles was still in operation, for at this point occurred one of the most interesting incidents of the campaign, an incident that smacked of the *Arabian Nights* Tales.

**Out of the Blue**

On Sunday morning J. Foster Warner, well-known Rochester architect, received a telephone call from Mrs. Charles D. Vail, of Geneva, stating that she wished to see him and a representative of the Rochester *Democrat & Chronicle* that afternoon on an important matter. Accompanied by Harold Sanford, a University graduate in the class of 1912 and news editor of the paper in question, Mr. Warner set out on his mysterious mission. His reputation as a speed artist behind the steering wheel of an automobile is second only to his reputation as an architect, and the trip to Geneva, though retarded by the several towns en route, was made in only a few minutes more than an hour.

They found Mrs. Vail awaiting them with a most unexpected purpose in mind. Mrs. Vail is the widow of a former Hobart College professor, who was her second husband. Her first husband was Charles Frederick Houghton, of Corning, N. Y., a former official of the Corning Glass Works. It seemed that in the earlier days
of that company’s operations Mr. and Mrs. Houghton had taken a special course in chemistry at the University of Rochester under Dr. Lattimore, by means of which they had been able to develop a less expensive formula for the manufacture of colored glass. This economic discovery meant a great many dollars to their company and impressed Mr. and Mrs. Houghton with a lasting debt of gratitude to the University.

**A Timely Memorial**

As a result of this feeling Mrs. Vail, formerly Mrs. Houghton, had followed with a great deal of interest the progress of the Greater University Campaign, as related in the columns of the *Democrat & Chronicle*, of which she had long been a reader. When she read of the difficulties the committee faced during the closing days, she decided that the long-sought occasion had arrived for establishing a suitable memorial to the memory of her first husband.

Hence the unexpected summons to Mr. Warner, with whom she had established a friendship through previous business relations. Mrs. Vail was naturally not on the campaign mailing list and consequently had no subscription card upon which to register her intentions. During the closing days of the campaign, however, the newspapers published small coupon subscription forms for the use of scattering voluntary subscribers who were not on any list for personal solicitation. When Mr. Warner and Mr. Sanford returned to Rochester, therefore, they bore with them such an informal subscription blank, clipped from the *Democrat & Chronicle* and filled out by Mrs. Vail with a subscription for $100,000, with the understanding that it should be the last hundred thousand to complete the goal of the campaign. Have miracles ceased? Straight out of the blue, from a source wholly undreamed of, the hard-pressed Executive Committee had been presented with one-tenth of that last million.

**Story of Big Gifts**

The story of the Executive Committee’s achievements, from first to last, is a story of big gifts, wonderful gifts, and an unprecedented number of them. The first, and one of the most munificent, was that of Mrs. Henry A. Strong, who gave $200,000 in 1920 for the erection of a new auditorium as a memorial to her husband. Conditions at the time and subsequent developments deferred the use of this gift until it was possible to apply it to the Greater University project.

**Anonymous Generosity**

The second large gift, and one which also smacks of the miraculous, was an anonymous subscription of $300,000 made by a friend of the University in the summer of 1923, when it was thought that the drive would be held during the coming fall. The unexpectedness of this contribution can be realized when it is stated that it was to be given from capital and represented many times the amount which that particular citizen had ever given for any public purpose. Furthermore, so sincerely jealous was the donor of his anonymity that he announced his intention of making another subscription under his own name during the public drive, which would be considered entirely adequate, and to this day no one knows of his identity except Mr. Alling, who obtained the subscription, and President Rhee.

There were a number of other notable subscriptions, which should prove of interest to the alumni. Two such subscriptions, which helped very materially to bridge the gap on the closing night, were one of $150,000 from the corporate members of the Bausch & Lomb Optical Company and another anonymous gift for the same generous amount. Ten subscriptions for $100,000 each accounted for $1,000,000 of the city total. The members of this important “Hundred Thousand Dollar Club,” in addition to Mr. and Mrs. Joseph T.
Alling, Mrs. Edmund Lyon, Mr. and Mrs. James S. Watson and Mrs. Charles D. Vail, already mentioned in this article, were Mr. and Mrs. George W. Todd, Simon N. Stein, James G. Cutler, Hiram W. Sibley and family, Rufus A. Sibley and family and Mrs. Arthur G. Yates.

Other subscriptions of $25,000 or more, besides those previously indicated under the alumni, included those of Mr. and Mrs. James E. Gleason and the Rochester Gas & Electric Corporation, for $50,000 each; Mrs. Laura Ritter Brown and Mrs. Adeline Ritter Shumway, jointly, for $31,500; North East Electric Company, for $30,000, and Mr. and Mrs. Andrew C. Gleason, Mrs. A. M. Lindsay, T. B. Ryder and family, Mr. and Mrs. Libanus M. Todd, Mr. and Mrs. William G. Stuber, and Miss Alice K. Whitney, for $25,000 each. Besides these there were three other anonymous contributions of $37,500, $30,000 and $20,000.

From Every Walk of Life
There were a great many other gifts, ranging from $5 to $20,000, which represented just as liberal a spirit of giving as the larger amounts enumerated above. In fact, a most notable feature of the campaign was the great number of participants and the unexpected response to the cause of higher education from every walk of life. The team workers were not allowed to solicit factory and office workers, yet a large number of voluntary subscriptions were received from such sources, including quite a number which came through the mail on newspaper coupons during the closing days. There were subscriptions from newsboys, house maids, school children, American Legion posts, labor unions, fraternal and other organizations.

Alumni Response Breaks Record
Particularly gratifying was the total number of subscriptions—13,733 from all sources, indicating a surprisingly general interest. The division of this total into the different classes of subscribers is indicated elsewhere, but an analysis of the alumni figures should prove of particular interest to our readers. The total number of alumni subscribers at the present writing is 1598, of whom 1188 are graduates. As the total number of living graduates at present is 1736, the percentage of graduates on the honor roll of subscribers is 68.5, which is the highest percentage of alumni subscribing to any college campaign of which we have record.

Staging of Last Act
It is easier to imagine than describe the grand climax of the campaign at the final report dinner on Monday evening, November 24, when the marvelous record achieved during the closing days was made public bit by bit until the final figures were reached. Every seat at the tables in the large hall of the Chamber of Commerce
was occupied by the campaign workers, and
the gallery surrounding the diners on three
sides was crowded by spectators. A group
of undergraduates, including several mem-
bers of the glee club, were in the gallery
and enlivened the early part of the evening
with college songs and cheers, while Dave
Harvard worked harder than ever in lead-
ing the crowd in hilarious song before the
reports started.

Most of the workers came to the hall
that evening with the expectation that the
drive would fall short of its goal by a quar-
ter million at least. When Mrs. Lanni
and Chairman Raines announced that the
alumni and the alumni had gone well over
their quotas, there was the first outburst
of applause. Just how vital the alumni
achievement was to the success of the cam-
paign was apparent when it was found on
the closing night that the campaign man-
ager had arbitrarily raised the alumni quo-
ta to $1,025,000, thus relieving the other
hard-pressed divisions of $25,000 worth of
responsibility. Nevertheless the alumni
overshot that new mark by $11,000 in the
report given that night.

Enthusiasm Runs Riot

Such returns from the graduates had
been more or less anticipated at the finish,
however, and the most anxious interest
centered in the reports of the Teams Di-
vision, whose task had been so hopeless. As team captain after team cap-
tain came through with astounding figures,
enthusiasm swelled, until the final an-
nouncement by Chairman Edward G.
Miner that the Teams' Division had not
only reached its goal but had actually ex-
ceeded it by $26,877 was the signal for
pandemonium to break loose. Cheer after
cheer rent the atmosphere, and hundreds of
discarded prospect cards and song sheets
were thrown into the air. As he watched
those cards go up, Secretary Frank Gugel-
man was heard to remark with glee that
he was through with the readjustment of
team quotas and prospect claims.

This enthusiasm was sustained as Mr.
Todd and President Rhees, dividing the
honors between them, announced for the
Executive Committee the last great gifts
which put the seal of triumph on the whole
enterprise. The greatest campaign achieve-
ment in the history of a community of great
achievements, its conclusion was marked by
the most stirring scene which has probably
ever been staged in the Chamber of Com-
merce hall.

President Rhees Grateful

As soon as the tumult had subsided suf-
ficiently President Rhees arose and paid his
tribute of gratitude to all the individuals
and agencies, who had contributed to the
success of the enterprise. The list was
naturally a long one, including the team
workers themselves, team captains, district
chairmen and the two chairmen of that
division, Edward G. Miner and Clarence
Wheeler, the alumni and alumni chair-
men and workers, the Publicity Committee,
The Cusack Company, Gas and Electric
Corporation, Commissioner of Parks, New
York State Railways, the East Side Savings
Bank and the newspapers, all of whom had
donated space or service to the Publicity
Committee, Harry P. Wareheim, peerless
campaign manager, Chairman Harry N.
Kenyon, of the Auditing Division, George
W. Todd, who with James S. Havens first
envisioned the Oak Hill project, the tire-
less Executive Committee, of which Mr.
Todd was chairman, and last, but most im-
portant, the thousands of individuals, from
Mr. Eastman down to the school children,
together with military, fraternal and labor
organizations, whose response to the appeal
crowned the efforts of the workers with
success.

Important Preliminary Work

In this connection it seems fitting to out-
line briefly some of the preliminary work
which served to pave the way for the cam-
paign workers themselves. Both the Exec-
utive Committee and the Publicity Com-
mittee held frequent and regular meetings
over a period of about two years prior to
the final drive. It is interesting to note
that of the 27 members of these two com-
mittees ten were alumni, chosen for their
fitness and interest rather than for the fact
that they were alumni. Alumni on the
Executive Committee were Joseph T. All-
ing, '76, Herbert W. Bramley, '90, Ken-
dall B. Castle, '89, and Raymond N. Ball,
'13. Other members of that important or-
ganization were George W. Todd, chair-
man, Herbert P. Lansdale, secretary, Ed-
ward G. Miner, Clarence Wheeler, F.
Harper Sibley, Thomas E. Lannin, James
E. Gleason, Simon N. Stein, Frank W.
Lovejoy, Louis S. Fouikes, Rush Rhees and
Harry P. Wareheim.

The Publicity Committee did a remark-
able piece of work, according to the testi-
mony of the campaign workers, who stated
that they found everyone upon whom they called already entirely conversant with the proposition. This committee, which had held a series of meetings before each of the earlier, proposed campaign dates, began meeting early in the summer for the final drive and met regularly every week thereafter until the finish. In fact, it is still subject to call for a final meeting, at which the chairman is scheduled to pass out cigars.

**Variety of Publicity**

The publicity embraced about every medium known to modern propagandists. In the first place, two campaign slogans were adopted—“Dad, Give for Me,” appealing to the parents of Rochester, and “A Greater University for a Greater Rochester,” appealing more generally to civic pride. An idealistic picture of the Greater University at Oak Hill, with the Genesee River in the foreground, was painted by Ezra Winter, of New York. This was reproduced in most strategic positions on twelve of the Cusack Company’s large display boards. Permits were obtained from the Park Commissioner for placing two of these in Franklin Square and in Anderson Park, and those two boards were illuminated at night, free of charge, by the Gas and Electric Corporation. Forty other Cusack boards on leading roads near the city bore only the cryptic slogan, “Dad, Give for Me,” and excited much public speculation for the last two or three weeks before the campaign.

This picture by Mr. Winter was also reproduced in colors at the head of a four-page campaign letterhead, in the center of which was a double-page spread in colors, showing a proposed layout of the Oak Hill campus. The direct-mail campaign page, illustrated letters, a broadside and a cluded three illustrated booklets, two four-large, illustrated circular, sent out at intervals to a mailing list of about 15,000 names. Press stories appeared occasionally during the year preceding the campaign and very frequently during the closing weeks, all of the local newspapers co-operating in the fullest measure in the matter of space. Pictures of proposed new buildings and campus layout and of campaign officials were also run in rotogravure sections and other Sunday supplements.

**Unusual Street Car Advertising**

The city was thoroughly blanketed with colored street car cards, window cards and posters, carrying the Oak Hill painting and campaign slogan. During the final drive the slogan, “Dad, Give for Me,” was displayed on large placards on the sides of street cars and on small cloth banners carried by countless delivery and business trucks. The street railway company also donated the services of a special street car, completely covered on either side by a huge placard bearing both campaign slogans and two University shields. For more than a week of the drive this car ran through the streets from morning to night, traversing every principal line in the city. The cost of this unusual advertising alone, had it been necessary to pay for it, was estimated at more than $13,000. Above the “Four Corners” downtown the slogan was also flaunted to the breezes by a huge street banner.

A very ingenious novelty, trade-named the “Mystic Oracle,” was discovered and 50,000 pressed into service. This consisted of a revolving cardboard disc, actuated by a small magnet, which asked and automatically answered a series of pointed questions regarding the University and the campaign. They were given out to the school children of the city and aroused much interest among both children and parents. The interest of the school children was further cemented by a letter or essay contest put on by the Publicity Committee in the English classes of all secondary schools, through the co-operation of the Board of Education and the English teachers. Twelve prizes of $25 each were offered, one in each high school including the Catholic, and one for the grammar school children at large. Several hundred productions were submitted, so many of
them of real merit that the selection of the winners was no simple task.

**Churches, Clubs, Theatres**

The Publicity Committee also superintended the procuring of speakers for the different lunch clubs and interested the leading churches in calling favorable attention to the campaign from their pulpits on the first Sunday evening of the drive. The Baptist Temple went a step further by holding a special University service on that Sunday evening in the Lyceum Theater. Members of the faculty and Board of Trustees sat on the stage. President Rees made the principle address, and the choir sang "The Genesee." An interesting motion picture film, showing University buildings and campus scenes, was prepared and run during the week of the campaign in the Eastman Theatre and other local motion picture houses.

Considerable display advertising was run in all the daily newspapers and in several local weekly publications, which cooperated with editorial matter. A comprehensive handbook of talking points was put out for all the team workers, and during the final drive a daily publication, labeled the *Ten Million Dollar Bulletin*, was printed and placed in the mail each night for delivery on every team worker's desk before he satlled forth the following morning. While not a part of the general publicity, attention should again be called at this point to the forerunner of the above publication, the *Million Dollar Bulletin*, which was issued at frequent intervals during the alumni campaign by Ernest E. Gorssline, '01, chairman of the special alumni publicity committee, and proved very effective in helping to round up the out-of-town alumni.

To announce the progress of the general drive a huge, illustrated display board was placed on the East Side Savings Bank building at the corner of Main Street East and Clinton Avenue South. It showed a father and mother standing at the foot of a ladder which their young son was climbing and at the top of which was shown an impressionistic view of the Greater University at Oak Hill. The total amount reached each day was placed in large figures on the ascending rungs of the ladder as the boy climbed toward the goal. The radio was also called into service for campaign reports every evening from Station WHAM at the Eastman Theatre.

**Publicity Assignments**

This survey of the Publicity Committee's activities would indicate that it earned all the encomiums that were showered on it. Seven of its members were alumni. Herbert W. Bramley, '00, used his experience and well-known geniality to great advantage as chairman. Ernest A. Paviour, '10, served as secretary of the committee throughout, wrote one broadside and did most of the editorial work on the *Ten Million Dollar Bulletin*. Edward R. Foreman, '92, conducted the essay contest and furnished some of the penurous committee members with cigars. Edward Stahlbrot, '07, and George J. Barnes, '11, did a great piece of work with the outdoor advertising. Raymond N. Ball, '13, served admirably in a general advisory capacity. Hugh A. Smith, '07, was responsible for the preparation of most of the direct-by-mail publicity, some of which had been started a year earlier by Edward Hungerford, former director of publications at the University.

Of the other members, all of them prominent advertising and publicity men of Rochester, Fred T. Harris worked indefatigably in getting out all of the press matter, prepared the handbook for workers and handled much of the routine detail on the other publicity. Harry C. Goodwin placed all of the display advertising and prepared most of it. Howard Palmer was the expert layout man and supervised much of the quality printing. Arthur P. Kelly was responsible for the production and placing of the motion picture film. George W. Todd and Harry P. Wareheim sat in at most of
the meetings and constituted a helpful tie-up with the Executive Committee.

The variety and thoroughness of the publicity program might lead one to infer that a large sum of money was expended in this direction. As a matter of fact, because of the generous co-operation of some of the agencies already alluded to, the entire publicity budget was kept within $25,000, a very moderate appropriation for a $10,-

a great deal of support of the campaign organization.

was issued by the Rochester as an enterprise. Alumni may well be gratified at its general effect on the community, regardless of the primary objective. Whatever vagueness may ever have existed in the public consciousness regarding the University must certainly have been dissipated before the end of the campaign.

Matchless Organization Work

Another and most important piece of preliminary work was that of organization, headed by the campaign manager, Harry P. Wareheim, master of detail, a Rochester citizen but considered in many other cities to be unsurpassed in the country as a campaign organizer. In this he was valiantly assisted by Chairman Edward G. Miner, of the Teams Division, Vice-chairman Clarence Wheeler and their secretary, Frank E. Gugelman. This task of organization and the preparation of prospect lists and cards occupied Mr. Wareheim and the campaign office staff far into the night for many nights prior to November 14. That campaign office was located on the mezzanine floor of the Eastman School of Music until the opening of the drive, when it was removed to the Chamber of Commerce. This office organization was augmented during the drive by the important auditing division, which functioned most efficiently under the leadership of Harry N. Kenyon, '12, in auditing the daily returns from all teams and divisions and compiling accurate data for the final reports.

Support of Other Alumni

We would be derelict to our own feelings and those of the administration if we concluded this story without paying a tribute to the broadminded and public-spirited support given the campaign by the alumni of other colleges. A considerable proportion of the campaign organization and many of the hardest workers, as well as hundreds of subscribers, hailed another college than Rochester as alma mater. An outstanding event of the early days of preparation was a dinner given under the auspices of the Cornell Club of Rochester to several hundred alumni of other colleges, at which President Farrand, of Cornell, and President Rhees made notable addresses, the former stressing the reasons why the graduates of other institutions should demonstrate their loyalty to the cause of higher education by supporting the Rochester campaign.

As this is primarily a final report to Rochester alumni, we publish on subsequent pages a complete list of alumni subscribers, brought down to date. Appreciating the general alumni interest, we have endeavored to sketch, even though inadequately, the progress and results of the general campaign, which has been so close to the hearts of all sons of Rochester wherever located. As a deserved tribute and a matter of permanent record we also publish in another section of this magazine all the names of the wonderful campaign organization which has paved the way for "A Greater University for a Greater Rochester."

H. A. S.

A Sleepless Night and a Great Vision

George Walter Todd, prominent Rochester manufacturer and business man, gave more to the Greater University campaign than a mere $100,000. He gave one sleepless night, which is quite a personal sacrifice. That was more than three years ago. Probably he gave more than one before the campaign was over, but his first one was the most important contribution of all.

For on that night, puzzling over the problem which had been presented to the University of Rochester along with its two new professional schools, he suddenly caught a vision of a great college on the rolling acres of Oak Hill overlooking the winding Genesee.

He was not sure at first that it was a vision. In broaching the subject to his friends he even referred to it as a "brainstorm." But when other citizens were found to see the picture as he saw it, when the seed thus planted took root and grew into the Greater University movement, the "brainstorm" unquestionably became established as a great vision.

Very shortly thereafter Mr. Todd and James S. Havens, who had himself been quick to catch the vision and to join Mr. Todd in its promotion, succeeded in selling the idea to George Eastman, who had
been opposed to the project at the outset. Thus encouraged by the first few individuals approached, Mr. Todd later invited about 75 of Rochester's leading citizens to his home to consider the feasibility of several different plans for the expansion of the University. As a result of this gathering the plan presented by the Oak Hill idea was enthusiastically adopted.

The next step was to secure the co-operation of the Oak Hill Country Club, whose beautiful property had thus far been only mentally confiscated, and here Clarence Wheeler, president of the club, enters the picture. Through his effective leadership the club members quickly voted to give up their splendid golf course for the sake of the time-honored principle of the greater good for the greater number. All honor to them and their public spiritedness, which meant no little sacrifice. Final negotiations were successfully conducted with the club by Joseph T. Alling, '76, James S. Havens and F. Harper Sibley.

Up to this point it had not been thought advisable to take the public into the confidence of the promoters, but the project was too great and too far-reaching to remain long under cover. The announcement, which followed in the newspapers, electrified the entire city, appealing to civic pride and stirring the imagination of thousands. The movement gained headway steadily and was finally crystallized into definite action at a mass meeting of citizens, held in the assembly hall of the Chamber of Commerce in July, 1923. After listening to a stirring address delivered by Dr. George E. Vincent, of New York, and a formal outline of the project given by Walter S. Hubbell, '71, that representative meeting, upon motion of Simon N. Stein, voted unanimously in favor of the project and in favor of George W. Todd as general chairman of a citizens' committee to conduct the campaign which it involved.

Thus the birth of an idea, the wonderful fruition of which has already been described.

**Impulse of Rochester**

In forwarding, as an alumnus of Rochester, my modest pledge, there is an urge within me to express something of the mingled pride, gratitude and reminiscence elicited by this effort of our university to meet its supreme opportunity.

There is in my heart, as there must be in the hearts of all the sons of Rochester, a thrill of elation at the response of the alumni. Lacking the welding influence of dormitory life at college, and thrust out into a world not wildly interested over us or even over Rochester, each of us forced "to get his kite up" on his own, we may not have seemed to be bound to each other and to our alma mater by quite so tight a tether as are the alumni of some schools. Yet, from recent struggling alumni to those far down the decades from their commencement day, there has been a mighty, many-voiced, concordant answer to this irresistible call of Rochester. Those splendid gifts in four, five and six figures, and the multitude of smaller but sacrificial pledges, would seem almost enough to incite old Prexy Anderson to a premature resurrection day and to bring him stalking forth, with his big cane in his hand and with triumph in his eagle eye, to join in the rejoicing.

But we are proud and grateful for other things: For the insistent scholarly quality of Rochester work, its heritage from the beginning; for the utter thoroughness and practicality of it; and for the conductivity of it, which has carried the impulse of Rochester afar without diminution of energy or dilution of quality and has set it to work all over the world, not always conspicuously but usually with efficiency. It was not mere politeness nor chance, but the law of cause and effect, which led the President of the United States—a man not greatly given to splattering idle words at random—to pay tribute the other day to the influence upon his student days of the alumnus of Rochester just inaugurated president of Amherst. And what a contribution to the educative forces of America has been the administration at Rochester of him who for a quarter-century has blended with ripeness of culture the wisdom of a great executive and the graces of a Christian gentleman.

But that gift of Rochester to the world, which at this time haunts my thought and brings a little choking in the throat, is that of the modest physician-alumnus of Rochester who passed away in a distant land so lately, leaving behind him uncounted thousands of homes where little children had been saved from death or fragility of health and given their chance for a vigorous maturity. I think of the mothers to whom his name connotes the most precious of their possessions, and of the physicians and nurses
whose ministration to infant life attained much of its finest efficiency through him. It is fitting that Rochester’s splendid expansion, already assured, is to be notable in the direction which Emmet Holt took—in the saving of life and in making life physically worth the living. Would it be too much to say that all of the millions given and to be given to the Rochester of our anticipative dreams would not be more than an equivalent for what one man like Holt has done for the child-life of the world, for that beautiful on-coming army of the dawn, the re-enforcements of the race?

Those who are giving to the new and ennobled Rochester may do so in memory of the Rochester men, teachers, preachers, physicians, executives, writers, men of clear thinking and nobility of deed, who have quietly built themselves into the fabric of civilization. And they will be giving, too, in anticipation of those who through long years to come will use the splendid adequacy of equipment those others never had, but with the same enthusiasm and devotedness which was theirs and which—please God—will ever be Rochester’s.

Augustine S. Carmans, ’82.

**President Alling Draws Some Comparisons**

With all my heart I congratulate the alumni of the University of Rochester upon their splendid accomplishment in the recent campaign. It was with some misgivings that a quota of one million dollars was established as a goal for the alumni to strive for. Memory of former campaigns made it doubtful whether that sum could be secured.

The first effort among the alumni to raise money for the College, of which I have knowledge, was in the late nineties, just before the coming of Dr. Rhes. At that time they desired to raise $30,000 for the Alumni Gymnasium. After struggling for a year or two, during which time it was impossible to impress any large number of alumni with their obligation to the College or to secure sums of any amount from those who did feel this obligation, the New York Alumni arranged a dinner, at which Dr. Henry Burton and I spoke, he as Acting President of the College and I as chairman of the Alumni Gymnasium Committee. At that meeting gifts previously secured were announced, and other gifts were offered from the floor, so that we finally brought the total up to the amount upon which the subscriptions were made conditional, and the success was assured.

The change in the feeling of the sons of Rochester toward their alma mater has been most pronounced since that time. Of course the classes are much larger than they were and the financial condition of our alumni has been greatly improved, but after all it is the enthusiasm and devotion which have counted in this, our latest campaign, and these qualities were conspicuously lacking twenty-five years ago.

My congratulations are extended to all the sons of Rochester. Those who were able to be present at the campaign meetings of course participated in the enthusiasm and indeed helped to increase it by their own high spirits and their untiring efforts, but to those who were absent from the city and who could not thus share in the atmosphere of success even greater thanks are due, because out of their quiet devotion came the significant sums which enabled the general committee to start their city campaign with every promise of success. To the public of Rochester the significant news was: “The Alumni and students have done their part and have a million dollars in sight before others are asked to give.”

Our thanks are due especially to Eugene Raines, who took the chairmanship of the Alumni Campaign Committee; to all the men who acted as chairmen of their respective classes; to the Publicity Committee, who gave us all the facts and helped to arouse our interest, and to Raymond Ball, Hugh Smith and Jack Kuhn, who carried the details and were untiring in their efforts from start to finish.

Joseph T. Alling, ’76.

President, Associated Alumni.

*Besides subscribing most generously, Mr. Alling worked tirelessly in the interests of the campaign from its inception and proved one of the heaviest producers of signed pledges.—Ed.

In the hope of strengthening University dramatics the Board of Control has taken a radical step in voting to permit the men’s organization to combine with that of the College for Women in productions of the coming season. Rehearsals are already under way for the first bill of three clever, one-act plays, which will be presented on Friday, January 16, in Catharine Strong Hall. Edward A. Richards, of the English department, is the director.
"To him that hath shall be given." This Biblical decree seems to apply to institutions as well as individuals. Scarcely had the alumni and friends of the University recovered from the thrill occasioned by the success of the great effort to raise $7,500,000, when they learned that the University was to be still further enriched, without any effort at all, by a sum equal to four-fifths of that amount.

On Monday, December 8, just two weeks after the conclusion of the Greater University campaign, the public was again electrified by the announcement that George Eastman had again drawn on his apparently limitless bounty and was to contribute $12,500,000 more to the cause of higher education, besides the $2,500,000 already subscribed to the University drive, or $15,000,000 in all. Of this great additional sum the total of new benefactions allotted to the University of Rochester was $6,000,000, divided among the three schools as indicated below. While the College of Arts and Science, through the College for Women, is to be a beneficiary to the extent of $1,500,000, the exact amount remaining to be raised from outside sources in order to complete the original $10,000,000, this does not mean that further effort on that project will be abandoned. It is intended to carry that project through as originally planned, so that the total ultimately to be realized for the expansion movement of the College of Arts and Science will be $11,500,000.

These latest gifts have all been applied to endowment, the life blood of any institution, and they raise the total endowment of the University to $25,885,909. This magnificent figure places Rochester sixth in endowment among the universities of America, according to the figures for 1923, given in the World Almanac, the first five ranking as follows: Harvard, $47,000,000; Columbia, $35,819,971; Yale, $32,662,012; Chicago, $29,850,000; Leland Stanford, $26,450,000.

A significant feature is the fact that Rochester's endowment is concentrated on three schools, while those of the others named is spread over a large number of schools. If Rochester's conservative financing policy is maintained, its endowment should mount toward the top if other schools are later developed.

Because of his peculiar intimacy with the transaction, we requested Treasurer Raymond N. Ball, '13, to give us a statement, which follows:

"The announcement of Mr. George Eastman's latest gifts to the University of Rochester is already known to the alumni of the University, for it has been commented on in the newspapers from coast to coast. No gift ever made aroused more general interest. There are some details, however, which may be of interest particularly to the out-of-town alumni.

"Mr. Eastman announced on December 8, through a letter written to his employees, that he had sold certain securities at less than the market value, the price being payable in installments over a period of fifteen years, to several educational institutions. He stated that his intentions were that those institutions would benefit to the minimum amount of $15,000,000. He al-
lotted to Massachusetts Institute of Technology $4,500,000; to Hampton Institute, $1,000,000; to Tuskegee Institute, $1,000,000 and to the University of Rochester $8,500,000, distributed as indicated in his letter, which follows later.

"This brings the total of Mr. Eastman's gifts to the University to $26,078,525 and the grand total of the principal gifts he has made to various causes to more than $58,000,000.

"Of particular interest to the alumni and friends of the University was Mr. Eastman's statement: 'But for the fine response of our citizens and the alumni of the University in the recent campaign, I certainly should not have allotted to the University of Rochester so large a proportion of the properties which I am now distributing.'

"The only condition attached to the new funds provided for is that income on the $1,500,000 for the College for Women be not available for use until 1930. Mr. Eastman's letter to his employees is so unusual and of such keen interest to all alumni that it seems proper that it should be published in the Alumni Review for permanent records. It follows:

Fellow Employees of the Eastman Kodak Company:

This is to announce to you that I have sold certain stocks at less than their market value (the price being payable in installments during my life) to various educational institutions, with the intention of benefiting such institutions to the amount of about $15,000,000. The institutions in question and the minimum amount of the benefit expected to be derived by each of them are as follows:

Massachusetts Institute of Technology $4,500,000
University of Rochester—
Eastman School of Music 3,000,000
College of Liberal Arts and Science 2,500,000
Medical School 1,500,000
College for Women 1,500,000
Hampton Institute 1,000,000
Tuskegee Institute 1,000,000

$15,000,000

The transfers to Tuskegee Institute and Hampton Institute are for the most part conditional upon their successfully completing their drive for $5,000,000, now in progress, before December 31, 1925.

In view of the fact that you are, nearly all of you, now stockholders of the Kodak Company owing to the action of myself and of the Kodak Company, and the further fact that this transaction includes the bulk of my remaining holdings in the Kodak Company, I deem it proper to inform you that it does not indicate in any way that I am about to retire from the direction of the company, or that my interest in its success is in any way lessened by the transaction. For some time past the accumulation of money personally has lost its importance to me, and therefore my interest in the company has not been affected by the income from its shares.

As time goes on I realize more clearly that I shall have to face the inevitable sooner or later, and inasmuch as my major interest in life is to guard the continued success of the Kodak Company and the welfare of those whom I have brought together as its employees, I have been shaping my plans accordingly. The distribution of stock to employees was one of the first of these plans. To make that stock more valuable every year depends largely upon you all, the humblest workman as well as the skilled experts. Things that are outside of your control might affect the stock temporarily, such as my death and the unexpected throwing upon the market of a large block of stock. One of the objects of this transaction, that I am telling you about, is to guard against the latter event, my stock being the last great block in existence, as the holdings of the other big owners, my old partners, Strong and Walker, have been distributed without disturbance of the market.

Another principal reason for this disposition of my stock at this time is that I desire to see the money put into action during my lifetime. About 60 per cent. of this particular money is to be spent in Rochester in undertakings which must largely inure to the benefit of Kodak employees and their descendants.

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Approximate University Resources

College of Arts and Science
Land and buildings as at present (estimated) $2,500,000.00
Endowment 2,569,751.87
Ross fund 835,157.23
Greater University fund 10,600,000.00
Eastman gift to College for Women 1,500,000.00
Equipment 392,071.63

Total $17,816,980.73

School of Medicine and Dentistry
Eastman and General Education Board endowment $9,000,000.00
Recent Eastman gift 1,500,000.00
Buildings 4,000,000.00
Rochester Dental Dispensary (to be used as clinic for Dental School) 2,500,000.00

Total $17,000,000.00

School of Music
School of Music and Eastman Theatre—
Land, Buildings and Equipment $5,986,423.65
Special fund 1,303,605.00
Endowment 2,432,258.53
Recent Eastman gift 3,000,000.00

Total $12,722,287.20

Summary
College of Arts and Science $17,816,980.73
School of Medicine 17,000,000.00
School of Music and Theatre 12,722,287.20

Grand Total $47,539,267.93
Among the other plans that I have made and have been carrying out is provision for the management of the company in case of my death. For years I have been building up a staff organization which I believe is unequaled in any company in the world, either in individual ability or co-operative spirit. With this magnificent staff I have been able, as I have grown older, to relinquish detail to such an extent that I do not look forward to the necessity of retiring for many years.

Mr. Eastman further states that he has made his gifts to education because "the progress of the world depends almost entirely upon education," and because he believes that "fortunately, the most permanent institutions of man are educational—they usually endure when governments fall." He believes that the University is now in a position to develop along the broadest lines and become one of the outstanding universities in the country, but he wisely adds, "By that I do not mean one of the largest, but one of the highest rank in all of the fields which it has entered."

"Another principal reason for this disposition of my stock at this time is that I desire to see the money put into action during my life time."

"One of the reasons why I welcome this disposition of my Kodak stock is that it separates me from money-making for myself and will give me the benefit of a somewhat more detached position in respect to human affairs. I look forward with interest to finding out how much the changed conditions will affect my views on current events."

"Rochester is well started on its way towards being the finest city in the world to live in and bring up a family. As a place to earn and spend money, to maintain health, to obtain education and recreation it stands unrivaled."

**Junior Prom Appeals to Alumni**

The Junior Prom will again be held this season in the Memorial Art Gallery, which proved such a beautiful setting for this function last winter. The date of Friday night, January 30, also corresponds. This was found to be advantageous last year, since it avoids the social congestion of the holidays and comes during the brief holiday period following the mid-year examinations. William Bush is chairman. The best available music is promised, and every effort is being made to attract alumni as well as students.

**"Georgie" Olds Now Prexy**

Dr. George Daniel Olds, '73, reached the climax of a notable career as educator, when he was formerly inaugurated as president of Amherst College on November 14 before an impressive assemblage of 200 brilliantly robed educators of Amherst and leading government and professional officials of Massachusetts. Among those present were U. S. Attorney General Stone and U. S. Senator Gillett, both Amherst alumni, the presidents of Harvard, Williams, Smith, Mt. Holyoke, M. A. C. and of nine other colleges presided over by men holding Amherst degrees.

Dr. Olds was on the University of Rochester faculty from 1884 to 1891, first as assistant-professor and later as professor of mathematics. In 1891 he went to Amherst as professor of mathematics, and President Coolidge was one of his early pupils. He made a remarkable impress on that institution, serving a number of years as dean and three different times as acting president. An Amherst alumnus recently told us that "Georgie" Olds probably enjoyed a close, personal relationship with more individual students than any other man who had ever been on the Amherst faculty. His many friends among his Rochester alumni associates, who hold him in the same affectionate regard as Amherst men, rejoice in his well-deserved advancement. He is one of the most loyal of Rochester alumni. He served as his class chairman in the recent alumni campaign and in June, 1923, left a busy season at Amherst to return for the fiftieth reunion of his class.

Dr. Olds is the second Rochester alumnus to serve Amherst as president. Dr. Merrill E. Gates, '70, was the first, serving in that capacity from 1890 to 1899.
Some Talking Points for Rochester Alumni
Why the University Should Interest
Boys of Your Acquaintance

By the Alumni Secretary

Alumni of Rochester have never had occasion to feel concern over the curriculum, the administration or the idealism of their alma mater. For a long time the matter of endowment was a cause for anxiety, but even that worry has now been removed in marvelous fashion. With those four elements of a great institution assured one might think that the alumni could rest easy in complacent satisfaction.

But there is a fifth, which is really more vital than any of the others—the human element. Bricks and mortar, marble and granite, cannot make a great university; neither can endowment, ideals or equipment. They are only accessories. The chief criterion lies in the personnel—the faculty, which must maintain the standards and apply the ideals, and the student body, which must furnish the material for their application. The faculty is the concern of the administration, but the student body may well give food for constant thought and action on the part of the alumni.

Never was this truer than today, as we stand on the threshold of a new era at Oak Hill. A leading and entirely justifiable appeal of the recent university campaign in the city was to provide adequate facilities for the boys of Rochester who want to go to college. But if the University is to be only a city college with a local student body, it will stultify itself and greatly hamper its possibilities for increased service. Furthermore, it will weaken its appeal to Rochester boys, who seek something more in their college experience than a continuance of their local high school atmosphere. In other words, we must make the University, not a city college, but a real national institution. Only by assuring it of a liberal proportion of students from other parts of the state and from outside the state can we provide that spirit of enthusiasm, that cosmopolitan atmosphere, that variety of contacts and interests which go to make up so large a part of the lasting value to be derived by a young man from his formative college years.

All of which brings us to the subject of sub-freshman work. Many of us have talked a lot about it in the past, but none of us have done very much about it. Entertaining high school seniors and sending representatives out to visit the schools are desirable measures that are all very well as far as they go, but they do not go far enough. They are spasmodic and isolated efforts which are at best but temporary in their benefit. The only type of sub-freshman work which is permanent, general and constant in its results is that which is carried on by every alumnus, wherever he may be located and whenever he comes in contact with the type of high school boy whom he would like to see in Rochester.

In other words, we must all of us educate ourselves to an enthusiastic knowledge of the real advantages now presented by our own University of Rochester and to a constant alertness in picking out the right sort of boy and impressing those advantages upon him. We shall need more of those boys at Oak Hill, many more of them. You may think that we have no room for them now, but in that you are mistaken. There is always room at Rochester, or at any other good college, for boys of the highest character and all-around possibilities.

Believing that the alumni might welcome some definite material to present to such boys, we have summarized twelve talking points for the University of Rochester, which are presented in the form of topical paragraphs and explanatory statements:

I. The City of Rochester as a College Town

Unusually attractive in its residential atmosphere, its civic spirit and its physical surroundings. Not so large as to submerge the college, yet sufficiently metropolitan in character to afford the distinct cultural advantage of city life and contacts. Of particular advantage to the boy whose previous experience has been acquired in a rural or small town environment.

This is a talking point, the effectiveness of which we have tested on more than one occasion. The theory that a small town is the only desirable location for a college has been advanced so often that it has become trite and is all too frequently accepted as gospel without thoughtful analysis. How
fallacious it is in the case of a boy who, having spent all of his boyhood in the country or a small village, must spend his four college years in another village is obvious, when it is considered that college is supposed to provide the final rounding out process in preparing him for contact with real life in the business or professional world. In this connection the unusual physical attractiveness, community spirit and cultural benefits offered by the city of Rochester can well be emphasized. Many a country boy has come here for a college education, later to find a place for himself in the community and to become one of Rochester’s leading citizens.

II. Rochester as a College

Highest scholastic standards maintained along broad, cultural lines since its founding in 1850. Rated by a former official of the General Education Board as the best college in America in standards and administration. Its high rating with such post-graduate schools as M. I. T. Its three great presidents, Anderson, Hill and Rhees. There has never been any question among educators of the high scholastic standing of the University of Rochester. The Rochester brand of education has always been a quality product. The General Education Board of New York, which is in a position to form sound and accurate judgment of institutions, has demonstrated its confidence in Rochester more than once by its wonderful benefactions in the last five years. The Massachusetts Institute of Technology has admitted many of our University graduates without examination and has stated that it obtained very good material from Rochester. The University has been particularly fortunate in its presidents. A prominent educational leader of national scope recently told a Rochester alumnus that he considered President Rush Rhees to be the best college president in America. The first president, Martin B. Anderson, was a bulwark of the old school of cultural education, while David Jayne Hill has since become internationally known in state and diplomatic circles.

III. Athletics at Rochester

Recognized as an important and desirable phase of student life but consistently administered under the cleanest amateur standards, which have come to be generally regarded by educational and athletic authorities as the only future salvation of intercollegiate sport. No subsidizing of favored athletes, but every man treated fairly on his individual merit as both a student and athlete. Our championship basketball teams. Some notable achievements of past in football and baseball.

Good athletes, who are at the same time real college students in their intentions and performance, are most welcome at Rochester. In an era of many extravagances and questionable practices, which have threatened to wreck intercollegiate athletics, the University has maintained a wholesome sanity in this important phase of college life. That policy has now justified itself, for educators and respectable institutions everywhere are coming to recognize that strictly amateur athletics, conducted without excesses, provides the only basis upon which the continuance of intercollegiate sport can be justified. Rochester offers the same attractions to athletes as to any other prospective students. Any clear-thinking boy, who loves athletics but wants a college education, will think twice before he mortgages his time, his skill and his reputation in return for a scholarship and other remuneration, open or disguised, which obligate him to play certain sports regardless of his college work or his inclinations.

In athletic achievements the University has more than held its own among colleges of its size and in several different seasons has made a strong impression among much larger institutions. In football it has played several very close games with Cornell, Syracuse and Colgate, has scored individual victories over Colgate, Holy Cross, Tufts and Vermont and has won a big majority of its games with colleges in its own athletic class. In basketball it undoubtedly has a better record over a period of years than any other small college in the country. It has produced at least two teams which have been adjudged eastern intercollegiate champions by New York sports writers and several other teams which have won a majority of their games against Intercollegiate League teams and other strong opponents. Only last season it defeated Cornell, Intercollegiate League champion, and won fourteen out of nineteen games of an exceptionally hard schedule. Last spring in baseball it won six out of nine games, including a 4-to-1 defeat of Colgate at Hamilton during the same week that Colgate defeated Yale at New Haven.
ing staff in each sport and is striving con-
Rochester maintains a competent coach-
stantly to better its athletic performances. 
With its future growth it seems certainly 
destined to achieve still better records in 
this important phase of college life, but 
always on a clean and worthwhile basis. 

IV. General Physical Education at 
Rochester

Administered by a physical director 
of national reputation, with four well- 
qualified assistants. Gymnasium and 
adjointing field in constant and general 
use. Every class session a play spell. 
Athletics and recreation for everyone. 
Inter-fraternity and inter-class schedu-
les played for cups in football, basket-
ball, baseball, tennis, swimming, wrest-
ling and handball, engaging 70% of 
student body in some form of athletics. 

Physical education at Rochester has been 
revolutionized since the writer attended 
college. No longer is it regarded as an 
irksome requirement of the underclass 
curriculum, but many upperclassmen are found 
returning voluntarily to the gymnasium 
for various forms of recreation. Every 
class session is a real play spell. In addi-
tion to the class work very general en-
thusiasm is aroused in the inter-class 
and inter-fraternity league schedules enumerat-
ed above, which involve approximately 70% 
of the student body as active participants 
and contribute greatly to the college life. 
Dr. Edwin Fauver, head of the department 
and chiefly responsible for its evolution, 
came to Rochester from the Princeton de-
partment several years ago. He has a na-
tional reputation among physical educators 
and, in fact, served a term as president of 
the national association.

V. Other Extracurricular Activities

Opportunities offered for recreation 
and practical experience of a high grade 
among journalistic, musical, dramatic 
and social lines. The Campus, an up-
to-date college weekly of eight pages, 
which nets its staff a worthwhile finan-
cial return each year. The Inter-
pres, ambitious annual publication of 
the junior class. Glee club and college 
orchestra under expert direction, giving 
annual schedule of out-of-town con-
certs. Well-trained dramatic perform-
ances of literary character. Four col-
lege dances a year, given by the differ-
ent classes, two formal and two in-
formal, in addition to the home con-
cert and fraternity functions.

The gist of this talking point, supple-
menting that on athletics, is to the effect 
that whatever a healthy, normal, all-around 
boy is looking for in college life, outside 
the classroom, he can find at Rochester, 
conducted along sane but progressive lines. 
Many a member of the Campus staff has 
graduated from that college weekly to a 
permanent position on one of the local 
newspapers. The musical clubs are con-
stantly improving because of the material 
attracted to the University by the East-
man School of Music. The social develop-
ment so important to a young man can 
be more easily and economically effected 
in a city like Rochester than in a small 
town college, where girls and chaperons 
must be imported and entertained.

VI. Rochester for the Medical or Den-
tal Student

New School of Medicine and Surg-
ery, with Dental School included, 
opening in September, 1925. Excep-
tional faculty, latest type of building 
and laboratory equipment and liberal 
endowment, which should make this 
institution second to none in America. 
Unusual hospital and clinical facili-
ties. Origin of school complimentary 
to Rochester and its administration. 

The young man looking ahead to either 
medicine or dentistry can find no better 
place to come than to Rochester, both for 
his preliminary college course and for the 
professional work to follow. The new 
School of Medicine is outstanding in sev-
eral respects. It houses in one huge build-
ing the medical college proper and the 
Strong Memorial Hospital with 220 beds, 
which combination is regarded as the latest 
and most efficient plan of construction. In 
addition the city is erecting a new Munici-
pal Hospital to have an ultimate capacity 
of another 220 beds, which is connected 
with the University plant and will be 
staffed by the School of Medicine. For 
dentistry, which will be taught on the 
same high plane as medicine, the large Den-
tal Dispensary, erected by Mr. Eastman 
and already in operation, provides clinical 
facilities unsurpassed in America.

The quality of medical education offered 
is guaranteed by the character of the med-
ical faculty already secured. Beginning 
with Dean Whipple, former dean of the 
University of California Medical School,
every department head represents the first choice recommended by medical authorities. Several of the staff come from Johns Hopkins, where their work had already given indications of great promise. Back of this plant and this faculty is an endowment of $10,500,000, which assures the retention of a high-grade staff and unrestricted opportunities for development. The initiatory movement for the medical school came from the General Education Board of New York, which interested Mr. Eastman in the project, and itself contributed $5,000,000. Its selection of Rochester for the undertaking was in itself an openly acknowledged tribute to the standards of the University and to President Rhees as an administrator.

VII. Rochester for the Music Student and Music Lover

The Eastman School of Music and Theatre, an integral part of the University and representing an outlay of $12,000,000 in buildings, equipment and endowment. Offers four-year University course, combined with regular college work, and special courses. Already recognized as an outstanding institution of the world in its aims and equipment. Eastman Theatre affords unusual opportunities for hearing Grand Opera, the world’s greatest concert artists and its own philharmonic orchestra of real merit.

Probably no other university in America boasts such a department of music as that represented by the Eastman School of Music and Theatre. In fact, to judge from the enthusiasm evidenced by some of the European masters, who have joined its staff, it already takes rank with the outstanding musical institutions of the world. It represents an outlay of $12,700,000, of which about $5,500,000 is endowment, permitting the maintenance of a faculty of international reputation. Combining with the College of Arts and Science, it offers a four-year course leading to the Bachelor of Music degree, as well as special courses. The Eastman Theatre is a unique adjunct, luxurious in its appointments and with a seating capacity of 3,500 people. It is favored by an annual appearance of the Metropolitan Opera Company and attracts the leading concert artists of Europe and America during the season, not to mention its own philharmonic orchestra of 65 pieces. The opera department of the School has also developed a new American Opera Company, which appears in the Theatre.

VIII. Engineering and Cultural Training Combined

Somewhat unique course in mechanical engineering, combined with cultural training and leading to the degree of B. S. in Mechanical engineering. If mechanical engineering degree is desired, it can be obtained in one post-graduate year at such an institution as Cornell or M. I. T. Similar course offered in chemical engineering, in which Rochester is also particularly strong.

The unique feature of this course is that it can make a practical engineer of a student and at the same time give him some of the more important cultural elements of a real college education. It consists of three years of practical engineering in modern, well-equipped laboratories and machine shops, interspersed with a full year of cultural work. The graduate is in every sense a college man, yet has enough practical engineering to take such a position without further training; or, if he so desires, he can obtain his M. E. degree in one more year of study, as indicated above. The University has always been particularly strong in its chemistry department, and it now offers a course similar to this in chemical engineering, combined with arts work. High school students interested in either of these courses should acquaint themselves with the entrance requirements as early as possible in order to shape their high school work accordingly.

IX. Co-operation with the City

City of Rochester, with its greatly varied national industries and its cooperative spirit, affords unusual working laboratory for University classes in applied science and in economics. University gives much to these institutions and receives much in return.

Rochester as a city possesses an unusual variety of national industries. Classes in mechanical and chemical engineering are free to visit several of these factories and observe at first hand the practical application of the various principles they are studying. Particularly interesting are the great factories of the Eastman Kodak Company and the Bausch & Lomb Optical Company, both among the largest of the world, if not the largest, in their lines. Courses in economics are frequently addressed by local banking and business specialists and
those classes also visit different industries to make an intimate study of departmental organization and different methods of business management.

X. The Self-Supporting Student in Rochester

Unusual opportunities afforded by the city of Rochester for the student who finds it necessary to support himself financially. Practical employment bureau conducted by University Y. M. C. A. High percentage of self-supporting students. University scholarships and student loan fund.

Rochester has been the salvation of many a young man who has been bent on getting a college education but has found it necessary to earn it himself. To such students the city, because of its size and its varied industries, presents exceptional opportunities. This is now further facilitated by the University Y. M. C. A. employment bureau, which places, or helps to place, about 100 annually. At least 40% of the present student body is either wholly or partially self-supporting. The University helps this situation by maintaining 143 scholarships, which are available to needy students meeting reasonable scholastic requirements. In its ratio to the total number of students this is one of the highest percentages of scholarships offered by any college in America. There is also a student loan fund which provides a limited amount of assistance where necessary.

XI. The Future Rochester

Purpose and result of recent Greater University Campaign. What it will mean in separating and upbuilding both the College for Women and the College for Men, bringing the latter into proximity with the School of Medicine and placing the College on a footing with the great schools of medicine and music. Physical advantages of Oak Hill and its relation to the city. Plans for dormitories, improved campus life and better athletics.

The success of the recent Greater University Campaign for $10,000,000 means that the College of Arts and Science, which is the heart of the University, will be placed on the same physical and financial plane as the new schools of medicine and music. The College for Men will be rebuilt on the Oak Hill site up the Genesee River, next to the School of Medicine, and enlarged to accommodate twice the present number of students at the outset. The present campus will be rededicated and the buildings remodeled for the purposes of the College for Women which, now partially segregated, will then be completely segregated on the order of Radcliffe at Harvard or Barnard at Columbia. Oak Hill is a beautiful site of 87 acres. With its rolling terrain and frontage on the winding Genesee it presents one of the most beautiful college campus prospects in the world. While near enough to the city for practical purposes, it is yet sufficiently isolated to encourage a self-contained campus life, which will be further enhanced by a students' union, complete system of dormitories, fraternity houses and an adequate athletic field with concrete stands on the campus proper. Dormitories will be built to accommodate 200 men at the start, and the increased attendance should insure more uniformly successful athletics. The river will also be available for the possible development of boating and water sports. The future Rochester bids fair to rank, within a very few years, among the greater universities of the country.

XII. Rochester's Increased Resources

Acquisitions from Greater University Campaign and other recent benefactions. Rochester's total resources and its high ranking among American universities on basis of endowment. Unusual soundness of expansion policy in relation to financing of different schools.

The University's future greatness seems to be guaranteed, financially at least, by recent acquisitions for the special schools, from the campaign and from other sources. Rochester's total resources are now represented by the astounding sum of $47,539,267, divided as follows: College of Arts and Science, $17,816,980; School of Medicine and Dentistry, $17,000,000; School of Music, $12,722,287. Of this great total $25,885,909 is for endowment, which places the University sixth among the universities of America in endowment, the first five being Harvard, Columbia, Yale, Chicago and Leland Stanford. A remarkable feature lies in the fact that Rochester's great endowment is concentrated on three schools, while that of the others named is spread over many schools. This is in keeping with the administration's policy at Rochester in declining to accept any new school, or even new building, until the money is forthcoming at the same time to provide adequately for its permanent maintenance.
George W. Todd, General Chairman; Harry P. Wareheim, Campaign Manager.


Publicity Division: Herbert W. Bramley, Chairman; Ernest A. Paviour, Secretary; Fred T. Harris, Director of Publicity; Raymond N. Ball, George J. Barnes, Edward R. Foreman, Harry C. Goodwin, Arthur P. Kelly, Howard V. R. Palmer, Hugh A. Smith, Edward A. Stahlbrotb, George W. Todd, Harry P. Wareheim.

Alumnae Division: Mrs. Clement G. Lanni, '14, Chairman; Mrs. Charles Watkeys, '08; Katharine Bowen, '10; Angeline H. Lograsso, '17. Class Chairmen: Mrs. C. C. Carpenter, '04; Mrs. C. Elmer Fisher, '05; Lillian Crafts, '06; Clara B. Crittenden, '07; Lillian Stoneburg, '08; Ililda Farrar, '09; Beatrice Tripp, '10; Gertrude Sheahan, '11; Katherine L. Haisled, '12; Grace Sibbink, '13; Eulalie A. Richardson, '14; Wilhelmina H. Horn, '15; Mrs. John Merrell, '16; Helen Weston, '17; Roberta Arlidge, '18; Katherine Van de Carr, '19; Ethel French, '20; Marie Hartung, '21; Phyllis M. Van Cise, '21; Maguerite Schleher, '23; Margaret V. Weston, '24.


Auditing Division: Harry N. Kenyon, Chairman; Frank H. Adams, Robert Bannard, R. P. Brewer, Fred W. Kehr, LeMoyn C. Kelly, Bickett Nairn, Robert E. O'Bolger, James Pier, Jr., Daniel M. Smith, George E. Suddell, Jacob H. Vogel, Mrs. Louise Jessup, Margaret Settle.

Teams Division: Edward G. Miner, Chairman; Clarence Wheeler, Vice-Chairman; Frank E. Gugelman, Secretary.

DISTRICT ONE

Ezra J. Boller, District Chairman.


Team No. 3: Warren S. Parks, captain; Theodore W. Benedict, Robert G. Cook, James G. Dale, J. Howard Davies, Arthur C. Edmunds, Edwin A. Murphy, Jesse S. Ogden, Paul E. Pazzell, Basil R. Weston.


Team No. 5: Chester P. Griffeth, captain; C. Elmer Fisher, Marvin H. Green, Harry C. Knowles, Charles E. Ogden, Herbert E. Stott, Frederick D. Zwicke.

DISTRICT TWO

Howard Converse, District Chairman.


DISTRICT THREE
Clarence C. Culver, District Chairman

DISTRICT FOUR
George Dietrich, District Chairman.
Team No. 16: David C. Barry, captain; C. Porter Downs, Dwight A. Goodrich, William C. Hussey, Edward H. Lamb, Herbert J. Noble, Frederick A. Phillips, Dean T. Pryor, Dr. R. Willbur Reid, Charles M. Rowe, Roswell G. Schneider, Francis M. Turrentine.
Team No. 20: H. Dean Quinby, Jr., captain; Donald T. Burrows, Benjamin S. Culver, David Francis, William A. Haviland, Gerald C. Hutton, Herbert A. Lorenz, Fred E. McKelvey, Clark O'Brien, William Pidgeon, Jr., H. Meade Rogers, Lloyd D. Somers, Earl L. Uebel.

DISTRICT FIVE
Edward A. Halbleib, District Chairman.
Team No. 22: Harvey J. Haddleton, captain; J. Victor Congdon, Ward B. Head, Arthur Jame-
### a Greater Rochester

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<th>District Seven</th>
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| Team No. 33 | Albert T. Stewart, captain; James Conolly, Charles E. Hall, Alexander Hough, Harry N. McAnally, Gardner T. Palmer, Bert E. Reeves, Harold W. Sentiff |
| Team No. 34 | Douglas E. Young, captain; Charles W. Carson, G. Charles Dendler, Jackson Gallup, Charles H. Kirby, Sherman D. Meech, Augustus S. Mertz, Ivan L. Nixon, Edward M. Ogden, Eugene Field Scott, Melvine M. Swartz, Frederick J. Weismiller |

### DISTRICT SIX

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| Team No. 26 | Frederick James, captain; C. E. Barker, Charles Goldwater, Leon W. James, Charles W. Morgan, Homer J. Randell, John D. Sullivan, Frank Tarrant, Frank A. Wilson, George H. Woodward |
| Team No. 27 | Frederick L. Keller, captain; Hugo H. A. Becker, Monroe A. Blumenstiel, Carl L. Drexler, Max M. Friederich, Austin F. Grab, Alfred Hyman, Carl J. Kannewischer, Charles W. Luther, Leon H. Metzger, Charles L. Pearson, Frederick F. Sabey, George E. Skillman, D. Edgar Strousser |
| Team No. 29 | Charles A. Taylor, captain; James M. Backus, Hugh C. Costich, G. Elmer Forscher, Frederick E. Fox, Dr. George M. Gelsey, Herbert D. Gray, Andrew W. Hawthorne |

Herbert W. Bramley—Gave “Service with a Smile” as Generalissimo of Veteran Publicity Division

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ROCHESTER ALUMNI REVIEW 51


Louis S. Foulkes—Did His Usual Effective Bit as Presiding Officer at All Report Meetings


DISTRICT EIGHT
Guy V. Aldrich, District Chairman.


Team No. 39: Dr. Benjamin J. Slater, captain; Orrin Barker, George L. Barrus, Arthur W. Beale, Dr. Willis E. Bowen, Dr. Stearns S. Bullen, Dr. Francis Ford, Ralph H. Goesline, Dr. Ira A. Hinsdale, Raymond A. Lander, Jay Moskowitz, J. Emmett O'Brien, William J. Pitts, Max Schweid, Fred J. Slater, Lewis B. Swift, Dr. Floyd S. Winslow.


DISTRICT NINE
William J. O'Hea, District Chairman.


Team No. 43: Wellington Potter, captain; Clifton C. Bradbury, William E. Cunningham, Simon Feldman, Follett L. Greeno, Ernest L. Kearns, Frank J. Keeley, Selden D. Mapes, Walter R. Patterson, Albert E. Perry, R. Clarence Robinson.

Team No. 44: John B. Watkins, captain; Percy S. Fassett, Harry Keifer, Thomas F. McDonnell, Stanley Shulman.


DISTRICT TEN
Frederick D. Whitney, District Chairman.


89. Storrs Barrows Barrett, a member of the Yerkes Observatory staff, who received a Doctor of Science degree last June, gave a lecture on astronomical subjects at a recent assembly of East High School, Rochester, N. Y.

92. Edward R. Foreman, practicing attorney and city historian, has recently been attracting a deal of public attention. The first volume of The World War Service Record of Rochester and Monroe County, of which he is editor, has been published and has received very favorable editorial comments. Mr. Foreman has also been elected president of the Rochester Bar Association.
The scholarship cup for the highest average standing maintained by any fraternal group last year was awarded to the Commons Club at the annual fall college banquet. The Commons Club won out in a close competition with an average of 75.37%, the other groups being ranked in the following order: Psi Upsilon, Sigma Delta Epsilon, Theta Chi, Alpha Delta Phi, Theta Delta Chi, Delta Kappa Epsilon and Delta Upsilon. At the same dinner President Rhee's awarded the Rosenberger prize of $25 in gold to Glyndon G. Van Deusen, '26, for having shown the greatest scholastic improvement during his first two years. Other speakers at the dinner were Dr. Elliott P. Frost, of the faculty, District Attorney William F. Love, '03, of the alumni, and J. Gordon Callaghan, '25, and Coach Herbert Lorenz, of the football team.

Dr. Dexter Perkins, of the history department, suffered a sudden and acute attack of appendicitis during the last week of October but made a gratifying recovery from the resulting operation and was able to meet his classes again after the Thanksgiving recess.

The Campus has given further evidence of enterprise by installing a bulletin board in Anderson Hall, upon which the staff posts frequent typewritten news bulletins as a supplement to the weekly service of the paper.

The junior class has decided to dedicate the 1926 Interprets to T. Richard Long, '21, of the mathematics department, who has taken an active part in all the class functions. This is a rare tribute to Dick's popularity, as it is the first time in several years that this publication has been dedicated to one of the younger members of the faculty.

The Keidaeans, new honorary senior society, are now sporting their new gold badges, are holding regular meetings and already give promise of accomplishing the good for which they were organized last spring. Several of their fall meetings were held over the week-end in out-of-town cottages or shacks belonging to different members. The members are Dean Hoeing, Dr. Packard and Dr. Frost, of the faculty, J. Mercer Brugler, James W. Gray, Carl W. Lauterbach, John G. Shaw, Austin C. Tait, Frederic L. Wellington, J. Gordon Callaghan, Richard L. Greene, Walter T. Taylor, Clarence J. Henry, Joseph P. Leone and James A. McConnell.

Despite conflict with the student campaign for the University, the annual University "Y" drive for $1,000 for maintenance went over the top by about $35, which is approximately $90 more than was raised last year.

Schoolmasters' Club

The annual meeting of the Rochester Schoolmasters' Club was held Tuesday noon, December 30, at the Hotel Onondaga, Syracuse, in connection as usual with the annual convention of the Associated Academic Principals of New York State. President Charles D. Marsh, '08, principal of Port Jervis High School, presided, and there were 36 diners gathered about the luncheon tables, which was by far the largest club attendance in several years.

The University was represented by Francis J. Brown, of the department of psychology and education, who talked shop to the principals very interestingly, and by the alumni secretary, who gave them an intimate story of the University campaign and urged them to carry on further by sending their best high school boys to Rochester. A. H. Covell, '12, principal of Oneida High School, was elected president for the coming year, with the alumni secretary as secretary-treasurer "in perpetuo." An attendance pad was passed around for names and addresses and quite a number of new names obtained for the club mailing list.

It was also voted that the meeting next year should be a dinner meeting in the evening instead of a luncheon.
By Way of Introduction

There are two things to which we are in general editorially opposed — special issues and the excessive use of 8-point type. A magazine which only appears every other month should always represent as wide a variety of interests as possible in order to attract some degree of attention from everyone. As for 8-point type, too much of it is deadening to reader appeal.

Yet here we are starting the new year with what is virtually a special issue, containing also several pages of 8-point. But what was a body to do about it? If ever any one occurrence in the history of the University deserved special editorial treatment, the Greater University campaign was that occurrence. And if ever a body of individuals deserved to have their names in print, as a matter of record rather than an appeal to vanity, certainly all those alumni who gave and all those citizens and alumni who worked deserve that recognition. To encompass such tabulation in any reasonable space, calls for 8-point type and much of it.

In the selection of illustrative material we were also embarrassed by the abundance of handsome portraits available, many of them meriting publication for pulchritude alone. We would have liked to run Mr. Alling's picture as president of the alumni, also those of Herbert P. Lansdale and Ernie Paviour, both hard-working secretaries of important divisions, but we had to draw the line somewhere or we might have gotten away down that line to the editor, and that would have presented a jarring element in our artistic ensemble. So we confined ourself to chairmen and presiding officers.

As a possible future historian we approached with considerable temerity the task of narration presented by this number. The subject deserved so much at our feeble hands. We have done our best, however, to tell a fairly complete story of the campaign, its origin, development and most interesting happenings, believing that it should prove of particular interest to out-of-town alumni and also that it should appear in these pages as a matter of permanent record. We propose also to mail a complimentary copy to every campaign worker as the least gesture we can make of appreciation for unselfish co-operation in the performance of an exceptional task.

Responsibility of Blessings

We trust you have all passed through as pleasant a holiday season as have we, and we wish for all of you as happy and prosperous a New Year as you have helped to give us good reason to expect at headquarters. For it has been a wonderful Thanksgiving, Christmas and New Year for the University of Rochester. It has been showered with blessings almost incomprehensible, some of them visioned beforehand, others wholly undreamed of.

As a result the University is nearly fourteen million dollars richer today, in collateral and signed pledges, than it was at the opening of college in September, and there is more in sight. It looks as though the community in general, and Rochester's great philanthropist in particular, are determined that the University shall become great in resources, equipment and all the possibilities attending them, as well as in standards and historic traditions. They have done their full share to this end. Can we of the administration, the faculty and the alumni do ours? We believe that we can and shall, but it is no light task. The present is rightly a season of great rejoicing but tempered with sober and serious contemplation of the future.

The University has accepted a great responsibility in the wonderful trust that has been placed in its hands. The community has provided the material resources for a great University, but material resources are not enough. We must provide the soul, the spirit, the intangible something which
transcends buildings and equipment in determining the status of any educational institution. May the new plant and the new campus find us ready to fit them.

**Destiny and Mr. Todd**

Destiny at times employs surprising means for working out its ends. In the promulgation of the Greater University expansion it made use of a sleepless night and the dream that accompanied it. It seems that George W. Todd was born on the fateful Leap Year date of February 29 and has only enjoyed fifteen birthdays. He consequently proved a rare accessory for destiny's operations, combining the youthfulness that fosters dreams with the maturity that effects their execution.

Far be it from us to wish Mr. Todd any discomfort. We trust he may not suffer many sleepless nights. They are uncomfortable experiences. Yet we cannot but think what a boon it might prove to the community if his insomnia should become chronic.

**Let Us Keep Going**

National patriotism flowers most veritably in wartime, when the country's honor or safety is at stake. Just so does alumni loyalty assert itself most naturally under the stress of a great financial campaign such as we have just passed through. It is comparatively easy to be a patriot or a loyal alumnus when to be otherwise is to fly in the face of public expectation.

There is always the danger, however, of relaxation after the crisis is past and the supreme effort expended. The world evidenced this danger all too plainly after the armistice. The patriots who count most are those who demonstrate their patriotism as clearly when the battle flags are furled as when bands are playing and crowds cheering. Even so are worthwhile alumni those who show a constant enthusiasm of support without the impulse of general action in a spectacular cause.

Alumni of Rochester have just broken all known alumni records in their financial demonstration of loyalty. But dollars after all are about the easiest things we give. This wonderful spirit of co-operation, this willingness to serve must not be allowed to wane. We must not "settle back" in complacency, if Rochester is to realize fully on the great opportunity now confronting her. Much remains to be done in the upbuilding of our student body and our morale. Please read carefully the "Talking Points for Rochester Alumni" appearing elsewhere in this issue and each accept his responsibility for continued and definite action. Our task is only begun. We have bought our ticket. Now let us go somewhere.

**Holiday Observations**

"Shop early," chant the slogan mongers annually, and so sensitive is the American public to propaganda that it has become almost an act of mercy to the harrassed store clerks to shop late.

We encountered an honest clerk during the heavy shopping season. Asking him how he was standing it, we received the reply that he would rather be a clerk than a customer. And it appeared to us that the man was philosophically sound. Back of his counter was practically no human congestion; furthermore, he knew just what he was there for and was doing it, calmly and steadily. In front of his counter was just the converse of both conditions.

The man who invented the "safe and sane Fourth" should not rest on his laurels. If he could only give us a safe and sane New Year's eve, he would merit several additional bay leaves.

**In the Publicity Sun**

At last the University of Rochester has won a place in the publicity sun. The big campaign, followed by Mr. Eastman's additional benefactions, kept the Associated Press wires hot, and columns of matter appeared in the newspapers from coast to coast, with large display heads and front-page position, followed by an article in the *Literary Digest* illustrated by halftones of some of the college buildings.

But it remained for the Alumni Review to share in the supreme publicity triumph. Twice within a month was the University of Rochester mentioned in "The Conning Tower," F. P. A.'s famous and facetious daily column in the New York *World*, and on the first occasion the Alumni Review was quoted. That is just about the *ne plus ultra* of journalistic attention. When we try to realize that our humble publication has attracted the attention of F. P. A. even once in its youthful career, we blink in the sunlight and choke with embarrassed ecstasy.
Our Athletic Situation

We entertained Hobart most graciously on Thanksgiving Day—altogether too graciously—and deep is the gloom wherever alumni congregate. That one spectacular catastrophe seems to have erased all memory and to have created the impression in some quarters that athletics at Rochester, if not actually moribund, are at least in a desperate state of coma. May we not be accused of condoning our present football situation, if we turn a little sane light on the situation in general.

We have been surprised to discover that some of the most concerned of our alumni do not even know that we had a baseball team last spring which won six of its nine games and defeated Colgate decisively on its own diamond during the same week in which Colgate defeated a Big Three championship Yale team at New Haven. Most of them seem to know that we had a pretty good basketball team last winter, but they do not realize that it was one of the very strongest college fives in the country. In other words, in the three real major sports at Rochester we produced last year two teams of virtual championship caliber.

We were able to do this because we had some good baseball players and some good basketball players. The baseball coach was the same man who had only won two games the year before with players who did not perform so well. When we have enough good football players, we shall have a good football team. So will Cornell, whose Dobie-coached team lost four games last fall; so will Harvard; so will Ohio State; so even will our old friends at Colgate, who lost everyone of their major games and two of them by wider margins than that with which we yielded the turkey to Hobart on Thanksgiving Day.

H. A. S.

Alumni Dine Simultaneously, East and West

Saturday evening, October 25, was an unusual night of alumni dinners for Rochester men. The big home dinner at the Powers Hotel in this city proved to be all that anyone had hoped for it and quite a lot more. Ben Slater and his committee did a great job. Everyone from Prexy down was so enthusiastic afterwards that it is to be reasonably hoped that the dinner accomplished one of its chief purposes. For, despite the natural campaign flavor of the evening, a principal hope of the chairman, the writer and others was to see a precedent set for a regular dinner of alumni in and around Rochester to be held every fall or winter, bridging the gap between Commencement reunions.

About 300 alumni diners gathered in the Powers banquet hall. That was a good showing for the first dinner of its kind in many moons, but we fancy there will be more next time. There were enthusiasm and entertainment on tap from start to finish. Such a variety of unique stunts were pulled off during the dinner, despite a necessarily hurried preparation during campaign days, that veteran diners were heard to compare it very favorably with the annual newswriters' roastfest, which is supposed to reach the local peak of cleverness.

Rochester alumni dinners were being held at the same time in New York, Boston, Washington, Buffalo and Chicago, and telegrams of greeting were sent to all five gatherings, also telegrams announcing the 24-to-7 football triumph over St. Lawrence that afternoon. Ernie Paviour made a big hit with a characteristic speech from behind the scenes, which was transmitted to the diners through a loud speaker and purported to be a radio speech from the Buffalo dinner. He brought down the house with the statement that "if Buffalo can raise $5,000,000 for its university, surely Rochester with half the population ought to be able to raise twice as much."

Another distinct hit was an alleged debate between the local candidates then engaged in a hot fight for Congress. Jim O'Reilly, '21, representing Meyer Jacobstein and Harry Rosenberg, '10, Jack McInerney. Characteristic points at issue between the two candidates were humorously emphasized, but it was a no-decision bout. At the center of the speakers' table were Dinner Chairman Ben Slater, '10, and Campaign Chairman Gene Raines, '02. The former presided over the "low-brow" preliminary festivities, while the latter superintended the "high-brow" performers, or "intelligensia," as he called them. He
introduced Herbert S. Weet, '99, who in turn introduced President Rhees and President Alling, of the Associated Alumni. All three gave us stirring talks on the crisis confronting the University and the part the alumni were expected to play in meeting it.

New England alumni dined that evening at the City Club in Boston, having been convened by President William H. Wilson, '85, of Lowell, Mass., and Secretary Earl Taylor, '07, of Boston. The University was represented by Dr. Dexter Perkins, of the history department, who informed the writer just before taking the train that he was keyed up to make the supreme oratorical effort of his life. That he gave everything he had is indicated by the fact that shortly after his return he was compelled to go to the hospital and submit to the surgeon's knife.

Members of the Washington Association, including several Baltimore alumni, turned out in force at the Cosmos Club, Washington, Dr. David Jayne Hill, former University president, was a guest of honor and with Dr. John R. Slater, head of the English department, constituted the principal speakers. Resolutions endorsing the campaign for $10,000,000 were passed and forwarded to the alumni secretary. As the Washington alumni had not held their usual annual meeting last spring, officers were elected for the year as follows: President, Howard S. LeRoy, '14; vice-president, Charles M. Neff, '99; secretary-treasurer, G. Kibby Munson, '14. Reports of the dinner, in which the University campaign was also given some publicity, were run in the Washington papers the next morning.

Alumni of the Central Association met at the City Club in Chicago, under the enthusiastic leadership of President Samuel M. Havens, '99, and Secretary Harold F. Gosnell, '18. Because of the wide area covered by their membership there was not as large an attendance as had been hoped for, but they made up for their lack of numbers by enthusiasm and concrete action regarding the campaign. Dr. Elliott Frost, head of the psychology department, represented the University, and Dr. Charles A. Brown, '79, and President Havens, were the other speakers. The men assembled resolved themselves into a campaign committee for rounding up all subscriptions in the Chicago mailing list. In addition to President Havens and Secretary Gosnell, Dr. Brown, A. S. Carman, '82, Rev. Benjamin Otto, '87, E. R. Gilmore, '89, James B. Forbes, '99, Donald F. Bronson, '02, Arthur Bills, '16, Harold N. Etz, '20, and H. D. Reed, '21, signed up for this important service and made a valuable contribution to the campaign by their faithful cooperation with the class chairmen and the general alumni committee.

Buffalo alumni were rallied at the Buffalo Athletic Club by Dr. H. K. DeGroat, '92, president, and William B. Chambers, '22, secretary. Dr. Laurence B. Packard, of the history department, was the speaker from the University, and the dinner followed a similar course to that at Chicago. A committee was later appointed to follow up the solicitation of every alumni in Buffalo and Niagara Falls. In addition to the officers this committee included Horace F. Taylor, '93, Dr. Lesser Kauffman, '96, Harvey D. Blakeslee, Jr., '00, George W. Stone, '00, and George G. Smith, '11.

The only gathering which the New York alumni were able to get together for October 25 was a committee dinner meeting, at which Raymond N. Ball, '13, treasurer, was the Rochester representative, but plans were laid that night for a real, beefsteak dinner to be held at the D. K. E. Club on Saturday evening, November 8, on which occasion President Rhees was in New York and consequently able to be the principal speaker. Dr. George Henry Fox, '67, proved a genial toastmaster and introduced the following "five-minute" speakers, who talked for fifteen minutes each: Elon H. Hooker, '91; Harold Pattison, '91, J. T. Lewis, '86, C. A. Baldwin, '90, F. L. Lamson, '96, George N. Sage, '05, and Dr. John P. Mann, '70. We wish we had space to reflect the enthusiasm contained in a mimeographed report of that dinner which the chairman, Dr. Edward M. Foote, '86, later mailed to all alumni in New York and surrounding territory.

The New York Alumni Association probably set a new world's record by holding two full-fledged annual meetings within a period of six months. It held its regular annual meeting last May as usual and elected a complete set of officers. At the November 8 dinner it decided to hold its annual meeting in November hereafter and then proceeded to elect another brand new
Alumni Council Resurrected by Campaign

An evening which will not soon be forgotten by those present was spent at the beautiful home of Mr. and Mrs. Joseph T. Alling on East Avenue on Saturday, December 6, when the president of the Associated Alumni and his hospitable wife entertained the class chairmen and members of the alumni campaign committee. The occasion was a congratulatory aftermath of the campaign and, what is more important, a consultation as to future alumni activities and responsibilities. The dominant notes were interest, frankness and willingness, and many have remarked since that it was the best alumni meeting they have ever attended.

About fifty of the alumni campaign organization were able to be present, including three from out-of-town—Dr. John P. Munn, ’70, of New York, A. J. Merrell, ’88, of Geneva, and Don Newcomb, ’11, of Hilton. A bounteous buffet supper was served at 7 o’clock, Mrs. Alling being assisted by Mrs. Rhines, Mrs. Edward G. Miner and Mrs. Harold Alling. Unlike many such suppers, encores were not only permissible but welcomed.

After the supper the meeting came to informal order. Three presidents were then heard from: Mr. Alling, of the alumni, Dr. Rhines, of the University, and Dr. Munn, of the Board of Trustees. All spoke primarily of the campaign, stressed the importance of the alumni achievement to its success and paid strong tribute to the alumni workers who had made that achievement possible. Treasurer Raymond N. Ball, ’13, followed by emphasizing particularly the responsibilities which the success of the campaign had brought to the administration and alumni to make the University truly great in character as well as in resources.

President Alling then called on the alumni secretary for his report and suggested program of future alumni work. The secretary emphasized particularly the importance of real and consistent sub-freshman work on the part of all alumni from this time forth and offered the twelve talking points for alumni use, which are presented elsewhere in this issue. He also urged the continuance and further building of the Alumni Review, the issuance of more frequent communications of other natures to all the alumni, the maintenance and further development of the alumni fund upon which all of the work depends, closer cooperation with undergraduate activities and the constant fostering of a greater alumni consciousness of justifiable pride in alma mater.

Both Mr. Ball and Mr. Smith recommended in their remarks that the present alumni organization of class chairmen, which had demonstrated its ability to function, should be perpetuated and suggested the possibility of substituting it for the Alumni Council, which was organized a number of years ago but has never come into active being.

A motion was accordingly made and carried that the organization be resolved into an active Alumni Council. Upon nomination of Eugene Raines, ’02, president-elect of the original Alumni Council, Mr. Alling was unanimously chosen as president. By another motion the alumni secretary was made secretary of the new body, and the president was authorized to appoint a committee to adjust the details of reorganization.

It was moved and carried unanimously that the alumni fund be continued and built up to a more adequate total.

In a further discussion of the alumni secretary’s report Roger Wellington, ’07, spoke of the desirability of continued publicity and of every effort being made to keep the public interested in the University, all of which led him to a consideration of athletics and the importance of developing better football teams at Rochester.

That was the signal for a free-for-all discussion, which waxed but never waned. There were no silent moments and few quiet ones, until someone discovered that it was 11 o’clock and time for Mr. Alling...
to be putting out the cat and marking the milk. Out of it all came the gratifying conviction that the alumni, to judge from that cross-section, are fully alive and willing to help bring things to pass. As for football, it was the common sentiment that it was worthwhile, and hence worth doing well as well as possible, but there was a preponderance of opinion that its future development should be governed by clean standards and a sane policy.

It was with distinct reluctance, after a hearty vote of thanks to Mr. and Mrs. Alling, that a motion to adjourn, subject to call by the president, was carried. After the meeting George C. Hollister, '77, approached the secretary and stated that he was leaving for the south on January 20 but that, if the group wished to meet again before that date, Mrs. Hollister and he would be very glad to entertain them at their home. That can mean but one thing. There will unquestionably be another meeting of the Alumni Council before January 20.

**Varied Success Greets Alumni at the Polls**

*By George B. Snell, '11*

While holding intact its full previous strength in the Congress of the United States, the University of Rochester gained two seats in the lower house of the State Legislature at the recent election.

That is to say, Meyer Jacobstein, '04, supported by County Democratic Leader Harlan W. Rippey, '98, won an easy victory over his Republican rival for Congress, while Fred J. Slater, '00, and Arthur T. Pammenter, '08, guided by Republican County Chairman James L. Hotchkiss, '79, defeated Democratic candidates for the Assembly easily. The University of Rochester bloc in the lower house of the State Legislature was thereby increased to two members.

Despite these “sterling victories” and the successful run made by Lewis Decker, '14, for the office of County Purchasing Agent, however, the University did not escape unscathed when the Great American People exercised their inalienable prerogative on November 4. The co-eds of Syracuse University administered a humiliating defeat. They elected their dean, Mrs. Florence Knapp, to the office of Secretary of State over the Democratic candidate for re-election, James A. Hamilton, U. of R., '98. Mrs. Knapp is the first woman to hold an elective office in the New York State government.

C. Boyd Ireland, '10, running as the Democratic candidate for the State Senate in a district where it is considered hardly respectable to be anything but a Republican, was also defeated but honorably so. He made an excellent run, and politicians are of the opinion that if he keeps on running for office on the Democratic ticket out in the 19th Ward some day he may get elected to something. They believe it would be wiser, however, for Ireland to move out of the district, if he really wants a political career—preferably to Texas.

Clement G. Lanni, who on several occasions has made the going difficult for the Republican majority leader in the Assembly, Simon L. Adler, did not make his annual pilgrimage from the editorial room into politics this fall, but sat on the sidelines and watched Adler win over the Democratic candidate by a majority that the old Republican war horse never piled up against the University of Rochester alumnus. Lanni made no comment for publication after the election was over, but sounds of extraordinary hilarity were heard to issue from the office of the Alliance Press, where Lanni holds forth, for several days following November 4 last.

Getting back now to Pammenter and Slater, who won seats for the University in the Assembly, both had some difficulty in the primary election. Pammenter because he became tangled up in the prohibition question, and Slater because he became involved in the running fight between Hotchkiss and Charles E. Bostwick, '91, of the 10th Ward, both loyal Rochester men but having certain pronounced differences of opinion between themselves.

Pammenter early in the campaign declared himself for the passage of a state prohibition enforcement act. This presumably lined him up with the “drys.” Nevertheless, the Law Enforcement League of the First Assembly District entered a candidate of its own against Pammenter, Edward White, of Mendon. The League


1912—Chairman, Harry N. Kenyon; total amount, $8,675.00; subscribers, 40, as follows: Raymond A. Adkins, Wheeler D. Allen, C. Stortz Barrows, Milton F. Bickford, Rev. Albert Bretschi, Allen M. Brewer, Raymond J. Brown, W. D. Conklin, W. Ray Converse, Albert H. Covell, Henry L. Crittenden, Harry M. Damon, Rev. Ernest E. Davis, Charles E. Dorkey, Lewis S. Gannett, Dr. Carl T. Harris, Claus A. Harwick, Harvey J. Hauch, Harry N.
Leslie A. Thorpe, Samuel H. Weinstein, Milton R. Whitmore, Lester W. Woodward, William D. Wray, Gerald P. Young.


NUMERAL NOTATIONS

74. Rev. Rutger Dox, D. D., who was pastor of the Tioga Baptist Church of Philadelphia for twenty-six consecutive years, has retired and is now living in East Orange, New Jersey. He has been kept busy supplying vacant pulpits, however, and is now serving as "pastor in charge" of the Roseville Baptist Church, Newark, New Jersey.

83. Sympathy is expressed to Rev. R. W. Lowe, who recently lost by death his son, Vassar Lowe. Mr. Lowe is pastor of the Venice Centre, N.Y., Baptist Church.

86. Harold Akerly, of the financial department of the Board of Education, Rochester, N.Y., recently addressed the Cornell Club at the Powers Hotel on the subject, "Our Schools, the Dick Bill and What It Means for Rochester."

9. S. Park Harman was re-engaged as executive secretary of the Rochester Automobile Dealers’ Association at its annual meeting in November.

Dr. Albert D. Kaiser headed a delegation of public health workers, representing the Tuberculosis and Public Health Association of Rochester and Monroe county, at a recent two-day health conference held in Syracuse, N.Y.

20. Otto W. Cook is the proud father of a daughter, Barbara Rose, born on October 24, 1924.

20. Stanley W. Worthington, formerly of the geology department at the University, is now in the office of the Division Engineer of the State Highway Department, Birmingham, Alabama.

23. Elmer C. Walzer is teaching English and history at Wagner High School, Staten Island, N.Y.

In Memoriam

Peter Vorius Jackson, A. B., '66, died at his ranch home near Norris, Montana, July 7, 1923, aged 79 years; was superintendent of Midas Mining Company and Columbia Mining Company, Montana; was owner and manager of "2 Bar Ranches;" was an active man of affairs in his county and one of its leading pioneers.

Alfred M. Worcester, A. B., '71; member of Phi Beta Kappa; died at Cincinnati, Ohio, April 9, 1924, aged 74 years; was graduated from the Rochester Theological Seminary; was pastor of the Baptist Church, West Meriden, Conn., and of the Third Church, Cincinnati, Ohio; at the time of his death was in the merchandising business.

George Reuben Varney, A. B., '94; member of Phi Beta Kappa; died at McMinnville, Oregon, June 21, 1924, aged 59 years; was graduated from the Rochester Theological Seminary in 1897; was pastor of different churches located at Walnut Hills, Cincinnati, O.; Spokane, Wash.; Baker City, Ore.; Caldwell, Idaho; Phoenix, Arizona; Corvallis, Oregon; was general missionary at New Mexico; was superintendent of missions in Utah, Nevada and N-E. California; was head of the departments of English and public speaking of McMinnville College, 1908-1909, and of the departments of philosophy and public speaking, 1917-1919; was instructor of public speaking at Oregon Agricultural College, 1919-1921, and assistant pro-

YOU WILL ALWAYS FIND

VARSITY MEN IN FRANK HEIECK’S
BARBER SHOP IN THE FINE ARTS BUILDING
OPPOSITE THE HOTEL RICHFORD
fessor of public speaking, 1921-1923; was professor of the department of public speaking at Linfield College and very successful in the training of competitive debaters and speakers.

Thomas Roberts Sully, A. B., '90, died at New Haven, Conn., June 26, 1924, aged 59 years; was in business at Columbus, Ohio; was dealer in real estate and investments at New York City and later in Connecticut.

Richard Franklin Powers, A. B., '60, died at Chautauqua, N. Y., October 15, 1924, aged 90 years; was graduated from the Rochester Theological Seminary; was a member of the Christian Service Commission during the Civil War; was missionary of the American Baptist Home Mission Society, Macon City, Mo.; was pastor at Mazomanie, Wis., and at West Union, Ia.

Elmer Clark Tracey, A. B., '82, M. D. elsewhere, died at White Plains, N. Y., November 3, 1924, aged 64 years; was assistant surgeon in the U. S. navy for some time; was physician and surgeon at New York City; was a member of the Medical Society of the County of New York.

William Frederick Sandway, ex-'78, died at Rochester, N. Y., November 17, 1924; was in the merchandising business.

Theron George Strong, A. B., '68; member of Phi Beta Kappa; died at New York City, December 6, 1924, aged 78 years; was a law student at Columbia University and later admitted to the bar; became a prominent lawyer in New York City.

Horace Johnson Tuttle, A. B., '76, died at Buffalo, N. Y., after a long illness, December 7, 1924, aged 71 years; was a lawyer, practicing at Rochester, N. Y., where he had been associated with W. H. Hall for past 30 years; traveled extensively and was connoisseur in several arts; was a member of the New York State Bar Association.

Frank Adams Acer, ex-'92, L. L. B. elsewhere, died at New York City, December 11, 1924, aged 56 years; was president of the People's Security Company, New York City; was a member of Tammany Hall and one of New York City's prominent lawyers.

George Herbert Smith, A. B., '81, A. M.; member of Phi Beta Kappa; died at Rochester, N. Y., December 19, 1924, aged 67 years; was a prominent attorney of Rochester; was a member at different times of the firms, Smith & Davis, Smith & Castleman, Smith, Remington, Benedict & Castleman, Smith & Mosher, Smith, DeGraff, Castleman & Mosher, and at the time of his death was practicing alone; was a member of the Board of Supervisors, Monroe County, New York; was member of the State Assembly, 1902-1903; was member of the Rochester Historical Society and of the Rochester Bar Association; was a supporter of women's suffrage for many years and a close friend of Susan B. Anthony; was chairman for his class in the recent Greater University campaign.

Edwin Wood Davis, A. B., '13, M. L. D. (Master of Landscape Design) elsewhere, died at Rochester, N. Y., December 20, 1924, aged 32 years; was an athletic director at Camp Dix during the World War; was a landscape architect at Pasadena, California, and was rapidly making a name for himself in that profession when sickness came upon him.
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