Make **LIFE INSURANCE** Your First **INVESTMENT**

For the sake of your loved ones, Security Trust believes life insurance should be your first consideration in building an estate.

Carry as much life insurance as your earnings will allow. Add to it regularly as your income grows.

Make sure your insurance accomplishes all you wish it to... place your policies in trust with the Security Trust Company.

A Life Insurance Trust with Security Trust provides that the proceeds from your insurance are paid to this institution... invested as a trust fund... the interest and principal of which are paid beneficiaries at times and in amounts specified by you.

Such a move eliminates the dangers of lump-sum payments to financially inexperienced members of your family... provides them protection in the form of regular income plus the guidance of experienced trust officers.

Make life insurance your first investment. Place that life insurance in trust with the Security. Any of our Trust Officers will glad-ly explain Life Insurance Trust in detail.

**SECURITY TRUST COMPANY**

OF ROCHESTER

Main Office

FOUNDED 1892 Corner Main & Water Sts. OUR 63rd YEAR
Housewives Love Don McNeill and PHILCO’S 2-Way Door

Dealers Coast-to-Coast
Report Tremendous Response
from BREAKFAST CLUB TV-Radio Program

"Tremendous" is probably the best word for describing the response to Don McNeill’s first TV-Radio simulcast commercial of the 2-Way Door Refrigerator on the Philco segment of The Breakfast Club several weeks ago. It showed beyond a doubt that this was the ideal way to launch a product that was so revolutionary it had to be seen to be believed.

It also proved again that Don McNeill, over the past 20 years as master of ceremonies on The Breakfast Club, has built up a terrifically loyal following of housewives who wouldn’t think of missing Don’s popular “1st, 2nd, 3rd, and (Philco’s) 4th Call to Breakfast.” Don’s “club” has always been a coast-to-coast radio show and is now currently "simulcast" nationwide by the ABC networks over 377 radio stations and 52 television stations.

Here is what just one of Philco’s 7,500 dealers reported following McNeill’s TV kickoff of the 2-Way Door. He is Ray Heath, co-owner of The Village Appliance Store in East Rochester, N.Y. (pop. 7,000).

"Within four hours after that first TV announcement, at least ten people came in and specifically asked to see the 2-Way Door refrigerator ‘that Don McNeill showed on TV’. During the next three or four days another dozen couples stopped by wanting to see it.

‘I’ve never seen so much response so quickly. That’s why I decided to ‘tie in’ and mail 1,000 full color brochures promoting the 2-Way Door Refrigerator and other Philco products.”

Moral: All business is local. National advertising to be effective must pay off for the local retailer.

If you have a selling problem, we’d be glad to tell you how we can help solve it through effective advertising. Just write or phone.

"Hutchins Gets Results"

Complete Advertising Service

Rochester Commerce
YOUR DOCTOR—with all the skills, knowledge and experience at his command—is dedicated to the duty of maintaining or restoring your health. He cannot compromise in carrying out that duty. When the well being of a patient is at stake, he must unhesitatingly prescribe surgical or other care requiring hospitalization—without consideration of cost or how that cost will be met.

Your doctor confidently hopes you will go along with any such decision he professionally may be bound to make. But he regretfully is aware that he can write no prescription for the freedom from worry so necessary to hasten recovery for the patient who is unprepared to meet costly hospital bills.

The patient alone can write that prescription—with the endorsement of his doctor—by enrolling himself and his family in the Blue Cross and Blue Shield Plans for protection against hospital and surgical bills that result from sickness or accident.
ROCHESTER COMMERCE
Volume 41 • PUBLISHED MONTHLY • No. 7
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• CHAMBER DIRECTORY

These Staff Members Are Ready To Serve You • Tel: HAMilton 6300

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Rochester Chamber of Commerce

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THIS MONTH’S COVER
Cover is photographic reproduction of portrait of Mr. Eastman painted by Charles Hopkins and which hangs in lobby of Chamber of Commerce Building.
Beginnings are important but... the last touches make perfection......

In art... it's not just the layout and the organization of the elements. It's a thoughtful design that creates an atmosphere to match the mood of the piece.

In typography... it's not merely the selection of a type face that's readable and related to the style of the piece. It's the careful arrangement of type in copy blocks of pleasing shape and weight.

In presswork... it's something more than good impression and good register. It's the pride of craftsmanship reflected in the right distribution of the right inks.

In every phase of every John P. Smith job—from preliminaries to packaging—there is that extra touch that means quality. Ask your John P. Smith representative to show you samples.

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195 Flatt Street, Rochester 14, N. Y.
Editorial of the Month

by Frank E. Gannett

President Gannett Newspapers

Eastman Leadership Survives As Inspiration and Challenge

In reviewing George Eastman’s contribution to Rochester, a member of the Rochester Chamber of Commerce might think first of the Chamber of Commerce building, the gift of Mr. Eastman. It is the envy of every other Chamber of Commerce. Uniquely fitted to house every civic enterprise, from a small committee of planners to the great community-wide gatherings such as assemble and work there during the annual Community Chest-Red Cross financial campaigns, it is a true headquarters of all group endeavors looking toward the good of Rochester.

Its physical distinction is only half, and the lesser half, of Mr. Eastman’s contribution. The other half is Mr. Eastman’s attitude toward community endeavor which still permeates the lifeless stones of the exterior and the corridors, dining rooms and committee rooms inside.

You will find it expressed on the south wall of the building in an excerpt from the inaugural address of Rochester’s first mayor, Jonathan Child:

"In the intercourse of social life and on all occasions involving the interests of our young city, let us forget our politics and our party and seek only the public good."

George Eastman lived by that sentiment. In all his social intercourse, in his manifold benefactions, in his leadership toward better things for Rochester, he sought neither self-aggrandizement nor personal memorials but the good, the public good, of Rochester.

This, I believe was his greatest contribution: the habit of thinking in terms of the public good, of the improvement of Rochester, his encouragement of men in his own and every other organization to think in those terms and to give their time without stint for those purposes.

His institutional gifts were many and rich. Everywhere we turn in Rochester we see evidence of Mr. Eastman’s community projects—but he left something to Rochester far greater than his many great gifts. He left to us something intangible that is worth more than anything in brick or stone. Though Rochester is physically greater for Mr. Eastman’s benefactions, it is culturally and spiritually much greater for his life-long endeavors to set a high goal for the city of his adoption and his great organizing skill in leading and inspiring men of all walks of life to achieve that goal.

That spirit survives today even though Mr. Eastman has gone. May it remain with us always as an inspiration and a challenge.
MEETING OF THE MINDS

George Eastman and Thomas Edison helped give us the better way of life we now enjoy.

George Eastman and Thomas Edison are shown here on the lawn at Eastman House in 1928 when 16 millimeter Kodacolor movie film was first introduced.

These two men met together often, helping each other to solve difficult technical problems.

By coincidence, this year we are celebrating events from the lives of both of these men. 1954 marks the hundredth anniversary of Eastman's birth and the seventy-fifth anniversary of one of Edison's most important discoveries, the electric light.

We salute the memories of these two great men, who gave freely of their time, their energies, their gifted minds to help their fellow men.

Rochester Gas & Electric

Rochester COMMERCE
Entire Community Joins in Series of Eastman Centennial Events

By Ernest A. Paviour, Chairman Eastman Centennial Co-Ordinating Committee

Although the high point of the George Eastman centennial will be July 12, the birthday of the inventor, industrialist and philanthropist, commemorating events began early this year and will last until the closing days. Even late last year, Oscar N. Solbert, of George Eastman House, published an illuminating article on “George Eastman, Amateur.” Roger Butcherfield, a University of Rochester graduate, and writer of note, was responsible for a profusely-illustrated article which appeared in Life magazine and which was later reprinted in the Rochester Times-Union. Fortune, Reader’s Digest, National Geographic and other national magazines have planned Eastman articles for publication this year. A new book will be written about Mr. Eastman.

Rumrill Names Committee

Rochester has not forgotten George Eastman. By music, by newspaper advertisements, by articles, by exhibits, by open houses, by television, by radio, by pictures, by millions of George Eastman postage stamps and special covers, the centennial of the birthday of Rochester’s greatest citizen will be vividly impressed upon the city and the nation. And it was all spontaneous. Charles L. Rumrill, president of the Citizen’s Council for a Better Rochester, simply appointed an Eastman committee because he wished to get some order out of all the separate proposals to conduct memorials of various kinds at various times.

Dr. Cornelius W. deKiewiet, president, University of Rochester, and Charles S. Hutchison, Secretary Board of Trustees, unveiled George Eastman Meridian Marker on Eastman Quadrangle on River Campus as one of the U of R commencement ceremonies, June 14, 1954. Emeritus Professor John R. Slater, who wrote the inscription, looks on. (Photo Courtesy Rochester Times-Union)

The coordinating committee is made up of William H. Short, Thomas F. Robertson, Andrew D. Wolfe, Charles Cole, Beaumont Newhall with Ernest A. Paviour as chairman.

On Thursday July 8 at a noonday luncheon, the Chamber of Commerce dedicated a plaque in honor of Mr. Eastman. It will remind members and others that the present chamber building is the result of Mr. Eastman’s generosity. Dr. Cornelius W. deKiewiet president of the University of Rochester, unveiled an impressive meridian marker in Eastman Quadrangle of River Campus following the baccalaureate address on June 13.

119,000,000 Eastman Stamps

Postmaster Louis B. Cartwright has reported a nation-wide interest in the first day covers for the new three-cent George Eastman postage stamps which is to be put on sale July 12. The postmaster expects to hire at least 35 additional clerks to handle the business, requests coming in by the tens of thousands for first day cover mailings.

(Continued on Page 48)
George Eastman ... Builder of Business

A Portrait of Rochester's Most Famous Industrialist, Based on Eastman's Own Record and Words and Discussions with T. J. Hargrave, Board Chairman, and A. K. Chapman, President, of Eastman Kodak Company

By Thomas F. Robertson,
Public Relations Director, Eastman Kodak Company

If, as in sports, the theater, and other areas of our national life, we went in for picking an All-American team among businessmen, Rochester would be well represented—by George Eastman. He might well be quarterback, would certainly be described as a triple-threat man, and would be listed with the country's "all-time greats."

Such a conclusion gets things pretty well out on a long limb. But if you study Eastman's record . . . check it against both the past and the present . . . and get some expert opinion from people who worked with him, knew him well, and have helped carry on the work he started.

Had Fresh Ideas

Ideas of what a good businessman is, or should be, differ. They have changed and will change more, of course, with the years. But a remarkable thing about George Eastman is that he was a first-rate businessman by the standards or definitions of any year to date. A large part of what he thought, said, and did about business still looks fresh and modern today. That he measured up to . . . and rose far above . . . the standards of his own day, there is no doubt.

He did successfully all the things generally associated with the era that produced the "rags to riches" and "captain of industry" part of the American story. It is all there, in the record: poor boy goes to work early to help support his family. . . . works hard, has great determination. . . . experiments in his mother's kitchen sink, and invents something better. . . . starts in business by working nights, and on a shoestring. . . . has trouble with the quality of his product. . . . decides that quality and reputation must be maintained at any price. . . . almost goes under financially, but pulls things out of the fire by straight thinking and hard work. . . . tickles tough competitors, fights for leadership, and wins . . . sees his products bring satisfaction to customers, profits to shareholders, jobs and benefits to employees. . . . gives wealth to employees, education, and charitable and civic organizations and becomes one of the world's great public benefactors.

Horatio Alger could have satisfied the most demanding of his readers with the story of George Eastman.

Today's Measure

Today, the usual measure of a good businessman seems to put less emphasis on his personal success, on the speed of his rise to fame and fortune, on his personal drive and toughness, on the breadth of his benefactions, and so on. We seem to think more in terms of the well-balanced manager, with good judgment and a feeling for teamwork.

But the definition of a modern-day business leader could be an article in itself. So, for the sake of brevity, let's look at George Eastman against a measure that seems to be generally well accepted today. This is that the business manager's real job is to so conduct a business that a fair balance and square deal is maintained among those interested in the business—employees, customers, and shareholders. Another requirement—both in Eastman's day and now—is that a business must be operated profitably to survive. Let's stick to these few ideas—skipping, for lack of space, such things as national security, the tax collector, the general public welfare, internation-
al relations, and other ideas and forces that bear on the businessman’s job today — and see how Mr. Eastman stacked up. And let’s take the last idea — a fundamental one in America — first:

**Business Should Be Profitable**

This native urge of man to get ahead, to make a gain, was apparently an important drive in Eastman’s career. The record of his writings and efforts certainly indicate that in his early business years he was determined to make money. No doubt the lean condition of the family pocketbook in his youth, the financial crisis that faced his family when the father died, and a deep interest in his mother’s welfare, helped give him a firm resolve to prosper.

He felt the same way about his business. Again, the record indicates that from the start he intended to run a business that would grow and that would be profitable. This is one way he said it himself in a letter to an associate:

> "All our exertions are devoted to the business of selling goods at a profit. There is no object whatever in making them or demonstrating them, unless it is to result in a sale. There is no reward until the sale; therefore we consider the salesman a very important part of the business."

The No. 1 Kodak camera, designed especially for American Film, came out in 1888. It sold for $25, loaded for 100 exposures, and the whole camera was shipped back to the factory for developing, printing and reloading.

**Eastman at his desk in 1916.**

*At sixty he was beginning to think of retiring, was carefully building an organization that would function without him. But he did not quit — he turned his attention to new products, home movies and color photography, and to philanthropy on a magnificent scale.*

While Mr. Eastman’s belief that his business should profit was strong and constant, he could adjust himself to changing conditions and ideas, and did. He was neither greedy nor pig-headed about profit. But he understood this basic profit requirement in business. And were he managing a business today, the customers, employees, dealers, shareholders, suppliers, and others to whom profitable operation of the business would be important, would find little to complain about when it came to the health and strength of the business and the manager’s basic understanding of what keeps a business financially sound.

**The Customer Must Be Satisfied**

George Eastman got into photography because, somewhat by accident, he became a customer for some photographic goods. As a customer, he didn’t like what he got — and set out to improve things. And in his business he made the customer an overriding, daily concern — for himself and for the rest of his organization. This appreciation of the importance of the customer was with George Eastman from the start of his business career. Thomas J. Hargrave and Albert K. Chapman — now chairman and president respectively of Eastman Kodak Company — agree that concern for the customer was one of the most important principles that Mr. Eastman instilled into the business organization he founded.

Here are some of Eastman’s own thoughts on the customer. They were written many years ago — but they’re still sound — and pretty much the same ideas are being stated anew in many organizations around the country today:

**Must Make Good Product**

"The business is likely to be a permanent one if built on a sure foundation, which foundation is good goods. To make good goods requires experience and is slow.

(Continued on Page 27)

*In sharp contrast to the first Kodak camera is one of Kodak’s newest, the Chevron camera.*
A FACT...

George Eastman worked for the Rochester Savings Bank as a young man, (1874-1881) while working here he saved the first few thousands of dollars that enabled him to found the great industry bearing his name.

A STATEMENT...

Years later in the THRIFT ADVOCATE® of May 1923 he wrote to the boys and girls in our public schools who were saving in the ROCHESTER SAVINGS BANK School Savings Department;

Altogether, I earned five dollars sawing brackets, and put it in the bank. I have had the handling of large sums of money during the past years but I have never forgotten that first five dollars I EARNED AND SAVED. If I had spent it I probably would have spent the next few dollars, and the next, and there would have been no Eastman Kodak Company today for there would have been no money with which to go into business for myself when the opportunity came along.

AND TODAY...

It's a message for thoughtful people to ponder today just as it was in 1923.

Visit our Main Street West office during George Eastman Centennial Open House, July 12 to July 23 to see the George Eastman Exhibit.
Eastman's Princely Gift of Building Enabled Rochester Chamber to Become Community Center

The generosity of George Eastman gave Rochester one of the finest Chamber of Commerce buildings in the world and the exceptional facilities offered by that building enabled the local Chamber to become the second largest, in point of membership, in the nation and an active local community center.

The detailed story of the origin and growth of the present Chamber building was told in Rochester Commerce a year ago by Karl F. Perkins, its business manager, so that only the principal facts need repetition here.

For many years the Chamber had occupied quarters in what is now known as the Commerce Building at Main Street East and South Avenue. The growth of the community made these quarters inadequate and, in 1916, Mr. Eastman offered to contribute a new building devoted entirely to Chamber of Commerce and community activities if the Building Committee would raise $100,000 for furnishings and equipment. The Committee, composed of Chairman Albert B. Eastwood, George W. Todd and George W. Robeson, raised $146,000.

Gave Land and Building

Mr. Eastman paid for the land and the building and the Chamber has no records to show what it cost him. Inasmuch as $800,000 was spent on a later addition, however, it can readily be realized that the initial sum was a very substantial one. Claude Braden was the local architect and A. Friedman & Sons the general contractors.


The original building covered the area to the bottom of the present grand staircase leading to the main dining room. Luncheon was served in the present lobby and offices of the Chamber staff were ranged around the mezzanine. When continued growth made expanded room and facilities necessary Mr. Eastman again came to the rescue and contributed $750,000 for an addition. By the time work was started this sum, through accumulated interest, had grown to $800,000. The addition was dedicated in January, 1927 with Sir Hugh Denison, Commissioner to the United States from Australia and Dr. Nicholas Murray Butler among the speakers.

Replacement Cost $4,108,000

Title to the Chamber of Commerce building is vested in a Board of Trustees, known as the Eastman Trustees. They are seven in number and self-perpetuating. The present Board consists of Albert B. Eastwood, chairman; Marion B. Folson, James E. Gleason, Thomas J. Hargrave, Harper Sibley, Lewis B. Swift and Walter L. Todd. Included in the ownership is real estate on the north side of the building.

The last appraisal of the valuation of building and equipment made by Standard Appraisal Reports on December 31st, 1953 places it at $2,660,856.39 and replacement value at $4,108,885.98.

The wide scope of community activities which find in the Chamber of Commerce a place for meeting, discussion and carrying on of area projects brings to realization in ever-growing measure the ideas that motivated Mr. Eastman in making this princely gift to the people and to the town he loved so well.
Chamber Portrait Was Eastman’s Favorite

Likeness … Story Behind the Picture

During the twenty-five years that the magnificent painting of George Eastman has hung in the Chamber of Commerce lobby it has been viewed by hundreds of thousands of people, but few are familiar with the story behind the picture.

The prime mover in the portrait project was Edward G. Miner, Chairman of the Board of the Pfaudler Company, and who served as president of the Chamber of Commerce in 1909. Mr. Miner began his campaign for an Eastman portrait to hang in the Chamber as far back as July, 1924 when he made inquiries about American artists of reputation who might be available for such a commission. The files kept by Corporate Secretary Earice Stapp show interesting correspondence between Mr. Miner and famous art galleries covering a period of several years in which Mr. Miner sought the best advice, not only from professional sources but from people and organizations who had commissioned various artists to do similar paintings.

Portrait Committee Named

As the result of Mr. Miner’s pioneering, Herman Russell, who was Chamber president at the time, appointed a portrait committee in July, 1928, with Mr. Miner as chairman, and which included George W. Todd, Albert B. Eastwood, Henry W. Morgan, and James F. Gleason. Following the first meeting of the committee on July 11, 1928, Mr. Eastman was consulted. He stated that he would be in town for the balance of the summer and would be available for sittings. He expressed the hope that an American artist would be selected.

Previous to this time, Mr. Eastman had been painted by Phillip Lazlo and by Louis Beits.

Edward G. Miner, who was chairman of portrait committee.

Located by Louis Beits.

Liked the Painting

At the instruction of the committee, Mr. Miner continued his quest for an American artist to do the painting, and after months of discussion, the decision was reached to give the commission to Charles Hopkinson, Boston artist. Mr. Hopkinson began the portrait in May, 1929, and it was finished the following month. Mr. Eastman liked the portrait so well that he asked the permission of the committee to have Hopkinson paint a copy of the original, which copy Mr. Eastman wished to give to his niece, Mrs. George B. Dryden, to hang in her home in Evanston, Illinois. The permission was granted with the stipulation that the copy be identified as a "copy.”

In making the request, Mr. Eastman wrote: “The likeness is so good that I do not like to chance another pose. Besides that, it will save me the trouble of sitting.”

Mr. Eastman’s careful attention to detail is illustrated in another letter of June 18, 1929 when he reminded Executive Secretary Roland B. Woodward to preserve the original packing-case for shipment of the copy to Mrs. Dryden “because it was very carefully made.”

The portrait was unveiled with special ceremonies at 8:30 P.M. on October 16, 1929. Mr. Miner presided, and the presentation address made by Dr. Rush Rhee’s, president of the University of Rochester, with all Chamber members invited to attend.

“Citizen Without Peer”

An interesting sidelight of the unveiling is the fact that Carl Lomb was celebrating his golden wedding on the same evening as the portrait dedication, and Dr. Rhee had already accepted an invitation to attend the party. Timing was so arranged however, that Dr. Rhee left the Lomb dinner, sped to the Chamber where he made his unveiling address, and returned to the Lomb home. In his remarks Dr. Rhee said: “This portrait is a marvelous true and worthy representation of the face of him we are proud to call our friend and whom we all hail as our foremost citizen, without peer.”

Artist Hopkinson’s fee for the painting, which was paid for by the Chamber, was $5,000. The reproduction of the picture on the cover of this issue of ROCHESTER COMMERCE is taken from a photograph made by Mr. Hopkinson himself, after completing the painting.
IMMORTAL IN PHOTOGRAPHY...

HONORED, TOO, FOR SCIENTIFIC PROGRESS

To the amateur photographer... to the patron of a movie theatre... to the reader of a picture magazine... the fabulous achievement of this great man is evident. But who knows the breadth and depth of his contribution? Surely all of modern science is in his debt. For just as our lives have been shaped by the progress of science, so has the progress of modern science itself been made possible by the availability of photographic methods.

We of Bausch & Lomb are in a favored position to recognize and honor this accomplishment. For the broad field of optical science is a twin to that of photographic science. In mountain-top observatories... in hospitals and medical research centers... in industrial laboratories... the products of Kodak and Bausch & Lomb work side-by-side and together to increase man's knowledge.

From the men whose pioneering has helped make Rochester the center of optical science, all honor to the man whose genius and foresight established Rochester as the photographic center of the world!
George Eastman... Community Benefactor

The Story of His Many Gifts to Rochester Causes and Institutions

By Blake McKelvey, Rochester City Historian

Perhaps the most distinguished and certainly the most interesting aspect of George Eastman's career was his philanthropic activity. Much of the personality of this quiet man is revealed by the manner in which he distributed his great wealth. He could respond to a simple human need, as in 1901 when a newspaper story prompted him to send $100 to aid a man afflicted with frozen feet. Yet Eastman was seldom impulsive and declared a decade later, when he was about to give it major attention, that "Charitable work requires as expert handling as any business that I know of."

Of course his largest contributions came relatively late in life — a necessary circumstance which should not conceal a growth in character as remarkable as the material fortune he had amassed. If Rochester benefited greatly from his munificence, it could at the same time take pleasure from the knowledge that Eastman, too, had benefited from his life in the city. Indeed Eastman, and many of his fellow citizens developed a richer community life as they learned to work together for a better Rochester.

Development of Generosity

The remarkable development of Eastman's generosity was not the result of a conversion, nor did it represent a radical change in personality. As a youth he had displayed normal impulses — buying frequent pictures and other gifts for his mother and relatives, escorting young ladies to dances or to the Powers gallery, purchasing a bicycle and the necessary equipment to make photographs. It was only as his early experiments in this last and rather expensive hobby transformed it into a promising business that George Eastman became increasingly absorbed with its management to the neglect of other interests, though his devotion to his mother never slackened.

Eastman's first philanthropic impulses were inspired by the intensity of his new devotion to photography. The one institution in Rochester which promised to contribute to the success of his own enterprises was Mechanics Institute established in 1884 by Edward Bausch and other business leaders. Eastman gave $30 to its support in 1887 — a year before the perfection of his Kodak — and five years later, when his own success was more assured, he raised his contribution to $10,000 and suggested that each of his partners give $5,000. His confidence in Mechanics Institute grew with the expansion of its program of practical instruction, and in 1899, when he received his first large cash profit, he made his first large donation, $200,000 for the construction of its Eastman Building, completed and dedicated a year later. In the end his total gifts to that institution would practically treble these amounts.

Second Field of Interest

Eastman's educational philanthropy expanded in many directions as the years advanced, but meanwhile a second field of interest developed before the turn of the century. It was almost inevitable that a prosperous industrialist in Rochester would be drawn into active participation in its many hospital drives. The earlier reliance on annual fairs and "Donations" in kind was giving place in the nineties to annual fund drives,
and of course George Eastman’s name appeared occasionally on the “Thank You” lists issued by the various institutions during that decade. A more personal interest was aroused in 1900 when the mother of a member of his British staff was hospitalized in New York on a visit to America. Eastman made a special trip to New York to visit her in the hospital and in the course of this act of personal kindness became so impressed by the efficiency and service of that hospital that he gave it a voluntary contribution and returned to Rochester prepared to make more generous gifts to local hospitals.

Interest In Hospitals

His interest in hospitals revived during his mother’s fatal illness, and following her death in 1907 he endowed a Memorial Nurse at the City (now the General) Hospital and, a year later, gave $60,000 for a nurses home at the Homeopathic (now Genesee) Hospital as a more permanent memorial. Another gift of $50,000 provided a surgical building for the Hahnemann (now Highland) Hospital while a drive for new buildings at the City Hospital in 1909 brought a still more generous donation of $400,000. Eastman made a hasty trip to Europe in order to escape the ceremonies at which that gift — the largest yet made in Rochester — was announced, and a year later, when a rise in building costs presented the hospital with an unexpected burden, he gave another $100,000 anonymously to ease the situation. Ultimately his hospital gifts, not counting annual maintenance contributions, would total at least $775,000.

Other worthy charities were demanding his attention, and again modest early contributions grew in time into handsome donations. The Rochester Orphan Asylum, which he served as trustee for many years after 1892, was early on his list, and after a disastrous fire destroyed its Hubbell Park buildings in January 1901, snuffing out 31 lives, the decision to move to a new site and to build a modern cottage-type institution prompted Eastman to accept leadership of the board and to pledge a cottage for boys himself. His physician’s wife, Mrs. Edward W. Mulligan, pledged a second cottage, and soon the institution, renamed Rochester’s Hillsdale Home, was one of the most admirably accommodated in the state.

New Pattern of Giving

A new pattern for his gifts was developed during this experience as Eastman pledged a handsome sum provided the full drive was successful, thus placing an urgent challenge before the rest of the community. In such fashion Eastman gave $50,000 to spark a drive in 1913 for $200,000 for new buildings for the Friendly Home, a charity he had supported annually following his mother’s earlier contributions. There were of course times when this pattern did not fit; thus Eastman gave the full $25,000 needed at an emergency in the history of the People’s Rescue Mission and gave $50,000 to provide a Community Home for Girls and the $45,000 needed for an addition to the Society for the Prevention of Cruelty to Children building in 1914. Yet the more frequent pattern was that of matched gifts, as when he offered to add 50 per cent to whatever the Y.M.C.A. could raise up to $40,000 to pay off its debt in 1904.

Appeals Flooded Mail

As his wealth and generosity became known, a multitude of appeals flooded his mail. His secretary, Miss Alice Whitney, screened some of them and took care of the annual donations he had approved, but Eastman’s refusal to follow the easy course of scattering his wealth indiscriminately placed a heavy burden on his time. It was apparently in 1905 that he first requested Mrs. Helen D. Arnold, secretary of the Society for Organized Charity, to accept the responsibility of investigating the numerous appeals he forwarded to her, with a check of $500 to cover her outlays. The record of similar checks dispatched at various intervals in succeeding years shows his continued confidence in organized charity and heralded his later support for the community chest idea.

(Continued on Page 19)
A liberal benefactor

to our community...

to the world

Today, people throughout the world enjoy the thrills and satisfactions of amateur photography because of George Eastman. At home and abroad, thousands of children are benefiting from free dental care in Eastman Dental Clinics. Young people have been provided with outstanding educational facilities at the University of Rochester and Massachusetts Institute of Technology. The people of this community are able to enjoy the finest in concert entertainment every year through the Eastman Theatre and Eastman School of Music. The best in medical care is available to all at Strong Memorial Hospital. Medical Science has been advanced many times through discoveries made at the University of Rochester Medical School. All this... a living tribute to a liberal benefactor.
Eastman Was Strong Advocate of Calendar Reform—Urged 13-Month Year

By Lee McConne, Executive Vice President Chamber of Commerce

Athens, Bethlehem, Rome, Greenwich, Rochester. Young people of today do not know that our city was once “headquarters” for calendar reform.

They were important then. George Eastman made us so. He did it by supporting Mr. Cottsworth and the thirteen-month calendar. Time and again, people say: “George Eastman was ahead of his day.” Whether you talk about profit sharing, retirement plans, group insurance, community chests, or comparative fiscal reports (including calendar reform) Mr. Eastman had ideas and he was almost always right.

Some say that the reason that Rochester’s famous bachelor became so adamant for the thirteen-period calendar is that it was a woman who attacked him: Elizabeth Achelis. Miss Achelis is the principal exponent of the twelve-month perpetual World Calendar. She is a crusader, if ever there was one.

Many Changes Made

To those good churchmen—and churchwomen—who may be shocked at the idea of tinkering with the calendar, let me say:

1. It was only sixty-eight years ago that most of the countries of the world adopted “Greenwich Meridian” time. Since then adjustments have been made (a) because of the shifting magnetic pole, and (b) for daylight saving in summertime. At any rate, there’s no long history to be stuffy about. But now everybody knows the time of day.

2. Bible students disagree whether Christ was actually born in the year when Pope Gregory thought our calendar should start. Many believe He may have been born as much sooner as 4 B.C. The Gregorian calendar we use today is a big improvement over its Julian predecessor.

3. We celebrate Christmas (the birthday of Jesus Christ) on December 25. In other parts of the world, the same event is celebrated earlier or later. How can we say who is right?

4. We always celebrate Easter on a Sunday, Thanksgiving on a Thursday, and Labor Day on a Monday. But other holidays may fall on any day of the week. One purpose of a perpetual calendar is to see that Christmas, New Year’s, Lincoln’s Birthday, Washington’s Birthday, Memorial Day, Labor Day, Columbus Day, Armistice Day and Thanksgiving always return on the same day of the week, not to mention July 4 and Election Day. If these create three-day weekends, that’s good fortune (and some “perpetual” calendars are more fortunate than others.)

5. All the major religions of the world have, presently, an open mind as to calendar reform, so I am informed. The only serious opposition to a fixed, perpetual calendar appears to come from the Seventh Day Adventists.

Looking To 1961

6. The best time to make a change is at the start of a year when New Year’s day falls on Sunday. This will happen in 1956. It will happen again in 1961. Those who promote calendar reform are really looking to 1961 as the year of decision in the United Nations with 1956 as a warm up rehearsal.

7. Some say printers would lose a lot of business if the calendar didn’t change from year to year. On the other hand, they could print perpetual calendars on silver, ivory or celluloid. It’s really the paper mills which would suffer. And their demand—for business paper—keeps increasing.

The Rochester Chamber of Commerce went on record in 1927: “that the United States of America join with other nations in an international commission to study all proposals for modernizing the calendar.”

We suggested this subject for consideration to the Chamber of Commerce of the United States. This resulted in their National Referendum No. 54, for the opinion of all chambers of commerce, in September, 1929. It is the only referendum we have ever inspired. Many of our of-

(Continued on Page 36)
He Believed he had
An Obligation...

There are many monuments in Rochester to
George Eastman. Monuments of brick and mortar
that are well known to us all. They are tangible
evidence of his achievements as an industrialist and
public benefactor. But George Eastman left something
much more important to those of us who live and
work here. He left a philosophy.

His attitude towards his employees was as
revolutionary in the Victorian era as the dry film plate
he invented, and it influenced the lives of men and
women in industries outside the Kodak family.

George Eastman believed an employer had an
obligation to the man who worked for him that went
beyond pay day. His great heart and mind built
Rochester into one of the leading cultural communities
of the United States.

Rochester today is proof that this philosophy
makes for a happy community as well as a thriving
industrial city. Taylor Instrument Companies and its
employees have profited from his efforts and are proud
to be able to help perpetuate his obligation.

TAYLOR INSTRUMENT COMPANIES, ROCHESTER, N.Y.
Benefactor

(Continued from Page 9)

Eastman's increased sense of social responsibility was matched by an expanding interest in education, and again the course of this development was a very human one. The enlargement of his English company had brought the famous inventor of wireless telegraphy, Lord Kelvin into that firm as vice-president, and when Lord and Lady Kelvin visited Eastman at Rochester in 1902 it was, of course, appropriate to invite President Rush Rhees of the University of Rochester to meet the distinguished scientist who was also a professor at Glasgow University. Eastman's evident interest in scientific education emboldened President Rhees to approach him the next year for support in the campaign for a physics building, and Eastman promptly accepted the full burden for that building, which amounted in the end to $77,000, but declared, at the same time, that he was disinterested in general education.

Eastman and University

Fortunately Eastman could not long hold to that view, yet he did maintain it long enough to encourage the university to develop an increased and unreserved interest in science. Thus the small denominational college was ready to grow into a more fully rounded university by the time Eastman was prepared in 1912 to give $500,000 to its one million dollar endowment drive for general education. Large as these gifts appeared at the time, they were destined to be overshadowed by the outpouring of his wealth in the years ahead. Yet his reluctance to accept the public role of benefactor was strong and appeared most strikingly in the anonymity with which he shrouded his first really large gifts—the $2,500,000 draft he wrote in the name of Mr. Smith to Massachusetts Institute of Technology in March 1912 and the successive donations to that institution which ultimately brought his benefactions up to $19,500,000. These gifts were for scientific education, for the training of the technicians on whom he depended increasingly in his plant, but meanwhile his educational interests were expanding into many other fields as well.

Helping Negro Education

The personal quality in his donations was revealed again by his gifts to Negro education. The location of his hunting camp at Oak Lodge in North Carolina brought Eastman frequently into a region where destitute Negroes abounded and stirred his interest in their development. His first provision for a local school there led naturally to the establishment of a model small farm and brought him into cordial associations with Booker T. Washington. That great Negro educator's practical Tuskegee Institute received annual gifts after 1903, totaling $2,362,000 in the final tally, and Hampton Institute, a late interest, got another two million.

Eastman's concern lest his gifts tend to pauperize their recipients prompted him to specialize in fields where timely assistance would prove constructive. His support of technical and other practical forms of education met this standard. So did his remarkable provisions for dental clinics. The first was established at Rochester in 1913 and provided for the free care of the teeth of all local youths. The $1,200,000 originally given at the time to that unique institution was ultimately trebled in size as its expansion into a branch of the University's medical school took place; meanwhile five other dental clinics were established in leading cities abroad, each the recipient of at least one million Eastman dollars on condition that the community accept full responsibility for maintenance.

This concern over the effect of his philanthropy revealed an awareness of human values that opened his purse to other and positive character-building agencies. Thus his interest in the Y.M.C.A. was a natural one, and his initial contributions were but a foretaste of the generous pledges that followed. His offer of $250,000 (Continued on Page 50)
George Eastman, a Rochester Pioneer

Born of the genius of George Eastman, the Eastman Kodak Company brings the realism of photography to millions throughout the world. The press, industry, science, education, the fine arts—virtually all fields of human endeavor use Kodak products to their advantage.

A younger member of the Rochester industrial family, the General Railway Signal Company was founded on June 13, 1904. G-R-S signaling systems, at work on railroads all over the world, help transport passengers and goods more swiftly, safely, and economically than ever before.

For air transport, G-R-S mechanical interlocks provide joint altitude control of traffic landing and taking off at busy airports.
Eastman Influence Inspires Progress, Says President Beebee

In dedicating this issue of ROCHESTER COMMERCE to commemoration of the one hundredth anniversary of George Eastman’s birth, the Rochester Chamber of Commerce is glad to join with many others throughout the nation in paying tribute to the memory of the man who did so much for this community.

Probably in greater measure than can be found anywhere else was the generosity and interest of one man devoted so completely to the place in which he lived, and to the welfare of the people who were his friends, neighbors and employers. His gift of the magnificent building which houses the Rochester Chamber of Commerce enabled this organization to become a great center, not only for promotion of business and industrial progress, but for community purposes of all kinds.

Mr. Eastman’s interest in the health and well-being of the people, expressed through his many gifts to hospitals and other helping institutions, and his concern for the educational development and the cultural growth of the community were major factors in making Rochester the city it is today, and in giving it so many advantages that would otherwise be lacking. Mr. Eastman has passed on, but the benefits of his wise and princely giving are apparent on every side. The influence of his leadership survives him and inspires all of us to plan and strive to make Rochester an even better community.

In summarizing the value of this leadership it should be strongly emphasized that Mr. Eastman was a shining example of the principles which are now the objectives of the Citizens’ Council for a Better Rochester.

Alexander M. Beebee
President
Rochester Chamber of Commerce

Eastman Story Told In “Life”

Roger Butterfield, former Rochesterian, was commissioned by Life Magazine to do a special article on George Eastman dealing both with his achievements in the field of photography and his personal career. The story appeared in the April 26th issue of Life in association with another article which relates the development of photography from the days of Daguerre in 1837. All the photographs illustrating the two articles are from the collection at Eastman House, 500 East Avenue, Rochester. The feature fills a 21-page section of the national weekly. There have been reports that Mr. Butterfield may do a complete book on Rochester’s most famous citizen.

Maria Kilbourn Eastman, mother of George Eastman.

Gave Warning Of Russian Danger

The Rochester Times-Union has been running an interesting series of articles giving George Eastman’s views on various subjects through the years and in these days, when news of Communism and efforts to check its spread are front page items, it is interesting to go back more than 30 years and see what Mr. Eastman said about attempts to overthrow democratic government and substitute absolute control by radical groups.

Commenting on changes then going on in Russia through Bolshevistic leadership Mr. Eastman sent this message to Kodak workers:

“In some communities the citizens have refused to admit that there was a lurking danger until that danger had become a menace. Don’t let us make that mistake here in Rochester. Right now there are those who are trying to poison the minds of the people of this community and this company. Such propaganda cannot easily be reached by the management but you men at the bench—you know! And you have the remedy in your own hands.

“We, of the management are anxious, not merely that you take pride in your work and in the excellence of the goods that the company produces but that there shall be opportunity for everyone of you. We want you to have comfortable homes and healthy surroundings. We want your children to have good schools . . . in an atmosphere that will make them good citizens of whom you and the whole community will have reason to be proud.”

JULY 1934

21
A Great American
and One Who Made
America Greater
By His Gifts
to All Men

We can think of no greater tribute to George Eastman than to repeat what was said in an editorial which appeared in The New York Times at the time of his death in 1932, "Eastman was a stupendous factor in the education of the modern world. Of what he got in return for his great gifts to the human race he gave generously for their good; fostering music, endowing learning, supporting science in its researches and teaching, seeking to promote health and lessen human ills, helping the lowliest in their struggle toward the light, making his own city a center of the arts and glorifying his own country in the eyes of the world."

THE HALOID COMPANY
ROCHESTER, NEW YORK
The George Eastman I Knew

By Dr. Albert D. Kaiser, Health Officer, City of Rochester.

To really know an individual one must live with him. It was my good fortune about thirty years ago, while on a camping trip with Mr. Eastman, to be motoring on Vancouver Island. Late in the afternoon we stopped at a rather primitive camp to rest for the night. We were assigned to a tent with sleeping facilities. Entering the tent, I spied one comfortable standard bed and opposite it a plain army cot without mattress. Being first to enter the tent, I deposited my overnight bag on the army cot and directed the chauffeur to place Mr. Eastman’s suitcase on the bed.

A few moments later Mr. Eastman appeared at the entrance to the tent and carefully surveyed the situation.

The first words he uttered were, “We can’t do it that way, Al. We will toss a coin and the winner must take the bed.”

Eastman Lost Toss

I remonstrated, stating that I was accustomed to sleeping on army cots, but what I said made no impression. As luck would have it, I won the toss and of course had to sleep in the uncomfortable bed. To sleep on an army cot did not annoy Mr. Eastman in the least, for in his mind the fair thing had been done.

Camping in the wilds, which was always a real thrill to Mr. Eastman, did not always conform to well made plans. One day after a long and rather arduous horseback trip through rough and thickly wooded country in British Columbia, we finally reached a small clearing long after darkness set in, and overnight sleeping facilities were set up.

Under the leadership of our host, each member of the party was given a definite assignment.

JULY 1954

Being a novice at camping, my task was to pump up the air mattresses. It was late and all in the party showed fatigue from the long trip, so no tent was set up. With little artificial illumination, we set about our tasks. I pumped the beds and Mr. Eastman distributed the emergency rations, including a bowl of hot soup placed at the foot of each camper’s bed. Few words were exchanged, for we were eager to complete our tasks and get the needed rest.

Kicked Over Soup

I had just completed my assignment, wheedling the bicycle pump, and was about to sit at the foot of my mattress to enjoy the food already four hours delayed. In my enthusiasm to move quickly, I kicked over a bowl of soup, and of course, it had to be Mr. Eastman’s. My heart sank. Would I ever live down this blunder? I tried to relieve the situation by stating that I wasn’t hungry and placed my bowl in Mr. Eastman’s place. But I didn’t get away with it. He quickly recognized my predicament and completely relieved my embarrassment by stating that these emergency rations were apportioned for young people and contained more than he should eat.

Experiences of similar nature revealed to me the sterling qualities of a great man frequently not understood by those who were not fortunate enough to be close to him.

Often the question arose why was Mr. Eastman so deeply concerned about dental and medical matters. Trouble with his teeth stimulated interest in the preventative aspect of dental problems. Assured that something could be done to prevent certain dental complaints by applying prophylactic measures in children, he was determined to provide such service for as many children as possible who would otherwise be unable to obtain dental care. This was in accordance with his philosophy that those blessed with worldly goods should wisely distribute some of their surplus, where essential needs could be met.

Advancing Child Welfare

Here was an opportunity to enhance child welfare and contribute to human betterment. Later his interest expanded in nutritional problems and control of infectious diseases in children, exploring ways to improve care in these conditions. The welfare of all children became of vital concern to him and in thinking it assumed a place of importance along with his business and varied community interests. He was convinced that much could be done in Rochester to improve the physical as well as the cultural aspect of the citizens of his community. This attitude certainly influenced him to

(Continued on Page 72)
We started to write an ad telling how good we are... To prove it, we planned to point out that one of our clients is a world leader in his line; that another has increased annual sales from a few thousand to nearly a million dollars in three years; that still another has achieved a position only once removed from first in building the most expensive item used in America's number one hobby; that a fourth reports every drug jobber in the United States now carrying his product; and that others have increased sales up to 300% during the past five years.

Then we stopped. "Sure," we thought, "we helped—we worked nights, Saturdays and Sundays to help make these things come true. We developed research that showed the way, sales promotions that clicked, headlines that sang, copy and illustrations that sold the product at a good profit. "But," we thought, "we didn't do it all alone—not by a long shot. From our clients came inspiration, information... many a good idea, too. And without the good management of these successful advertisers, and without their good products, no advertising could have achieved such outstanding success, no matter how sound or how brilliant."

In fact, it's pretty obvious that neither this advertising agency nor any other can alone make a client successful. Our part is to help in the way we know best—with the right advertising. Then, if management, product and market are also right, success comes naturally—and we can claim our share of credit.

If you believe that you have all the ingredients for extraordinary success except the right advertising, we'd welcome the opportunity to prove that we can help you achieve such success.

HANFORD & GREENFIELD, INC.

advertising

11 JAMES STREET, ROCHESTER 7, N. Y.

NEW YORK OFFICE: 33 W. 42nd ST., NEW YORK 18, N. Y.
Eastman a Good Man for Camping Companion

By Dr. Audley D. Stewart

Others are recording elsewhere the vast achievements of George Eastman, a great and good man, whose hundredth anniversary is appropriately celebrated this year. Here I wish to set down briefly something of the more personal characteristics of the man as I came to know them through an unusually intimate relationship apart from and beyond my professional duties. His camping and hunting trips furnished rich background for discovering the man himself. How true is the dictum of Henry van Dyke that if you wish really to know a man, go camping with him. I was fortunate to share with George Eastman four camping trips in the frigid wilds of Alaska and one in the torrid heat of Africa.

His camping associates soon learned that even in the freedom of outdoor living he never let down his standard of orderliness and accountability. He was essentially a perfectionist. His expensive camping equipment was a model of compactness and practicality. Each member of the party was assigned a particular task and held strictly accountable for its every detail. Food supplies were carefully checked and recorded daily. The ration of each meal "G.E." set down carefully in his little black book.

Recollections Of Poverty

This trait stemmed undoubtedly from the training of his boyhood years when he experienced the limitations of real poverty. His widowed mother took in boarders to support herself and her son. He did any odd jobs he could get. For years he kept an itemized account of every cent he earned or spent.

One summer, in Alaska several crates of oranges appeared in the camp's supplies. One of the party was given the task of examining each orange, counting and recording the condition of the lot. Lunch bags for hikes in the mountains were cleverly devised precisely to contain two slices of bread, two prunes, and one orange and a few nuts; a meal often seemingly meagre to husky young men on a tramp. However, clear, ice-cold streams, and blueberries along the way filled in vacancies.

No Off-Color Stories

On all camping trips he was Chef-in-chief, and often delighted in surprising his companions with flapjacks, lemon pies and even coconut layer cakes, long before cake mixes in boxes were on the market. Around the camp fire he enforced strictly his taboo on off-color stories. He disliked whistling or singing around camp, suggesting that such activity denied a vacant mind.

In 1926 Mr. Eastman took a party hunting big game in the Kenya and Tanganyika sections of Africa. He was a good sportsman and a good shot. He was interested in special game. He was never a wanton killer. As a matter of fact he never did anything to excess. When hunting he was concerned that each member of the party should get the specimen he particularly wanted, rather than insisting upon his own wishes. It was not uncommon for him to offer his turn to shoot to someone else. The mounted heads of some of the animals shot on this expedition formed a familiar part of the decoration in his house on East Avenue, but the placing of them there in no way violated his sense of modesty.

He had no use for pomp or show. He was essentially of a retiring nature, reserved and at times a seemingly inarticulate person. He was an excellent judge of character and ability as is clearly demonstrated by the caliber of men he chose for his associates in business. However, he studied people carefully. Before he had made up his estimate of a man he held him at considerable distance, treated him with almost silent scrutiny. Once he was sure of his man, on the other hand, he trusted him implicitly and nothing was too good for him.

(Continued on Page 27)
The foresight of

GEORGE EASTMAN

in coupling the progress of his organization with the
progress of research has been the foundation of
a like progress in the Graphic Arts.
It is as interesting as the lesson of the
bread-on-the-waters that the result of Mr. Eastman’s
brilliance helps us serve the Company he founded,
as well as other quality-conscious members
of the business community.

THE LEO HART COMPANY
Fine Letterpress Printing and Offset Lithography
ROCHESTER, NEW YORK AND NEW YORK CITY
The first three buildings at Kodak Park were built in 1892. Here transparent film, then a new product, was coated and dried on fifty-foot glass tables—continuous coating of film base was still several years in the future.

Business Builder
(Continued from Page 9)

matter—perhaps it is a slower matter with me than it might be with someone else, but I do the best I know how. But when we get there, we "get there" to stay."

"One of the faults that clerks in establishments like ours are prone to fall into is indifference to customers. Customers resent this above every thing else and I hope that you will spend plenty of time in drilling years so that customers will always feel when they leave our establishment that they have been nicely treated."

It's certainly no secret around Rochester that in the early days of his business George Eastman had to overcome considerable skepticism and criticism in finding the financial support he needed. Many hard things were said about the young inventor and his "fad."

He himself had such faith in the rightness of his inventions and business that it apparently never occurred to him that he might fail. He found it a little difficult to understand why anyone would doubt his eventual success. And some of his correspondence shows a considerable touch of impatience with doubters.

Here, in a few quotes from his correspondence, is how Eastman himself answered some queries from investors or would-be investors in the 1880's and 90's:

"It has always been the case that a new process has had to fight its way on its own merits against the opposition of all the old fogy clerks who are interested in preventing any improvement in the art."

"The idea that this business is ephemeral has no foundation in fact. If the bulk of the pictures taken by amateurs were taken as a mere past-time there would be something in the argument, but such is not the case. Most photographs are made for the photographer." (Continued on Page 40)

Kodak Park, since 1892 the largest of the Eastman plants, today occupies 550 acres, employs 21,000 people.

JULY 1954
Consolidated May Be Able to Help You

Consolidated builds a greater variety of machine tools than any other concern in America.

They range in size from bench type tools to the world’s largest, weighing up to nearly 400 tons!

Consolidated also builds special machinery to customers’ designs and specifications. Its facilities are available for contract machine work.

FOR FURTHER INFORMATION,

phone Mr. Roger E. Vaughan, Executive Vice President—Culver 2200.

CONSOLIDATED MACHINE TOOL CORPORATION
Wholly-Owned Subsidiary of FARREL-BIRMINGHAM CO., INC.
565 Blossom Road, Rochester 10, N. Y.
Business Readjustment Continues with Slight Decline

The Rochester Business Index again drifted slightly in May, in response to a further mild decline in factory activity. It will be recalled that the decline in local manufacturing output did not get underway until December 1953, although nationwide production had turned down considerably earlier. The 8% per cent drop that has occurred in the Factory Activity Index since then has brought it back to the level of late 1952. But this index still is 9% per cent above the plateau on which it rested from late 1950 through mid-1952—a period considered at the time to be very prosperous.

All three of the components of the Factory Activity Index—Factory Employment, Factory Payrolls and Industrial Power Consumption—have been tracing substantially the same pattern over the past year and a half. In each case the trend has been down thus far in 1954, but in each case the current level still is well above the prosperity plateau noted above.

Not even this meager amount of recession evidence is to be found in local measures of consumer buying. Sales of new automobiles and of department store merchandise were a bit lower in May than in April 1954, before correction for seasonal and other non-cyclical influences; but on a corrected basis both the New Passenger Car Sales Index and the Department Store Sales Index showed a continuation of their February-to-April upswing. Although neither was at its all-time peak, both were far enough above their recent years average to indicate a prosperity rate of spending. More new cars and more units of department store merchandise were purchased this May than in the like 1953 month.

A similarly favorable comparison with a year ago was shown by the Residential Construction Index. Although the May rate of residential building activity was a shade below that of April 1954 (after correction for the normal seasonal rise), it was considerably closer to the high than to the low of its 1951-54 range of fluctuation.

ROCHESTER BUSINESS
May 1954

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OTHER BUSINESS INDICATORS

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<td>$504,791,320</td>
</tr>
<tr>
<td>Business Electricity Sales (K.W.H.)</td>
<td>56,326,000</td>
<td>53,825,114</td>
<td>50,931,084</td>
</tr>
<tr>
<td>Building Permits Issued—Total**</td>
<td>$ 4,179,194</td>
<td>$ 4,895,124</td>
<td>$ 5,351,200</td>
</tr>
<tr>
<td>Residential—New Single Units</td>
<td>$ 3,155,454</td>
<td>$ 3,450,177</td>
<td>$ 3,884,000</td>
</tr>
<tr>
<td>Residential—Multiple and Remodeling</td>
<td>$ 154,735</td>
<td>$ 153,283</td>
<td>$ 149,200</td>
</tr>
<tr>
<td>Industrial, Commercial, and Other</td>
<td>$ 1,001,926</td>
<td>$ 995,571</td>
<td>$ 988,000</td>
</tr>
<tr>
<td>Freight Car Loadings (Number)</td>
<td>7,824</td>
<td>7,850</td>
<td>7,874</td>
</tr>
<tr>
<td>Forwarders</td>
<td>7,394</td>
<td>7,385</td>
<td>7,330</td>
</tr>
<tr>
<td>Receipts</td>
<td>5,411</td>
<td>5,051</td>
<td>4,651</td>
</tr>
<tr>
<td>Real Estate Sales (Multiple Listed)</td>
<td>$ 4,456,576</td>
<td>$ 4,961,665</td>
<td>$ 5,242,298</td>
</tr>
<tr>
<td>Employment—Total</td>
<td>235,019p</td>
<td>234,009p</td>
<td>233,000p</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>118,051p</td>
<td>117,900p</td>
<td>117,600p</td>
</tr>
<tr>
<td>Non-Manufacturing</td>
<td>116,968p</td>
<td>116,109p</td>
<td>115,400p</td>
</tr>
</tbody>
</table>

* Revised
* The indexes in the upper half of this table, corresponding with the Factory Activity Index, are components of the Rochester Business Index. These index numbers are related to the base period 1925-26=100 and have been corrected for seasonal variations. In addition, all indexes which are based on dollar values have been adjusted for price changes to provide an approximate measure of changes in physical volume.
** The unadjusted department store sales index (1926-1929=100) is based on the same data as the corresponding index in the upper half of the table except that it is not adjusted for changes in prices or for seasonal factors.
*** Rochester District (Rochester, Brighton, Irondequoit, Greece, Gates, Pittsford)
George Eastman

No one man did as much as George Eastman to bring photographic pleasure and profit to millions. Thanks to his vision, business acumen and philanthropy, Rochester is renowned not only as the world’s photographic center but as a cultural center as well.

Graflex is proud to have had a part in this photographic development of our city. Over a span of more than 60 years, we have had the privilege of designing and manufacturing cameras that utilize to the utmost the capabilities of the photographic processes which Mr. Eastman originated.

Literally the whole world depends on Graflex and Graphic cameras for news, illustrative, police, military, scientific, travel, advertising and industrial pictures. As new uses and applications for photography are developed, the field for fine cameras will continually broaden. On this, the 100th anniversary of George Eastman’s birth, we renew our pledge to keep pace with the giant strides photography is sure to make in the years ahead.

GRAFLEX®
Price-Winning Camera

Rochester Commerce
Eastman Never Tried to Dictate at Meetings

By John Wellington, Veteran Editor and Committee Worker

Mr. Eastman was a member and vice-chairman of the Monroe County Defense Committee which was representative in this city and county of the Council of National Defense in Washington. I was executive secretary of the Committee and had frequent occasion to note how he thought and worked.

He was a mild-mannered and soft-spoken gentleman. He never dominated or forced his opinion on others. Most of his remarks in Committee were in the form of questions which were numerous and to the point. He wanted to know all there was to be known about the subject under discussion but he was not dominating.

I recall an instance when discussion on the subject was slow in getting started. It was evident that the committee was waiting for Mr. Eastman to speak before committing themselves. Mr. Eastman arose saying, “Mr. Chairman, I have another appointment at two o’clock, if you will excuse me I will be going. He went out quietly.

Never “High Hat”

Another incident goes to show that Mr. Eastman was not “high hat.” The first meeting of the committee was held in the Genesee Valley Club. The Committee, which consisted of some 20 leading citizens of Monroe County—industrialists, merchants, judges and others, stood around in groups talking, while this humble secretary made himself as inconspicuous as he could over by the window.

I looked around and saw Mr. Eastman approaching. He extended his hand, speaking softly, “My name is Eastman and yours?” By that time there were half a dozen “big shots” around to see that I was properly introduced.

Another incident illustrates Mr. Eastman’s tact and efficiency. During that war period, the Government was continually setting up other local organizations. Rochester had plenty, duplicating each other’s work, and ours, too. I got the facts together and read my report at the meeting at which Mr. Eastman was presiding. I thought I had done a swell job and was feeling a bit chesty about it. There was a moment of silence when I had finished. Then Mr. Eastman, in that mild manner of speaking that distinguished him, wanted to know, “But what do you recommend, Mr. Wellington?” I learned at that moment that busy men want answers, not methods. I also learned the principle: “Don’t go to the boss for ideas, but bring ideas to him.”

One more story illustrates Mr. Eastman’s attitude on conservation of time. The chairman of Defense Committee called up Mr. Eastman and asked if he might come to his office and talk with him “at your convenience, Mr. Eastman.” This is the reply he got: “Why not at your convenience, Mr. Fairchild; you are a busier man than I am.”

Edison Laboratory Praised Eastman Film

Thomas Alva Edison and George Eastman became good friends but one of the first communications between the Edison Laboratory and the Eastman Dryplate Company goes back to 1889. It was an order for film that went as follows:

Eastman Dryplate Co.

Dear Sirs:

Enclosed please find sum of $2.50 P.O.O. due you for one roll Kodak film for which please accept thanks. I shall try same today & report—it looks splendid—I never succeeded in getting this substance in such strength and long pieces.

P.S.—Can you cost us some rolls with your highest sensitometer? Please answer.

Courage
Faith
Vision

Corning Glass Center stands today as a living monument to men who make glass.

Buildings of steel and stone immortalize the deeds of men who made this country great. Men of courage and faith and vision. Men like George Eastman.

Inventor, industrialist and humanitarian, George Eastman was truly one of the great men of his age. Corning Glass Works proudly joins his friends and associates in honoring the centennial of his birth.

CORNING GLASS WORKS
Corning, N.Y.
Rochester One of Foremost Cities in Meeting Hospital and Surgical Care Needs

Two basic needs of every community are protection against hospital and surgical bills. These two economic problems of the average family are taken care of by the local Blue Cross and Blue Shield Plans.

Business leaders, doctors and hospitals recognized this need and organized Rochester Hospital Service, the local Blue Cross Plan, in 1934. Now, hundreds of thousands of people, in all walks of life, who get sick...who go to the hospital...who incur hospital bills are relieved of this financial problem of payment of these bills.

In ten years, the growth of Rochester Hospital Service has been phenomenal—from 253,798 members in 1948 to 430,000 in 1953. The low operating costs of this voluntary non-profit plan have been the keystone of its success. Only the smallest part of the hospital service dollar is used to pay the organization. Its annual expenses are among the lowest in the nation.

Helped 61,832 Last Year

Last year out of every Rochester Hospital Service dollar, 92.3 per cent was spent for payments for members’ care. Claims show that nearly four times as many people used the plan in 1953 as in 1944. A total of 61,832 people in 1953 used Rochester Hospital Service protection to stand between them and a hospital bill that they might have had pressed to pay.

Expansion of the benefits and services of this plan has been regular and progressive through the years. These extended benefits and services have meant greater hospital care for people in the six-county area served by Rochester Hospital Service.

President Dwight D. Eisenhower, in a recent speech said: “The best way for most of our people to provide themselves the resources to obtain good medical care is to participate in voluntary health insurance plans.”

Both Rochester Hospital Service and Genesee Valley Medical Care conduct continuing studies to learn how best to increase hospital and surgical coverage.

Rochester Hospital Service now serves more people than ever before, both individual subscribers and those enrolled in 2,813 employee groups. Since 1944, payments to hospitals have increased from $1,136,815.62 to $5,255,198.28.

Genesee Valley Medical Care

As Blue Cross expanded, more people were hospitalized to take advantage of the advances in medical and surgical science. In fact, records show that 76 per cent of hospital patients required surgery. Again, an economic problem presented itself. This was solved by the doctors uniting with the hospitals and businessmen in forming Genesee Valley Medical Care, the local Blue Shield Plan.

Since its beginning in 1946, Genesee Valley Medical Care, the Blue Shield Plan for coverage of surgical procedures, has been administered by Rochester Hospital Service. When the great need was felt in 1950 for a more comprehensive plan, the original indemnity plan was gradually eliminated and a new service contract basis of payment was established, this to pay the entire surgical bill on a guaranteed basis.

In 1953, Genesee Valley Medical Care paid 93 per cent of all surgical bills in full for all members regardless of income. The plan membership has grown from 45,763 members in 1947 to 109,164 in 1953, embracing 2,012 employee groups. Genesee Valley Medical Care ranks fourth among the seventy-seven plans in percentage, enrolled, with 45 per cent of the total population enrolled. The number of claims has increased from 2,279 in 1947 to 54,101 in 1953.

All Surgeons Participate

Many aspects of Genesee Valley Medical Care are among the foremost in the country. Its service factor is unique among prepayment plans such as Blue Shield. It has been part of the nationwide advancement of voluntary plans and the future may see enlargement of its coverage to embrace vital areas now unprotected, such as home, office and catastrophe protection. It is the only Blue Shield Plan in the United States with 100 per cent of the area surgeons participating.
MODERN TESTING EQUIPMENT
MEANS BETTER CASTINGS

Control is the most important element in the production of consistently good castings. For this reason completely equipped and Certified chemical, metallurgical and x-ray laboratories are maintained at Anstice Foundries. * * * Here the chemical composition of each incoming shipment of raw materials is tested to insure adherence to rigid specifications. * * * Frequent checks of the analysis of metal poured are laboratory-determined for chemical constituents. Grain structure, strength, ductility and hardness characteristics of test bars and keel blocks are examined to insure consistent control.

The result is unvarying casting quality, a reduction in your machining costs, and customer satisfaction in castings bearing the AC trade-mark.

ANSTICE FOUNDRIES

FERROUS: Gray Iron • High Strength and Alloy Iron
NON-FERROUS: Aluminum • High Strength Heat Treated Aluminum • Bronze
• High Strength Brasses
AMPCO and AMPCOLOY Sand and Centrifugal Castings • Weld and Metal
Pattern Making Facilities • Chemical and Physical Analysis • X-Ray

THE ANSTICE COMPANY, INC., ROCHESTER 9, N. Y., EST. IN 1884
Rochester Research Bureau, Started by Eastman, Has Saved Taxpayers Millions

Although not so well known generally as some of Mr. Eastman's legacies to this area, the Bureau of Municipal Research was rated very high among Mr. Eastman's civic projects and it was through his efforts that the Bureau was founded in 1915. He served as Chairman of its Board of Trustees until his death in 1932.

From 1915 until 1934 the expense of operating the Bureau of Research was borne by Mr. Eastman, and his will provided for a continuance of his subscription for two years after his death. Since 1934 funds for the maintenance of the Bureau have come from the voluntary subscriptions of individuals and corporations throughout the county. The Bureau receives none of its support from government sources.

Purposes of Bureau

The Bureau of Municipal Research has two purposes: (1) To get things done for the community through cooperation with persons who are in office, by increasing efficiency and eliminating waste; (2) To serve as an individual, non-partisan agency for keeping citizens informed about the city and county business.

A quick resume of some of the Bureau's achievements shows that it has saved Rochester's taxpayers many dollars each year. These savings were effectively accomplished by the efforts of government agencies in Monroe County as a result of suggestions, studies and analyses made by the Bureau of Municipal Research. Here are some of them:

Bureau studied the matter of "scientific assessments." Devised an assessment manual for the city of Rochester and prepared specifications for the present city tax map. Later prepared an assessment manual for use in the towns of Monroe County.

Bureau has urged for years the budgeting of capital expenditures and the adoption of a pay-as-you-go plan for financing such expenditures. Considerable progress has been made along these lines. The present pay-as-you-go plan will result in more improvements for the same tax or in a lower tax rate as the people may decide.

Bureau has repeatedly drawn attention to problems occasioned by population migration outward from city and their inevitable effect on local government and local taxes.

Wrote City Charter

The Bureau staff wrote the present city manager charter in 1924, and took an active part in securing its adoption by the people in 1925.

Bureau proposed the method followed by both the county and the city in cleaning up the accumulation of tax delinquencies of the depression years.

Bureau studied operation of the garbage reduction plant in 1923 and suggested changes in management (personnel and methods). The suggestions were adopted in their entirety by the city administration. As a result, a plant (costing approximately a million dollars) that would probably have been scrapped in 1924 or 1925, is still in operation.

Bureau assisted in devising the present mutual aid plan for fire defense—a plan that has been copied extensively by other localities and been copied extensively by other localities and has received universal praise.

Bureau played an important part in the planning and development of the new water supply from Lake Ontario.

Bureau assisted the Citizen's Committee appointed by the Monroe County Board of Supervisors to study the administration of Social Welfare by helping to gather data and in the preparation of its reports and recommendations.

(Continued on Page 65)
Eastman’s Birthplace Now Re-Assembled on East Avenue Site...Public to View It

By the time this issue comes off the press, the re-assembled George Eastman birthplace will be located on the lawn behind Eastman House at 900 East Avenue. The modest one-story frame house in which the great industrialist and philanthropist was born was moved to Rochester in sections from its original site in Waterville, New York, a hamlet about 20 miles southeast of Utica.

Wallpaper Copied

The dis-assembling, removal and re-assembling was done under the direction of A. W. Hopeman and Sons, local contractors. Even the original stones in the building’s foundation were brought here to be rebuilt into the structure, which will be maintained as an historical landmark. The restoration will be exact, even to the wallpaper, believed to have been imported from France and recently copied for this project.

The house is believed to be about 110 years old, and George Eastman was born in it on July 12th, 1854, the son of George W. and Maria Eastman, who moved to Rochester in 1860.

Landmark Committee

The historical aspects of the restoration project are under the direction of the Society for Preservation of Landmarks in Western New York, of which Miss Elizabeth G. Holahan is president, and whose committee includes Dr. Carl K. Hirshey, professor of fine arts at the University of Rochester; Mrs. Itur Cl unsuccessfully and Mrs. Gertrude Hertle Moore.

The old home will be open for public inspection under a schedule of hours to be announced.

How Mr. Eastman Coined Name of "Kodak"

Many explanations have been made as to how George Eastman coined the word "Kodak." Some people have stated that he had a fondness for the letter "K" because his beloved mother’s name was Kilbourne. Others have given various reasons, going back into early Greek and other languages.

Mr. Eastman himself once gave the following simple and sensible answer to the query:

"I devised the name Kodak myself. A trademark should be short, vigorous, incapable of being misspelled to any extent that would destroy its identity and—in order to satisfy trademark laws—it must mean nothing.

"If the name has no dictionary definition it must be associated only with your product and you will cease to be known as producing a ‘kind’ of anything.

"The letter K had been a favorite with me—it seems a strong, incisive sort of letter. Therefore, the word I wanted had to start with a K. Then it became a question of trying out a great number of combinations of letters that made words starting and ending with K. The word Kodak is the result."

The Eastman Home at 900 East Avenue, now a photographic center. Dryden Theater addition has been added at left rear, where presentations of old films are free to the public.
Rochester
Pioneers

Established 1819
MATHews AND
BOUCHER, INC.
Wholesale Hardware

1822
LEARY’S,
CLEANERS &
DYERS, INC.

1831
ROCHESTER
SAVINGS
BANK

1851
BLAUW BROS.
DRUGGISTS
INC.

1869
COMMUNITY
SAVINGS
BANK

1870
CHAMBERLIN
RUBBER CO.
Rubber & Plastics

1880
YAWMAN AND
ERBE MFG. CO.
Steel Office Furniture & Filing Supplies

1882
HUTHER BROS.
SAW MFG. CO.
Saws, Knives, Cutters
For Wood & Metal

1888
F. L. HEUGHES
AND CO. INC.
Structural Steel

1888
CENTRAL
TRUST
COMPANY
Bank and Trust Co.

1888
HARPER
METHOD
Franchised Beauty Salons
Throughout The World

1900
E. J. SCHEER
INC.
Jewelry

1904
FLOWER CITY
CHARCOAL
CO.

1906
HANFORD AND
GREENFIELD,
INC.
Advertising

Established 1888
EARLY PICTURE OF F. L. HEUGHES & CO., INC. IRON WORKS

IN 1888 Frederick L. Heughes purchased the iron foundry, founded by William H. Chetney in 1838, located at what is now the South Avenue and Monroe Avenue intersection.

The work in those days was chiefly the production of cast iron products such as building fronts, columns, truss girders and the like.

Since the advent of structural steel, F. L. Heughes & Co., Inc. has participated in the City of Rochester’s building progress in most of the large and small structures associated with the City’s growth.

The Company, now located at 1029 Lyell Avenue, continues serving Rochester progress with the same high standards of skill and integrity which have characterized its own development.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Rochester business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Rochester Area.
UNION TOOL CO.

SPECIAL TOOL & DIE MAKERS

HAND-OPERATED PUNCH PRESS
A Rugged Tool, Suitable For Small Blanking, Forming, Perforating, Assembling, Etc.

Our Telephone - CONgress 7705
299 NORTON STREET
Business Builder
(Continued from Page 27)

for the purpose of obtaining a record which cannot be had in any other way. When the desire for a pictorial record of daily life disappears, then amateur photography will decrease and not until then.

***

"The success of the Kodak is not due simply to its being a neat and handy instrument which has been widely advertised and which struck the public fancy as a new fad. It is the exponent of a radically new system of photography which admits the whole public to practice the art. The Kodak is not a radical invention in itself. It is the combination, the "outward and visible sign" of a large number of inventions; the result of a line of investigation and experiment extending over a period of five years..."

***

"A lot of failures often lead up to success."

***

What with scoffers and doubters plentiful, and with shareholders asking him freely questions, he might not have been blamed if he ended up looking at investors with a somewhat jaundiced eye. But he didn't. Rather, he remained extremely loyal to those who supported and helped make the business possible. He never believed that investors should milk the business, and he insisted that enough earnings be retained in the business to provide improvements and expansion. But he believed in investors getting a fair return when they risked their money. In this matter, his point of view would look very much up to date and sensible today. Mr. Eastman expressed himself on the subject on various occasions. Here's an example from an 1891 letter to a company officer:

(Continued on Page 40)

JULY 1954
Business Builder

(Continued from Page 39)

"I do not think that has ever had a proper appreciation of the value of shares in the Eastman Photographic Materials Company... As far as I am concerned I am not afraid of him or anybody else and I do not care what they do and I would just as lief you would tell him so if the occasion arises. In our business we can run it to the satisfaction of our stockholders without any assistance. As far as the original stockholders in the E.P.M. Company are concerned, there is hardly the remotest chance of their ever being able to kick because their 10% is a moral certainty, and they have always been treated in a fair manner and you know they always will be as long as you and I manage things..."

Although Mr. Eastman stuck with the share owners who stuck with him—and, as is well known, the investment in the young business turned out to be a good one for many—he was not inclined to take criticism lying down if he thought it was not justified. Here are a couple of rather crisp Eastman replies to a regular complainer:

Reply to Complainer

"The criticisms, suggestions and threats concerning the management of the Eastman Kodak Company contained therein, have been duly noted and will receive the consideration to which they are entitled. In regard to the criticisms of people who are not directly interested in the Eastman Kodak Company which you propose to repeat to me, I desire to say that I do not take any interest in them. I am doing the best that I know how to put the company on a satisfactory basis to all concerned and am willing to be judged by the results of my work when it is done. I do not see how any information as to the idle talk of people who know nothing about the affairs of the company can aid me in accomplishing my end. If you want to know anything about the affairs of the company, you can call me at any time and I will answer your questions as heretofore."

***

"It is easy enough for bystanders to look on and criticize work that is being done, but another thing to carry out all the suggestions that they make. For my part I think the stockholders of the Eastman Company ought to congratulate themselves that during this year which has proved so disastrous to so many industrial enterprises, the company has not run into debt, has been able

(Continued on Page 63)
How to make profits flow faster

In the trend to faster-flowing production, fluid mixing may become more and more important as a means of increasing your profits.

There's hardly any limit to the jobs you can do with the help of modern fluid mixing machines.

You can blend a product, suspend solids in it, transfer heat through it, disperse gases, wash out impurities — even move solid products long distances.

More than one company, for example, has found it pays to move a solid material (like powdered metal) by mixing it with a liquid and pumping the mixture through a pipe.

We help companies in nearly every industry to increase production, make a more uniform product, use existing tankage more profitably, and cut labor costs — simply by applying science to the mixing of fluids.

Check your material processing methods. Are they more complex than they used to be? Maybe the right technical help on fluid mixing (based on thirty years of experience) can give you that competitive edge you're looking for.

It costs nothing to find out. Why not write or telephone us today?

MIXING EQUIPMENT Co., Inc.
135 Mt. Reed Blvd., Rochester 11, N. Y.

MANUFACTURERS OF "Lightnin Mixers..."
Eloquent Inscription For War Memorial Building

The War Memorial Committee has approved an inscription to be chiseled into the north wall of the structure before it is opened to the public next Spring. Written by City Historian Blake McKelvey and Dr. John Slater, English Professor Emeritus at the University of Rochester, it pays tribute in beautifully eloquent and rich phrasing, to the men who died in America’s wars and whose sacrifice is being perpetuated in the new community center.

The inscription will read as follows:
"Dedicated to all the men and women of greater Rochester who died for their country on land or sea or in the air. Americans by birth or adoption, most of all by devotion, rich in the joys and hopes and talents they sacrificed, richer still with honor and freedom so nobly maintained, whose courage and faith laid deep foundations for peace. These sons and daughters, neighbors, friends, whose noblest motive was the public good, they are not lost who are remembered nor dead whose work transcends their time, whose fulfillment we in God’s grace may share."

New Committee Named to Study Seaway Benefits

In order that Rochester may be in position to cash in on any property that may develop from operation of the St. Lawrence Seaway President Alexander M. Beebe of the Chamber of Commerce has named Colonel Carey H. Brown, recently retired as an Eastman Kodak executive, to head a committee which will study and evaluate all possibilities. The makeup of the complete committee will be announced later.

The new group will be known as the Inland Waterways Committee and will make recommendations and suggestions to the Rochester City Council from time to time. It will also cooperate with the city in plans which the municipality may develop for making Rochester a greater port.

William Carr, director of the Chamber’s Transportation Department, will serve as secretary of the new committee.

 Dates in Career Of Eastman

1854 — Born July 12 in Waterville, N.Y.
1860 — Family moved to Rochester.
1862 — Father died and mother opened a boarding house.
1866 — Was attending “Mr. Carpenter’s School” at Buffalo and Elizabeth Streets. His schooling ended at 15 years.
1868 — Took first job as office boy in insurance office. Later employed by Rochester Savings Bank.
1879 — Invented his first photographic device.
1880 — Started manufacture of coating machine in spare time while still employed at bank.
1903 — Began building mansion at 900 East Avenue. It was formally opened in 1905.
1907 — Mother, Maria Kilbourn Eastman, died.
1911 — Began employ welfare program at Kodak.
1911 - 1932 — Benefactions on large scale to many causes and institutions.
1932 — Died March 14th at his home.
Rochester Commerce
Remembrances That Reveal the Kindly Humor of the Man

By Arthur P. Kelly, Associate Editor Rochester Commerce

Just as the late U. S. Senator Robert A. Taft was known as “Mr. Republican,” so was George Eastman, “Mr. Rochester.” His interest, his beneficence and his influence touched so many phases of Rochester’s growth, development and life that the names “Eastman” and “Rochester” have become inseparably interwoven.

Most people are familiar with the story of Mr. Eastman’s achievements as inventor, industrialist and community benefactor but the human side of the man—his traits, characteristics and relationships with others, are not nearly so well known. Mr. Eastman was by nature a rather shy, reserved man in his social contacts. He was not a ready “mixer” in the common acceptance of the word yet among his friends he was a pleasant, congenial companion. If I were asked to name one outstanding characteristic it would be his sense of justice and fairness. You might find little outward sentiment in the man but you would get a square deal. Mr. Eastman would have it no other way and would lean over backwards to achieve that end.

Others Better Qualified

There are, of course, many people who could do a better article of this kind than I can. Men who knew him longer and who were much closer to him for many more years. I am referring to men like Albert B. Eastwood, intimate friend and companion on so many occasions; to Raymond N. Ball, on whose judgment Mr. Eastman placed such reliance during the many years he was making the University of Rochester principal beneficiary of his magnificent gifts; or to Dr. C. E. Kenneth Mees, whose career at Kodak was so closely allied with Mr. Eastman’s own industrial overlordship.

It was my misfortune to have known Mr. Eastman only during his later years but they were the years when he was devoting his money, time and interest to the development of a project that has made Rochester one of the great musical centers of the country. Mr. Eastman was gradually easing away from Kodak operations. The company was in good hands and prospering. Now he was giving his personal attention to making the dream of a great institution combining musical education and public entertainment come true. I saw much of him during those years.

Our First Meeting

My association with Mr. Eastman was brought about by Raymond Ball who in February 1925 suggested to him that I be engaged as Director of Publicity for the Eastman School of Music and Eastman Theater. Mr.
Ball arranged a meeting between us at which were present other trustees of the institution. At the time I was Executive Secretary of the Rochester Ad Club and I had heard much gossip to the effect that there was a super-abundance of "temperament" around the theater with many different "bosses." I told Mr. Eastman that I would like the job but would want to have a contract.

"What do you want a contract for?" he asked brusquely.

I told him my reasons and apparently my frankness impressed him.

"How long a contract do you want?" he queried.

"I'll take my chances after a year," I replied.

Mr. Eastman pondered a moment, then told me to draw up the contract as I thought it should read and send it to Attorney James Havens. I did so and it came back with a few minor changes bearing the signature of Mr. Eastman for the University. I have my copy of that contract as the prized souvenir of an association which ran from 1923 to 1929 and which brought to me such a rich variety of experiences. The end of a year I sent the contract down to Mr. Eastman with a note of inquiry as to my continuance and it came back with this notation, written with his famous green pencil.

"This is O.K. for renewal, G. E., February 25, 1924."

In fairness I should state that my fears never eventuated. There were no outside bosses.

Mr. Eastman's Humor

Mr. Eastman had a real sense of humor. It was sly drollery rather than wise-cracking witicism. Perhaps I can illustrate it with a story or two.

I was going to Europe in 1926 and asked Mr. Eastman if he would give me a letter to the head of Kodak in London. I wanted an ace in the hole in the event that I went broke wandering around the continent. Mr. Eastman sent me a nice letter addressed to the Englishman who was then head of the London plant and "introducing a "good Irishman." He had underlined the words "Good Irishman," and I knew that was his joke. I called him up to thank him and told him that he had made a mistake in the letter.

"You have a redundant phrase," I said. "You have used two words that have the same meaning . . . "good" and "Irishman." Everybody knows that all Irishmen are good."

"I wondered if you would pick that up," Mr. Eastman said. "However, I can't go along with your interpretation, although I will admit that all Irishmen think they are good."

Occasionally Mr. Eastman had me down to his office on the nineteenth floor of the Kodak building, where lunch would be brought in. One day he asked me to ride out with him to his home. He had a big black limousine which was a familiar sight around town and I suggested to Mr. Eastman that we drive up Main Street so that my friends might glimpse me in such good company and such motor magnificence. He grinned but said nothing. However, when we got downstairs to the car he walked over to Harvey, the chauffeur, and said something to him which I couldn't catch. I found out quickly. Instead of proceeding up State to Main Street to East Avenue as I had facetiously suggested Harvey took us over Platt Street and then through various side streets until we reached 900 East Avenue.

(Continued on Page 46)
Good Neighbor
(Continued from Page 45)

This was Mr. Eastman’s joke on a brash friend and I know that he enjoyed it hugely. So did I.

All feature motion pictures that appeared on the Eastman screen were pre-viewed by a committee that included Mr. Eastman, the theatre manager, myself and one or two others. Frequently Mr. Eastman would bring guests to the small “screening room” on the fourth floor of the theatre and he would ask their opinions of the movie.

No “Flaming Youth”

On one occasion we screened the first of the so-called “sex” pictures, although today it would seem about as sexy as a print showing a home for the aged. This picture was called “Flaming Youth” and starred Colleen Moore. All of us on the theatre staff thought it a good film fare for the box office. Mr. Eastman, however, disapproved and walked out saying: “We don’t want that picture in this theatre.”

We were sorry about this decision because we felt the picture would be a good money maker. It was our job to bring in revenue to help support the big theater orchestra and I was commissioned to try to get Mr. Eastman to change his opinion. On my next visit to him at the Kodak offices I brought up the subject.

“I think you made a mistake about “Flaming Youth,” I said. “The picture has been passed by the State Board of Censorship so we can’t be criticized for showing it. And it will draw big at the box office.”

“I don’t care how well it will draw” he answered. “I don’t like that kind of picture. It’s full of gin and petting parties. It’s not the kind of film we want.”

“But Mr. Eastman,” I remonstrated, “that’s life.”

He looked at me quizzically and asked: “So you think that’s life, Kelly?”

I thought I was winning so I grew more emphatic.

“I know it’s life!” I asserted. “Then why do you frown?”

“I wonder what kind of a life you lead” was his crusader.

We did not play “Flaming Youth” at the Eastman but our professional judgment was confirmed later when it played to packed houses at another theater.

When He Got Mad

I saw Mr. Eastman really mad only once during my association with him, and I was an innocent party to his rage. The incident happened when Printers’ Ink Magazine came out with a story called “How Advertising Built a Theatre.” It was written by a publicist then attached to the University and told how, through eastman Kodak profits, Mr. Eastman was able to build one of the country’s finest theaters.

Some of Kodak’s success, the article stated, was due to good advertising and Mr. Eastman was credited with advertising policies and slogans.

Inmate Fairness

From the publicity standpoint I thought the article a good one and handed it to Mr. Eastman to read. He read a few paragraphs and then threw the magazine on the floor, and stormed around his desk. “I never was so put upon on my life!” he shouted angrily. “That man told me he would show me proofs!”

“What’s wrong with the article?” I asked timidly.

“It’s all wrong!” he cried. “Lew Jones is the man responsible for our advertising success and the one who ought to have the credit.”

It was just another instance of the innate sense of fairness with which Mr. Eastman was so strongly imbued.

(Continued on Page 58)
We welcome this opportunity to join in the salute to George Eastman . . . the man and his achievements. We are happy to be part of a community which possesses an organization that has played such a vital part in the growth, development and prosperity of the city.

LEACH STEEL

CORPORATION

80 STEEL STREET

Glenwood 0152
Eastman Events
(Continued from Page 7)

The inauguration ceremonies to launch the stamp of the Famous American series will be conducted Monday, July 12 at 11:00 a.m. in Eastman Theatre. Prominent people will participate. A first day cover and a free stamp will be presented to all who attend the theatre exercises. The post office has announced the printing of 119,000,000 of the stamp issue.

In the afternoon of that day, there will be a ceremony in the rear of Eastman House to dedicate the removed Waterville birthplace of George Eastman. There will be a special Eastman exhibit in Dryden Gallery.

“George Eastman in Africa” is the title of an exhibit in Rochester Museum of Arts & Science, East Avenue, beginning July 6 and continuing the rest of the month. Various organizations, including the Bureau of Municipal Research, Rochester Community Chest, Rochester Maternal and Adoption Center and Y.M.C.A., have indicated that they will have exhibits in Mr. Eastman’s memory at the Chamber of Commerce beginning Thursday July 8.

Many Open Houses

Other organizations will recognize the centennial by conducting “Open House” on July 11 and 12. These include Y.W.C.A., University of Rochester, Eastman Dental Dispensary, Hillside Children’s Center, Men’s Service Center.

Thousands of words in praise of Mr. Eastman will be written for various factory house organs and official publications of various organizations. A dozen such papers are planning Eastman issues. Sibley’s, McCurdy’s, Security Trust, Rochester Gas & Electric and other local firms will have window displays.

The George Eastman stamp, of which 119,000,000 will be issued.

There will be institutional newspaper advertising saluting Eastman’s contributions to Rochester and the world. The first Union Trust television program with Sol Linowitz as moderator, on July 10, will be devoted to George Eastman. On Tuesday, July 13, Rochester Gas & Electric Corp. will memorialize Mr. Eastman over WHAM television. The University will honor him by television in the Fall.

Music, which the benefactor financed to the tune of millions, will sing his praises. Already Howard Hanson conducted a program in Eastman Theatre on May 20, featuring music which the great Rochesterian liked best. The first philarmonic in the Fall will be dedicated to Mr. Eastman. “Opera Under the Stars” will have an Eastman theme.

Eastman Day Proclaimed

By special proclamation Mayor Samuel B. Dicker declared July 12 George Eastman Day.

Rochester Savings Bank will show Mr. Eastman’s accounts and operations as an assistant bookkeeper at the West Main-Fitzhugh branch of the bank. He did some of his experimental work in a court back of the building while employed in the bank.
Pennsylvania Water and Power Co., Hollidaysburg, Pa., uses a Cat D8 Tractor with No. 8U Deter to stockpile anthracite coal dredged from the river bottom for use in steam boilers. Cost records prove CAT equipment does more work at less cost.

Record Your Costs to Prove Your Profits

Here's a chance to see in black and white what equipment costs to own and operate—and a chance to compare Caterpillar equipment with machines of other make. To help you keep accurate records of your operating costs, repair expenses and work done, you can get handy Cost Record Books free of charge by mailing the coupon below.

In any business, it's just good sense to keep a record of expenses because it's not the original cost of equipment but the operating costs that determine profits. Use these Cost Record Books and compare Cat-built machinery with other makes—Caterpillar equipment can stand the comparison because records consistently prove their profit-producing ability.

For profitable facts, send for your Cost Record Book today. Prove to yourself that for long life, economy, production, versatility and dependable power, your best buy is money-making Caterpillar equipment.

FREE BOOK
MAIL COUPON TO YOUR CATERPILLAR DEALER TODAY!

SYRACUSE SUPPLY COMPANY
294 AINSLEY DRIVE, SYRACUSE
1349 UNIVERSITY AVE., ROCHESTER
2140 MILITARY ROAD, BUFFALO
PORTVILLE ROAD, OLEAN
Benefactor
(Continued from Page 19)

in 1913, if the building fund drive for $750,000 reached its goal, not only assured its success but introduced Rochester to its first organized campaign and set a new standard of wide community giving. Later, Eastman gifts to the Y.M. and the Y.W. and other youth associations added at least another $375,000 to the total.

Music Inspired Great Gifts

Eastman’s own personal interests in music inspired other munificent gifts. The organ installed in his new mansion on East Avenue in 1906 had been intended for his mother’s pleasure, but after her death he established the custom of inviting fifty or so of his fellow citizens in to hear the organ and a string quartet at musicals held twice weekly during extended seasons throughout the next quarter century. These gatherings acquainted him with the struggles of the DKG Conservatory of Musical Art, which he bought during an internal crisis in 1917 and transformed into the great Eastman School of Music opened in 1921 adjacent to the Eastman Theater dedicated a year later. Meanwhile his occasional contributions, beginning in 1907, to the Dossenbach Orchestra grew in size and in design until they produced a plan for the full time Philharmonic Orchestra in 1925. The initial $2,500,000 given to the Eastman School of Music was later trebled and provided rich opportunities for the artistic development of able students, but to assist modest youths who needed first of all a start in this field, Eastman likewise gave funds for the purchase of musical instruments for pupil use in the public schools. Here as always he strove to make sure that his gifts would promote the growth, not simply the comfort or pleasure, of their recipients.

Durand-Eastman Park

Eastman’s other gifts to the city were likewise connected with its development. His gifts to the parks started with a subscription of $1000 for a Zoo in 1901. Five years later he joined Dr. Henry S. Durand in presenting the city with its beautiful lake-side Durand-Eastman park. His gifts of land near Cobbs Hill reservoir prompted the city to develop a new park there too. Finally his purchase of the old Kimball tobacco factory from the Gluyt-Peribody firm in 1924 not only supplied a convenient City Hall Annex to accommodate the expanding municipal services but also reserved a choice site for future public use in connection with the development of a suitable Civic Center — envisaged by Eastman thirty years ago but only now approaching realization.

A similar interest in the city’s improvement inspired his gift of a new building to the Chamber of Commerce in 1915 and his provision, beginning that year, for the Bureau of Municipal Research. While again others were drawn in to assure the Bureau’s continued maintenance, Eastman’s donations, totaling $300,000, gave it a firm start and provided Rochester with a special research center on municipal questions. The model Chamber of Commerce building, enlarged at his expense a few years later, was a donation of at least $1,350,000 and provided a convenient center not only for the activities of one of America’s most representative business men’s associations but also for the luncheon meetings and banquets of a host of other community organizations.

(Continued on Page 32)
BE SURE your insurance agent
is a member of the Underwriters Board

If you never expected to have a claim it
wouldn’t make much difference what kind of
insurance you bought . . . or where you
bought it.

If you were SURE you’d never have a claim
you wouldn’t need insurance at all.
But when a claim arises . . . and they do, ev-
eyday . . . your security depends upon your
having the proper insurance protection in ad-
equate amounts. Here the advice of a train-
ed insurance professional . . . your Under-
writers Board member agent . . . is most val-
uable.

You’ll want your claim handled, properly,
too, by a competent adjuster who is always
close at hand. This service is offered by all
Underwriters Board members.

David M. Allyn
Amstrong-Connor-Mills, Inc.
Egbert F. Ashley Co.
Art Bamann & Sons, Inc.
Barry Budlong & Son
Joe Connors Agency, Inc.
Harry B. Crowley
Leonard Dakin
Edwin V. Foster Agency
Harry H. Frank Agency
Hershberg-Levis Agency, Inc.

J. Lees Hilton Jr.
John J. Holahan
Paul C. Iacona
James Johnston Agency, Inc.
W. H. Kaiser Agency
Kaiser-Howe Insurance Agency
Kalbfleisch-Champion, Inc.
Markin’s Agency, Inc.
Fred Meinhardt Agency, Inc.
Robert J. Meredith
Modern Protection, Inc.

Charles R. Mowris
R. S. Paviour & Son, Inc.
Harold A. Pye Agency
Riedman Agency
Donald W. Saunders
Thos. F. Street & Sons
Vierhile & De Mallie, Inc.
Cheatham & Ascherman, Inc.
Williamson, N. Y.

JULY 1954
Benefactor  
(Continued from Page 19)

Huge Wartime Chest Gifts

The First World War presented new challenges to Eastman’s generosity and found him ready to respond. His early subscriptions to the war funds of the allies were followed by still larger subscriptions to the successive Liberty Loans. His gift of $225,000 in 1917 to the Red Cross drive, of which he served as chairman, assured its thumping success, and a year later, with Eastman again as chairman, Rochester’s great War Chest drive shattered all precedents. The triumph was shared by each of the 117,004 subscribers, but Eastman’s gift of $300,000, plus $75,000 for campaign expenses, helped to make the $4,838,000 grand total possible.

Boosted First Drive

Large as these gifts were, Eastman’s chief contribution in the welfare field was to help introduce the new pattern of wide participation in Community Chest drives for the pooled support of all approved institutions. His $150,000 gift to Rochester’s first such drive in peace time a year later clinched the development, while his old concern for a careful selection of worthy charities prompted him to assist likewise in the organization of the Council of Social Agencies in 1924 and to provide central quarters for its staff in the expanded Chamber of Commerce building.

Of course Eastman’s largest contributions in the end were to the University of Rochester. His broadening interests enabled him to outgrow an early prejudice against general education and especially against education for women. He gave to Amherst, Alfred, and Wells where distant relatives attended, and even to Vassar, but it was chiefly the University of Rochester which benefited from his widening horizon. Its first large gift came in 1912 when Eastman pledged 50 per cent of a million dollar endowment fund drive. His gifts to the Music School, starting in 1919, and to the Medical School a year later, for which he matched funds stemming through Dr. Flexner from the Rockefeller Foundation, soon approached $15 million, and in 1924 he gave the university proper $8.5 million to finance the development of a new men’s campus overlooking the Genesee River on the city’s southern border. At his death the University received another $16 million, making a total in all its branches of $51 million according to one count.

Working Out Own Salvation

Eastman’s gifts in 1924 represented a turning point in his career. At the age of seventy he was still not fully satisfied with his achievements and sought a more detached position for the next phase of his life. He declined any credit for his act of giving away $15,000,000 that December chiefly to four institutions. “All I’m trying to do,” he declared, “is to work out my own salvation.” He was not the first to discover how service to others can contribute to that goal, but he took the lesson to heart and was listed at his death in 1932 as fifth among American philanthropists. None of the four who exceeded him in the size of their contributions could rival Eastman in the personal quality of their gifts. He had been drawn to each of the causes he supported by some special interest; he had grown in stature as his sense of responsibility for the distribution of his wealth expanded to include an ever widening gamut of community and world problems. Best of all, his good works live on, not because of the size of the foundations he left, but because of the vital community interests he enlisted in their development.
Satisfied policyowners have made . . .

MUTUAL OF OMAHA THE LEADER

Right here in the Rochester area there are a number of the millions of satisfied policyowners who have made Mutual of Omaha the largest exclusive health and accident company in the world. It's been many years now since this old, reliable company pioneered in the health insurance field.

Today Mutual of Omaha is licensed in each of the 48 states, the District of Columbia, all provinces of Canada, Alaska, Hawaii and the Canal Zone. But the pioneering spirit is still a force at Mutual of Omaha, and it results in continual expansion of the service and protection offered policyowners in all walks of life.

Policyowners know that Mutual of Omaha protection PAYS . . . pays at the rate of well over ONE MILLION DOLLARS A WEEK in benefits. To date, more than a HALF BILLION DOLLARS has been paid in benefits to policyowners or their beneficiaries. Statistics show that Mutual of Omaha has led the entire health and accident industry in providing maximum benefits to policyowners at low cost.

In helping to meet today's search for security without forfeiture of individual rights, Mutual of Omaha looks forward to even greater growth . . . greater service to its millions of policyowners, present and prospective.

Mutual
OF OMAHA

MUTUAL BENEFIT HEALTH & ACCIDENT ASSOCIATION

HOME OFFICE: OMAHA, NEBRASKA. V. J. SKUTT, President

ROCHESTER DIVISION OFFICE
1136 Sibley Tower Building
A. M. HOLTZMAN, General Agent
Place of Life Insurance in the Family Financial Picture

By Ellen M. Putnam, Chartered Life Underwriter

When death strikes the head of the family, the doctor has done all he can, the friends and neighbors have been helpful and sympathetic, the religious advisor has brought comfort. The little family is now alone to face the future.

Then the life insurance agent comes. He tells the bereaved wife that her husband has arranged enough cash for her to pay off all the debts, including the mortgage. She will have an income sufficient so that she may stay at home with her children during the dependency period, those important formative years. If Johnnie and Mary wish to go beyond high school, there will be funds which will pay all or part of the expenses. After the dependency period is over, the widow will receive a smaller life income so she will not be dependent upon the children.

How Agent Helps

All this has been made possible through the institution of life insurance and the uniting efforts of the agent who helped this man plan a program, tailored to fit the particular needs of himself and his family, coordinating all his financial assets as well as his Social Security benefits, Government life insurance, group insurance and pension plan, if any. Had this man lived, the cash value of his life insurance plus Social Security would have meant financial security to himself and his wife.

Whereas 71% of life insurance is written to protect women and children in the event of the early death of the husband and father, there are many other uses such as Savings plans for children, Retirement Income plans, Education insurance and business life insurance.

Formerly, men of wealth felt they had no need of life insurance. Now, because of high income taxes and low interest rates, life insurance is a good investment for men of means. Also, it is an excellent method of providing for estate taxes, which must otherwise be paid from capital.

Business Purposes

Life Insurance for business purposes has increased greatly in the past fifteen years. Corporations buy life insurance on key men to cushion the adjustment period following the death of an important man in the organization. Stockholders in close corporations and partners in partnership enterprises buy life insurance to finance Stock purchase and partnership buy and sell agreements. Employees buy life insurance on a sole proprietor to finance a business purchase agreement so they may someday own the business. Corporations buy life insurance on valuable employees to finance employment contracts.

Employee benefit plans such as group insurance and pension plans are underwritten by life insurance companies.

The premiums, large and small, collected from 90 million Americans flow back into the economy to finance mortgages, underwrite bond issues for municipalities, public utilities, railroads and industrial enterprises, as well as for more recent uses such as enormous multiple dwelling projects in our larger ci-

(Continued on Page 61)
Massachusetts Mutual Life Insurance Company

SPRINGFIELD, MASSACHUSETTS

ORGANIZED 1851

CHARLES H. SCHAEFF
Vice President

Mr. Clarence A. Grimmett, Jr., General Agent
Massachusetts Mutual Life Insurance Company
Lincoln-Alliance Bank Building
Rochester, New York

January 2, 1954

Dear Mr. Grimmett:

Hearty congratulations to you and your associates on your 1953 sales of $17,718,600 of life insurance on an individual basis and $3,605,000 of Group insurance.

Henry W. Gay, C. L. U., of your organization sold $4,100,000 of Ordinary life insurance (not including Group coverage), the highest amount ever sold in a single year by any representative of the 105-year-old Massachusetts Mutual.

Roland J. Burson led your agency in Group insurance production with sales of $1,439,000.

Four of your associates are members of the Million Dollar Round Table:

Henry W. Gay, C. L. U., and Richard J. Katz — Life and Qualifying Members;
Roland J. Burson and Richard B. Parks — Qualifying Members.

Henry Gay, Earl J. Foster and Lloyd F. Lockwood have the distinction of being Chartered Life Underwriters.

Fourteen of the sixteen full-time members of your sales force have qualified for our 1954 Leaders Club and the privilege of attending our annual business conference.

As trained and experienced specialists, you and your associates are well equipped to serve the men and women who have $86,560,000 of personal life insurance in force through your agency and your 80 business organization clients with employee insurance on 13,936 lives.

Best wishes to you and your sales force as you continue and expand your service to the individuals, families, and business enterprises of Rochester and the surrounding communities.

Sincerely,

Charles H. Schaff, C. L. U.
Vice President

Massachusetts Mutual Life Insurance Company

700 Lincoln Alliance Bank Bldg.
BAker 1600

JULY 1954
Calendar
(Continued from Page 17)

... officers and trustees did not approve of the manner in which it was conducted, and we were rather aloof from the Chamber of Commerce of the United States for several years. That didn't help them any, and it didn't help us. They have had more than forty referenda in the meantime. If we don't like the way in which referenda are conducted, I think the thing to do is to get a Rochester man into their Policy Committee or Board of Directors.

Shumway on Policy Committee
F. Ritter Shumway, a past president and presently Chairman of the Board of the Empire State Chamber of Commerce, and a past president of the Rochester Chamber of Commerce, has been appointed to the Policy Committee of the Chamber of Commerce of the United States.

JULY

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How Mr. Eastman wanted each month in 13-month calendar.

by its new president, Glen D. Johnston of Roanoke, Virginia.

In announcing Referendum No. 54, the Chamber of Commerce of the United States disclosed that its Special Committee of Enquiry had rendered a majority report (signed by thirteen members) in favor of calendar reform, and a minority report (signed by two members) opposing calendar reform. It further disclosed that the majority group was split, a majority favoring a thirteen-month plan, but a large minority favoring a twelve-month calendar altered to more nearly equalize the days of each month and each quarter. All in all, the committee did not suggest that the national chamber commit itself to a choice, leaving the details and degree of reform to be determined by an international conference.

Brigadier General Oscar N. Solbert (then Colonel Solbert) was the one Rochesterian appointed to the Special Committee of Enquiry. He favored the majority report, and made a speech in favor of the thirteen-month calendar. In the referendum, balloting was requested on three propositions:

1. That the calendar be changed for greater comparability from year to year and for periods within a year

A TRIBUTE TO GEORGE EASTMAN

George Eastman is a symbol of the forward movement of modern photography. It was he more than any one man who brought photography to the masses.

George Eastman is the man who made this city the photographic center of the world... the focal point for amateur and professional photographers.

George Eastman brought educational facilities and fine music... the University of Rochester and the Eastman School of Music.

Wollensak Optical Company is proud to pay tribute to this great man... is proud to be a part of Rochester's photographic industry. With the Fastax High-Speed Motion Picture Cameras, Rapax Shutters, Rapax Lenses, 8-16mm Motion Picture Cameras and Projectors, Wollensak Optical Company is adding to Rochester's photographic reputation.

WOLLENSACK
OPTICAL COMPANY
ROCHESTER, N. Y.
2. That the form of the changes be determined by international conference (within the then League of Nations).

3. That the United States (not a member of the League) participate in the international conference.

The vote was exceptionally large; sixty-six per cent of the organizations eligible to vote. It left the national chamber committed to the second and third propositions, but uncommitted as to the first.

Miss Achelis Fought Plan

Meanwhile Miss Achelis, who had organized her World Calendar Association and begun publication of a quarterly "Journal of Calendar Reform" as the result of an article in the Sunday New York Times as recently as September 8, 1929, attracted international attention to the twelve-month "World Calendar" and was able, by October, 1931, to block international adoption of Mr. Eastman's thirteen-month calendar, by a tie vote in the League of Nations, although many member nations abstained from voting. She blocked him, but he blocked her. It is said that she and her young organization spent $350,000 in those two years to overpower the thirteen-month calendar movement. Mr. Eastman had sent Mr. Cotsworth to visit many countries, but probably spent no such sum. Miss Achelis left Mr. Eastman no alternative but to stand by his thirteen-month plan.

Looking back, after twenty-five years and recognizing Mr. Eastman's interest in science—I sometimes wonder if he would not have been interested in the twelve-month "Perpetual Calendar" advanced about a decade later by Willard Edwards, a graduate of MIT. It's not so very different from the World Calendar; just enough so that the World Calendar Association attacks it, also.

After all, a month is a short period, especially when reduced eight per cent to make thirteen out of twelve. And a thirteen-month year is not readily divisible into halves, thirds or quarters. Many accountants have told me they would prefer equal quarters to equal months. Brokers and stockholders seem to prefer quarterly reports, rather than twelve or thirteen per year. What's more, the Edwards' "Perpetual Calendar" appears to have more three-day weekends (holidays falling on Monday or Friday) over the regular years and leap-years than any other calendar I have encountered. That's important—to me. So I think, Mr. Eastman might have liked it. That's another story. But he wouldn't accept the World Calendar.

The Value of a Photograph...

Architect's rendering of new Wilmot Castle plant, now under construction in Henrietta.

Just about the time George Eastman was setting up his first small camera shop here in Rochester, the Wilmot Castle Company was beginning life in a Megs Street garage.

Through the years of expansion we've depended heavily on Eastman products.

Now, we're indebted to Eastman's photographic genius again for this picture of the new Castle factory.

In terms of progress—sometimes a picture is worth a thousand words.

Castle LIGHTS and STERILIZERS

WILMOT CASTLE COMPANY
1255 University Ave.

JULY 1954
The Kodak Verifax Printer Gives You
3 Copies in 1 Minute for Less than 4¢ Each

THIS simple desk-top machine copies letters, reports, invoices, schedules, newspaper clippings, card records, magazine pages, carbons. Works in full room light! Can be operated by anyone. Priced at low $2.40, complete. Quickly pays for itself. Use it to get copies when needed, save time and money every day! For a demonstration in your office send in coupon or phone BAKER 9122.

THE JOHN H. POTTER COMPANY
315 Alexander St., Rochester 4, N. Y.

☐ I would like a demonstration of the Verifax Printer.
☐ Send literature.

Name ____________________________
Company _________________________
Street ____________________________
City ________ State ________________

Good Neighbor
(Continued from Page 46)

One more anecdote and I'll turn this story over to others.

One night Mr. Eastman phoned me and asked me to help him title some of his African hunt pictures, which were to be shown on the Eastman Theater screen. The operator would run the film, Mr. Eastman would describe it and I would suggest various titles. It was slow work and Mr. Eastman smoked many Lucky Strikes in a long holder. Incidentally I smoked Chester fields but always carried a pack of Luckies so as to have one handy if the boss ran out.

A Romantic Scene

We finally came to a beautiful scene laid at Paradise Lake in Africa. There was an effulgent moon and it made a silvery path down to the shore and across the lake. Several people were in the scene and Osa Johnson, wife of the explorer Martin Johnson, took Mr. Eastman's arm and strolled down the silver pathway toward the water. It was very romantic and I told Mr. Eastman that I had a swell title for it.

"What?" he asked.

"Roaming in the Gloaming," I said.

He smiled but demurred. "I guess not" he said. "People would make fun of it."

We selected some other title and finished the job. Next day I mentioned the incident to Guy Fraser Harrison, who was then director of the theater orchestra and who arranged the musical settings for the
various films. Guy decided on a little joke of his own.

In those days new shows always began on Sunday afternoon and Mr. Eastman often came in, occupying his special location in the first row at the far right of the mezzanine. Usually I sat with him and did so on this day, particularly to view the hunt pictures.

When the moonlight scene came along I gave a gasp. It had the title Mr. Eastman and I agreed upon but impish Harrison had the orchestra playing “Roaming in the Gloaming” as the musical accompaniment.

“This way out!” I said to myself as I waited for the blast from Mr. Eastman. It never came and to this day I don’t know whether it was because he didn’t recognize the tune or liked it. I suspect the latter.

A Bowling Out

There are scores of other revealing incidents that might be told of Mr. Eastman but lack of space prohibits further detail. There was the first trip of the Rochester Philharmonic Orchestra to New York and the bowling out Mr. Eastman gave me for not including the unflattering comment of some Gotham critics in a pamphlet which we sent to the members of the Eastman Theater Subscribers’ Association. (It breaks a publicity man’s heart to say anything bad about his product and I had quoted only the kind words, which to Mr. Eastman was an untrue picture.) The week of Rochester opera at the Guild Theater in New York, Mary Garden’s visit to Kilbourn Hall where she sang the title role of “Carmen” in French while the rest of the cast sang in English. There were stories that Miss Garden, whose enthusiasm Mr. Eastman liked, wanted to head an American Opera Company financed by Mr. Eastman but he was interested in training American singers and not producing opera.

(Continued on Page 60)
Good Neighbor
(Continued from Page 39)

I remember, too, the meetings of the concert committee, where if we did not get right down to business, Mr. Eastman would put on his coat and walk out, necessitating another meeting. There was the time a famous prima donna of the Met felt she had been slighted by a local critic in his review of her performance and complained to Mr. Eastman. I told him the story behind it (which is too long to relate here), and he was quite unsympathetic to the diva’s complaint and she never appeared here again.

Crashing a Party

There was the big gathering of national celebrities at his home to which he did not invite me. I went anyway, figuring that he might not remember whether my name was on the list. He didn’t remember, and I had a fascinating afternoon. There were the hurriedly organized after-the-concert-servers at his home, when his secretary Alice Whitney, James Furlong the concert manager and myself would scurry through the mezzanine picking out the guests to be invited. There were the times when Mr. Eastman, tied up with other matters, would send his car out to my house and ask me to take his guest for a tour of the city. Men like Frank Vanderlip of the National City Bank, Julius Rosenwald, then head of Sears Roebuck, Cyrus Curtis of the Curtis Publishing Company, and others—and how I loved basking in the reflected glory of these great men.

A Clash of Temperament

Then there was the time when Mr. Eastman brought the famous S. L. Rothafel (Roxy) to Rochester to put on a couple of shows for us. Roxy stipulated that he was to have complete charge of all theater operations while here, and we were all thrilled at the idea of working with such a master showman. All except the brilliant young musical director who threw up a handsomely paid job because he thought it would demean his dignity to work under a man who couldn’t read music, although Mr. Eastman suggested he take a two-weeks vacation with pay while Roxy was here if the latter’s presence embarrassed him.

These and so many other memories, dimmed somewhat now by the years, come flooding back to me, but it is time that I left the telling of the story to others whose contributions appear on various pages in this commemorative issue of Rochester Commerce.

Impression of Lonely Man

The last time I saw Mr. Eastman was the Christmas Eve before he died. I had heard that he was not feeling well, and being no longer connected with the School of Theater had not seen him for two years. I drove up the door of his home to inquire about him and Sol Young, the butler, asked me in.

I found Mr. Eastman seated in the library, opening Christmas greeting cards from a large pile on the table—reading them and methodically placing them back in the envelopes. He kept me there for an hour, gossiping over past theater happenings. He inquired about various personalities, what they were doing and how they were getting along.

I left the house that late December afternoon, on the eve of our happiest holiday with everybody radiating joy and good cheer. Yet as I walked away my last impression of George Eastman was of a very lonely man.
ties, office buildings and ownership of railroad rolling equipment rented to the railroads.

Funds Carefully Invested

These funds so carefully invested offer money management, diversification as to kind, geographical location and maturity dates to millions of small investors. Losses, if any, are absorbed by surplus held for this purpose, so the individual investor does not stand to lose. In the aggregate, these vast sums, 73 billion, finance our economy and provide jobs for all of us.

The Government recognizes the social importance of life insurance, and has given special tax advantages to insurance left under installment payments, to group insurance and qualified pension plans.

Hesketh Heads Advertisers

Rochester Advertisers, a group of advertising and public relations men associated with local industrial and commercial concerns, has named William N. Hesketh of Taylor Instrument Companies as president for the year ending June, 1955. He succeeds Earl B. Holdren of Ed Wolff Associates who guided the group through its first year after changing its name from Rochester Industrial Advertisers and broadening its scope and interests.

Other new officers chosen are: Vice Presidents—Lynn Brown and Robert P. Driggs; Secretary—Richard W. Kinney; Treasurer—Donald B. Miller; Chairman of Industrial Section—J. R. Van Arsdale; Media Director—Merrell M. DeBois; Graphic Arts Director—William J. Maxton; Directors—Albert H. Blum, Robert W. Brown and Val E. Deisenroth.

**MASSACHUSETTS INDEMNITY INSURANCE COMPANY**

*BOSTON* MASSACHUSETTS

**DISABILITY PROTECTION**

... IN A CLASS BY ITSELF ...

Our Free booklet "FACTS" yours without obligation, CALL OR WRITE

**STANLEY S. GILL, Branch Manager**

John W. Poe

424 Cutler Building, Rochester 4, N. Y.

M. S. "Jap" Apperman

BAker 0390

JULY 1954
Life Insurance Organizations In Rochester

By Thomas C. J. Buckley, C.L.U., President Rochester Life Underwriters

The Life Insurance Industry, like other great industries, has a multitude of organizations within itself which are interested in the promotion of the best interests of the business and of the insuring public. Several of these national organizations have local chapters which are of particular interest to the people of this area.

Sixty-five years ago, The National Association of Life Underwriters (NALU) was founded which today has a membership of over 60,000. Here in Rochester this organization is represented by a chapter known as the Rochester Life Underwriters, Incorporated. Founded April 2, 1904 with 37 charter members, the Rochester Chapter recently celebrated its Golden Anniversary. Two charter members are still engaged in the life insurance business, W. Herbert Wall and William R. Punch. Today the Rochester Underwriters have a membership of 275 agents, Managers and General Agents.

NALU has been directly responsible for many of the major advances in the Life Insurance industry during the past half century. Outstanding among these advances has been a field force better trained and equipped to render high quality service to policyholders. In 1927 the American College of Life Underwriters was founded and standards were established for the designation of C.L.U. ("Chartered Life Underwriter"). In the United States and Canada about 5,000 men and women currently hold this coveted designation, having met experience requirements and completed five searching examinations covering their professional and general knowledge. The C.L.U. movement was initiated by N.A.L.U. In 1945, N.A.L.U. set up the Life Underwriters Training Council which runs a two-year course for training of agents in the fundamentals of their business. Here in Rochester, the Underwriters Chapter runs three classes for L.U.T.C. students and two for C.L.U. Besides activities in the educational field, the Rochester Life Underwriters perform many other services to its members and to the public to promote the sale and servicing of life insurance on a high ethical and professional plane, which is beneficial both to the sellers and the purchasers.

(Continued on Page 64)
Business Builder

(Continued from Page 40)

Eastman and His Employees

In his understanding of the importance of people and their welfare, George Eastman was far ahead of his time. He did not, of course, start right off in the beginning years of the business with the liberal industrial relations ideas and practices we know him for today. In the pre-1900 years his thoughts were very largely on the building up of the business and the organization. But by about 1900, as his correspondence and other records show, his thinking and attention were turning increasingly to the people of the company and their future.

By 1912 he and his associates in the company’s management—particularly Frank Lovejoy, later Kodak president and chairman—had

(Continued on Page 80)

We Do Not Sell Life Insurance

however, we recommend its purchase . . . .

As the Quickest Way of Creating an Estate. Payment of the first premium creates an estate in the amount of the face value of your policy.

As the Best Means of Creating a Cash Reserve for Payment of Ever-Increasing Estate and Inheritance Taxes. There is a need for a cash reserve in every estate if you would avoid the forced liquidation of estate assets at depressed prices.

As an Excellent Type of Collateral for a Loan. We lend money on the cash value of life insurance.

As a Method of Creating a Retirement Fund. The cash value of your life insurance can be used to provide retirement income.

CENTRAL TRUST CO.

Main Office, 25 Main St. East
Trust Department

JULY 1954

63
Organizations

(Continued from Page 62)

Insurance Companies are supervised as to the type and quality of investments, expense allowance and operational procedures by the Insurance Department in the State in which each Company is organized, and in each state in which it does business. This supervision, better than Federal supervision because it is more flexible, protects the policyholders. A further protection for the policyholder is the keen competition of the more than 700 Companies. This keeps costs down, benefits and service high.

Started in 1759

The institution of life insurance started in this country in 1759 with "A Corporation for the Relief of Poor and Distressed Presbyterian Ministers and of Poor and Distress-
ed Widows and Children of Presbyterian Ministers." It has grown to over 500 billions of life insurance in force, and owes its growth in the past 100 years to the change from an agricultural to an industrial economy. No longer do we have large farm homes where a widowed daughter with her children or the elderly parents were welcome. Small homes plus the dependency of nearly everyone on income, has emphasized the need of income from some type of property to take the place of earned income when the income earner dies too soon or lives too long. Life insurance, the greatest mutual endeavor has been the answer to sharing the risks, and providing the income when income is needed most.

It is truly free enterprise at its best—encouraging each person to be thrifty, to provide for himself and his dependents, and not to look to a paternalistic Government. So long as we have happy homes where the husband and father will sacrifice, showing that he loves his family, not just so long as he lives, but so long as the family needs his financial help, we will have a strong America capable of solving the problems which confront us as we have so ably solved many of our economic and social problems through life insurance.

Although the Rochester Life Underwriters is the largest single Life Insurance Organization in Rochester, there are others. The Rochester Chapter of Chartered Life Underwriters is composed of the 36 holders of the C.L.U. designation in the area. There is an organization, The Rochester Life Managers Association to which better than half of the Managers or General Agents of Life Offices in the city belong. The office cashiers play an important part in the life insurance business and have their own organization, The Rochester Life Cashiers Association.

We Salute The Memory

Of

Mr. George Eastman

CONSOLIDATED VACUUM CORPORATION

ROCHESTER 3, NEW YORK

A SUBSIDIARY OF CONSOLIDATED ENGINEERING CORPORATION, PASADENA, CALIFORNIA
Research
(Continued from Page 35)

Some Current Studies

Some of the current studies and activities of the Bureau of Municipal Research include the following:

- Studies in connection with the Joint City-County Planning Committee pertaining to the possible consolidation of probation services, health services, planning, police services, and public facilities in a combined city-county civic center.
- Study of the Rochester Fire Department with the objective of reorganizing the department and relocating fire companies in accordance with standards of the Fire Underwriters.
- Study of the advisability of maintaining and improving the Holly High Pressure Fire Protection System in downtown Rochester.
- Assisting Department of Public Works in laying out new routes and schedules for refuse collection in conjunction with a new incinerator plant.
- Study of financial considerations involved in the proposed abandonment of the village organization in the town of Pittsford.
- Study of the possible reorganization of the City Traffic Bureau.
- Study of centralization of schools in the Chili-Wheatland area.
- Work with several towns in the reassessment of property.
- Work with the Webster Citizens Advisory Committee in the preparation of a Community Planning and Zoning Survey.
- Preparation of a bi-monthly publication dealing with local subjects of citizens concern.
- Provision of information relating to local government and community to various citizen groups, agencies, and to the public in general.

Bulletins Available

Since its incorporation in 1915, the Bureau has prepared and published hundreds of reports on practically every aspect of local government in Monroe County.

At the present time the Bureau issues a bulletin bi-monthly which contains a wealth of current factual information of broad interest to all citizens and particularly to industrial and commercial business people. This bulletin is available at a nominal $1.00 a year subscription to anyone who is interested. (Drop a card to Rochester Bureau of Municipal Research, 45 Exchange Street.)

Present Chairman of the Board of Trustees is Gaylord C. Whitaker and its director is W. Earl Weller. Assistant director is Craig M. Smith.

The peacemaker tells us to turn the other cheek when somebody smites us. The trouble with that advice is that it leaves the chin wide open.

When it's too hot to move . . .

EXECUTONE INTERCOM
IS THE ANSWER TO A PRAYER!

No, Executone isn't an air-conditioning system...but think of the pleasure these hot days; sitting calmly and coolly at your desk, a touch of your finger and instantly you exchange information, issue instructions. No running back and forth; it's time-saving, energy conserving!

BUT...keeping cool with Executone is only one of its good points. All the advantages of vastly improved, instant voice contact are yours. Roving personnel are located faster, "inside" phone calls are eliminated. You get greater production—more work done in less time!

Low cost Executone quickly pays for itself. You owe it to yourself to get the whole story!

EXECUTONE SYSTEMS COMPANY
"KEN" COWLES — "ELI" LITTLE
110 PENFIELD CRES., ROCHESTER 10, N. Y.

Telephone Monroe 3231

EXECUTONE SYSTEMS CO.
110 Penfield Cres., Rochester 10, N. Y.
Without obligation, send booklet describing how Executone helps cut costs. I am particularly interested in: □ Intra-plant communication □ Inter-office communication □ Switchboard relief □ Locating personnel

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Address ___________________________
City ___________________________

JULY 1954
First Stretch of Thruway Now Open

The Victor interchange for New York State Thruway. A stretch of 115 miles from Lowell, near Oneida, to Rochester, was opened with special ceremonies on June 24th with Governor Thomas E. Dewey leading the first cavalcade of cars. Residents of the East Side of Rochester will use this entrance while West Siders will find the West Henrietta Road approach more convenient. (Photo courtesy Rochester Times-Union)

good things come from your home town

On vacation or right at home... you enjoy them everywhere: The familiar family camera—achievement of the man we commemorate this year... and the friendly, cooling RICHardson root beer produced by a neighbor of his... since 1915.

RICHardson Corporation since 1915 Rochester 3, N.Y.
Rochester Commerce
no matter where you are a

LAWLESS

salesman can reach you with one of his hundreds of container ideas

The next time you look heavenward for the answer to a difficult container problem...remember Lawless' reputation for creative development of corrugated container ideas. A Lawless salesman constantly aids industrial people to simplify their packaging problems with greater efficiency and less cost... Let him put his ideas to work on your containers.

LAWLESS CORRUGATED KEEPS IT SHIP-SHAPE!

LAWLESS BROS.
CONTAINER CORPORATION
51 Robinson Street
N. Tonawanda, N. Y.
Rochester Phone Genesee 9301

DESIGNERS AND MANUFACTURERS
OF CORRUGATED CONTAINERS
BUFFALO - N. TONAWANDA - ROCHESTER
Choosing Competent Agent Best Answer to Most Insurance Problems

By Follett L. Greeno, Past President of the Underwriters' Board of Rochester, N. Y., Inc.

Ask almost anyone what the cost of his insurance is and he is quite likely to quote the premium. Can the premium, however, be depended upon as an accurate measure of the cost?

Consider the case of a Rochester employer whose salesman telephon- ed from a nearby town that he had just had an accident with the car. Although it was 9 o'clock P.M. the salesman's account of the accident was such that the employer thought best to drive the thirty miles that he might see for himself what had happened.

Arriving at the scene of the accident he found that a tourist from another state claimed that the salesman had run into his car causing such damage as to require extensive repairs before he could continue his trip. It appeared obvious that the salesman was at fault and the employer, in order to appease the tourist and enable him to continue his journey with his family, guaranteed payment to the garage for the necessary repairs. These amounted to several hundred dollars which the employer naturally assumed his insurance carrier would pay. However, the tourist's claim against the employer was subsequently settled by the claim office of the company in the tourist's home city for an amount less than the cost of repairs (as they were considered excessive) and the employer had to pay the difference to the garage, having guaranteed payment of the latter's bill.

This employer discovered that his insurance had cost five times the amount of the premium.

Flooded Cellar Costly

In another case a plumber had delivered a new water heater to the purchaser's home where it stood in the basement for six weeks awaiting installation. In the meanwhile the old hot water boiler sprung a leak and, before the owner was aware of it, his basement floor was covered with six inches of tepid water.

The knotty pine paneling in the recreation room was warped so badly it had to be ripped out and replaced. The same was true of the asphalt tile on the basement floor. Cost of repairs exceeded $600.00. Because there was no "additional

THANKS to Mr. Eastman and photography
... you see the way to make someone happy ... today

Deliciously cool Summertime Candies—made for good eating, however warm the weather! Perfect gift
to take home tonight ... to take to your hostess this weekend. Or, let us mail them for you—anywhere!
2 lbs. $2.50

Fanny Farmer Summertime Candies
MADE IN ROCHESTER • 7 GRIFFITH STREET • HAMILTON 1500

Rochester Commerce
extended cover’ endorsement on his insurance policy, the assured’s final net cost far exceeded the premium.

Or, take the case of the Rochester property owner who placed fire insurance on his building some years ago in the amount of $50,000. When a loss of $50,000 was incurred last year, it was discovered that the sound value of the building at the time of the loss was determined to be $100,000. Since his policies were written subject to 80% endorsement clauses, his contribution to his own loss amounted to $11,250 in addition to the premium he had paid for the $18,750 received from the insurance company. Was that premium an adequate measure of his insurance cost?

Increased costs inevitably result from inadequate limits in automobile and other liability policies and from inadequate amounts where fluctuating values are not periodically adjusted. Additional costs can also result from improperly written policies, omissions and erroneous classifications by the insurance writer.

Only One Factor

The premium is only one factor in the cost of insurance, and, when the loss occurs, it is usually the least important factor. “Ah,” but you say, “in the above cited cases you have indicated the cost of not insuring rather than the cost of insurance.” True, to an extent, perhaps, but it is also true that, in either case, the assured finds himself in the same unfortunate predicament. And it is chiefly because in his own mind, he has made the premium the measure of his insurance cost.

How, then, can one find the proper measure of insurance cost and avoid the unhappy results which the claim files of almost any insurance company contain, similar to those outlined in this article? There is one way which has proved itself dependable many times over. It is in the careful selection of a competent insurance agent.

A competent agent knows how to measure the hazards to which a given risk may be exposed. He knows how to evaluate such hazards in the order of their importance and how to insure against them. He knows how to keep premium costs down by revision of rates, by proper classifications and the correct application of rates and rules promulgated by the various rating organizations having jurisdiction. He also knows that the only safe way to effect savings in costs are incorporated in his recommendations to the policy-holder after a careful analysis of risks involved.

ROCHESTER EXECUTIVES
have our number

And they call it often! Businessmen like the time they gain by flying Capital—time saved to make the trip more profitable for the company, and more time to be home with the family.

They enjoy, too, the comfort, dependability and economy of a Capital flight between Rochester and PHILADELPHIA or WASHINGTON.

Call 610-62 or your TRAVEL AGENT.
Ticket Office: Livingston Hotel

For 27 years, one of the Nation’s leading scheduled airlines

JULY 1954
Newspaper Costs May Force More Columns

According to addresses made at the annual meeting of the American Newspaper Publisher Association, steadily mounting costs of publishing are bringing about more mergers and suspensions in the daily newspaper field. Last year 22 dailies either suspended publication or were merged with the result that 82 per cent of the cities in the United States that have daily newspapers are now served by only one.

Biggest cost factors, according to the publishers, are mounting prices of newsprint and labor. The Editor and Publisher, leading trade paper for the industry, says that there has not been a year since 1946 when expenses have not gone up faster than revenues. The result is that while circulation, advertising revenues and overall income reached an all-time high last year, some publishers take a gloomy view.

In an effort to reduce costs some newspapers are adding an extra column to the present eight columns so as to crowd more news into the same amount of paper. Tabloids will stretch their present five columns to six per page.

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Rochester Wins

**Headlines in the Sporting World**

Rochester is certainly pushing its way into the headlines in the world of sport. The biggest bowling tournament in the world will come to the War Memorial Building next year and the United States Golf Association announces that the U. S. Open Championship, (the blue ribbon of golf), will be contested on one of the two courses at Oak Hill in 1956.

This city has already served as host to the national amateur golf tournament; our Red Wings won last year's International League pennant and are strong contenders this year; the Royals basketball team ranks with the best in the country; Johnny Antonelli and Keegan; both Rochester home products are outstanding pitchers in the big leagues. Completion of the War Memorial Building will bring many additional sporting events to the community.

Robert Trent Jones, the country's leading golf course architect, has named what he considers the 18 toughest holes for the championship golfer. Although Jones, who was once pro at the Sodus Bay golf club, grew up in this area he doesn't include any holes on local golf courses among his prize eighteen, as reported recently in Time Magazine.

Nearly every newspaper in the country publishes comics strips, (the New York Times is an outstanding exception) and Newsweek Magazine asked Cartoonist Walt Kelly (creator of Pogo) to name the best. In collaboration with editors of the magazine Kelly picked the following six, in order of their origin: Mutt and Jeff, Krazy Kat, Barney Google, Moon Mullins, Blondie and L'il Abner.
Another Dial Exchange is started....

Ground was broken recently on the site where the new Butler-Hubbard dial exchanges will be housed. When completed, these new dial exchanges will have facilities for serving 20,000 customers in the northeast area now connected with the Culver exchange.

Butler-Hubbard Exchanges will be the fifth and sixth put into service in three consecutive years. Congress-Hopkins began operating in 1953, and Browning-Greenfield is set to be cut into service in December 1954. Butler-Hubbard is scheduled for operation in the winter of 1955.

These three projects, requiring capital investments in excess of $11,500,000 for new buildings and dial equipment assure the most modern and efficient telephone service enjoyed by any community in the country.
Coke brings you back refreshed

Dr. Kaiser
(Continued from Page 25)

make the outstanding financial gifts to the University of Rochester for the Medical School.

Mr. Eastman's interest in medical problems never waned. While traveling in Central Africa where many tropical diseases prevailed, he manifested great interest in what was being done to control them. He had an unusual understanding of the needs of medical progress pointing out the importance of both the art and the science of medicine. Often he emphasized to me that known medical facts must be made available to all people and at the same time medical research was basic to improved medical care. The same philosophy undoubtedly applied in the humanitarian interests that dominated his thinking in building up a great and useful industry.

Will Work To Keep Royals Here

The Chamber of Commerce will work with other local groups in a determined effort to keep the Rochester Royals basketball team in this city. There have been reports that offers to purchase the franchise have come from Detroit and Buffalo but President Beebee and the Chamber trustees will help to promote a plan to keep the famous organization here until the new War Memorial building is ready with its badly needed facilities.

Dave Garroway, television star, thinks it a good idea to keep your words fairly sweet because you never know when you may have to eat them.
Companion

(Continued from Page 25)

Touched By Birthday Cake

My last trip with George Eastman was to Alaska in 1930. Our relationship had developed to such a point that he came to treat me almost as a father would his son. We traveled the entire west coast from Vancouver, B. C., to Agua Caliente, Mexico, visiting all the places of interest and especially camping sites where he had been before. We came east, stopping at the Grand Canyon. The day was unusually disagreeable. Mr. Eastman was feeling somewhat tired and disappointed. It happened to be July 12th. We sat at dinner by the great window looking out on the mystery of the giant spectacle. Suddenly, but with dignity and all the ceremonious of the occasion, the Hotel Chef in full regimentals, placed before Mr. Eastman a real Fred Harvey birthday cake, candles, and all. This friendly gesture deeply moved him. Afterward he went out into the kitchen, begged and as usual received several choice recipes to add to his own collection of culinary art.

In all my years with him, at home and abroad, I can truthfully say I never saw him do anything of which I disapproved until the last act. I loved the man.

Chapin-Owen

Wins Award

Chapin-Owen Company, distributors of electric appliances, led the entire country in Frigidaire home appliance sales during the recent national Frigidaire week and will receive a trophy symbolic of 1954 leadership. J. Fred Meyer is vice president in charge of sales for Chapin-Owen.
R. R. Heads
Wants Rules Modernized

The Conference of Eastern Railroad Presidents are appealing to the public for support in a campaign to bring about changes in the present regulations imposed by various Federal and State bodies.

They point out that other industries are free to make decisions that in their best judgment will satisfy the needs and wants of the public and do not have a government agency deciding for them whether or not the price they charge is what most people could be willing to pay.

The statement sponsored by the railroad heads in national advertisements reads in part as follows:

"Railroad managements, for example, do not have complete authority to establish their own rates. Instead, their charges must first be submitted to the Interstate Commerce Commission—which may substitute its opinion for that of railroad management regarding the effect of the proposed rates on the volume of railroad traffic.

"In other words, railroad rate regulation restricts the exercise of managerial judgment—not only in deciding what is good for the public, but also in deciding what is good for the railroads themselves.

"The railroads operating in the industrialized and highly populated East are especially hampered by outmoded regulations, Federal and state, which take important decisions out of their hands, or delay them, or make them impossible. They do not seek removal of regulation. They do ask, however, that railroad regulations be modernized, in line with present day competitive conditions.

Rochester Commerce
County Library Officers Named

New chairman of the Board of Trustees of the Monroe County Library System is Mrs. Edward Compton of 60 Council Rock Avenue, Brighton. Vice chairman is George F. Helberg, 370 Pinegrove Avenue, Irondequoit. Other Board members named are: Mrs. George W. Bott, Brockport; Mrs. Ruth Briman, Penfield; Monsignor Charles J. Maloney, Rochester; Mrs. Paul Miller, Pittsford; Edwin S. Mix, Webster; Mrs. Helen R. Newell, Rochester; Dr. Wilbur E. Saunders, Rochester and Mrs. James R. Schaste, Rush.

What Experts Say
We'll Do With Our Money This Year

What will most of us do with the money we earn this year, or rather the money the tax collectors allow us to retain? A recent survey shows what some of the experts believe we'll do with our income besides saving a bit more than ordinarily:

1—We'll equal 1953 buying on used cars and new washing machines and dryers.

2—We'll spend more freely the last half of the year than we did the first because of dissipation of "depression" fears.

3—We'll spend more on improving our homes.

4—We'll spend even less on buying new cars, refrigerators and furniture and there will be a slackening in doing home buying.

Marriage is like eating a raw cucumber. Before you know whether it agrees with you it is too late.

JULY 1954
Blind Judges Slight Rochester Among "Best-Dressed" Cities

Much to our chagrin Rochester is not included in the list of the country's "Ten Best-Dressed Cities" as listed in the July issue of Holiday magazine. The ten include Atlanta, Dallas, Cleveland, Chicago, Los Angeles, New York, Philadelphia, San Francisco, St. Louis and Washington.

It sounds to Rochesterians like plain bunk because everybody knows that Rochester women look better than any others no matter what kind of clothes they wear.

The rating refers only to feminine attire because there would be no contest if men were included. Any town outfitted with Rochester-made men's clothes would automatically go on a best-dressed list and make other communities look shabby.

Word Experts Pick Favorites

Some years ago the Ladies Home Journal conducted a survey to learn what particular words are considered the most beautiful in the English language. Choices included such words as mother, dawn, peace, tranquility and hope.

More recently other lists have been prepared, including the "ugliest" words. The latest selection names the most "expressive" words and, according to this compilation, the most bitter word is "alone"; most comfortable word, "faith"; saddest word, "forgotten"; most cruel word, "revenge" and warmest word, "friendship."

The happiest sounding words, Rochester Commerce editors believe, are found in the phrase: "I'll pick up the check." We will welcome contributions from readers as to their choice of most beautiful or ugliest words. Send in your list.

If Robert Young, new boss of the New York Central wants to make a hit with Rochester he will ask the road's smoothest train, the Twentieth Century Limited, to pause for a moment instead of rocketing by with a derisive toot.
"Rochester Made Means Quality"

In these days of high pressure advertising and conflicting claims of competing companies it is well to read again one of the best capsule sermons on advertising and salesmanship. The author of this particular parable is unknown but the essence of his message has been widely used by Squibb in its magazine advertisements of medical and other products.

"In the city of Bagdad" runs the tale "there lived Hakeem, the Wise One. A great many people went to him for counsel, which he gave freely to all, asking nothing in return. There came to him a young man who had spent much and received little and who said: "Tell me, Wise One, what shall I do to receive the most for that which I spend?"

Hakeem answered by saying: "A thing that is bought or sold has no value unless it contains that which cannot be bought or sold. Look for the Priceless Ingredient."

"But what is this Priceless Ingredient?" asked the young man. Spoke the Wise One: "My son, the Priceless Ingredient of every product in the market place is the Honor and Integrity of him who makes it. Consider his name before you buy."

It is this adherence to honesty of manufacture that has given this community the right to use the phrase: "Rochester Made Means Quality."

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**N.O.M.A. Picks Rochester**

"Rochester was chosen as the site of the Area 5 Conference of the National Office Management Association to be held October 21-22, 1935. The choice was made during the Area 5 Council meeting at the Arlington Hotel, Binghamton.

The entire membership of 6 New York State Chapters and 6 Canadian Chapters, their wives and business associates are expected to attend the conference.

---

**TALK-O**
America's Finest Home Communication System
DESIGNED AND MADE IN ROCHESTER FOR BETTER LIVING
Six Master Stations Installed
Approx. $425
163 ST. PAUL STREET
BAker 6751
Don't Hang on to Phone -- New Law May Jail You

New and amended laws enacted at the last session of the New York State Legislature were explained recently to police officials of Monroe and neighboring counties by James R. Barrett, chief of the Bureau of Police of the Division of Safety.

Here are some of the new laws and how they apply to the public:

It is a crime (a misdemeanor) for a person knowingly to continue using a party telephone line when the line is needed to make an emergency call. When he signed the bill, Governor Dewey admitted that it may pose some enforcement problems, but it will be worth it if it results in the saving of a single life, he said. Effective Oct. 1.

It is against the law to sell or offer a switchblade knife. The possession of such a knife is a misdemeanor (and a felony if the possessor has been previously convicted of a crime), unless it is used in a legitimate business or by a licensed hunter or fisherman. (The Governor pointed out that in 1953 there were 4,420 felonious assaults and 19 homicides connected with knifeings in New York alone. Of this number about one-third were switchblade jobs. Effective immediately.

Don't Shoot at Planes.

It is illegal to discharge a loaded firearm at an aircraft, whether it is on the ground or in flight. Effective July 1.

It is a punishable offense to discard a refrigerator without first removing the locking device. Effective July 1.

Public employees making more than $5,000 can't work at a pari-mutuel race track. And police officers, sheriffs and their staff, district attorneys and their staff, or mem-

(Continued next Page)
bers of law enforcement agencies can't work at a track regardless of their regular job salary. Effective as of last May 1.

After Sept. 1, 1955, no motor vehicle shall be operated on the public highways of New York State unless a certificate of inspection is displayed, nor can a vehicle be registered for 1956 unless a valid certificate of inspection is in force.

No Phony Tokens

Any loitering in or about any public school building or grounds without written permission is prohibited as disorderly conduct. Parents and guardians of pupils are specifically excepted. The law is a result of the Bobby Greenlease kidnapping in St. Louis. Effective July 1.

The counterfeiting of tokens used for public conveyance is now officially illegal. (The necessity of such a law, it was pointed out, came up after the New York City subway fare went to 15 cents with tokens being used. A big counterfeiting business sprang into existence.)

A Practical Idealist

Another experience taught me that there was a real sense of humor back of his sober expression. I had been telling him of a plan I had for making Rochester a much better governed city. He said, "You're an idealist." I said, "And you, too, Mr. Eastman, are an idealist." He looked at me very gravely for a moment and then, "Yes, but a practical idealist." Nothing could have put me so painlessly and effectively in my place.

(Excerpt from article by W. Earl Weller.)

JULY 1954
Attention ... space buyers

August Issue of

ROCHESTER COMMERCE

will feature

• GRAPHIC ARTS

September’s Themes Are

• MATERIALS HANDLING
• PACKAGING
• INDUSTRIAL DEVELOPMENT

October Issue Features

• Office Equipment And Management

RESERVE SPACE NOW!

CALL

HAmilton 0803
BERNARD H. FLORACK,
Advertising Manager

ROCHESTER COMMERCE

"Best Buy In Advertising"

Business Builder
(Continued from Page 63)

HUBBS PAPER COMPANY

Serving Rochester’s Industry Since 1905

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ROCHESTER, N. Y.

CHAS. F. BUELTE INC.

General Insurance
Representing

PROVIDENCE WASHINGTON
INSURANCE COMPANY
MANUFACTURERS CASUALTY
INSURANCE COMPANY
PHOENIX-LONDON GROUP
FIDELITY AND DEPOSIT
CO. OF MARYLAND

45 EXCHANGE ST.
HAmilton 5130 - 5139

From the turn of the century on, Mr. Eastman became increasingly interested in such employee benefits as a retirement program, medical department, the Eastman Savings and Loan, which helped employees own their own homes, a yearly wage dividend, training programs, and a suggestion system. Here Kenneth Dows, Camera Works toolmaker, displays a $5000 check, one of the top suggestion awards in 1953, to his family.

began a formal employee benefit program which was, to say the least, unusual in those days. Starting with the early wage-dividend idea, East-

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Business Builder
(Continued from Page 80)

man’s pioneering program moved ahead steadily to include medical and safety features, sick pay, pensions, life insurance, paid holidays, and the other features that brought him and his company world-wide attention.

The following excerpts from some of Mr. Eastman’s own letters will indicate a little of why and how he gained world-wide fame as a leader in the field of industrial relations:

"An organization cannot be sound unless its spirit is. That is the lesson the man on top must learn. He must be a man of vision and progress who can understand that one can muddle along on a basis in which the human factor takes no part, but eventually, there comes a fall."

Today, at Kodak Park, some of the nearly 12,000 women Kodak employees in Rochester spool panchromatic film in an air-conditioned darkroom. This picture was snapped in the dark, by means of infrared film and invisible infrared light.

PROGRESSIVE INDUSTRY...
DEMANDS MODERN MAINTENANCE

WHOLESALE
PLumbing • HEATING
MAINTENANCE SUPPLIES • SERVICE

HOWE & BASSETT CO. 840 UNIVERSITY AVE. • ROCHESTER, N.Y. • Monroe 0003

JULY 1954
JAMES L. WRIGHT
C. L. U.

Pension Plans Of Every Kind
GROUP INSURANCE
LIFE — ACCIDENT — SICKNESS — HOSPITAL
SURGICAL BENEFITS — GROUP ANNUITIES
1014 LINCOLN-ALLIANCE BANK BLDG.
HAmiton..9830

IN MEMORY OF A GREAT CITIZEN
GEORGE EASTMAN

WALZ & KRENZER, INC.
Industrial & Marine Equipment
22 Flint Street, Rochester B. N. Y.
SERVICE TO INDUSTRY

A. W. HOPEMAN & SONS CO.

Builders

Business Builder
(Continued from Page 8)
Must Recognize Ability

"One of the best qualifications for a manager, superintendent, or foreman is ability to recognize ability in others under him and to stimulate their initiative. Any concern where this is overlooked will be full of dry rot. The ideal large corporation is one that makes the best use of the brains within it."

"While there is no now and never has been a surplus of good men in the concern there has never been a vacancy in any important position where some man in the ranks has not been found to fill it, as a rule better than before."

"It is only recently that I have waked up to the realization that men are growing old in the service of the company and that the business is not so young as I have been wont to consider it."

"My idea in setting these large amounts aside for the welfare fund is that the time may come when our earnings will decrease. At the same time, our employees are growing older, and unless we make provision now for taking care of needy cases it may be too much of a burden later on."

"...the soundness of business organizations depends largely upon the confident well-being of the employees who compose them. The health of industry, in turn, is an essential pillar of sound national economy."

Pioneered Many Ideas

Thus, fifty and more years ago, George Eastman was thinking and writing about almost all the ideas, practices, and principles that are current in business and industry today. Perhaps he could foresee the

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Business Builder
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future somewhat better than most. But not much. Rather, it seems that he had a remarkable ability to separate good from bad, right from wrong, just from unjust. Given a problem and the facts about it, he could make right decisions almost without fail.

Two other things about Mr. Eastman, the businessman, should be mentioned. One, he was willing to work just as hard as necessary. In fact, it was a duty with him to face up to and do what had to be done, no matter how difficult. Two, he had a great respect for basic principles that he considered right and fair. The record shows clearly that both his personal life and his business were based solidly on principles that he believed in and fought for. Hur-grave and Chapman say emphatically that the basic principles he built into the business have proved their worth, and his rightness, through the years.

Whatever the reason or reasons for the success of George Eastman, Rochester can claim him one of America’s great businessmen. That’s on the record. And those who had a close-up of this remarkable businessman in action agree that had he not gone into the photographic business he would have been equally successful in some other field. He was that kind of man. Were he among us today, he would have to adjust but little to modern business ideas, principles, and concepts. Most of his looks modern enough still; some seventy-five years after he began to put them to use in a two-by-four “factory,” two flights up, on State Street.

The U. S. Census Bureau reports that the nation’s population is continuing to increase at the rate of one person every twelve seconds and has reached a new high of 161,969,000.

JULY 1954
“To make good goods requires experience and is a slow matter. Perhaps it is a slower matter with me than it might be with someone else, but I do the best I know how. But when we get there, we get there to stay.”

GEORGE EASTMAN

ATLANTIC MILLWORK, INC.
Doors - Windows - Trim - Wood Specialties
625 S. GOODMAN ST.

ARE YOU CARRYING BUSINESS RISKS YOU COULD PASS ON TO OTHERS?
Planned business protection insurance will enable you to face the future with fewer worries. Without obligation we will be glad to send you booklets containing specific information on

Business Protection Insurance
- SOLE PROPRIETORSHIP
- PARTNERSHIP
- CORPORATION
- KEY MAN INSURANCE
- SALARY ALLOTMENT PLANS
- EXECUTIVE GROUP INSURANCE

Clip, check and send to

JEWETT B. (Jerry) BUTLER, Manager
The Union Central Life Insurance Company, 10012 Granite Bldg., Rochester, N. Y.

NAME
DATE OF BIRTH
ADDRESS

Eastman House
Photo Show
Now Open

A special exhibition, “The Life and Work of George Eastman,” is now on display in the Dryden Gallery of the George Eastman House, Rochester, N. Y., during the centennial celebrations. The show opened July 1, and will be on view throughout the summer.

The rich and unique collection of Eastman material which has been steadily accumulating at the Eastman House ever since its opening five years ago makes it now possible to present a complete picture story of George Eastman the man — inventor, industrialist, philanthropist, traveler, citizen. The main part of the exhibition will appropriately consist of several hundred photographs, taken by George Eastman. These have never before been shown publicly.

His favorite photographs, which he enlarged and hung on the walls of his office and his country estate at Oak Lodge, North Carolina, will be featured. They will be supplemented by enlargements made specially for the show from original negatives taken by Eastman on his many camping trips and travels. Unique documents, including letters, notes, itineraries, patents, diagrams relating to his inventions, will also be shown.

Simultaneously with the Eastman House exhibition, fifty-four of the photographs will be shown in London as well as other cities, as well as other cities.

Opening at the same time in the Contemporary Gallery at the Eastman House will be a display of material relating to thirty-seven famous Americans who have been commemorated by postage stamp issues

(Continued on Page 86)

MORLEY MACHINERY CORPORATION

IN MEMORY OF
A GREAT HUMANITARIAN
AND INDUSTRIALIST
How should you measure a publication?

By results!

300 advertisers can’t be wrong!

In February of 1951, fifty-six advertisers appeared in the first issue of the new format of Rochester Commerce Magazine. Since then, over 300 advertisers have utilized this medium. They’re getting results.

Circulation increased to 9,000*

Now one of the largest circulated Chamber of Commerce publications in the world.

* A copy of Rochester Commerce Magazine is now placed in the 350 barbershops in Rochester and surrounding areas.

* 1,000 copies are now available on newstands and store news counters in Rochester and surrounding counties.

Are you getting enough results in Rochester?

Rochester Commerce Magazine
Published by Martin Q. Moll Publications, Inc.
35 Scio Street Hamilton 0803 Rochester, New York

You reach the key men who make the buying decisions when you advertise in Rochester Commerce
Photo Show
(Continued from Page 84)

of the United States Government.
Thirty-five of these stamps were is-
issued in 1940, but the Susan B. An-
thony and Thomas A. Edison stamps
appeared in 1936 and 1947, respect-
ively.
There will be a commemorative

commission to inaugurate the George
Eastman stamp in the Eastern
Theatre, Rochester, at 11 o'clock
Monday morning, July 12. Repre-
sentatives of the government from
Washington, and noted figures from
the photographic and motion picture
industries will take part. Those who
wish to attend this celebration may
obtain tickets free, from the George
Eastman House.

Every Family Will
Earn $25,000 Yearly

According to Bruce Mann, finan-
cial editor of the Rochester Times-
Union, the average family of Roch-
ester has an income about 10 per-
cent greater than the national aver-
age. He bases his belief on the re-
port of the National Bureau of
Economic Research, Inc., which
states that the average family in-
come in the U.S. last year was some-
thing over $5,000, or about four
times what it was 20 years ago.

Mr. Mann reports that several
private research surveys reveal that
in Rochester the average family in-
come was between $5,700 and $6,
000.

According to the director of the
National Bureau if the same rate of
increase in family income continues
we will all be earning about $25,-
000 annually along about the year
2050. He says that the rise in in-
come has brought greater benefits
to the worker than to those who de-
pend on income from rents, inter-
est or profits.
Beebee Greets New Citizens

The following greeting from Chamber President Alexander M. Beebee, who was absent from the city, was read to newly naturalized citizens on June 29th:

"As President of the Rochester Chamber of Commerce, I should like very much to be present today to welcome you as a new citizen of our great country.

"Important business takes me out of town so that I cannot be here, but in the meantime, I was anxious to extend a welcome to you in behalf of the Citizens’ Council and the members of the Rochester Chamber of Commerce.

"You have chosen to be citizens while most of us have achieved that distinction by the accident of birth. It is for this reason that you are especially to be congratulated. Citizenship carries with it a great opportunity as well as responsibility. We have a great country and with the help of citizens like yourself, all working together, I am sure we can make it an even better one.

"The Chamber of Commerce, at some future date, will invite you to a dinner in order that we may more suitably celebrate this occasion.

"In the meantime, we all join in sending you our congratulations and best wishes."

Now Represents Lloyds

James H. Hamill, President of James H. Hamill Associates, Inc., announces that his agency now represents the famous Lloyds of London as well as many top-ranking American companies. The connection with Lloyds makes it possible to handle difficult and unusual risks, as well as all the standard types of insurance coverage.

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Rochester Commerce
Are you sure it’s out of reach?

Perhaps it isn’t as far beyond your means as you have believed. Perhaps now is the time you should take steps to find out how you can own the beautiful home you’ve dreamed of.

Here at the Union Trust Company we’ve helped many, many people with the problem of financing their home . . . not only by making a mortgage loan—but by providing the kind of helpful guidance and counsel that our experience makes possible.

Come in and talk over your plans with us at the Union Trust Company. There is no charge or obligation. We’d like to help you own your dream home!

Union Trust Company
OF ROCHESTER

Member of Federal Deposit Insurance Corporation
In Appreciation of George Eastman's Contribution to the Development of Modern Microfilming

Banks the world over are thankful for the work George Eastman and his company did with George L. McCarthy, a New York banker. In 1926, Mr. McCarthy saw the invention, the first automatic microfilmer, manufactured at Rochester's Hawk-Eye Works of Eastman Kodak Company and installed in a New York bank.

This marked the beginning of The Recordak Corporation, a subsidiary of Eastman Kodak Company, and of a new era in banking efficiency and protective service for depositors. For the sole purpose of this first microfilming machine was to provide a photographically accurate and complete film record of all checks drawn on a bank.

Banks are more dependent on records, their accuracy and their safety than any other business. And no other is legally required to provide, to duplicate, and to retain so many records for so many years.

This is why, if you visit the Statement Department of our Main Office you'll see girls at their Recordak Microfilmer swiftly feeding checks, statements, and bank records of every kind into the machine. Each item is automatically recorded on film, providing the bank with more efficient operating systems plus indisputable proof of every transaction. Without Recordaks, most banks would find it extremely difficult to cope with the tremendous amount of clerical paperwork and the record storage problem that are part of the banking business today.

Lincoln Rochester Trust Company

Member Federal Reserve System
Member Federal Deposit Insurance Corporation

Main Office............103 East Main St.
Rochester Trust Office...5 West Main St.

Seventeen other Offices In Rochester,
Brockport, Canadigua, Corning, Geneva,
Hammondsport and Newark

Hawk-Eye Works, where Recordak equipment is designed and built.

The Recordak Duplex Microfilmer photographs both sides of a check in a single exposure.