

PSIMAR

Student Publication of Rochester Athenaeum and Mechanics Institute

Vol. 11 Rochester, N. Y., March 10, 1944 Vol. 18

Prominent Advertiser To Address Students Initial Club Gathering

A lecture on assembling advertising layout and design and arranging promotional campaigns will be held in Room 120 on Thursday, March 16, from 11 to 12 P. M.

Mr. Jack Knabb, of the Knabb Advertising Agency, 212 Hiram Building, is a renowned authority on producing effective advertising and conducting successful promotional campaigns. His reputation extends far and wide and we feel rather fortunate to enlist his services on subjects pertinent to retailing merchandisers, typographers, artists interested in layout, design and graphic displays, and photographers classically allied to photographic advertising media.

Any R. A. M. I'er is cordially invited to attend and we feel sure that a large number of students will be present by Mr. Jack Knabb.

Streamlined Education

Dr. A. Caswell Ellis, an educator, says that an illiterate grown person may be taught to read and write in 30 hours, and that he can master the first three grades of grammar school in 100 hours.

This statement is surprising. If an illiterate person is willing to devote three hours each evening to night school work, he can conquer his illiteracy within two weeks. In six weeks he may know his three 's' quite as well as his young son who has finished the third grade.

We have a larger number of illiterate people than most folk imagine, yet there is another class to whom Dr. Ellis' experiments with the adult mind ought to appeal. We refer to those who have not yet learned to use their mother tongue correctly.

Alpha Psi Sorority Party

The Alpha Psi sorority held its annual pledge dinner in the Garden Room of the Hotel Rochester on Saturday, February 19. Several alumni members were present, including Miss Irene Ketcham of the class of 1943. Miss Roselene Maggio, president of the sorority, welcomed the new members, after which each girl gave her name and home town. Miss Thurber, formerly adviser, also spoke briefly. Later in the evening, the formal pledge ceremony was held, at which the following members were inducted: Annie Briggs, Rose Brown, Jane Burgess, Patricia Dempsey, Phyllis Utter, and Marjorie Van Dusen. Miss Harriet Adams joined the sorority as an honorary member. Games and dancing followed the ceremony.

The Mechanics & Madison Club, sponsored by students from Mechanics Institute and Madison High School, will be officially opened tonight, Friday, March 10, at Clark Union. The program will include dancing, games, and treats. The Club is for students of either school and for young people living in the third ward area and will be open every Friday night from eight till twelve.

If it is felt that this type of organization has a sufficient appeal in this area to warrant a larger meeting-place, an appeal will be made to various civic organizations to provide funds and advice.

The following Mechanics' students are members of the club committee: Harry Silverman, Rosemary Young, Jack Wilder, Kathy Reid, Jos. Zucco and Doris Burch. Representatives of Madison High School are Edward Maxon, Norma Brewster and Pauline Fringer.

Delta Omicron Notes

By KAY HOLDRIDGE

On March 1, 1943 the informal initiation was held at the home of our faculty adviser, Mrs. Earl Karker, when both old and new members were guests at a buffet supper planned by the honorary members: Mrs. Jordan, Miss Molenhoff and Miss Todd.

The pledges—Shirley Anderson, Marian Burritt, Leona Caswell, Marjorie Couch, Eileen Dowling, Betty Harris, Sybil Lieberman, Angelosi Losi, Elsie Luke, Martha Gene Lyvers, Wilma Mann, Pat Mansell, Emily Papini, Millicent Stevenson, Helen Schoenbaechler, and Muriel Watkins certainly put in a hectic day wearing their clothes inside out, worrying the faculty by putting salt in their coffee, sporting huge signs denoting that they were members of D. O. and frequently singing their song dedicated to the old members.

The climax of the day was reached at the informal initiation planned by Mary Agnes Bayer where various feats were performed by the pledges much to the amusement of others.

The formal pledge dinner was held on February 19th at the Rochester Club at which time the "rushees" officially became members of Delta Omicron.

Students Splurge Styles

The clothing classes will give their annual Fashion Show and Tea Thursday, 4 p. m. in the Eastman lounge. Students will model the garments they designed and made under the guidance of Dorothy Fritz, instructor. Miss Genevieve Pawelczyk will be commentator and in charge of general arrangements.

All Co-eds and Faculty are invited. Senior students will be the gracious hostesses.

"BY THEIR FRUITS YE SHALL KNOW THEM"

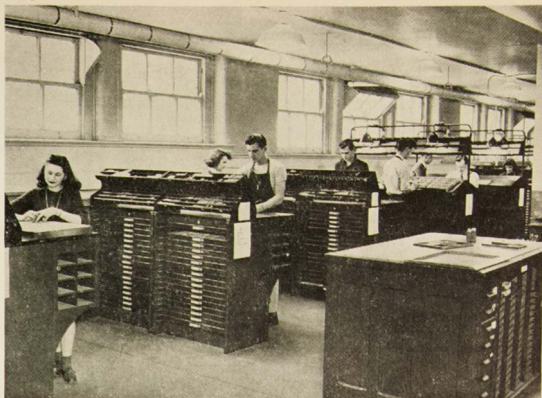


Photo by Staff Photographer Kumpel, Wallace, Jones, Maue, Silverman, Knack, Smith, Moak

These Typos Are Preparing To Put The Psimar To Bed Pronto

How well do you know our Department of Publishing and Printing? Of course you know that it is the youngest of the Institute's departments (founded in 1937), that it is one of the best equipped schools of printing in the United States, and that the courses offered have received wide recognition for quality and effectiveness. Here is something written by a friend of the department that may help you to know it better:

"Instruction in the fine art of printing, in the best use of type and ink has progressed from the dingy back-room, tiny workshop into the spacious, well equipped, practical, instruction shops of the Institute. It is here that the student logically can turn to complete the training that will take him directly into one of America's great industries—publishing and printing.

"The young man or woman entering the two-year, full-time course receives not alone expert instruction, but the indirect influence of the best minds in the publishing and printing industry. Hence, due to the relationship between the Institute and the printing industry, the latest developments in the field are available to the student. The industry and the Institute blend their efforts so that the student some day may be the maker of latest developments."

"Concentrated, but never interest-lacking is the course awaiting the student printer. Basic instruction, hand composition, typesetting machines, presses, bindery operations—the mechanical side moves in that order. Design and layout, challenges to the imagination, are included. Plant management, technical problems, estimating, basic elements of advertising and newspaper writing—the details that must not be lacking in the executive of modern printing and publishing plants, fill out the course.

"Thus the whole field of instruction in the great art of printing, which America is raising to increasingly higher standards, is available at the Institute—a gateway to the leadership of the industry tomorrow."

This gives a good idea of what the department is and what it is doing, but may not suggest the opportunities of the future, either in respect to the department itself or its graduates. In normal times at least one out of every 300 working persons in the country is employed in some form of publishing and printing. Except for the interruption of the war, the printing industry has been a rapidly growing one. All informed experts agree that, after the war is over, printing and publishing will expand sooner and more rapidly than any other industry. All of these things mean that postwar opportunities in this field will be unparalleled. As the demands for trained people increase so will our Department of Publishing and Printing expand.

Joe. Horace

PSIMAR STAFF

ROSEMARY YOUNG, <i>Editor-in-Chief</i>	
HARRY SILVERMAN	<i>Associate Editor</i>
JANE MOAK	<i>Business Manager</i>
SHIRLEY MANHART	<i>Secretary</i>
ELIZABETH NORTH	<i>Advertising</i>
WILLIAM JONES, HENRY MAUE	<i>Production</i>
RUTH KUMPEL	<i>Reporter</i>
KAY BLODGETT, DORIS BURCH	<i>Associates</i>
DOYLE KEELING	<i>Photographer</i>

No. 11

Rochester, N. Y., March 10, 1944

Vol. 18

THINKING SALVES THE SOUL

*The world is a comedy to those that think.
A tragedy to those who feel.*

That often quoted observation about life appears in a letter written by Horace Walpole, "the sage of Strawberry Hill," to Sir Horace Mann. Perhaps it is true. But at least it is a point of view on living about which we express more feeling than thinking.

As we use our wits in making a living, we are usually too tired to think when the unexpected turns come in life. Experiences we feel! We either grieve about what might have been or boast about our good luck. That may explain why the majority of us prefer comedies to tragedies for entertainment in the theatre. For comedy makes us think about ourselves in relation to the blunders of others. And so we laugh, thinking ourselves quite superior at the moment to the stupidity of the characters in the play.

Thinking of why we laugh, we may turn to Shakespeare who learned all the tricks of writing. Even in one of his first comedies, "Love's Labour's Lost," occurs the point:

*A jest's prosperity lies in the ear
Of him that hears it, never in the tongue
Of him that makes it.*

And so it seems that it depends upon us whether the joke arouses laughter or not. But the majority of us laugh at simple absurdities. That is why Broadway playwrights succeed with a comedy such as "Three Is a Family." They present the common experiences in a ridiculous way.

We laugh because we think we would never make those mistakes! But if the events actually happened to us, we doubtless would feel strongly about them. The point is that we take ourselves very seriously and allow our emotions to control our attitudes. But if we think, instead of feel, as we regard our blunders and misfortunes, we can laugh at our mistakes, and thus save the squeaks and squawks of society.

Superiority Complex

Most college buildings are situated on a hill. That is what probably induces the exalted complex of superiority in the average college student over those down below. The college which I have in mind at the moment, is a co-educational institution and is located in a town where the winters match up well with those in the Arctic.

At such times, when after a sleet storm, the streets become coated with glassy ice, walking up the hill to the college is a hazardous adventure. For every step you make forward, you slide two steps back, so that the only way to climb the hill is to turn around and go up backwards. However, let us not dwell on the task of climbing up the hill.

The incident that I want to tell about is that of a professor who, on one of those slippery days, started on an errand down hill. The professor, in a state of absent-mindedness, common to his kind, forgot his caution when he started down and zip! up went his feet and down came the rest of him at a ninety degree angle, placing him in a rather neat seating position.

The momentum of his fall started him sliding down just as one of the co-eds, who was directly behind, repeated his stunt and landed plump into the professorial lap.

Down they shot, lickety clip, until they reached the bottom of the hill where they came to a halt. The young lady, too dazed to move, continued to sit in the professor's lap who, for the moment, was at loss as to the proper procedure to follow under the circumstances.

Touching her lightly on the shoulder, he brought her out of her daze, "I beg your pardon, young lady," he said apologetically, "but this is as far as I am going."

BOOKS

There is no straighter path to a nobler life than through the companionship of good literature. Reading kindles the imagination, points the way to better things, revives declining faith and confirms convictions. After a day of contact with worldly ways, a good book is a haven of peace. Some books we read and forget they impart a fleeting pleasurable moment. Others leave a lasting impression and become a part of our lives—to these, we return and linger again on striking passages, basking in the refreshing force of their truth.

My Kodak Observation

BY ELIZABETH NORTH

On a recent visit to the Park print shop, it was a pleasure to note the myriad of color labels, and run-of-shop departmental forms being handled in this well-equipped plant.

Various procedures of graphical usages were duly noted. The progressive methods used hereby enumerated.

The makeready method is what different though, in the identical pattern only in the is built up on the press instead of a blanket being used. Score where the job is to be folded cut by hand in the makeready the cutting rule makeready built up under the steel plate makeready is a "female" while the actual die is called "male" form. The action of two together insures a good score line for folding and die-cutting.

An Ingenious Revelation

In the same room with the folding and gluing machine die-cutting cylinder press is a worker who does nothing, "breaking out." This process the stripping away of excess from the paper or cardboard has been die-cut.

On the next floor above many lock-up stones and a complete assortment of type equipment for a very complete composing room. There is a type for use on the cartons of the company publications. There are also many forms filed of many thousands of report and blanks that are used in plant of the size of Kodak all its varied equipment, supplied by the monotype machines. We also saw a color press by which two forms each in a different color, could be printed in a single operation.

On another floor we were allowed to see off-set press work. They were for the part multi-lith machines, automatic fed and capable of pieces per hour. Because they eliminates many makeready forms they are simpler to operate. The impression is almost invariably as good and the eliminates heavily vibrating parts that longer runs and increased production possible. A large Harris set press was also in use and were able to observe many examples of color-printing.

PURCHASE SUPPLIES AT Mechanics Institute Store

Oil and Water Color Paints
Paper and Mounts of All Kinds
Drafting Supplies
Jewelry

HANDICAP BOWLING TOURNAMENT, 1943-44

Final Records

	1	2	3	4	5	6	7	8	9	Hdcp.	Total	Tou. Av.	Sea. A.
Palmer	156	166	156	141	152	165	188	193	143	351	1811	162	141
Gilpin	108	143	139	117	96	143	133	113	129	675	1796	125	88
Van Peurse	159	145	169	134	148	165	144	148	187	315	1713	155	148
Tuites	152	156	157	146	158	135	151	180	136	333	1704	152	144
Chatterton	147	132	125	116	104	137	148	142	120	504	1675	130	116
Jones	173	152	129	135	135	131	192	161	114	351	1673	147	141
Spencer	155	146	122	105	91	172	146	126	141	468	1672	134	122
Benson	161	175	107	143	139	140	168	181	152	306	1672	152	149
Maue	166	132	162	144	176	138	127	114	148	351	1658	145	142
Gonska	85	119	146	91	91	165	116	122	117	603	1655	117	99
Belson	133	124	110	120	125	134	97	128	113	567	1651	120	105
Karker	108	109	102	151	105	130	150	156	116	522	1649	125	113
Bergman	125	129	124	135	123	120	120	130	129	504	1637	126	116
Brodie	113	121	125	158	127	135	140	160	142	414	1635	136	131
Beckdahl	151	142	132	128	111	140	156	136	98	432	1626	133	128
Morecock	127	145	105	115	105	112	112	147	151	486	1605	124	119
La Fontant	83	104	110	119	78	74	103	149	145	612	1577	107	98
Cavley	132	100	137	96	152	153	141	96	133	414	1554	127	131
Fox	150	131	157	113	171	106	124	186	107	306	1551	138	149
Hollenbeck	108	124	121	131	143	119	117	137	100	450	1550	122	125
Sturtze	149	152	138	131	134	155	145	155	151	225	1535	134	163
Maas	85	121	94	68	110	81	89	78	117	666	1509	84	89
Hallatt	82	93	95	71	125	117	109	93	102	576	1463	98	104

Foodsters Visit Cannery

The Food Purchasing Class went out to Clapp's Baby Food Plant, Tuesday afternoon. They were shown through the plant by a personal representative. This is one of the regular field trips of the Food Purchasing Class and unusually enlightening.

Especial interest was displayed by the Hospital Dietetics students who were intensely intrigued by the products prepared by this establishment. Particularly as its reputed food make infants thrive amazingly.

COOL JUDGMENT

One cool judgment is worth a thousand hasty counsels. The thing to do is to supply light and not heat.—Woodrow Wilson.

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BY ROSEMARY YOUNG

If there's one group of people a bookworm's fond of it's the book-maker,—the printer.

Johnson and Harriss have out a lovely little tome called "The Complete Reporter," a general text in news writing and editing. It covers the whole range of the reporters' job and covers it completely.

As a companion book to "The Complete Reporter," we have "The Law of the Newspapers," by William R Arthur and Ralph L. Crossman, which discusses all phases of the laws affecting newspapers; with special emphasis on the fundamental principle involved and illustrations of the main points with actual cases. A very interesting and informative book.

"Typologia" a fine analysis of type design and use by the grand old man of type designers Frederick W. Goudy. is a priceless

source of inspiration and information for all lovers of fine typography. It is a book to set the feet of any aspiring type designer firmly upon the road of good craftsmanship.

The interest and main merit of Bernard Newdigates' "The Art of the Book" lies in the examples of fine bookmaking which form the main part of its text. The examples shown have been chosen for their excellence. They are, I think of invaluable aid to students of book-production.

Douglas McMurtrie's "The Book" is the story of man's quest of the perfect book. The story of writing from its first things to this day of linotypes and power presses. It is the story of unsung and forgotten craftsmen who lavished their whole lives that the book might be. In many places it is also the story of human progress; for when have books not reflected the whole of the times around them?

In the luxury class, the collector's item class, are two Leo Hart books. Books that stand for all the name of Hart means by way of fine typography, illustration, press-work, and binding. For your consideration and enjoyment, "The Travels of Marco Polo," and Charles Lamb's "Roast Pig," printed by Leo Hart.

Your friend,

THE WORM

Platonic Personality

An English writer and lecturer, L. A. G. Strong, says that he had to reach the age of forty before he entirely recovered from his fear of meeting strangers. This dread was especially active and intense when he was twenty.

Slowly it dawned on him that there was little he could do or say that would make the new person receive the impression he wanted to effect; and that even if he could control this impression, it might be less favorable than that which he gave involuntarily.

One of life's peculiarities is that we can't know just what it is that makes one person like us and another dislike us. One may like us for our failures, another for our successes. Shyness and embarrassment in a new and difficult situation may distress us, but at times may arouse the sympathy of the stranger.

"We can't do anything about this," writes Strong. "The people who are right for us, the people whom we need to meet, we discover irresistibly. There is no need to look for them. This law, which A.E. (the late George William Russell) used to call the law of spiritual gravitation, I have seen to be true again and again. At twenty, it would be hard to trust it."

INVESTMENT SECURITIES
Erickson Perkins & Co.
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134 POWERS BLDG. MAIN 1144
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DRINK SEALTEST
HOMOGENIZED
Milk
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Fitting Ingenuity

The best security anyone can have for an insecure tomorrow is health, energy, and knowledge of his own business or profession.

Thousands have thought of farms as a hedge. I don't know much about farming, although I owned and lived on a farm for ten years. A farm strikes me as a kind of business in which it is difficult for a tenderfoot to earn a subsistence, let alone achieve prosperity.

Low costs demand plenty of capital for labor-saving machinery. Specialization, mass production, and merchandising ability are characteristic of prosperous farming operations.

Why should anyone who has mastered a city business expect to compete successfully against men who have mastered farming?

First Class Tonsorial Service

Zaccaria Bros.
HAIRCUTS OUR SPECIALTY
84 West Main Street
(Opposite Hotel Rochester)

Rudner Drug Co.

Kodak Supplies

Visit Our Fountain

94 Plymouth Avenue South
(Corner Spring)
Opposite Mechanics Institute

BUY UNCLE SAM WAR BONDS

GRANGER'S
CAN FIX
YOUR RADIO
62 Spring Street

ROGER'S
RESTAURANT

Home Cooking

Chops — Steaks

OPEN FROM 6 A.M. TO 2 A.M.
(Daily Except Sunday)

75 SPRING STREET
Counter and Table Service

WHERE DID YOU GET THAT HAT?



Spring, Tra, La La!

BY ELIZABETH NORTH

So here's the Easter Rabbit, sticking his dopey nose around the corner of Spring again! Time is slipping by like one of those fast Lightnings making a reconnaissance of Berlin. Anyhow, come Spring, and I bring to your attention again that curious Femania—The Hat.

My eagle-eyed scouts have been up ahead in the Easter Bonnet and what-have-you territory, and their reports keep coming back gruesomer and gruesomer. This year's crop seems to be to counterfeit a phrase) louder and funnier than ever before. No, I didn't believe it myself at first. Nothing, thinks I, can be quite so horrid as that little number I acquired in the fine fever of last year's bargain hunting. So I took my little piggy-bank in hand and sallied forth to see for myself. I offer my findings here in hopes of becoming the Ernie Pyle of the Millinery Mele.

Unusual Creations

"Cloches" (pronounced "clushes", as in slush with a cluck) "are back," say Vogue, Mademoiselle, and Macy's bargain basement. Cloches are all right with me except that the one that Aunt Mamie wore in 1927 is still floating around in our attic somewhere. That was a pretty smart job they tell me, but Aunt Mamie generally manages to hide the snapshots of that circa which present her to posterity and the naked eye as a neat cross between a Medieval crusader and a Mexican hairless. (If Lil Dache reads this, I'm just kidding.)

Some Hats Prodigiously Priced

Then, for a small sum bordering on extortion, you may also get one of these new "victory" hats. These hats are a direct outgrowth of the wartime shortage of materials (my theory) and are really very nice. Personally, rather than perch on my aristocratic brow the bunch of violent green felt flowers with a belt-in-the-back that I forced myself to forego yesterday, I would appear in public only when the streets are deserted and no one can see my hatless shame. However, what matters my opinion when the slick magazines squeal in joy? Who am I to point out that a collection of holes and posies, be they ever so charming, fail to constitute my stupid, reactionary conception of a hat as a head-covering? Who, indeed?

Ahhh, the aroma of wet earth and warm breezes creeps through the window. The snow is still

The Art Corner



PSYCHOLOGY OF COLOR

Color is that visual phenomena which affects moods in the same way that tone is analogous to music. The law of color is best understood by studying nature. The sun, fire, blood, and flesh all contain red, yellow, or vermilion. The warm colors denote life, warmth and happiness. Blood is the life stream; the sun radiates yellow light for growth and visual pleasure, and as it is fire, a warmth is produced which makes a cat purr, thus happiness. Warm colors are intense and so as in nature, you will find it in small amounts and a larger amount of its complement, blue-green, is needed for balance. The cool colors—blue green, and blue-green are found in the sky, grass and trees. The color of these natural substances are soothing to the nerves, the system most affected. Black and white which are achromatic make up the visual world of some animals. These colors together give somber effect. Black is thought of as night, the unknown and death; white is peace, coolness and loyalty.

The old fashioned method of dark walls to hide the dirt is out-moded, as the effect produced a feeling of remorse. In every corner of life, improvements have been made by the right use of color. Mental cases have been improved with pale green and violet colors. Heavy black boxes were made to feel lighter by painting them in an attractive light tint. The traditional blackboard which as a rule quenches the light is being made pale cream giving better vision and increasing the copying speed of the pupil. Lobbies, parlors and corridors are treated in gay color contrasts so that an abundance of any one color never exists to establish a definite mood.

ROMANS 13:10

Love is the fulfilling of the law.

there, but dark patches of grass-to-come are spreading, like a slow rich stain, on its sooty drifts. I know those signs. Something is happening that has happened before—wonderful something! I must buy a hat! It must be gay and new and perfectly scrumptiously impractical. One of those new clothes, maybe—?

Ah, Spring—beyootiful be-yoo-o-o-ti-ful Spring!

Clark Union Speaks

BY DORIS M. BURCH

Hey, kids, have you seen my new lampshades. I think they give my rooms a lot of color. And have you played the new games Mr. Perry and your house chairma picked out? They are in the game room; so come on over.

They have got a paper posted on my bulletin board so that our visiting Service men can see their John Hancock's.

Some of the fellows that have come back to visit us are Ed Straubing, Ronald Johns, Vince Polozzi, Donald Malley, Samu Di Poola, and John Maurer.

If any of you want to hear some neat piano playing come on over sometime when Bob Benson or Wally Wheeler are here and I'm sure you will enjoy their method of ticking the ivories. (Here's a tip,—our two musicians are usually here noon.)

We've got just gobs of new records and it sure is swell to have so many come over noon to play them, and trip the "light fantastic".

Here are only a few of them: "Do Nothin' Til You Hear From Me," by Duke Ellington; "It Must Be Jelly and Rainbow Rhapsody" by Glenn Miller; "Weary Blue and Boogie Woogie," by Tommie Dorsey.

Sunday, February 27, Rev. Cayley and Jim Chan showed some swell movies on historical sites in the South.

I was real disappointed in students because only a very few came over to view these swell movies. You really missed something, super.

Gee, even my walls have some new decorations. The Art School gave us two swell water color paintings. They're hanging on my walls upstairs in the music room.

Why not sit and gaze at them while playing the Carnegie record set?

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