

# PSIMAR

Rochester Athenaeum and Mechanics Institute Student Publication  
(Read in reverse, initials of which, signify PSIMAR)

No. 13 Rochester, N. Y., April 14, 1944 Vol. 18

## Clothes Students Fashion Show Indicates Real Stylish Creations

In the spring a young maid's fancy turns to—styles and clothes. The showing Thursday, April 13th, in the Eastman Lounge, was presented by the Fashion Trends II class. The collection shown was constructed and modeled by the members of the clothing construction classes, under the supervision of Miss Dorothea Fritz. Alta Brusehaber was general chairman of the fashion show. Ruth Watkins Jamieson, donned in a navy crepe dress with the new round neckline, commented on the parade of the outfits for all occasions. A print housecoat by Veronica Collins was just what any "dorm" girl would like. Jane Palmer's grey print smock had a smart style for a useful garment.

### Cotton Retains Popularity

Cotton—so cool, crisp, and chic was a popular fabric. Marjorie Poyle's blue and white stripe dress had a gathered skirt for softness. She also brought Linda Leary in to model the white dress with red and blue smocking, which Marjorie made for her. Brown chambray with white eyelet insets around the neckline, sleeves, and below the waist was created by Jeanne Collier. The kimono sleeve and new low neckline with ruffles was promoted by Jean Dennis in a yellow flower print of balloon cloth.

Suits were a popular subject with the Seniors. Alta Brusehaber looked neat and trim in a white and white wool check. The scalloped edges of Gladys Luther's pastel blue gave it that *Vogue* look. A red tuxedo top coat completed her outfit. Inez Hobson chose brown for her wool crepe suit with the new short jacket. To make it a costume, she wore a brown, blue, and white check box coat. A hunter's green chesterfield-type suit was shown by Charlotte Lakeman.

### Creme Dress Intrigued One

The new melon shade was modeled by Janet Collins, a wool crepe dress with scallops down the front, neck, and sleeves. She topped it off with a curvette to match. Wilma Mann's two-piece blue dress was enhanced by three antique buttons made of pearl and ivory.

Femininity was prominent among rayon crepe dresses. Faith Ross modeled a black dress with a soft tulle skirt. The new square neck was featured in Vivian Lockwood's brown crepe dress. Barbara Fellows showed a spring print with a grey-blue background. A ruffle went around the neck and down the front to give an apron effect. The soft, feminine pink shades are perfect for spring and summer. Marian Burrit made hers up with the graceful side drape. Soft, unpressed pleats added the smart look to the neckline and skirt of Joyce Doolittle's pink crepe dress.

### Semi-Formal Dress Approved

Carolyn Chamberlain in her semi-formal dress, check bodice

## Introducing the New Psimar Editor-in-Chief

Rosemary Young, our former editor-in-chief, has resigned because of exigencies due to the war emergency. We regret to accept her resignation, since she was performing a very commendable job. We surely will miss her.

Our new editor-in-chief, Doris Burch, Foods, '45, has graciously consented to take over the responsibilities of leadership and to perform the duties of publishing your PSIMAR. She assumes an arduous task and has vivaciously agreed to roll up her sleeves and do a real job. We trust that you will give her your utmost cooperation and aid her to make your PSIMAR the bestest school paper.

## RAMI Librarian Honored at Dinner

Miss Mary Constance Havens, who is about to retire as librarian of Mechanics Institute after 27 years' service, was honored at a testimonial dinner given Monday evening, April 10, at the school by its faculty and staff. Clifford M. Ulp was chairman of the committee which arranged the dinner as well as toastmaster, and Dr. Mark Ellingson, president of the Institute, was chief speaker, extolling Miss Havens for her generous contributions to the development of the school during her incumbency.

Miss Havens was presented with an oil painting entitled: "The Stream Winter" by Ailing M. Clements of the Art School faculty, and with an illuminated testimonial by Dr. Ellingson.

and navy taffeta skirt will stand out at any occasion.

The background of soft music was arranged by Betty Lee. Almeta Hicks was a charming hostess. After the showing tea was served by Jean McClenathan, Evelyn Deal and Margaret Miller. Inez Hobson and Gladys Luther poured. Publicity was done by Charlotte Lakeman.

## Business Machines Official To Be RAMI Convocation Speaker

Ruth Leach, vice-president of the International Business Machines Corporation, will set a new precedent Saturday, May 13, when she delivers the Commencement address at the Convocation in the 115th year of the Rochester Athenaeum and Mechanics Institute.

She will be the first woman ever to give the principal address at an RAMI Convocation. Miss Leach also is the first woman to be elected to a corporate office in the International Business Machines Corporation.

The Institute will graduate 80 students at ceremonies at 10 a. m. in First Presbyterian Church where Dr. Mark Ellingson, Institute president, will preside. James E. Gleason, chairman of the board of directors, will present certificates and the Rev. Murray A. Cayley, will give the invocation and benediction.

The majority of the graduates will be girls since the war has drained the male student body. There will be 28 graduates of the retailing department; foods administration, 16; evening school, 15; mechanical department, 8; applied arts, 6; photographic technology, 4; chemical, 2, and publishing and printing, one.

Miss Leach, whose office is in New York City, is a graduate of the University of California, and joined IBM in February, 1939, as a demonstrator in the firm's Gallery of Science and Art at the Golden Gate Exposition in San Francisco. She has had a meteoric rise in the company since that date, moving up to positions of instructor in the Customer Operators School at Atlanta, Ga., and instructor in the IBM Educational Department, Secretary of Education for Women. She was promoted to manager of the Systems Service Department and in that capacity selected, trained and supervised hundreds of young women from the United States and foreign countries.

Last November, Miss Leach was elected vice-president of the corporation.



RUTH LEACH

## Think Before You Leap! Big Ten—Financially

I was riding on a crowded bus the other day, when I heard a nice looking young man offer his seat to an elderly lady.

"No thanks, 4F," the woman replied. "I have two sons in the combat areas. Why aren't you over there, too?"

The young man deferentially declined to answer just then.

When the young man arrived at his destination, and as he was leaving the bus, he turned to the woman and said: "When you write to your two sons, ask them if they have found my other leg?"

The ten United States universities with the largest endowments are as follows:

|                  |               |
|------------------|---------------|
| Harvard          | \$154,140,303 |
| Yale             | 106,153,510   |
| Columbia         | 89,135,728    |
| U. of Chicago    | 71,350,268    |
| U. of Rochester  | 51,821,181    |
| U. of Texas      | 47,490,895    |
| Duke             | 38,963,698    |
| M. I. T.         | 37,266,000    |
| Princeton        | 35,000,000    |
| U. of California | 33,241,376    |

## Nomination for Queen of the Starlite Prom

The five girls receiving the most nominations, will be voted upon to decide who will preside as the Queen of the Starlite Prom.

Make your nomination for Queen of the Starlite Prom in the blank provided below.

| Name       | Dept. | Year (44-45) |
|------------|-------|--------------|
| .....      | ..... | .....        |
| .....      | ..... | .....        |
| .....      | ..... | .....        |
| .....      | ..... | .....        |
| Signed     | ..... | .....        |
| Department | ..... | .....        |

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## UNDERSTANDING AND REFINEMENT

There is a general opinion that a person is educated the moment he, or she, has come out of college or institution of learning. Nothing could be farther from the truth. An educational institution is merely a place in which folks are taught how best to use their minds.

The same tools are in the mind of the one who has never entered a school or college as are in the mind of the one who has "graduated" from such a place. Intelligence cannot be bought. That's inbred. But it can be directed and increased.

William James said that a man was not educated until he had every voluntary faculty of his body under the complete control of his will. Vast learning, or a great accumulation of knowledge does not mark one as educated or refined.

He who has learned the importance of self-control, and has applied himself to the improvement of his mind so as to give to others, as well as to himself, the widest possible opportunity for service, certainly may be termed as an educated person.

Alonzo Stagg, University football instructor of the College of the Pacific at Stockton, Calif., is a great teacher. When the great Chicago University star, Walter Eckersall, left school, he said this: "Professor Stagg did more than teach football. He taught character." And today, "the Grand Old Man" still carries on—and may he for many years to come, because he is understanding and inspirational.

He who has learned to appraise, accurately, the important values of life, who has learned to get along happily with all sorts and conditions of men,

who has discovered the fine art of living—through the exercise of kindness, tolerance, joy in one's work and through an acceptance of all life's responsibilities as presented, certainly may be termed an educated person.

To have earned an honored degree from the College of Experience, is to have earned distinction in human equations.

## Stop, Thief, Police!

BY ELIZABETH NORTH

Some are born columnists, some achieve column-writing, some have column-writing thrust upon 'em—So I here I am paraphrasing Shakespeare, and trying to shake something out of my empty head. Ahhhh! a slight rattle!! Hang on to your hats, kiddies, here we go.

One day, just because I had nothing better to do, I decided to check up on a statement that I had read in a national magazine. An eminent and respected journalist had made the point-blank declaration that people are basically dishonest. He insisted that almost everyone he had ever known had done some dishonest, unfair thing—not only once, but many times in the course of each day. I decided to keep my eyes open and see how my friends and acquaintances, and even chance passers-by, measured up to the test of strict obedience to the laws of man and common honesty. Two out of every three committed, within my hearing and sight, some dishonest act. None of them hesitated one minute or blushed in the doing.

Faith Shattered

My sister had an engagement that evening which she did not wish to keep. She began to complain of a headache which finally became so unbearable that she had to cancel the date. When a more desirable Beau showed up a few minutes later, however, she seemed to be completely recovered. I learned later that she had spent a wonderful evening. No pangs of conscience there, surely, yet she lied to Beau and to herself.

A woman of my acquaintance had received a letter from a friend that mentioned quite casually a birthday that was past. My friend is a member of several civic organizations, teacher of a Sunday School class, and a character renowned for her sense of duty and probity. She promptly dated a letter of congratulations and a check several days back, and then

mailed it with a charming (untrue) explanation of how birthday note and present had come mislaid. My faith was shaken.

Subterfuge Unmasked

Another friend spoke of wanting to purchase a magazine so that she decided that it served clerk right if she walked off with it. As she told of her exploit was holding a magazine for which she had not paid, in fact, a magazine. On the bus a man in the crowded step-well. The driver neglected to ask him for fare and he did not volunteer pay it. The Transit Co. must several thousands each year of perfectly reputable citizens cannot resist the opportunity chisel.

People Are Careless

Petty traffic violations are most common offense of all. Times I have broken a city ordinance and endangered my own and the lives of others by "walking," disregarding traffic laws, improper parking, or inefficient driving signals. Yet anyone I know to tell me, truthfully and honestly, that they never committed exactly the same offense.

No, let's not be so smug quick to censure the weakness-lawlessness of others. Who knows what we might do—given the circumstances and the proper opportunity? Me? I wouldn't say I'm a Jack-the-Ripper type!

NO SNOB, NO WHITEWASH

The real values of life are those that make no pretense, no claim to no boast. These true values reside in the mind and the heart. And there they have a vast domain. The very harboring of these values, their understanding and appreciation, as well as their selection, as we wind our way through life—are the all-important things.—George M. Adams

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## Camp Papers Presage Layout Improvement

The American soldiers returning home from the war will be more critical of their home-town newspapers than they were before they went away, and more inclined to look for and expect to find good looks in newspapers, is suggested by a letter received from Sgt. Thad E. Ricks, editor of *Flighter Time*, a tabloid newspaper published weekly by and for the men of South Plains Army Airfield, Lubbock, Texas.

Sergt. Ricks states that "camp newspapers at most camps are printed in tabloid form, a few of them almost revolutionary in makeup. Since most of these papers are edited by youthful newspaper men who expect to go back into the business after the war, the ideas they are putting into effect now—and all camp editors are given a free hand, encouraging new ideas—may have a decided effect on the newspaper of the future.

"More and more, the importance of makeup and typography is beginning to assume a leading place among Army publications wherever published. Camp Newspaper Service, an official agency of the War Department's special-service division, which furnishes material to all papers, places particular emphasis on good makeup.

"The readers of these papers, also, are coming to expect an attractive paper, with the result that they may expect and demand more than they have been getting in their own home towns when they are demobilized."

### ACHIEVING BY PLANNING

Begin your day with a plan. Follow it through, no matter how much work awaits you. Less will wait if you clean up as you go. A well worked out plan is essential for the accomplishment of anything. Without it chaos results. And it is so easy to make a plan. Plans are what simplify all work.

## Garb to Keep Dry And Be Fashionable



BY NANCY AUBEL

"Let it rain, let it pour"—and you'll keep right on singing if you're fashionably protected from the watery torrents. Yes, fashion has at last turned its attention to how the young deb should look, comes the rain. There are designs galore, in fabrics that are absolutely immune to water. The dressmaker coat in satin - back twill, the checked chesterfield, or the gabardine greatcoat. And, if you really want to be suited for showers, cover up in a skirt and topper of water-repellent rayon and wool gabardine. Dull day, dress bright, and rainwear follows the rule with colors of red, gold, royal blue and purple as well as the traditional darks and natural.

For head gear, there's a plenty—the rain hat that fits like a cloche, low over the head, the fisherman's hat with a wide brim, or the water-proof hood, styled after that worn by our gallant WAVES. But perhaps you're of the kerchief crowd and prefer a square of fabric over your head tied under the chin. If so, try a new twist by tying it up like a snood—really keeps those curly ends dry.

But, "April showers bring May flowers"—and nothing could be truer as the fashion vane points to brighter floral prints for Spring and Summer. Rayon jerseys and crepes boast of many an exciting print while the garden grandeur of cottons will soon be in full bloom. However, leave us not forget the dots and stripes in the print picture. Stripes will be the pick of the cotton crop this season, and for a new angle in your dirndl play skirt, make their direction diagonal. To give more dash to your dots, McCall 5543, two - piecer, offers a nipped - in waist-line as a flattering beauty-catcher, with shawl collar and scalloped jacket as added attractions.

So, "Every time it rains", turn your drop-proof duds and don your eyes to the blooming fashions ahead.

### MAKE IT TICK

Time is taken by force of will, and bent to the purpose it must serve.

## News Units Plan Uniform Globe Spellings

A uniform style for foreign place names was adopted by the three American news services recently to make it easier for the public to follow the story of the war.

In an effort to end possible confusion over places appearing in the war news under more than one name, the Associated Press, the United Press and International News Service adopted in general the style of the National Geographic Society, but made certain exceptions to conform with American usage.

The National Geographic Society style basically followed is that of the name in use in the various foreign countries themselves. The principle of native spellings also has been adopted by the U. S. Geographic Board and the chief American atlas and map publishers.

Out of 40,000 names listed by the National Geographic Society, the three news services made 78 exceptions in the cases of places figuring prominently in western culture, history or tradition under an anglicized form.

These exceptions include Rome instead of Roma, Moscow instead of Moskva, Athens instead of Athenai, Limerick instead of Luimneach, Euphrates River instead of Frat River.

Among the National Geographic usages adopted are Romania instead of Rumania, Yugoslavia instead of Jugoslavia, Manchuria instead of Manchukuo, and Dnepr and Dnestr rivers instead of Dni-per and Dniester.

## Daily Circulation Soars

Daily newspaper circulation in the United States rose to an all-time high of 46,706,904 last year, the new edition of N. W. Ayer & Son's directory of newspapers and periodicals disclosed in its recent issue.

The figure was a daily gain of 2,214,068 over the preceding year although mergers and discontinuances reduced the number of dailies from 1,894 to 1,859, the directory reported.

Sunday newspapers registered a circulation gain of 1,909,141.

### PRAISE

It is so much easier to blame and find fault than it is to praise. Praise is never "under proof"! It radiates like the sun, and it warms more than the one praised. It even warms the one who praises. It is a joy to work for one where praise is given whenever merited. It is something that is always appreciated.—George M. Adams.

### YOUR LEISURE HOURS

It is not what people do when they work, but what they do when they don't work that causes all their troubles.—Wm. Boeteker.

Buy Uncle's War Bonds

## Ides of Springtime

BY ELIZABETH NORTH

Spring is the one season in the year that it is hardest to be away from home. No matter how nice the climate or how warm the local Chamber of Commerce waxes in its praises, a Spring that is sprung from any but one's native soil "just ain't any kind of Spring a-tall". The boys from Texas, Gawgia, and Alabama are a little disdainful of our April excitement over a robin or a few early violets, and who can blame them? After all, their home states are already reveling in green trees and lawns, and are looking forward to the first roses. But to a guy born and bred in the rolling green countryside of New York's western half, the slow-melting snow and the warm spring rains are just an indispensable part of the turning seasons.

And the mud! What would a western New York Spring be without the rich black mud that you can wade in, over your shoes? Not red clay or sandy gumbo—but black, mucky mud that smells like no other mud in the world. The creeks and streams swell up and burst their sides trying to see how fast they can go. Not dry gulches, filled with brief, swift currents, but rocky channels over stones the great glaciers left behind, and leisurely winding cow pasture brooks.

And the wild flowers that come along in May—but what's the use? I bet that you've all felt it, each about his particular home. And when Time and Events take us far afield, each year there is a time that we can sit back and picture the first robin and the first violets and think to ourselves that it's pretty nice to be alive. It's Spring again!

### MATTHEW 18:8

Wherefore if thy hand or thy foot offend thee, cut them off and cast them from thee: it is better for thee to enter into life halt or maimed, rather than having two hands or two feet to be cast into everlasting fire.

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BY ROSEMARY YOUNG

Just a brief post-Easter resume and suggestion to readers of this review, we have "Peter Piper's Practical Principles of Plain and Perfect Pronunciation" put out by the ever-lovely Mergenthaler Linotype Company. It's a delightful alphabet of tongue-twisting jingles, with tickling illustrations, and typography to tantalize the troubled typographer—gosh, they have got me doing it now.

#### EVOLUTION

The professor had just finished a lecture on the history of germs and as there were still a few minutes left before the close of the class, he called upon one of the students for a brief description of the origin of germs. The student thought hard for a moment, then wrinkled his brow, then, with a grin that reflected a ray of light upon a dark subject, he answered, "Adam had 'em."

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### The Art Corner



#### SO YOU'RE GOING TO BE AN ARTIST?

Our library has this book snug on the shelf. First you are questioned with the 'why' of being an artist. Is it because you have to earn a living? Because you want a hobby? Because it is second nature to you? Because you wish to know educative information on art? Or because you think it's easy? After watching others slap on paint, you try the same, but remember that in comparison it must qualify to pictures that cannot be improved. However, you're not expected to get this in one day. The author says that you might be in the right church but in the wrong pew, meaning that there are many careers connected with art, if you can't paint, as, for instance, photography, typography, modeling, and many others. One point which is brought out is the business end of art, as what the art director expects, how free is the free-lance, and the price of your work. Then there is dear Aunt Emma who thinks that you are a genius. She is very amusing throughout the book. The future of art depends upon what is popular with the public and the conditions of the time. In the reconstruction world, it seems inevitable that art will be in demand. If you like to paint, and you say you can, then by all means do it.

#### Right Is Right

Every truth has its opponent.  
Every error has its defender.  
Be your arguments ever so strong,  
You can't make right out of wrong.  
Be your reasoning ever so sly,  
You can't get truth out of a lie.  
For truth is truth, just is just and right is right.  
Neither majority nor might can make wrong right.  
—Wm. J. H. Broeteker.

#### THE CITY BUREAUFUL

Reports coming out of Washington give the impression that the place is so crowded with army and navy personnel that if a sleepy civilian on the way to work in the morning yawned he'd hit an admiral in the mouth with his left hand and a general with his right. They say there are five girls to every man and the situation is so bad that the other day a guy had his crutches kicked out from under him and when he came to he was in the YWCA.

### MOE JIVE

By now everyone knows about the Don Morehouse, E. J. Dawson engagement as of the 2nd of April, but, nevertheless, I want to go on record as saying that I think it is just about the nicest thing that has ever happened around here.

A lot of the gossip now that the Easter vacation is over, is about the Junior-Senior Prom. That really ought to be something. I understand that the Junior and Senior classes have merged, so to speak, and have really cooked up a wonderful Prom to end the school year. It is going to be held in the Starlite room of the Sagamore. You know, terraces and things. The band is still unengaged, but it will be an exceptional one.

The most important detail of all, though—there is going to be a Queen of the Prom! The whole school is going to be canvassed to find the most queenlike girl to preside over the Starlite Prom.

The blanks for nominations will be distributed in a few days. The five girls receiving the most nominations will then be voted upon to determine who will receive the highest honor that the students of Mechanics can bestow upon a fellow student. The queen will have to be either a Junior or a Senior.

#### Flash . . . !

The Wally Wheeler-Fay (Dink) Coleman combination has gone on the rocks, or Wally sees the light, or, Wally catches on, but slow.

As of two minutes to eleven, Sunday, April 2, Wally Wheeler decided he had altogether too many big buckets of bulgy boulders to carry around any longer. (Smart kid.)

Everybody remember to ask Johnny Orr to inhale for them; he has put two inches on his chest since he has been corresponding with Charles Atlas.

Our boy Sam (Robert Beanie Benson) is certainly going to be missed around these parts. He has been classified 1-A and is planning on leaving almost immediately, if not sooner. Beanie, as you know, is treasurer of the Senior Class. He is also the A No. 1 piano player of Mechanics.

Dottie Lou Moore just got back from spending the Easter holidays with Blackie Blackwell's folks in Saginaw, Michigan.

#### Interesting Gossip

Johnny has recovered from his recent illness and is now working at Daley's.

The way we hear it, one of the local Swab Jockies has really gotten under Kathie Reed's skin. Did you see a dreamy look in her eyes?

Who was that beautiful, delectable, delicious, gorgeous hunk of stuff Wally was seen loving round the spots last April 1st?

Some really upstanding young ladies at the Dormitory have gone the W.C.T.U. one better by forming, the *Leave Us Be Pure Club*. The motto of the club is "No necking, no drinking, no swearing." The Front Street bookies are laying 7 to 12 that it won't last a month.

Slight pause while I flip a coin to decide whether to dream up some gossip or stop here. Heads, I quit. MOE

### FRESHMEN BUZZ

BY MURIEL WATKINS

Friday evening, March 31st considerable number of our Freshmen class departed for an address some eve at Eddie's Roller-race. Everyone definitely enjoyed himself, as was indicated by enthusiastic grins exchanged various members of the group.

Dr. Cayley and his adorable, little daughter were the best of us and we all want to thank Reverend for chaperoning us, though he seemed to be one of our group.

#### Highlights:—

Certain art students had a time filling up endless pages of their sketch books, while a page of our honorable Photo-Tops snapped some very good shots.

Charlie Palmer, who was responsible for the good time, had, really saw to it that everyone skated—didn't he, girls?

The final note of the evening was added when we all tramped back to Rev. Cayley's church, where served cocoa and doughnuts. Four experts from the Reliance Department concocted some real super cocoa. Not to mention names, they were two brunettes, a blond, and a redhead.

The interest in class affairs inspired us to have more Freshman get-togethers. So, let's see you Freshies at our forthcoming bicycle hike.

#### INDISPENSABLE?

The safety of free government depends on the prevention of permanent power from lodgment any one man's hand. Rotation of office, rigidly maintained is only sure preventative. We can far more safely take the risk of "swapping horses" than we can putting the "indispensable man" into our system of government.  
—Thomas F. Wood

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