

\$740,000 RAISED IN CAMPAIGN

George Clark Contributes \$300,000

With more than \$740,000 already pledged in a public campaign for funds, Institute directors this week were hopeful of coming nearer their \$1,000,000 goal before the end of the year.

Chief benefactor and contributor to the drive total, which will swell the Institute's endowment by 50 per cent, is George H. Clark, member of the Board of Directors for three decades and treasurer since 1920. Revealed as the anonymous donor who has offered to contribute two-thirds of a dollar for every dollar pledged by the public before Dec. 31, 1940, Clark has given close to \$300,000 to date.

Clark Generous Contributor

Modest and retiring, Clark, who is 80 years old, has never sought the public spotlight. He has been a generous contributor to many civic undertakings in line with his policy to invest in sound projects which render service to the community at large.

"In my long connection with the Institute I have seen in many ways the value of its works," Clark told workers, faculty and students assembled at the final drive meeting. "I am very glad to help the Institute along, as all of us have done. I don't say 'I,' I say all of us. We of the Institute owe you all our heartiest thanks."

Life Long Rochesterian

Born in Rochester on Oct. 14, 1860, Clark was educated in the public schools and was married to the former Adele D. Hathaway in 1900 in this city. He started his business career in his father's barrel stave factory on Lyell Avenue when he was 16 years old. Since then he has become a director of the Eastman Kodak Company, the Genesee Valley Trust Company and the Rochester Dental Dispensary; a trustee of the Security Trust Company, and president of Cochrane-Bly Company.

Clark, whose "broad human sympathies" were compared with those of the late George Eastman, was proposed as director of the Institute by Eastman in 1910.

Three Teams Cooperate

In the public campaign the special gifts committee headed by James E Gleason accounted for approximately \$270,000. Section B teams, led by Edward A. Halbleib and Ralph E. Knight, re-

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DORM FORMAL HEADS



In Stars—Gene Simonds, Jean Randall, Rachael Smith, Betty Dawson

Photo by Ranger & Rushmore

250 Students Attend Student Conscripts Matinee Dance at Center Deferred Until June

Another matinee hop, from four to six, Thursday, December 5, will bring students together at the Student Center. The outstanding results of the pre-holiday affair have caused the house committee to make plans for this second event.

At the first matinee merry-go-round, November 19, at least 250 students went to the Center to dance, play cards, and just visit and get acquainted. The game room floor was crowded to capacity from the time Joe Gugel, master of music, started his first record.

Chaperones were Dr. and Mrs. Warren C. Davis, Mr. and Mrs. Burton Stratton, and Mr. and Mrs. Calvin C. Thomason. The committee in charge included John Bowllan, William Scanlon, Helen Budd, James Tobin and Lyle Briggs.

ported \$91,238 and Section A workers, under Charles K. Flint and Erle M. Billings, turned in \$83,143.

"The values of this campaign will be far-reaching," Dr. Mark Ellingson declared. "You have had build and expand its program. The a share in the pioneering program of the Institute; you have helped future of the Institute has never been as bright as at present. Mr. Clark's generosity will be well-repaid."

Institute students who were required to register for possible conscription will not be called until the end of the school year if they follow the directions below:

Fill out the questionnaire when it comes; take it to Mr. Alfred Johns, Registrar, who will give you a statement to the effect that you are a student at the Institute. Attach this statement to the questionnaire and return it to your draft board.

This procedure will insure deferment until the end of the school year, and a classification of I. D. as a student available for full military service, or I. E. as a student available for limited military service.

A physical defect such as poor eyesight would place a student in the latter class.

Students who registered in Rochester and live elsewhere are advised to take their medical examination in Rochester, if called, and then have case transferred to their home town.

Further information may be secured from Mr. Johns if the above is not clear.

Phi Upsilon Phi

The Phi Upsilon Sorority held their regular meeting in the smoking room of the Dormitory President Peg Linsin presided in making the final plans for the pledge dinner

Red Cross Benefit Held Tonight in Center

The Delta Omicron Alumnae is sponsoring a bridge party tonight at the Student Center from eight o'clock until midnight. The proceeds derived from the party will be donated to the Red Cross.

The Student Council has very kindly consented to donate the Center with all equipment and all services to the cause.

Mrs. Joseph Reynolds of 4 Thayer St. is chairman of the affair. Tickets may be secured from Mrs. Joseph Reynolds, Mrs. Lena Kariker in the Medical Department, Oscar Wiegall in the Photo-Tech Department or from Stan Keller in the Printing Department.

Management Group Plans Conference

The ninth annual conference of the Mechanics Institute Management Conference Association will be held in the Institute Cafeteria on Saturday evening December 7. The MIMCA is composed of men in responsible positions in Rochester industry who have taken an evening course in the liberal department to aid them in their contact with their employees.

George S. Taylor is chairman of the conference. Community singing will be led by Alvin H. Meyer and business reports will be given by Edward Hall, president of the MIMCA. Dr. Mark Ellingson will address the group on Institute Progress and will be followed by the main address of the evening by Samuel Fraser, International Apple Shippers Association.

SIGMA KAPPA DELTA TRY NEW RUSHING PLAN

Sigma Kappa Delta sorority will try a new type of rushing this year, it was decided at a meeting of the sorority Monday evening. It is a plan unique in the history of the Institute but is frequently used by college sororities. It is called colonization and is a method whereby outstanding girls in the freshman class are chosen by the sorority as possible leaders for the next year.

Each girl is invited to bring with her two or three of her friends whom she picks as having the qualities necessary for colonization. Qualities which are considered paramount are leadership, initiative, friendliness and scholastic and extra-curricular activity.

PSIMAR STAFF

SWEEPINGS

No. 10

Friday, November 29, 1940

Vol. 15

STANLEY KELLER.... Editor	JOHN NORTH—Sports
MARVIN BALDWIN—Electrical Department	ARMAND LAMAY—Applied Arts Department
RUSSELL BROSTEDT and ROBERT ALDINGER—Mechanical Students Association.	SARAH PENN—Retailing Department, Mechanical Department, Cafeteria, Sports
LYLE BRIGGS—Student Council	ROBERT RIPPLE—Riding Club
BOYD CRABTREE—Photo-Technology Department, President's Office	BETTY SEARS—Sororities
SHIRLEY DOERSAM—General Home Economics Department, Food Administration	HARRY SMITH—Chemical Department, Registrar's Office
DOTTIE HOLT—Residence Hall	JAMES STEG—Cartoons
STANLEY KELLER—Publishing & Printing Department, Evening School, Newman Club	VIRGIL ZETTERLIND—Photography
	WILLIAM LARTZ—Business Manager
	AVERY PIERSONS—Circulation Manager
	FRANK DEWITT—Faculty Advisor

Eighty Volumes Added To Library In October

Eighty volumes were added to the library during the month of October. Most of the books were purchased by money appropriated by the Student Council.

A list of the volumes follows: De Gory—Chef's Cook Book.

Lavine—War Propaganda and the United States.

Gaskell—Personality.

Finer—Experimental Psychology.

Tunis—Sport for the Fun of It.

Sherwood—There Shall Be No Night.

Valentine—Better Than Beauty.

Richter—The Trees.

Pressey—Life: A Psychological Survey.

Hardy—Consumer Credit and It's Use.

Andrews—Business Law—Cases and Tests.

Ryan—Cues for You.

Kadel—Air Brush Art

Lindbergh—Wave of the Future.

Struther—Mrs. Miniver.

Flexner—I Remember.

Wester—Saga of American Society.

Tunis—Choosing a College.

Appel—Growing Up With Advertising.

Chambers—Technical Dictionary.

Chase—Goody Fellowship.

Royal Phot. Society—Year's Photography 1940-1941.

Arch-forum—Book of Low Cost Houses.

Downey—Portrait of An Era.

Cunnington—Feminine Attitudes—19th Century.

Ruch—Working with Psychology.

Ruch—Psychology and Life.

Chase—This England.

Brooks—Flowering of New England.

Lewis—Riding.

Edgerton—Flash.

Lester—Accessories of Dress.

Sapieka—Polish Prifile.

Snyder—Capitalism the Creator.

Walpole—Creepy Stories.

Dougherty—Pottery Made Easy.

Frazer—Golden Bough.

Ryan—Your Clothes and Personality.

Walkup—Dressing the Part.

Rogers—5,000 Years of Gems and Jewelry.

Rogers—Orrefors Glass Works.

Lemos—Old World Decorative Designs.

Allen—Table Service.

Bowen—Beloved Friend.

Seaton—Cue's Guide to New York City.

Sumption—Cookies and More Cookies.

Whitmore—Organic Chemistry.

Olson—Typography and the Mechanics of the Newspaper.

Paustian—Problems of Modern Society.

Mortensen—Mortensen on the Segature.

Lawrence—Seven Pillars of Wisdom.

Hemingway—For Whom the Bell Tolls.

Andrews—This Amazing Planet.

Hankamaker—Art of Block Cutting.

Zipprich—Free Hand Drafting.

Vetter—Let's Fly.

Thurber—Fables for Our Time.

Benchley—My Life in a Man-Made Jungle.

Spence—One Foot in Heaven.

Boothe—Europe in the Spring.

McFarland—Masts of Gloucester.

Cooper—English Table.

Lee—Almanac of Reading.

Sumption—Sports for Women.

Anderson—Eleven Verse Plays.

Hough—Country Editor.

Lucason—Time Exposure.

Lucason and Dudley—Making Your Photographs Effective.

Amer. Medical Assoc.—The Vitamins.

And please, Santa, give me what Sam Sturgess has so me that I can get a girl like Grace Vary to take me to the formal, to dinner and to see Benny Goodman, too.

Bob Marshall had quite a time getting a pair of girl's unmentionables and then getting twenty girls to autograph them. P. S.—This was a part of his fraternity initiation.

Following is a part of the various "lines" used by the different students of the Institute.

Chuck Costello—Electrical

"Last night I dreamt that I ate flannel pancakes and when I woke up in the morning, the blanket was gone."

Nick Christy—Chemical

"The trouble with this country is that there are too many foreigners and not enough Greeks."

Marilyn Smith—Retailing

"Flattery is 90% soap, and soap is 90% lye."

Lorna Shaw—Retailing

"Hello, Wolf!!!"

Stan Keller—Printing

"The other night I dreamt I was awake. I woke up and found I was asleep."

Jean Kinsella—Retailing

"Just another dream boy." asleep."

Ray Russell—Mechanical

"You see this black eye? I'm so fast I opened the door and shut it before I went through."

Jean Bruce—Foods

"Marriage is a great institution. Every family should have it."

PHI UPSILON APPOINTS RUSH COMMITTEE HEADS

Phi Upsilon Phi Sorority held a short business meeting November 11 at the Student Center. Committee heads for the rush party were appointed, and it was decided that there would be a short business meeting November 25.

Mortensen—Outdoor Portraiture. Behrman—No Time for Comedy. Mergenthaler Linotype Co.—Linotype Machine Principles. Shriner—Identification of Arganic Compounds.

Skinner—Official Tentative Methods of Analysis.

Bogert—Dietetics Simplified. Flynn—Country Squire in the White House.

Radder—Newspaper Makeup. Pollard—Newspaper Management.

Van Wadenay—Photographing People.

Laver—French Painting and the Nineteenth Century.

Dodgson—Modern Drawings.

Seventy-five per cent of the Institute fellows:

"Gotta cigarette?"

Can Laurie and Nan Reiss be getting really serious? After all, she flew all the way from Detroit for the Formal.

Jack Young, after dating most of the girls in the school, seems finally to have decided on Mary Poch. Some guys get all the breaks!

Seeing is believing: Gene Paul-dine and Jane Utter; Connie Bouchard and Hank Dickinson—why Freshmen, Hank? Jean Adams and Don Warren . . . Mary Skivington and Paul Robinson . . . Betty Sears and Wally's good looking uncle from Cornell . . . Rosemary Miglow and Mike Cerone, although previous rumors were still to the contrary . . . and we still can't figure out the Don Sweet—Darry Graham—Joe Quinlan angle.

Mystery of the week: Why did the catch-of-the-season, Jerry Anderson, refuse dates for the Dorm Formal? It couldn't be because the gal of his dreams was there with Another Man, could it, Jerry?

Orchids to the girl who came all the way from Buffalo for the Formal and then got stood up.

I'm not at the bottom,
I'm not at the top;
So this is the place
Where
I always
Stop.

'Bye now,
Jojo

Senior Mechanicals Get Inside View

Senior Mechanicals under the direction of Mr. Cyril Donaldson, Machine and Instrument Design instructor, were recently given an inside view of the program of industry for national defense on their recent field trip through Consolidated Machine Tool Corporation. Accompanied by a Federal man and plant officials, the students were allowed to get just a peek at what was really going on.

The defense program at Consolidated has necessitated the construction of a new two-story building. All machines and men are being worked to full capacity to aid in the defense of America.

Benjamin Franklin was the youngest son of a youngest son of a youngest son.

Center Haps

"DORMITES" by JIM STEG

Bridge Parties Resumed at Center

Every student may feel that he-she is assisting the Red Cross tonight, for the Center, with full equipment and service, is being donated for the Delta Omicron Alumnae benefit card party.

Tomorrow evening the M. S. A. with Russell Brostedt as chief chairman, is to put on a red-letter social affair.

Helen Budd has been appointed magazine mademoiselle. Each Friday morning she purchases at the Institute Book Store the allotted fifty-cents-worth of current reading matter and after stamping and distributing them, her task is done.

Thursday evening bridge bouts in the lounge have been revived at the urgent request of contract connoisseurs. No prizes will be awarded and each table will play as a separate unit. Anyone who is interested is welcome and beginners will be ably assisted. Hours are seven-thirty to nine-thirty.

Ye printing department deserves orchids for extra bits of work like the fine placards that Stan Keller produced for the successful first matinee dance the day before Thanksgiving recess.

Is Coca Cola becoming the national beverage? Would seem so, judging by the amount quaffed here. A 550 pound new dispenser has been installed and holds 106 bottles. It's slug proof, too. (Gives out on American nickles only.) Edith Bergash and Herbie Gurban drank the first joint toast by way of dedicating the new machine with its handsome finishings.

Last week the Center was gay with splended chrysanthemums, gifts from "The Gang," honoring Mrs. Thomason's birthday anniversary. For the floral pieces, for the surprise birthday cake and coffee and especially for the gracious accompanying notes, Mrs. Thomason wishes her friends to know that she is sincerely touched and grateful.

From the number of halt and maimed about, one might think this was a rehabilitation center: Nick Christy, Loren Spero, Don Dummond, Rich Lewis—all with broken bones or mangled muscles. Several say they settle for Charlie-horses.

That much-needed, handy step-ladder has arrived, thanks to the intervention of Lyle Briggs. Life



"I wonder what makes those horrid boys stare at us so nicely?"

Funeral services for Miss Hazel Burkey, instructor in the Food Administration Department and Cafeteria manager at the Institute from 1928 to 1937, were held last Tuesday at Greenville, Tenn. She died last Friday in Pittsburg.

and limbs of those decorating for the many parties will no longer be endangered by standing on folding chairs mounted on game tables.

How about a Word-Of-The-Week? And suppose everybody uses said verbal signal three times, thus making it a part of his vocabulary. The words going the rounds of late is *appange*, which means anything assumed as a right by virtue of birth, office, etc. or a prerequisite.

MECHANICALS DEFEAT PHOTO-TECHS 32-0

The Mechanical six had the pleasure of playing a touch football game with the Photo-Techs on the new campus Nov. 12. The mud flew, but the Mechanicals still retained their undefeated standing by defeating the Photo-Techs 32-0. Flash Beaty was the star with his basketball passes for the extra point, and his trick open field running.

Albert Einstein failed in arithmetic.

On Your List of "Musts"
JUNIOR PROM—January 25

Oh, Boy, It's Swell!



Student Specials
20c - 25c - 30c

NO WAITING
Terminal Restaurant
152 Broad Street

RUDNER DRUG CO

LIGHT LUNCHES
TOILET ARTICLES
KODAK SUPPLIES
DRUGS

DISCOUNT ON KODAK
SUPPLIES TO STUDENTS
FRIENDLY SERVICE

94 Plymouth Avenue South
(Corner Spring)

Ask to see our new line of
ZIPPER CASES

Photo Albums Scrap Books

ROYAL TYPEWRITERS

Mechanics Institute Store

Louie's TAILOR SHOP

Cleaning and Pressing
98 Plymouth Avenue S.

Around the Dorm

With the usual 75 girls in the Dorm cut down to 50, it seems like a small, but not subdued, group who live at 102 Spring St.

Thanksgiving breakfast was served before the fireplace in the living room to twelve hungry guests. Besides the "Dormites" Barb Maulbetsch, Shirley Rupright and Jean DeLano, Miss Florence Meyer, Mrs. Meyer, Miss Strickland, Nick Christy, Louis Pavledes, Boyd Crabtree, Wally Seawell, Ozzie Wiegel and Jack Lund were present.

Miss Meyer, Shirley Rupright and Jean DeLano had Thanksgiving dinner at the Hotel Rokester.

Jean Randall spent the vacation at Ohio State University in Columbus, Ohio. She was the guest of Marge Smith, former Mechanicum.

WHO WENT WHERE:

Megs Austin, to Rita Greenwood's aunts, in Niagara Falls.

Laura Funnell, to Rae Smith's, in Shed's, N. Y.

Mary Poch, to Robinsons, in Machias New York

Jan Roberts to her grandmother's home in East Bloomfield.

Jean Rutledge to her aunt, Mrs. Dake in Itasca.

Gene Simonds to her aunts, in Port Byron.

Dick Maurer, to Dottie's for Thanksgiving Day.

Doris Gordon to New Jersey, with her family.

Most of us, home.

Wanda Mary Doetsch is ill at her home, in Hamburg.

Nancy Wood, and Laura Funnell, attended the Jeannette MacDonald concert at Eastman Monday night

Did you hear the one about the girl who sat in a Photo Tech's room at the Dorm and happily shuffled thru a box of sensitized paper marked "open only in dark-room"? That's why the Dormites are writing notes on slightly pinkish gloss paper!

Delta Omicron

Betty Booden, Vice President of Delta Omicron Sorority took charge of the meeting Monday, November 25 in the absence of Wanda Mary Daetsch who was taken ill over the week-end.

Entertainment was provided by the D. O. Thrivo girls, Eli Wells and Dottie Collar, after a detailed discussion of the rush party to be held January 23.

Art Students Exhibit Model Drawing

National Art Week is held all over the United States this week and is celebrated in Rochester by an art and craft exhibition in the Civic Exhibits Building on West Main Street. The purpose of National Art Week is to promote American art and homes.

The exhibits include paintings in water color and oil paints, craft demonstrations, weaving, and modeling. All works exhibited, which are executed by both professionals and non-professionals, had to pass a committee of judges in charge of that art before being placed upon exhibition.

A group of senior art students including Eleanor Brookmier, Charles Archer, Carmella Costanza, Frances Wolf, Christina Varillos, Bob Criddle, and Jim Steg will give an exhibition of drawing from a model tonight.

The Civic Exhibits Building is open to the public from 10 A.M. to 10 P.M.

Dormites Celebrate November Birthdays

Ten of the "dormites" were entertained at a birthday dinner party Tuesday, Nov. 19, in the Institute Cafeteria. This dinner was the third one to be held this season and was in honor of those girls celebrating birthdays during the month of November.

A large fruit centerpiece decorated the table. Favors were provided to all girls attending the party and the guests of honor received straw flower corsages.

The girls who were feted are: Laura Funnell, Dariel Graham, Jean Randall, Marian Schulmeister, Claire VanWinkle, Nancy Wood, Doris Ward, Dorothy Winship, Doris Davie and Edith Groh.

PI CLUB PLANS CHRISTMAS PARTY

Elaborate plans are being completed for the annual Christmas party of the Etaion Shrdlu Club which is to be held on Saturday evening, December 14. The Spanish Room of the Hotel Powers has been engaged for the occasion and indications from the present plans are that it is to be a red-letter social event. However, the party will be closed to the members of the Etaion Shrdlu Club and their "dates."

Stanley Keller and Julian Kubit, who serve as the social and entertainment committee of the club, are co-chairmen of the event.

Engagement Announced Food Department Tests Recipes



JEAN PETERSON

Mr. and Mrs. Albert Peterson of Brockport announced the engagement of their daughter, Miss Jean Peterson, to Richard K. Burrell of Harvard St.

Miss Peterson was graduated from the Institute last year. She was also one of the contestants for the Queen of the Senior Ball last year.

The Food Administration and Hospital Diabetics Department is testing the recipes that are submitted in the Democrat and Chronicle recipes contests.

In the contests, which will extend through the winter season, attention is centered on one type of recipe each month. The testing of the recipes is done in the Cafeteria under the supervision of Miss Velma Purinton, Cafeteria director.

The Department faculty and Miss Jane Reamer, of the Democrat & Chronicle staff, are the judges and choose the three best entries from each contest. Two Food students, Rosemary Doerr and Carl Stegler, do the cooking. Thanksgiving salads were the recipes for November, and Christmas Candies will be featured for December.

FRENCH COOKERY CLASS ORGANIZED

A special class in French cookery has been organized under the extension program of the General Home Economics Department at the request of the French Alliance of Rochester.

Mrs. Hawley Ward, President of the French Alliance, is in charge of arrangements. M. Jean Marie Chaintreuil, authority on French cookery, and former chef at the New York Athletic Club, is supervising the course. Mrs. Audra Kramer is instructor. The four-week course includes lessons on French soups, salads, meats and fish, sauces, and sweets

The first group of French Alliance members to study French cookery had its first class on Friday, while the second group took its first lesson Wednesday.

The Cafeteria Staff will hold a party tonight in the Cafeteria. Those in charge include Arvilla Pomeroy, head of the refreshment committee and Carl Stegner in charge of the refreshments.

FOOD STUDENTS BROADCAST

Phyllis Frank and Eleanor Nolan, Food Administration students, alternate in assisting in food preparation during Edwards Cooking School Of The Air, and occasionally join in the broadcasting. Miss Sally Franklyn, who conducts the Cooking School, is a graduate of the Retailing Department of the Institute.

Forest Echo Lodge Has Toronto Reunion

Canadians and Americans joined in toasts to King and President at Toronto last Saturday evening as they met to renew acquaintances and to recount summer vacation experiences. The occasion was the annual reunion of guests of the summer resort operated by Mr. and Mrs. Earl Karker of the Institute and Dr. and Mrs. Carl Burgess.

Fifty-two guests and Forest Echo Lodge staff members, after enjoying a typical Thanksgiving dinner of turkey, had many a laugh as they saw themselves in movies of summer activities at the Lodge

During the Dinner, letters and telegrams from out-of-town guests unable to attend, were read. Mr. and Mrs. Burton Stratton of the Institute telegraphed greetings to the gathering.

GIRLS ENTERTAIN GUESTS AT DINNER

Fifty guests were entertained at dinner in the Institute Cafeteria Sunday, Nov. 17, when dormitory residents had the privilege of bringing guests to dinner. After enjoying a sumptuous dinner, a songfest was held and popular songs of yesterday and today were sung.

Mr. and Mrs. Duncan Seavey and Mr. and Mrs. Horace Koch were among the faculty that were invited.